

RISING STAR: PERSISTENT

Overview

Persistent Systems is a U.S.-based provider offering business consulting, design-led workshops, architecture, development, QA and deployment with a strong focus on the Salesforce products. Being a database-oriented software development company, Persistent has developed a rather specific approach that emphasizes the unified definition of data within the enterprise, and based on that definition uses Salesforce as an enterprise platform for integrated cloud services.

Strengths

Implementation approach: Persistent is one of few providers that takes a strongly data-oriented implementation approach targeted at using Salesforce as an enterprise platform for digital transformation. This strategy is based on a well-defined foundation that Persistent calls an API and data integration layer and providing the tools and products that are necessary for consistent data-focused implementation.

Healthcare-specific solutions: The Persistent portfolio includes a rich set of solutions specifically for healthcare with a strong focus on Service Cloud. The healthcare solutions cover the entire spectrum from patient care, spanning clinic-oriented functionality to the post-treatment activities. Persistent has Full Force certification for its solutions in healthcare and life sciences vertical.

Project efficiency by accelerators: Persistent offers accelerators that are usable across industries for improving service delivery and project efficiency, by supporting continuous integration and providing frameworks for deployment and post-deployment configuration.

Strong partnerships: Persistent has developed complete software solutions on behalf of Salesforce, for example, analytics applications, which emphasizes its competency. Partner also maintains a strong network of partners that fit properly into the data-oriented approach, including Apttus, Conga and DocuSign.

Caution

Beside the few industries i.e Healthcare, Life Sciences and Banking & Financial Services, Persistent should develop the focus on other industries as well.

The company's share of T&M related work is relatively high. It should strive for increasing the share of fixed price and outcome-based project to demonstrate co-responsibility for the results of the respective projects.



2019 ISG Provider Lens™ Rising Star

With its strong data-oriented approach and focus on using Salesforce as an enterprise platform, Persistent has the potential to achieve a leading position in this market.