Persistent Systems amongst the leading players in 'Zinnov Zones 2017 – Digital Services' Report

Focus on the "How" of Digital drives recognition across categories

Pune, India, and Santa Clara, Calif.
October 16, 2017

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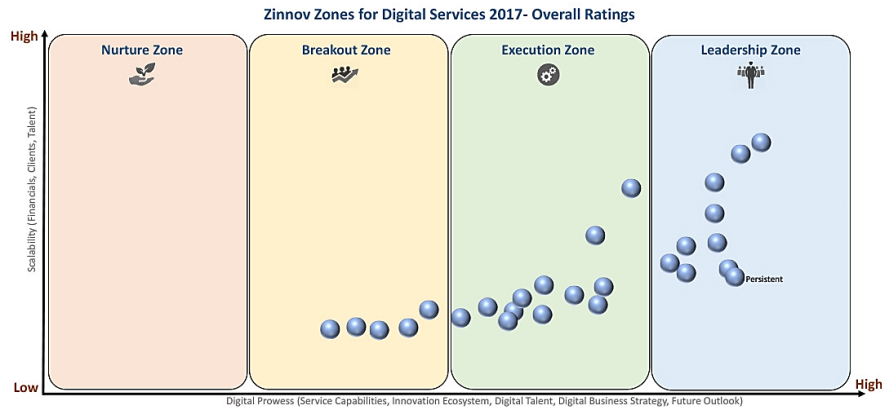
.@Persistentsys among the leaders in @Zinnov #Digital Services Report. #DigitalTransformation

News Summary:
In its recently released report 'Zinnov Zones 2017 for Digital services,' Zinnov Management Consulting positions Persistent Systems (BSE & NSE: PERSISTENT) among the leading players for its Digital competencies. Persistent is placed in the leadership zones for the following categories:

- Overall Digital services
- Digital Consulting
- Experience and Design
- Digital Application & Engineering
- Digital Integration Services
- Data Management & Analytics
- Digital Infrastructure
- Digital Workplace

The 'Zinnov Zones for Digital services 2017' is a comprehensive analysis that evaluates 27 different service providers based on Digital Prowess including service capabilities, digital talent, innovation ecosystem, digital business strategy and future outlook while considering their scale of digital business and digital clientele.

Source: Zinnov Zones 2017: Digital Services Report

Sudhir Kulkarni, President - Digital, Persistent Systems

"With our platform-centric approach, we are helping customers transform their businesses to become software driven, by design. Our innovative approach includes co-creating transformative software with industry leaders, such as a digital healthcare platform with Partners Healthcare and a risk management and fraud prevention platform with USAA. All with a focus on building new IP-based revenue streams. The Zinnov ranking further demonstrates Persistent's strength in the digital space."

Praveen Bhadada, Partner & Practice Head - Digital Transformation, Zinnov

"Persistent's Software 4.0 approach is centric to their digital prowess. The approach helps them architect, engineer and deliver digital or software driven business solutions with agility and at scale. Additionally, their digital transformation toolkit offers tools and IP for data curation and integration, API management and digital experience and is well accepted amongst their customers. The company also has a strong focus on co-innovation. Moreover, their platform centric approach to digital and industry specific use cases also helps them command leadership in the industry."

Additional Resources and Information:

- Software 4.0 – Anticipate and build your software-driven future. Continuously!
- Focus on the How of Digital to Become Software-Driven in Business
- Data, Digital and IoT for building a new class of digital solutions
- A blueprint for Enterprise Digital Transformation by Design

About Zinnov

Zinnov was founded in 2002, with presence in Bangalore, Gurgaon, Silicon Valley, and Houston. Since its inception, Zinnov has built in-depth expertise in Product Engineering and Digital Transformation. With a strong foundation in Research and Strategy Consulting they enable their clients to accelerate growth and create efficiencies through innovation, productivity, technology, networked economies and cost savings. They work with clients in the Software, Automotive, Telecom & Networking, Consumer Electronics, Storage, Healthcare, Financial Services & Retail, Semiconductor verticals in US, Europe, Japan & India.

For any further media queries, please contact Nitika Goel at media@zinnov.com

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: https://www.persistent.com/FLCS

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