

Persistent Systems

www.persistentsys.com

Year of Incorporation: 1999

Category of Innovation: Business Process & Business Model



Company overview: An outsourced software product development (OPD) provider, Persistent designs, develops and maintains software systems and solutions, creates new applications and enhances the functionality of its customers' existing software products.

Innovation: Persistent has created a special solution for Bridgestone, one of the world's largest tire manufacturers. The company's innovation is a data processing infrastructure using RF Tracking, hand held mobile devices that improve the accuracy of data collection, and productivity in real time for Bridgestone. Persistent has enabled Bridgestone's service engineers to collect data of each tire and other parameters from vehicle fleets on the road. The tires are tracked from warehouses, to dealers, to trucks, to scrap yards. Since the loss of tire information means a loss of revenue to Bridgestone, Persistent has deployed an Internet-based mobile strategy enabling Bridgestone to effectively deploy innovative pricing mechanisms.

Impact of Innovation

Internal: This innovation has changed the way Persistent thinks about sales. The innovation has given the ability to various business leaders to think about the "out-of-the-box" business model.

External: The company's OPD services allow its customers to reduce time-to-market, improve the quality of their products, reduce the risk of failure during the engineering development process, improve predictability and reliability of the engineering process, and lower their over-all product engineering costs. Over the past five years, Persistent has contributed to more than 2,000 product releases for its clients. The solution meanwhile, has improved productivity for Bridgestone's service engineers and dealers by eight times. i.e. 800 percent. Additional benefits derived by Bridgestone included improved response time and decision-making and access to real-time information such as updated customer data, contract details and service history of vehicles from any location by service engineers. This cascades into reduced response time while augmenting decisions.

Customer speak:

“Persistent Systems has been instrumental in developing and driving our mobile strategy for Europe. While the results of their work have produced tangible benefits around increased revenues, improved response time and higher customer service, more importantly, Persistent has directly contributed to innovation in our business model.”

Marcel Gottlieb, Senior Manager, e-Business Solutions, Bridgestone EU

