The “how to” of digital by Persistent Systems: Build your software-driven business

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Persistent Systems
Software is becoming every business

The threat of digital disruption

The fear of digital obsolescence

The opportunity for digital transformation
A client’s view of digital transformation

https://www.youtube.com/watch?v=OGfLesyUMUQ
Persistent and Your Digital Transformation
This is happening as we speak today…

Analog World

- Products
  - Subsystem Suppliers
  - Component Suppliers
  - Raw Materials Suppliers

Digital World

- Platform
  - Products
  - Resellers
  - Consultants

Products + Data

Data

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Courtesy: Apigee
Competitive Separation has moved to the Edge

Your Company

Website

Smart Phone

Mobile Device

Partner Integration

Innovation

Tablet

Web App

DVR

Gaming Console

Internet TV

Connected Car

Your Company

2000

2006

Today

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Courtesy: Apigee
Every Enterprise is disrupting various parts of their business with Digital Technology

Ensure cross-channel consistency
Enhance our existing products and services
Launch new products and services
Improve the customer experience

Customer experience

Operational improvements

Improve internal communication
Enhance the productivity of our workers
Automate our operational processes
Transition physical products/services to digital products/services
Develop new business models
Launch new businesses
Expand our reach to new customers and markets

Business model change

...In our sample, no company has fully transformed all elements...

Speed and prioritization of building blocks varies by customer...
Every Enterprise IS a Digital Enterprise

Use Case: B2C
- Quick Prints API enables consumers to print photos at nearest Walgreens
- Prescription API enables consumers to refill prescriptions at the nearest Walgreens

Business Impact
- Consumers spend 6X more in store

Use Case: B2B
- Wide range of messaging, provisioning, and location services exposed to business partners and 3rd party developers
- Explosive growth in API release, 78 to 1,455 in six months

Business Impact
- 30% reduction in app production time
- Hundreds of millions in cost savings

Use Case: B2E
- Architectural designs, blueprints, and project data exposed to employees and business partners
- Over 25 different apps in production on smartphones and tablets

Business Impact
- Millions in operational cost savings
Enterprises are digitally transforming around the customer

- **Cloud**: Deliver customers instant access to new services and products
- **Analytics**: Gain deeper understanding into the customer experience
- **Social & Collaboration**: Respond faster to customer needs
- **Mobile**: Connect with customers in the moments that matter
- **Security**: Protect your customers and your enterprise
Leading enterprises experience the benefits of digital transformation

<table>
<thead>
<tr>
<th>Hollywood studio moves film production to the <strong>cloud</strong></th>
<th>Airline retains valuable customers through <strong>analytics</strong></th>
<th>Top 5 beverage manufacturer saves $40M with <strong>social</strong></th>
<th>Global bank gains a competitive edge with <strong>mobile</strong></th>
</tr>
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<tbody>
<tr>
<td>Empowers departments to share data and create connected applications across the spectrum of film &amp; TV production using a cloud-based platform</td>
<td>Analyzes millions of passenger records using Hadoop to identify most valuable frequent flyers and invite them to an exclusive social network made just for them</td>
<td>Drives increased knowledge sharing and engagement among workforce spread across 5 geographies by implementing a robust collaboration platform</td>
<td>Grows its customer base and retains existing customers by enabling mobile banking features not offered by any of their competitors</td>
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Digital transformation is a journey… not a technology upgrade

How do I transform our products and onboarding?

How do I get my digital products to work with our legacy systems?

How do I transform our interactions?

Digital is not a “thing”. It is a new way of doing business.
The question is not why digital, **BUT HOW?**

Do you have the right skills and resources to build and execute your digital transformation strategy?

Vision  Technology  Architecture  Development  Quality  Support
To drive truly transformative effects...

...Focus on end to end ‘Digital Value Chain’
## Separate out Transformation efforts

### Governed together

<table>
<thead>
<tr>
<th>Mode 1</th>
<th>Mode 2</th>
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<tbody>
<tr>
<td>Reliability</td>
<td>Goal</td>
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<tr>
<td>Price for performance</td>
<td>Agility</td>
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<tr>
<td>Waterfall, V-Model, High-ceremony IID</td>
<td>Revenue, brand, customer experience</td>
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<tr>
<td>Plan-driven, Approval-based</td>
<td>Approach</td>
</tr>
<tr>
<td>Enterprise suppliers, long-term deals</td>
<td>Agile, kanban, low ceremony IID</td>
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<tr>
<td>Good at conventional process, projects</td>
<td>Governance</td>
</tr>
<tr>
<td>IT-centric, removed from customer</td>
<td>Empirical, continuous, process-based</td>
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<tr>
<td>Long (months)</td>
<td>Sourcing</td>
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<tr>
<td>Cycle Times</td>
<td>Small, new vendors, short-term deals</td>
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<tr>
<td>Talent</td>
<td>Good at new and uncertain projects</td>
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<tr>
<td>Culture</td>
<td>Business-centric, close to customer</td>
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**Think Marathon Runner**

**Think Sprinter**

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Modernization

Transformation
Re-think Traditional Enterprise IT Platform

- Extensive planning and comprehensive solutions
- Expensive with long time frames
- Not leverageable

End –To-End SILO Solutions

Speed = Slowest
Evolve a Digital Innovation Platform built for speed & agility

- **Web**
- **Mobile**
- **Point of Sale**
- **Partner**
- **Devices & Things**

**Consume**
- IP Apps
- Consumer Apps
- Enterprise Products
- Partner Services

**Access & Expose**

**Integrate**
- Curated Data (Internal / External)

**Service**
- Data
- Backend Services
- ESB/Service

- **Speed = Fastest**
- **Speed = Faster**
- **Speed = Slowest**
Context Setting

Adaptive

Customer
Unique Experiences

APP
Agility

Customer

Contextual & Predictive

API
Speed & Scale Governance Enterprise Product

API Team

Services

DATA
Insights

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Business Drivers

Enterprise Back end

Diagram showing the relationship between Open Innovation, Partners Collaboration, and Internal Integration.
Analytics Case Study: Constant Contact leverages big data to optimize email marketing

Challenge
• Analyze the click-through data to advise the Constant Contact customer base on the most effective times to send email marketing campaigns

Tactics
• In just 3 months, Persistent developed a Big Data solution using Hadoop, that used machine learning, predictive analytics, text analytics, aggregation analytics to analyze millions of records

Results
• 29.3% campaign emails resulted in click-through if sent during the time window recommended by the model
• 19.2% more emails campaigns likely to be clicked if emails are sent as per time window recommendation
Social Case Study: Elance builds a community for its customers

**Challenge**

- Give employers and freelancers an online destination to collaborate with each other and get their questions answered quickly

**Tactics**

- Architected strategic plan for implementing the Lithium social networking tool and executed the implementation
- Took product to the next level through strategic consulting

**Results**

- Increased SEO visibility
- Increased user engagement through a sense of community
- Delivered better customers experiences with lower support costs
- Gained new analytics capabilities to track impact
Mobile Case Study: Bridgestone Tires Enables a Mobile Workforce

Challenge
• Develop a system that would reduce revenue loss by making it easier for 2000+ tire dealers in more than 15 European countries to accurately input inspection data

Tactics
• Created application using the Microsoft .NET Compact Framework which connected to Bridgestone CRM & ERP systems for easy data input
• Implemented end-user focused innovations, such as a virtual numeric keypad, intuitive user interface and conducted training sessions to ensure the end-user’s familiarity with the solution.
• Ported solution to Symbian/J2ME

Results
• 800% field productivity gains
• Revenue loss averted through accurate and timely data
B2C Case Study: Walgreens boosts customer engagement

Challenge
• Deliver convenient mobile consumer services that drive in-store engagement

Tactics
• Created mobile engagement strategies plan
• Architected and developed Quick Prints API to enable consumers to print photos at nearest Walgreens
• Architected and developed Prescription API to enable consumers to refill prescriptions at the nearest Walgreens

Results
• Consumers spend 6X more in store
B2B Case Study: AT&T connects mobile app ecosystem

Challenge
• Build a larger mobile app ecosystem by providing business partners and 3rd party developers the tools and services they need to create modern, engaging apps

Tactics
• Architected and developed APIs to a wide range of messaging, provisioning, and location services

Results
• 30% reduction in app production time
• Explosive growth in API releases: 78 to 1455 in six months
• Hundreds of millions in cost savings
The bottom line

**Data** is common denominator, **APIs** (and Apps) are the point of control

We are living **differently** now

Enterprises must operate differently to **win**

Failure to **adapt** is not an option

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Persistent At A Glance

Experience
- 350 Customers
- 3000+ Product releases in last 5 years
- Customers comprise 14 of top 20 Global Technology Companies
- 24 Years in business

Growth
- 23% CAGR over last 5 years
- Publically listed in India (BSE, NSE)
- $274.06M FY14 revenue

Practice
- 8000+ Employees
- Global delivery centers in the US, France, Malaysia, and India
- Gold Partner for Scaled Agile Framework (SAFe)

Leader in the IAOP 2014 Global Outsourcing 100 service providers list
“2013 Computerworld Honors Laureate”
India’s Coding Power House
Leader in Building Enterprise Software and Consumer Software Products
Uniquely positioned to support software driven businesses

Many Enterprises...

Some of the most innovative enterprises are changing the way they do business

Turn to Persistent...

Digital Services is the fastest growing business for us

To Effectively Leverage Technology

We offer a unique strategic partner set with technologies to get you to market faster
22+ years of proven technology experience with Microsoft

- MSVP approved vendor since 2005
- Azure Gold Circle Partner
- Microsoft Dynamics Certified Partner, Reseller in US & India
- 3500+ professionals trained on Microsoft technologies
- Microsoft certified secure offsite data center
Deep product development expertise across Microsoft solutions
Microsoft and Persistent Systems release solution for Azure IaaS data center migration

Microsoft launches Azure data center migration tool

Free tool simplifies Azure migration between data centers

Tool für einfache Azure-Migration veröffentlicht
Proven with over 350 of the world’s leading brands

"Persistent demonstrated deep technical expertise and are creative thinkers and project drivers that challenge the Microsoft team to deliver a better final product … I can certainly highly recommend them to anyone looking for a strong and reliable partner.” - Lee Dirks, Director Portfolio Strategy, Microsoft
Digital Transformation. Let us take you there.

Visit Persistent Voice to learn from our vantage point

Meet Persistent’s solutions specialists at booth #922 to architect the blueprint for your digital future
Thank You, Contact Us

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