



Persistent

Persistent Consulting

Powering possibilities with tech-led transformation



Message from the CEO

The world is at another inflection point, triggered by the tapering post-pandemic boom. Macroeconomic trends indicate a looming recession underpinned by higher-for-longer interest rates, rising inflation, and escalating geopolitical tensions.

As they try to straddle topline growth with business continuity, enterprises face competitive pressures from shifts in business landscape introduced by emerging technologies, specifically with the advent of Generative AI (GenAI) and the transformation it promises.

The need to focus efforts, funds, and resources to defend market share is undercut by the need to innovate and stay relevant. The odds are stacked against laggards more than ever, yet this may not be the time for bravado.

At such crossroads, enterprises seek partners that understand their unique business challenges, can anticipate headwinds, and offer a strategic roadmap that future-proofs their business against near and long-term obstacles to growth.

Persistent has been that partner for countless enterprises across various industries for more than three decades. We collaborate with clients to navigate business and economic disruptions with a singular focus on technology as a lever for innovation, resilience, and market competitiveness. With our long-standing engineering DNA, we bring a technology-first, out-in perspective to solve unique business

problems and set our clients on a path to assured success, even in challenging times.

As our clients increasingly turn to us for advisory to drive business transformation, we felt the time was right to formalize our expertise in Persistent Consulting, anchored on prioritizing business objectives, technological advancements, and sustainable change. Be it developing innovation strategies, transforming customer experiences, redefining business models, or navigating organizational change, Persistent Consulting brings a challenger's mindset to help clients make strategic bets that pay off.

Our consulting practice draws heavily from our Digital Engineering expertise, a vibrant partner ecosystem, and analyst-recognized business acumen that turns opportunities into possibilities for our clients. I invite you to explore the Persistent Consulting capabilities within these pages and learn how we can collaborate to find new avenues of growth and success.

Sandeep Kalra

Chief Executive Officer and Executive Director

We are Persistent, digital engineering leaders who take a consultative approach in helping clients unlock the full potential of their tech investments.

Persistent is a transformation-focused partner driving business value.

Organizations across industries are embarking on large-scale transformations initiatives driven by the need to deliver value — one that removes unnecessary silos and friction to make space for the new, the creative, and the innovative.

It is critical to drive top line growth by implementing strategies that align to business objectives with focus on digitizing ways of working to improve speed to value. This can be achieved through a vision that promotes adoption of next gen AI-led transformation strategies.

How to unlock value?

Start

with building stakeholder trust.

Stay

customer obsessed and keeping the customer at the core.

Reinvent

and deliver solutions tailored to organizational needs and market demands.

Drive

a long-term digital transformation agenda that is scalable, repeatable, and sustainable.

Persistent combines advanced technologies with user-centric designs to tap into value streams outcomes that empower businesses and foster growth and success.

Future-Proofing Businesses with Persistent Consulting



Technology-led initiatives have focused on improving optimization and efficiencies in the last ten years.

Enterprises have turned to digital technologies such as cloud, artificial intelligence or machine learning, and big data analytics to reduce operating costs, simplify processes, increase productivity, and speed up delivery times.

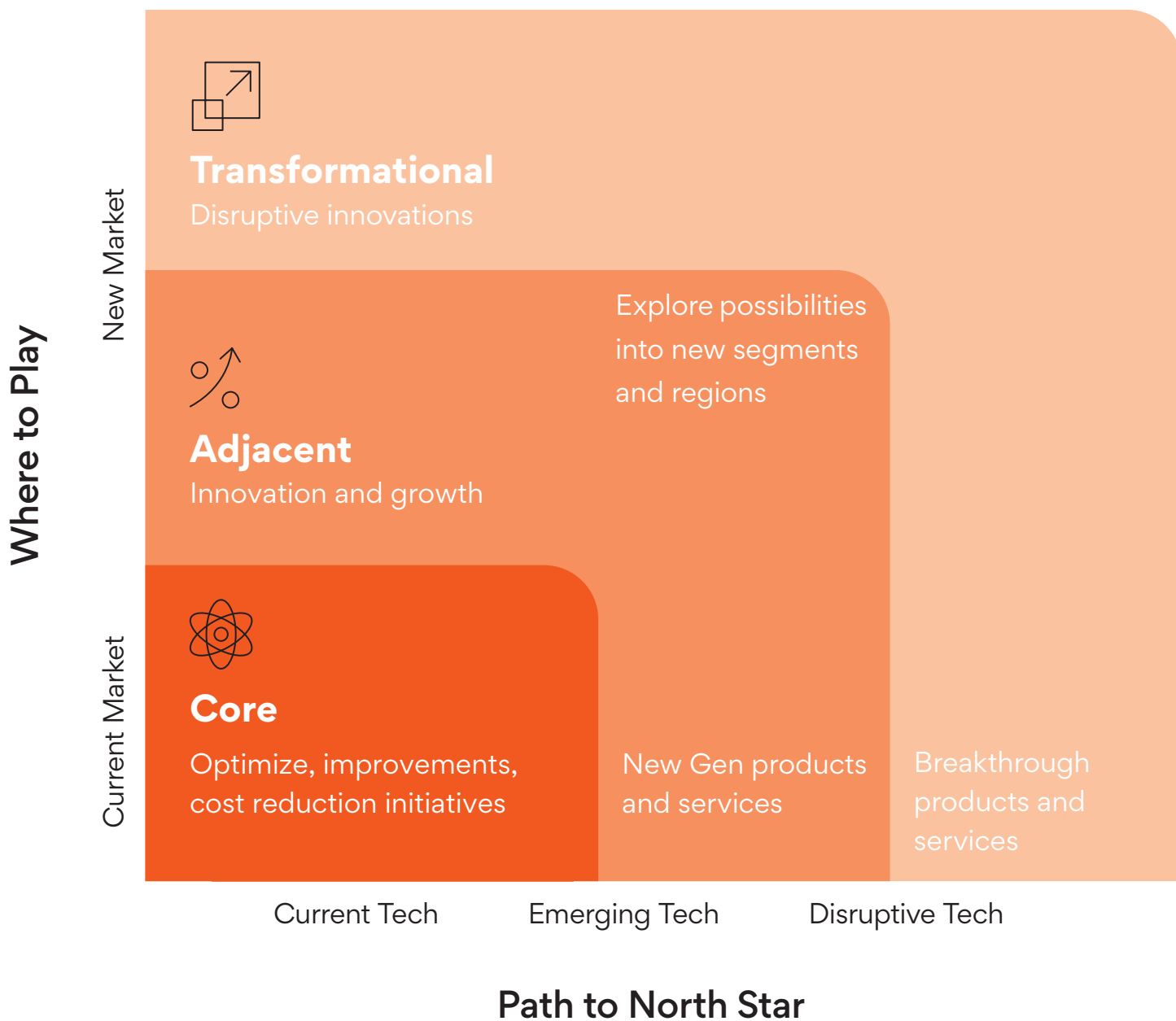
Enterprise leaders lean on continuous transformation to drive tangible business goals. Expectations have risen to a point where they would like to co-create market defining solutions with technology providers and innovate along the way to meet diverse customer demands.

Advances in computing and increasing GenAI adoption leads the way to deliver on value solutions that meet transformation needs with a high degree of flexibility and personalization.

With technology at the core, enterprises that meet customer demands will have the right insights to anticipate evolving needs and innovate product offerings to capture hidden opportunities. They will start using technologies not just to run the business effectively or innovate at speed, but to actively challenge the status quo to redefine how customers interact, buy, or respond to new trends.

For business leaders to become disruptors, they need a trusted technology partner to support and co-lead their transformation journey.

Persistent connects business acumen and technology-led product innovations. Our 360-degree relationship with strategic partners, product engineering DNA built on over 30 years of experience, and more than 23,000 technology and business consultants uniquely position us as the partner of choice for enterprises navigating the next. For enterprise leaders, we turn their strategic vision into value at speed and scale and help them plan the roadmap to ride the next wave of change successfully.



Driving Business Value through Technology-Led Consultative Approach

Persistent unites a boutique mentality with enterprise scale to ensure a bespoke experience for every client. We are a 360-degree partner that helps clients imagine the next and set the North Star, engineer a blueprint to achieve the next, modernize the existing technology stack to fuel the pivot, and manage it for sustained growth.

With more than three and a half decades of design-led Digital Engineering experience, we bring a technology-first consultative mindset, clubbed with deep industry knowledge, to help our clients identify pockets of untapped value, redefine

business models for a stronger market position, and create immersive and impactful new-world user experiences.

Our arsenal of proven frameworks, accelerators, and a wealth of intellectual property is the driving force behind our enterprise clients' success. These resources elevate our clients to the next level, enabling them to respond to market dynamics, meet customer expectations, and prepare for anticipated challenges with minimal disruptions to their business.

We work with our clients across four core imperatives to accelerate digital transformation

Imagine

We design and deliver new digital experiences, revenue streams and business models to meet rising customer expectations and accelerate your growth.

Modernize

We reinvent your applications, infrastructure and processes for greater agility by taking full advantage of automation, AI and cloud.

Engineer

We streamline your software engineering to drive greater efficiency and enable resiliency across your products and platforms.

Manage

We transform and optimize the heartbeat of your operations, systems and product development to reduce costs and facilitate growth.

Our GenAI Studios help Foster Co-innovation with Our Clients and Partners



Our newly launched state-of-the-art GenAI Studios in the US, UK, and India showcase our expertise and unique solutions, offering an immersive experience for our valued clients and partners.

Our Offerings

Our offerings and solutions are designed to unlock opportunities and competitive advantages and are built on our foundation of market-leading technologies.

Persistent consulting provides clients with forward-thinking, innovative, and strategic solutions.

Our Consulting Offerings



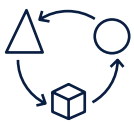
Innovation Strategy

Developing and implementing business innovation strategies built on the foundation of cutting-edge technologies.



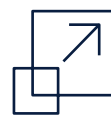
Experience Transformation

Creating immersive and impactful new world experiences for customers and employees alike through design, data, and AI.



Next-Gen Business Transformation

Redefining business models and strategies for sustainable success and market relevance by leveraging next-gen technologies.



Change Transformation

Navigating organizational change and evolution with precision and empathy for a resilient future.

1

Innovation Strategy

Focuses on helping clients develop and implement effective strategies to drive innovation within their business. The goal is to enable companies to stay competitive, adapt to changing market dynamics, and foster a culture of continuous innovation.

Product and Service Innovation

Evaluating the feasibility, viability, and market potential of innovative offerings to improve / augment enterprise value lifecycles and enable value creation through new products, services, or business models.

Innovation Excellence Hubs

Establishing and managing Innovation Hubs (e.g., GenAI Hub, Agile Hub) within the organization to serve as a focal point for expertise, best practices, and resources related to innovation.

Accolades



Persistent awarded the prestigious 2023 ISG Star Excellence Award for providing Unique Business Solutions Powered by the Latest Innovative Technology.



For the sixth consecutive year, Persistent has been listed on the Constellation Shortlist for Innovation Services and Engineering for Q1 2024.



Persistent names AI Market Leader in HFS Horizons Generative Enterprise Services 2023 Report.

2

Experience Transformation



Focuses on reinventing how businesses interact and connect with their customers, employees, and stakeholders across every touchpoint.

Experience Strategy

Our design and systems thinking methods validate and create alignment around a human-centered vision for transformative, innovative digital experiences that will delight users and stakeholders.

Experience Design

We design and build breakthrough experiences with domain-specific best practices, driving outcomes including enrollment, engagement, cost savings, and satisfaction: Delivering the promise of your digital investments.

Unified Experiences

Our unique design system methodology enables a cohesive experience across multiple digital properties, improving usability and reducing the time and cost to launch, maintain, and scale.

Accolades



Persistent was Recognized in 2020 as the Leader for Customer Excellence across our Core Service Delivery and Exceptional Culture Alignment with Clients' Organizations.

3

Next-Gen Business Transformation



Focuses on helping organizations evolve and optimize their business by driving efficiency, agility, and resilience to meet the demands of the rapidly changing market landscape.

AI-Led Transformation

Developing and implementing comprehensive AI strategies (including GenAI) to drive innovation, streamline operations, and enhance decision-making in alignment with the organization’s overall business strategy.

Enterprise Modernization

Leveraging a data-driven approach to unlock hidden value across all phases of an enterprise modernization journey, setting the foundation for next-gen innovation.

Optimization Strategy

Providing insights and guidance on optimizing costs and driving efficiency by strategically aligning technology spend with core business objectives.

Accolades



Persistent was recognized as a Leader in the ISG Provider Lens™ on Digital Engineering.



Persistent named a Leader in the 2023 Zinnov Zones Intelligent Automation (IA) Services ratings.



Persistent named leader in Everest Group Data and Analytics Services for Mid-market Enterprise in 2023.



Persistent was recognized as a leader in Everest’s Group Payments IT Services Peak Matrix 2023.



Persistent was recognized as a Leader and Star Performer in Everest Group’s Software Product Engineering Services PEAK Matrix® 2024.



Persistent won the Appian APJ Innovation Award 2022

4

Change Transformation



Emphasizes managing the human side of change to ensure smooth transitions, minimize resistance, and maximize engagement and adoption of new practices.

Change Lifecycle Management

Guiding organizations through the entire lifecycle of change, from strategy development to successful execution, ensuring that the change initiatives are well-planned, effectively communicated, and embraced by the organization.

Operating Model Design

Designing and implementing fit-for-purpose operating models to improve decision-making, transformation agility, and responsiveness to market changes.

Post-Implementation Review & Optimization

Conducting thorough evaluations after the implementation of changes to assess impact, gather feedback, and identify areas for ongoing improvement.

Our Success

Our success is grounded in our unique approach to value creation, which is built on our purpose-driven culture, Digital Engineering heritage, and flexible approach at enterprise scale.

Persistent is an innovation-focused partner with over 30 years of experience. It has delivered transformative business value and enterprise modernization.

Case Study

1

Developing an AI Model to Predict Addiction and Fraud among 14 Million Online Players

A leading global betting company with 14 million customers wanted to gain better visibility into player behavior and comply with geo-specific online betting governance and reporting standards.

Persistent strategized and delivered an AI-driven model that streamlines live data for real-time behavioral analyses and automates trend reporting to improve compliance with applicable laws and regulations.

The client was expanding operations to the US and expected a surge across its customer base. It needed mechanisms to conduct due diligence to pre-empt addiction and arrest fraud to ensure business growth and stem revenue loss.

The client wanted to help players identify early signs of addiction and take corrective actions to ensure and maintain fun, sustainable experiences.

To do this, a reliable and future-proof data platform offering a true end-to-end betting experience and data capabilities was needed to fuel future growth and innovation.

With Persistent as its partner, the betting company embarked on the innovation journey to migrate its on-premises data warehouses and ML engines to a scalable and resilient platform.

Scalable by Design: A strategic and scalable framework was at the core of the new design.

It featured advanced data pipelines for automated data cleansing, verification, and validation. An AWS-native MLOps architecture led to better visibility, improved business intelligence, and real-time insights for point interventions.

Value to Client

A scalable AI-driven on-cloud data framework for global operations with better visualization capabilities.

Business users were able to analyze player behavior and promote a safe gaming and betting environment.

Together, the client and Persistent designed and implemented a scalable strategic platform on AWS leading to 0% downtime, automated regulatory reporting to meet compliance requirements.

Front-to-Back Digital Transformation Results in 20% Revenue Uplift

Persistent’s product engineering mindset and consultative approach transformed the client’s front and back offices, leading to 10% productivity gains, a revenue uptick of 20% through operational efficiencies, and 30% operational cost optimization.

A multi-million-dollar French transnational company overseeing water, waste, and energy management services embarked on an end-to-end digital transformation across business processes and technology stack. Our approach delivered radical transformation and total reinvention that streamlined internal departments and eliminated technology debt.

Persistent partnering with AWS moved the finance capabilities to the cloud with a unified platform for consolidation and reporting. By automating financial operations, reporting, and planning processes, we have helped enable 30% operational cost savings.

A Digital-First Front-to-Back Operating Model

The project focused on strategy and execution across process, data and technology dimensions. We engineered an application stack hosted on Amazon Web Services to build interoperability between diverse systems and streamlined activities such as invoice generation, accounts payable, and report generation.

We built a unified platform from front to back with a client-friendly portal to serve consumers. We also developed a user-friendly mobile application and a web portal to improve client outreach and

user experience. Business process digitization helped eliminate physical documentation and set up standard operating procedures for optimized backend processes and faster resolution.

Meeting Objectives

A simplified and connected view helps avoid bottlenecks and fuels straight-through processing. The reinvention delivered increased efficiency, leading to:

10%

increase in productivity

20%

growth in revenue

30%

reduction in total cost

Enhanced brand recall through digital interfaces and accelerated service delivery.

A US-based healthcare provider and Persistent created a new clinical drug database portal that improved user adoption by 25% and delivered an exceptional user experience for healthcare professionals, enabling them to make informed decisions for their customers.

The objective was to provide better decision-making and create exceptional user experiences for healthcare professionals.

The client prioritized driving adoption and engagement on the portal. It was crucial to source timely, relevant drug information from manufacturers to provide downstream users with relevant insights.

Keeping Humans at Core

Persistent worked with the client to innovate and bring more personalized experiences to all healthcare professionals. The design helped deliver modern user experiences, enabling better data use for effective decision-making.

Keeping it Simple

Developed an interactive prototype with a cleaner, intuitive, contextual, and personalized user experience to test feasibility and desirability.

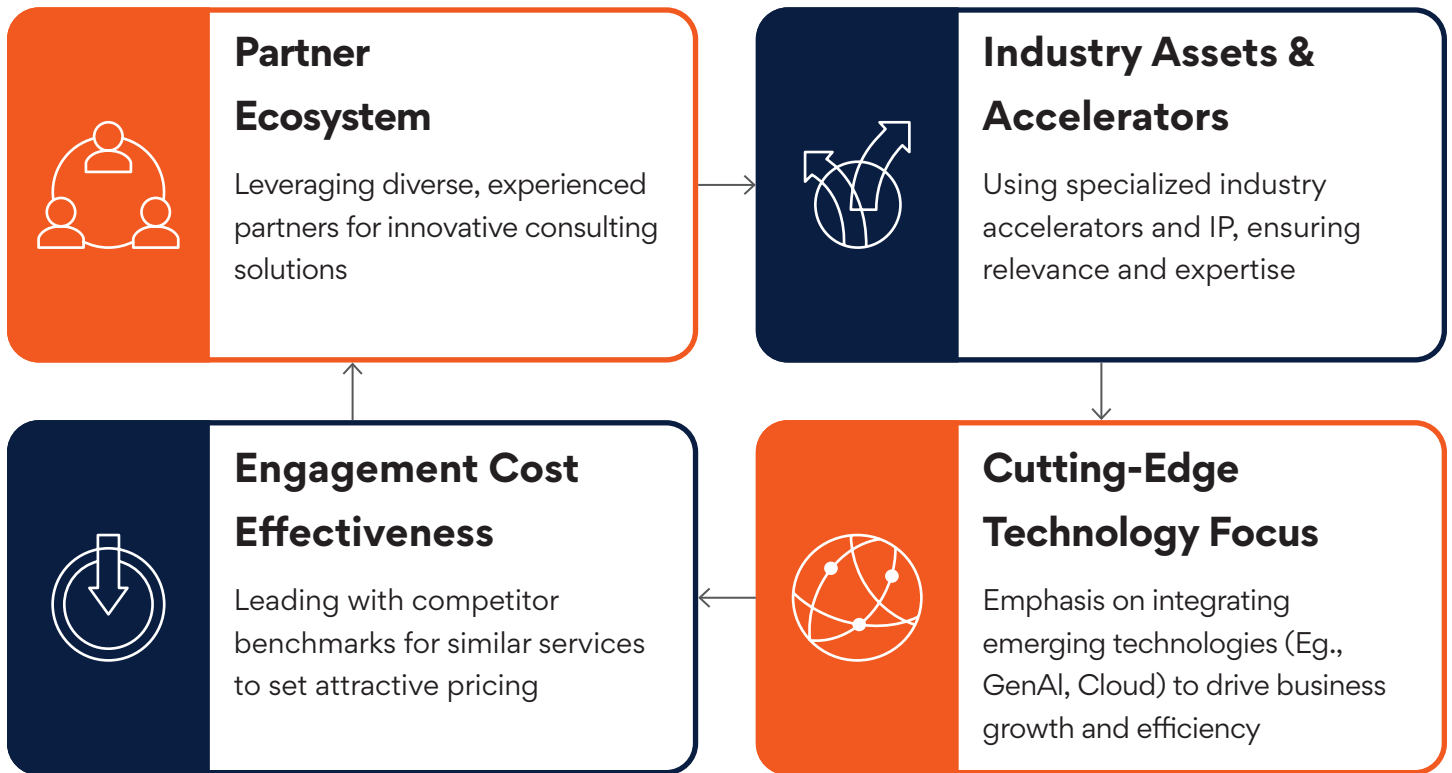
This helped test functionality and develop a portal for quick, personalized access to drug information. Our tech-led design helped provide access to accurate, robust, and real-time data to make informed decisions.

A Journey to Elevated Engagement

The design scored 4.1/5 (out of a 5-point scale) usability score, indicating significant improvements in user experience from the portal's current configuration.

Born out of our user-first, design-thinking approach, the new portal helped increase online product and pricing submissions by 25% and a further 25% increase in new user sign-ups.

Why Persistent?



01 | Partner Ecosystem

Persistent has a vibrant, growing ecosystem of strategic partners and its investments in cultivating business units dedicated to industries, services, and technologies.

A fully integrated partner-led ecosystem fuels re-invention and transformation across our engagements

15,500+

Total Certifications

10,400+

Certified Professionals

16,000+

GenAI Foundation Course Certified

2,000+

GenAI Proficient Certifications

Hyperscalers



AWS

Advanced Partner



Azure

Gold Partner

Google Cloud

Google Cloud

Premier Partner



IBM Cloud

Platinum Partner

CX



Salesforce

Data and AI



databricks

API and Integration



Intelligent Automation



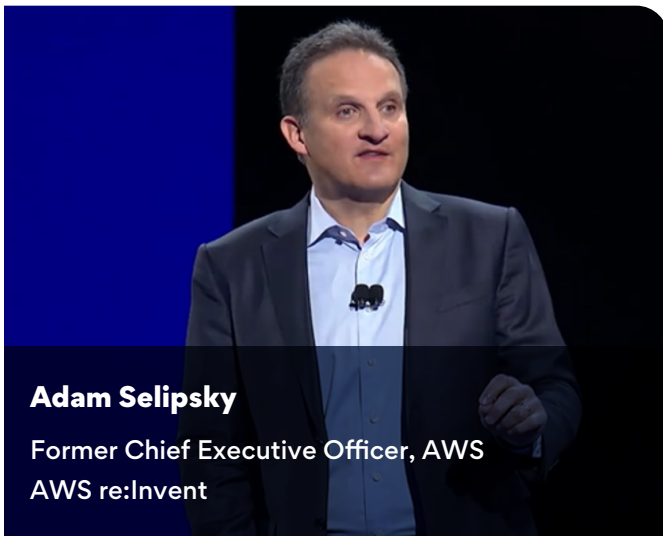
We are deepening our strategic collaboration with Hyperscalers...



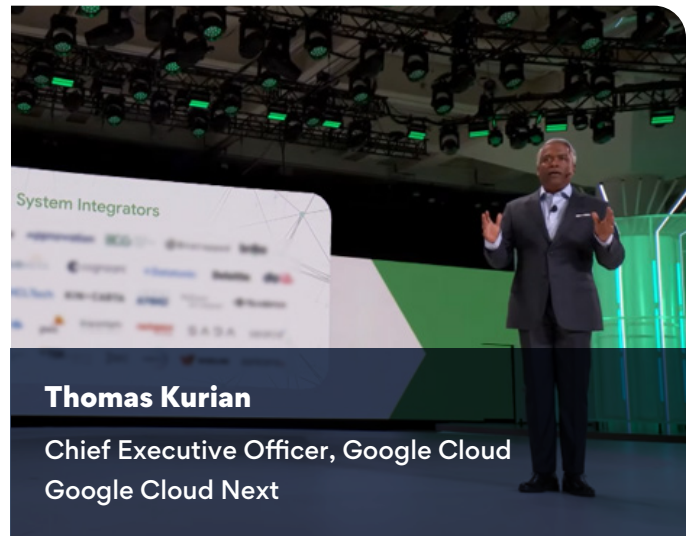
We launched practice for Microsoft Viva integrated with Generative AI and expanded Azure Center of Excellence for GenAI-based modern workplace solutions.



We are embedding IBM's foundational AI offerings, conversational models, and its other AI capabilities into solutions for clients across industries.



We announced a Strategic Collaboration Agreement with AWS to accelerate GenAI Adoption and are bringing GenAI capabilities into solutions such as Amazon Neptune for enhanced recommendation engines, fraud detection, security and more.



We launched a suite of Google Cloud-powered GenAI solutions and have a first-mover advantage with Google as it works to integrate Vertex AI and other Generative AI tools into new offerings.

02 | Industry Assets and Accelerators

We identify the trends and proactively embrace the change to augment our solutions and capabilities. We actively look for opportunities that allow us to anticipate trends and help us translate them into business value before they can turn into business disruptions.

Innovation frameworks and accelerators play a pivotal part for achieving customer success and in delivery of value outcomes.



Customer Experience

XT™

Digital Strategy Engagement,
Customer Journey Mapping

Design Thinking Labs

Salesforce COEs



Data

Data Foundry

Source to Target Data Migration

OmniData

Extend Life & Annuity Application
with Data Integration Capabilities



Business Automation

RPA Accelerators

AI / ML-based Hyperautomation
of Back-office Operations



Cloud Operations

PiOps

IT Operations & Infra
Management

CloudOps

SmartOps, SecOps, FinOps



Security and Cyber Resiliency

PiCR

Safe Recovery of Business
Applications from Cyberattacks

Unity, Ignite

IAM Migration and Enhanced
User Experience



Application Modernization

ExtenSURE

Assessment and Application
Modernization

PiCAS

Cloud Landing Zone and
Architecture Build

03 Engagement Cost Effectiveness

Our value-based engagement models provide transparency and align to business benefits. We cater to all engagement archetypes, and offer flexible and innovative pricing constructs that nurture long lasting client relationships.

Persistent Value Based Engagement Models



04 | Cutting Edge Technology Focus

Solution	Details
Data Foundry	A fully customizable platform where data transformation and cloud migration components can be configured to scale.
Experience Transformation	A human-centered, design-led approach to help clients accelerate digital initiatives from ideation and concept to prototype and production within weeks.
GenAI Hub	Platform for enterprise-wide secure and scalable adoption of GenAI.
Bank in a Box Digital Mosaic	A combination of services, accelerators, and pre-integrated components allowing clients to innovate and transform with cloud-based cutting-edge technologies.
ExtensURE™	Intelligent application modernization framework that delivers actionable insights for due-diligence, application transformation planning and prioritization.
WingMate™	An AI-powered software suite for application development and modernization that improves resource productivity and builds operational efficiencies.
SASVA™	An intelligent, GenAI-powered platform that brings a top-down approach to automate project activities with interactive dashboards and integrates easily with enterprise development tools.
Investment	Details
Innovation in GenAI	Launched state-of-the-art GenAI Studios in the US, UK, and India for co-innovation with clients and partners.
Research & Development	<p>Dedicated tools and transformation unit for research and development of new IPs and accelerators.</p> <p>Dedicated CTO unit focused on cutting edge technologies in areas of GenAI, AR / VR, Metaverse, Blockchain, AI, Computer Vision, IoT, etc.</p>
Global Expansion	Opened or expanded 12 delivery centers and offices in 2023 across the USA (NJ, TX), Europe (UK, Poland), India (Gurugram, Pune, Indore, Kochi, Kolkata, Ahmedabad, Jaipur, Bengaluru).
Talent Development	Persistent University a centralized strategic function focused on “scaling talent at speed” across the organization. Clocked over 1.2 million learning hours, 11K Cloud certifications and over 450+ Business, Digital and Tech courses available for continuous learning.
Hyperscaler Partnerships	First mover advantage with focus on transformative capabilities fueling innovation. Strategic collaboration AWS (Advanced Partner), Google (Premium Partner), Microsoft (Gold Partner), IBM Cloud (Platinum Partner) keeping us relevant to meet business and customer demands.



We invite you to explore our distinguished capabilities as we bring to you the best of our consulting expertise bolstered by our rich technical heritage. With our deep-rooted long-standing engineering DNA, we bring a technology-first, outcome-oriented perspective to solve unique business problems and set our clients on a path to assured success, even in challenging times. Whether it is developing innovation strategies, transforming customer experiences, redefining business models, or navigating organizational change, we bring a challenger's mindset and a collaborative approach to every engagement.

Discover how we can collaborate to drive business value and future-proof your organization with Persistent Consulting.

See Beyond, Rise Above

About Persistent

Persistent Systems (BSE & NSE: PERSISTENT) is a global services and solutions company delivering Digital Engineering and Enterprise Modernization to businesses across industries. With over 23,500 employees located in 19 countries, the Company is committed to innovation and client success. Persistent offers a comprehensive suite of services, including AI-enabled software engineering, product development, data and analytics, CX transformation, cloud computing, and intelligent automation. The Company has been recognized as the "Most Promising Company" of the Year by CNBC-TV18 at the 2023 India Business Leader Awards. As a participant of the United Nations Global Compact, Persistent is committed to aligning strategies and operations with universal principles on human rights, labor, environment, and anti-corruption, as well as take actions that advance societal goals.

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