



PERSISTENT

## Persistent Systems' IoT Leadership Recognized Once Again in Zinnov Zones 2018 – IoT Technology & Services Report

*Persistent's technology services considered 'Established and Expansive' for overall IoT competency and leaders in the areas of "IoT Engineering," "Platform and Application Competency" and "Big Data Management and Analytics"*

Santa Clara, Calif. and Pune, India  
November 02, 2018

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- [Back-to-back: @Zinnov recognizes @PersistentSys as an established & expansive #IoT leader for 2018 #ZinnovZones](#)
- [@Zinnov considers @PersistentSys #IoT leaders in IoT engineering, platforms, applications, #BigData and #analytics, per latest #ZinnovZones IoT Technology Services Report](#)

### News

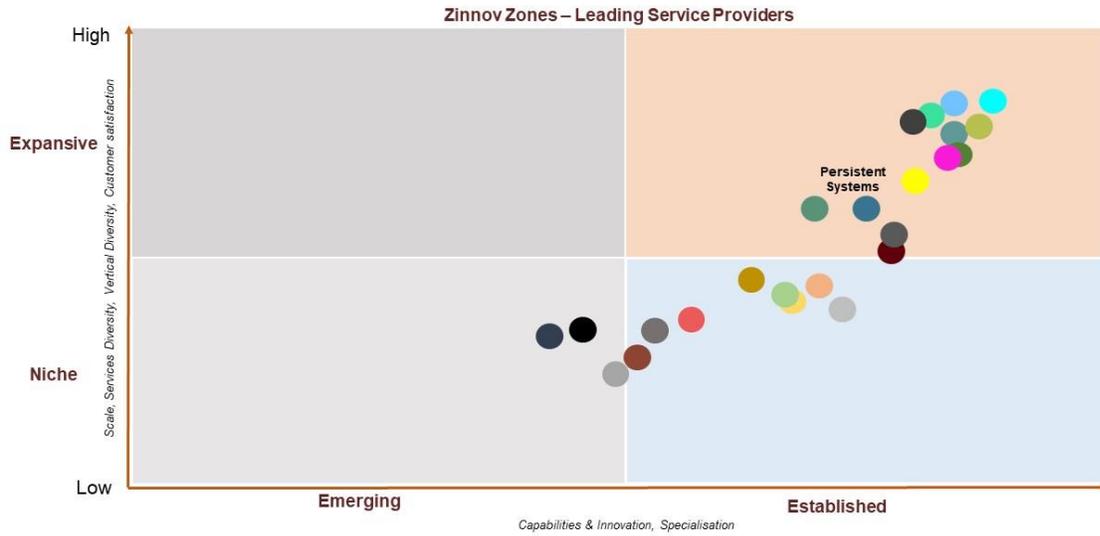
[Persistent Systems](#) (BSE & NSE: PERSISTENT) is pleased to announce that for the second consecutive year, the company's overall IoT competency has been considered "Established and Expansive" in the *Zinnov Zones 2018 – IoT Technology & Services* report produced annually by industry analyst firm [Zinnov Management Consulting](#).

In addition to its overall IoT competency, Zinnov analysts also placed Persistent in the "Leadership Zone" in the following IoT dimensions: "IoT Engineering," "Platform and Application Competency" and "Big Data Management and Analytics."

*Zinnov Zones for IoT Technology Services* is an annual industry report that relies on Zinnov's proprietary Zinnov Zones methodology to analyze and determine market leaders and laggards across a variety of IoT-related capabilities.

Zinnov's evaluation model incorporates a number of measurable characteristics, including innovation, capabilities, financials, human capital, ecosystem linkages, infrastructure, maturity and diversity of services, scale, and vertical market support.

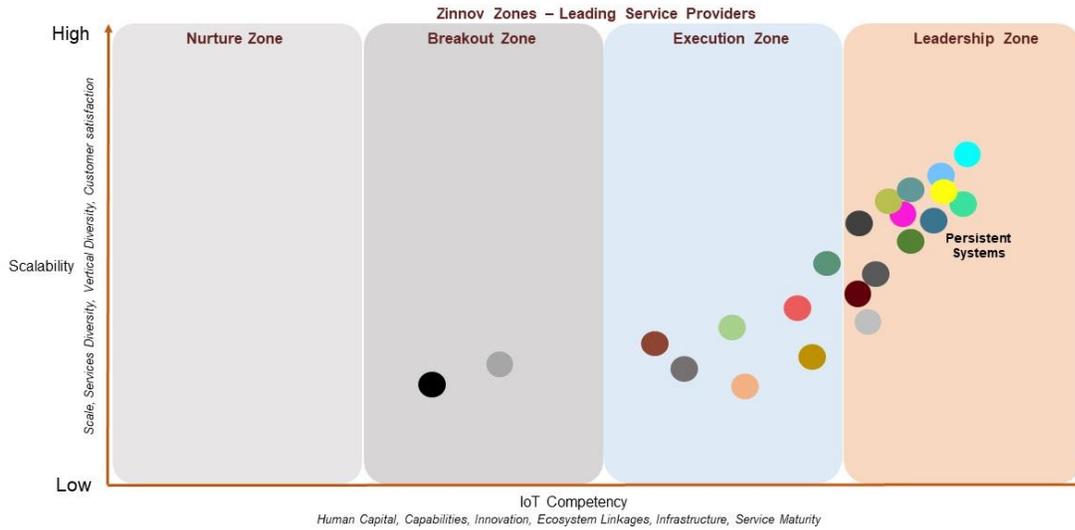
For additional details about Zinnov's model and methodology, visit: <https://www.slideshare.net/zinnov/zinnov-zones-for-iot-services>



### Zinnov Zones 2018 IoT Technology Services – Overall Ratings



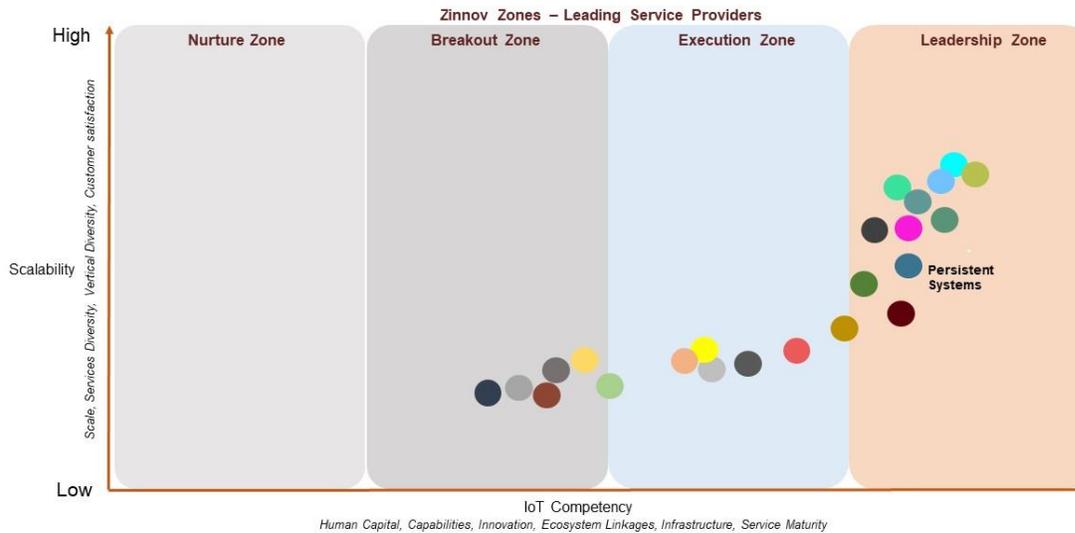
### Zinnov Zones 2018 IoT Technology Services – IoT Engineering



Source: Zinnov Research & Analysis

Validity till 24<sup>th</sup> Oct, 2019

### Zinnov Zones 2018 IoT Technology Services – Platform and Application Competency



Source: Zinnov Research & Analysis

Validity till 24<sup>th</sup> Oct, 2019

### Zinnov Zones 2018 IoT Technology Services – Big Data Management and Analytics

### **Quote from Sanjeev Srivastav, Senior Vice President and General Manager**

“Zinnov’s recognition of Persistent’s IoT leadership and capabilities as both ‘expansive’ and ‘established’ for the second straight year is strong validation of our ability to stay ahead of the rapidly-evolving IoT market. The report shows that our strong software product DNA in developing and successfully launching comprehensive end-to-end IoT solutions using our Persistent Flywheel framework gives us unique capabilities that differentiate us from others in the market.

Our IoT customers rely on our leadership status in the areas of IoT engineering, platform and application development and big data and analytics to help them quickly bring to market innovative, robust and secure platforms and services that deliver a superior customer experience, increase their market share and drive sustainable, profitable growth.”

### **Quote from Sidhant Rastogi, Partner & Practice Head, Zinnov**

“Persistent's engineering capabilities coupled with its investments in ecosystem and infrastructure for IoT services have helped cement its leadership position for overall IoT services. In addition, the firm's robust platform development and big data & analytics capabilities have contributed to its strong competitive positioning in the market”.

### **Additional Resources and Information:**

- [Persistent Systems IoT overview](#)
- [Persistent’s Flywheel methodology](#)
- [Concert IoT: Accelerated IoT application framework](#)
- [Persistent’s award-winning robot concierge IoT solution for banking, retail and more](#)

### **About Zinnov**

Founded in 2002, [Zinnov](#) is a global management and strategy consulting firm, with presence in Silicon Valley, Houston, Bangalore, and Gurgaon. Over the past 16 years, Zinnov has successfully consulted with over 250 *Fortune* 500 customers to develop actionable insights that help them in their transformation journeys.

With core expertise in Product Engineering and Digital Transformation, Zinnov assists clients by:

- Providing research and strategy consulting for Technology Service Providers in the areas of Product Engineering and Digital Transformation;
- Enabling companies to develop and optimize a global engineering partner strategy to achieve higher throughput, innovation, productivity, and cost savings;
- Growing revenue for companies' products and services in India and other emerging markets;
- Helping MNCs expand and/or consolidate their globalization footprint.

With their team of experienced professionals and research teams, Zinnov serves clients from across software, semiconductor, consumer electronics, automotive, storage, telecom & networking, healthcare, banking, financial services and retail verticals in U.S., Europe, Japan and India.

**About Persistent Systems**

[Persistent Systems](#) (BSE & NSE: PERSISTENT) builds software that drives the business of our customers; serving software product companies and enterprises with software at the core of their digital transformation.

Forward-looking and Cautionary Statements: For risks and uncertainties relating to forward-looking statements, please visit [www.persistent.com/FLCS](http://www.persistent.com/FLCS)

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