



Persistent

# Persistent Opens Melbourne Innovation Center to Support Enterprise Modernization and AI Adoption

**Advances ANZ growth strategy and reinforces commitment to innovation, talent development and enterprise transformation in the region**

March 5, 2026

Melbourne, Australia and Pune, India

## News Summary

[Persistent Systems](#) (BSE: 533179 and NSE: PERSISTENT), a global Digital Engineering and Enterprise Modernization leader, today launched its Melbourne Innovation Center as a strategic hub for AI-driven enterprise reinvention across the Australia and New Zealand (ANZ) region. The Center strengthens Persistent's localized engineering capabilities while accelerating AI-led modernization, digital product innovation and platform transformation for enterprises. The launch reflects a decisive step in the Company's ANZ expansion strategy.

Australia represents a rapidly accelerating AI and cloud modernization market, with organizations shifting from digital experimentation to enterprise-scale AI deployment. Persistent currently partners with several top Australian Stock Exchange-listed companies across Banking, Manufacturing and Telecommunications, supporting mission-critical modernization initiatives. The Melbourne Innovation Center reinforces Persistent's commitment to building regionally anchored, globally integrated innovation hubs that help enterprises compete and lead in an AI-driven economy.

The Center advances Persistent's AI-first strategy, rooted in its core pillars of Engineering Hyper-productivity, Business Hyper-productivity, Enterprise Data Readiness and Responsible AI Infrastructure. It enhances engineering efficiency through the Company's differentiated accelerators and platforms, while enabling legacy modernization with cloud-native refactoring, microservices, data modernization and automated observability powered by GenAI and

intelligent agents. The Center will also help clients unlock new revenue streams via industry-specific AI solutions, outcome-based models and its hyperscaler partner ecosystem. With innovation workshops, ideation sessions and co-creation programs, Persistent will empower clients to accelerate strategic priorities and build modern digital capabilities that support long-term business growth.

Persistent will expand high-value engineering and AI capability in Australia through targeted hiring, ecosystem partnerships, industry-focused hackathons and advanced skilling initiatives delivered via Persistent University. By aligning industry needs with academic collaboration, hands-on innovation programs and competitive problem-solving platforms, the Company aims to strengthen Australia's digital engineering talent pipeline and contribute meaningfully to the country's growing technology ecosystem.

### **Jaideep Vijay Dhok, Chief Operating Officer – Technology, Persistent**

*“Our growth strategy is centered on helping enterprises accelerate transformation through AI-led engineering, platform-driven modernization and strong data and engineering foundations. The Melbourne Innovation Center strengthens our presence in ANZ and reflects our continued investment in the region as a strategic growth market. It enhances our ability to partner closely with clients through localized expertise, helping them adopt AI more effectively, modernize core systems and build scalable digital platforms that drive long-term growth.”*

#### **About Persistent**

Persistent Systems (BSE: 533179 and NSE: PERSISTENT) is a global services and solutions company delivering AI-led, platform-driven Digital Engineering and Enterprise Modernization to businesses across industries. With over 26,500 employees located in 18 countries, the Company is committed to innovation and client success. Persistent offers a comprehensive suite of services, including software engineering, product development, data and analytics, CX transformation, cloud computing, and intelligent automation. The Company is part of the MSCI India Index and is included in key indices of the National Stock Exchange of India, including the Nifty Midcap 50, Nifty IT, and Nifty MidCap Liquid 15, as well as several on the BSE such as the S&P BSE 100 and S&P BSE SENSEX Next 50. Persistent is also a constituent of the Dow Jones Sustainability World Index. The Company has achieved carbon neutrality, reinforcing its commitment to sustainability and responsible business practices. Persistent has also been named one of America's Greatest Workplaces for Inclusion & Diversity 2025 by Newsweek and Plant A Insights Group. As a participant of the United Nations Global Compact, the Company is committed to aligning strategies and operations with universal principles on human rights, labor, environment, and anti-corruption, as well as take actions that advance societal goals. With 468% growth in brand value since 2020, Persistent is the fastest-growing IT services brand in 'Brand Finance India 100' 2025 Report.

[www.persistent.com](http://www.persistent.com)

#### **Forward-looking and Cautionary Statements**

For risks and uncertainties relating to forward-looking statements, please visit [persistent.com/flcs](http://persistent.com/flcs)

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