



NSE & BSE / 2015-16 / 15

May 20, 2015

✓ The Manager,
Corporate Services,
National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex,
Bandra (E), Mumbai 400 051

The Manager,
Corporate Services,
BSE Limited
14th Floor, P J Towers, Dalal Street,
Mumbai 400 001

Ref: Symbol: PERSISTENT

Ref: Scrip Code: 533179

Dear Sir / Madam,

Sub: Press Release regarding "Persistent Systems helps VisitOps launch new Customer Visit Management App on Salesforce AppExchange"

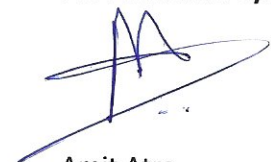
We wish to inform you that the Company has made a Press Release dated May 20, 2015 titled "Persistent Systems helps VisitOps launch new Customer Visit Management App on Salesforce AppExchange".

The copy of the Press Release is enclosed for your records.

Please acknowledge the receipt.

Thanking you,

Yours faithfully,
For **Persistent Systems Limited**


Amit Atre
Company Secretary



Encl.: As above



Persistent Systems Helps VisitOps Launch New Customer Visit Management App on Salesforce AppExchange

Santa Clara, CA and Pune, India and Grand Rapids, MI
May 20, 2015

News

Managing customer visit activities just got a lot easier. Building upon the Salesforce1 Platform, Persistent Systems has helped entrepreneur Diane Lubinskas develop and launch VisitOps customer visit management solution on the Salesforce AppExchange, unifying the many aspects of planning and orchestrating customer visits into one easy-to-use and intuitive app. Tightly integrated into an organization's Salesforce CRM system, the new app provides insights into the impact of visits on buying decisions and sales cycles, all leading to coveted ROI metrics for visit programs.

VisitOps founder and CEO, Diane Lubinskas

"Historically, the lack of seamless integration between Salesforce and customer visit management technology has resulted in manually managed amalgams of unconnected processes and tools, where visibility into how on-site and off-site visits impact sales is almost nil. By utilizing Persistent Systems' deep expertise on Salesforce, we were able to closely collaborate with them to build our solution on the Salesforce platform from the start. The result is VisitOps brings these many disparate activities together in one app, automating and optimizing the visit planning process for greater efficiency, impact and ROI."

Key Features

- Unified technology between Salesforce and the VisitOps app with workflows, alerts, approvals and calendar integrations for simplifying visit management activities.
- Leverage Salesforce data to link and track accounts, opportunities and contacts streamlining visit requests, improving data integrity and better preparing presenters for customer engagements.
- Includes calendar and room management, agenda building, surveys, robust reports and supplier integration.

Salesforce VP, Salesforce1 Platform & AppExchange, Ryan Ellis

"Companies are looking to transform the way they connect with customers, partners and employees to thrive in today's connected world," said Ryan Ellis, VP, Salesforce1 Platform & AppExchange, Salesforce. "By leveraging the power of the Salesforce1 Platform, VisitOps provides customers with the proven social, mobile and connected cloud technologies to accelerate business success."

Resources

- Video: To view more about the VisitOps and Persistent partnership [click here](#).
- Technical overview: For more information on Persistent's Salesforce capabilities and offerings [click here](#).
- VisitOps AppExchange listing, [click here](#).

Vice President Salesforce Practice at Persistent Systems, Anand Ghalsasi

"VisitOps is a great example of what we call a born-in-the-cloud company. VisitOps isn't constrained by legacy systems or physical infrastructure. Together we were able to very quickly develop a new solution that customers can use to transform old ways of doing business and achieve a faster ROI."





Salesforce, Salesforce1, AppExchange and others are among the trademarks of salesforce.com, inc.

About Persistent Systems

[Persistent Systems](#) (BSE & NSE: PERSISTENT) builds software that drives the business of our customers; enterprises and software product companies 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:

http://content.persistent.com/Pslweb/forward_looking_cautionary_statement.shtml

About VisitOps

VisitOps provides consulting and technology solutions for organizations with on-site and off-site visit programs. Through a combination of process design and a state-of-the-art App built on the Salesforce platform, VisitOps brings the first fully comprehensive solution to the marketplace for managing and tracking customer visits.

About Salesforce AppExchange

Salesforce AppExchange is the world's leading enterprise apps marketplace that empowers companies to sell, service, market and engage for the Internet of Customers. With more than 2,700 partner apps and more than 3 million customer installs, it is the most comprehensive source of social, mobile and connected cloud apps for business.

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