



PERSISTENT

Two Years in a Row! Persistent Judged Leader in Building Enterprise Software Products

Recognized as a Leader in an Independent Third Party Evaluation.

Pune, INDIA and Santa Clara, CA
September 26, 2014

News Summary

Zinnov Management Consulting has placed [Persistent Systems](#) (BSE & NSE: PERSISTENT) in a leadership position in the Enterprise Software segment of its annual Global Service Provider Ratings (GSPR) report. It's the second year in a row Persistent has been recognized as such by Zinnov, which measures companies on their ability to scale and on their capability to take products from concept to market, their formal innovation culture resulting in IPs and strategic innovation, and for working with the world's largest software companies.

About Zinnov's Global Service Provider Ratings (GSPR) 2014

- Zinnov's GSPR includes more than 200 R&D service providers across geographies including India, China, Russia, Eastern Europe, & APAC.
- It details the top global product engineering services providers from emerging markets based on two critical pillars. The first pillar focuses on financial strength, client breadth and scalability of operations. The second pillar focuses on execution capabilities including business models, innovation & expertise, people strength and operations.
- The study helps business leaders choose the right R&D partners across geographies.

Persistent Quote

"This recognition two years running speaks to the excellence of our employees and to the software products we build for our customers. This leadership also positions us to help enterprises in their digital transformation journeys, where it is often an imperative for them to build software to drive their business", said Ranga Puranik, President of Persistent Systems.

Zinnov Quote:

"Persistent is undoubtedly the leader in the Enterprise software products space. Enterprises look for partners who can not only build software products for them that mirror their business roadmap but also expand their business horizons. For Persistent, building software products is not just a capability, rather, it is in their DNA and that is what sets them apart. As the customers undergo the digital transformation, software will become the competitive edge and Persistent is an ideal partner for the transformation journey", said Sundararaman Viswanathan, Associate Director, Zinnov Management Consulting.

Persistent Systems Limited (CIN: L72300PN1990PLC056696)

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About Zinnov:

Founded in 2002, Zinnov – meaning Zeal in Innovation – is a leading Globalization and Market Expansion Advisory firm, with specialization in areas such as Global Sourcing, Emerging Markets Expansion, Human Capital Optimization, Small & Medium Businesses, Innovation, Cloud Computing and Enterprise Mobility. Zinnov offers advisory services to global leaders in business and technology and works collectively with them to tackle prevailing organizational challenges by analyzing changing dynamics, improving performance, and building institutional capability. The services delivered to its clients through advanced reasoning and analytical techniques, provides solutions help in integrating organizational vision, business definition and processes.

Visit us at www.zinnov.com . To request information, contact Karthik Ananth at kananth@zinnov.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](http://content.persistent.com/Pslweb/forward%20looking%20cautionary%20statement.shtml)

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