

## 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.