



PERSISTENT

NSE & BSE / 2013-14 / 41

November 18, 2013

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

✓ The Manager,
Corporate Services,
Bombay Stock Exchange Limited
14th Floor, P J Towers, Dalal Street,
Mumbai 400001

Ref: Symbol: PERSISTENT

Ref: Scrip Code: 533179

Dear Sir / Madam,

Sub: Press Release regarding "Ittavi Selects Persistent Systems to Develop SupportPay, a Revolutionary New Cloud Based Child Support Payment Platform Built on the Salesforce Platform"

We wish to inform you that the Company has made a Press Release dated November 18, 2013 titled "Ittavi Selects Persistent Systems to Develop SupportPay, a Revolutionary New Cloud Based Child Support Payment Platform Built on the Salesforce Platform".

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



Ittavi Selects Persistent Systems to Develop SupportPay, a Revolutionary New Cloud Based Child Support Payment Platform Built on the Salesforce Platform

Persistent Systems enables Ittavi to deliver SupportPay, simplifying the process of managing child support payments and sharing child expenses

Dreamforce, the world's largest vendor technology event, invites attendees to connect with customers, partners and employees in entirely new ways with social and mobile cloud technologies

SAN FRANCISCO – SALESFORCE.COM DREAMFORCE – Nov. 18, 2013 – Persistent Systems (BSE & NSE: PERSISTENT), the global leader in software product and technology services, today announced that Ittavi, the modern family financial management company, has deployed SupportPay, the first product to enable parents to directly manage their child support payments and expenses. SupportPay is a unique cloud-based and mobile child support application built on the Salesforce Platform. The announcement was made today at salesforce.com's Dreamforce 2013 in San Francisco.

Ittavi turned to Persistent Systems to help it deliver an innovative solution that would allow parents to track child support and child expenses, upload receipts, communicate via the system and make payments online, either to each other or to a third party. Persistent's development team provided Ittavi with a cost effective and robust solution using cloud and mobility best practices built on the Salesforce Platform.

Comments on the News

- "Persistent Systems is delighted to have exceeded Ittavi's expectations in delivering a secure and robust cloud-based online and mobile solution that fully exploits the power of the Salesforce Platform," said Ranga Puranik, EVP & Head, New Initiatives Group, Persistent Systems. "SupportPay dramatically reduces child support conflict by providing a transparent and standardized expense management and payment application, between parents and merchants. We look forward to continuing to work together with Ittavi on its innovative and unique family financial management solutions."
- "Here at Ittavi, we want to make single, divorced, and blended families' lives easier by delivering innovative applications that will save parents time, money and headaches," said Sheri Atwood, CEO of Ittavi. "My vision for the company and for the products I want to deliver requires in-depth cloud and mobile expertise using the Salesforce Platform. I reached out to salesforce.com to help me find a partner I could trust and they helped me find Persistent Systems. Within 6 weeks – SupportPay Beta was delivered as the secure, easy to use and effective application I had envisioned it to be. I am very impressed with the professionalism, technical skills of the Persistent team – including their expertise in Salesforce Touch--and their ability to meet deadlines."



- “Companies around the world are looking to transform into customer companies,” said Ron Huddleston, senior vice president, ISV & Channel, salesforce.com. “And partners such as Persistent Systems are leveraging the power of the Salesforce Platform to help customers like Ittavi connect with their customers, partners and employees in entirely new ways.”

Partner Highlights

Persistent Systems’ Salesforce Practice helps companies to conduct rapid, intelligent and economical migration of software and applications to the cloud and is a Salesforce.com Cloud Alliance partner. To learn more about how Persistent Systems helped Ittavi deliver SupportPay on the Salesforce Platform please visit: <http://youtu.be/Txyvuz7ixgw>

About Dreamforce

Dreamforce 2013 is the world’s largest vendor technology conference, and expects more than 120,000 people to register to attend this year’s 11th annual conference and experience the power of social and mobile cloud computing and connect with their customers in a whole new way. With more than 1,100 sessions and 350 cloud companies in the expo, attendees can participate in interactive sessions, hands-on training with cutting-edge technology, thousands of live demos and unparalleled networking. In addition, Dreamforce welcomes special guests Sheryl Sandberg, COO of Facebook; Marissa Mayer, President and CEO of Yahoo!; and Deepak Chopra, Founder of The Chopra Foundation. Dreamforce 2013 offers attendees everything they need to accelerate their customer company transformation in four days, under one roof.

Additional Information

- Register for Dreamforce: www.dreamforce.com
- Become a fan of Dreamforce on Facebook: www.facebook.com/dreamforce
- Follow @Dreamforce on Twitter: www.twitter.com/dreamforce
- Become a fan of Persistent Systems: www.facebook.com/PersistentSystems
- Follow Persistent Systems on Twitter: twitter.com/Persistentsys

About the Salesforce Platform and the AppExchange

The Salesforce Platform is the world’s most trusted and comprehensive cloud platform for building social and mobile cloud apps. It powers Salesforce CRM, more than 3 million custom apps built by customers and more than 2,000 apps developed by partners in its ecosystem. Apps built on the Salesforce Platform can be easily distributed and marketed through salesforce.com’s AppExchange.

About Ittavi:

Ittavi, an acronym for “it takes a village”, seeks to revolutionize family financial management by creating simple yet effective software to help single, divorced, separated and blended families manage their financial relationships. The first company to truly focus on managing child support payments, Ittavi helps parents save time and money by simplifying the process of managing child support. For more information, please visit <http://supportpay.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 7,000 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.persistent.com/>

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