HURRAY FOR BOLLYWOOD! PERSISTENT SYSTEMS EARNS COMPUTERWORLD DATA+ EDITORS' CHOICE AWARD FOR CHENNAI EXPRESS SMAC CAMPAIGN

Pune, India and Santa Clara, CA – September 18, 2014:

News

Persistent Systems has been honored with a Computerworld Data+ Editors' Choice award for its innovative use of Big Data, Social Media and Gamification in driving record breaking success for the feature film Chennai Express. Released in August of last year, Chennai Express not only smashed then Indian box office records but shattered Twitter records as the first film to be in the top ten in trending for ten consecutive days while generating over 1 billion twitter impressions.

Record Breaking Stats and Achievements by the numbers

- 750,000 – Number of tweets over 90 days
- 1 Billion – Number of Twitter impressions generated
- 10 – Number of consecutive days trending on Twitter – most for any movie
- 1 – Worldwide trending with two separate hashtags – a 1st for a Bollywood film
- 600% – peak buzz over other Bollywood box office successes
- 500% – peak buzz over Hollywood movies released the same weekend
- Highest opening weekend in India
- Highest opening weekend by Bollywood movie in USA and Canada
- 30 - Number of brands associated with movie using social media

Persistent Systems employed eMee, a platform for influencing desired behaviors. It uses analytics, big data tools and calibrated metrics to gauge what people like and their engagement levels so real-time and contextually relevant recommendations can then be made to drive campaigns through Twitter, Facebook and YouTube among other platforms. Continued analysis of the data can be used to provide daily critical insights and recommendations to maximize results.

Quotes

"This engagement demonstrates the power of social media – and more importantly the understanding of the wealth of actionable data it generates – to create flash economic booms around discreet campaigns. Analyzed in real time, the big data generated from social media can be used to actively engage customers to extemporaneously adjust strategies and tactics based on the insight gleaned. This has a direct positive impact on maximizing profits for any business endeavor."
Siddhesh Bhobe, CEO eMee and Business Head at Persistent Systems.

"One of the biggest factors for the digital success of Chennai Express was the role of social media integration with the different digital products and the daily collection and analysis of huge data to

understand the pulse of the digital audience. Acquiring data on a daily basis is worthless unless you analyze it correctly, interpret intuitively, strategize it creatively and implement it immediately!"
Shailja Gupta, Creative and Digital Strategist for Chennai Express.

About Computerworld's Data+ Editor's Choice Awards

The Computerworld Data+ Editors' Choice awards program was launched in 2013 by IDG's Computerworld editorial team to recognize organizations that are mining big data to analyze and predict business trends and monetize this information. Organizations were asked to complete questionnaires detailing their big data projects, which were then reviewed by the Computerworld editorial team. From those questionnaires, honorees were selected for their ability to achieve business benefits through big data, and demonstrate real-world results and best practices. View the 2014 winners on Computerworld.com.

About Persistent Systems:

Persistent Systems (BSE & NSE: PERSISTENT) is a global company specializing in software product and technology services. For over two decades, Persistent has consistently been selected as a trusted innovation partner for the world's largest technology brands, leading enterprises and pioneering start-ups. Persistent has a global team of more than 7,800 employees worldwide including offices and delivery centers in North America, Europe, and Asia. Persistent develops ideal solutions in key next-generation technology areas including Analytics, Big Data, Cloud Computing, Mobility and Social, for the independent software vendors (ISVs), telecommunications and media, life sciences and healthcare, and financial services verticals. For more information, please visit - http://www.persistent.com

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

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