



GO DEEPER

Transform business with IT

Sonata Software Investor Presentation

Aug 2015

Product Engineering
Enterprise IT Services
Technology Infrastructure



DEPTH MAKES A DIFFERENCE

Sonata Vision

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 Software – Corporate Structure

Sonata Software Limited

Reporting Segment	International IT Services							Domestic Products & Services	
Legal Entities	Sonata Software Ltd	Sonata Europe Ltd	Sonata Software GmbH	Sonata FZ LLC	Sonata Software North America	Sonata Software Qatar	Rezopia Inc.	Sonata Information Technology Ltd	
Geography	India	UK	Germany	Dubai	USA	Qatar	USA	India	
Nature of Business	<ul style="list-style-type: none"> IT Consulting RIM Offshore IT Software Development 	<ul style="list-style-type: none"> Software Service & Devp. 	<ul style="list-style-type: none"> Program Mgmt. for TUI 	<ul style="list-style-type: none"> Sales & Marketing Account Mgmt. Program Mgmt. 	<ul style="list-style-type: none"> Sales & Marketing Account Mgmt. Program Mgmt. Onsite IT Services 	<ul style="list-style-type: none"> Sales & Marketing Account Mgmt. Program Mgmt. Onsite IT Services 	<ul style="list-style-type: none"> Sales & Marketing Account Mgmt. Program Mgmt. Onsite IT Services 	<ul style="list-style-type: none"> Cloud based PaaS travel IT solutions platform 	<ul style="list-style-type: none"> Distribution of Packaged Software Products Domestic IT Services Account Mgmt. Program Mgmt. Onsite IT Services

Operating Business Lines



International Services

- Product Engineering & Enterprise IT solutions
- International footprint
- 35% of Co Revenues
- 78% of Co PAT



Technology Infrastructure

- IT Infrastructure Consulting, Licensing & Deployment
- Primary India footprint
- 65% of Co Revenues
- 22% of Co PAT



International IT Services

Industry, Business Process & Technology Focus

Transforming strategic business processes



CUSTOMER ENGAGEMENT

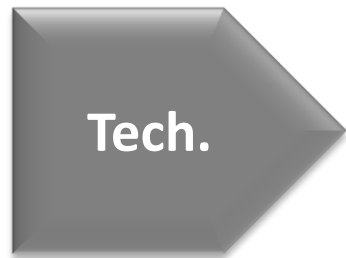
ENTERPRISE EFFICIENCY

IT COST MANAGEMENT

- Omni-Channel Commerce
- Analytics & Personalization
- CRM, Loyalty
- Mobile Consumer Apps

- ERP
- Business Intelligence
- SCM, HR, Finance
- Mobile & Social B2E

- Managed Services & Infrastructure
- Cloud & Virtualization
- Licensing Optimization



Sonata : Footprint in IT Services



Travel

32% of Revenue



Strategic Customers

- World leading Tour Operator
- Top NA Corporate Travel Co



Retail & CPG

16% of Revenue



Strategic Customers

- World leading Retailer
- Global F&B CPG Leader



ISV

34% of Revenue



Strategic Customers

- Global Software Leader
- Top SMB ERP Co

Transformational Partner to Customers

Enabling a World Leader in Travel Retail stay ahead of the digital business shift

Evolution from brick and click to Omni-Channel business

- 20%+ YoY digital sales growth, 50%+ digital revenue

Front Office to Back Office IT systems services

- 300+ team of On-site and Off-shore mix;
30% saving in IT costs, est > 50Mn E p.a.;
50+ core applications transitioned, modernized; >80% Managed Services



10 Year Partnership Milestone

*“Sonata is a very important extension of the team and over the years has made a **significant contribution to our success in serving our customers better than anyone else in our business sector.**” Director IT*

Transformational Partner to Customers

Partnering launch of a new ERP by a Global Software leader

Engineering Excellence

- Beta One thru to global roll-out stages with ERP & engineering skills
- Vertical solutions partner – industry specific offering of core ERP

Value Added Services

- Engineering and integration services to partner eco-system globally
- Managed support with SLA adherence improved by over 30% to > 90%
- Go-to-Market partner with marquee Fortune 500 clients wins and project implementations



10 Year Partnership Milestone

*“Sonata has been an **important partner** in our ... journey for over a decade. The expertise they bring to the table makes **them a valuable part of the ecosystem..**, its partners and customers who seek to get more out of our enterprise class business solution. This 10 year anniversary is a significant milestone in our relationship with Sonata and we look to newer horizons ahead.” VP Engineering*

Way Forward : Platforms + Services for digital business



Turnkey partner for mid size (USD 500M+) customers in Travel, Retail & CPG, ISV vertical

Strategic acquisitions to enable 'the Future'



rezopia
FROM
SONATA SOFTWARE
TRAVEL SAAS

- Reservation, Distribution, Contracts & Operations on one single Cloud Platform
- Search & Book across Web, Mobile, Shop & Call Centre channels
- On the fly packaging across Air, Rail, Hotel & ancillary service inventory
- Integration to leading GDS and ERP applications



**Unified Enterprise
Mobility Platform**
halosys

- Core features of MADP, MAM, MBaaS & APIs on a single, unified platform
- Manage Apps + Data + Devices + Users
- OOB connectivity to all leading ERP
- Enterprise App Store

Building, integrating, looking to acquire platforms across Ecommerce, Analytics & DevOps to complete portfolio for 'Future Ready' IP led solutions.

The Future – Industry specific Platform solutions

Next Gen Travel Experience



Rezopia Travel SaaS

- Travel Distribution, Reservations, Contracts & Operations on one Cloud enabled SaaS platform
- Multi-channel search, book, call features
- Industry standard PCI DSS compliant multi-currency payment systems
- Companion Apps for assisted travel
- Social media sharing features

Omni Channel Retailer



Brick & Click Retail Platform

- Fully unified end to end platform from Engagement to Fulfillment
- Transformed Omni Channel Personalized Experience – In Store, On The Go, Online
- IOT Enabled & Pre-Integrated
- Complete Operations & Financial management capabilities
- Retina - Deep insights into Customers, Products & Purchase Patterns

Increasing impact on customer's digital solution needs



Top SMB ERP Company

Cloud & Mobile engineering ERP for SaaS enablement



World Leading Retailer

Engineering Omni Channel retail systems on a new technology stack



Top ANZ Rail Company

Enabling next-gen Rail reservation & ancillary services

Travel Platform in Action

Next Generation Rail Reservation system

A large rail network wanted to replace their legacy rail passenger reservation system with next-gen core IT system, capable of catering to multiple channels and revenue sources. The legacy system had limited features, long lead-time and costly developments.

Sonata's Solution encompassed:

- Rail segment specific customization of proprietary Rezopia Travel SaaS solution
- Distribution and booking across multiple channels such as web, mobile, reservation kiosk and call center
- Scheduling, packaging and notifications across revenue streams such as core rail tickets and ancillary services
- Integration to existing financial and accounting systems for head office functions

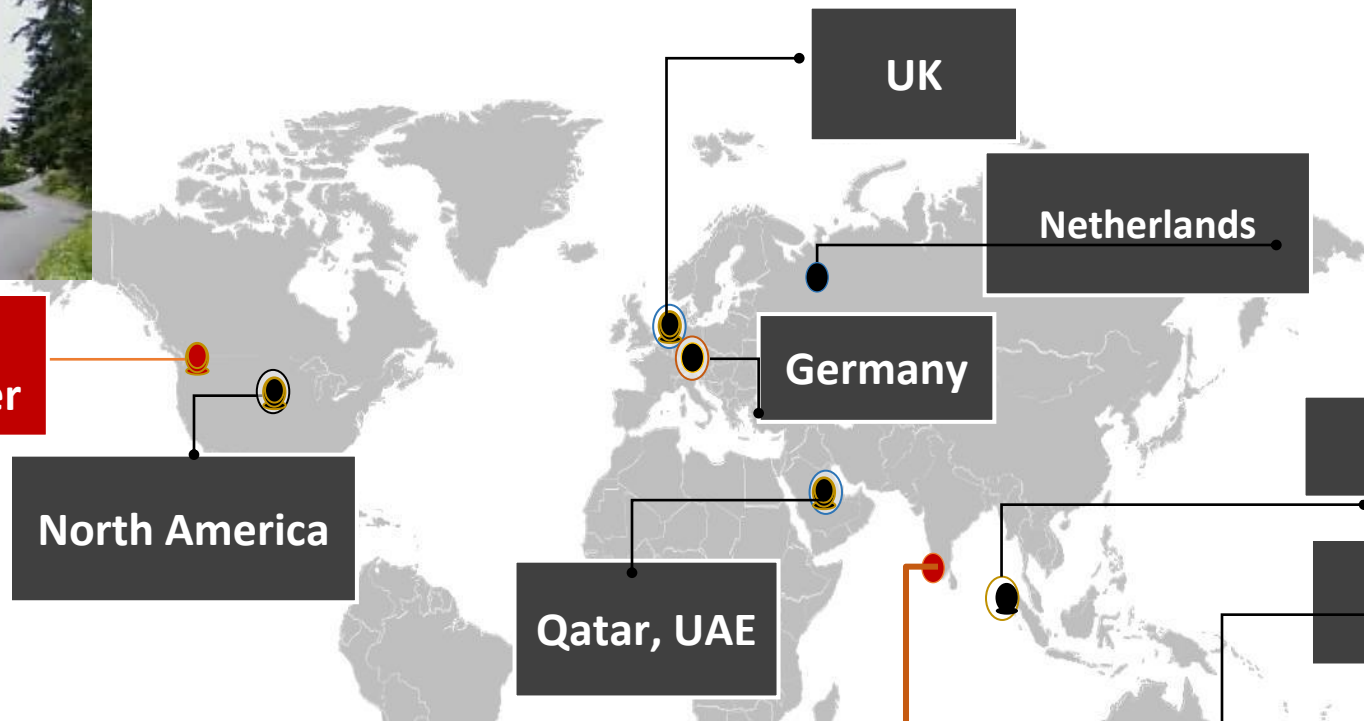
The new solution brought significant benefits by providing enhanced consumer experience as well as business capability with cloud based core rail ERP application which is feature rich, fast and easy to maintain.



Global Service & Delivery Footprint



**Redmond - US
Development Center**



**India
Bangalore, Hyderabad**





Technology Infrastructure

TIS : Strategic fit to overall Sonata business

- Strategic partnerships with leading technology providers – Microsoft, SAP, Oracle, Appcelerator
- Relationships act an advantage in accessing emerging technology solutions
- High RoCE at >35% levels
- 360 degree footprint across Engineering, Implementation, Go to Market in IT value chain in key technologies – e.g. Dynamics AX

Wide portfolio of technology solutions

with leading and emerging partners

PORTFOLIO OF WORLD-CLASS ALLIANCES



**360 DEGREE CORPORATE
FOOTPRINT**

PE | PDS Implement | GTM

End to End Capability
on Technology Needs

**IN-HOUSE SOLUTION
CENTRE OF EXCELLENCE**

Expert Deployment Team |
Customer POC | Best
Practices Templates

**NEW TECHNOLOGY
ADOPTION**

SMAC | Platforms | Appliances

Cloud, MoovWeb,
Exadata

EXPERTISE | RELIABILITY | SPEED
in accessing technology solutions

Keeping business prepared to compete...

with up to date technology infrastructure



CORE IT INFRASTRUCTURE

- OS, Servers, Cloud & Virtualization
- Security, Identity & Access
- Infrastructure Management, Optimization & Support

Core Enterprise Infrastructure migration to Cloud for cost optimization

Leading Brewery Company

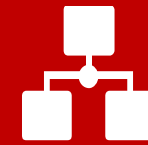


EMPLOYEE PRODUCTIVITY

- Communication & Collaboration
- Work Tools & Applications
- Onboarding & Support

Patient care enhancement thru collaborative work tools for doctors

Leading Hospital Chain



BUSINESS APPLICATIONS

- E. Comm, Digital Marketing, CRM, BI, Mobility, ERP, SCM
- IT Appliances
- Consulting & Support

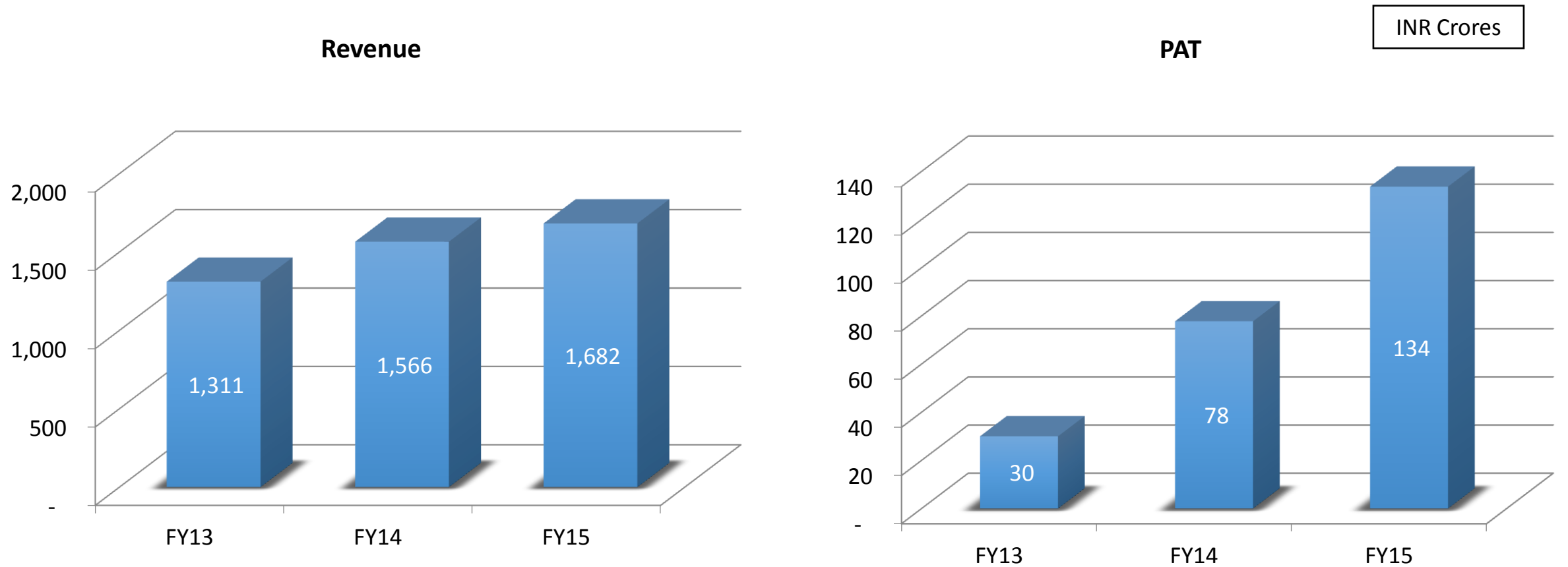
Enhanced business responsiveness thru next gen IT Appliances

Leading Bank



Financials

Consolidated: Record Revenues & PAT

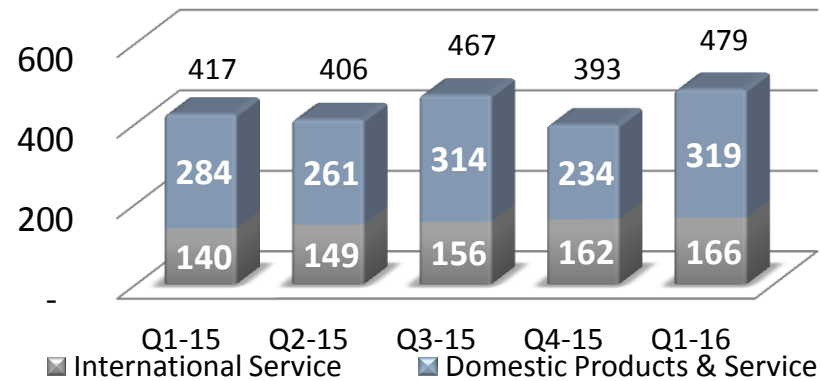


	Growth	CAGR (2Y)
Rev	7%	13%
PAT	71%	111%

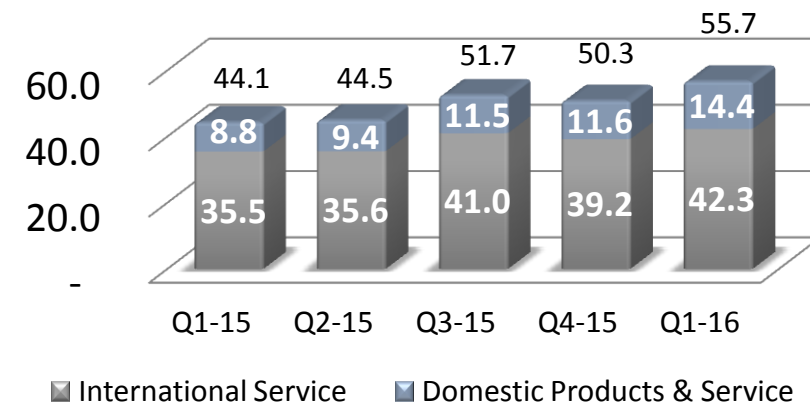
Consolidated - by Quarter

INR Crores

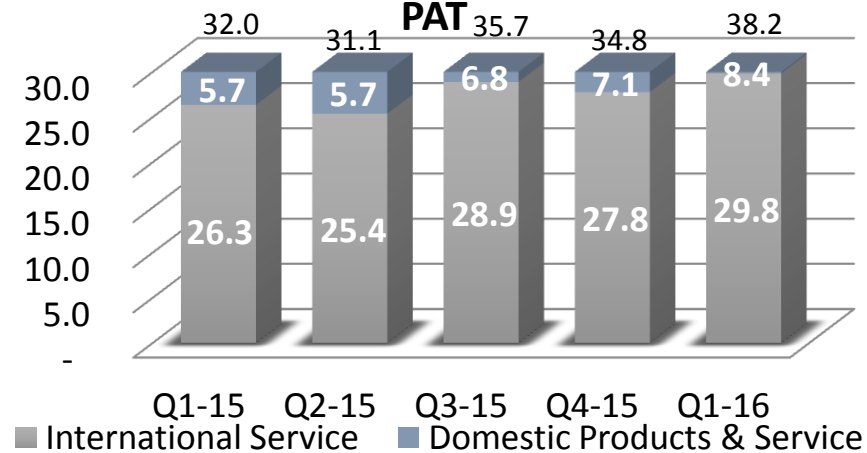
Revenue



EBIDTA



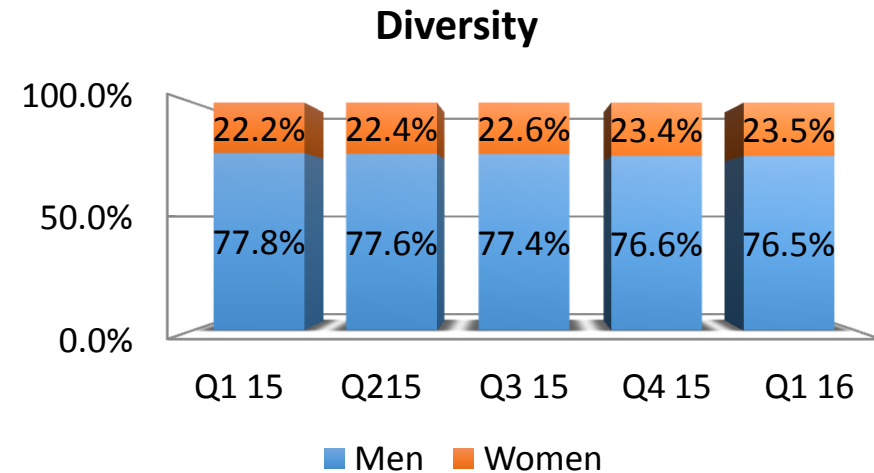
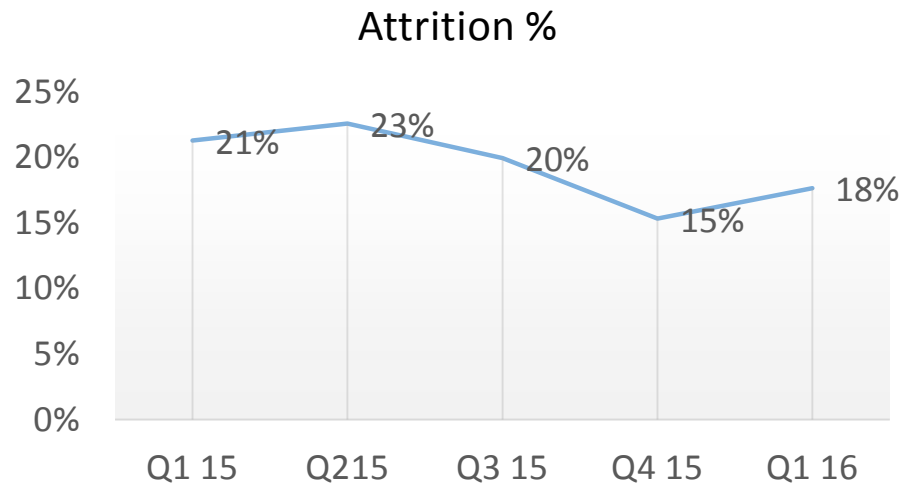
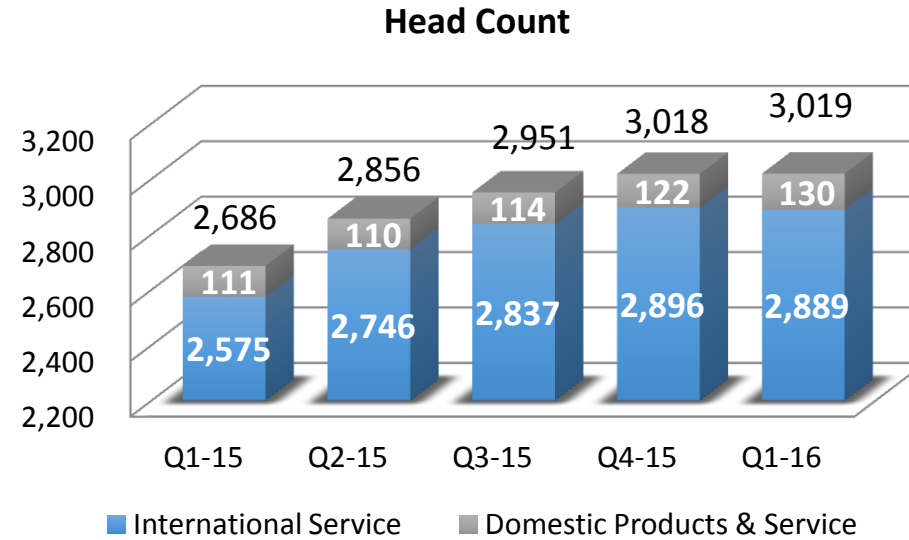
PAT



	QoQ	YoY
Revenue	22%	15%
EBIDTA	11%	26%
PAT	10%	19%

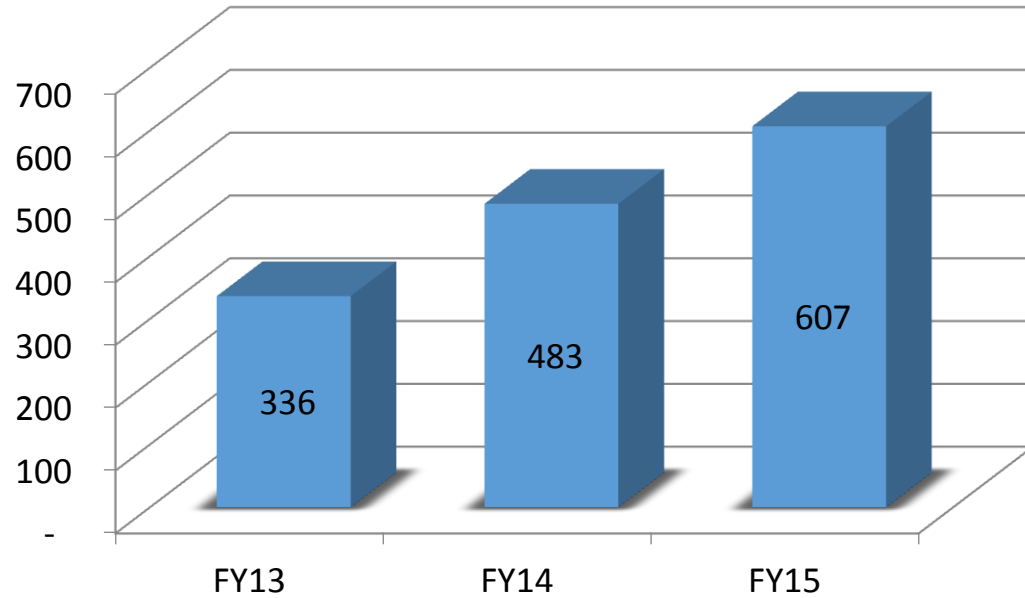
Note : Q1 FY 14-15 & Q1 FY 15-16 EBITDA and PAT includes exceptional income of Interest on IT Refund

Headcount

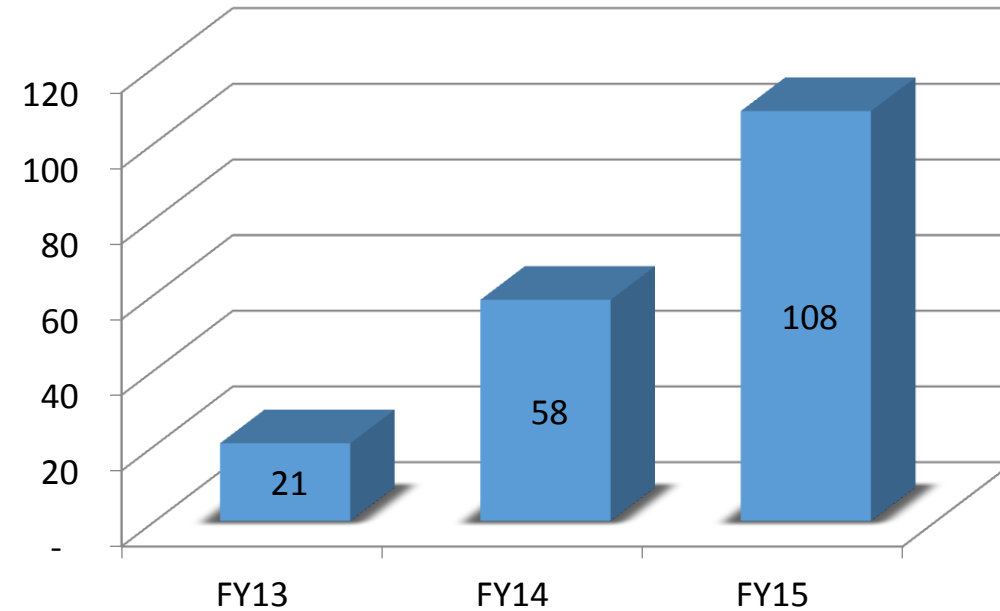


International Services: Revenues & PAT

Revenue



PAT



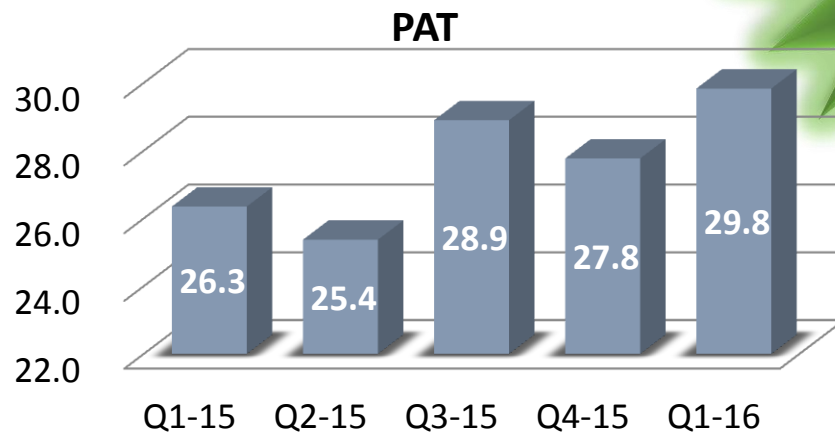
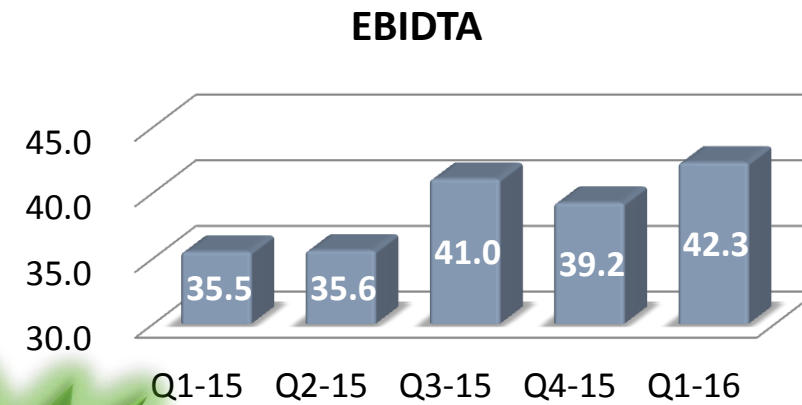
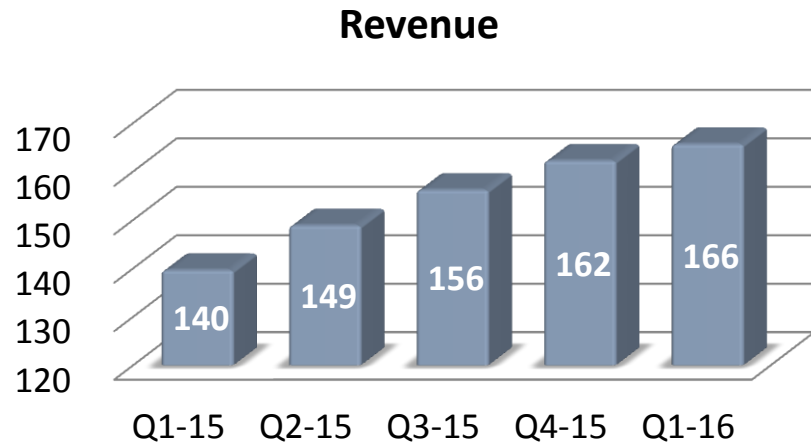
INR Crores

	Growth	CAGR (2Y)
Rev	25%	34%
PAT	85%	130%

- Highest Ever Annual Revenue
- 21 New customers

International IT services – by Quarter

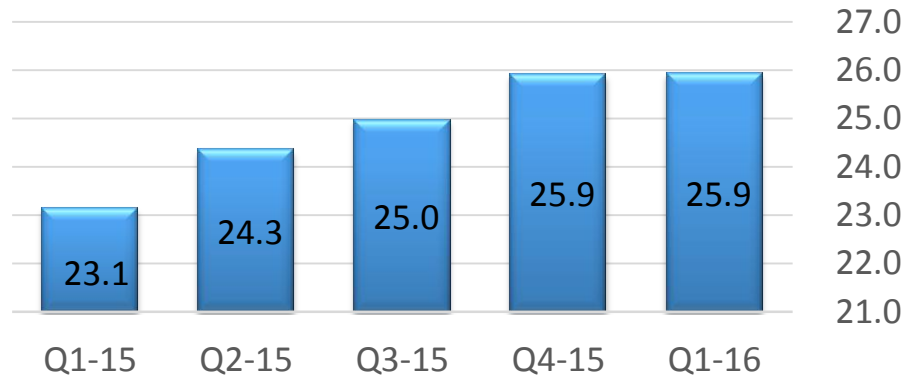
INR Crores



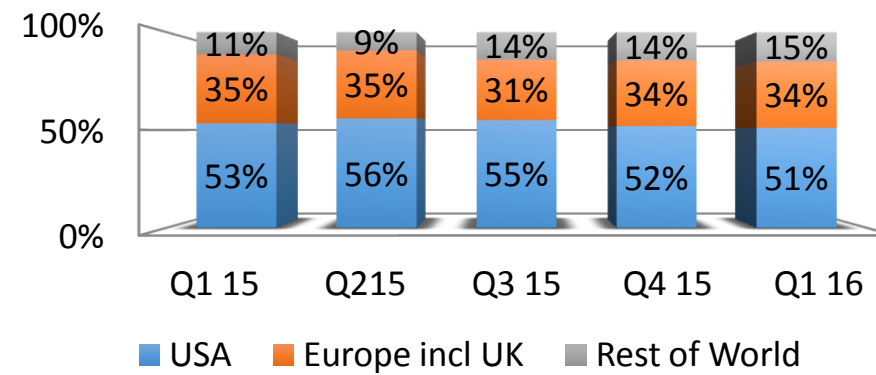
	QoQ	YoY
Revenue	2%	19%
EBIDTA	8%	19%
PAT	7%	13%

Revenue Mix

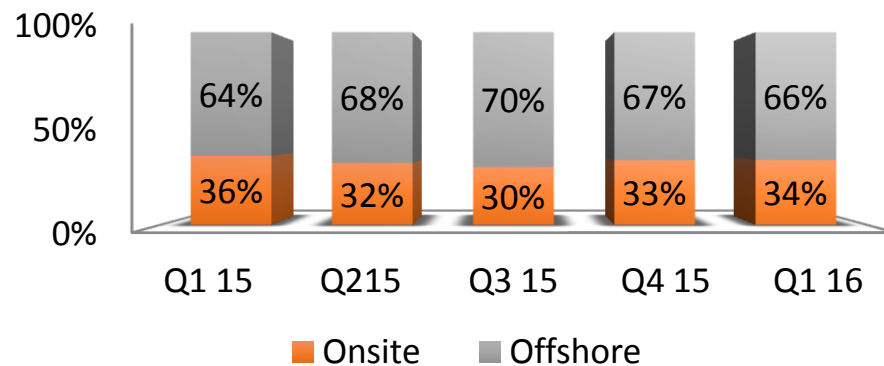
Revenue \$ mn



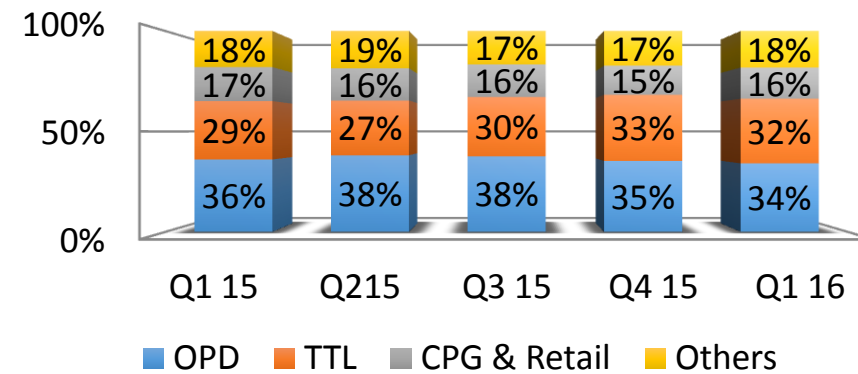
Geography



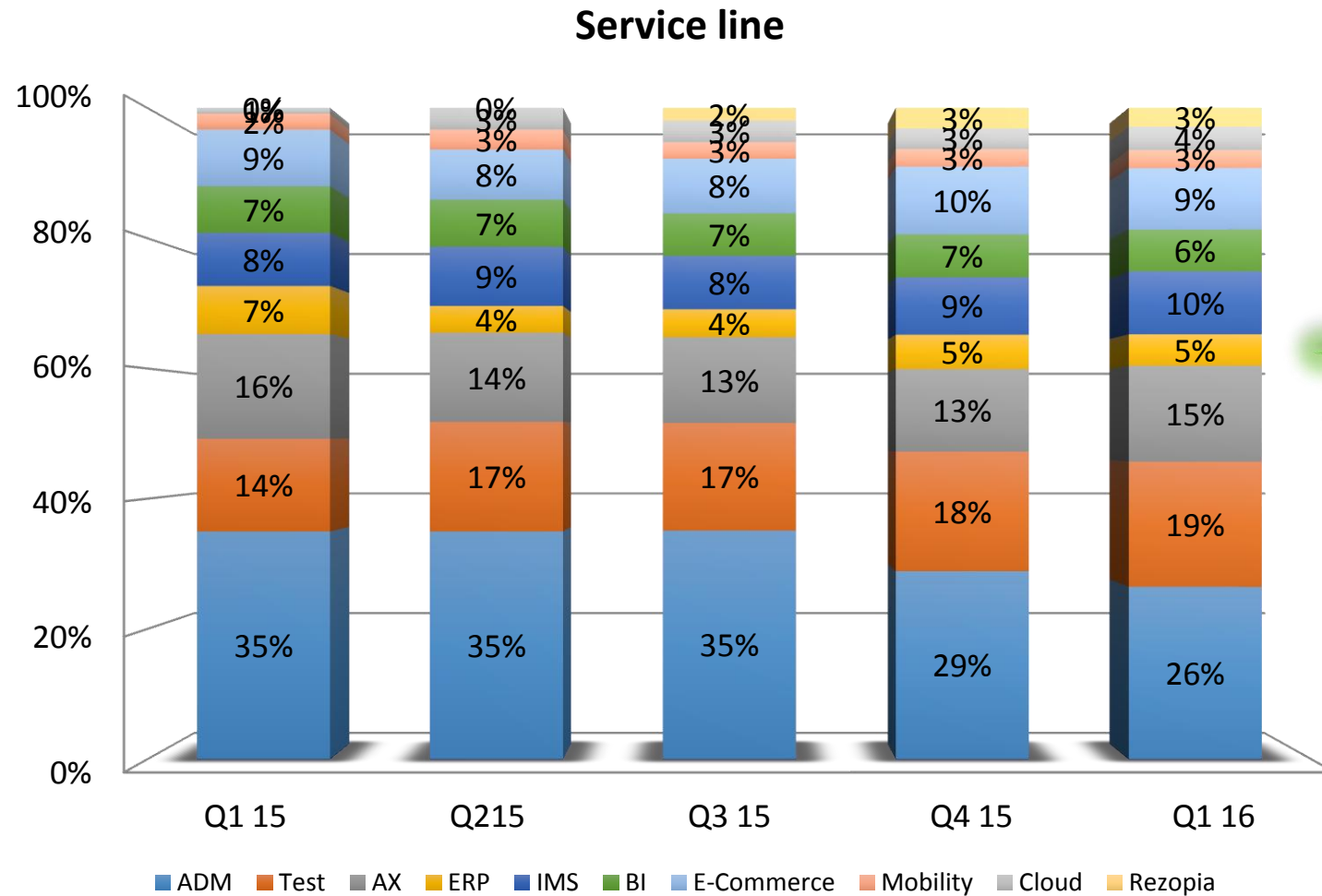
Onsite / Offshore



Vertical

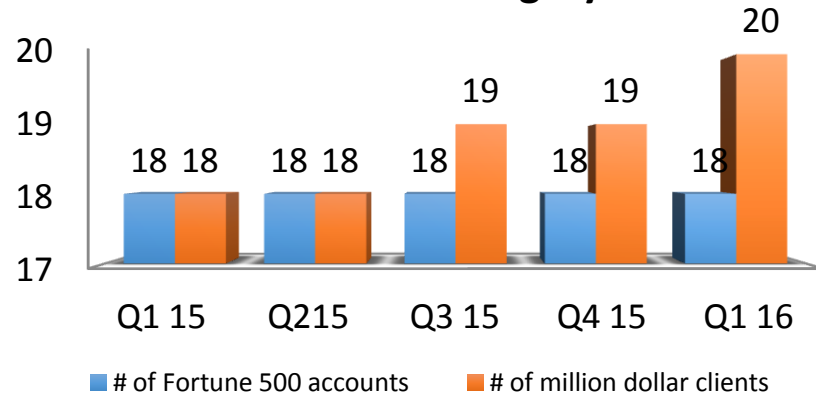


Revenues by Service Line

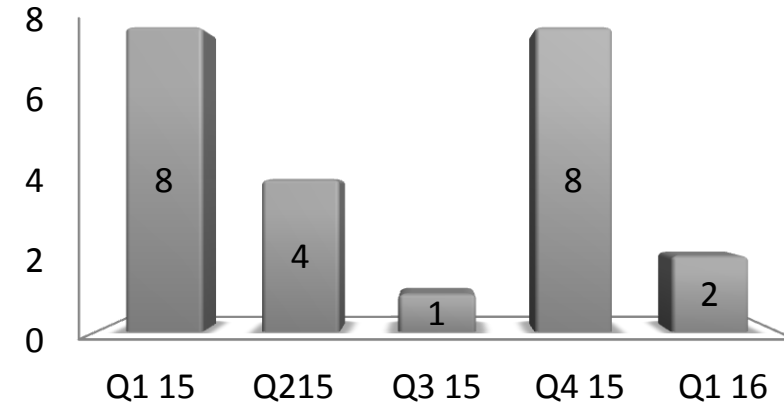


Revenue by Customers

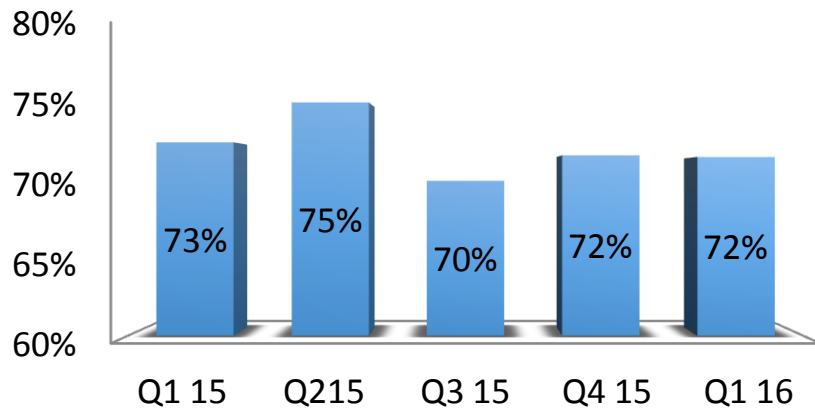
Customer Category



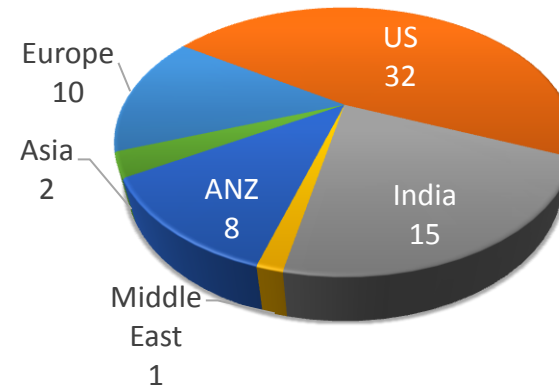
New Customers



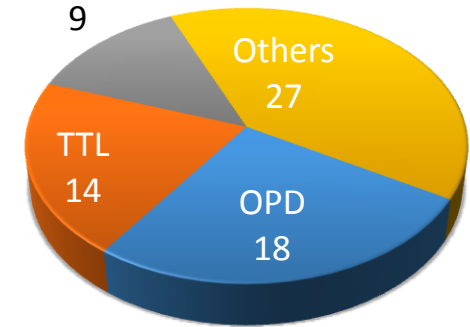
Revenue from Top 10 customers



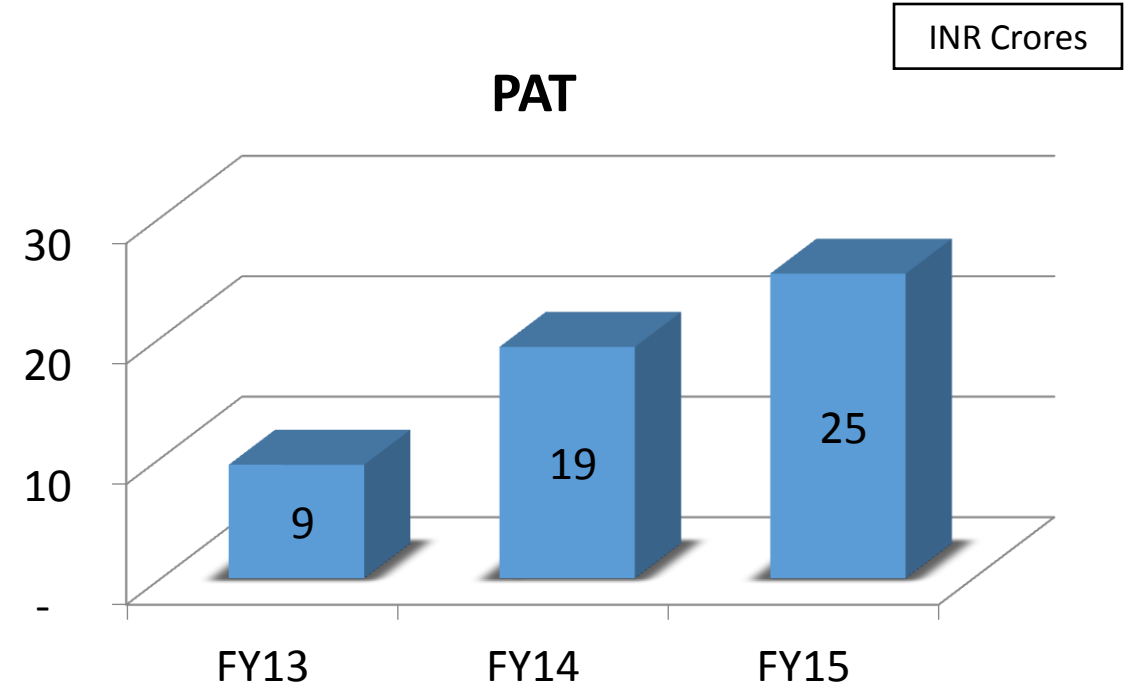
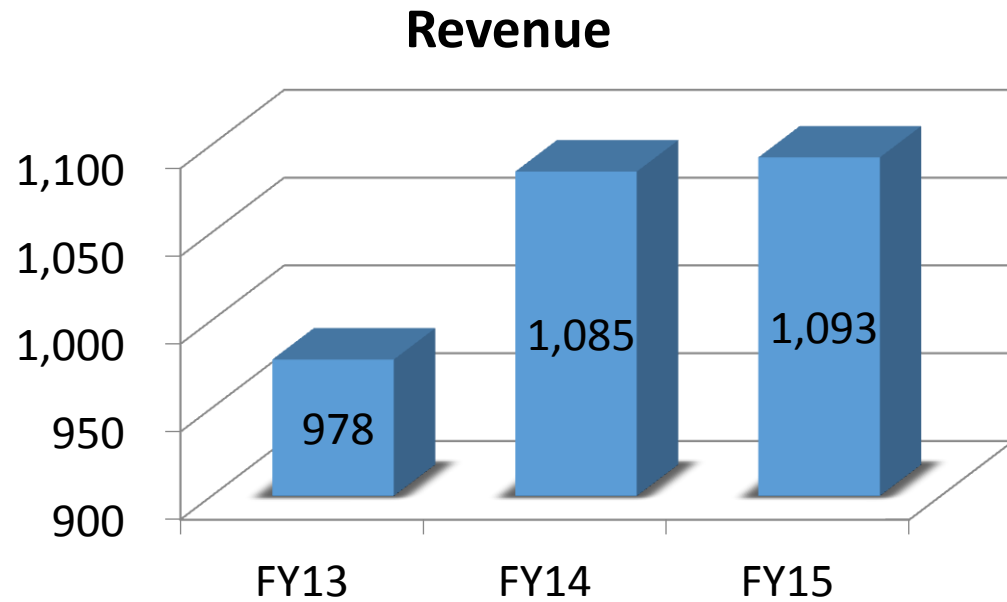
By Geo



CPG & Retail By Vertical



Domestic Products & Services: Highest ever Revenues & PAT



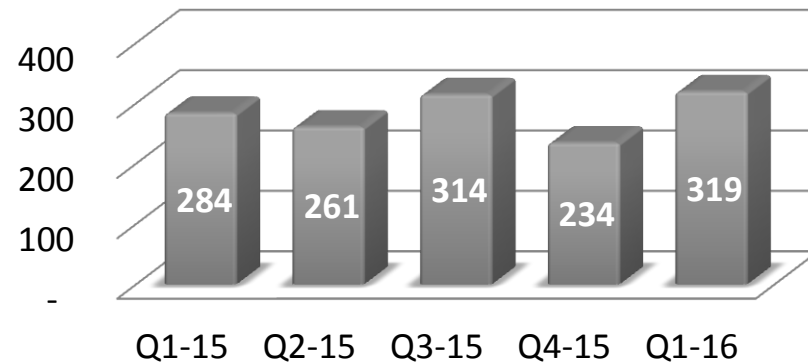
INR Crores

	Growth	CAGR (2Y)
Rev	1%	6%
PAT	32%	64%

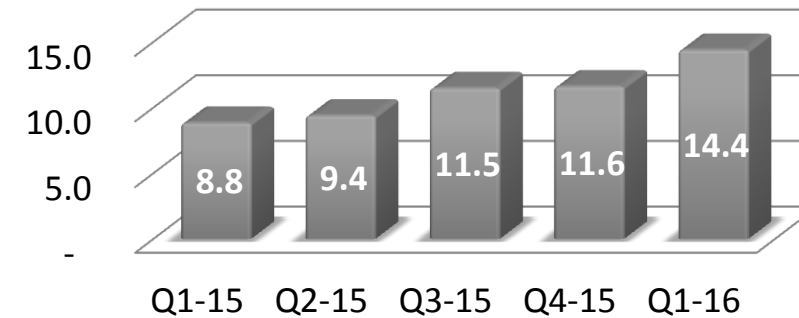
Domestic Product & Services – by Quarter

INR Crores

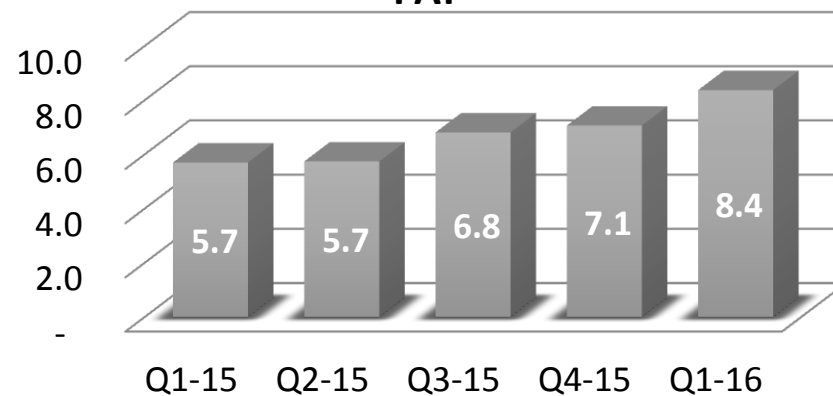
Revenue



EBIDTA



PAT



	QoQ	YoY
Revenue	36%	13%
EBIDTA	24%	63%
PAT	19%	47%

Note : Q1 FY 14-15 & Q1 FY 15-16 EBIDTA and PAT includes exceptional income of Interest on IT Refund

GO DEEPER

Transform business with IT



Thank You!



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