



PERSISTENT

At-a-Glance

Performance

- 20 years in business
- 290+ customers
- Over 37 \$1B+ customers
- 4 of the 5 largest ISVs as customers
- 500+ product releases each year

Investors

- Norwest Venture Partners
- Gabriel Venture Partners
- Intel Capital
- Hewlett-Packard

Operations

- 5,000+ employees
- 20 cities, 3 continents
- ISO 27001:2005 facilities
- ISO 9001:2008 certified

Advantages

- Singular focus on product development
- Technology depth
- Partnership approach
- Low employee turnover
- Long-term client relationships

Innovation in software product design, development, and delivery

Overview

Established in 1990, Persistent Systems (BSE & NSE: PERSISTENT) is recognized as an award-winning technology company specializing in software product development services. With 5,000+ employees, innovative business models, and reusable assets and frameworks, Persistent helps customers increase revenues and margins, and enhance brand value. Persistent Systems has delivered over 3,000 software product releases in their last five years and has 290+ customers. The company has developed proven processes for the entire product lifecycle which reduce time-to-market while delivering consistent quality and customer satisfaction – as evidenced by customer partnerships that span many years.

Focus on Innovation

Persistent is different from most outsourcing firms by focusing exclusively on software product development. This singular focus has allowed the company to innovate on three fronts.

Services aligned with the entire product lifecycle

- Persistent offers an entire array of service offerings that match the client's situation, from product conception to end of life.

Reusable assets and frameworks to accelerate development

- Persistent has developed asset-based process accelerators that leverage both domain expertise and development best practices.

Value-focused business model

- Persistent works with clients to find the right approach for a given product effort, including revenue share models that align product investment with market demand.

Financial Stability

Persistent leverages the solid foundation normally found in much larger firms.

The result is a company that is growing rapidly, but at a sustained pace. Persistent is committed to delivering the same high levels of customer service over the long term – as evidenced by client relationships that last, in some cases, for over a decade.

Corporate Values

To offer real value creation and not simply a reduced cost model to customers, Persistent works at cultivating the right kind of learning environment for the team. With a critical focus on integrity, at both the personal and institutional level, Persistent consistently attracts and retains what is among the most senior staff in the industry. The company is proud of its track record of providing customers with long-standing in-place teams.

Typical Persistent Customer Results

- ↑ 10% revenues from expanded footprint
- ↑ 20% release quality by lower total bug count
- ↑ 15% satisfaction scores
- ↓ 15% time to market through faster releases
- ↓ 38% overhead through outsourced model

Awards & Recognition

- Deloitte Technology Fast 500 Asia Pacific – 2009
- Samsung's 'Most Preferred Outsourcing Business Partner' award - 2009
- 'ICAI Awards for Excellence in Financial Reporting' - 2009
- NASSCOM 'INNOVATION Award' – 2008



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Persistent Capabilities Matrix

Product Lifecycle	<ul style="list-style-type: none"> • Prototyping • Development • Testing & Quality Assurance • Porting • Performance Engineering • Usability Engineering • Technical Support • Maintenance • Virtualization • SaaS-Enablement • Mobility-Enablement • Connectors • Research • Documentation • Product Sustenance
Verticals/Domains	<ul style="list-style-type: none"> • Telecom & Wireless • Life Sciences • Financial Services • Data Warehousing & Business Intelligence • Data Mining & Analytics • E-mail & Messaging • Storage • Identity Management, Security & Compliance • Media & Entertainment • Enterprise Search • Enterprise 2.0 & Web 2.0 • Core Computer Science – Compilers, Operating Systems
Platforms	<ul style="list-style-type: none"> • Microsoft • IBM • Oracle • HP/Sun/VMware • SAP • .NET • J2EE • Devices - Mobile Handsets, Set-top Boxes, IPTV • Browser Based • Desktop/Enterprise • Cloud Platform • Grid Platform • Open Source
Service Offerings	<ul style="list-style-type: none"> • SaaS / Cloud Computing • Enterprise Mobility • BI / Analytics • Enterprise Collaboration

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