



# **WELCOME TO USER GROUP MEETING**

16<sup>th</sup> February 2022

# Agenda

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1. Meet our Team
2. Persistent at-a-glance
3. “We Connect” User Group
4. Products & Support offerings in brief
5. Product User Testimonial
6. User Group Meeting – Resources & Calendar
7. Q&A/Feedback

## Meet our Leadership Team



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Head of Strategy & Partnerships

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**Sudheer Babu**

Head of Support – AM, EMEA

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## Meet our Product Managers



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SureEdge, Cyber Resiliency

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**Ganesh Jegadheesan**  
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# Persistent Overview

## About Persistent

30+ years of leadership in software engineering and digital transformation.

Highest customer experience scores of any company in IT industry, rated by ISG.

Boutique mindset focused on enterprise clients moving their digital presence to cloud.

Diverse, open and innovative business partner ecosystem for maximum adaptability.

**\$701.1M**

FY22 TTM Revenue

**350+**

Services Clients Annually

**16,500+**

Industry & Tech Experts

**18**

Countries

## What we do

Digital Strategy & Design

CX Transformation

Data & Analytics

Software Product Engineering

Enterprise Applications & Integration

Cloud & Infrastructure

Intelligent Automation

Enterprise IT Security



Banking  
Financial Services  
Insurance



Healthcare  
Life Sciences

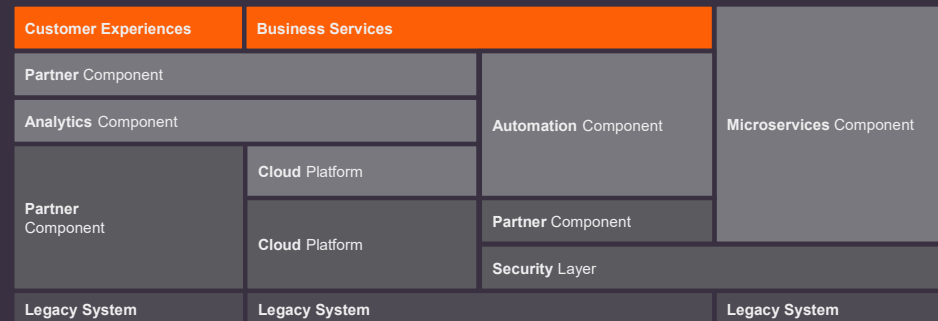


Software  
Hi-tech



Telecom  
Media

## Bringing solutions to life through our Digital Mosaic







## Our strategic partner ecosystem



*Launching*

# We Connect User Group

**100k+** Users      **2013** Since      **50+** Countries

-  In-Person User Group Summits
-  Product User Group Meeting every month
-  Common User Group Meeting bi-yearly
-  Webinars, Live Events, Panel discussions

**Product UGM**

**Digital Device Management**

Radia Endpoint Management  
OTA, IoT Security

**Cloud Orchestration Management**

Rovius, MultiCloud, Disaster Recovery, Migration Cyber Resilience

**API Monetization Management**

Aepona Marketplace

Be the **Champion** of Community

**Bolstering Our Community**





*Boosting engagement, visibility and a sense of belonging*



**Experience      Contribute      Grow**

**INFLUENCE & EXPRESS**

**Community DNA**

-  **Connect**
-  **Learn**
-  **Share**
-  **Collaborate**

**Perks**

News Market Releases  
Early Access

**STAY UP-TO-DATE**

Innovate Showcase New Ideas  
Best Practices

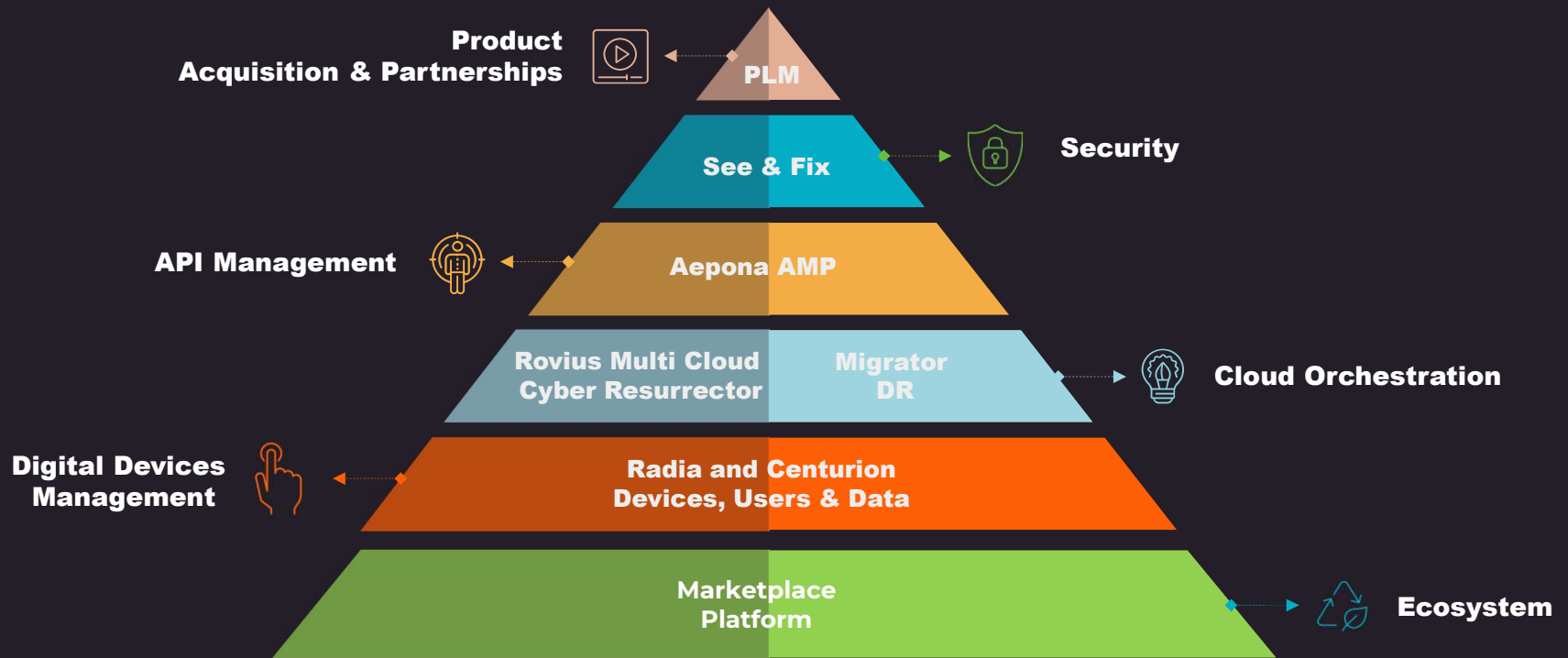
**PARTICIPATE**

Build Network Advocate Feedback

**OPEN FORUM**



# Persistent Core Products and Platforms



# Radia Overview

## Modern UEM Platform for Enterprises

Trusted Solution to manage heterogeneous and complex infrastructure

Large Scale deployments to efficiently manage and secure devices

Comprehensive security definitions to automate vulnerability remediation and missing patches

Diverse, open and innovative business partner ecosystem for maximum adaptability.

**5M+**  
Managed Endpoints

**24,000+**  
Security Definitions

**50+**  
Partners and Resellers

## What we do

Capabilities

Adapted across Industry Verticals

Outcomes

- Unified Endpoint Management
- Unified Discovery & Audit
- Software and Config Management
- OS Management & Auto-Pilot
- OTA & MDM
- Patch & Vulnerability Management



Banking  
Financial Services  
Insurance



Healthcare  
Life Sciences



Public Sector,  
Federal &  
Non-Profit



Software  
Hi-tech

Business Partner Ecosystem

- Accelerate Deployments
- Secure Infrastructure
- Audit Assets
- Automate Operations
- Streamline Administration

## Manage Multi-Platform endpoint through unified solution

Modern Client Management		Traditional Device Management		Risk Identification & Correction
Infrastructure Benchmarking		Data, Events and Log Analytics	Asset Lifecycle Management	
Workflow Automation				
Continuous Compliance – Patches and Vulnerabilities	OTA	Heterogeneous Device Management		
Virtual Infrastructure	Physical Infrastructure		Containers	

## Latest Offerings

- |  |  |  |  |
|--|--|--|--|
| <ul style="list-style-type: none"> <li>Unified Security</li> <li>Vulnerability Config &amp; Compliance Assessment &amp; Remediation</li> <li>OS &amp; 3rd Party Patching</li> <li>Remediation Workflows</li> </ul> | <ul style="list-style-type: none"> <li>Scalable architecture</li> <li>On-Prem and Cloud</li> <li>See &amp; Fix - Instant query and response</li> <li>Automated remediation options</li> <li>Multi-platform patch support</li> <li>Secure remote control</li> </ul> | <ul style="list-style-type: none"> <li>Easy to scale architecture</li> <li>Efficient and reliable</li> <li>Multi device/sensor support via popular IoT protocols</li> <li>Customizable via SDKs, plugins</li> <li>Works as a solution and/or an accelerator</li> </ul> | <ul style="list-style-type: none"> <li>OTA updates &amp; management (publish, delivery and reporting)</li> <li>IoT telemetry and analytics (agent-based and agent-less via gateways/brokers)</li> <li>IoT analytics driven management</li> </ul> |
|--|--|--|--|

Key Offerings

Core Differentiators

Key Offerings

Core Differentiators

Sentient Ranger

Sentient Centurion



# Rovius Overview

## Multi Tenant Managed Cloud Infrastructure

Supports large Scale infrastructure setup in single / multiple zones and regions

Simple, Turnkey Cloud Orchestration with support for popular Hypervisor types

Supports Rapid Provisioning / Deprovisioning, Service automation at all levels

**2K+**

Servers in a Single deployment

**>10**

Years of IaaS Orchestration

**100s**

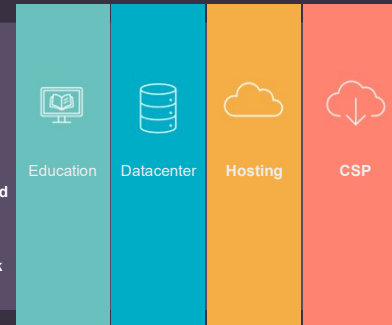
Of deployments on a single day

## What we do

Capabilities

Account & ITaaS Management  
Pricing & Billing  
CRM / Helpdesk Integration  
Deployment / Monitoring Dashboard  
Service Management (ITaaS)  
IaaS - RCP, CloudStack, OpenStack

Adapted across Industry Verticals



Outcomes

**Manage** Deployments  
**Plan** Cost & Budget  
**Monitor** Cloud Infrastructure  
**Automate** Deployments  
**Streamline** Workflows & Approvals

## Unified Management Console for Multi Cloud

Kubernetes Cluster support	Easy to scale architecture	Service Automation & Orchestration
Rapid Provisioning / Deprovisioning capabilities	Platform support for variety of OS and Hypervisor types	
Multi Tenant Support and Account Management		
Lower TCO Compared with other cloud platforms	Disaster Recovery	Cost & Budgeting
	Infrastructure Migration / Resource Monitoring	
Accounts & Project Management		Containers
Service Management (IT as a Service)	Cloud Portal Business Manager w/ e2e Business Coverage	

## Latest Offerings

<ul style="list-style-type: none"> <li>Account &amp; ITaaS Management</li> <li>Pricing &amp; Billing</li> <li>Integration with CRM / Ticketing systems</li> <li>Dashboard for Monitoring Resources / Deployments</li> <li>IaaS on Rovius CP, CloudStack, OpenStack</li> </ul>	<ul style="list-style-type: none"> <li>Easy to scale architecture</li> <li>Rapid Provisioning / Deprovisioning capabilities</li> <li>Platform support for variety of OS and Hypervisor types</li> <li>CPBM covers e2e business scenarios</li> <li>Lower TCO Compared with other cloud platforms</li> </ul>	<ul style="list-style-type: none"> <li>Unified Console for private / public clouds</li> <li>Multi Cloud Support and Account Management</li> <li>Quota and Policy Management</li> <li>Cloud Cost &amp; Budgeting</li> <li>Catalog Management &amp; Infrastructure Migration</li> <li>Enhanced Disaster Recovery &amp; Migration</li> <li>Kubernetes Cluster Support</li> <li>Monitoring &amp; Approvals</li> <li>Service Automation &amp; Orchestration</li> <li>Mobile Ops Support</li> </ul>
Key Offerings	Core Differentiators	New Offerings

Rovius Cloud Platform

# Aepona Overview

## API Management and Monetization Platform (AMP)

Allows multi-sided service business model for enterprises using modern API layer

Expose, Manage and monetize assets via APIs using a secure, and scalable platform

Tailored to Telecom Providers that allows Communication service providers to monetize assets

Manage remote infrastructure and deliver services using unified infrastructure

**15+**

Years of API management

**150+**

Enterprise Apps Integrations

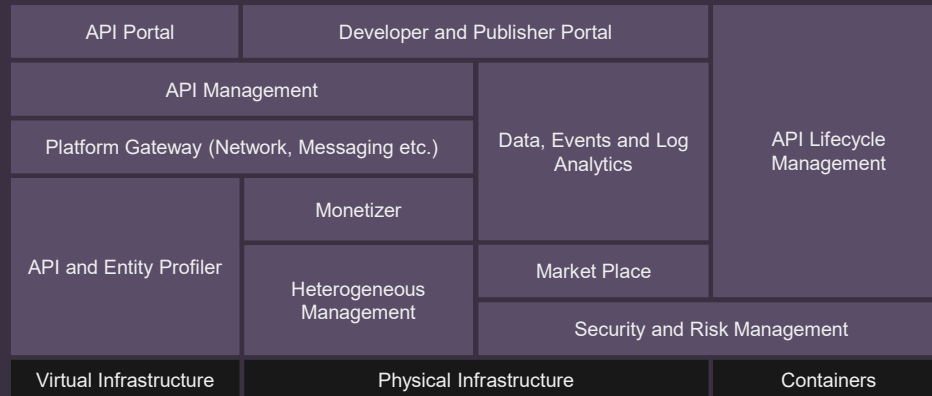
**45**

Network Apps and Services

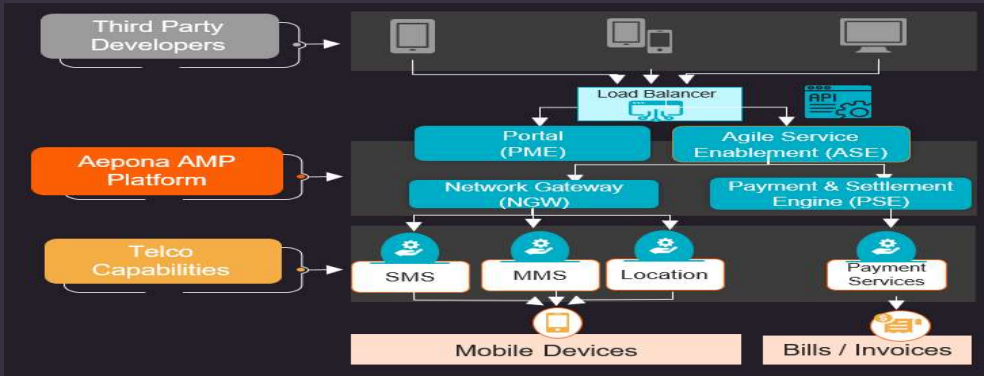
**20+**

Partners and Resellers

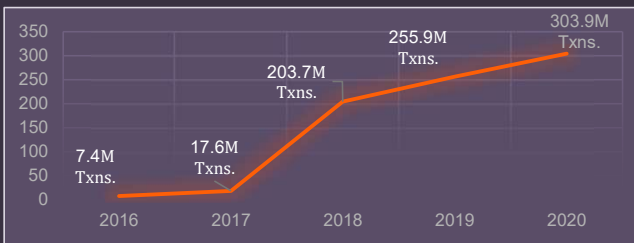
## Manage and Monetize APIs



## Components



## Trusted by enterprises across industry



Highly Scalable  
Microservices

Cloud Native

Cloud Agnostic

Opensource  
Technologies

## Tech Stack



5G

MESSAGING

API MANAGEMENT

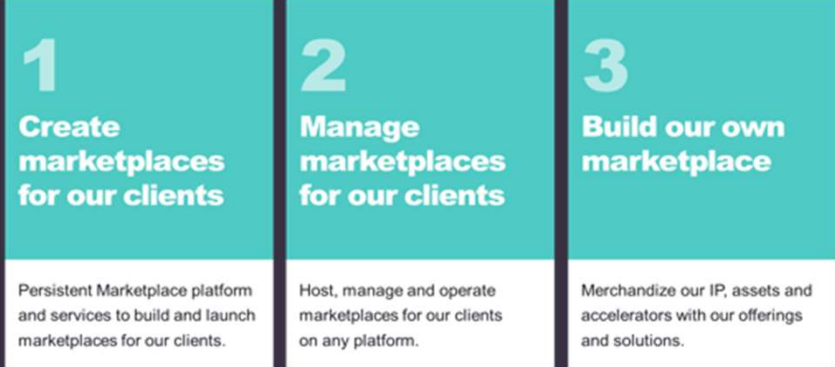
MARKETPLACE

# Persistent Marketplace Platform (PMP)

## Ecosystem Players



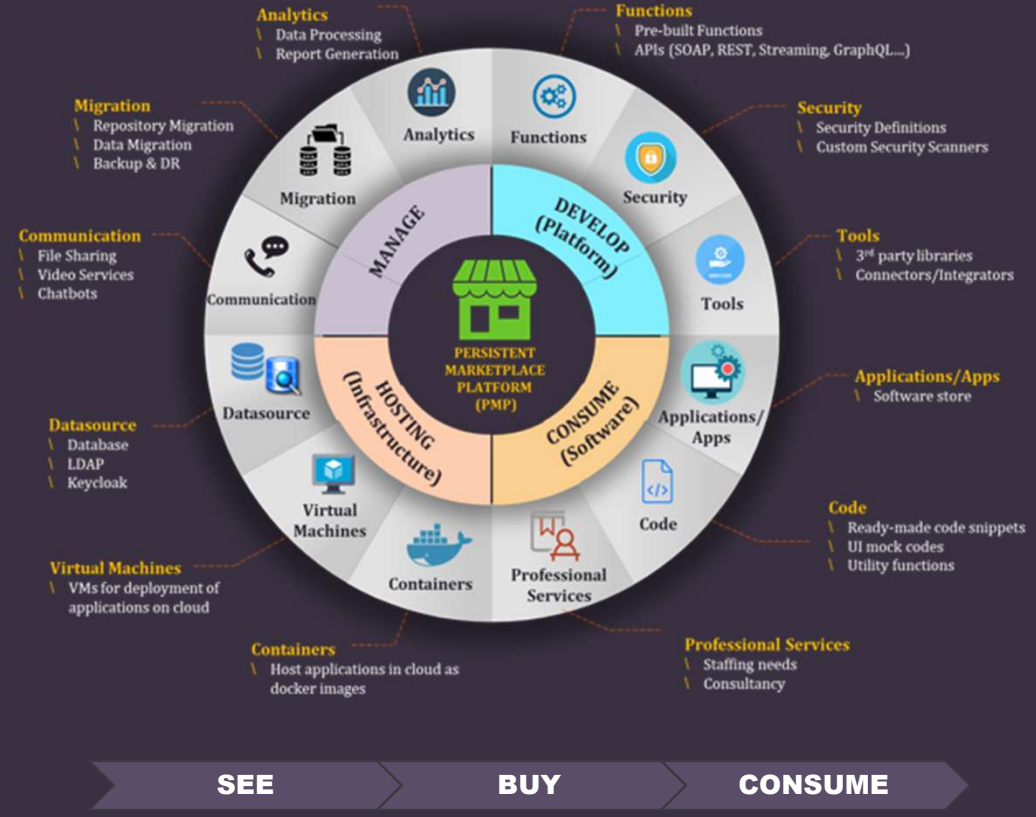
## Purpose



## Marketplace of solutions applicable across all industries



## Offerings



Unified Commerce Experience    API management & Monetization    Modern & Scalable Infrastructure    Integration and Connectors    B2B Focus

# SUREedge Overview

## SUREedge Products

- Cloud → Cloud
- On-prem → Cloud
- On-prem → HCI or Virtual
- AppMod Staging
- Cloud DR
- Site to Site DR
- Hot, Warm and Cold DR
- Large scale data migration
- Offline data seeding
- Up to 500TB per appliance

**SUREedge Migrator**

**SUREedge DR**

**SUREedge Appliance**

## What are we building

Capabilities

Outcomes

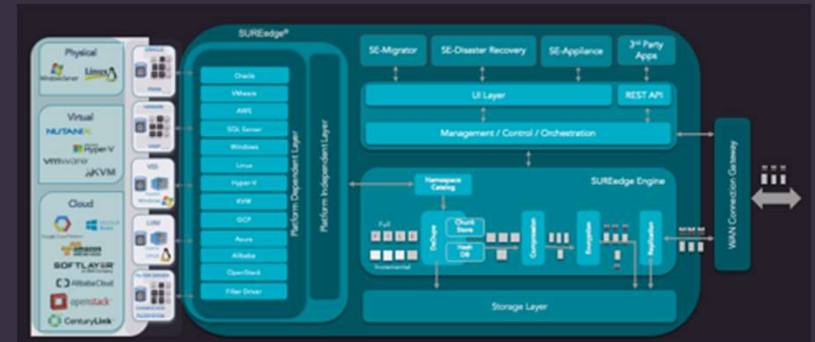
- Data Migration and Protection across any heterogeneous environments
- Secure data in-flight and at rest - Data Security, Data Integrity, Network Security, Risk Mitigation
- Highly efficient and scalable. Provide a Simple 3 Step Workflow, WAN optimization, Scalability, Migration and DR Planner
- Fastest time to product using Global Deduplication, live and static data Captures, Least Operational Disruptions
- Application Agnostic, Automated Transformation, Wide Platform Support

- Secure**
- Cost Saver**
- Fast**
- Env Agnostic**

## Differentiators

- Wide range of infrastructures supported for transformation - any to any
- Hot, Warm and Cold DR for managing cost. Hot DR system and application running in minutes in a heterogeneous infrastructure.
- AES 256 military grade encryption for data in flight and data at rest.
- Complete control of your data with CSEK keys
- Global deduplication across sites.
- Supports application consistent file-based capture. Helps provide file-based analytics.
- Quick and simple 3-step workflow and deploys in less than 60 mins

## Core Components



# Cyber Resurrector Overview

## Cyber Resilience – Recover at scale, in hours and days

Strategy/Plan	Databases, Hypervisors, Clouds.	Initial implementation in 3 months	Predictable, repeatable and scalable process and implementation
Implement			
Test	OS, File Systems	Managed Services – Dedicated or Shared	
Run	Works off images on any DR product.		

**End to End Approach**

**Supports wide array of technologies**

**Quick time to Cyber Resilience**

**Factory Model**

## What are we building

Capabilities

- Highly scalable CR Orchestration on the cloud infrastructure
- Scan application images to extract critical metrics
- Non-signature AI/ML based analysis, detection, risk assessment
- Flexible Remediation workflow for pre-attack and post attack scenarios
- Multi-level security using air gaps, internal networks, immutable storage, Multi-factor authentication and Functional Access Control.
- Automatic deployment of Testing and new Production environments

Outcomes

- Scale Detection**
- Accelerate Remediation**
- Secure Infrastructure**
- Automate Deployment**

## Differentiators

- Provides pre-attack and post attack detection and remediation.
- Internally developed product and solution packaged with managed services
- No single or packaged product that is able to solve the problem
- Functionality is not available from any other player in the market

## Offerings

- Advisory and Assessment for CR
- Cyber Resilience Implementation
- Cyber resilience design and pilot
- Managed Recovery and Operations

## Core Components



## Product Offerings for 2022

				*	*
Aepona	Radia	Rovius	SUREedge	Marketplace	Cyber Resilience
* 5G Services	* Security Risk Mgt & Remediation	* Multi-Cloud Platform	* DR as a service	Apps & Services Store	Cyber Resurrector
* Rich Messaging	* IoT Analytics & Mgmt.	* Mobile Ops	Migrator continued support	Everything as a Service Marketplace	Pre and Post attack solution
Conversational Commerce	* 3 <sup>rd</sup> Party Patching	Multi- Cloud Resource Mgmt.	Partnership led offerings	Partnership led ecosystem	Works with your existing DR Solution
General Purpose Offering	Remote Control	Multi-Cloud Migration	Integration with Multi-Cloud	Hosting Infrastructure	Advisory/Assessment Services
Enhanced API Management	Device Monitoring	Integrated DR Management		Visual Workflow Orchestrator	Paid Pilots
Enhanced Payments and Settlement	Cloud Ready Infrastructure	Unified Cloud Monitoring		Monetization	Factory Implementation
	Extended Approval workflow	iPass Solution			Dedicated or Shared Managed Services
	Secure Command Execution				Partnership with Google

\* New offerings

# Global Support Model

## Support USP

- Products Support
- Partners Management
- New Customer Onboarding

## Multi-Channel



Phone



Email



Online Portal

- 24x7 Global Support – APAC, EMEA and Americas.
- L1 , L2 and L3 support levels for quick resolution
- Efficient cross regional collaboration
- Value delivery through professional services engagements

## Coverage

## Multiple Support Levels

### Foundation Support

- L1 - First point of contact
- Gather troubleshooting information
- Simulate product issues
- Escalate unresolved issues to L2
- Test engineering fixes

### Premier & Premier Plus

- L2 - First point of contact
- Handles high priority and escalated issues
- Domain experts
- Moderate Community Forums
- Dedicated account manager

### Managed Services

- L3 - Highest level of support
- Dedicated administrator
- Dedicated account manager
- Enhanced escalation management
- Supervised case management
- Quarterly technical review

## Key Support Differentiators

Implementation & Upgrade Assistance		POC's, Product and Feature Demos	
Self help - KB Articles & White Papers, Community forums	Tool Integrations & Product Customizations		RFE Validation & Requirements Gathering
	Additional Validation of Product Releases and Cumulative Patches	Third-party Software and Non-security Patching	Consulting - Health Checks, Design & Capacity Planning

## Training Certification Services

Interactive Hands-on Training	On-demand Sessions
Experienced Trainers	Practical Exercises on Live-Setup
Industry Best-Practices	Product Administrator Certification
State of the Art Training Lab on Cloud	

## Product User Testimonial



**Amit Sharma**

AGM- Bank of Baroda

**4<sup>th</sup>**

Largest Nationalized Bank

**132 M**

Customer

**100**

overseas offices, Global presence

**\$218 B**

Total business

**9,000+**

Branches

**10,000+**

ATMs

### Highlights

Compliance & Security patch management across **75,000+** endpoints

Software distribution & Inventory management across **9000+** branches



## Product User Testimonial



**1<sup>st</sup>**

**Largest Provider of ATMs/  
PoS (Point of Sale)**

**1500+**

**Customers**

**23,000**

**employees**

**\$2.7 B**

**Total business**

**500,000+**

**Endpoints under service**

**200,000+**

**Endpoint under Managed  
Services**



**Aaron Carl**

Manager Information Technology | Managed Services  
Diebold Nixdorf

### Highlights

- **Automation and Efficiency have driven lower TCO**
- **Patch Management solution is the key to success for Diebold Nixdorf Software Deployment Services**
- **Ability to manage with minimal administration**
- **Provides assistance in managing PCI compliance**

## User Group Resources

Calendar, Minutes of Meeting, Meeting Collaterals	<a href="#">link</a>
UGM Calendar	<a href="#">link</a>
Upcoming User Group	<a href="#">link</a>
FAQs	<a href="#">link</a>
For participation in UGM or for any other queries/ suggestions contact - <a href="mailto:pugm@persistent.com">pugm@persistent.com</a>	



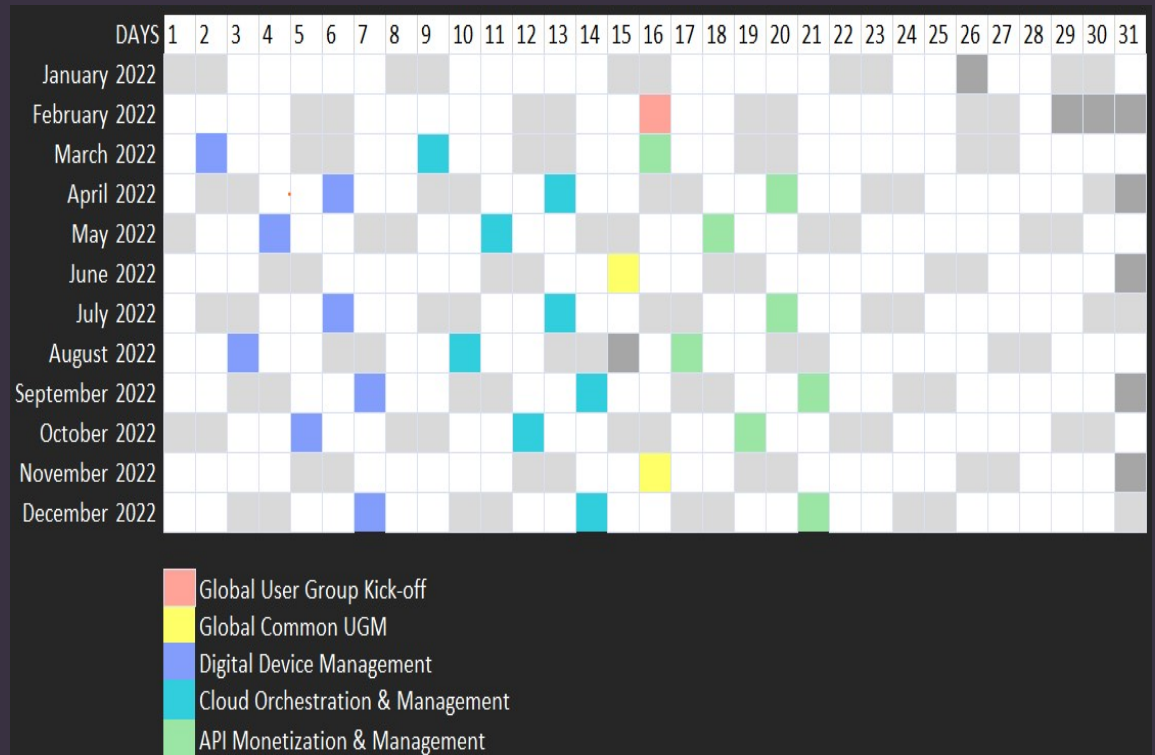
**Deepali Gokhale**

UGM Community Facilitator

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## User Group Schedule for 2022





Next user group meeting

**2<sup>nd</sup> March 2022**

**Digital Device Management**

Radia - Endpoint Management

OTA, IoT

Security



**9<sup>th</sup> March 2022**

**Cloud Orchestration & Management**

Rovius

Multi-Cloud Orchestration

Disaster Recovery, Migration

Cyber Resilience



**16<sup>th</sup> March 2022**

**API Monetization & Management**

Aepona

Marketplace

*You will receive invitation for Product specific User Group Meetings shortly*



# **Question & Answer**

Let the discussion begin



**Persistent**

See Beyond, Rise Above

[Watch Brand Video](#)

# See you at next user group

## 2<sup>nd</sup> March 2022

### Digital Device Management

Radia - Endpoint Management

OTA, IoT

Security

## 9<sup>th</sup> March 2022

### Cloud Orchestration & Management

Rovius

Multi-Cloud Orchestration

Disaster Recovery, Migration

Cyber Resilience

## 16<sup>th</sup> March 2022

### API Monetization & Management

Aepona

Marketplace