



Persistent Systems Unveils ShareInsights, Big Data Analytics Platform at Hadoop Summit 2013

Demo on US Healthcare Reform Showcases Apache Hadoop, Big Data Analytics

San Jose, CA – Hadoop Summit 2013 – June 26, 2013: Persistent Systems (BSE & NSE: PERSISTENT) the global leader in software product and technology services, today announced ShareInsights, its big data analytics platform at the Hadoop Summit North America 2013, the premier Apache Hadoop community event being held on June 26 and 27 at the San Jose Convention Center; Persistent Systems is a silver sponsor and is located in booth #52 at the conference. Persistent Systems will be showcasing its ShareInsights big data analytics platform with a demo on *Healthcare Reform in the US*.

The ShareInsights big data analytics platform solution is built using Apache Hadoop, NoSQL, text analytics, data visualization (d3.js), and search technologies. An open platform, ShareInsights enables users to mine meaningful insights from the data sources that matter to them and share them with a wide audience. Users can quickly and easily onboard new use cases and summarize large volumes of unstructured data.

Key features include:

- Ability to analyze unstructured text
- Drill down capabilities to find particular behavior using data enrichment for context and different insights
- Built-in visualizations, library of algorithms and integration with third party datasets, including public datasets
- Ability to gain meaningful insights and share them.

The ShareInsights' Healthcare Reform demo analyzes conversation from unstructured and structured publicly available data sources, including social media, the US Census, healthcare spending data, demographics data; identifies the key people, topics, and media outlets driving and influencing the healthcare discussion and understands the different aspects of the discussion of healthcare reform whether political, demographic or sentiment-based etc. The demo is an example of how Persistent Systems' big data analytics platform can provide necessary analytics – quickly and easily using Apache Hadoop – that would help policy makers gain meaningful insights that would help them address the quality of the conversation, the concerns around healthcare and intelligently refine messaging so as to appeal to a wider base.

"Persistent Systems' ShareInsights Healthcare Reform demo is just one example of the many different sources of structured and unstructured data that we can analyze," said Anand Ghalsasi, Vice President Business Development, Persistent Systems. "ShareInsights makes it easy to extract usable insight from



disparate data sources to make better, more knowledgeable decisions; the applications of ShareInsights are truly unlimited.”

To schedule a media interview or analyst briefing at the conference, please contact Ilona Mohacsi at ilona@penvine.com.

About Persistent Systems:

Persistent Systems (BSE & NSE: PERSISTENT) is a global company specializing in software product and technology services. For over two decades, Persistent has consistently been selected as the trusted innovation partner for the world’s largest technology brands, leading enterprises and pioneering start-ups. Persistent has a global team of more than 6,750 employees worldwide including offices and delivery centers in North America, Europe, and Asia. Persistent develops best-in-class solutions in key next-generation technology areas including Analytics, Big Data, Cloud Computing, Mobility and Social, for the telecommunications, life sciences, healthcare, and banking & financial services verticals. For more information, please visit: <http://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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