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Encora Recognized as a Leader in Zinnov Zones 2020 Ratings of Global Digital Engineering Service Providers

Competitive Benchmarking Report Enables Enterprises to Make Strategic Decisions When Selecting Engineering Research and Development Services

SCOTTSDALE, Ariz., Dec. 2, 2020 – Encora, a global Next-Gen product engineering provider, today announced it has been recognized as a leader across five Engineering Research and Development (ER&D) segments in the prestigious Zinnov Zones 2020 Ratings.

Encora earned top-tier, leadership positioning in the following ER&D categories:
- Digital Engineering
- Enterprise Software Engineering
- Consumer Software Engineering
- Software Platform Engineering
- Artificial Intelligence (AI) and Machine Learning (ML) within the Banking and Financial Services Industry (BFSI)

"Our top rating in this highly-regarded industry report validates our leadership and extraordinary track record of maintaining and growing long-term client relationships," said Venu Raghavan, co-founder, CEO, Encora. "Our expertise in accelerating business outcomes for clients through leading-edge digital product innovation is what truly differentiates us."

Zinnov Zones' assessment evaluates each global service provider based on scalability and competency. The key criteria for scalability include the breadth and depth of services across multiple verticals as well as the firm's client spread across those sub-verticals. Competency is evaluated based on end-to-end ER&D capabilities, innovation, ecosystem linkages, delivery infrastructure and service maturity.

"Encora's continued rapid growth, global reach and breadth and depth of services put it in a strong position to address the digital engineering needs of the new economy," said Sidhant Rastogi, Managing Partner and Global Head, Zinnov. "Encora's leadership ratings across a range of digital engineering disciplines and industry verticals are backed by its robust ability to provide cutting-edge cloud, AI and ML engineering services to its clientele. The firm's leadership positioning across multiple categories is testimony to that fact that it can create significant value for clients across enterprise and consumer software verticals."

Backed by private equity firm Warburg Pincus, Encora employs over 4,000 associates worldwide and is the preferred innovation partner to some of the world's leading technology companies. It provides Next-Gen services like predictive analysis, ML, AI, IoT, cloud and test automation. Encora has deep cluster vertical capabilities in fast growing tech, FinTech, healthtech, travel transportation & logistics, real estate, digital commerce and other specialized industries.

About Encora
Headquartered in Scottsdale, Arizona, Encora has over 4,000 associates and has a strong global presence with offices and innovation labs in Central & South America, India and Asia Pacific. For more information, please visit www.encora.com.

About Zinnov

Zinnov was founded in 2002, and is headquartered in Bangalore, with presence in Gurgaon, Silicon Valley and Houston. Since its inception, Zinnov has built in-depth expertise in Product Engineering and Digital Transformation. They assist their clients by:

- Research and strategy consulting for software service providers in the areas of Product Engineering and Digital Transformation;
- Enabling companies to develop and optimize a global engineering partner strategy to achieve higher throughput, innovation, productivity and cost savings;
- Growing revenue for company's products and services in India and other emerging markets;
- Helping MNC GICs to consolidate their geographic footprint.

For more information, visit www.zinnov.com.

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