



GO DEEPER

Transform business with IT

Investor Presentation Q1 FY 17

Product Engineering
Enterprise IT Services
Technology Infrastructure



DEPTH MAKES A DIFFERENCE

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	Legal Entities	Geography	Nature of Business	
International IT Services	Sonata Software Ltd	India	<ul style="list-style-type: none"> Digital IT solutions & services Product Engineering Services 	<ul style="list-style-type: none"> IT Consulting & Outsourcing Managed IT Services
	Sonata Europe Ltd	UK	<ul style="list-style-type: none"> Software Service & Development 	
	Sonata Software GmbH	Germany	<ul style="list-style-type: none"> IT Program Mgmt. for Travel customers 	
	Sonata FZ LLC	Dubai	<ul style="list-style-type: none"> Sales & Marketing Account Management 	<ul style="list-style-type: none"> IT Program Management
	Sonata Software North America	USA	<ul style="list-style-type: none"> Onsite IT Services Account Management 	<ul style="list-style-type: none"> IT Program Management Sales & Marketing
	Sonata Software Qatar	Qatar	<ul style="list-style-type: none"> Onsite IT Services Account Management 	<ul style="list-style-type: none"> IT Program Management Sales & Marketing
	Rezopia Inc	USA	<ul style="list-style-type: none"> Cloud based PaaS travel IT solutions platforms 	
	Halosys	USA	<ul style="list-style-type: none"> Unified Enterprise Mobile Enablement platform 	
	IBIS Inc	USA	<ul style="list-style-type: none"> Supply Chain solutions for Distributors, Manufacturers & Retailers 	
Domestic Products & Services	Sonata Information Technology Ltd	India	<ul style="list-style-type: none"> Distribution of packaged, Saas & PaaS based software products Domestic IT Services 	<ul style="list-style-type: none"> Onsite IT Services Account Management IT Program Management



International Services

- Product Engineering & Enterprise IT solutions
- International footprint
- 29% of Co Revenues
- 76% of Co PAT



Technology Infrastructure

- IT Infrastructure Consulting, Licensing & Deployment
- Primary India footprint
- 71% of Co Revenues
- 24% of Co PAT



International IT Services



Travel



Most Innovative Partner
2012



TO | OTA | Corporate | Air | Rail

Strategic Customers

- World leading Tour Operator
- Top NA Corporate Travel Co



Retail & Distribution



Most Innovative Partner
2012

Hyper | Grocer | Apparel | CPG | Industrial

Strategic Customers

- World leading Retailer
- Global F&B CPG Leader



ISV



ERP | SCM | Travel | Retail

Strategic Customers

- Global Software Leader
- Top SMB ERP Co

Business Solutions Footprint

DIGITAL ENGAGEMENT

- Omni-channel Commerce
- Analytics & Personalization
- CRM, Loyalty
- Mobile & Social Business

*Winning the Shift to Digital
Commerce
Top travel company*

ENTERPRISE EFFICIENCY

- ERP
- SCM, HR & Finance
- BI & Analytics
- Mobile & Social Work

*Direct Store Distribution
Solutions
Global CPG leader*

IT COST MANAGEMENT

- Managed Services & Infrastructure
- Cloud & Virtualization
- Licensing

*Remote Infrastructure
Management
Top European Retailer*



ORACLE®



PRODUCT INNOVATION

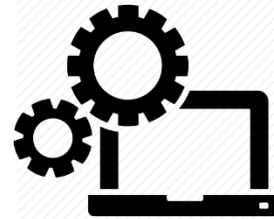
- Cloud engineering
- Mobile engineering
- Analytics integration



*Cloud & Mobile Enabled SaaS
Migration
Global SMB ERP ISV*

PRODUCT ENGINEERING

- Consult, Architect
- Develop, QA
- Performance Engineering
- Globalize and Localization



*End-to-end engineering
services for an ERP
World leading ISV*

PROFESSIONAL SERVICES

- Professional Services
- Integration, Customization
- Sustainance Engineering
- Product support



*Premium managed product
support
Leading cloud platform*

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*

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 & Distribution, ISV vertical

The Future – Industry specific Platform solutions

Next Gen Travel Experience



Rezopia Travel Experience Platform

- Search & Book across Web, Mobile, Shop & Call Centre channels
- On the fly packaging across Air, Rail, Hotel & ancillary service inventory
- Pre-Built Mobile & Analytics features
- Integration to leading GDS and ERP applications

Omni Channel Retailer



Brick & Click Retailing Platform

- Seamless Personalized Shopping Experience – In Store, Mobile, Online
- Pre-built Customer and Store mobile service Apps
- Pre-built big data Analytics platform
- Integrated to core Retail ERP

Digital Distribution



Modern Distribution Platform

- Advanced Supply Chain Software – built-in functionalities like sales & operations planning, demand planning, revenue management.
- B2B Ecommerce
- Mobile Ordering & Fulfilment Apps
- Core ERP enabled on Microsoft Dynamics

Strategic acquisitions & builds to enable 'the Future'



rezopia
FROM
SONATA SOFTWARE
TRAVEL SAAS

Reservation, Distribution, Contracts & Operations on one single Cloud Platform



Unified Enterprise
Mobility Platform
halosys

Core features of MADP, MAM, MBaaS & APIs on a single, unified mobile platform



I.B.I.S. Inc.
A Sonata Software Company

Advanced Supply chain Software for Distributors, Manufacturers & Retailers



Big Data ready Retail Analytics Platform

Continuing to build, integrate and acquire platforms across Ecommerce, Analytics & DevOps to complete portfolio for 'Future Ready' IP led solutions.

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

Digital Travel Platform in Action

Drives customer service and ancillary revenue of a leading ANZ Rail Operator



Business Need: Upgrade reservations systems across core Rail and ancillary package sales

Solution: Rezopia Travel SAAS customized to next gen reservation systems

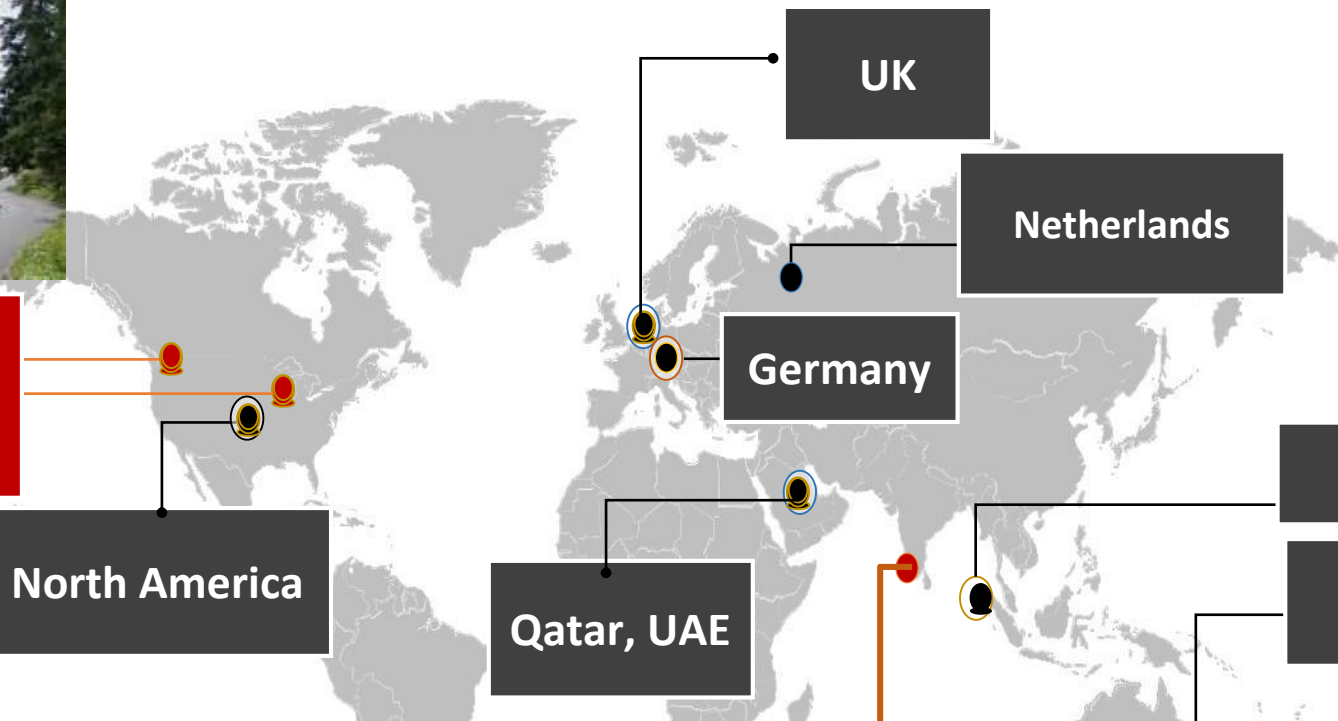
- Manage Services, Schedules, Inventory, Fares and Rules
- Multi-channel booking engine – web, call center, stations and agents
- Dynamic shopping cart with ancillaries like hotels, transfers and activities
- Integration to back end SAP ERP for Financial data integration

Business Benefits: Cost effective, quick transition from legacy systems & continuous feature upgrades with releases

Global Service & Delivery Footprint



US
Development Centers –
Redmond & Atlanta



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 RoNW at >30% 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

Microsoft

SAP

ORACLE

hp

IBM

Adobe

Symantec

redhat

vmware

intel

INFORMATICA

paloalto
NETWORKS

a
appcelerator

**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

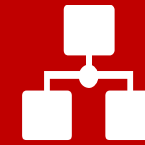


EMPLOYEE PRODUCTIVITY

- 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

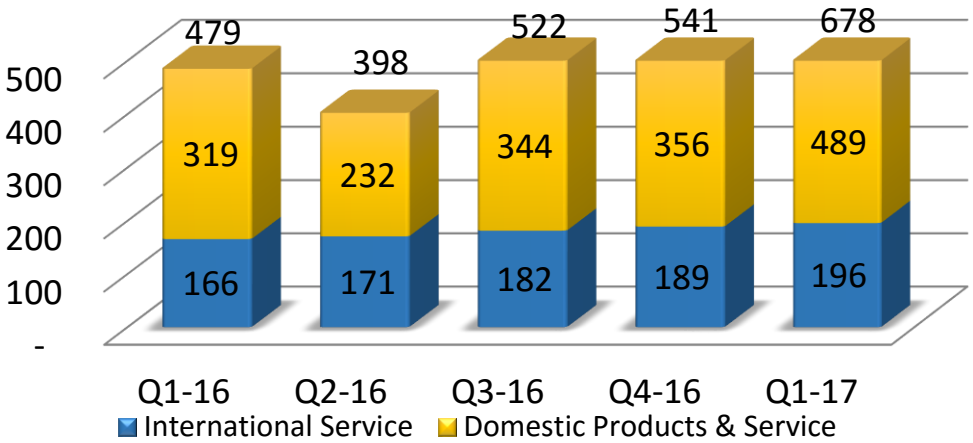
Result Snapshot – Q1 FY 17

Description	For the Quarter ended				YoY
	30/Jun/16	31/Mar/16	QoQ	30/Jun/15	
Revenues					
International IT Services	195.7	189.0	4%	165.6	18%
Domestic- Products & Services	489.3	355.6	38%	319.1	53%
Consolidated	677.8	540.9	25%	479.2	41%
EBITDA					
International IT Services *	44.0	46.2	-5%	42.8	3%
Domestic- Products & Services *	15.3	14.9	2%	14.4	6%
Consolidated *	58.5	60.4	-3%	56.2	4%
PAT					
International IT Services	28.0	32.3	-13%	29.8	-6%
Domestic- Products & Services	8.8	8.6	3%	8.4	5%
Consolidated	36.8	40.8	-10%	38.2	-4%

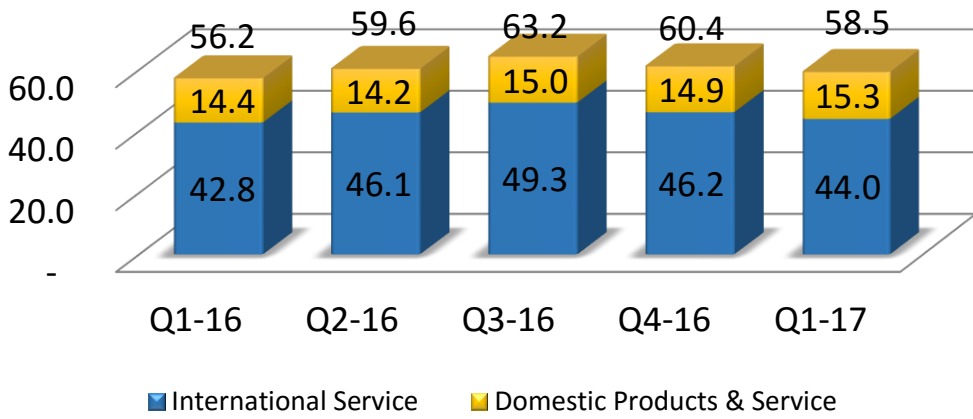
* Includes "exceptional Item" Interest income received on Income-Tax refund of Rs.2.08 crores in Q1 of FY2016-17 (of which relates to Rs.1.11 crore relates to and balance Rs. 0.97 crore to International), and Rs.2.72 crores in Q1 of FY2015-16 (relating to Domestic).

Consolidated - by Quarter

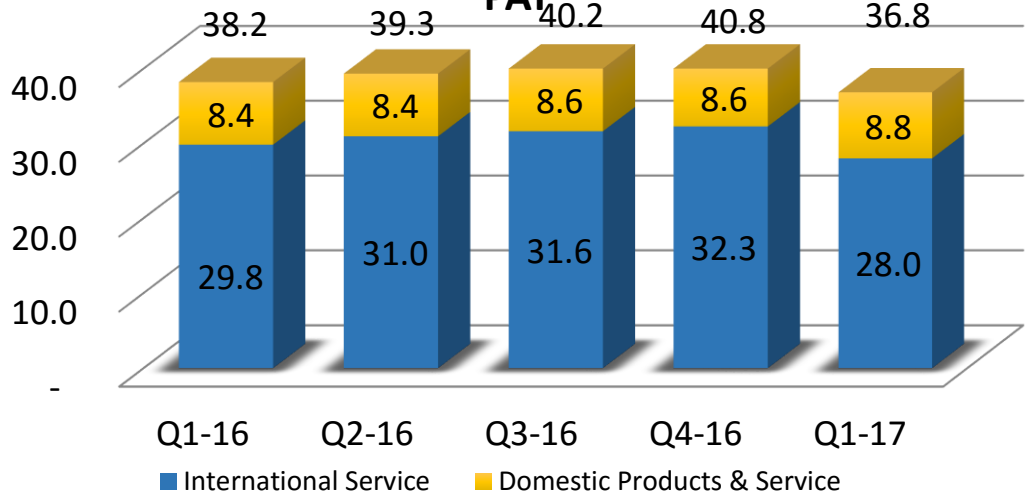
Revenue



EBIDTA

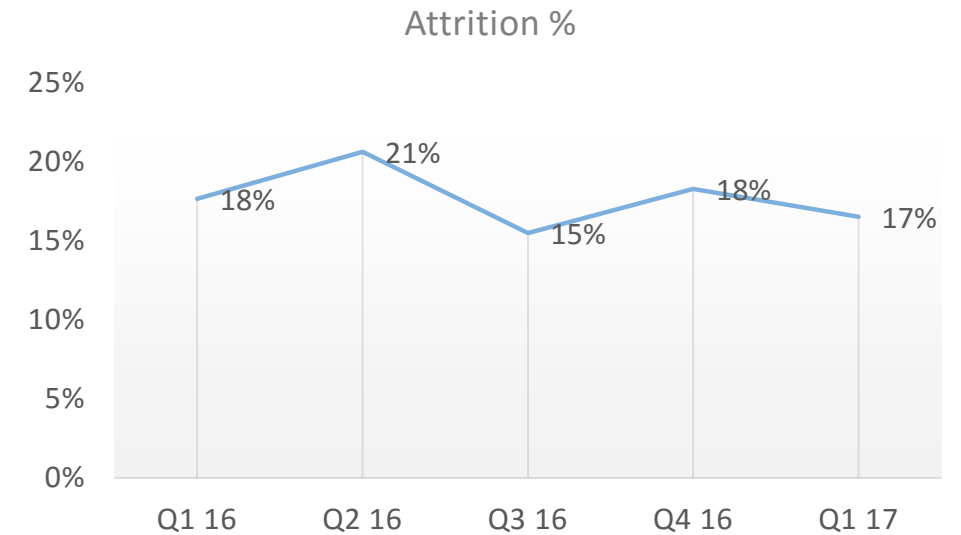
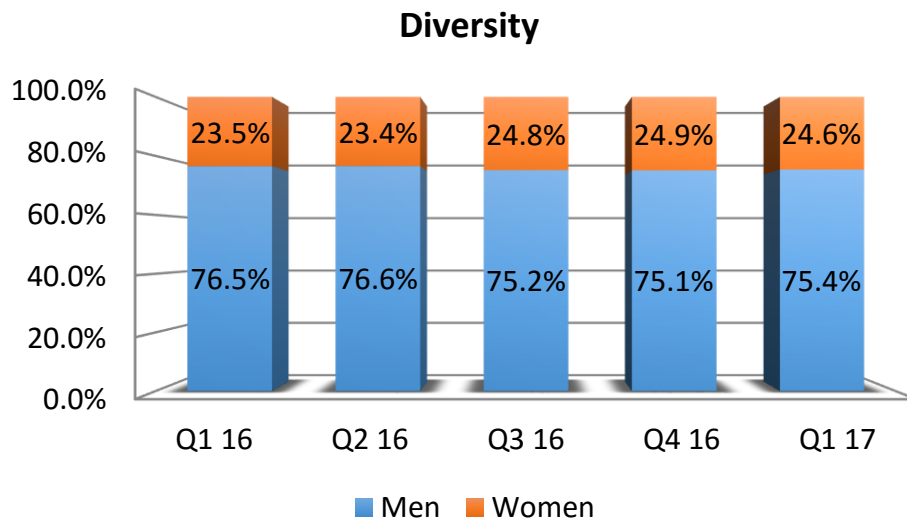
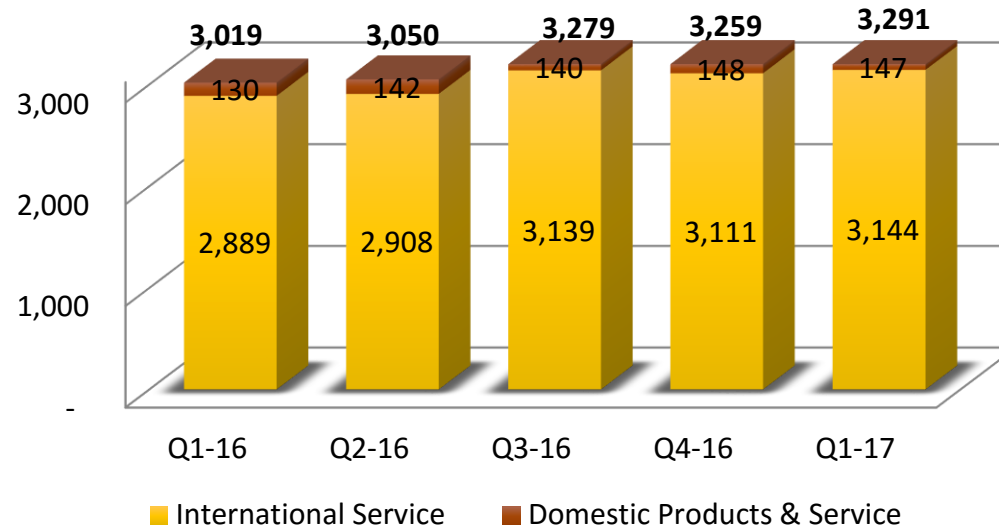


PAT



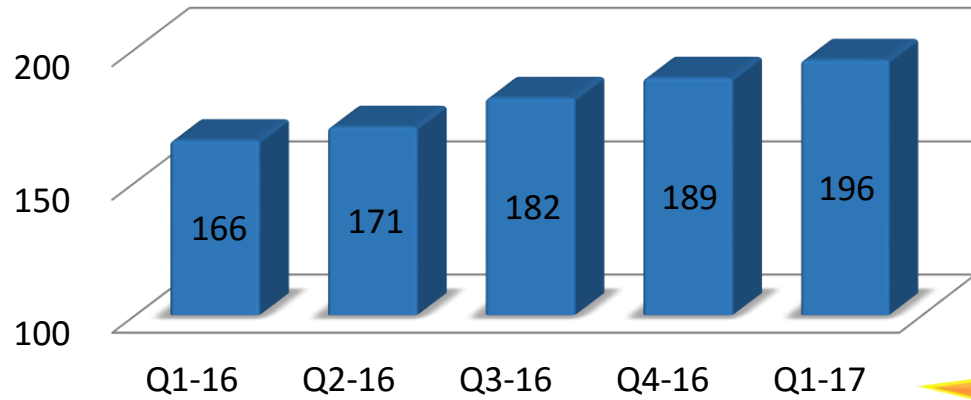
	QoQ	YoY
Revenue	25%	41%
EBIDTA	-3%	4%
PAT	-10%	-4%

Note : Q1-16 ,Q2-16 & Q1-17 EBITDA and PAT includes exceptional income of Interest on IT Refund

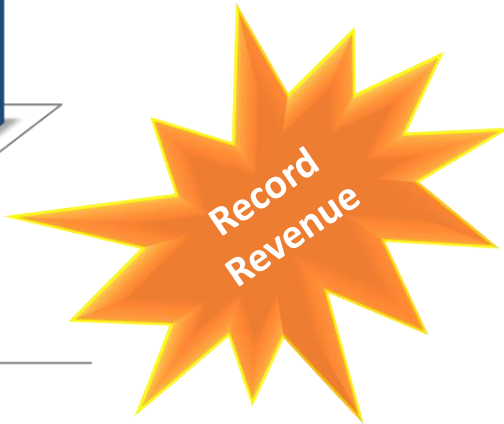
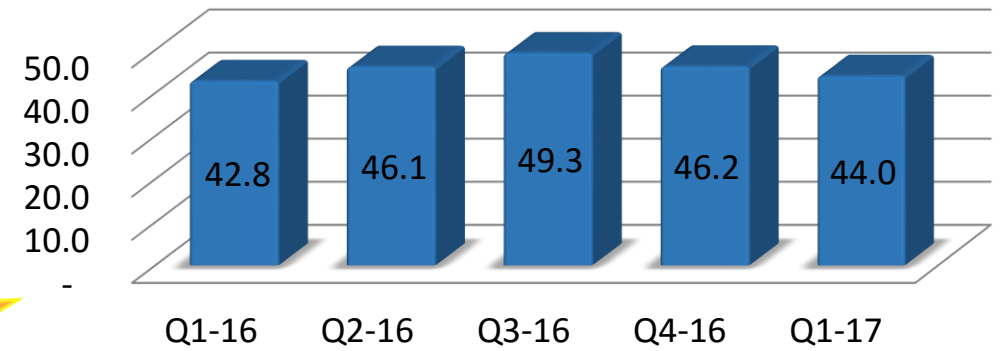


International IT services – by Quarter

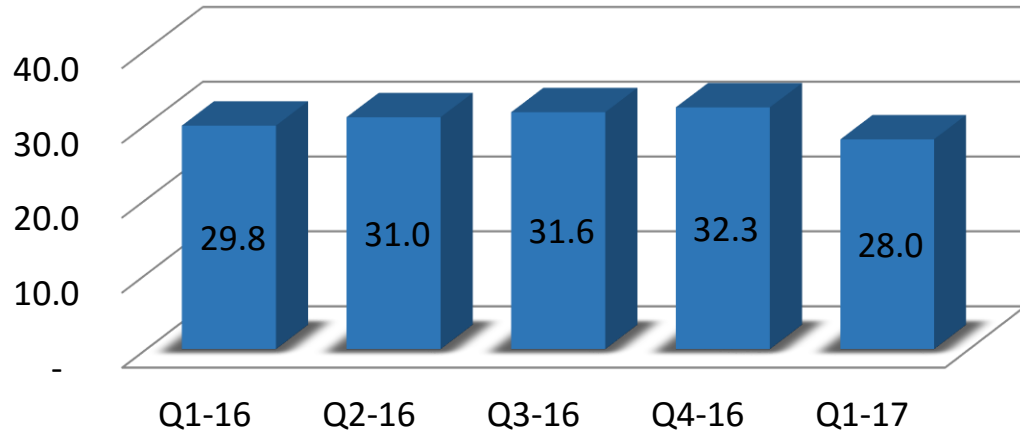
Revenue



EBIDTA



PAT

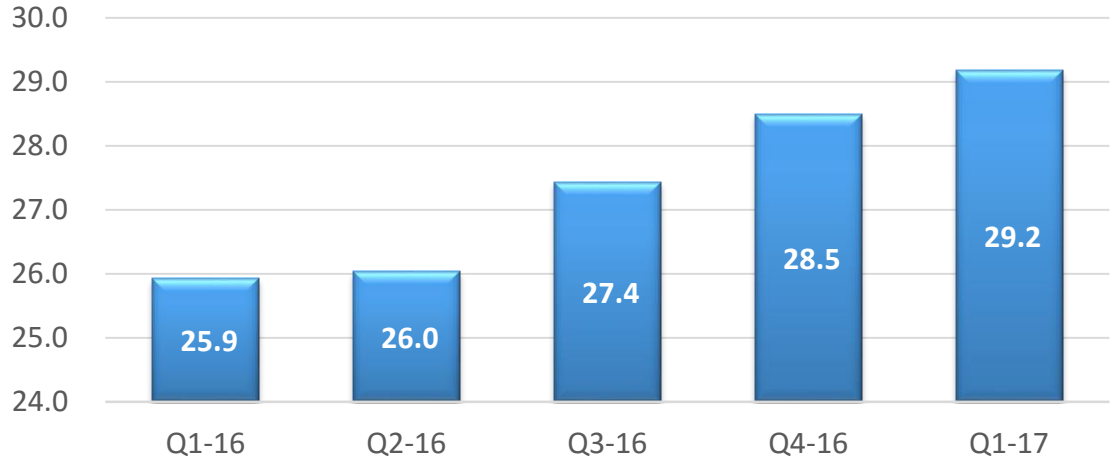


	QoQ	YoY
Revenue	4%	18%
EBIDTA	-5%	3%
PAT	-13%	-6%

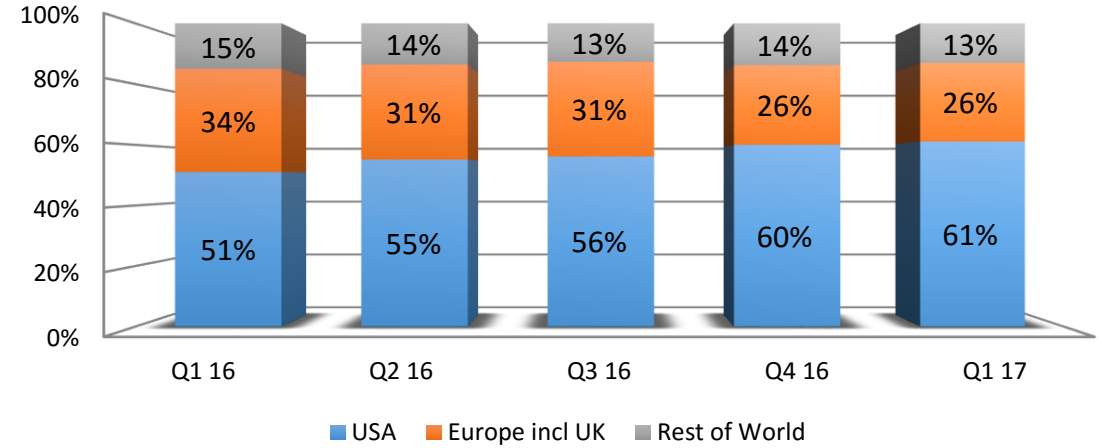
Note : Q1-17 EBITDA and PAT includes exceptional income of Interest on IT Refund

Revenue Mix

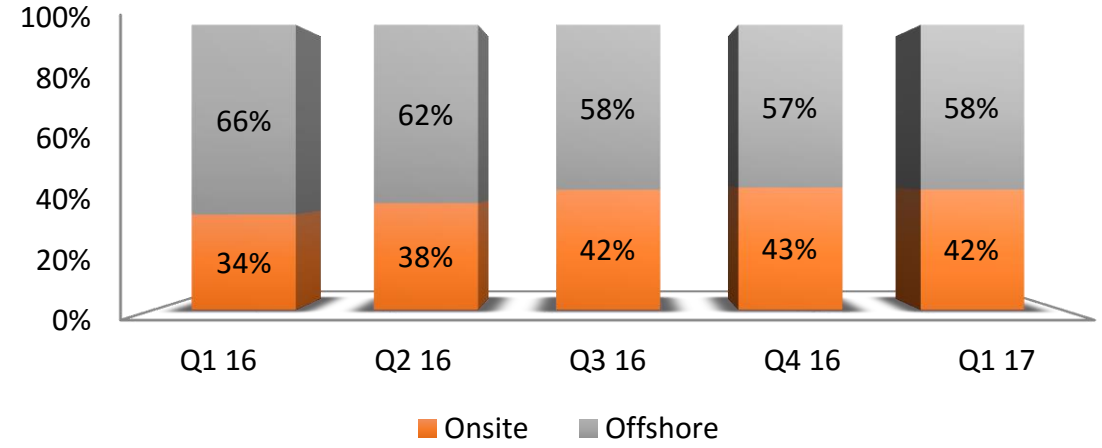
Revenue \$ mn



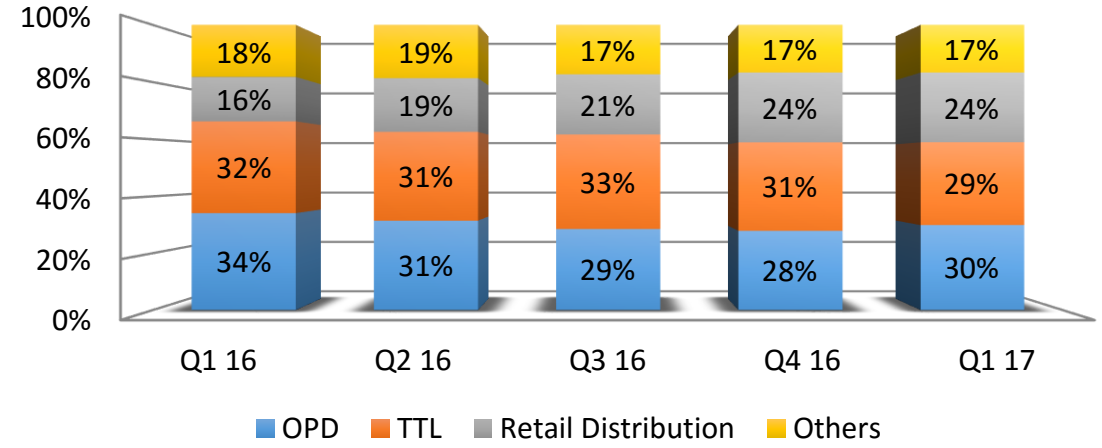
Geography



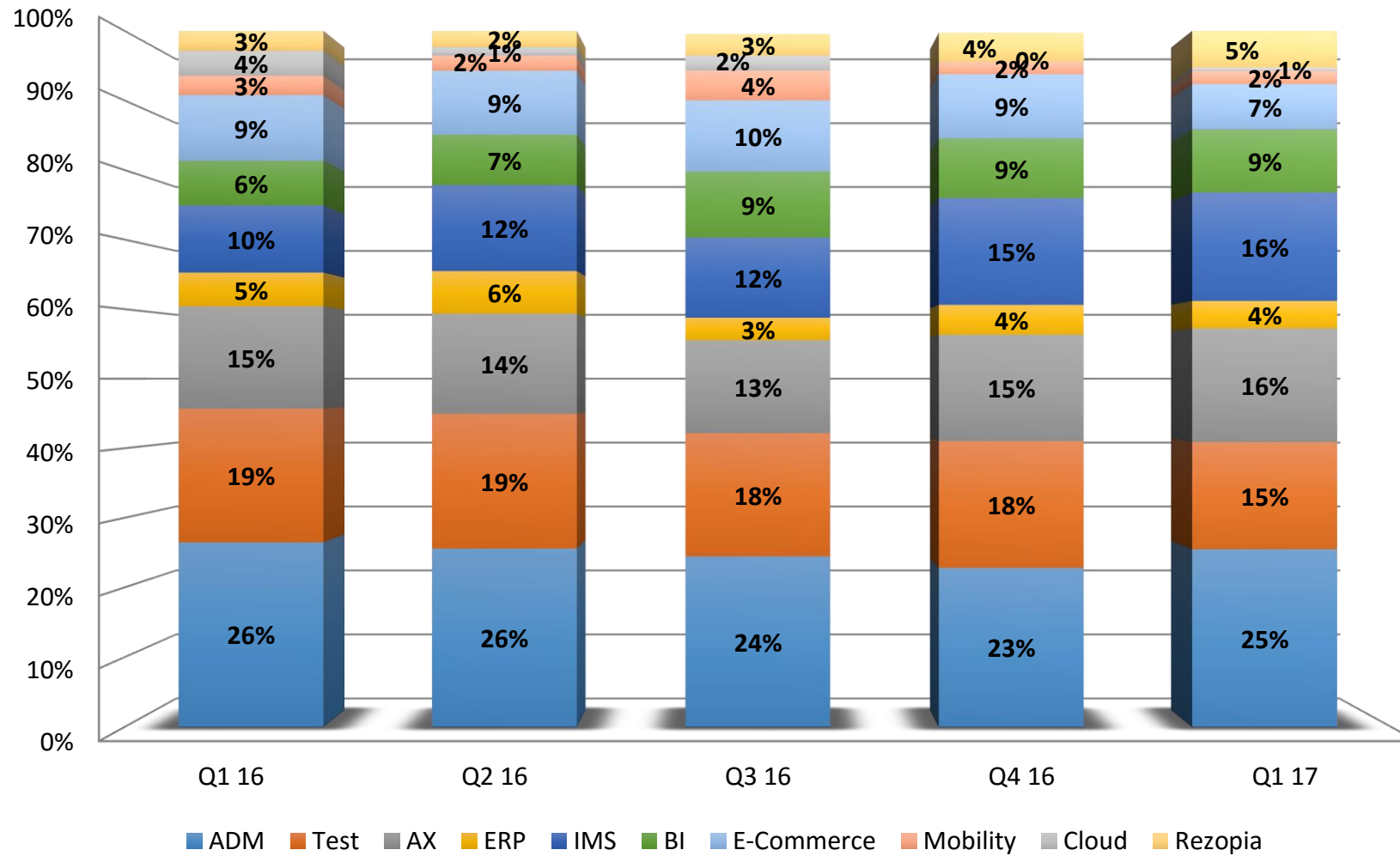
Onsite / Offshore



Vertical



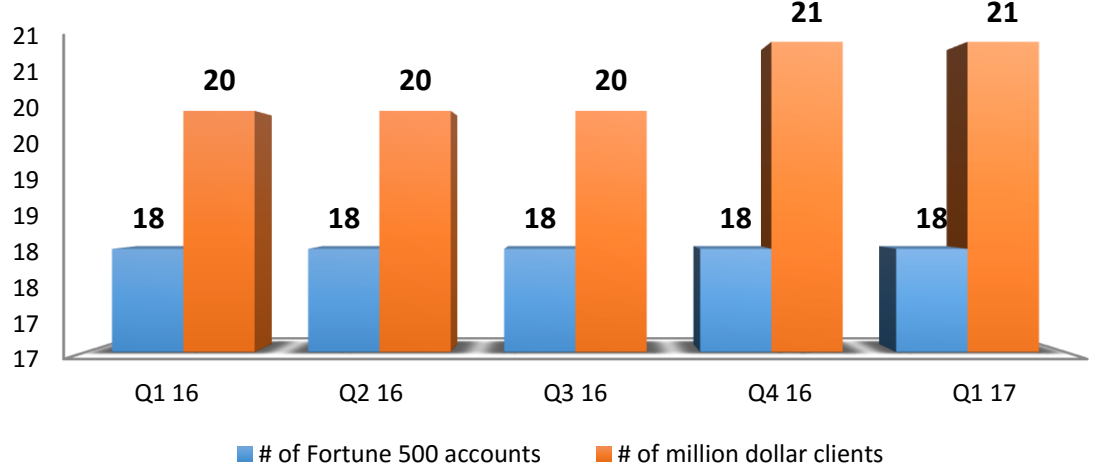
Revenues by Competency



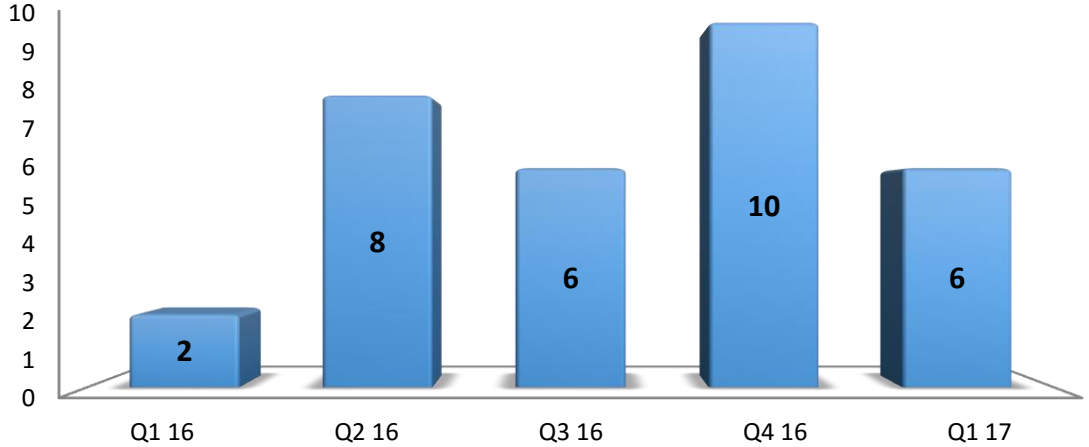
Note:-
1. Digital components includes revenue from BI, E-commerce, Mobility, Cloud, Rezopia

Revenue by Customers

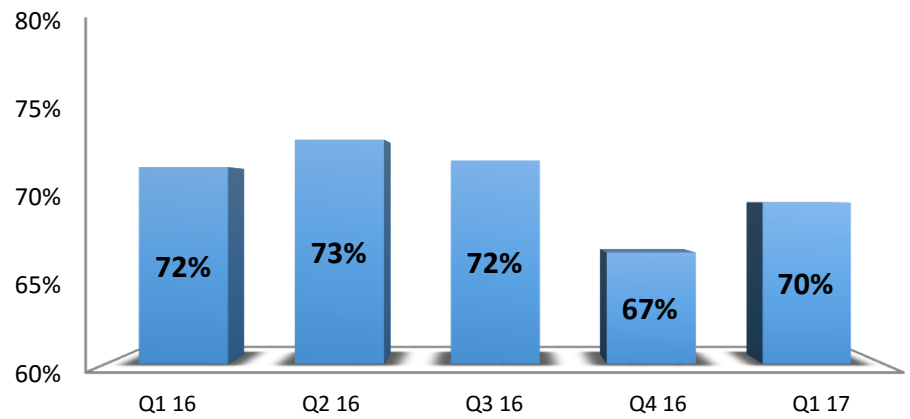
Customer Category



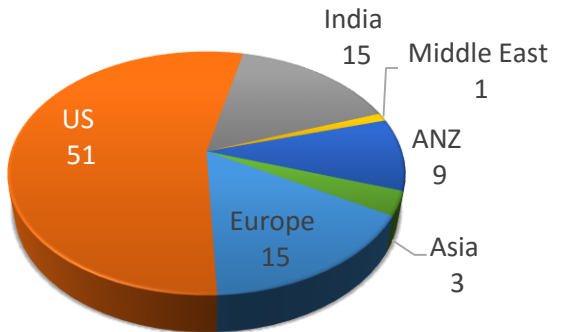
New Customers



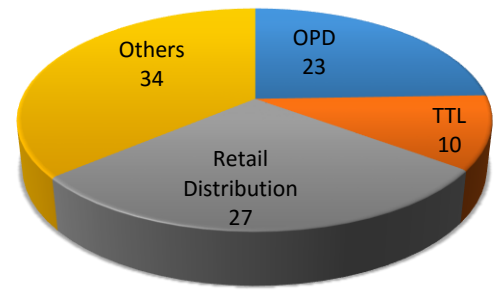
Revenue from Top 10 customers



No. of customers by Geo



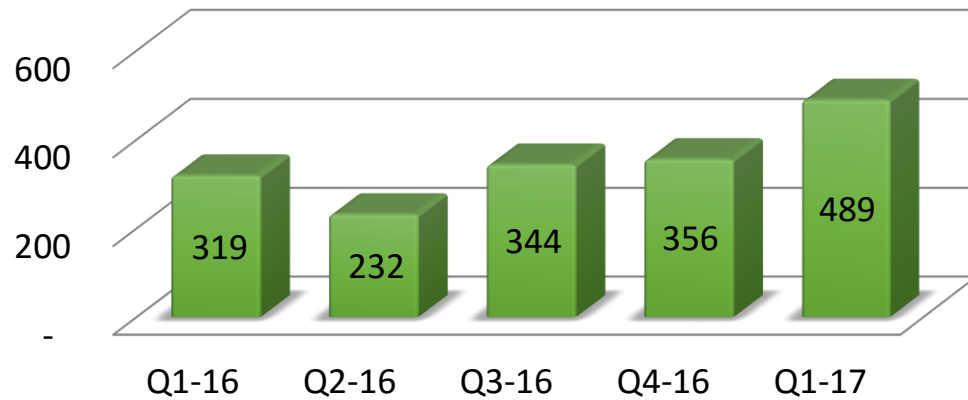
No. of customers by Vertical



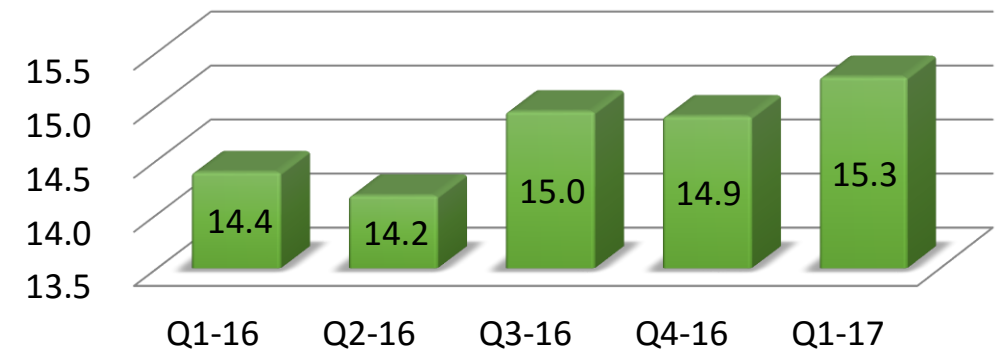
Domestic Product & Services – by Quarter

INR Crores

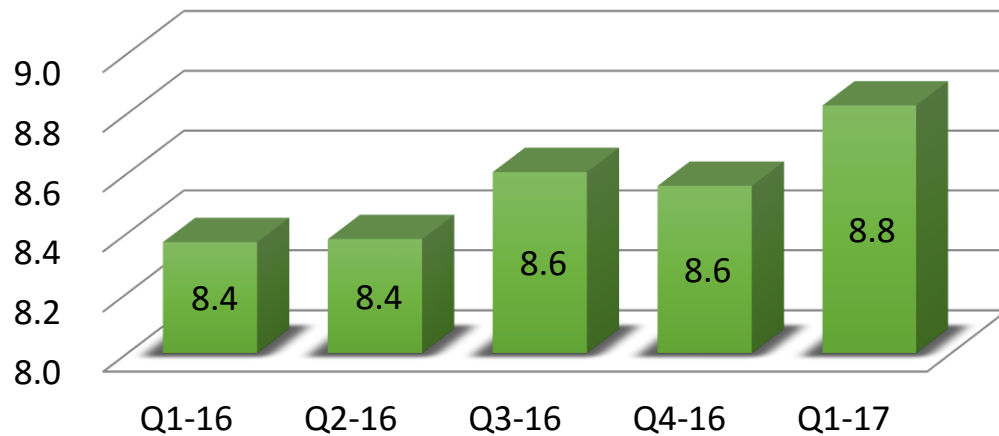
Revenue



EBIDTA



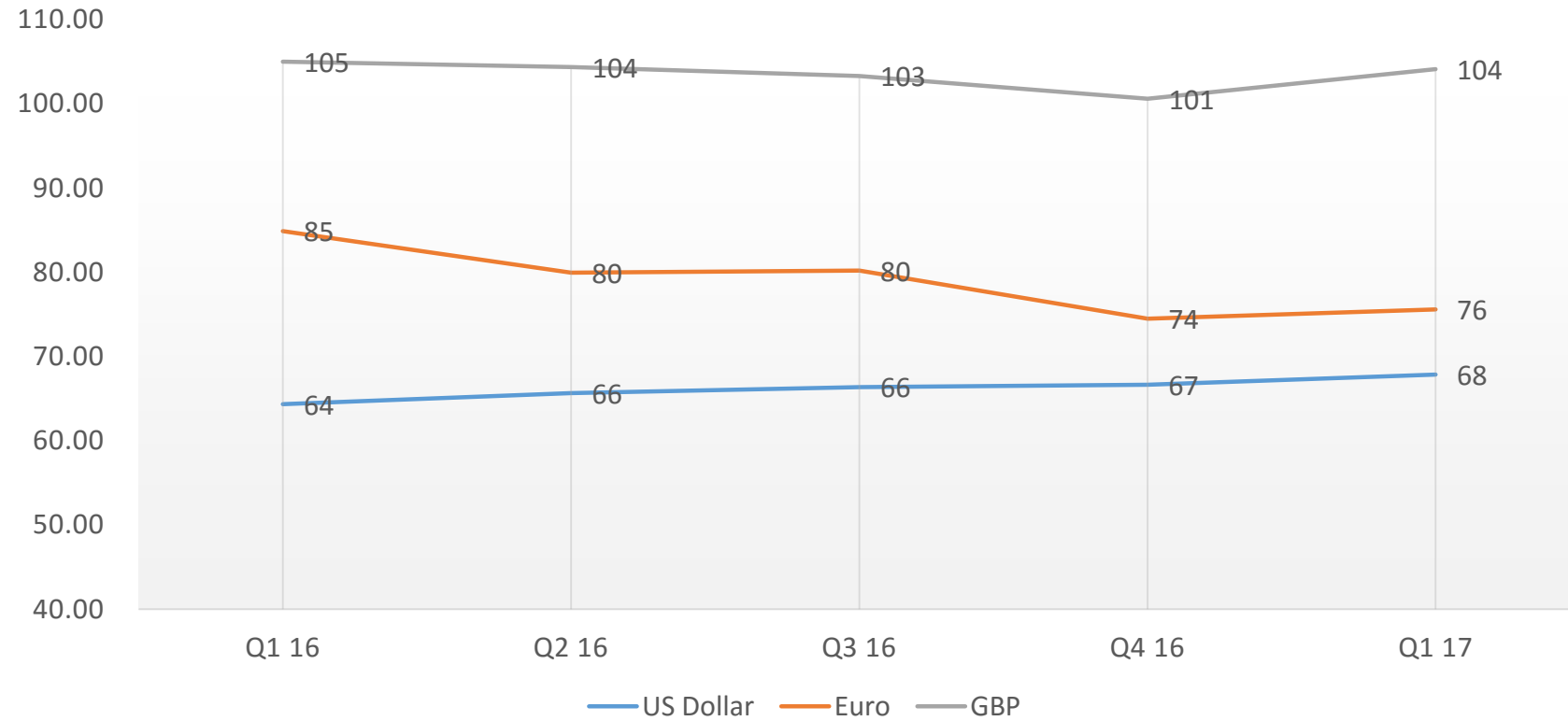
PAT



	QoQ	YoY
Revenue	38%	53%
EBIDTA	2%	6%
PAT	3%	5%

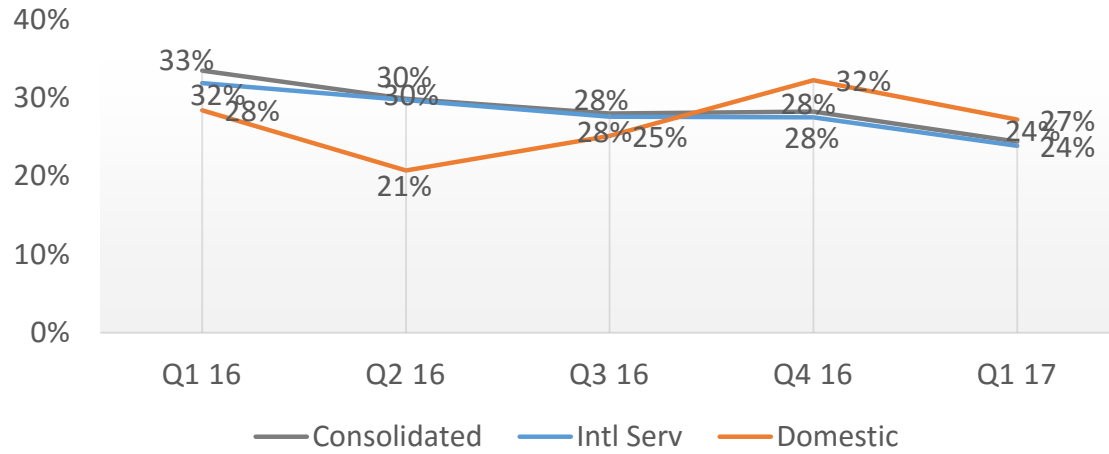
Note : Q1-16, Q2-16 & Q1-17 EBITDA and PAT includes exceptional income of Interest on IT Refund

Rupee Realization

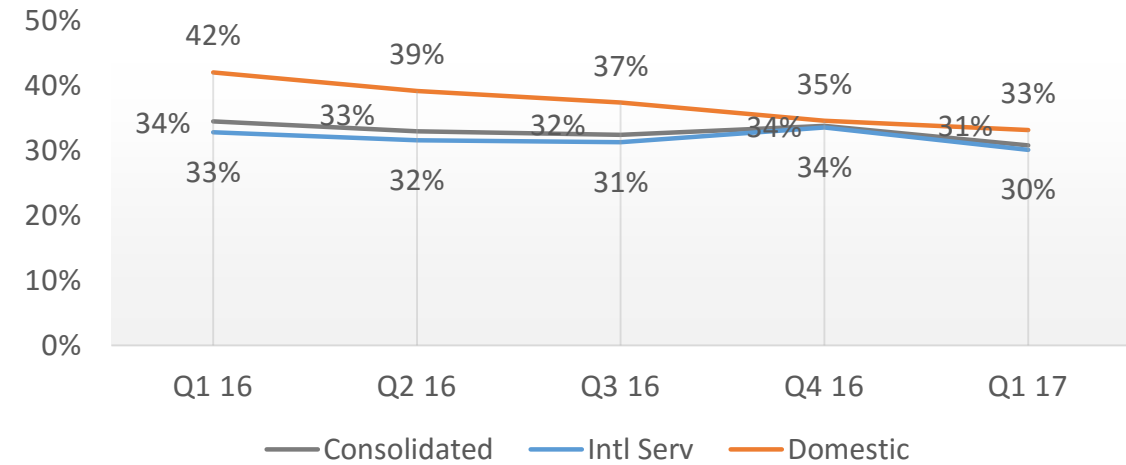


ROCE & RONW

ROCE

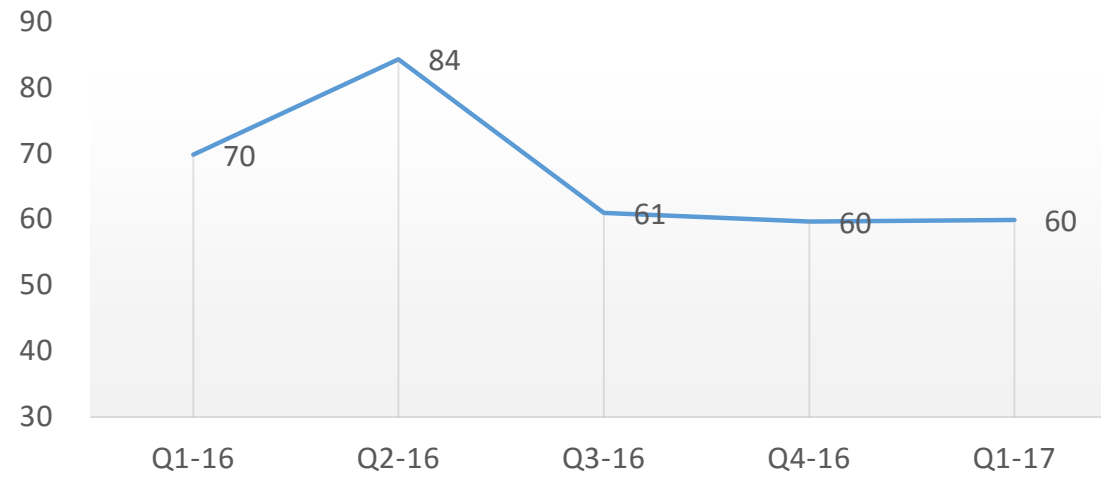


RONW

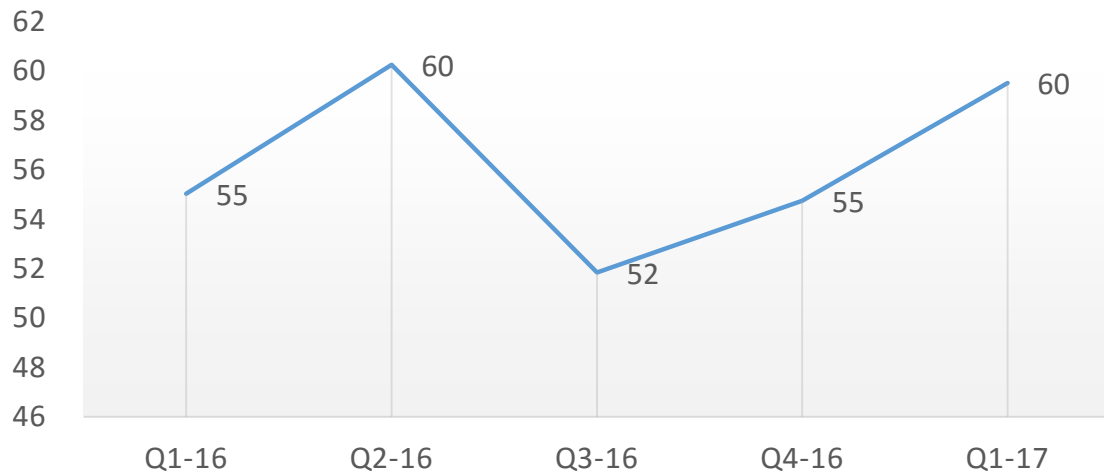


Day Sales Outstanding

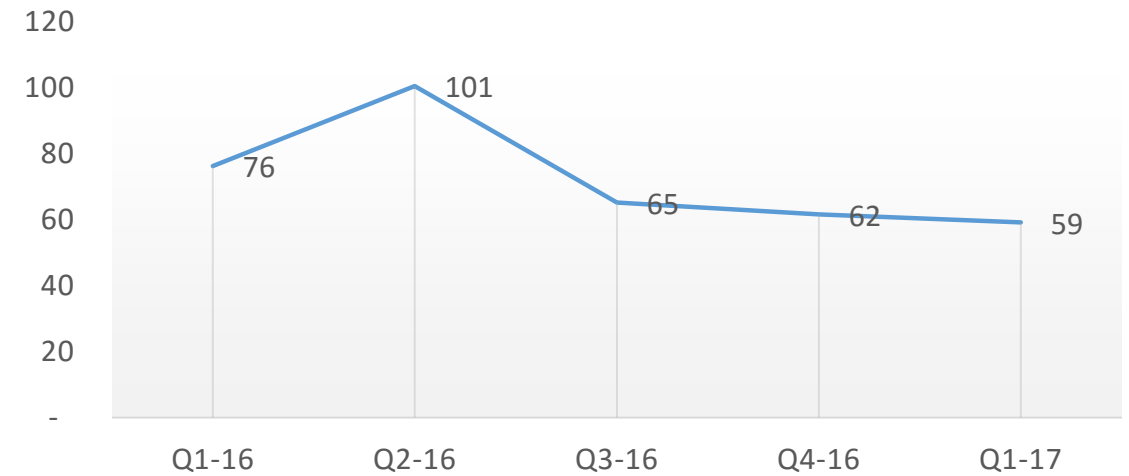
Consolidated



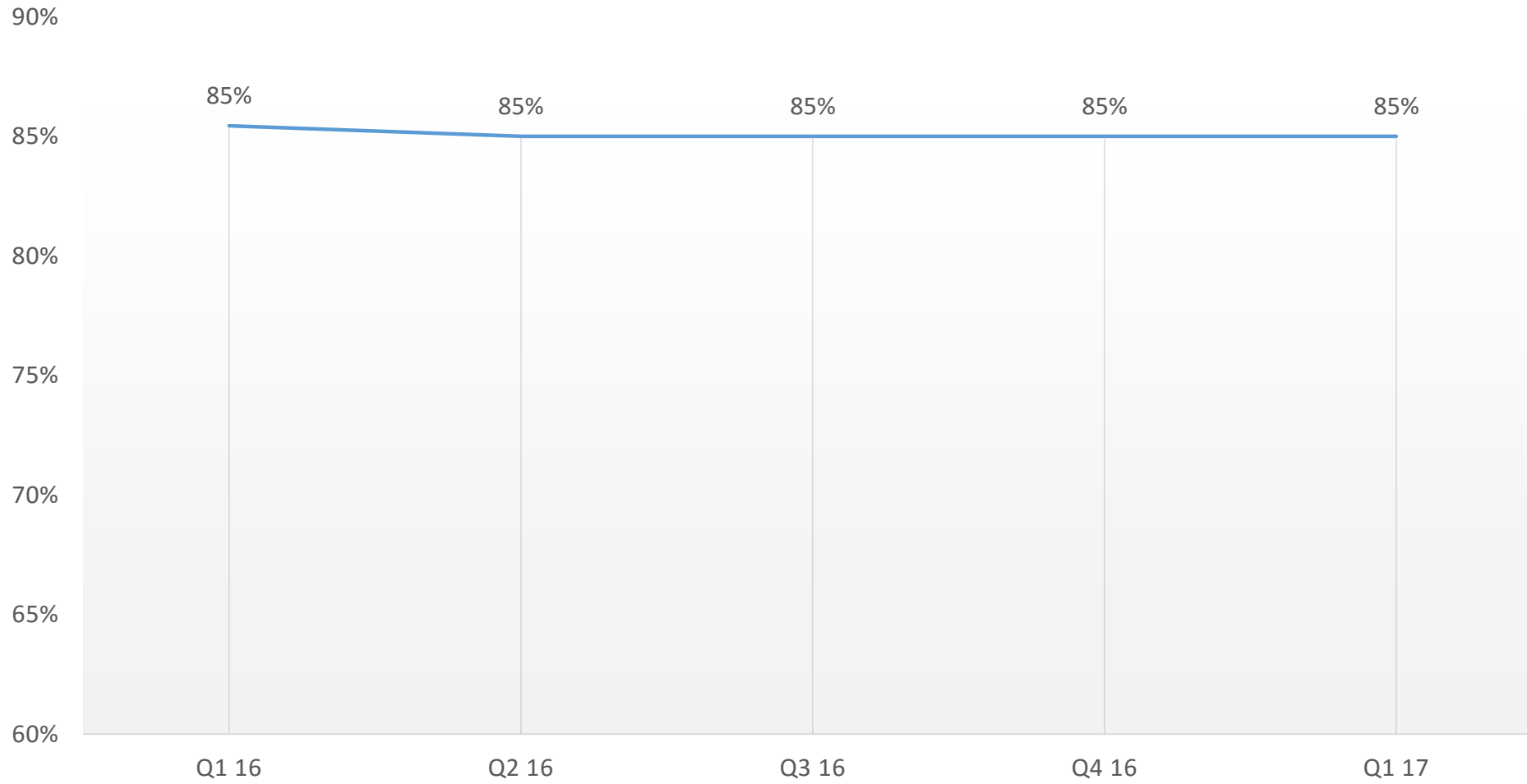
International Services



Domestic



Utilization



GO DEEPER

Transform business with IT



Thank You!



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