

NSE & BSE / 2016-17 / 67

August 26, 2016

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  
14<sup>th</sup> 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 in Leadership Zone for ‘Software Platform Engineering & Management’ and ‘Engineering Analytics & Decision Sciences’ in ‘Zinnov Zones 2016 – IoT Technology Services’ Report”**

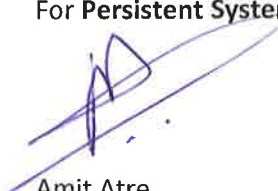
We wish to inform you that the Company has made a Press Release dated August 26, 2016 titled ***“Persistent Systems in Leadership Zone for ‘Software Platform Engineering & Management’ and ‘Engineering Analytics & Decision Sciences’ in ‘Zinnov Zones 2016 – IoT Technology Services’ Report”***.

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 in Leadership Zone for 'Software Platform Engineering & Management' and 'Engineering Analytics & Decision Sciences' in 'Zinnov Zones 2016 – IoT Technology Services' Report**

### **News**

In its just released report "Zinnov Zones 2016 for IoT Technology services," Zinnov Management Consulting positions Persistent Systems (BSE & NSE: PERSISTENT) in the leadership zones for both 'Software Platform Engineering & Management' and 'Engineering Analytics & Decision Sciences'. Being positioned in the Leadership Zone validates the strategy and capabilities of Persistent Systems for IoT Technology Services.

This March Persistent announced a significant alliance with IBM to improve and transform engineering processes, integrating new specialized consulting services via the IBM Watson Internet of Things Platform to help engineers integrate massive amount of data from the IoT into product development.

IoT-generated data is growing twice as fast as social and computer-generated data. It is extremely varied, noisy, time-sensitive and often confidential. The complexity only grows as billions of devices interact in the world and tests the limits of programmable computing. The company's leadership in 'Software Platform Engineering & Management' and 'Engineering Analytics & Decision Sciences for IoT reflects the vision and deep expertise in areas such as Cognitive IoT, Machine Learning, DevOps, and Continuous Engineering.

This comprehensive analysis from Zinnov assesses companies based on IoT competency (IoT service capabilities, innovation and specialization including human capital, financials, ecosystem linkages, infrastructure, and Business Sustainability) and Scalability (Scale, Services Diversity, Vertical Diversity).

### **Persistent Quote**

"The scale of the impact of IoT is going to be massive as every single thing becomes software-driven. The data generated as a result will be immense and business will need to harness the insights derived from it. Software 4.0, our vision for a software-driven everything world, is a unique focus on the "how" of continuous transformation by design, with IoT driving the digital transformation of enterprises" said Dr. Anand Deshpande, Persistent Systems founder and CEO.

### **Zinnov Quote**

"Persistent is strongly positioned for IoT Technology services for Software Platform Engineering & Management'and Engineering Analytics & Decision Sciences'. A strong partner ecosystem along with their IP strategy is a strength for Persistent. They have unique strengths in key technology areas such as Cognitive IoT, Continuous Engineering, IoT monetization, and API management." said Sidhant Rastogi, Partner & Practice Head, Zinnov.

### **Additional IoT Resources and Information:**

Blog from CEO Anand Deshpande - Joining Forces with IBM to Lead the IoT Revolution

Blog from Chris O'Connor, GM IBM IoT – IBM and Persistent Collaborate to Progress IoT Engineering Software 4.0; the software-driven future



Zinnov Zones 2016 IoT ratings report

Building software-driven business – Customers Speak

**About Zinnov**

Founded in 2002, Zinnov – meaning Zeal in Innovation – is a leading Globalization and Market Expansion Advisory firm, with specialization in areas such as Digital Transformation, Global Sourcing, Emerging Markets Expansion, Human Capital Optimization, Small & Medium Businesses, Innovation, Cloud Computing and Enterprise Mobility. Zinnov offers advisory services to global leaders in business and technology and works collectively with them to tackle prevailing organizational challenges by analyzing changing dynamics, improving performance, and building institutional capability. The services delivered to its clients through advanced reasoning and analytical techniques, provides solutions help in integrating organizational vision, business definition and processes.

Visit us at [www.zinnov.com](http://www.zinnov.com) . To request information, contact Jaya Shukla at [media@zinnov.com](mailto:media@zinnov.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](http://content.persistent.com/Pslweb/forward_looking_cautionary_statement.shtml)

**For more information, please contact:**

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