



## Persistent Systems Aligns Leadership and Organization with Growth Strategies Product Development and Technology DNA Differentiate and Drive Growth

Santa Clara, CA and Pune, India

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[Persistent Systems](#) (BSE & NSE: PERSISTENT) today announced plans to organize its business around four key growth strategies. Unique to Persistent, the company's product development and technology DNA drive all four growth strategies. The new structure along with new leadership responsibilities will be effective April 1, 2016.

The four growth strategies and related business lines are:

- **Digital:** A focus on [the "how" of digital](#) by bringing together data, APIs, and experiences. This growth strategy combines a technology partner ecosystem, solutions, and a unique architecture for enterprise digital transformation or the transformation to become software-driven in business. [Sudhir Kulkarni](#) will be the President for the Digital business.
- **IBM Alliance:** A focus on the long-standing multi-dimensional relationship between [Persistent Systems and IBM](#). This growth strategy builds on the [recent alliance for the IBM Watson IoT Platform](#) and the vision of software-driven everything as the next step in the digital transformation of enterprises. [Mike Kerr](#) will be the President for the IBM Alliance.
- **Services:** A focus on services for software and product development including agile and experience design that are driven by the mainstream adoption of SMAC technologies. This growth strategy continues the company's focus on customers in the business of software (software vendors) and businesses or enterprises that are becoming software-driven. [Mritunjay \(Munjay\) Singh](#) will be the President for the Services business.
- **Accelerite:** A focus on products that includes business-critical infrastructure software for enterprises, telecom operators, and the public sector. [The Accelerite](#) product suite includes solutions for cloud life cycle management, endpoint security, enterprise mobility management, and the Internet of Things (IoT). This growth strategy focuses on the current product suite as well as the takeover of non-strategic products from other technology companies. Nara Rajagopalan will continue as the CEO of Accelerite, the Products business of Persistent.

The company also plans to strengthen its corporate functions as part of Corporate Operations that will enable and accelerate the four growth strategies. [Atul Khadiolkar](#) will be the President for Corporate Operations.

"The Product Development and Technology DNA uniquely distinguishes our approach, including our focus on the How of Digital," said Anand Deshpande, Persistent Systems founder and CEO. "This DNA drives all four growth strategies for the company, to realize our vision of software-driven businesses for customers."



### **About Persistent Systems**

Persistent Systems (BSE & NSE: PERSISTENT) builds software that drives the business of our customers; enterprises and software product companies 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:

[http://content.persistent.com/Pslweb/forward\\_looking\\_cautionary\\_statement.shtml](http://content.persistent.com/Pslweb/forward_looking_cautionary_statement.shtml)

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