

Analyst Presentation

Analyst Day, May 30th 2017 by Srikar Reddy



Disclaimer



This presentation may include statements which may constitute forward-looking statements. All statements that address expectations or projections about the future, including, but not limited to, statements about the strategy for growth, business development, market position, expenditures, and financial results, are forward looking statements. Forward looking statements are based on certain assumptions and expectations of future events and involves known and unknown risks, uncertainties and other factors. Sonata Software Limited (The "Company") cannot guarantee that these assumptions and expectations are accurate or exhaustive or will be realized. The actual results, performance or achievements, could thus differ materially from those projected in any such forward-looking statements. No obligation is assumed by the Company to update the forward-looking statements contained herein.

The information contained in these materials have not been independently verified. None of the Company, its Directors, Promoter or affiliates, nor any of its or their respective employees, advisers or representatives or any other person accepts any responsibility or liability whatsoever, whether arising in tort, contract or otherwise, for any errors, omissions or inaccuracies in such information or opinions or for any loss, cost or damage suffered or incurred howsoever arising, directly or indirectly, from any use of this document or its contents or omission or otherwise whatsoever in connection with this document, and makes no representation or warranty, express or implied, for the contents of this document including its accuracy, fairness, completeness or verification or for any other statement made or purported to be made by any of them, or on behalf of them, and nothing in this document or at this presentation shall be relied upon as a promise or representation in this respect, whether as to the past or the future. The information and opinions contained in this presentation are current, and if not stated otherwise, as of the date of this presentation. The Company relies on information obtained from sources believed to be reliable but does not guarantee its accuracy or completeness. The Company undertake no obligation to update or revise any information or the opinions expressed in this presentation as a result of new information, future events, developments or otherwise. Any opinions or information expressed in this presentation are subject to change without notice.

Current status



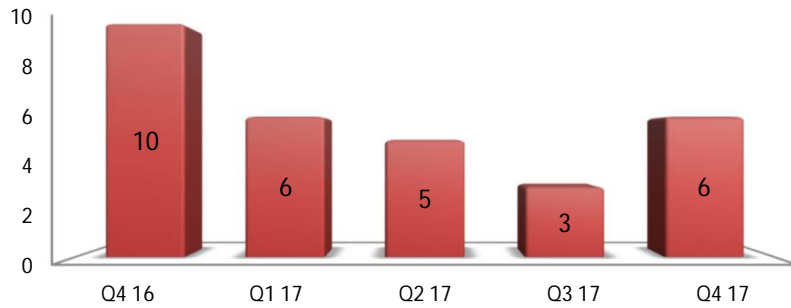
- Account mix
- New customers – FY17
- Strong Alliances
- IP – developed, initial customers for each.
 - Revenues 108 Cr. in FY17 vs 56 Cr. in FY16
- Senior leadership acquisition

New Clients Snapshot – FY17

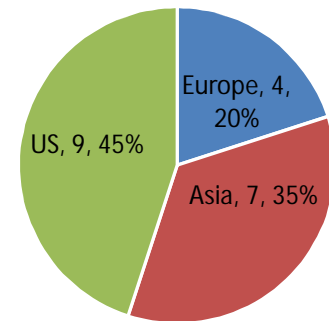


INR Crores

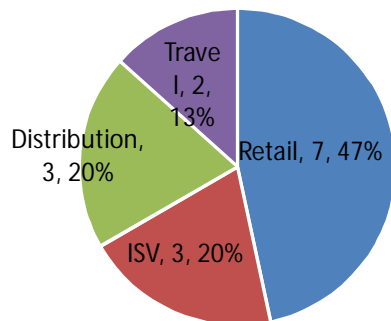
No. of New Clients



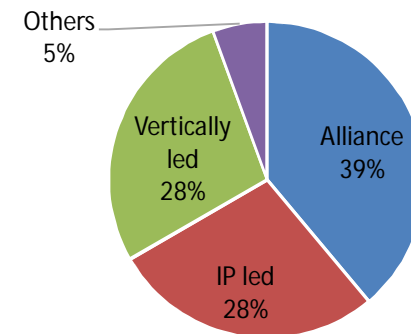
2017 New Clients by Geo



2017 New Clients by Verticals



2017 New Clients - Acquisition Route



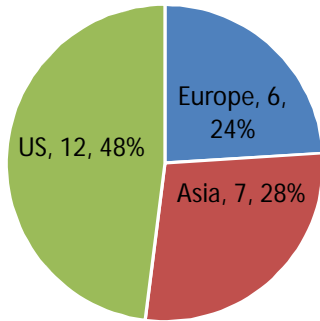
New logos added in FY17: 20

Current Pipeline

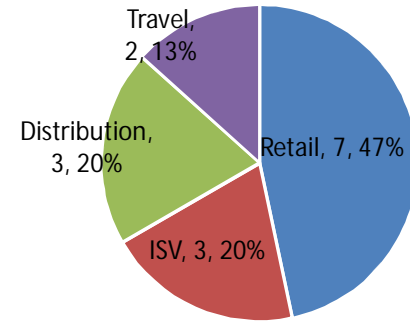


INR Crores

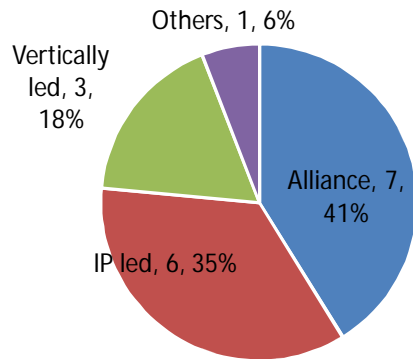
Pipeline Clients by Geo



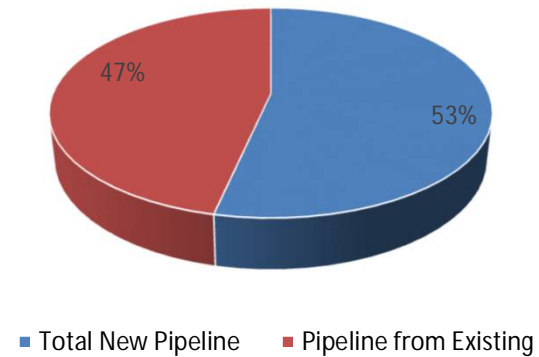
Pipeline Clients by Verticals



Pipeline Clients - Acquisition Route



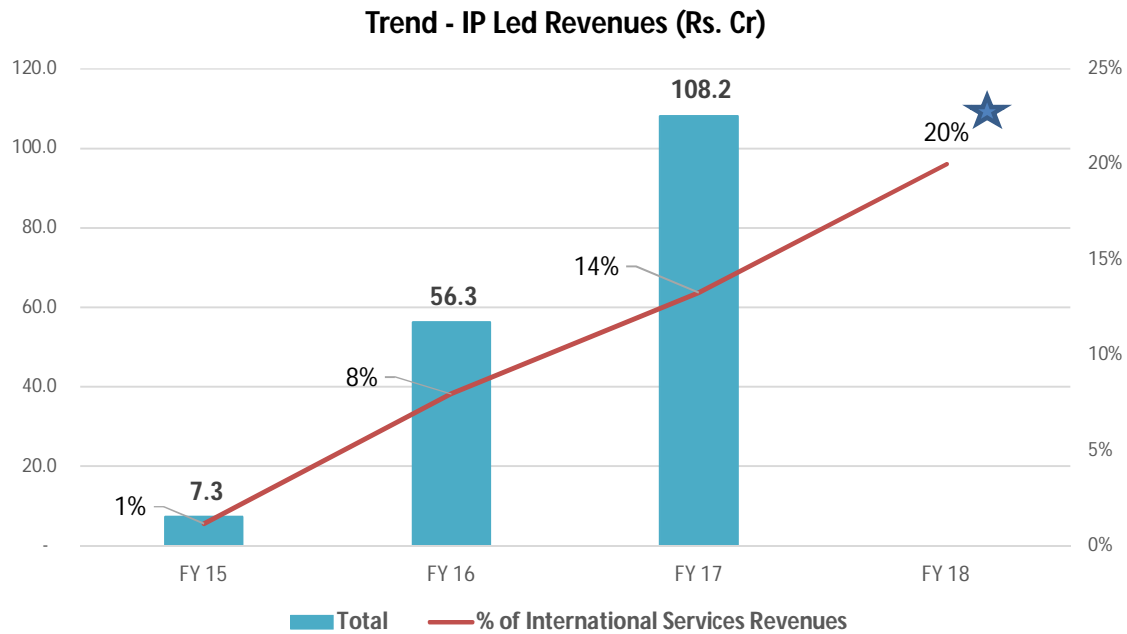
Split of New Pipeline



IP Led Revenues



INR Crores

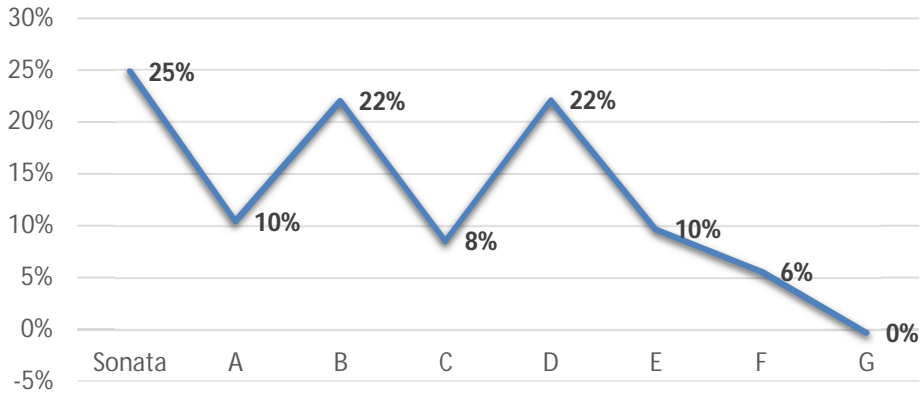


Rs. 108 Cr (14% of International Services Revenues) in FY17 Vs. Rs. 56 Cr (8% of International Services Revenues) in FY16
★ FY 18 Targeted 20% IP contribution to revenue

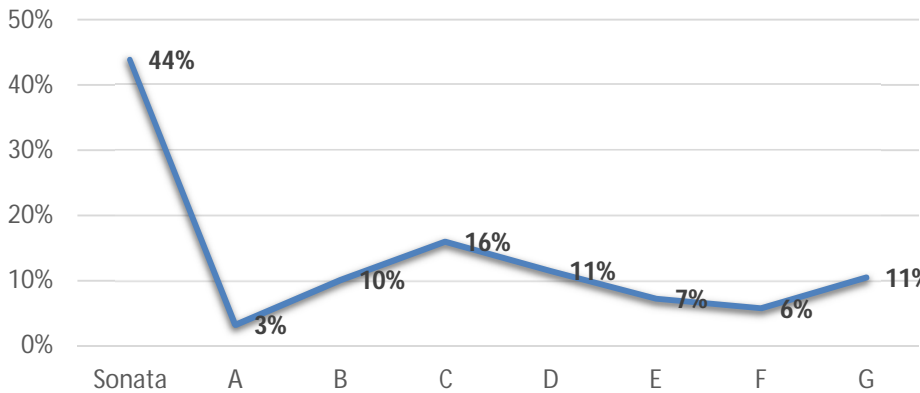
CAGR – Mid Size Companies (Intl Services)



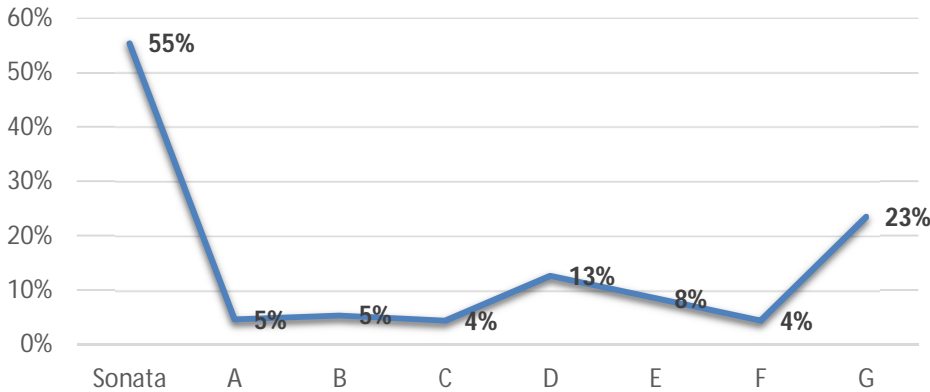
CAGR - 4 Yrs - Revenue



CAGR -4Yrs - EBIDTA



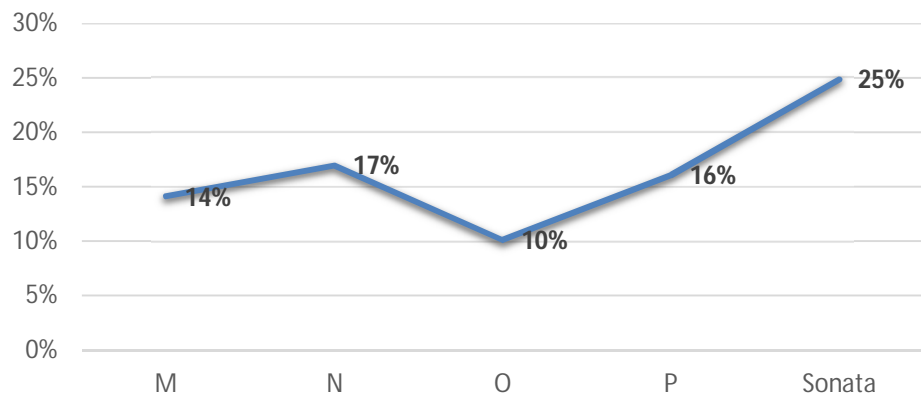
CAGR - 4 Yrs - PAT



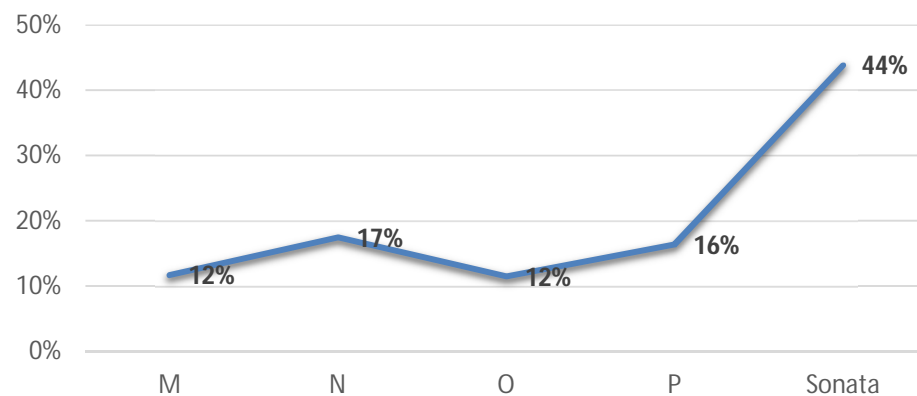
CAGR - Tier 1 Companies (Intl Services)



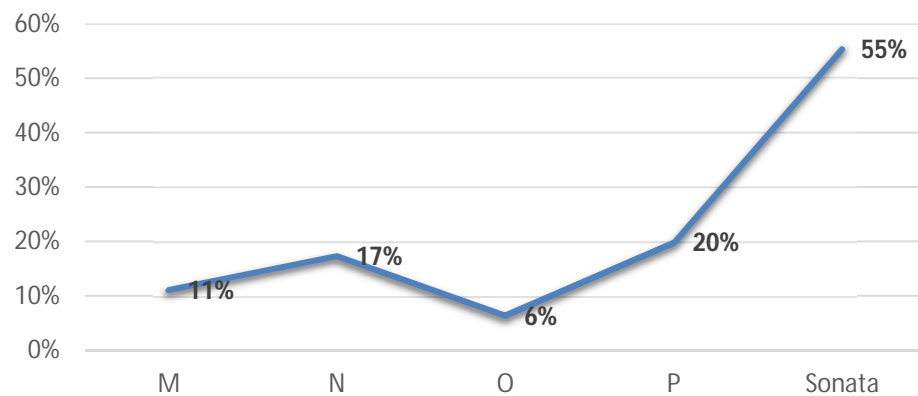
CAGR - 4 Yrs - Revenue



CAGR - 4 Yrs - EBIDTA



CAGR - 4 Yrs - PAT



Industry scenario



- Digital / platforms
- Tech leaders – investments in platforms and digital enterprises
- Statutory risks like H1B
- General sentiment around globalization, protectionism
- Automation and margin pressure

Plan – 3 year to FY 2020



- Continue focus on verticals – retail, travel, distribution, ISVs.
- IP led
- Alliance led
- Platformation partner – customers, alliances
- Continue investments in IP
- TISG – continue to focus on digital infrastructure partner. New growth areas – cloud / security/sonata IP

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



OPEN



SCALABLE



CONNECTED



INTELLIGENT

Sonata's approach to Digitizing business using platforms

PLATFORMATION



PLATFORMATION

The Technology Framework

Integrated systems	Auto Scalable / Cloud enabled	Distributed Transactions	Localization and Internationalization
Micro-services Architecture	Multi Device / Multi Channel capability	Intelligent Customer Experience	IOT & Telemetry
Full Automation	Multi-tenancy	Security & Compliance	Always On
Data governance & DAMA	Real-time Analytics	Context aware services	Self-learning (Platform machine learning)

Approaches to achieve Platformation

Sonata READY

Sonata ACCELERATE

Sonata CUSTOM

Omni channel reservation system for a large Australian rail network built on Rezopia platform

Retail store and e-Comm integration for a US fashion brand using Dynamics retail platform

Enabled a US-based travel company innovate on membership-based business models

Enabled by our **Platformation DNA**



Engineering Excellence

- Product engineering mind-set
- Distributed agile - rapid delivery
- DevOps and full automation focus



Operations Excellence

- Cost-optimized cloud operations
- Tools-based management
- Security compliance
- Business continuity

Engines that will drive growth & value



Existing Customers

Alliances

Vertical Transformation Deals

IP & Platform

Digital Tech Infra

THANK YOU



SONATA SOFTWARE

Finance Presentation

Analyst Day, May 30th 2017 by Prasanna Oke



FY17 in perspective



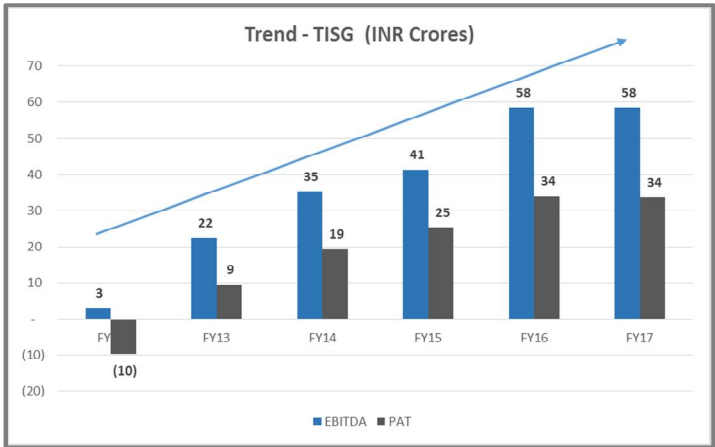
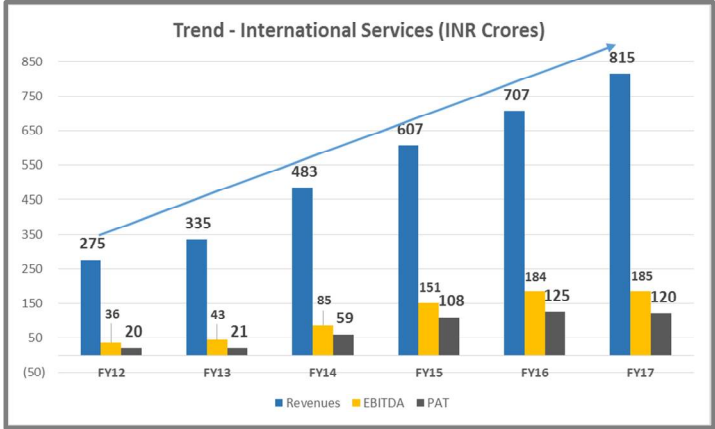
INR Crores

International Business Group

- ✓ Industry Beating **15%** YOY Growth in International Revenues
(Excluding Brexit, 18.6% YOY Growth)
 - ✓ **31%** of Revenues from Digital Business, among the highest in the Industry
 - ✓ **20** New Logo's added in current year across Verticals, Regions.
 - ✓ **90%** business from Existing Clients
 - ✓ Current Pipeline **\$50+M**
 - ✓ IP led revenues - Grew from 8% to revenues to **14%** of Revenues in FY17
- *Strategic Investments into Focus areas impacted EBITDA / PAT Growth for FY17 (which has been steadily growing since 2012)*

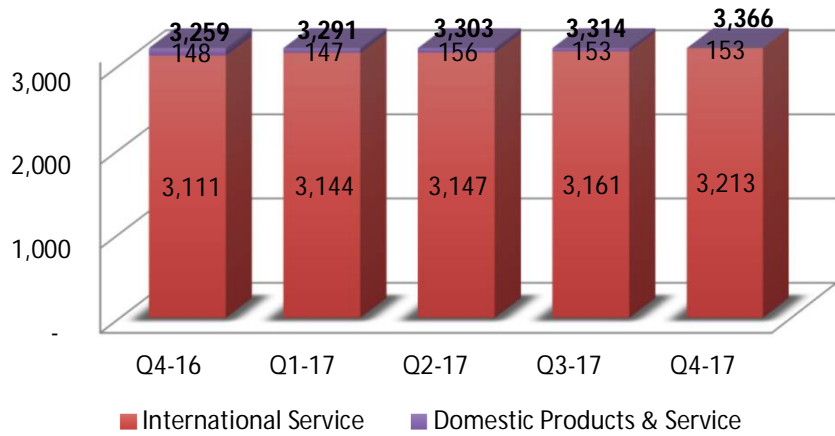
Technology Infrastructure Group

- ✓ Continued Strong relationship with Partners and Customers leading to **39%** YOY growth in revenues
- *Strategic Investments into creating Value added Consulting services impacted PAT Growth for FY17 (which has been steadily growing from FY2012)*

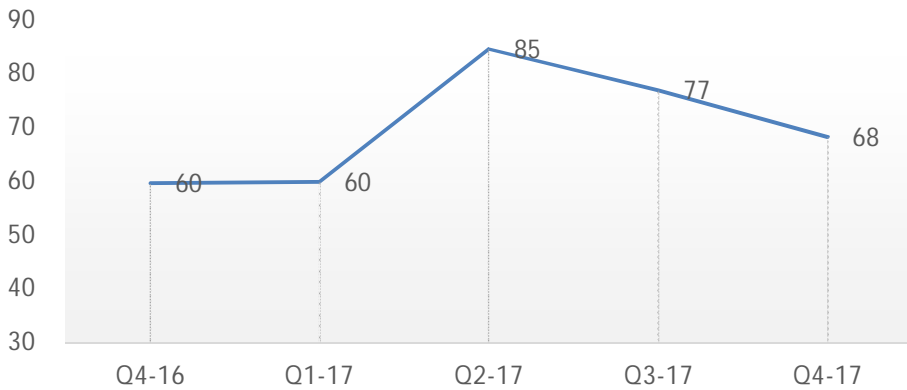


FY17 in perspective – Consolidated Business

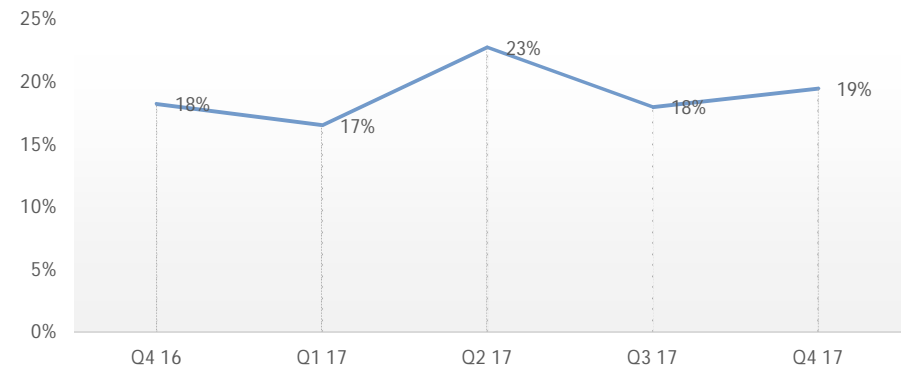
INR Crores



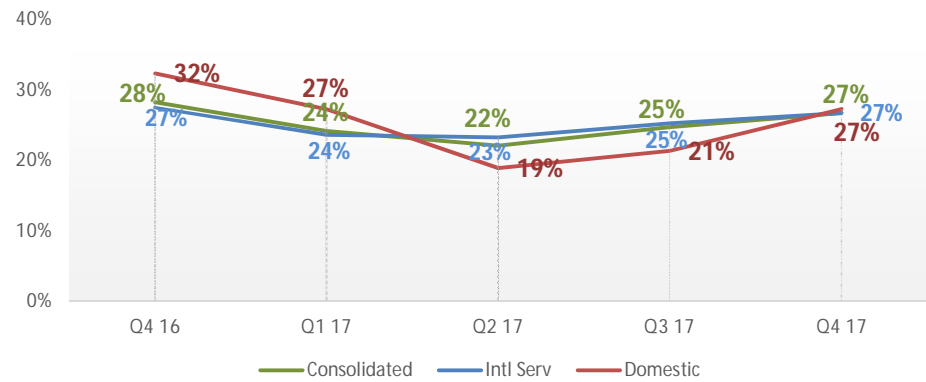
DSO's



Attrition %



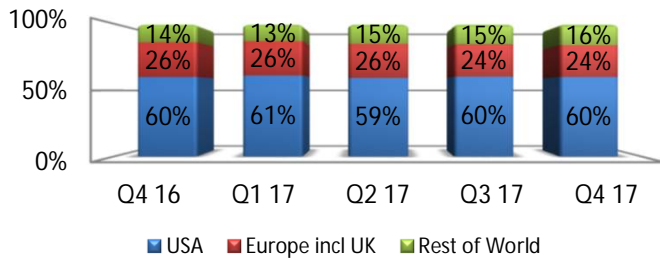
ROCE



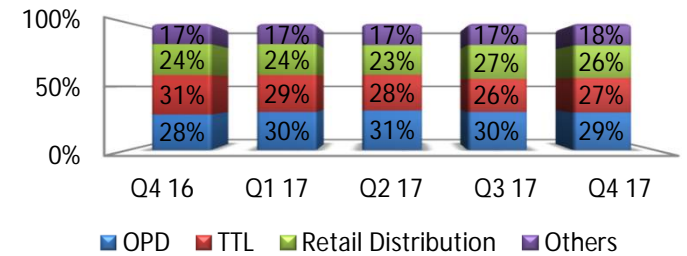
2017- International Business - Revenue Mix



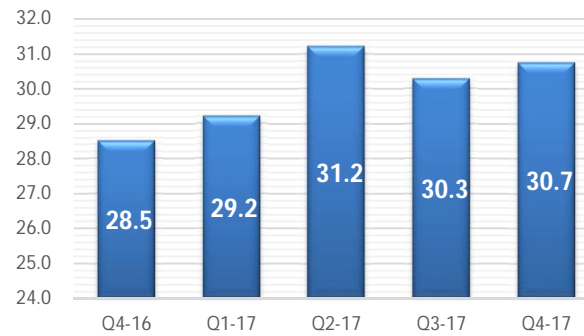
Geography



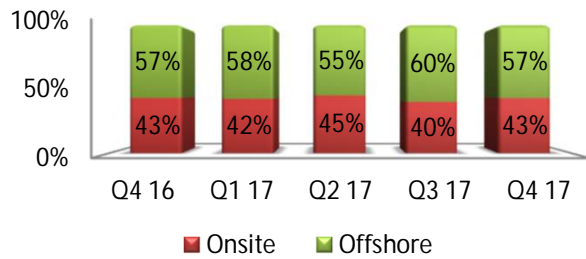
Vertical



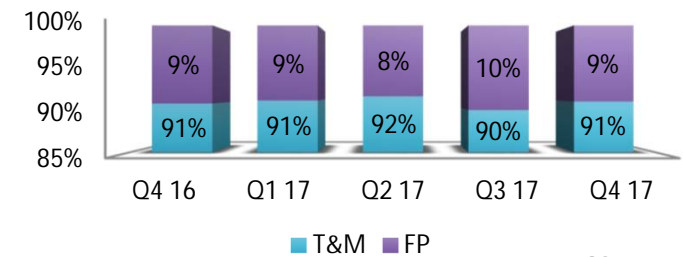
Revenue \$ mn



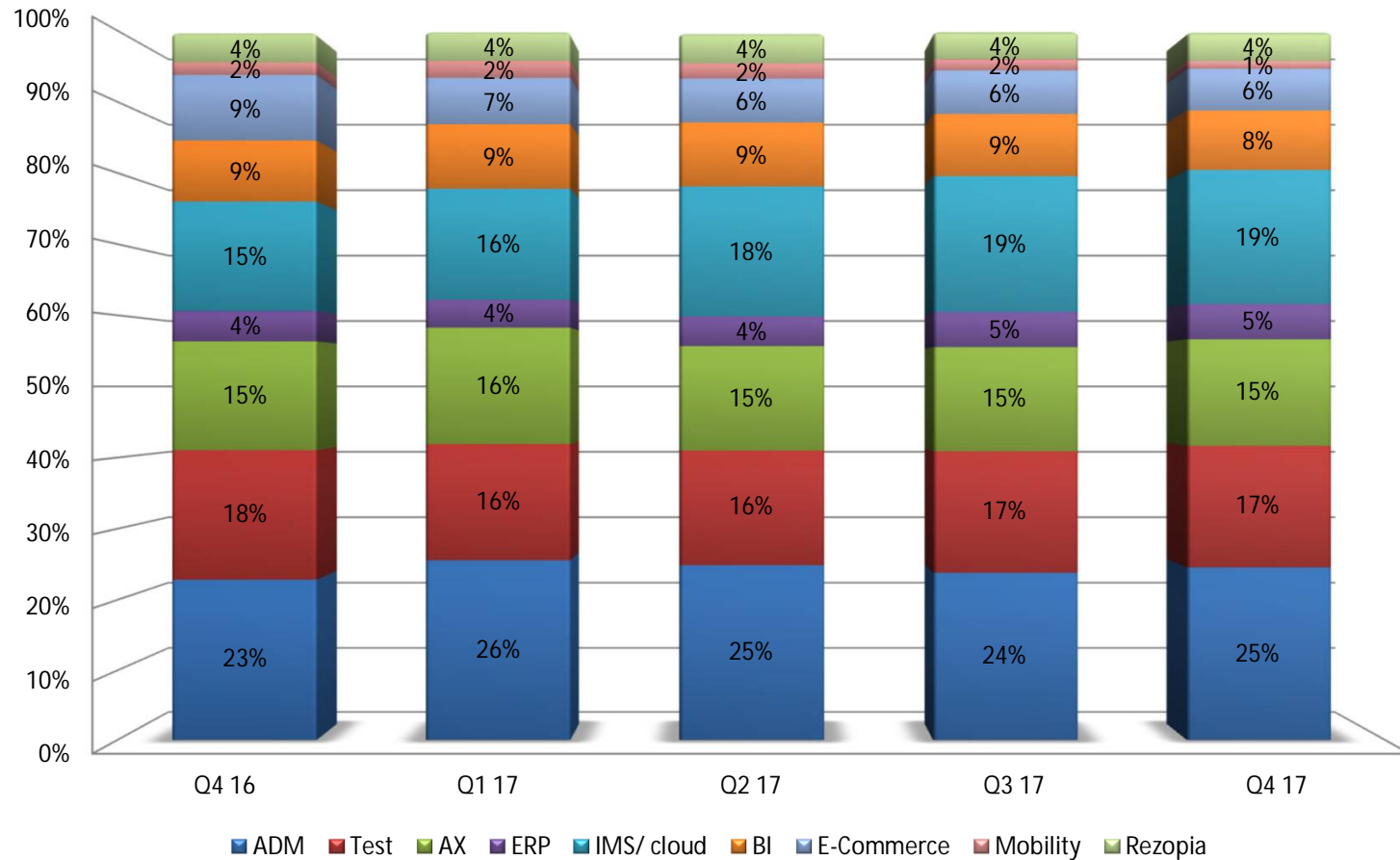
Onsite / Offshore



Revenue Type



International IT Services - Revenue by Competency

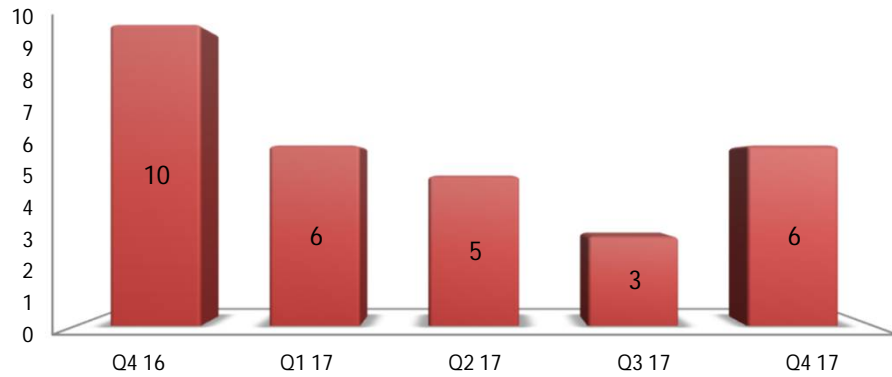


31% from Digital

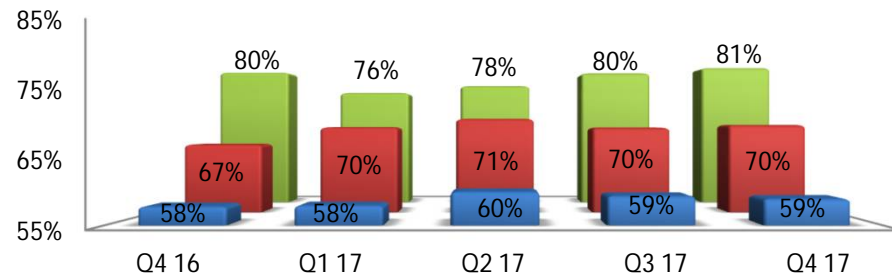
International IT Services - Revenue by Customers



New Customers

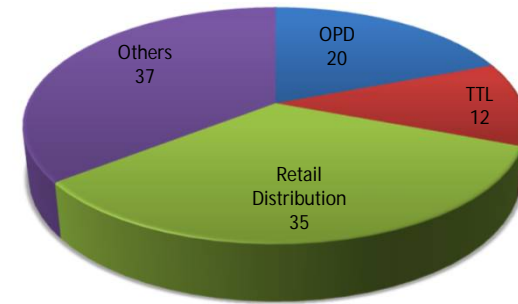


Revenue from Top Customers

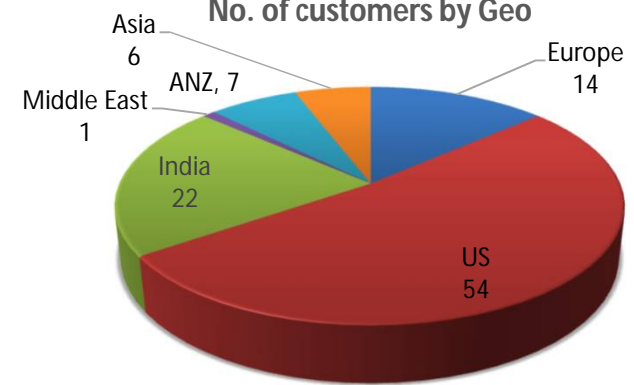


■ Top 5 Customer ■ Top 10 Customer ■ Top 20 Customer

No. of customers by Vertical



No. of customers by Geo



Looking ahead

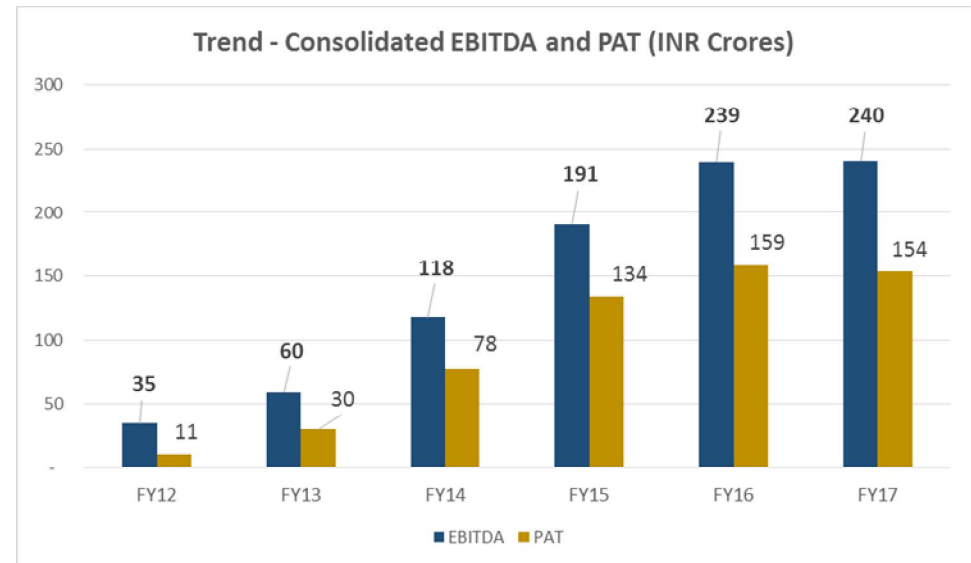
INR Crores

Strategic Investments in FY2017 impacting PAT

- ✓ Development of IP products, Platforms (**3%** of Revenues)
- ✓ Increased spend on marketing activities (**1.6%** of Revenues)
- ✓ Augmented Leadership across Sales, Verticals and Delivery (**1.2%** of Revenues)

FY18 Strategic Focus

- ✓ **Focus on Growth Engines** to drive Revenue growth
- ✓ **Continued increased in New client acquisition and Growing client revenues**
- ✓ Continued Investment in Sales and Marketing – **Currently 6.5%**
- ✓ **Operational Levers to realize benefits** of Investments and Growth – Revenue Realization, Returns to reflect Investments



Omni-channel
Retail Platform



Digital Travel
Platform



Modern Distribution
Platform



Unified Enterprise
Mobility Platform

Thank You



Existing Business Growth

Analyst presentation 29th May 2017 by Raju P V S N



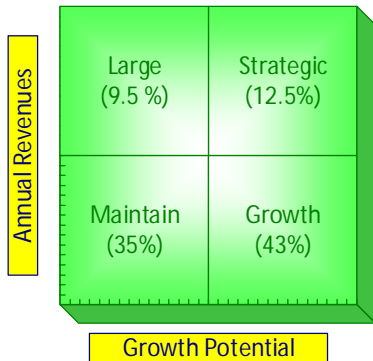
Existing Business Growth.

Objectives

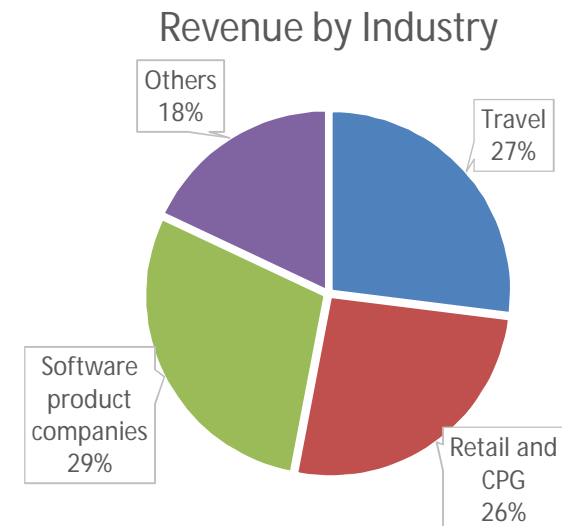
- Become strategic partner to our clients
 - Increased wallet share
 - Annuity business



Good Runway for Growth in existing accounts



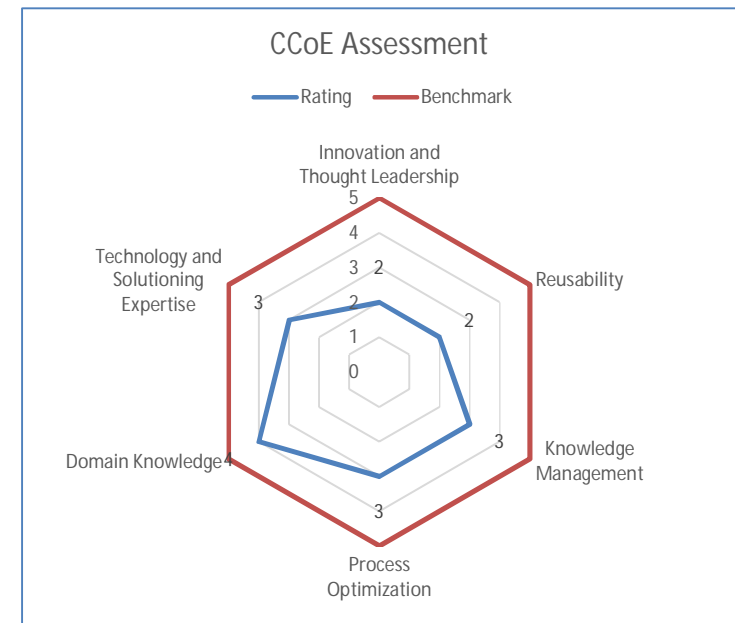
- Good quality of existing accounts
- Long term relationships.
 - Average Tenure
 - Top 10 accounts is 9.20 years
 - Top 25 accounts is 7.32 years
- Increasing average revenue from key clients
 - Average revenue from top 25 accounts is \$ 3.9 m
- Potential to grow in FY18.
- Revenues from traditional support services is low.
- 83% from our focus industry segments



- Reposition as “Platformation partner” in their digital transformation journey.
- Specialized services – MS Dynamics, SAP Hybris, MS Azure, Cortana Analytics...
- IP is our “differentiator”.
- Leveraging Alliances : Joint pursuits
- Leveraging Industry expertise in focused verticals
- Increased investments in presales and account management
- Automation of “commodity services”
- Strengthening Account management process

Account Management Process & CCOE

- Account Growth mandate co-owned by Account Manager and Delivery Manager (PAIR)
- Comprehensive Account plans and Governance framework
- Dashboard based management.
- “Demand Farm” tool integrated with Dynamics for managing accounts.
- Customer Center Of Excellence Framework – Enhancing “Production Capability” & “Innovation” to client centric business
 - Implementation in 20 clients
 - Joint Governance
 - Positive feedback



Focus on delivery excellence



- Agile” methodology implementation.
- Sonata own “DevOps”/”Cloud ops” tool for full automation.
- Engineering excellence :
 - Platform” architecture patterns to build open, scalable, connected and intelligent systems
- Automation (bots, RPA, ..) : Reduce costs in application and Infrastructure maintenance.
- Consulting Toolkit for “Platformation”

Good Traction in FY17



- Platformation seeing traction in existing accounts
 - Early adopters
 - Travel multi level marketing company based in US
 - Electronic gadget e-tailer based in India
 - European Tour operator
 - Active conversations in other clients
- Entry and growth using specialized services offerings
- IP acting as differentiators and helping to gain entry for other service lines
 - US based Pharma major
 - Global FMCG leader
 - Global manufacturer of automobile tires
- Working with two of the largest software technology alliance partners in certain clients

THANK YOU



Alliance Led – Growth Engine

Analyst presentation May 2017 by Ranganath Puranik



Market Opportunity:



- Paradigm shift from on-prem to Cloud solutions in ERP, CRM, E-Commerce across our Verticals of Retail, High Tech, Travel, Distribution/Manufacturing/ CPG driven by adopting modern platforms. Transition to Cloud along with access from mobile devices will see a huge growth in the next few years.
- While the total ERP market is expected to add \$40B+ until 2020 (for the prior 6 year period), cloud based ERP will have double digit growth over this period.
- CRM market continues to grow & is >\$25B in Sales with >25% growth rates in SaaS platform; Microsoft Dynamics CRM is \$b+ business & now an integral part of the Dynamics 365 platform; Analytics, Machine Learning and Automation are the innovative extensions to CRM – Salesforce (Einstein); Microsoft (Cortana) etc.,
- Forrester predicts In 2019, larger U.S. firms will spend \$2 billion+ on e-commerce platform software, up from \$1.2 billion in 2014, a 12% compound annual growth rate. Those firms typically spend five times more on related implementation and maintenance services, and that spending also will nearly double from \$5.118 billion in 2014 to \$9.772 billion in 2019.
- While 13% of major manufacturing, retail and wholesale firms use homegrown e-commerce technology today, many will move to “more nimble and highly scalable” commercial software platforms

Sonata Growth Engine – Alliances: Vision



- Core part of Sonata's Platformation vision where we go to market with our Partner's platforms to deliver digital solutions to customers across our verticals of Distribution/ Manufacturing/CPG; Retail; Travel and High Tech.
- Microsoft Dynamics-365 and SAP (Hybris) are the two major platforms that we have focused on & where we are winning & leading with several global deployments.
- Platforms that are Open, Massively scalable with data-driven intelligence & a partner-driven ecosystem are the characteristics of business transformation driven enterprise IT strategies
- Partner platforms can be enriched by building IP that runs on the platform app exchanges/ app stores, automation, user experience, proof of concept & customer use cases.
- Sonata differentiators include all of the above & with the company's commitment to deep customer relationships, helps us differentiate in the market.
- This will be a significant part of our revenue growth; Some of the enterprise customers will develop into Sonata's long term "customers for life". (Mindset of "CCOE – Customer Center of Excellence" relationship)

- Sonata has been a strong Microsoft R&D partner and India #1 sales partner over the past 2 decades. We have significant exec connects in Microsoft globally. We have our Apps (IP) for Distribution, Retail, Travel and High Tech on Microsoft AppSource.
- Last year, with the acquisition of IBIS, we began the enterprise sales model along with Microsoft where the focus is on end customers – in alliance with Microsoft sales and technical teams.
- Microsoft's most significant transformation is to deliver Azure Cloud based services with their Digital Transformation solutions across verticals using Dynamics-365 as the platform. Their partner model now emphasizes ISV & digital capabilities mix - we have a great opportunity to build on our formal alliance to drive new growth – to acquire new customers and revenues.
- Sonata-MS Alliance alignment & visibility – Domain thought leader , IP on AppSource , Strong SI with strong track record , Ready in the New world- breadth & global scale , CSP
- According to a recent ERP market share rankings published by Panorama Consulting, “Microsoft Dynamics has reached the second-from-the-top spot (19%) next only to SAP/Hana (21%)”
- Overall significant Alliance-led growth sales target yoy over the next 3 years, including strategic account growth. A typical Microsoft Dynamics Enterprise implementation costs \$2m+ over 15-18 months with 50% companies achieving payback in 2 years or less.


Dynamics 365


Intelligent business applications in the cloud

Microsoft AppSource


Microsoft Dynamics 365


 Sales (CRM)


 Customer Service

 Operations

 Field Service

 Project Service Automation

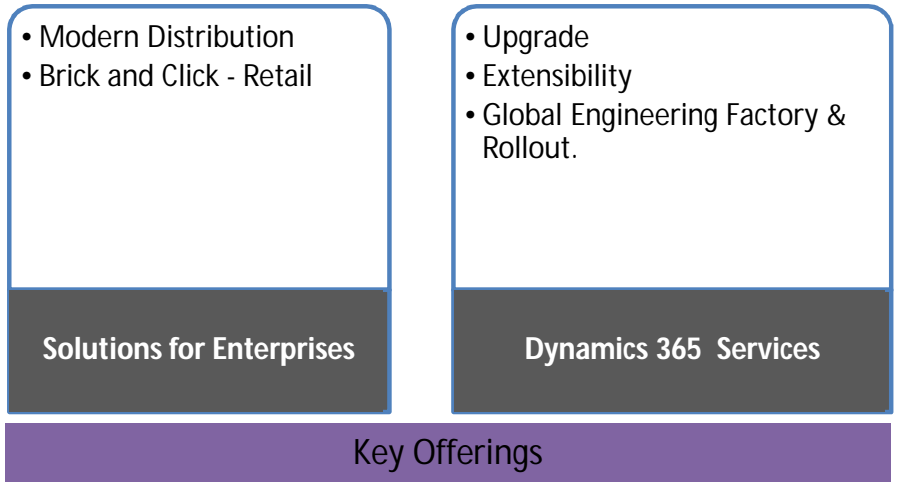
 Marketing*

 Customer Insights

Common application platform: PowerApps, Microsoft Flow, Common Data Service

Retail, Manufacturing, CPG, Distribution, Service Industries

Product : Offerings



- Modern Distribution
- Brick and Click - Retail

Solutions for Enterprises

- Upgrade
- Extensibility
- Global Engineering Factory & Rollout.

Dynamics 365 Services

Key Offerings

- Global solution definition
- Upgrade Roadmap & Consulting
- Architecture assessment
- Performance audit and management
- Business case development

Consulting

- Global Engineering factory
- Performance engineering
- DevOps for AX
- Testing and test automation
- CRM engineering

Engineering services

- Global 24/7 helpdesk
- Problem management
- Release management
- Instance monitoring
- Business continuity (monitoring, DR, backups, In-place upgrades)

Managed services

- Modern App services with
 - Logics Apps
 - Flow
 - Cortana
 - Power Apps

Digital Enterprise on Dynamics 365

- Enterprise implementation
- Global template definition
- Upgrade templates
- Global roll outs
- Turnaround services

Enterprise services

AX/CRM/Dynamics 365 Services Offerings

Microsoft Alliance Go To Market business segments



- Dynamics- 365 for Distribution/ CPG/ Manufacturing, Retail, Installed Base, New upgrades
Includes ERP, CRM, BI, Machine Learning
- Azure (& Power BI) – migration, onboarding, Azure Market place
- ISV Development Services/ App Source
- Industry/Vertical Led Large accounts with EPG (for Distribution/ CPG/ Manufacturing, Retail, Travel)
- MCS / Joint pursuits/ Services for MCS

Recent Platform Wins include:

- Hardware retailer with 5000+ retail locations;
- Leading global manufacturer and retailer of Women's wear,
- One of the world's leading toy manufacturers;
- Leading manufacturer & distributor of food packaging products;
- Leading plastic packaging company;
- Large global manufacturer and distributor
- Large farmer-owned supply co-operative in ANZ region
- Large IT arm of a global fast food chain
- All high growth / multi \$b companies

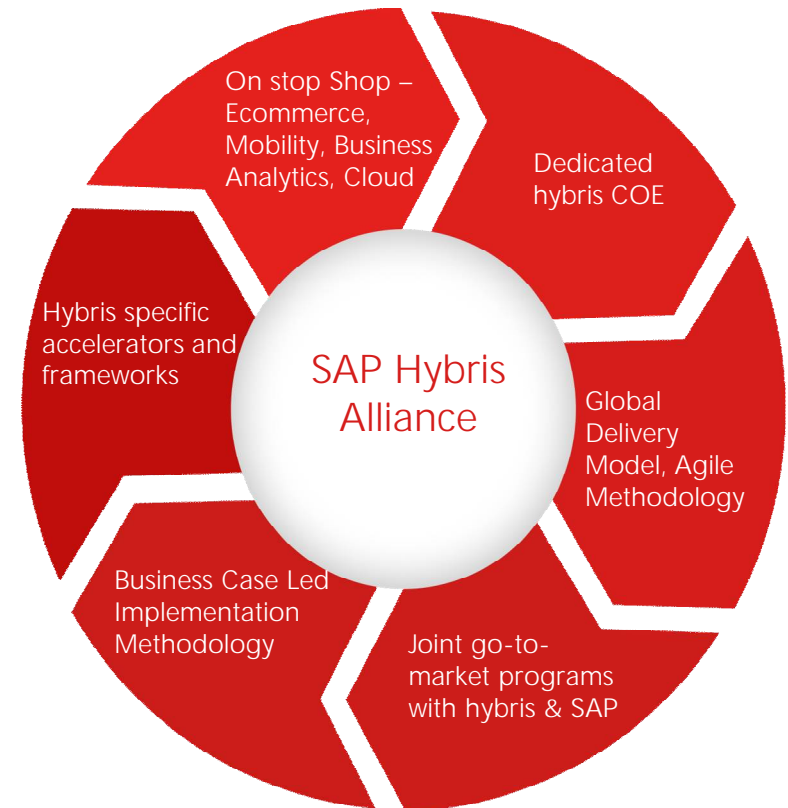
- Hybris + Travel E-Commerce has emerged as a strategic area of focus for Travel vertical
- Several global customers
- Alliance led large pursuits
- Europe (UK) & US SAP Hybris alliance has begun working together; Well aligned in Asia
- Planning to drive significant YoY growth over the next 3 years
- Why Sonata:
 - Deep and long-standing experience in Hybris/Ecommerce
 - Customer Use Cases in Digital Transformation
 - Platformation- Has all the key elements required for a platform (Digital Ready, Flexible, Open, Scalable)
 - Omnichannel- Multiple customer implementations
 - End to End Solution - Commerce, Sales, Service, Marketing

Alliance Partnership with SAP Hybris



*'Most Innovative Partner of the Year'
Recognized by hybris*

Consulting	Deployment	Testing	AMS
<ul style="list-style-type: none"> • Business Case Prep • Measurement • POC Development • Solution Design 	<ul style="list-style-type: none"> • Implementation • Development • Integration • Rollouts • Upgrades 	<ul style="list-style-type: none"> • Functional • Integration • Configuration • Performance • Security • Automation 	<ul style="list-style-type: none"> • Application Enhancements • Support • Performance Tuning



SAP Hybris Alliance Plan



Net New Deals

- Travel
 - Strategic focus area for SAP
 - Entry Barrier- Knowledge of Travel Domain
 - Sub verticals: Airlines, Hotel Chains, Airline Holidays, Tour Operators, Online Travel Agents, Rail
 - Solution: Hybris Commerce Travel Accelerator + Sonata's Travel Solution (Rezopia)
- Consumer Products, Wholesale Distribution & Retail
 - Traditionally strong areas of focus for Hybris Commerce
 - Large Install Base of SAP ERP Customers
 - Solution: Hybris Commerce Accelerators + Sonata's add-on Solutions → Pre-Built Solution, Quick Go-To Market

Existing Hybris Commerce Install Base

- Upgrade, Testing, Support

Salient Points

- Strong base of Hybris Commerce Customers
- Alliance Status
 - Partners in APAC, US, Europe, Australia
 - Well established in Australia & India
 - Active Engagements in Europe & US
- Planning to drive strong YoY growth over the next 3 years
- Active Pursuits also through the SAP Consulting Org
 - Global Delivery
 - Custom Development
 - Support LOB

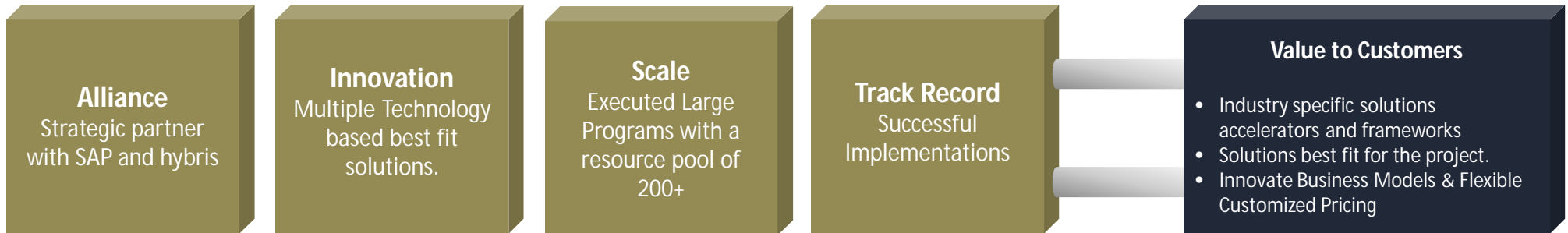
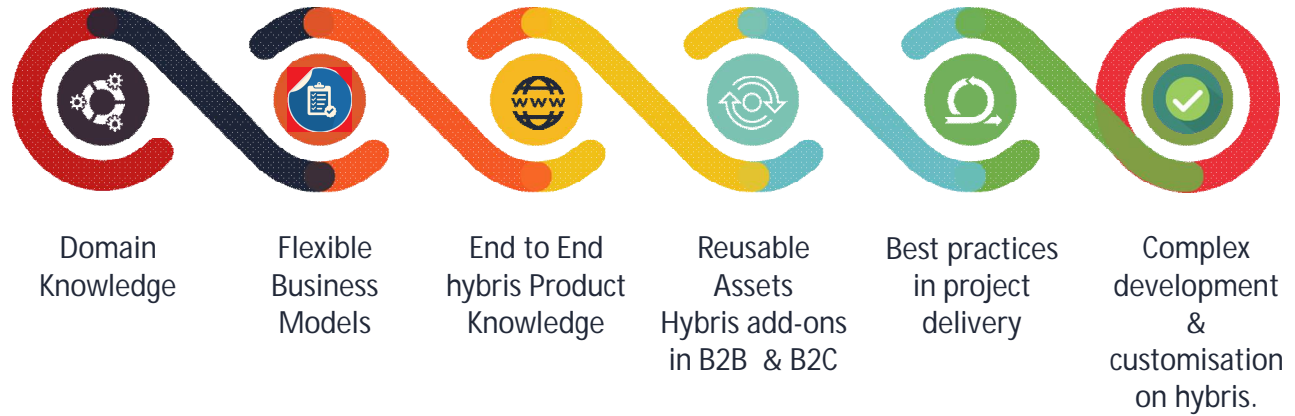
SAP Hybris Capability Snapshot



Module Stack

Product Content Mgmt	Customer Experience	Order Mgmt System
Marketing	Sales	Customer Service
Accelerator	DataHub	Integrations

Highlights



Other Alliance-led Platformation Solutions



Focus on new emerging alliances to help support platform led business transformation – recent examples include Snowflake (Cloud Data Warehouse), Outsystems (Low code platform for enterprise rapid app development), Analytics/ Demand Forecasting platform etc.,

THANK YOU



Digital Transformation - Industry Vertical led Growth

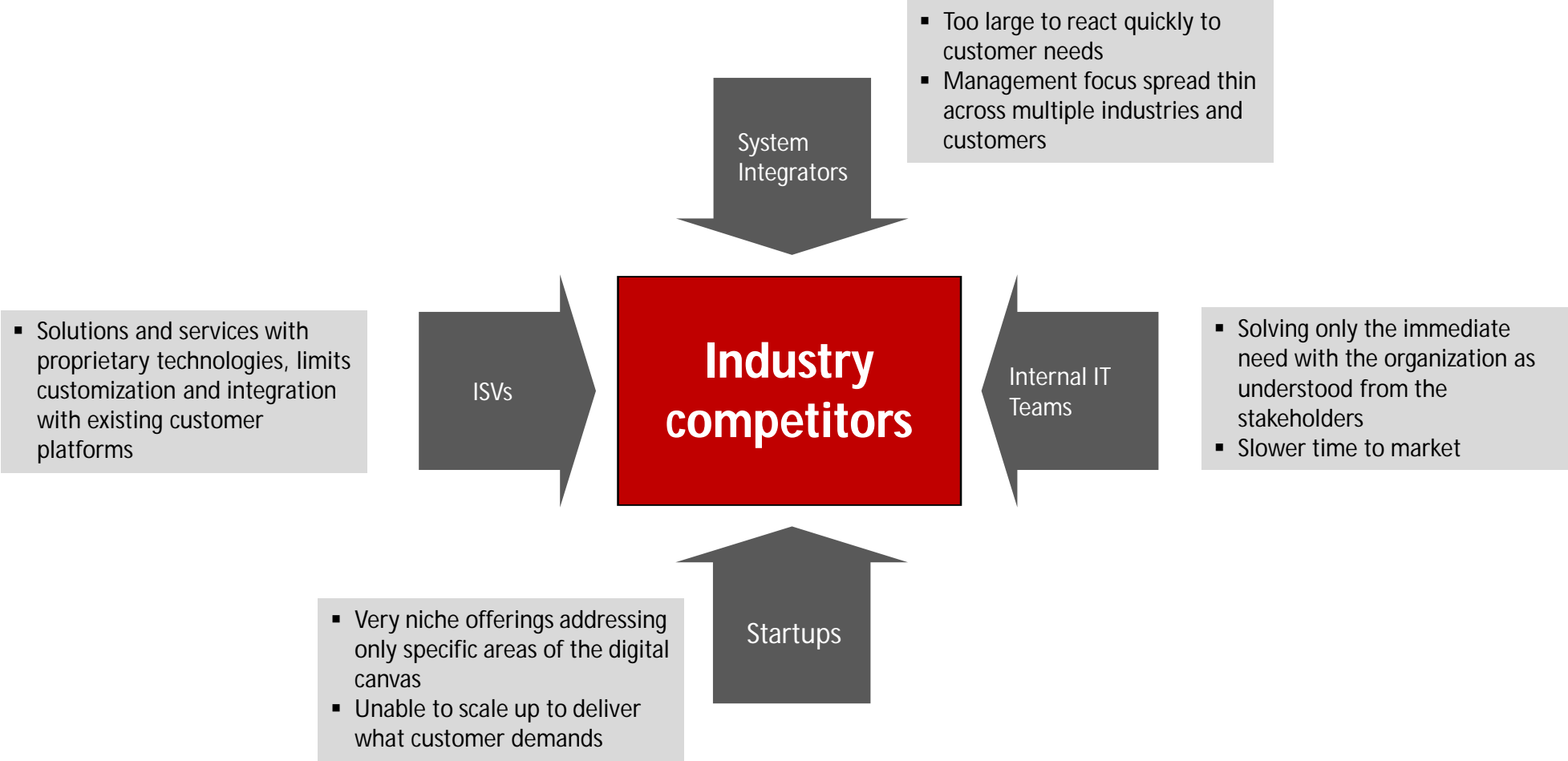
Analyst Day, May 30th 2017 by *Omprakash Subbarao*



- Digital Transformation – Market Landscape
- Competitive Landscape to Deliver Digital Transformation
- Our focus verticals
- Leveraging Industry Knowledge for Digital Use Cases
- Channels to Access Future Growth
- Investments are Key to Our Successful Wins
- Our success stories

- IDC forecasts worldwide spending on digital transformation technologies to be more than \$1.2 trillion in 2017, an increase of 17.8% over 2016 and set to reach \$2 trillion by 2020 at a CAGR of 17.9%
- United States and Asia Pacific will see the largest investments in digital transformation technologies
- Fastest growing technology categories - Cloud infrastructure, cloud software, business services, application development & deployment and personal devices
- Biggest investments will go toward technologies that support innovations in
 - operating and business models (platform driven approach to redefine how work gets done by integrating external market connections with internal digital processes and projects)
 - omni-experience innovations (how customers, partners, employees, and things communicate with each other)
- Digital transformation initiatives are today owned and run by the Line of Business with CIO organization being a IT enabler turning making industry specific use cases a key focus

Competitive Landscape to Deliver Digital Transformation



Our Focus Verticals



Travel

TO | OTA | Corporate | Air | Rail



Retail & Distribution

Hyper | Grocer | Apparel | CPG | Industrial



ISV

ERP | SCM | Travel | Retail

IPs



Customers

- World leading Tour Operator
- Top NA Corporate Travel Co

- World leading Retailer
- Global F&B CPG Leader

- Global Software Leader
- Top SMB ERP Co

Platforms



Our Differentiation - Industry Knowledge for Digital Use Cases



Decades of experience in key verticals of Travel, Retail & Distribution and ISV uniquely position Sonata to deliver Digital Solutions to our customer leveraging our industry know how and reach the Platform goals



Industry specific
Tools & Technologies

Deliver platforms which are future-proof, agile and flexible enough for plug & play operations

Align with the customer's Business leadership



Business Centric
solutions

Create industry specific line of business applications across various functions within an organization

Industry focus to create reusable assets for end user business growth



Focus on Customer
experience

Use analytics for valuable inferences to drive Customer acquisition, loyalty and retention

Cross competency solutions and delivery leading to increased derivative business



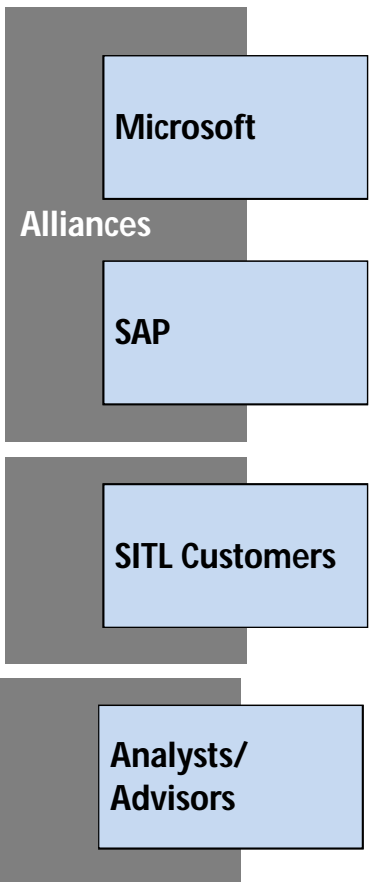
Best Practices

Industry specific best practices for digital implementation and transformation

Channels to Access Future Growth



Introduction to prospects through existing relationships



Value to Alliance

- IPs for vertical solutions as a natural extension of licenses of Microsoft Dynamics and Azure
- Jump start your customer with our IPs on AppSource
- Largest deployments for Hybris
- Testing solutions to reduce the time to deploy and go live
- IPs to complement Hybris for Travel industry
- One single organization to deliver licenses, solutions and services
- Technology leadership by virtue of our long standing alliances with best in class technology vendors
- Delivery models and locations to suit the business growth and operations
- Deliver transformation projects through a mix of our own IPs, partner platforms and services to build new platforms and managed services

Value to Customer

- Pre built IPs on their existing deployed platforms
- Best practices built for their industry vertical
- One stop for solutions and services with the expertise and scale to deliver

Investments are Key to Our Successful Wins

Vertical leaders

- ❑ The current organization structure reflects the vertical focus with dedicated leadership for Travel, Retail, Distribution and ISV to tasked to create and define offerings, roadmap for IPs and drive new business

Large deals team

- ❑ Dedicated team to focus on creating new large opportunities through various channels, own the end to end sales cycle and to define the win strategy in terms of technology, business models, partnerships and leadership

External advisors

- ❑ Working with key industry leaders for each vertical to help define, validate our offerings and jointly create new digital solutions and roadmap of our existing IPs

Existing IP Roadmap

- ❑ Continue investments in the IPs and evolve them according to the market needs to strengthen our value to the specific industry

New IPs & acquisitions

- ❑ Identify the gaps in the digital technologies for our customers and the market needs to create new IPs or acquire pre built solutions to bridge these gaps

Our success stories



Travel



Asian tour operator

Additional revenue streams through Custom platform development

Retail



Convenience store chain in Nordics

Embrace new industry processes by Platform upgrade

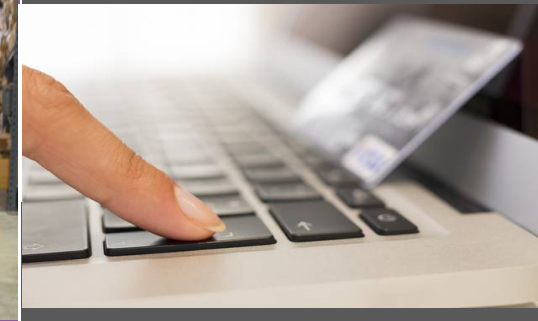
Distribution



US Mfg & Distributor – Food packaging

Increase customer & supplier interaction effectiveness through new platform implementation

ISV



Enterprise Software Provider

Offer new business models and SaaS offerings by re-engineering existing products to cloud platform

Value Delivered

Key Drivers

IP - Rezopia & our decades of experience in the **travel and tour industry**

Tools and Templates and 10+ years of strong Microsoft **Alliance** relationship

Industry **Best Practices** thru **Acquisition** of I.B.I.S Inc & listings in **Analyst Reports**

Reusable **Cloud enablement Assets** and expertise in **product development**

Our success stories



Travel



Omni channel solutions for a top global leisure holiday retailer driving digital sales +20% p.a. and 50% revenue salience

Retail



Engineering **customer engagement systems** on a new technology stack for a world leading retailer

Travel



Scaling a US based membership travel business leader's bookings 2X and transaction capacity 6X thru **cloud business platform.**

ISV



Supported a leading software vendor in the successful launch of a **SaaS & PaaS ready ERP ecosystem**

THANK YOU



IP/Platform Led Growth

Analyst Day, May 30th 2017 by Omprakash Subbarao



Market landscape and our positioning



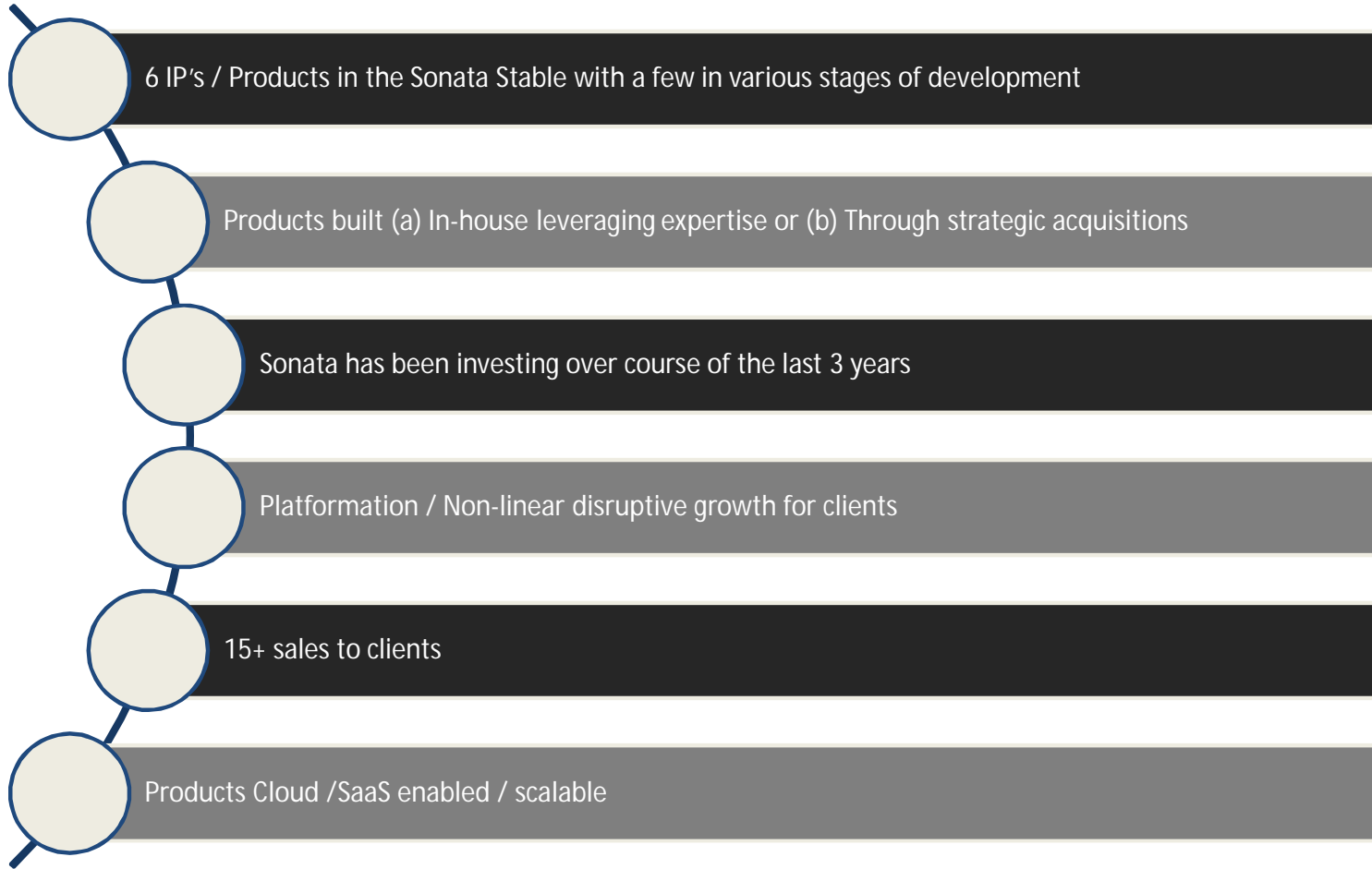
- ❑ Digital Transformation is a long term investment that creates a need for platforms that can support future technology needs and scale that comes with changes in business requirements without having to redo the complete IT architecture
- ❑ Enterprises today are looking upto IT solution providers and system integrators to add value through IPs that can see them through this transformation, accelerate new product development, reduce deployment times and ease support services
- ❑ Vertical specific IPs gain dominance over horizontal technologies as the needs and solutions vary with the use case and industry,

Support our customer's digital journey through platformation leveraging the Sonata ready IPs with their roadmap aligned to market needs

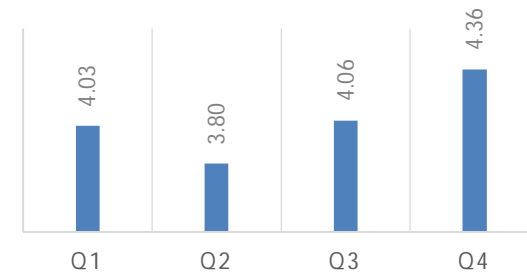
Solutions built using industry leading or open source platforms aid faster time to market and reduced cost of ownership

Flexible business models, scalable solutions cater to varied customer segments and deployment scenarios

Current Status



FY'17 REVENUE USD MN



14% - IP led Revenue for FY'17, up from 8% in FY'16

**Modern distribution
Platform**

**Digital Supply chain enterprise
software Platform / Modern
Distributor Solution**



**Cloud Based Digital Travel
management platform**



Digital Retail Platform



**Unified Enterprise Mobility
platform**

**Sonata Digital
Commerce (OfBiz)**

Open source e-commerce platform

RAPID

**Testing / Cloud Ops/DevOps
Platform**

Modern Distribution Platform



Market Drivers

- ❑ Disruption in Value Chain with in Online players
- ❑ Inventory Pull based model support for Modern Trading channels
- ❑ Margin protection and growth
- ❑ Increased complexity in supply chain with commerce, e-commerce and shorter fulfillment times
- ❑ High competition with manufacturers with their own supply chain disrupting the pure play distributors

Modern Distribution Solution

- ❑ Simplifies pricing models including & charge backs , including Omni channel
- ❑ Quick Order entry visibility for quick quotation
- ❑ Analytics driven engine enables advance procurement – accumulate, right time, expand volume to get best price
- ❑ Built on Microsoft technologies – increases reuse of existing platform licences
- ❑ Mobility solutions for anytime, anywhere access to customer and product data

Key Features

- ❑ Sales and Operations Planning, End – to- end distribution planning
- ❑ Revenue Management - Manage price promotions, rebates, collections
- ❑ Demand Planning TM - Proactive demand management
- ❑ Procurement Management - Flexible, Just-in-Time sourcing
- ❑ Business Intelligence - Insights to enhance customer service and profitability
- ❑ Inventory Management - Inventory, vendor and logistics managed efficiently
- ❑ CRM for Distributors - Build and sustain your distribution network

LIVE ON
Microsoft AppSource



Market Drivers

- ❑ Real time supplier integration
- ❑ Internet technologies and multiple devices/platforms being used by the end customer
- ❑ Bundle multiple travel products and sell them as predefined or dynamic packages
- ❑ Increase operational efficiency and profit by effectively managing contracts and distributions for their travel offerings
- ❑ Varied requirement and user experience across user segments and geographies

Rezopia Solution

- ❑ Reduce Overheads with automation and workflow
- ❑ Lower IT spend with end to end cloud application
- ❑ Increase revenue with multi-product and ancillary portfolio
- ❑ Expand business across goes with internationalization
- ❑ Provide seamless customer experience to increase retention
- ❑ Pay as you scale model
- ❑ Hosted solution on AWS and Azure

Key Features

- ❑ Service oriented architecture
- ❑ Omni Channel Store front – Web, Mobile, Kiosk, Call, Store
- ❑ Inventory, pricing & package set-up and rules engine
- ❑ Accounting, Finance & HR – built & external API connectors
- ❑ PCIDSS 3.1 compliant Payment gateway – Cash, Card, Points, Finance
- ❑ Social network integration
- ❑ Analytics, Reporting & Insights
- ❑ Promotion & Discount



Brick and Click



Market Drivers

- ❑ Commerce and E-commerce are merging; Competition from online players
- ❑ Need to support different channels of buying B2B, B2C, shop in Shops
- ❑ Changes in consumers buying behavior and preferences spanning Online, store or any of the devices
- ❑ Customer experience, Convenience of purchase, decrease in time to market,
- ❑ Retailers constrained by multiple platforms managing their various applications

Brick and Click Solution

- ❑ Anywhere, Anytime shopping – 24/7 business
- ❑ Digital in-store shopping
- ❑ Single platform for B2B + B2C use case capabilities
- ❑ Multi-channel delivery capabilities with advanced promotions
- ❑ Seamless shopping experience as shopping cart persists across channels
- ❑ Elevated customer experience made possible by newer technologies (MPOS, Analytics etc)

Key Features

- ❑ Unified commerce solution with intelligent cart
- ❑ Mobile Sites & Mobile Apps
- ❑ 360 degree view of customer
- ❑ M POS & Q-bursting
- ❑ NFC based Dynamic Promotions
- ❑ Reviews and recommendations
- ❑ Loyalty Management
- ❑ Web & Mobile Analytics
- ❑ Public & Private Cloud Based SaaS
- ❑ Personalization engine

LIVE ON
Microsoft AppSource



Market Drivers

- ❑ Businesses identify back-end integration as a top challenge for mobile app development.
- ❑ Building multiple apps for a multi-device, multi-operating system world with a premium on great user experience is a challenge.
- ❑ Ensure Security in BYOD programs
- ❑ Migrating legacy handhelds to modern mobile devices and apps and Mobile-enabling enterprise systems and users for operational efficiency

Halosys Solution

- ❑ ~40% faster time to market
- ❑ Rapid prototyping leading to reduction of rework by up to 30%
- ❑ “As a service” & On-premise Source code licensing , White Labelling etc. models
- ❑ Pre-Built Connectors to popular business systems
- ❑ ~50% cost reduction in App upgrades
- ❑ Enterprise grade security

Key Features

- ❑ HaloMEM – Application builder & backend integration
- ❑ HaloALM – Application lifecycle management
- ❑ HaloSEC – Application policy & security control
- ❑ HaloAPM – Application performance Analytics/Management
- ❑ Mobile platform agnostic Apps
- ❑ Cloud based platform on user based subscription – reduced TCO
- ❑ Built on open standards – no vendor lockin

Patent granted - **‘MULTI-CHANNEL DELIVERY OF AUGMENTED MESSAGES’**

Market Drivers

- ❑ Competition from e-tailers requires the brick and mortar stores to relook at business strategy
- ❑ A 24/7 business to serve customers
- ❑ Change in business model to impact both revenue and profits
- ❑ Better customer experience for loyalty and repeat purchase
- ❑ Increasing the reach of the business

SDC Solution

- ❑ Maximizing revenue- Additional revenue streams not just
- ❑ Reduces the cost of customer acquisition and selling
- ❑ Reduction in Operational costs (reducing real estate, staff count)
- ❑ Enables assisted sales (Reviews, Recommendations, Post purchase help, customer support)
- ❑ Online platform is a always open store for customers to shop at their convenience, time and place

Key Features

- ❑ Personalization- Customer Specific promotions, Cross Sell & Up-Sell recommendations
- ❑ Promotions & Discounts- Multiple types of promotion (Coupons, Discounts, Offers)
- ❑ Search & Navigation- Advanced Search functionality, Faceted Search
- ❑ Real time Stock availability by Store, Multiple warehouse
- ❑ Distributed Order fulfilment (warehouse, store, vendor drop ship)
- ❑ Returns/ Refunds
- ❑ Shipment Tracking

Market Drivers

- ❑ Single platform to manage the DevOps cycle, ability to implement organization wide rather than on per project
- ❑ A custom solution to integrate the varied tool set available with organizations
- ❑ Administration and security of multiple products
- ❑ Standardized processes – Single infrastructure and reusability
- ❑ Reducing bottlenecks in terms of infrastructure, resources and tools
- ❑ Better speed to market achieved through automation

RAPID Solution

- ❑ Automate aspects of DevOps like Continuous Integration, Continuous testing or Continuous Deployments and deliveries
- ❑ Progressively mature to one click deployments
- ❑ Common execution platform – Test Management, Unit Test, Test Type Coverage, Coverage Analyzers and Defect Management
- ❑ Microservice / container Deployments
- ❑ API/Scalable architecture
- ❑ OEM relationships/licensing

Key Features

- ❑ Common data model (projects/product)
- ❑ Common security and access control
- ❑ Ability to integrate with multiple config / automation tools (ansible, chef, powershell, terraform etc)
- ❑ Consolidated reports, usage metrics, alert, learning and recommendations
- ❑ Remote Infrastructure / environments Deployments
- ❑ UI/UX and workflow of all DevOps Flows
- ❑ Integrated test management
- ❑ On-premises, cloud ready platform (Azure and AWS)

Our Success Stories - Snapshot



Hydronic products Distributor



ERP Software Provider

- Addressed lack of visibility on customer payment status resulting in better credit management.
- The color coding features provided greater visibility on the products in back order and the one's which are in stock
- Access to key information feature enable quick view of past quotes

- Developed a cross-platform app that supports Windows Phone 7.5, Windows Phone 8, Android and iOS
- Enabled mobility on the ERP to reduce the time needed to process workflows
- Expense management and timesheet app developed to employees accessibility

Modern distribution Platform

Women's Activewear Retailer



Australian Rail Operator

- Enhanced the existing ERP system with rich functionalities
- One single platform for rollout across seven countries ensuring consistent customer experience
- Integration with surrounding applications such as B2B, B2C, payments gateway, etc., ensured a multichannel experience for customers

- Support multiple distribution channels, direct selling through web site, call center and train stations as well as sell through travel agents and corporations.
- Operational Reports, passenger manifest , berth and seat allocation etc
- Web based application and efficient process for ancillary products sales

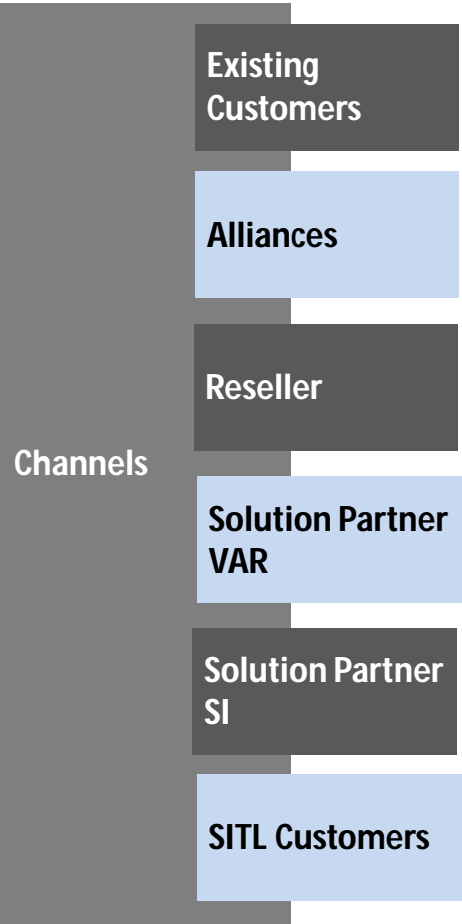


Health & Beauty Retailer

- Define and delivered mobile first solution engagement and commerce model, adding new business stream for the 100+ retail stores
- Web, responsive mobile and apps for android and iOS devices
- Launched in record 6 weeks reducing the cost by upto 40%

Sonata Digital Commerce (OfBiz)

Channels to Access Future Growth



- Augment customer’s growth strategy, technologies and processes using Sonata Ready IP through our existing project and the adjacent areas
- Joint solutions with the alliances delivering larger scale and be the first to align with the latest platform roadmaps
- Joint marketing campaigns
- Support the resale of software increasing the sales reach but without any value addition software
- Provides all 1st level support to the customer and licenses the product directly with the customer
- Provides implementation and configuration services to the customer and responsible for the project management, integration of product to 3rd party applications and configuration of the product
- One single organization to deliver licenses, solutions and services
- Technology leadership by virtue of our long standing alliances with best in class technology

Investments are Key to Our Successful Wins

Product Management

- ❑ New leaders in the organization to lead the product roadmap, validate and keep pace with market needs, lead the product sales activities leverage the regional account teams and create product visibility through various marketing events

CTO Organization

- ❑ Setup a new organization that tracks new technology, proposes technology investment areas, governs the roadmap of existing IPs and the business case required for new investments

Customer experience centre

- ❑ The customer experience centre is a dedicated space to engage customers and demonstrate the IPs and solutions built by Sonata along with solutions from our alliances and partners

External advisors

- ❑ Working with key industry leaders to help define, validate our product roadmap and bridge gaps in the customer needs

Existing IP Roadmap

- ❑ Continue investments in the IPs and evolve them according to the market needs to strengthen our value to the specific industry

New IPs & acquisitions

- ❑ Identify the gaps in the digital technologies for our customers and the market needs to create new IPs or acquire pre built solutions to bridge these gaps

THANK YOU



TISG (SITL: India Business) - The Growth Engine

Analyst Day, May 30th 2017 by Sujit Mohanty



TISG Business Objectives

- Digital Infrastructure, Platformation partner
- Cloud solution provider
- Sonata IP & platforms
- Enterprise accounts
- Aligned & critical to Sonata's plan



Addressable Market

- India - Growth market
- Digital transformation plans
- Platform based business
- Cloud ready
 - Security
 - Hybrid Integration
- Use of IT tools
- OEM focus in India



Our Differentiation

- Customer contacts
- SONATA IPs & Platforms
- OEM relationships - 360°
- Successful adoption
- Digital plumbing & cloud experience
- Consistency & market understanding
- Effective teams
- Success stories



Growth Engines

- On Premise business
- Cloud asset & Platform business
- Sonata IP
- Cloud SI
- Security SI
- Hardware SI



We Have Grown



- Rs 1700 Crs Revenue
- Long Term Contracts
- Annuity Business
- No.1 Partner
- Leading cloud partner
- Awards



We Have Incubated

- Cloud solution provider
- Security SI
- Sonata IP
- License Consulting
- Hardware
- SI Business



FY 18 Overall Plan

- Existing business retention & grow
- Sonata's IPs & platforms
- Cloud business momentum
- Growth engines
- Cross selling & license consulting



Focusing on Success Factors

- Customer engagement process
- Sales structure, motions & velocity
- Business processes
- Recruiting, training & skilling
- Alignment with partner's digital strategy
- Digital marketing, image & perception



Thank you

