



Persistent Systems Recognized by Computerworld as a "2013 Computerworld Honors Laureate"

Santa Clara, CA and Pune, INDIA – March 19, 2013: Persistent Systems (BSE & NSE: PERSISTENT), the global leader in software product and technology services, today announced it has been named a 2013 Laureate of IDG's Computerworld Honors Program in the Emerging Technology category. The annual award program honors visionary applications of information technology promoting positive social, economic and educational change.

Persistent Systems is being recognized for its innovative work in creating a Big Data/Social Media/Viewer Response Analytics process for a revolutionary new Indian TV show, Satyamev Jayate (Truth Alone Prevails), which is dedicated to creating awareness about social issues. The show took on sensitive topics including female feticide, child sexual abuse, the caste system etc., with the goal of creating public debate about social issues and bringing about change at the individual level.

To achieve these goals, there had to be a way for viewers to express opinions, share stories and comment about the issues. This created a Big Data problem with millions of unstructured responses being submitted through Twitter, Facebook, YouTube, website comments, SMS polls, and phone voice messages resulting in 15M responses, a staggering 1,098,786,391 impressions across social channels and a velocity of 1M responses per episode. Persistent Systems designed a custom end-to-end Big Data/Social Analytics process in three weeks that analyzed all structured and unstructured data in *real time* to convey how the show affected changes in legislation, society and the individual – all transparently shown on an impact dashboard:

<http://www.satyamevjayate.in/impact/impact.php>.

"Technology continues to play a pivotal role in transforming how business and society functions. For the past 25 years the Computerworld Honors Program has had the privilege of celebrating innovative IT achievements," said John Amato, Vice President & Publisher, Computerworld. "Computerworld is honored to recognize the outstanding accomplishments of the 2013 class of Laureates and to share their work. These projects demonstrate how IT can advance organizations' ability to compete, innovate, communicate and prosper."

"The Computerworld Honors Program is singular in recognizing organizations that use information technology to change the world for the better," said Dr. Anand Deshpande, Managing Director and CEO, Persistent Systems. "Persistent Systems is proud to be named a 2013 Laureate for its role in creating a revolutionary Big Data/Social Media Analytics process that provided the necessary digital feedback loop from viewers to the show host, the producers and to the viewer's themselves. The platform we designed helped everyone understand how people nationwide felt about issues which have since effected changes in legislation and education as well as individuals."



Today, many enterprises are struggling to understand how to use Big Data effectively with increasing volumes of data, variety of data ranging from non-traditional unstructured sources like social media and data velocities of 400,000+ tweets per minute. It is becoming increasingly important for organizations to not only understand and analyze user response, but to have users actively participate in achieving business or social goals. Big Data analytics can transform relationships from reactionary to an interactive mode. Comprehensive analytics can be used in vigilance, compliance or sentiment reporting to get a feel for the user community.

To select this year's Laureates, Computerworld relied on a panel of 22 distinguished judges – many of them Computerworld Premier 100 IT Leader Honorees from diverse industries – to evaluate the humanitarian benefits and measurable results of applying technology to meet a specific social or business need. Persistent Systems was selected from more than 700 nominations to become one of 269 Laureates from 29 countries.

The Computerworld Honors Program awards will be presented at the Gala Evening and Awards Ceremony on June 3, 2013 at the Andrew W. Mellon Auditorium in Washington, D.C.

About The Computerworld Honors Program:

Founded by International Data Group (IDG) in 1988, The Computerworld Honors Program is governed by the not-for-profit Computerworld Information Technology Awards Foundation. Computerworld Honors is the longest running global program to honor individuals and organizations that use information technology to promote positive social, economic and educational change. Additional information about the program and a Global Archive of past Laureate case studies, as well as oral histories of Leadership Award recipients can be found at the [Computerworld Honors website](http://www.computerworldhonors.com).

About Persistent Systems:

Established in 1990, Persistent Systems (BSE & NSE: PERSISTENT) is a global company specializing in software product and technology services. For more than two decades, Persistent has been an innovation partner for the world's largest technology brands, leading enterprises and pioneering start-ups. With a global team of more than 6,000 employees, Persistent has 300 customers spread across North America, Europe, and Asia. Today, Persistent focuses on developing best-in-class solutions in four key next-generation technology areas: Cloud Computing, Mobility, Analytics and Collaboration, for telecommunications, life sciences, consumer packaged goods, banking & financial services and healthcare verticals. For more information, please visit: <http://www.persistentsys.com>.

About Computerworld :

Computerworld is the leading source of technology news and information for IT influencers, providing peer perspective, IT leadership and business results. Computerworld's award-winning website (<http://www.computerworld.com/>), bi-weekly publication, focused conference series, custom solutions and custom research forms the hub of the world's largest (40+ edition) global IT media network and provides opportunities for IT solutions providers to engage this audience. Computerworld leads the industry with an online audience of over 3.5 million unique, monthly visitors (Omniture, August 2012) and was recognized as the Best Website by ASBPE and TABPI in 2012. Computerworld is published by IDG Enterprise, a subsidiary of International Data Group (IDG), the world's leading media, events and



research company. Company information is available at <http://www.idgenterprise.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.

All trademarks, trade names, service marks, and logos referenced herein belong to their respective companies.

Media Contacts:

Rashmi Joshi
Persistent Systems Ltd.
+91 83083 39400
Rashmi_joshi@persistent.co.in

Ilona Mohacsi
PenVine for Persistent Systems, Inc.
+1 631 764 3729
ilona@penvine.com

Nikhil Arora
Text100 Public Relations for Persistent Systems Ltd.
Tel: +91 98921 58923
Email: nikhil.arora@text100.co.in

