



PERSISTENT

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The Manager,
Corporate Services,
National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex,
Bandra (E), Mumbai 400051

Ref: Symbol: PERSISTENT

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14th Floor, P J Towers, Dalal Street,
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Sub : : Press Release - "Persistent Systems Participates in Cisco Collaboration Summit; Releases Enterprise Collaboration Strategy Whitepaper"

Dear Sirs,

We wish to inform you that the Company has made a Press Release titled as "Persistent Systems Participates in Cisco Collaboration Summit; Releases Enterprise Collaboration Strategy Whitepaper"

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

Please acknowledge the receipt.

Thanking you.

Yours faithfully,
For Persistent Systems Limited

Vivek Sadhale
Company Secretary and Head – Legal



Encl: As above



Persistent Systems Participates in Cisco Collaboration Summit; Releases Enterprise Collaboration Strategy Whitepaper

CISCO COLLABORATION SUMMIT 2011 – MIAMI, FL – November 17, 2011 -- Persistent Systems (BSE & NSE: PERSISTENT), the leader in outsourced software product development services, today released its 'Developing the Enterprise Collaboration Strategy' whitepaper at the Cisco Collaboration Summit 2011, November 14-17, 2011. Persistent Systems is a silver sponsor of the summit where it is showcasing its Cisco Quad expertise.

At the Summit, Persistent Systems unveiled a roadmap for developing a robust enterprise collaboration strategy in its first of a series of three whitepapers on collaboration. The paper maintains that collaboration is not only about communication but connecting the resources to improve business across the enterprise. Currently, social collaboration is not considered a business imperative, but the social revolution is gaining pace. To get ahead of the curve, organizations need to develop a business-driven enterprise collaboration strategy and approach, which can then drive collaboration architecture and technology choices.

The whitepaper explores the three main steps that are necessary to develop a collaboration strategy: 1) defining where the organization is today, 2) identifying and defining a collaboration approach and 3) selecting the right technology to support the organization's specific collaboration needs.

"Today, collaboration is more than just a technology, it's about people and user adoption is the key to its success," said Sanjeev Sisodiya, VP - Enterprise Collaboration Practice, Persistent Systems. "In our whitepaper, we offer enterprises a perspective on how to maximize their chance for success by putting in the time and effort to develop a collaboration strategy that ensures collaboration tools are enablers of more efficient, more productive work, making the lives of the organization's employees, customers, and partners, easier and better."

The Cisco Collaboration Summit gives top solution providers from around the world opportunities to differentiate their businesses and give their customers a competitive advantage with Cisco Collaboration solutions. Persistent is showcasing its Cisco Quad expertise at the event. Persistent has invested in a Center of Excellence (CoE) which is developing value-add professional services and software extensions around the Cisco Quad platform. Cisco Quad is an enterprise collaboration software platform that helps organizations deliver social, mobile, and virtual workspace to their employees. Persistent brings the strengths and capabilities of more than 600 people in its Collaboration Practice to other Cisco Quad partners.

To download the 'Developing the Enterprise Collaboration Strategy' whitepaper, please [click here](#). To learn more about Persistent Systems Cisco Quad expertise please view the video [here](#).



About Persistent Systems:

Established in 1990, Persistent Systems (BSE & NSE: PERSISTENT) is recognized as an award-winning technology company specializing in software product development services. With 6,600 employees, innovative business models, and reusable assets and frameworks, Persistent helps customers increase revenues and margins, and enhance brand value. Persistent Systems has delivered over 3,000 software product releases in their last five years and has 300 customers. The company has developed proven processes for the entire product lifecycle which reduce time-to-market while delivering consistent quality and customer satisfaction – as evidenced by customer partnerships that span many years. For more information, please visit: www.persistentsys.com

Forward-looking and Cautionary Statements: For risks and uncertainties relating to forward-looking statements, please visit: [www.persistentsys.com/Portals/0/forward looking cautionary statement.shtml](http://www.persistentsys.com/Portals/0/forward%20looking%20cautionary%20statement.shtml)

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