Persistent

Welcome to What Comes Next

Engineering for the Era of Digital Acceleration

A lot has changed in the past two years.

Contactless Commerce

Digital Front Door & Telehealth

Digital Currencies

Software Defined Networks

Virtual Fan Experiences

Digital Fitness & Mindfulness
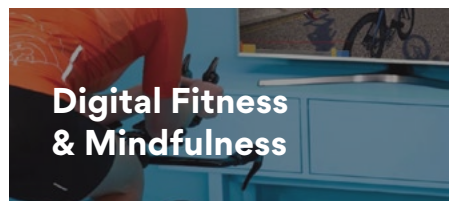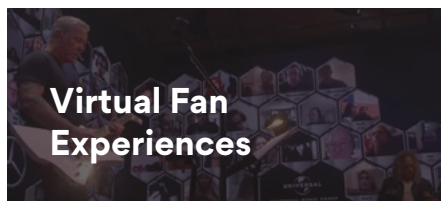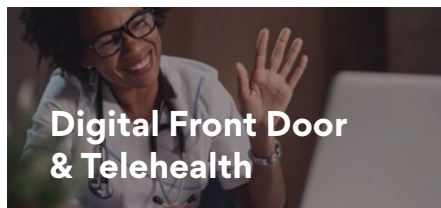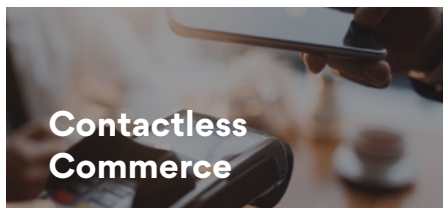
Digital adoption has accelerated dramatically, leading to a world in which software is increasingly everywhere — not just in products, not just in services, but at the core of virtually every experience. Especially the experience of business.

Subscription Business Models

Network Automation

Smart Contracts

Smart Labs

Metaverse

Distant Learning

Embedded Finance

Digital Therapeutics

Precision Medicine

Video Conferencing

Remote Work & Collaboration

Real-time Package Delivery

Driverless Automobiles

Decentralized Clinical Trials
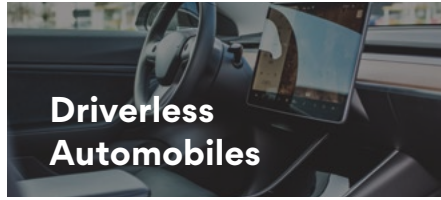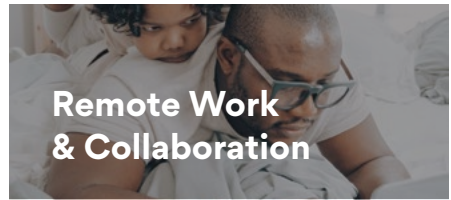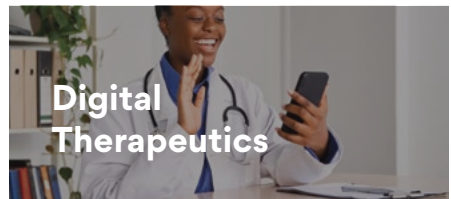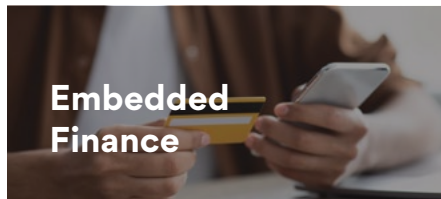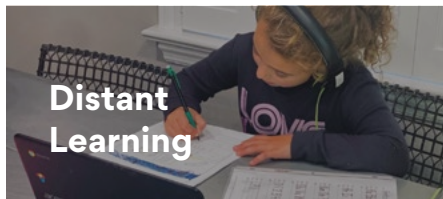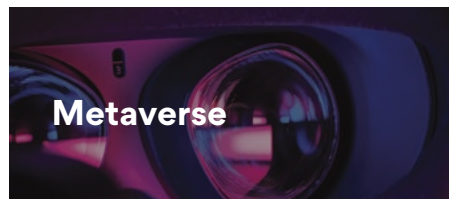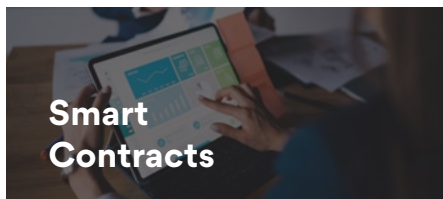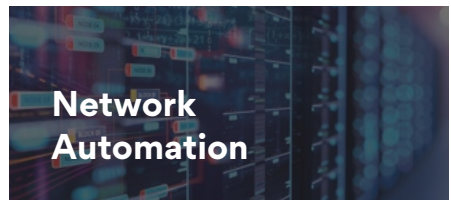
Simply put, there's no type or aspect of business today that isn't being transformed by software.

It's why this era of digital acceleration has become synonymous with excellence in software innovation. And it's why we're seeing such rapid growth among businesses that are fully embracing software: markets ranging from fintech to insurtech to digital health and beyond are expected to achieve double-digit percentage compound annual growth over the next few years.[1]

Today, to be a leader in your industry, function or field, it's essential to invest in comprehensive engineering expertise that combines traditional software and product know-how with broader business and emerging-technologies acumen. Put another way, it's essential to invest in holistic Digital Engineering expertise and critical innovation capabilities, like design thinking, that help integrate this expertise into every aspect of your business. There's a reason why Capital One Financial plans to hire

If your business is software

The development, deployment and monetization of this software is rapidly evolving. Quick, continuous improvement is crucial to your success. So is your ability to engage with customers and incorporate their input into the design of your products — products that are platform-based and engineered for efficient maintenance and support without the accumulation of technical debt that can stifle innovation.

If your business was born on software

Often called a digital-native business — you're upturning models and entire industries. You're creating experiences that could never exist or even be imagined in a purely physical context. These experiences mean whole new kinds of customers, dramatically expanded partner and technology ecosystems, entirely new revenue streams and competitors that are just as novel as you are. In this world, developing platforms for monetizing data and using AI for enhanced prediction and personalization are no longer options: they are rules.

If your business is being transformed by software

New competition combined with pandemic-driven pressures makes it imperative to rethink your business model and reimagine every experience for a digital world. This includes transforming physical experiences through a mix of human-centric design and cloud-enabled software platforms. Although software has made security more challenging, it has also made it stronger & more effective when applied strategically. Data monetization and seamless integration across partners and tools are just as important to your success as to that of digital natives.

more than 3,000 technologists by the end of 2021, according to The Wall Street Journal — and why 75% of them will be software engineers.[2] Harvard Business Review doesn't mince words: "In the digital economy, whoever builds the best software wins."[3]

> Software innovation is the differentiating ingredient for all businesses today, as it enables enterprises to harness the full potential of data in service of both the top and bottom lines. Those that embrace this reality with speed will be market leaders. Those that don't will quickly perish.

Ray Wang
Founder, Chairman and Principal Analyst of Silicon Valley-based Constellation Research

Here's the sticking point: in addition to the immense and growing engineering skills gap slowing down enterprises everywhere, this expertise simply can't exist within most organizations at the scale and with the scalability needed to quickly respond to change. According to DZone, a developer community with more than two million members, "Applications that support digital transformation are not simple. They're high-visibility, enterprise-wide and enterprise-grade applications that need to be built rapidly and integrated with the enterprise information systems — by expert developers."[4]

Given this complexity, all organizations will benefit from outside Digital Engineering expertise to some degree, especially when the experts also have a deep, first-hand understanding of their clients' businesses and expansive partner and technology ecosystems to draw on.

But partnering with a traditional service provider that has some expertise in some aspects of IT systems just isn't enough. These companies tend to be large, inflexible and overly focused on implementing the monolithic mega-systems of yesterday, which have provided large and predictable streams of revenue for decades.

They lack the modern platform mindset necessary for meaningful transformation, they struggle to integrate seamlessly with your organization and key partners, and they rely on one-size-fits-all solutions and "best practices" that simply don't cut it anymore.

Niche providers and consultants, meanwhile, are either too small to scale or too narrowly focused to intimately understand your enterprise and handle the complexity involved in its transformation. They also lack the proven intellectual property, best practices and assets to successfully accelerate that transformation.

To really win — to really thrive in a software-driven world — you need a partner that specializes in Digital Engineering in all of its dimensions, across all facets of your business.

Digital Engineering at Persistent

Software Engineering

Product & Platform Companies

Persistent

Digital Engineering
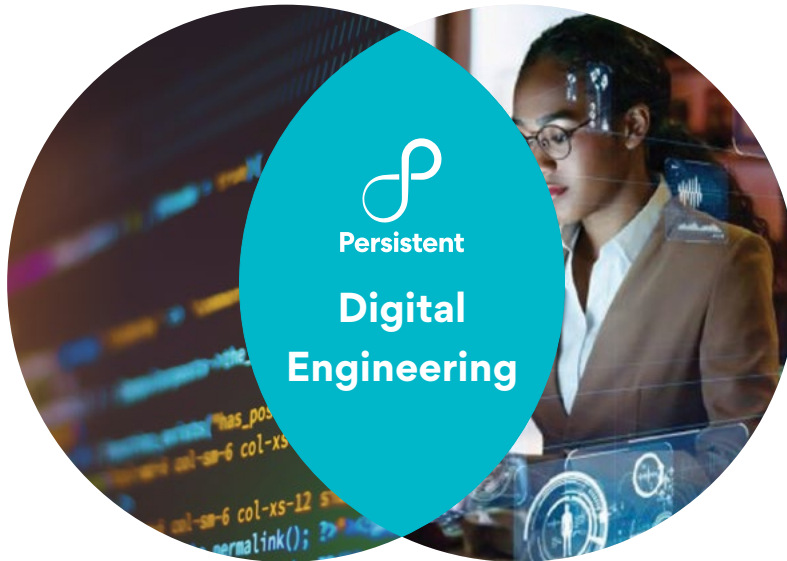
Digital Transformation

Enterprise Businesses

You need a co-innovation partner with the capabilities, experience and culture to:

Establish a digital strategy that capitalizes on greater composability and the latest digital technologies while reimagining all experiences with the help of real-time data

Design, build and modernize digital products, platforms and services to unlock new business models and revenue streams, taking full advantage of your ecosystem

Develop a cohesive enterprise architecture that provides the needed agility to actively respond to demands across customers, partners and competitors

Integrate and automate all enterprise applications, harmonizing data from inside and outside the organization while deploying advanced analytics and AI to drive actionable insights

Capitalize on the full potential of the cloud to reduce costs and accelerate innovation at scale

Strengthen trust and cyber-resiliency through comprehensive security and privacy capabilities

Reimagine, develop and modernize customer experience

Transform decison making and business intelligence with data and AI

Why Persistent is the Digital Engineering partner of choice?

Our business is built on over 30 years of design-led Digital Engineering excellence, along with a platform mindset and deep industry knowledge. Hundreds of proven frameworks and accelerators, plus a wealth of intellectual property — strengthened by our vast partner ecosystem — have fueled the successes of many of the world's largest and most exciting organizations. We are proud to work with many industry leading organizations across the world including 14 of the 30 most innovative US companies, 8 of the top 10 largest banks in the US and India, and numerous innovators across the healthcare ecosystem.

Further, we recognize that the cloud is increasingly at the epicenter of our client's digital transformation journey. We have invested significantly in bolstering our skills to build an enviable cloud portfolio that surpasses many of our peers. Here we are targeting a rich ecosystem partnerships with all of the leading hyperscalers where we are helping to build horizontal and vertical solutions.

We recruit diverse, world-class talent from around the world, immerse them in a culture of innovation and grow their expertise not only in software, but also in platform development, enterprise integration and ecosystem technologies. We are proud to support our employees' ongoing development through our award-winning Persistent University. And we promote long-term employee commitment through one of the most inclusive employee stock ownership plans in the global IT services industry, enabling all of our teams to benefit from the company's success.

Because we're a truly global company, with local presence in 18 countries, we're always right where our clients need us to be — uniting a boutique mentality with enterprise scale to ensure a bespoke experience for every organization we work with.

Above all, we continue to set the standard when it comes to fast, flexible service delivery — committing to outcomes and making them happen no matter how complex the client need or requirements. Simply put, client focus and satisfaction are at our core. It's why we earned nine prestigious ISG Star of Excellence Awards for "exceptional customer-centricity in the delivery of core technologies" from 2020-2021.[5]

All of this adds up to industry-leading financial growth fueled by longstanding and new client relationships alike. This, in turn, has led to a 350% increase in our market capitalization since 2020 and placement on the Forbes Asia Best Under a Billion List for 2021. Beyond these measures of success are a deep commitment and a deliberate, disciplined approach to meeting the highest environmental, social and governance (ESG) standards in collaboration with the Persistent Foundation.

We've all witnessed how software platforms have subtly crept into every facet of our lives.
To compete in this environment, all enterprises will need partners that can provide and rapidly scale proven software Digital Engineering expertise to drive ongoing platform innovation — requiring broad skills in software engineering, cloud, data and automation, as well as industry knowledge.

Persistent is one such service provider that is extremely well positioned to provide engineering services that will transform a customer's product and operations.
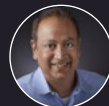
Mukesh Dialani
Program Director at IDC

This is the era of **Digital Acceleration**.

This is the era of **Digital Engineering**.

This is the era of **Persistent**.

When you partner with Persistent, you're teaming with a co-innovation partner that defined, pioneered and continues to advance modern digital engineering at every level, across industries and areas of expertise. On top of that, you're partnering with a company that has repeatedly helped both the disruptors and the disrupted navigate sweeping transformation — among them, some of the most innovative organizations in the world.

References

[1] Research and Markets covering <u>FinTechs</u>, <u>Digital Insurance Platforms</u> and <u>Digital Health</u>

[2] <u>Capital One Steps Up Hiring Software Engineers After Cloud Migration</u>

[3] <u>In the Digital Economy, Your Software Is Your Competitive Advantage</u>

[4] <u>5 Myths About Low-Code</u>

[5] <u>Persistent wins prestigious ISG Star of Excellence and four more awards for best in class CX</u>

Persistent

See Beyond, Rise Above

persistent.com/DigitalEngineering