



Investor Presentation

Christopher O'Connor

Persistent at a Glance

Product Development

Enabling those in the business of software and those building software driven business



Technologies

AI, Machine Learning and Data
Cloud Services
Identity, Access and Security
Internet of Things



Industries

Banking, Financial Services and Insurance
Healthcare and Life Sciences
Industrial Manufacturing
Software and Technology



\$481 M+

FY'19 revenues

10000+ employees

15+ Countries

25+ Years of operation



Playbook for building Software Driven Products and Businesses across technology and industries

The Year gone by...



FY19 Highlights

Revenue	\$ 481 M (2.2% YoY)
TSU	\$ 315 M
Alliance	\$ 139 M
Accelerite	\$ 27 M
EBITDA	17.2%
Verticals served	BFSl, Life Sciences & Healthcare, Industrials and ISVs
Employees	~10,000 (85% in India)

First 100 days: Observations & Learnings

What is Impressive :

- Customers are Healthy & Happy
 - World Class NPS score of 67
 - Fantastic client stories to tell
- New logo generation in FY19
- Industry category leadership evident
- Broad Technology Partnerships
- Internal Machine that enables growth

What are Opportunities :

- Clients and their total business needs
- Domain/ industry differentiation
- Programmatic Structural Consistency
- Rich opportunity in rest of World
 - India & Asia Pacific
 - Europe
- Cross Sell, Up sell everywhere
- Balance our largest client
- Marketing

100 Days in Office: Execution



Customers

- One Persistent Brand
- Offerings / Business Models Industry for “needs”
- Scope is Advise – Deliver – Operate
- Strategic long term account planning

Employees

- Invest in Employees
 - PSL University, Daily Practices, Rewards
- Improve Diversity
- Localized leaders in market

Structure

- Simplified Structure
- One Leader, One Role
- Named / Hired In Market Business Leaders
- Incentive Alignment and Sales Kick Off Meeting

Business Initiatives

- Tell our Client’s stories in the Market
- Strengthen focus on Market’s needs and Partners
- Brand creation and the creation of value
- 3rd Party critique of our work

Our Business at a Glance : Technology

DATA



SECURITY



CLOUD



PLATFORM



Overview

TAM : USD \$500B

Persistent Offerings:

- Complete Information Design
- AI/ML
- Strategy, Compliance and Governance
- Actionable Insights
- Partner platform experts

CS: Major US Bank

Client Highlights

- Consulting and implementation deal around data governance and regulation (CCPA)
- Multiple phase potential with phase 1 in progress
- Significant opportunity around implementation projects towards fixing gaps/findings

Billing Models Applicable

- Advisory Services
- Project Delivery (Fixed Price, T&M)
- Reseller, IP / Product License & Accelerator
- Joint GTM with Partner (AWS, Snowflake etc)

Overview

TAM : USD \$124B

Persistent Offerings:

- Identity & Access Management
- IAM Platform Modernization
- Cloud Security & SaaS:fication
- Modernize Identity Data Stores
- SIEM Services
- Privacy Solutions
- End Point Security Solutions / Products

CS: Major Networking Hardware Company

Client Highlights

- Operate & Manage one of the largest IAM platforms
- Modernized architecture & upgrade legacy solution
- Jointly defined Strategy to modernize Identity Governance Platform

Billing Models Applicable

- Advisory Services
- Project delivery (T&M, Fixed Price)
- Managed Offerings
- IP / Product License

Overview

TAM : Multi trillion \$

Persistent Offerings:

- Design and Innovation
- Enterprise Product Engineering
- Rapid Application Development and Automation – Appian, Out Systems, RPA
- Managed Services and IT Operations

CS: Global Asset Management Firm

Client Highlights

- Identified, Evaluated and Deployed Digital Enterprise Grade platform (Appian)
- Platform based Solutions for new product launches
- Setup of Appian CoE

Billing Models Applicable

- Advisory Services
- Project delivery (T&M, Fixed Price)
- Accelerators
- Joint GTM with Partner

Overview

TAM : USD \$159B

Persistent Offerings:

- Enterprise Cloud Migration
- Enterprise Application Modernization
- SaaS:fication
- Cloud-Native Development
- Cloud Platform: Rovius

CS: GOI Ministry of Human Resource

Client Highlights

- Largest MooC platform in the world, GOI initiative
- Cloud-agnostic, enhanced user experience
- Operations and management of platform
- Expansion to African countries

Billing Models Applicable

- Advisory Services
- Project delivery (T&M, Fixed Price), Managed Services
- IP / Product License
- Joint GTM with CSP/MSP Partner, Reseller

Our Business at a Glance : Industries

BFSI



HLS



INDUSTRIAL



Growth

- Salesforce
- ISV



Overview

TAM : USD \$150B

Persistent Offerings:

- Digital Banking Experiences
- Digital Lending Solutions
- Operations Automation
- Intelligent Claims Automation

CS: Leading Microfinance provider in US

Client Highlights

- Cloud native Digital Experience to target newer markets
- New Digital Lending Platform
- Applications and Core systems consolidation

Billing Models Applicable

- Advisory Services
- Project Delivery (T&M, Fixed price)
- Managed Services, Transaction Based Pricing
- Reseller
- Joint GTM with Partner

Overview

TAM : USD \$200B

Persistent Offerings:

- Patient Experience & Engagement
- Data/AI on Patient Data
- Digital Care Transformation
- Digital Lab

CS: Largest Integrated Healthcare System in US

Client Highlights

- Multi-faceted deal combining domain knowledge with engineering services
- Addressing large up-tapped opportunity in kidney disease mgmt
- Cost savings thru better disease management & risk score calculation

Billing Models Applicable

- Project delivery (T&M, Fixed Price, Risk Sharing)
- IP, Royalty, Value Added IP
- Manged Services
- Joint GTM with Partner

Overview

TAM : USD \$500B

Persistent Offerings:

- Top 20 SFDC Partners
- Multi-Cloud
- Loan Origination
- Patient Experience
- Engage 360 (IP)

CS: Large Private Sector Indian Bank

Client Highlights

- Largest SFDC deal in India
- Develop Retail Banking & Wealth Management solutions
- Build Marketing & Customer Analytics solutions

Billing Models Applicable

- Advisory Services
- Project delivery (T&M, Fixed Price)
- Global Joint GTM with Partner

Overview

TAM : USD \$500B

Persistent Offerings:

- Persistent branded solutions
- OEM branded
- Product Takeover
- Reseller
- Asset Library

CS: Industry Leading Search Company

Client Highlights

- A 360 Degree partnership
- Global Support & RnD
- Implementations leveraging the solution
- Technology reseller, OEM partner

Billing Models Applicable

- Project delivery (T&M, Fixed Price, Risk Sharing)
- Reseller, IP, Royalty
- Manged Services
- Joint GTM

Overview

TAM : Trillion Dollar

Persistent Offerings:

- Engineering Lifecycle Management (CE/CLM)
- Product Lifecycle Management (PLM)
- Industrial IoT solutions with Advanced Analytics

CS: Multinational Engineering & Tech. Co.

Client Highlights

- Integrating system design processes to improve engineering Results
- Interlock data from systems leveraging our expertise in application lifecycle management and our own IP
- Faster & better quality of development process

Billing Models Applicable

- Advisory Services
- Project delivery (T&M, Fixed Price, Risk Sharing)
- Reseller, IP, Royalty
- Manged Services
- Global Joint GTM with Partner

Immediate Horizon



Continue growth in Logos

Continue to balance our largest client with Industrial Sector Focus

Revenue Predictability

- Rigorous Account Management
- Aligned Sales Team & Compensation
- Marketing, Offering and Business Model Programmatics

M&A Activity

Longer Term Horizon



Persistent is a complete value provider/partner in the clients journey

- Offerings that Advise – Deliver – Operate across select domains
- Integrated business solutions composed of People, Assets, Services and Business Risk
- Persistent business volume with elongated client partnerships

Persistent Brand Projected into the Marketplace of our clients

Geographic expansion

Richness of Balance Sheet investments – M&A and Partnerships



Thank You
Christopher O'Connor

