



PERSISTENT

NSE & BSE / 2014-15 / 64

October 20, 2014

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

The Manager,
Corporate Services,
Bombay Stock Exchange 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 Forms Alliance with Jive Software"

We wish to inform you that the Company has made a Press Release dated October 20, 2014 titled "Persistent Systems Forms Alliance with Jive Software".

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 Limited (CIN: L72300PN1990PLC056696)

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Persistent Systems Forms Alliance with Jive Software

Strengthens Persistent's partner Ecosystem to Enable Digital Transformation

Santa Clara, CA and Pune, India – October 20, 2014

This week in Las Vegas at JiveWorld14, Persistent Systems (BSE & NSE: PERSISTENT) will showcase its new partnership with Jive Software, Inc (Nasdaq: JIVE), including solutions and integration frameworks for enterprise communication and collaboration. The alliance strengthens the Persistent Systems partner ecosystem with Jive's industry-leading platform on which enterprises adopt internal collaboration and external community best practices to help their employees, partners, and customers work better together.

Highlights

- Jive is a leading provider of modern communication and collaboration solutions for business.
- Through this partnership, Persistent will work with Jive to implement solutions that improve how people and organizations interact and work together as a part of the enterprise digital transformation.
- Persistent is developing integrations with major enterprise IT platforms, a crucial driver of success for Jive and its customers, including unique expertise in bidirectional connectors.
- This further broadens the portfolio of the Social practice at Persistent Systems.
- Find Persistent Systems at JiveWorld14, Oct. 21 – 23 at The Cosmopolitan Las Vegas Booth S7.

Quote from Aisling MacRunnels, Chief Development Officer at Jive Software

"Working closely with consulting partners is one of the strategic ways we can help our customers achieve ultimate success with their Jive implementations. Persistent has built a practice with integration capabilities that are immensely valuable; and we have already seen great success in working with them and our joint customers to maximize their enterprise communication and collaboration solutions."

Quote from Ranga Puranik, President at Persistent Systems

"The digital transformation of companies, including how people and organizations work together in new and productive ways, is being shaped by software platforms such as Jive. This partnership strengthens our social and collaboration practice, and builds on our early focus and recent investments in it."

Jive is the leading provider of modern communications and collaboration solutions for business. Recognized as a leader by the industry's top analyst firms in multiple categories, Jive enables employees, partners and customers to work better together. More information about Jive can be found at www.jivesoftware.com.

Persistent will be on hand at JiveWorld14, the premier conference for modern communication and collaboration, attended by more than 1,600 Jive customers, developers, thought leaders and technology partners across several industries. This year's program focuses on how people and organizations can work better together and gain competitive advantage through collaborative



workstyles. JiveWorld14 offers more than 60 breakout sessions and hands-on training workshops about topics such as advanced community management, customer and partner communities and internal collaboration.

About Persistent Systems

Persistent Systems (BSE & NSE: PERSISTENT) builds software that drives our customers business, for enterprises and software product companies with software at the core of their digital transformation. 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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