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June 21, 2017

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 and Attivio Announce Engage 360 on the Salesforce AppExchange, the World's Leading Enterprise Apps Marketplace"

We wish to inform you that the Company has made a Press Release dated June 21, 2017 titled "**Persistent Systems and Attivio Announce Engage 360 on the Salesforce AppExchange, the World's Leading Enterprise Apps Marketplace**".

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 and Attivio Announce Engage 360 on the Salesforce AppExchange, the World's Leading Enterprise Apps Marketplace

Persistent Systems and Attivio customers can now benefit from unified, intuitive and pertinent customer and service case access

Newton, Mass., Santa Clara, Calif. and Pune, India, June 21, 2017 – Giving customer service representatives faster and deeper access to unified, intuitive and pertinent customer information, Persistent Systems (BSE & NSE: PERSISTENT) and Attivio announce Engage 360 on the Salesforce AppExchange, available now. Built on Attivio's Cognitive Search and Insights Platform, Engage 360 helps organizations improve customer service productivity and effectiveness with optimized turnaround on customer issues and cases, better mean time to resolution, faster agent on-boarding and effective service supervision. The result is better customer satisfaction and loyalty, improved service staff productivity and fulfillment, and higher customer & staff retention rates.

Quote from Kori O'Brien, SVP, ISV Sales, Salesforce

"Everyone and everything is getting smarter and more connected than ever before, and companies are looking to transform the way they connect with customers, partners and employees. By leveraging the power of the Salesforce Platform, Persistent Systems and Attivio provide customers with an exciting new way to help organizations improve their customer service productivity and effectiveness."

Quote from Stephen Baker, CEO, Attivio

"Engage 360 is an excellent example of unifying disparate information sources into a powerful, business-friendly application. The Attivio Platform is a flexible, secure foundation for search-based applications, and Persistent has delivered a solution that will accelerate the productivity of customer service and case workers."

Quote from Sudhir Kulkarni, president Digital at Persistent Systems

"Engage 360 delivers hyper-personalized digital experiences to a variety of business stakeholders, fast. This pre-packaged solution brings together the powerful data unification and search platform from Attivio with a suite of Salesforce connectors, making it easy for users to get and connect data from disparate enterprise data sources to gain actionable insights. Its flexible and extendible 360° framework is great for developing use cases for different personas around Salesforce cloud platform, seamlessly providing those experiences within the Service Cloud."

- [Read Attivio Q&A with Sudhir Kulkarni](#)
- [Watch video explaining Attivio and cognitive search](#)

Attivio, a recognized leader in Cognitive Search, was recently named a leader in The Forrester Wave™: Cognitive Search and Knowledge Discovery Solutions, Q2 2017. Attivio has partnered with Persistent since 2013 to help deliver solutions for Fortune 100 customers. With Attivio powering Engage 360, relevant information is accessible from any of a wide range of diverse and distributed data sources, such as similar cases, prior solutions, subject matter expert agents, customer profiles, community collaboration sites, and internal knowledge bases.





Engage 360 can be adapted to the special requirements of any vertical, but is especially relevant to healthcare, insurance, technology and manufacturing industries, those with complex data representations and high volumes of customer interaction. It enables service representatives to quickly find customer case-related information. Full details of Engage 360 are available [here](#).

About Salesforce AppExchange

Salesforce AppExchange (NYSE: CRM) is the world's leading enterprise apps marketplace that empowers companies to sell, service, market and engage in entirely new ways. With more than 3,000 partner apps and more than 4 million customer installs, it is the most comprehensive source of cloud, mobile, social, IoT, analytics and artificial intelligence technologies for businesses.

About Attivio

Attivio is a leading cognitive search & insight platform company. Our mission is to help our Fortune 500 clients fuel their every decision and action with cognitive insight. Our solutions power innovation, drive operational efficiencies, and transform business outcomes at scale and feature industry-leading capabilities including natural language processing, machine learning, analytics, and knowledge graphing capabilities. Visit attivio.com.

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

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