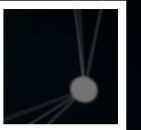


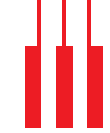


Sonata Software

Investor presentation

Dec 2019





A world class firm
that is a benchmark for
Catalyzing Business
Transformation for our Clients,
Fulfilling Employee Aspirations
&
Caring for our wider
Community

through Depth of:
Thought Leadership
Customer Centricity
Execution Excellence



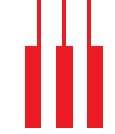
For the Customers
IT Partner of choice for
transformation
thru deeper industry, technology &
customer focus



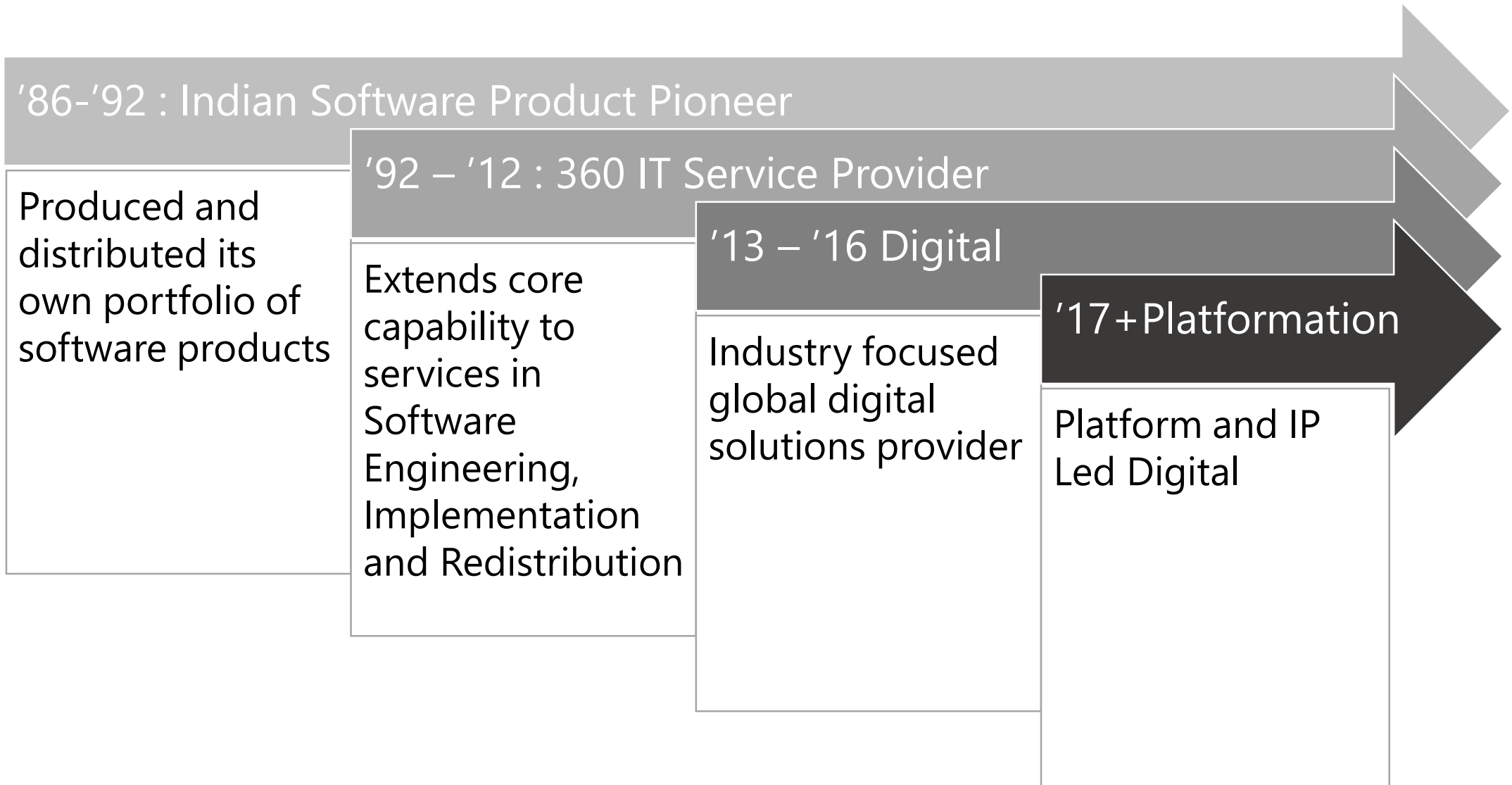
For the Employee
A fun & fearless environment where
the potential & passion for work
flourishes



For the Community
CSR initiatives to support IT needs
of projects with Social impact



Sonata - Evolution

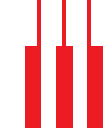


Sonata - A Snapshot



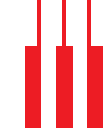
The Company	30+ YEARS as a IT Solutions Provider	\$427+ M REVENUE 15% 3 Yr. CAGR	4000+ TEAM across US, EU, Asia & ANZ	SEI CMMI L5, ITIL & ISO certified
Industry Focus	CPG & MFG Consumer Goods, Industrial Goods, Wholesale	RETAIL Apparel, Hard Goods, Grocery, Hypermarket	TRAVEL TO, OTA, Airline, Rail, Hotel, Cruise	SOFTWARE VENDORS ERP, SCM, Retail, Travel
Competencies	DIGITAL Omni-channel, Mobility & IoT, Analytics, Cloud	APPLICATION LIFECYCLE SOLUTIONS ADM, Testing, IMS Managed Services	PLATFORM IP Brick & Click Retail, Rezopia Digital Travel, Modern Distribution	TECHNOLOGY INFRASTRUCTURE SOLUTIONS Software, Cloud, Server & Storage, Systems Integration
Credentials	CUSTOMERS Global Top 5 – Leisure Travel Co, Grocery Retailer, F&B CPG Co, Software Co	TECHNOLOGY Microsoft, SAP, Oracle, Open Source, IBM	RECOGNITIONS Microsoft – Inner Circle, SAP Pinnacle Award, Microsoft Country Partner of Year India	FINANCIAL National Stock Exchange Listed Public Ltd Co

A Global IT Solutions Organization, with focused Industry Verticals, versatile Portfolio of Services covering wide range of Technologies and delivering value through our unique Platformation™ approach



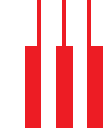
Sonata Story

- Platformation™
- Long term relationships with clients
- Alliance with Microsoft
- IP led
- Engineering excellence and advanced technologies
- **Track record of running mission critical operations on cloud with own IP**
- Over all growth story last 8 years and recognition
- Talent stability at the top



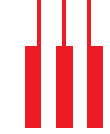
Differentiated Strategy

- IP-led Service Offerings
- Platformation™
- **Alliances**
- **Acquisitions and Competency around MS Tech**
- Domestic Business



Vertical Focus

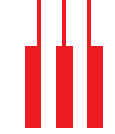
- Retail, travel, distribution & CPG, ISV, Commodity Trading, and services industry – field services
- IP – Brick and Click, Modern Distribution, CTRM, Rezopia
- **Platform led Digital Transformation**
- **Digital Business Process Library**
- **Client Digital Agenda Templates**
- Track record



What is different about Platformation™ as a tool for Digital Transformation

Sonata's structured process for Platformation comprises the following :

- Digital Business Process Library & Identification
- CDAT based approach
- Platform Maturity Assessment (Separate Business & Technology maturity assessment)
- **Marchitecture™ aligned to CDAT**
- **Platform Characteristic Requirements (With a 16 point Framework)**
- Technology Architecture to achieve the Platform Characteristics
- Cloud Engineering (Cloud Native Development)
- Data Platformation Methodology (Structured Assessment of Data Infrastructure & Platform)
- **Accelerated Platform Engineering (Solution Accelerators)**
- IPs aligned to Platformation™



Platforms - the secret behind the digital economy's most successful companies



OPEN



SCALABLE



CONNECTED

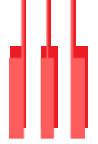


INTELLIGENT

Sonata's approach to Digitizing business using platforms

PLATFORMATION™





Approaches to achieve Platformation™

Sonata READY

- End-to-end, industry-specific digital business platforms

Omni channel reservation system for a large Australian rail network built on a travel platform ensuring seamless booking experience

Sonata ACCELERATE

- Deploy popular horizontal platforms adding required functionality

Versatile retail store and e-Commerce integration for a US fashion brand ensuring scalable, omnichannel shopping experiences

Sonata CUSTOM

- Engineer custom platforms that deliver unique digital capability and scalability

A US-based travel company innovating on membership-based business models, increasing bookings by 200%, and scaling service 6X



SONATA, A BEST-IN-CLASS MICROSOFT PARTNER (Top 1%)



25 Years

MICROSOFT PARTNER

GISV, ISP, CSP, ISV Dev Centre, SI.
Country Partner India 2014, 15, 17.
Global Alliance Footprint

13 Gold

CERTIFIED COMPETENCIES

Dynamics 365,
Power BI, Cortana
Azure, .Net, Mobility

360⁰

PARTNER

MS 4 areas – Business Applications, Apps & Infra,
Data & AI and, Modern Workplace
Product Engineering, Professional Support,
Delivery, LSP Partner for MS, MCS and ISV/SI
Ecosystems.

1000+

TEAM

On Microsoft Technologies with
500+ on Microsoft Dynamics

90 Clients

ACROSS THE GLOBE

USA, Europe, Asia, India, Australia, Middle East

\$180 million/annum

REVENUE TO MICROSOFT

Across the Service Lines

INDUSTRY

FOCUS DIGITAL

Across Retail, CPG, Distribution, Travel, ISV

PLATFORM IP

ON MS DYNAMICS & AZURE-ENABLED

Brick & Click, Modern Distribution, Rezopia,
Kartopia, Halosys, Rapid

STRATEGIC

ACQUISITIONS

IBIS Inc US, Scalable Data Systems, ANZ, Sopris
US

Microsoft's Global strategy



Digital Transformation Vision of Microsoft

Solution Areas

Modern Workplace

Business Applications

Apps & Infra

Data & AI

Partner Practices

Collaboration

Modern Desktop

Security and compliance

Cloud Voice

Customer Engagement

Operations

Business Apps

Cloud Infrastructure and Management

Application Innovation

Data Platform & Analytics

Their GTM Strategy & Approach

KEY EXECUTION PLAN / PLAYS

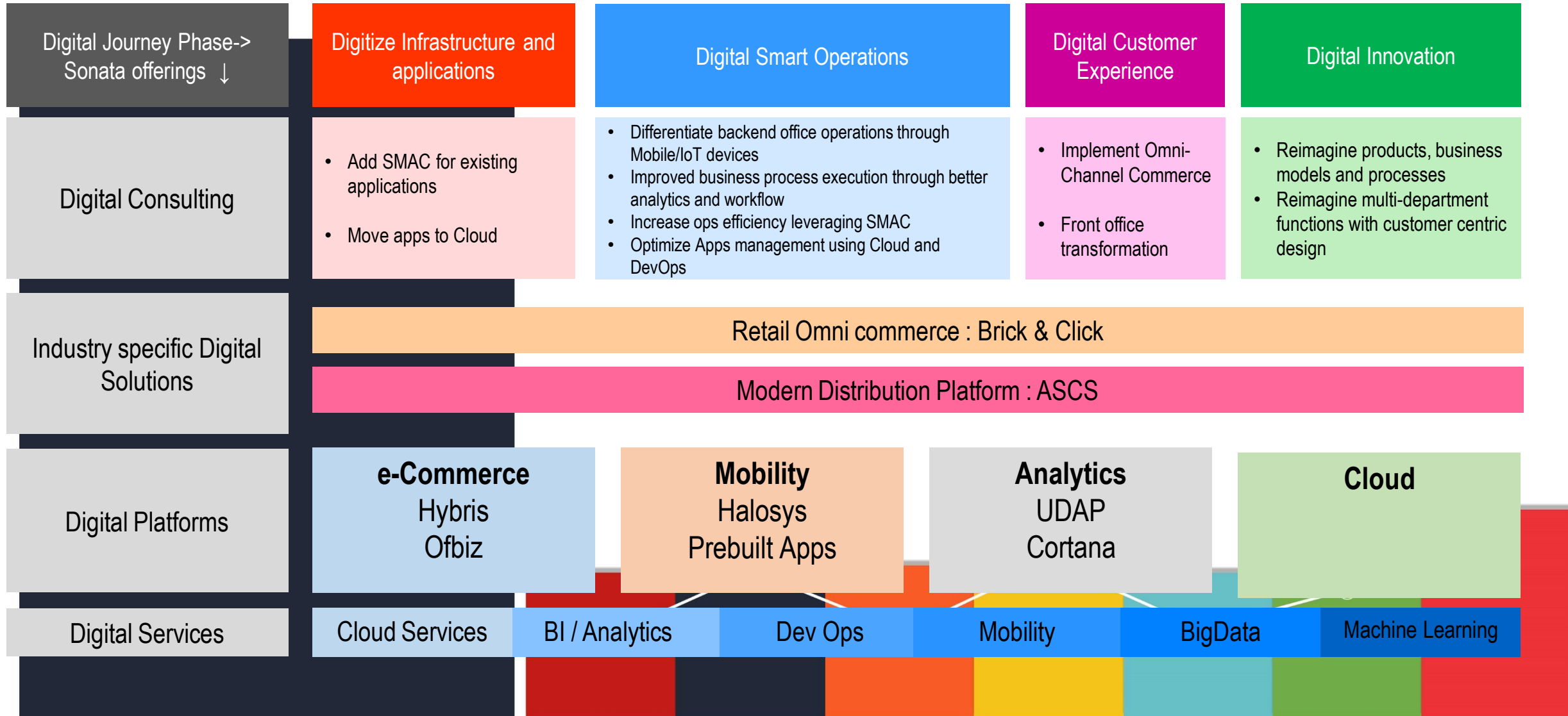
1. Adoption Drive for Teams, Yammer, OneDrive
2. PowerApps Practice
3. Upsell motion to M365 E3/E5
4. Bots for Teams
5. Security

1. Dynamics 365
2. CE Workloads
3. Power Platform

1. Cloud Consulting & Migrations
2. Managed Services under CSP
3. Automation & Cloud Management
4. App Service, SQL Azure, Containerization
5. SQL Retiral Migrations

1. SQL Modernization
2. Reporting and Analytics
3. Cognitive Services

Sonata Retail Offerings



Business Challenges

- Outdated rail passenger reservation system
- Client server application has limited features
- Upgradation costs too high and time consuming
- Lack of user friendliness for day-to-day operations
- Reliance on manual process for ancillary product sales

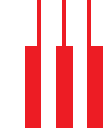
Sonata's Solution

- Rezopia Rail Platform is a next generation rail reservation system capable of addressing all our client's needs, and more.
- Cloud-based platform was able to fulfil a lengthy wish list, ranging from end to end travel reservations, contracts, operations and distribution management.
- Multi-channel booking engine consolidated bookings and generated passenger manifest reports. Users were now able to book not only a train seat with a dynamic shopping cart, but also ancillaries like hotel rooms, transfers and activities.
- In addition, the Rezopia platform was integrated with SAP to send financial data of bookings a XML. AN eNet integration ensured suppliers were automatically paid on their due dates.

Benefits

- Increased business capability with web based application and efficient process for ancillary products sales.
- Train bookings for seat and berths are available in consumer site.
- Effective handling disruptions scenarios caused by natural disasters, track repair work, station interruptions
- Enabled business with platform that supports extending to providing uniform experience to customer for packing train with products like hotel, tours
- Scalable system implemented which can sale up to 6,000 bookings per day
- Omni-Channel booking experience across various distribution channels and devices

Sonata delivers a next-generation reservation system for a government owned railway operator in Australia

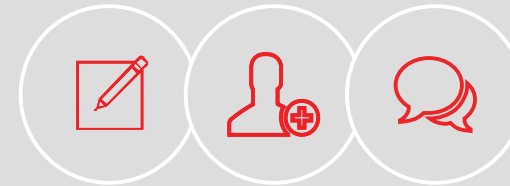


Delivering value through our **innovative engagement models**



Customer-Specific Center of Excellence

- Governance
- Leadership role
- Strategic metrics



- Value Co-creation
- SLAs and outcomes
- Co-investment in IP

TECHNOLOGY | SKILLS | ASSETS | PROCESSES

Charter ▶ Domain Knowledge | Technical Knowledge | Knowledge Management | Innovation | Process & Capability | Reusability

Commercial Models: Project-based | Outsourced | Output-based
Build-Operate-Transfer | Turnkey-managed | Joint Venture

With a team nurtured to **make a difference**



<p>Deeper roles</p>	<p>Regular exposure to newer technologies, evolving business scenarios, and building cross-functional expertise</p>
<p>Customer impact</p>	<p>Continuous exposure to clients to assess business impact of solutions delivered</p>
<p>Freedom to contribute</p>	<p>Our flexible working style encourages ideation within broad boundaries</p>
<p>Growth</p>	<p>Early identification, mentoring, and nurturing of talent for growth by senior leaders</p>

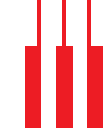
“ We need to take a pause and appreciate the drive and determination we have seen from every player on what is a complex effort and delivery. We commend you all for your effort...keep up the good work! ”

Director – Platform Systems, US Travel Leader



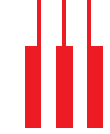
Financials





Strong Execution

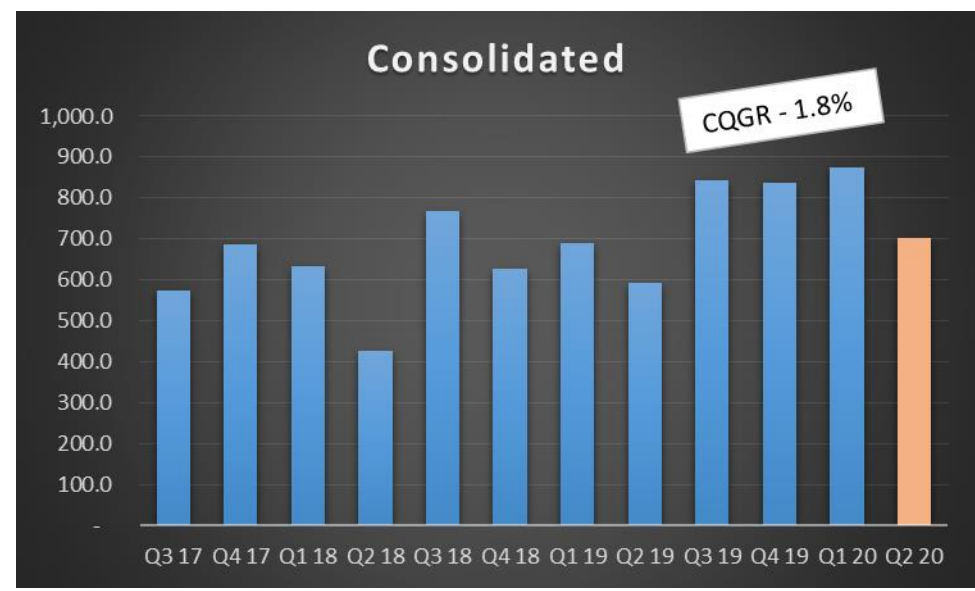
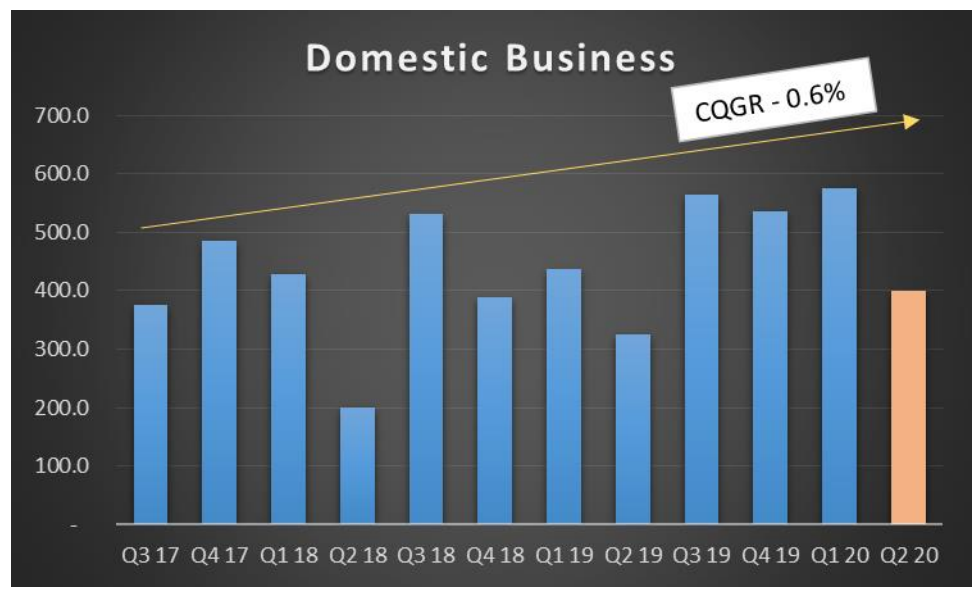
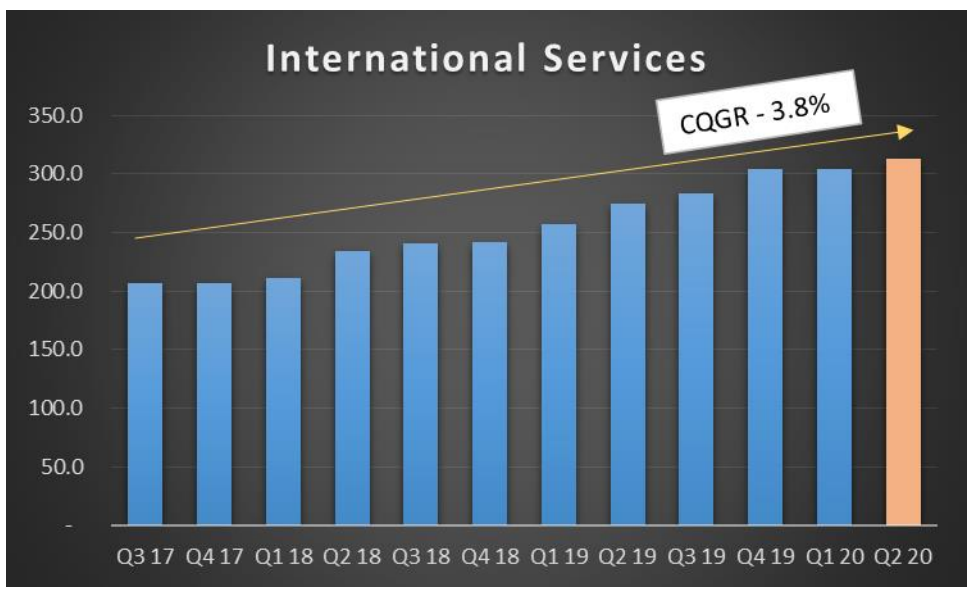
- Growth from existing clients
- Acquiring new clients
- Strong growth in new clients
- Alliance led growth
- IP led growth
- Platformation™ led growth
- Margin levers on utilisation and revenue person
- High-end service mix
- Digital execution and growth
- Strong growth in India Business and Strategic Advantage
- Consistent growth in revenues & margins over 8 years



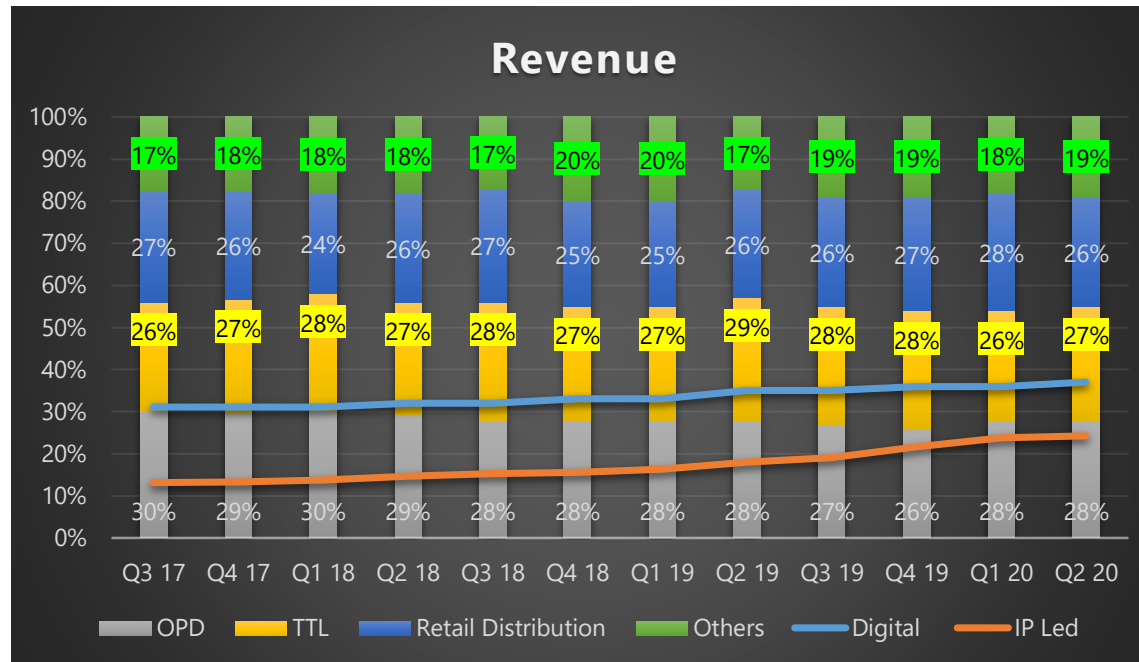
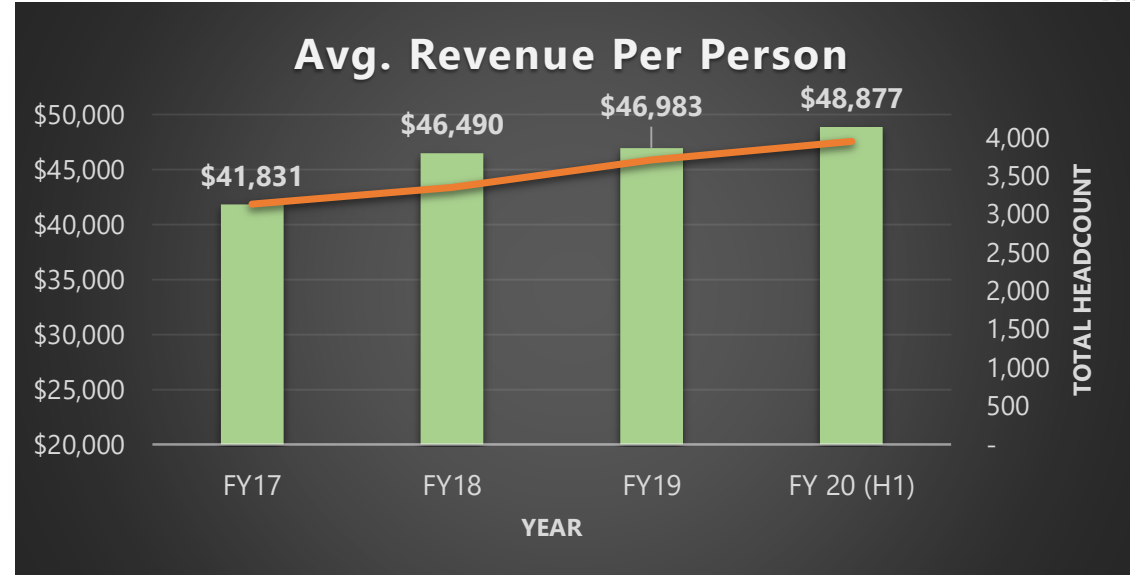
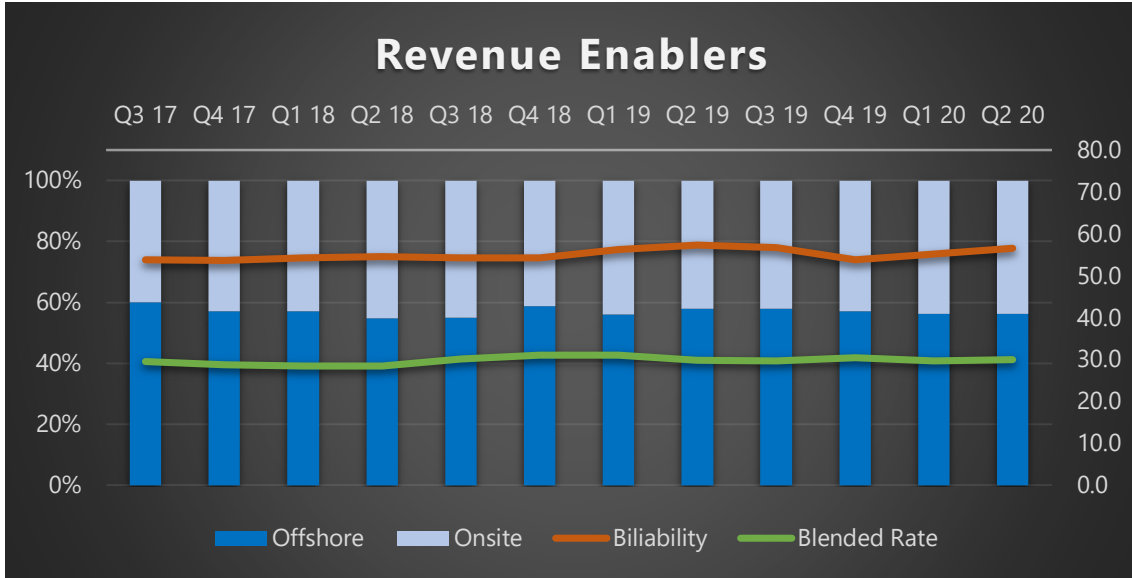
Financial Management

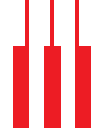
- Focus on ROCE and RONW
- Focus on margins
- Focus on strong cash management
- Sound capital allocation
- Very strong credit and risk management in India business

Revenue – last 12 Quarters

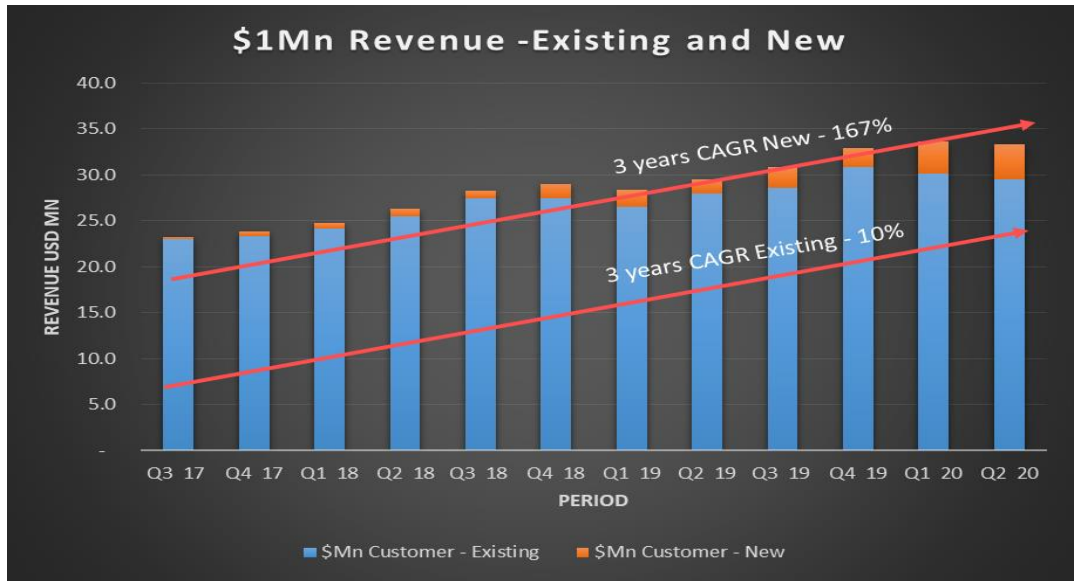
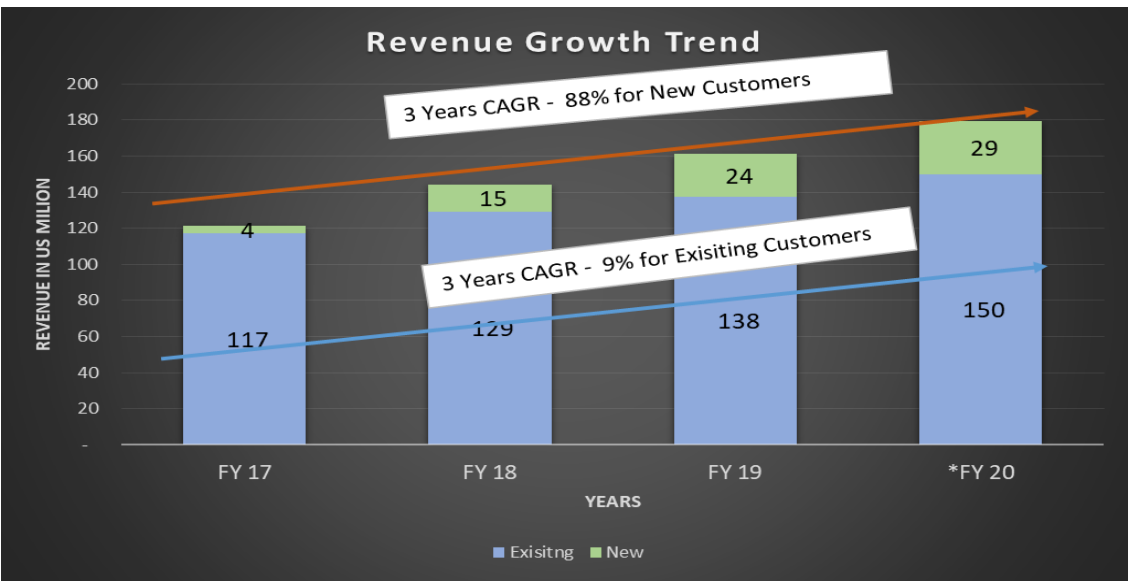
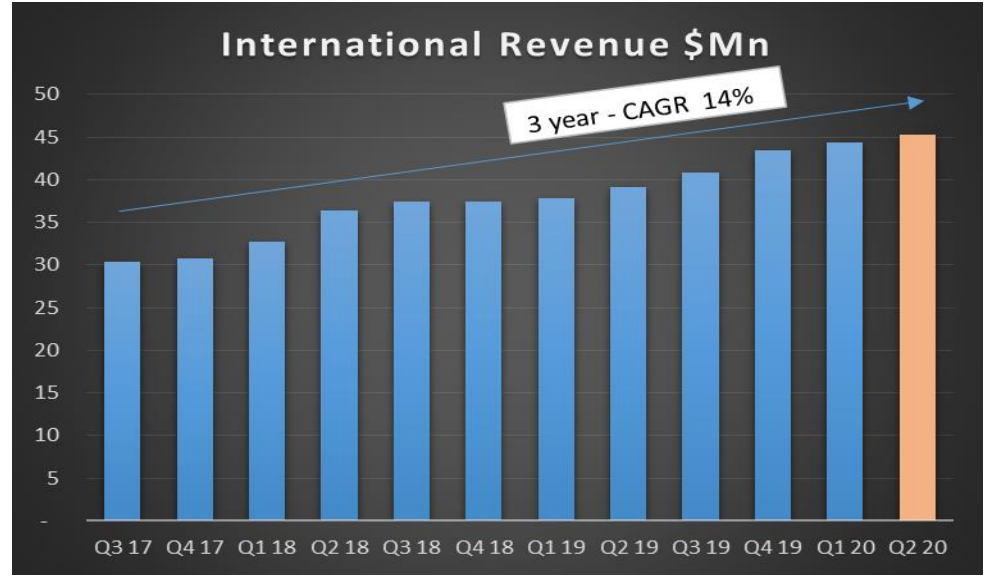


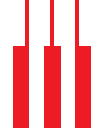
International & Domestic Business - Revenue Enablers



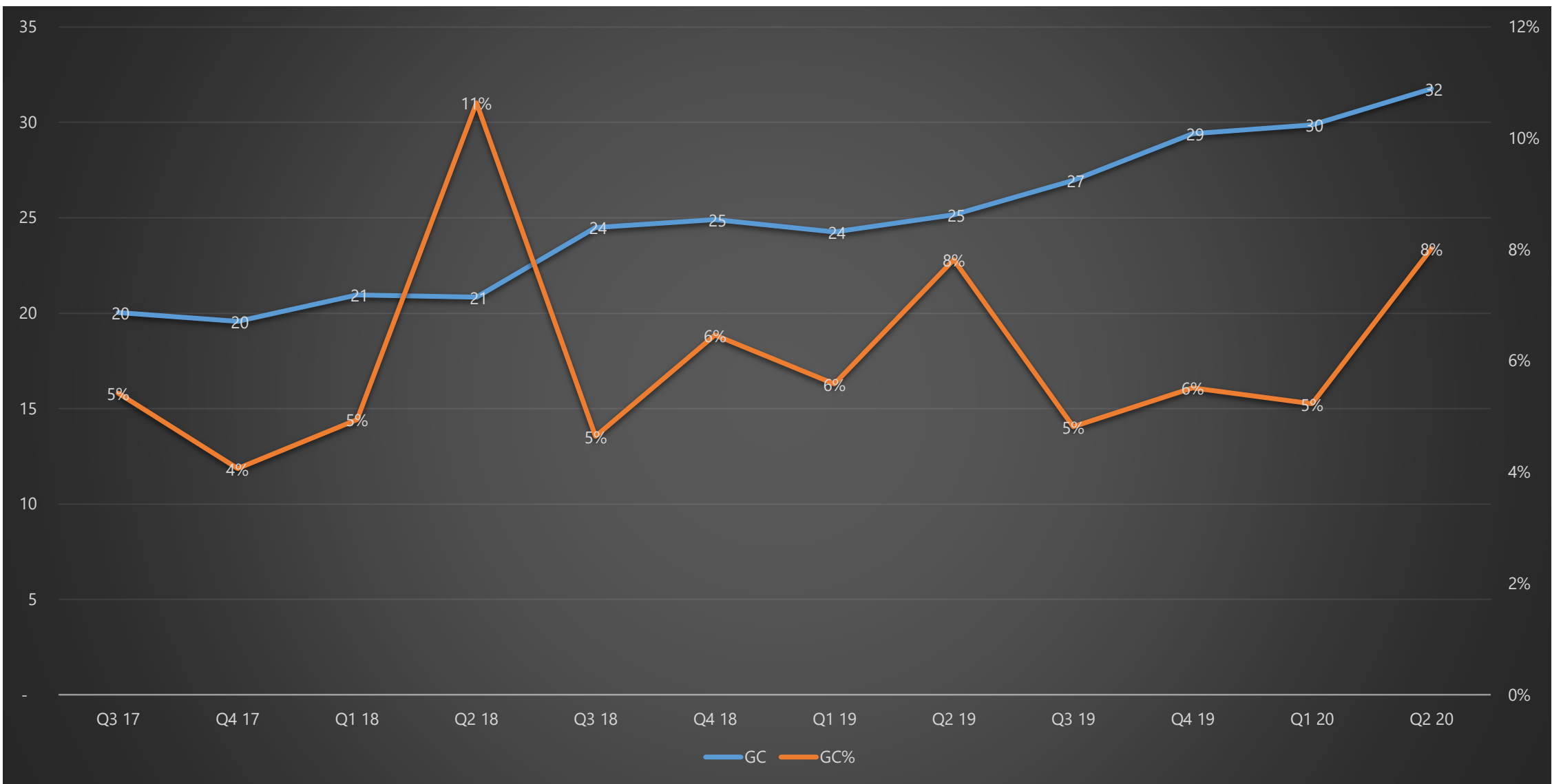


International Business Revenue Growth

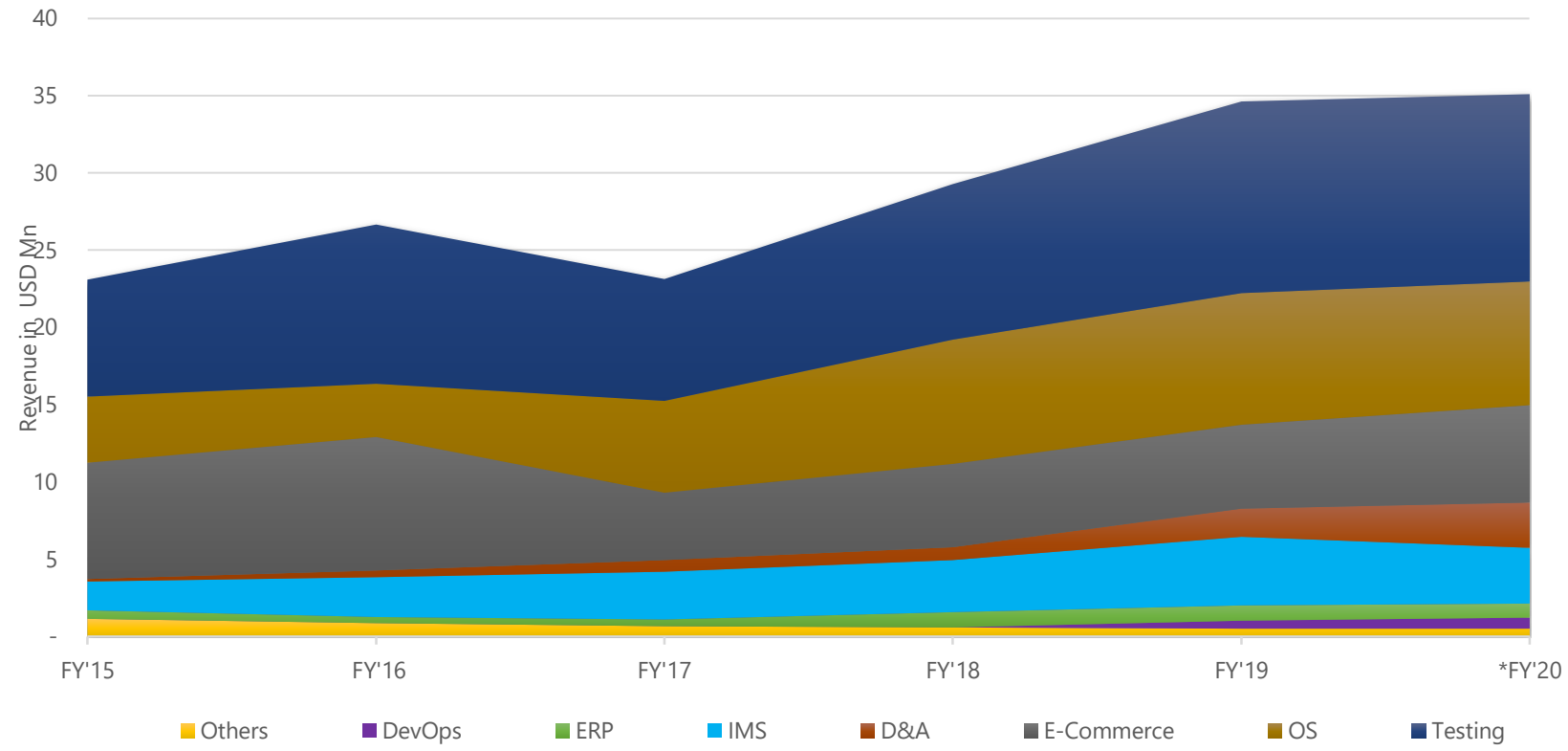


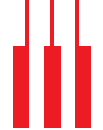


Domestic Business - Gross Contribution

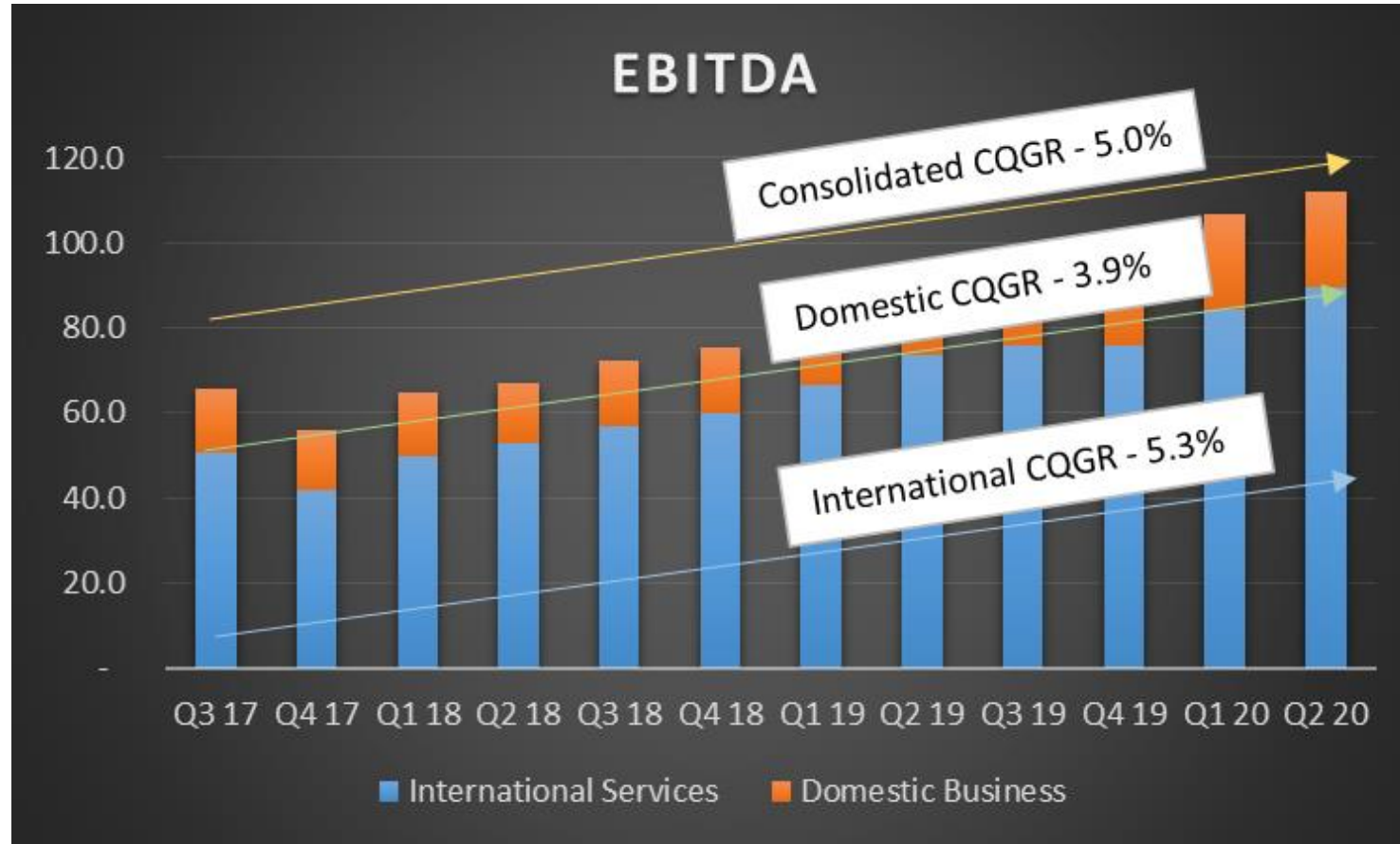


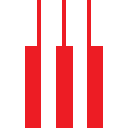
Large Travel Client in UK



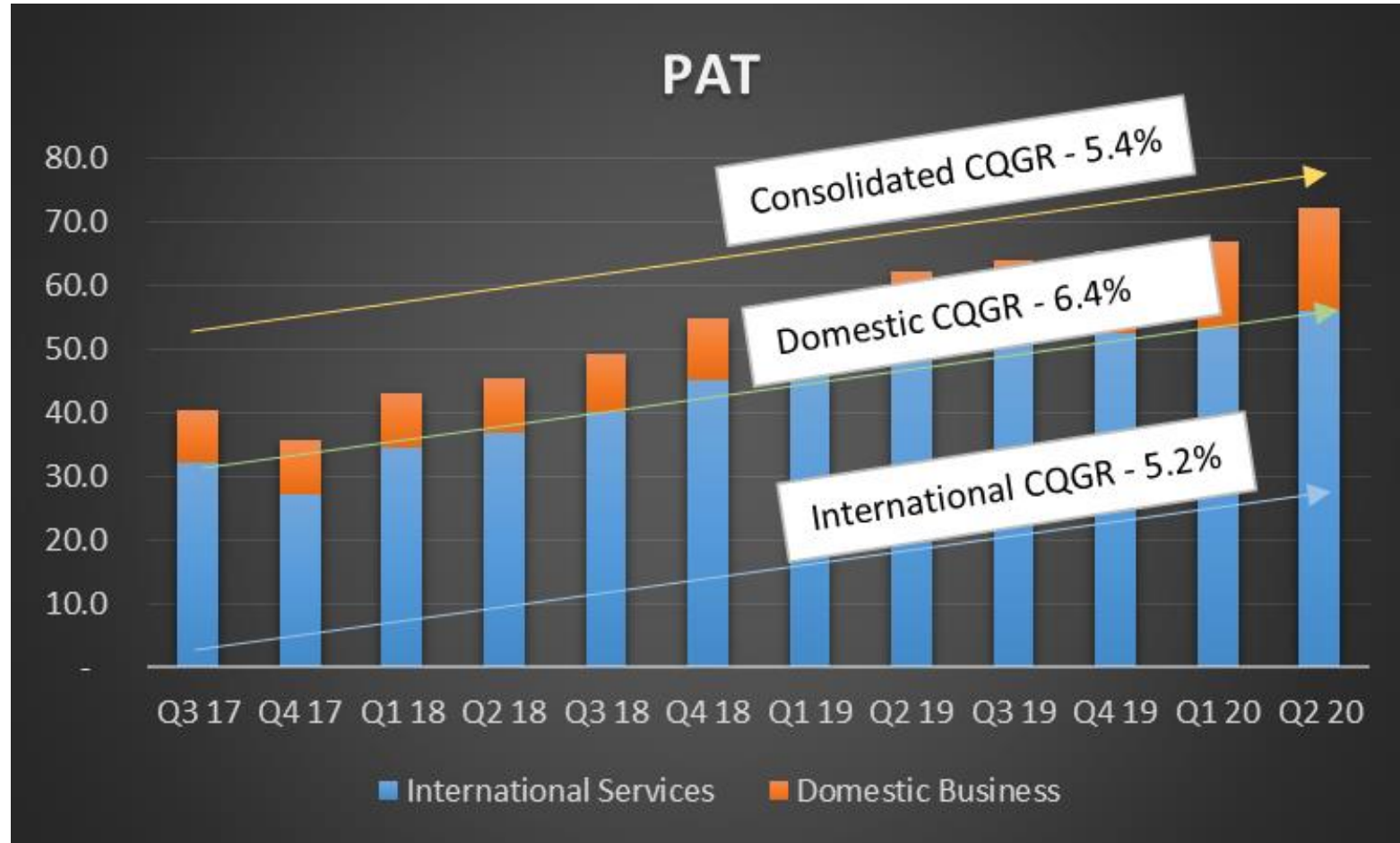


EBITDA – last 12 Quarters

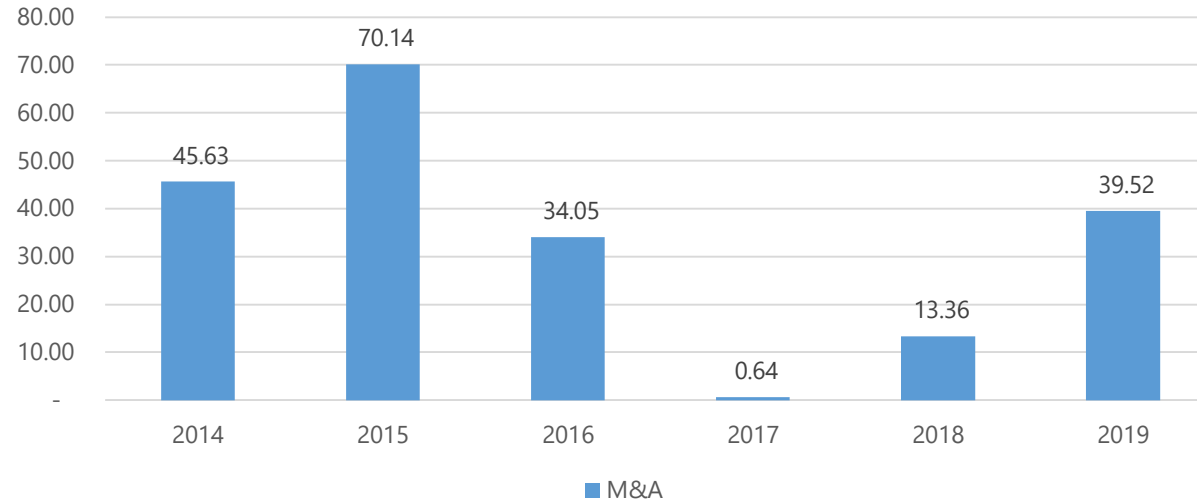




PAT – last 12 Quarters

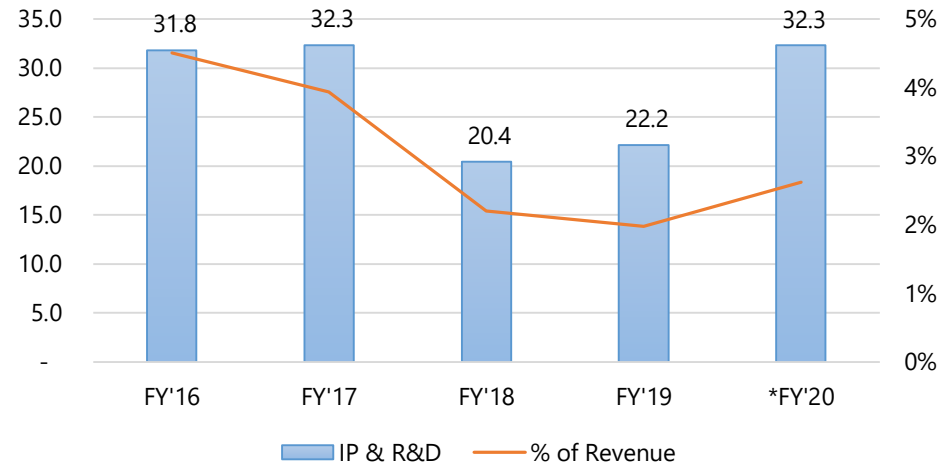


Other Strategic Investments

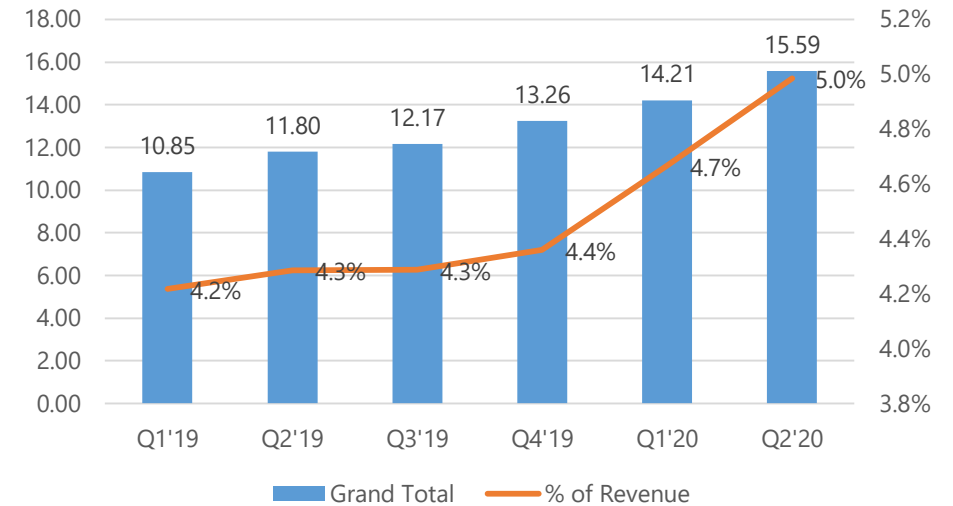


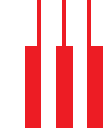
Revenue CAGR of 18%

IP & R&D Investment and % of Revenue



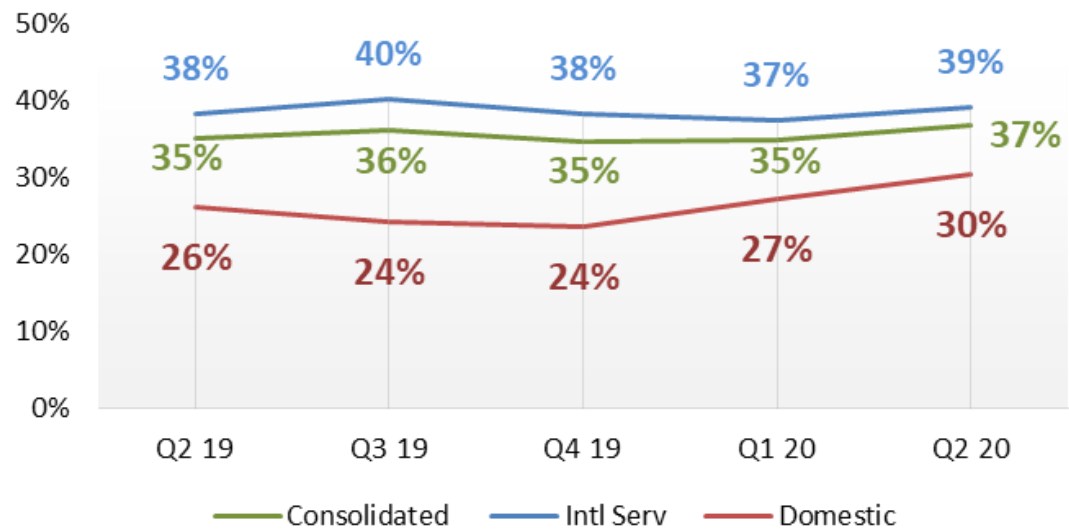
S&M Investments



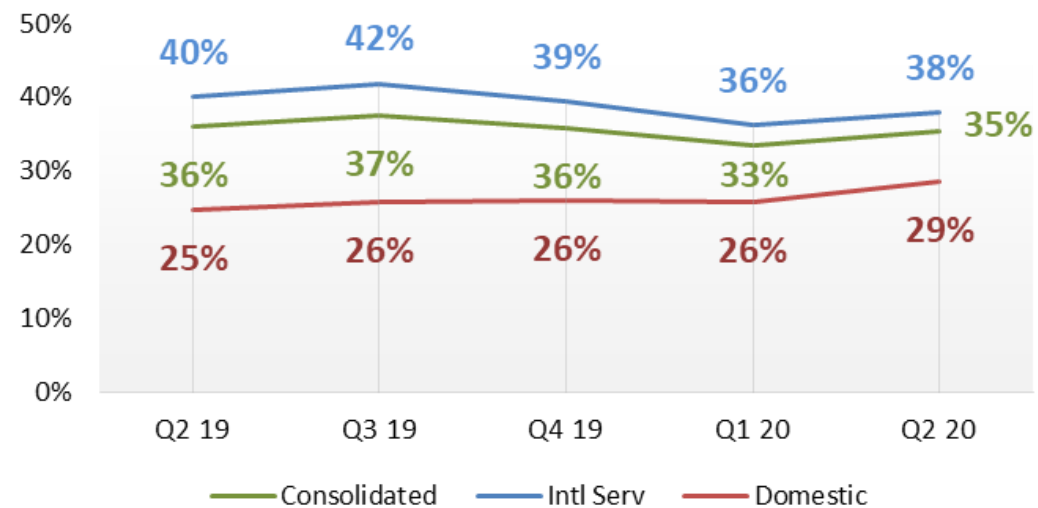


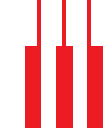
Consolidated – ROCE & RONW

ROCE

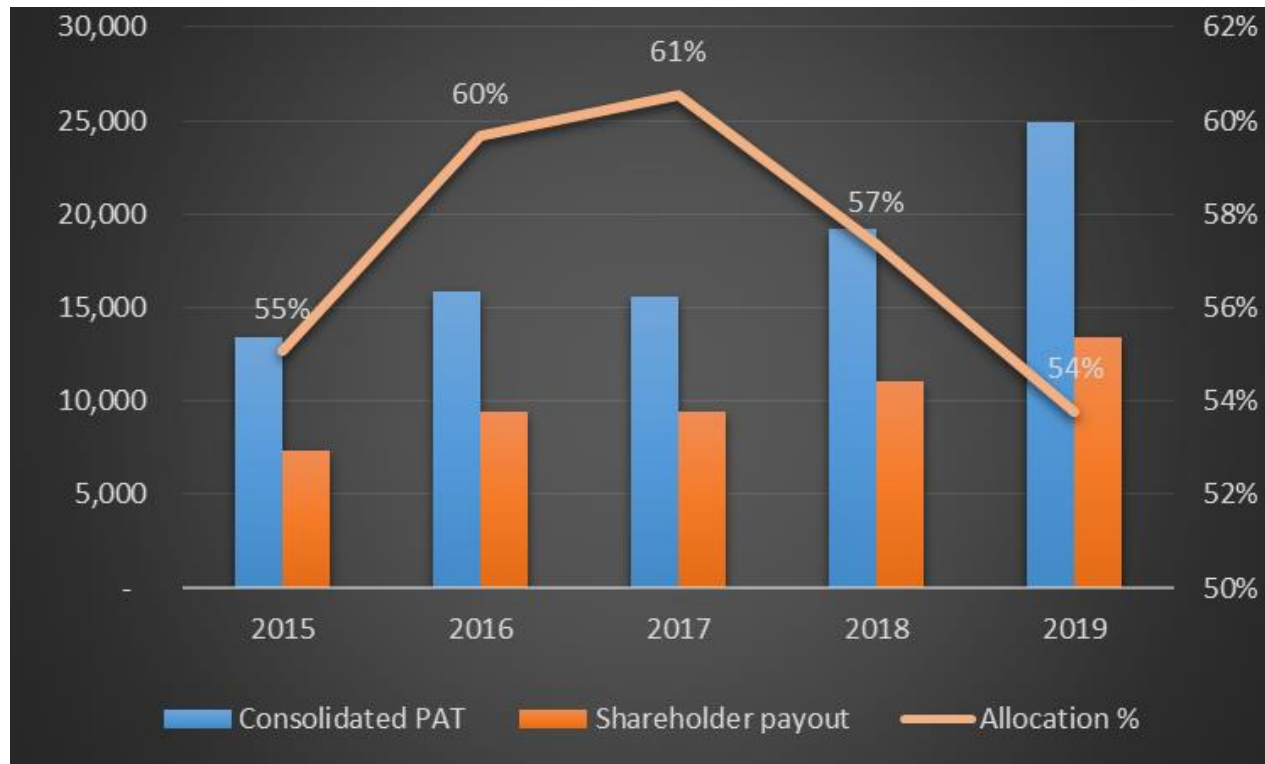


RONW

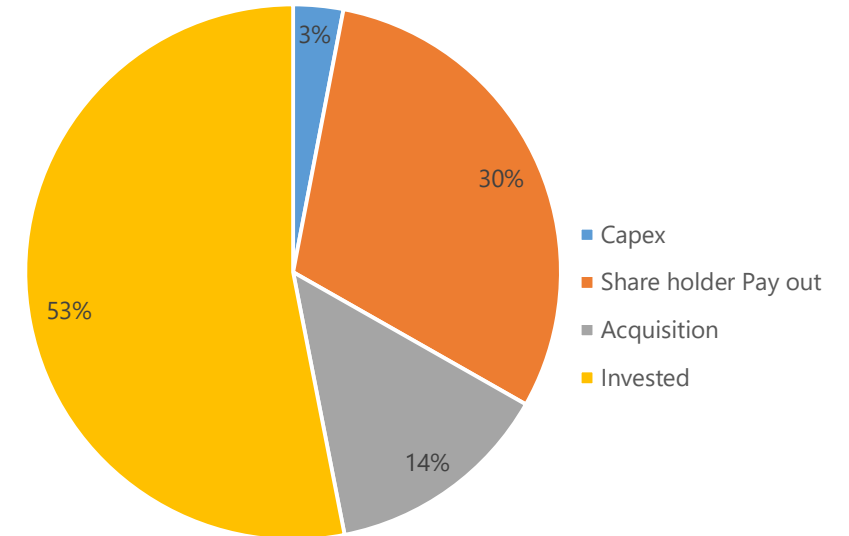




Capital Allocation

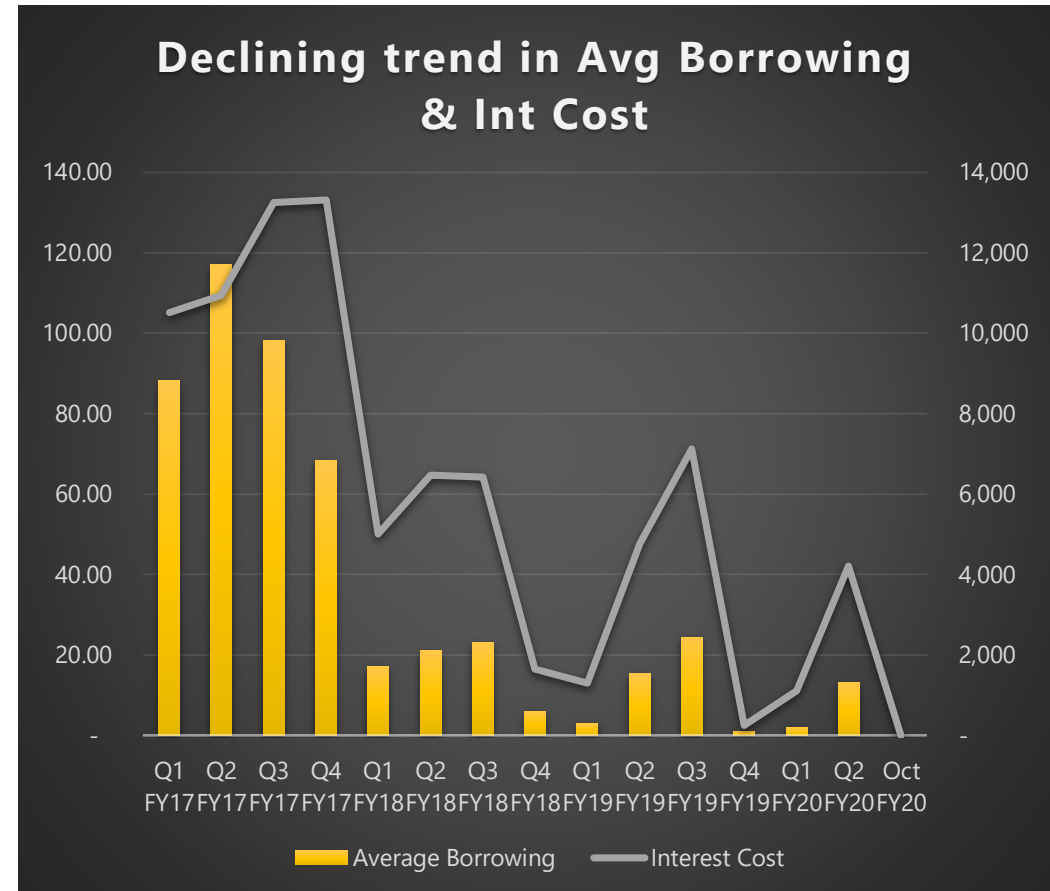
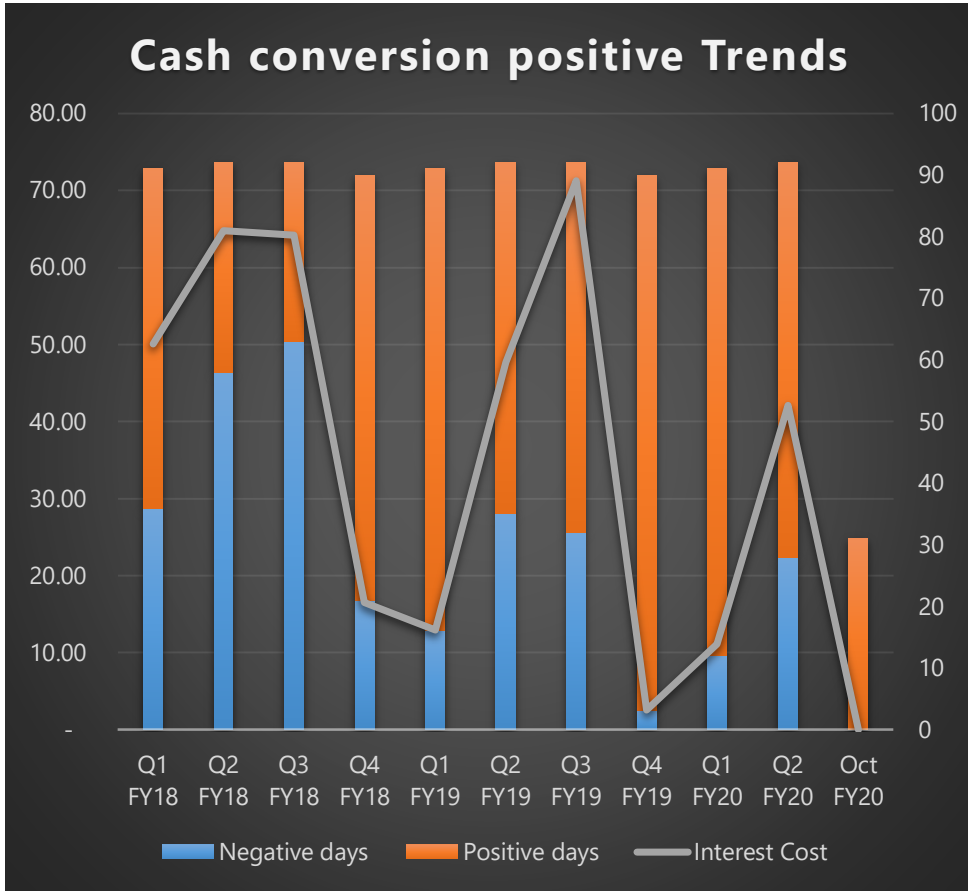


Cash Deployment

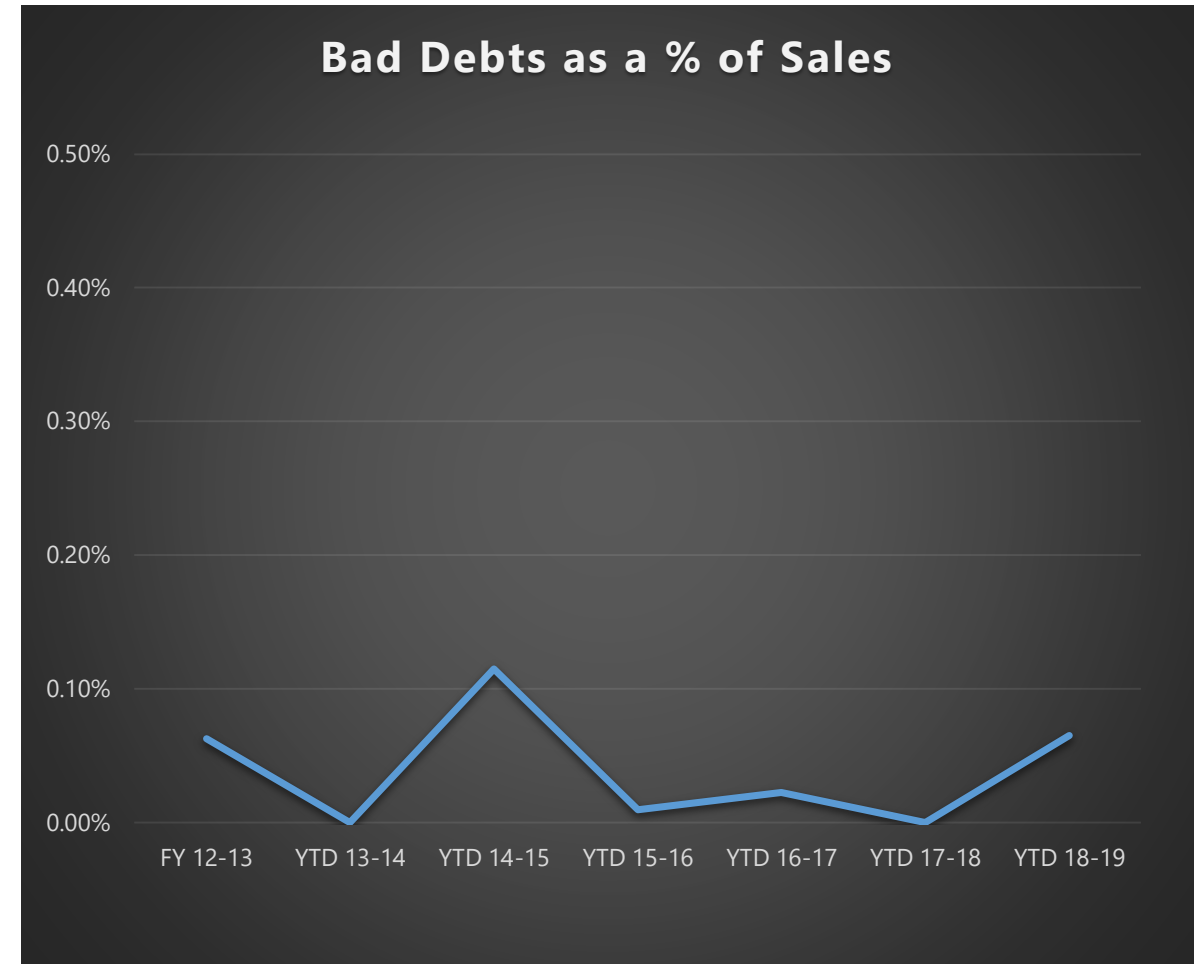
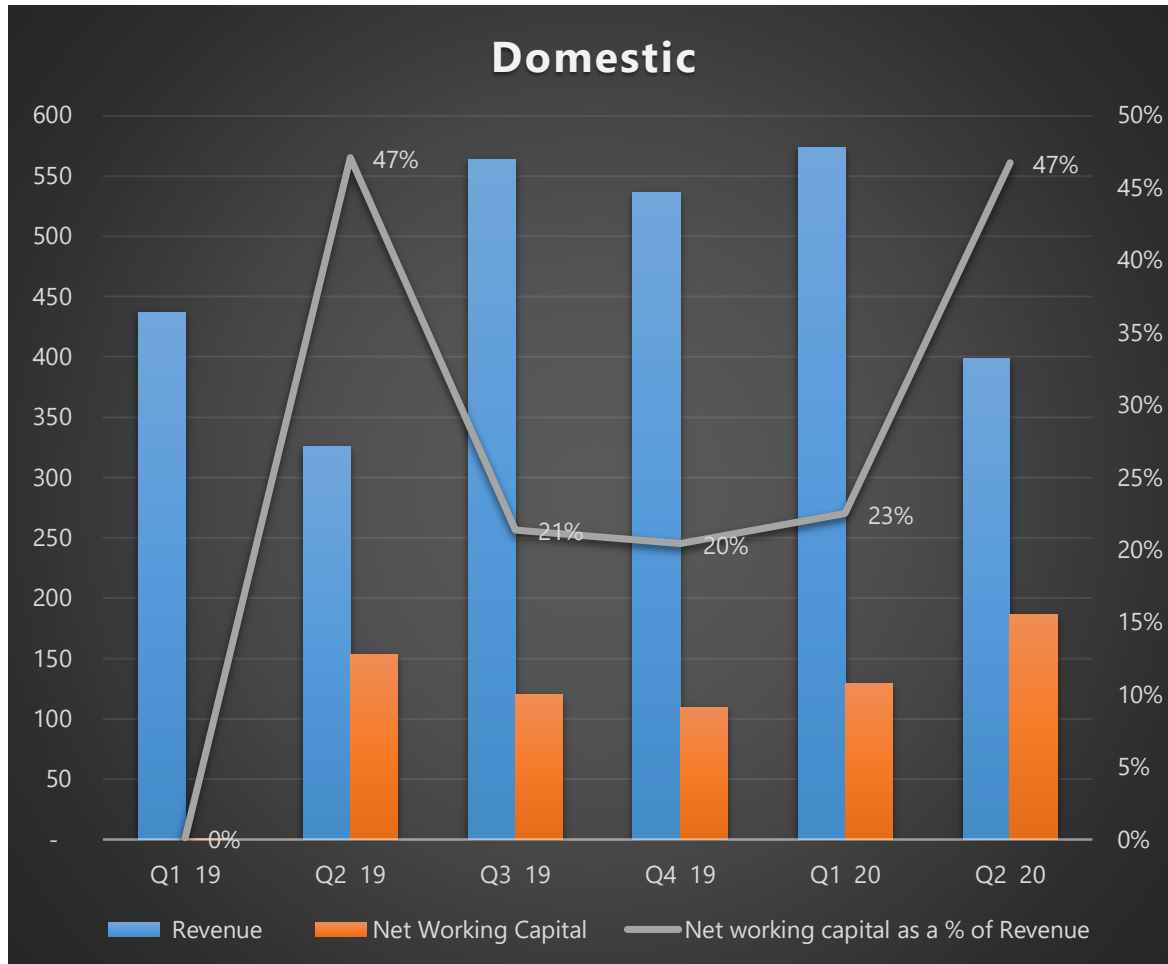


2015 to 2019

Cash conversion & interest cost– Domestic Business



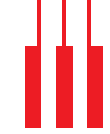
Cash & Credit management – Domestic Business



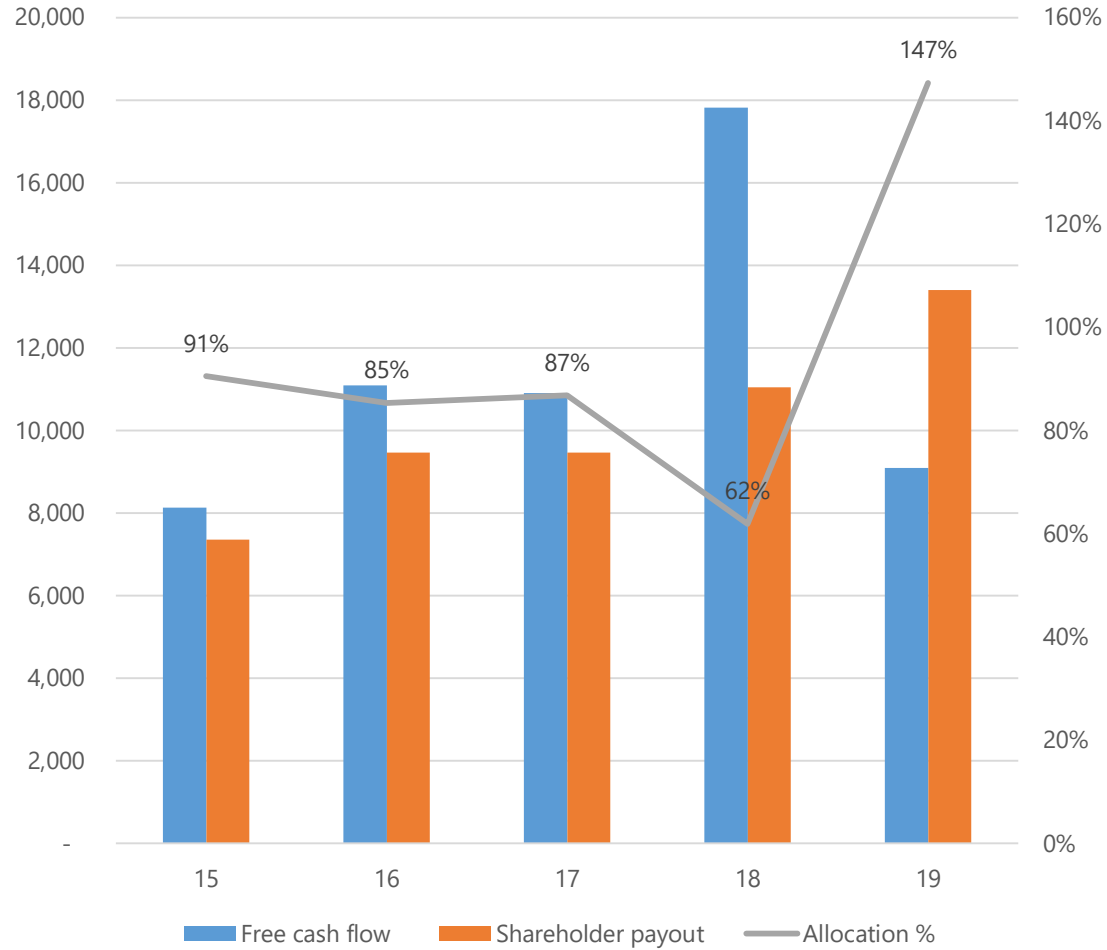


Thank you

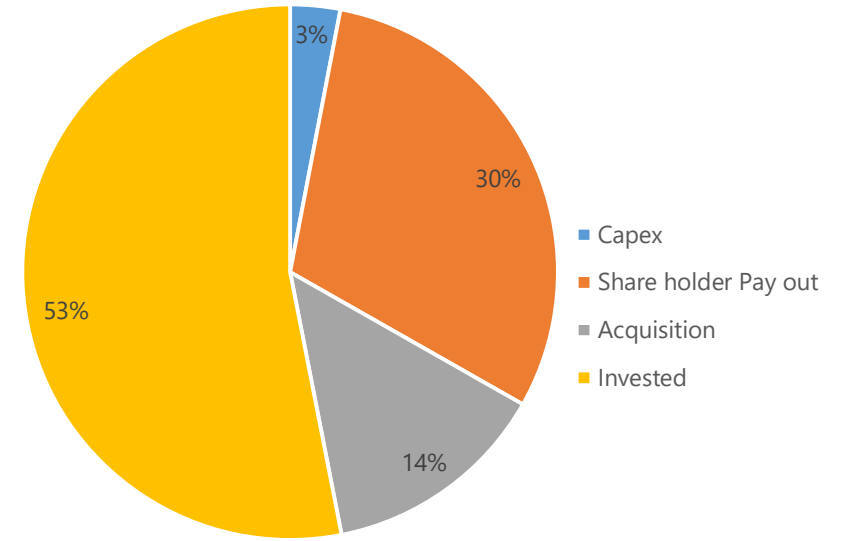




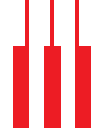
Capital Allocation



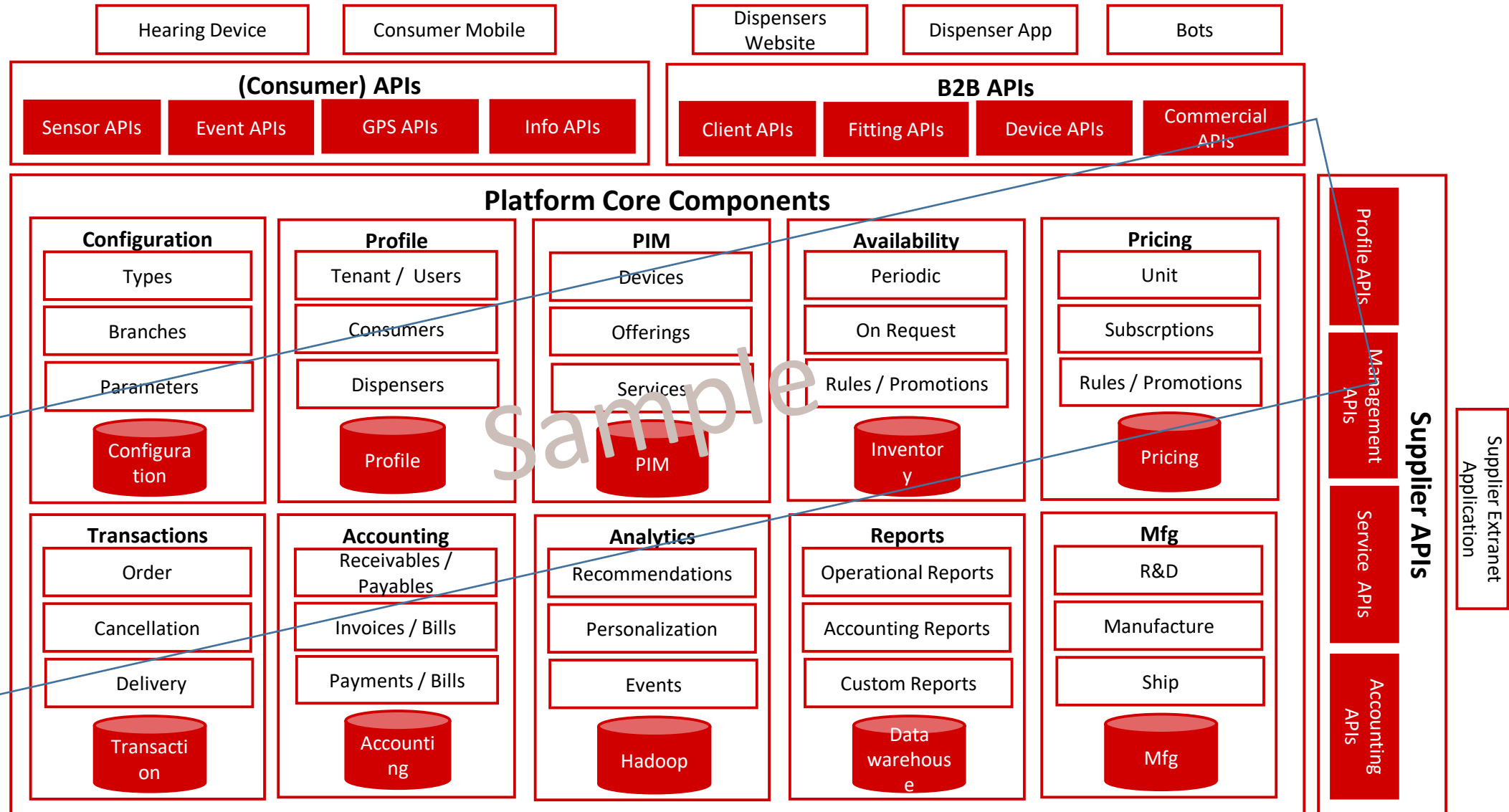
Cash Deployment



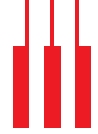
2015 to 2019



Marchitecture - Platform Architecture sample

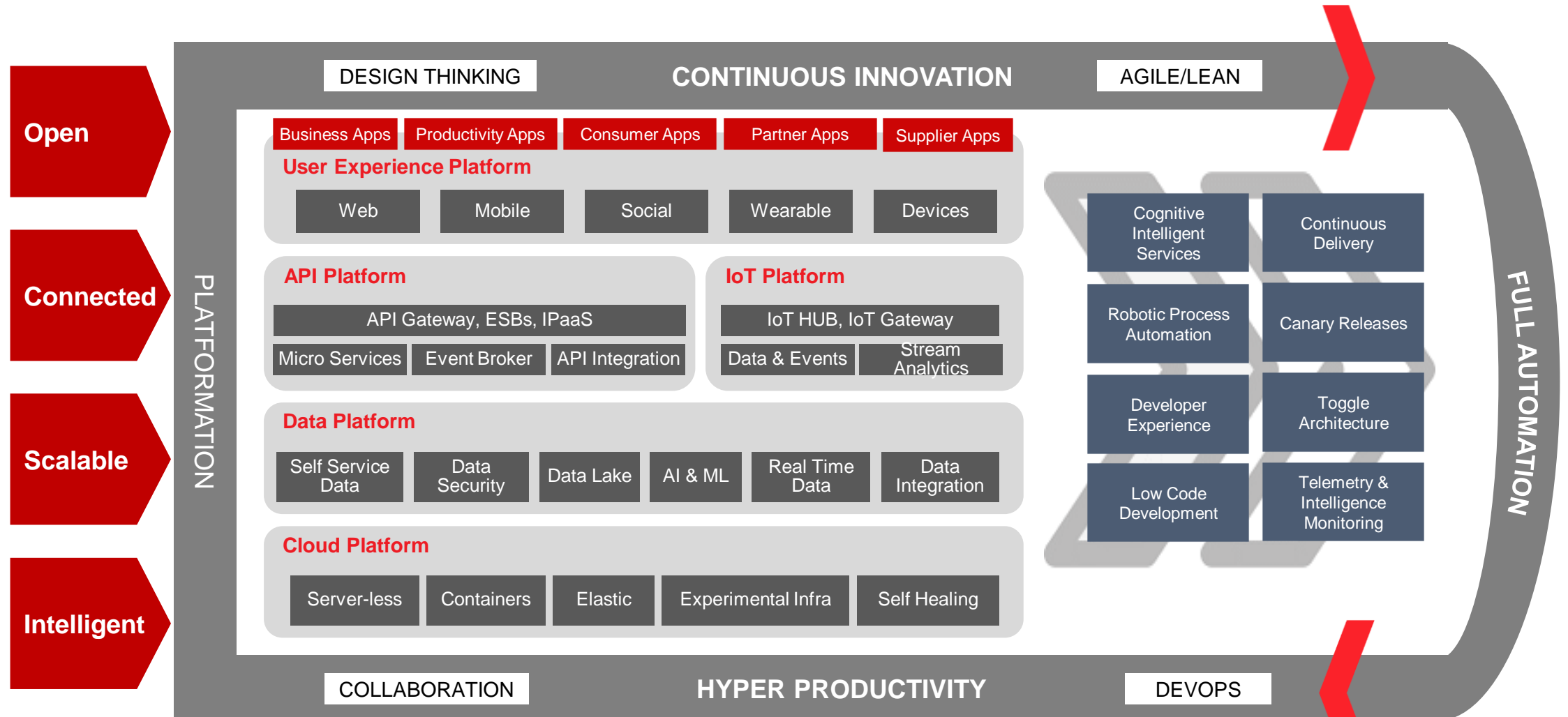


Sample



Creating Platforms to anchor the Platformation journey

Technology anchored **Platformation™** brings together digital platform technology excellence, design thinking-led innovation, agile way of working and modern delivery to deliver true digital transformation



Retail Categories

Retail Digital Processes

Unified Process

**ML Based
Personalized
Recommendations &
Promotions**

**Unified Fulfillment
& Returns**

**Unified Pricing &
Merchandising**

**Customer 360
Engagement**

In-Store

Clienteling

Queue Busting

**In-Store Mobile
Shopping**

Digital Payments

Ecommerce

**AR/Chatbot based
customer
interaction**

**Digitized Product
discovery**

**Outbound
Marketing**

Social Integrations

Operations

**ML based
Demand
forecasting**

**Loyalty based
engagement**

**RFID based
product tracking**

**Barcode based
product
movement**

Analytics

**360 View Of
Customer**

Predictive Analysis

Web Analytics

**Dashboard based
decision making**

Customer Service

**Customer
Identification**

**Virtual Customer
Service**

**Self Service –
Portals & Chatbots**

**Customer
Engagement**

Enabled through structured Methods and Tools

Applied Sonata’s frameworks that help uncover the business & technology needs and priorities of the client, and developed a best-fit roadmap for “Platformation”

Platform Design

BUSINESS ARCHITECTURE

[Platform Design Canvas]

Platform Owners	ENABLING SERVICES (Platform To Partners)	Core Value Proposition Ancillary Value Propositions	Transactions	Partners
Platform Stakeholders	EMPOWERING SERVICES (Platform To Peer Producers)	Infra-structure & Core Components	Channels & Contexts	PEERS (Producers)
	OTHER SERVICES (Platform To Peer Consumers)			PEERS (Consumers)

A mechanism to bring new insights on how the business ecosystem works, and the role of the **platform addressing the motivations of ecosystem participants**

Technology Assessment

AS-IS and TO-BE STATE

[Assessment on 16 point Framework of Platformation]

API based Integration	Cloud-enabled	Blockchain	Scalable
Micro-services Architecture	Multi-device / Multi-channel capability	CUI & bots	IoT
Robotic Process Automation	Multi-tenancy	Security & Compliance	Telemetry & Self Healing
Data strategy	Data analytics	Intelligent customer experience	Self-learning (Platform machine learning)

A mechanism to assess, evaluate and prioritize implementation of technology enablers to build **connected, intelligent, open and scalable platforms**

Implementation Roadmap

PLATFORMATION ROADMAP

[Roadmap & Recommendations]

Sonata READY	Sonata ACCELERATE	Sonata CUSTOM
Leverage Sonata’s IP for platform-led business transformation	Leverage Sonata’s experience of assessing, implementing, and supporting leading platforms for business process enhancement	Leverage Sonata’s deep platform engineering skills, methodologies, and white-labelled assets to build customized platforms for business differentiation

A recommendation to select the best fit Sonata’s solution approach for effective and efficient execution of **digital transformation programs through platformation**

Microsoft Sonata - Joint GTM for Digital Transformation



Industry Focus

- ✓ Retail, CPG, Distribution, Service, Manufacturing and Travel focus
- ✓ Enable new and flexible business models
- ✓ Industry Digital Business Processes
- ✓ New services & adjacencies leading to Efficiencies & Innovation
- ✓ Industry aligned Marketecture

Platformation™



- ✓ Unique approach to Digital Transformation through Platforms
- ✓ Digital business processes
- ✓ CDAT led Approach & Consulting methodology
- ✓ Platform maturity assessment
- ✓ Platform Engineering and Services
- ✓ IPs and Solution Accelerators

Microsoft Full Stack

































- ✓ Execution and services through Microsoft full stack platform
- ✓ Primed by Azure and data driven consumption
- ✓ Ready, Accelerate and Custom platform approach
- ✓ Leverage MSFT solution & platform accelerators







Sonata – Microsoft Joint GTM for Digital Transformation



Step 7 - Technology Roadmap

EXECUTION

API based Integration  	Cloud-enabled  	Blockchain  	Scalable  
Micro-services Architecture  	Multi-device / Multi-channel capability  	CUI & bots  	IOT  
Robotic Process Automation  	Multi-tenancy  	Security & Compliance  	Telemetry & Self Healing  
Data strategy  	Data analytics  	Intelligent customer experience  	Self-learning (Platform machine learning)  

-  Ready & On Board
-  Not Initiated Yet
-  In Progress
-  "Must" have in Near Future
-  "SHOULD" have in long term
-  Optional to have – Might not required
- Open
- Scalable
- Connected
- Intelligent

Digital Marketing Example - Dynamics

IP Social Posts

Create an innovative modern store experience and seamless shopping across all channels to keep your customers coming back for more. #omnichannel

To know how visit our page - <http://ow.ly/BiFq50uYp03>

MODERNIZING CUSTOMER EXPERIENCE TO DRIVE SALES



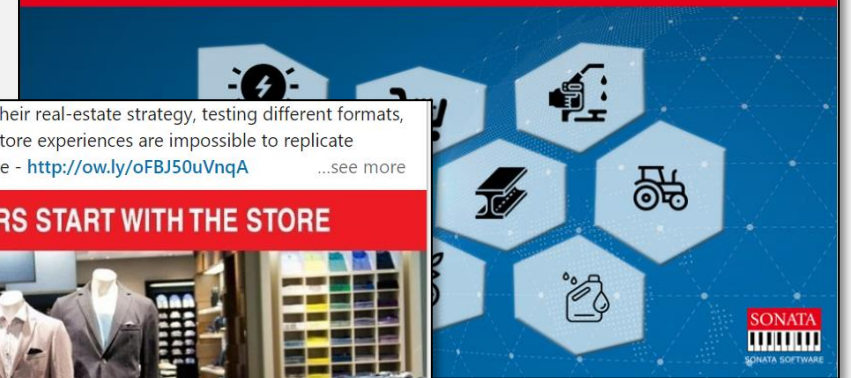
Sonata's Upgrade Factory offers a unique upgrade approach that is a combination of re-implementation and technical upgrade with tools and automation to help save effort and costs. To know more visit our page - <http://ow.ly/FaGx50v2IC> ...see more

SIMPLIFIED UPGRADE TO DYNAMICS 365



Sonata's Commodity CTRM platform provides a strong, rigorous yet flexible solution to traders and manufacturers managing complex commodity supply chains. To know more visit our page - #CommodityPlatform ...see more

BETTER INSIGHTS & CONTROL FOR YOUR COMMODITY NEEDS



Leading brands are re-evaluating their real-estate strategy, testing different formats, concepts and models because in-store experiences are impossible to replicate online. To know more visit our page - <http://ow.ly/oFBJ50uVnqA> ...see more

SMART RETAILERS START WITH THE STORE



Blogs

Revolutionize ERP Updates With Dynamics 365 F&O



Jul 9, 2019 - by Rathi Rao

'One Version.' That's what you need to wait for. Why? Microsoft Dynamics 365 for Finance and Operations' innovation will help customers get swifter access to One Version's new capabilities. This will negate exorbitant costs and change the disruptive nature of enterprise software upgrades, something that used to be a clincher in the past. Gone are the days when customers needed to wait with extra patience to experience the benefits of the new...



[Read more](#)

ERP Upgrade Can Help You Realize Your Digital Mandate

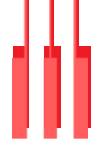


Aug 12, 2019 - by Rathi Rao

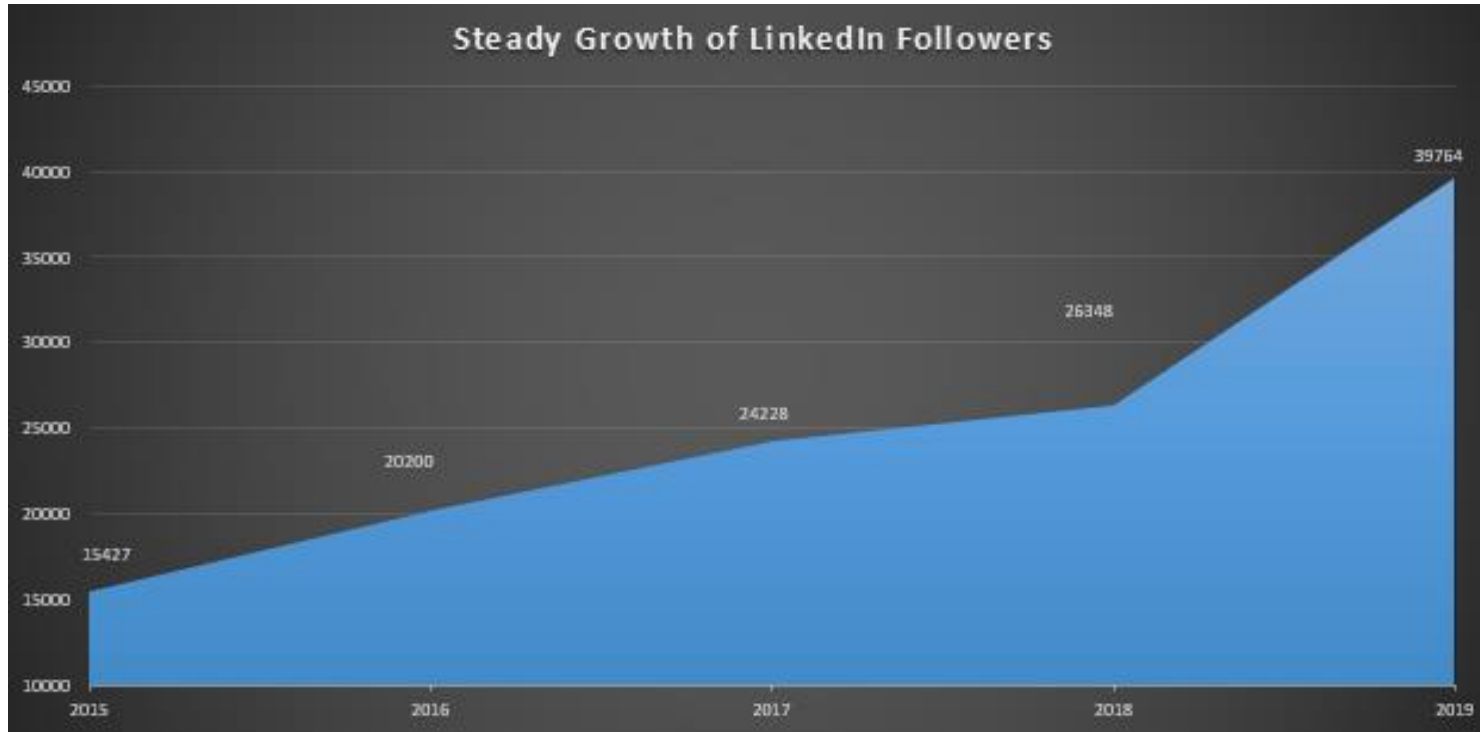
Digital transformation is one of the favourite terms in the industry for the last few years. About "86% of the CEOs say a digital transformation is their top priority," reports a recent Price Waterhouse Cooper study. However, the term digital transformation means something different to almost everyone. Do investments around Social, Mobile, Analytics, and Cloud make one a digital enterprise? The answer may not be a "yes" always. However, when...



[Read more](#)



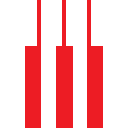
Digital Engagement



50% growth in the LinkedIn followers in 2019 compared with 2018

Company	Engagement Rate	Total Followers
Sonata Software	5.06%	36,700
Happiest Mind	5.92%	43,965
Mind Tree	3.11%	317,285
Microland	3.86%	89,894
Infosys	2.63%	1,958,167

LinkedIn Competition Followers & Engagement Rates comparison



MS & Non- MS

