Power of Partnerships with IBM

Episode with Persistent Systems & IBM

Chetan Krishnamurthy, IBM: Hi, everyone. Welcome to a really exciting episode of the power of partnerships. Joining me today is Prakash Tripathi, who is the VP for Communications and Media vertical at Persistent Systems. Prakash, thank you for taking the time and joining us here. It's really a pleasure to have you talking to us today.

Prakash Tripathi, Persistent: Thank you, Chetan. Good to be with you today. Thank you for the opportunity.

Chetan Krishnamurthy, IBM: Likewise. Thank, thank you. Thank you again. And, Prakash, congratulations to you and the team for winning the first, watsonx challenge here in the region. So, it's amazing and, and kudos to your team for, you know, winning this challenge. So, congratulations, Prakash.

Prakash Tripathi, Persistent: Thank you, Chetan.

Chetan Krishnamurthy, IBM: So, to get us started, Prakash, can you take talk a little bit about partnership with IBM, how this got started, you know, how you've seen this evolve from your lens?

Prakash Tripathi, Persistent: Sure. Thanks, Chetan. IBM and Persistent go a long way back, precise more than 22 years. We started our journey with IBM as an engineering partner, helping them design, develop, modernize the software assets, which are so loved by the enterprise industry, right from BFSI, Healthcare, Telecom, you know, and we kind of have partnered with the waves of technology that IBM has embraced like from looking at modernizing their software on to cloud and hybrid cloud environments through Red Hat OpenShift now looking

at adopting GenAI technologies powered by, you know, watsonx, roughly about 2300 engineers from our side, work today for IBM supporting in their technology journey and, in course of time, we also took the mantle of taking IBM tools, platforms, and systems to our end enterprise customers.

Prakash Tripathi, Persistent: We reached the status of Platinum and have helped, you know, more than 100 enterprise customers really look at consuming and modernizing through the IBM stack. Going forward, wherein, uh, people are not looking at, uh, you know, just adding AI, but designing on AI. We believe watsonx is a pivotal product with the capabilities of, uh, enterprises to really look at how they streamline. Their processes, their systems, their data, while maintaining explainability, observability, governance, and full control.

Prakash Tripathi, Persistent: So, AI that can be trusted, AI on which enterprises can deliver next generation value is, you know, where we think, you know, we along with IBM are able to help our customers today. We also invested in getting our engineers trained on GenAI technology as a whole, and watsonx in particular. I'm very proud to share that more than 16,000 engineers in Persistent are today certified on GenAI.

Prakash Tripathi, Persistent: And 300 plus practitioner level certifications, which is a higher order certifications for architects to help design on GenAI systems. With watsonx and watsonx.ai in particular, we took the opportunity to reimagine how healthcare systems will work. And this is what we did at the watsonx challenge.

Consumers of healthcare not necessarily always understand, the medical reports at times even don't follow their handwriting but imagine what watsonx can do. It can simplify that whole, you know, so to say, medical record systems for you and provide you in a more, simpler manner. We even took it one step further.

What if AI is the digital front door for healthcare? So, you go into a hospital and basis the patients, the symptoms, records that are told to them. It is able to classify and catalog which particular specialist, you know, a physician. We were really happy to see that being recognized as, the winner for the watsonx challenge.

Prakash Tripathi, Persistent: We have been looking at how to apply IBM technologies for different use cases. We do support IBM Call for Code as well, in which one of our solutions, you know, was recognized as the winner, which helps in reducing the food waste. So again, I'm very excited about this, from our perspective.

Chetan Krishnamurthy, IBM: Yeah. I think that's, that's great, Prakash. Anything from an APAC perspective that you're seeing in terms of, you know, GenAI or AI or any technology trends that you would like to share, Prakash?

Prakash Tripathi, Persistent: With respect to AI, we are already seeing more than half of our customers today, in some form or the other wanting to adopt AI and look at GenAI on how it can add value. To give you a few examples, a few of the leading, Telecom operators and broadband service providers in Malaysia, are looking at how we bring value with respect to automating some of their internal processes and network operations for better good.

With respect to technology trends, it starts, at different dimensions. So, the main goal in the market is simplifying the complexity to optimize cost and drive productivity benefits for different operations. So, right from looking at, so to say, tools that IBM provides around full stack observability, the Instana, the Turbonomic, the SevOnes of the world.

Bringing that all together with watson AIOps, a strong market pull around some of these technologies come in from enterprise IT and network IT for us. Looking at also enhancing the security posture and landscape with IBM's products around identity access, data security, and more recently with Randori on attack surface management.

Prakash Tripathi, Persistent: And, last but not the least, companies looking at to modernize their data systems and platforms to really unlock the full potential of applying you know, AI ML algorithms and even GenAI as they adopt. So, essentially the whole journey of companies which were on IBM technologies of Netezza, Db2, they're looking to modernize as well.

Another interesting play for us is, in the APAC market, and, in particular, some of the best cost countries from a skill and labor standpoint, a lot of these GCCs are looking at kind of also embracing technology and they also act as pivots, for our conversation with them on how we partner and

co create the right solution, which gets built in APAC while consumed across the world.

Chetan Krishnamurthy, IBM: I think it's great. I think the use case lens fully agree with you a hundred percent and intersects back to what you talked about healthcare and then the whole GCC angle that you brought about, right? Again, it's a, it's an angle of scale and it's an angle of early and quick adoption. You know, for impact, I think it fully, resonates, Prakash, thank you for the insightful sharing. As we close out, you know, do you want to leave the people are going to listen to this with any closing comments or any final thoughts from you?

Prakash Tripathi, Persistent: First of all, thank you so much. And we value the partnership. I would say, you know, three aspects that need to be looked at. So, when our customers and us together, the problem needs to be there. So there needs to be a purpose why we want to bring in a change in a transformation. I would suggest, organizations today are looking at incremental benefits that technology will bring in together.

But, in my perspective, it's time to really reimagine. How we want to, you know, bring really differentiated experience to the customer and link business objectives and goals with technology tools and systems. I would just say that the technology is getting mature every day and it is ready for, rollout at different scales and our customers should know, kind of, take confidence that the best of software providers, the best of ecosystem partnerships, and based of skills capabilities and learnings that Persistent can bring together can really help them so to say, apply the potential AI and other technologies today are opening up and I'm really excited about what we can do together to make all of us be more Productive and benefit through the technologies available.

Thank you so much again.

Chetan Krishnamurthy, IBM: Thank you very much for joining us. Really appreciate the partnership and thank you.

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