



# GO DEEPER

*Transform business with IT*

## Investor Presentation Q3 FY 16

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



## International Services

- Product Engineering & Enterprise IT solutions
- International footprint
- 35% of Co Revenues
- 79% of Co PAT



## Technology Infrastructure

- IT Infrastructure Consulting, Licensing & Deployment
- Primary India footprint
- 65% of Co Revenues
- 21% of Co PAT



# International IT Services



# Industry Footprint



## Travel



Most Innovative Partner  
2012



TO | OTA | Corporate | Air | Rail

### Strategic Customers

- World leading Tour Operator
- Top NA Corporate Travel Co



## Retail & Distbn.



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*



## PRODUCT INNOVATION

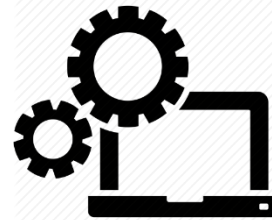
- Cloud engineering
- Mobile engineering
- Analytics integration



*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

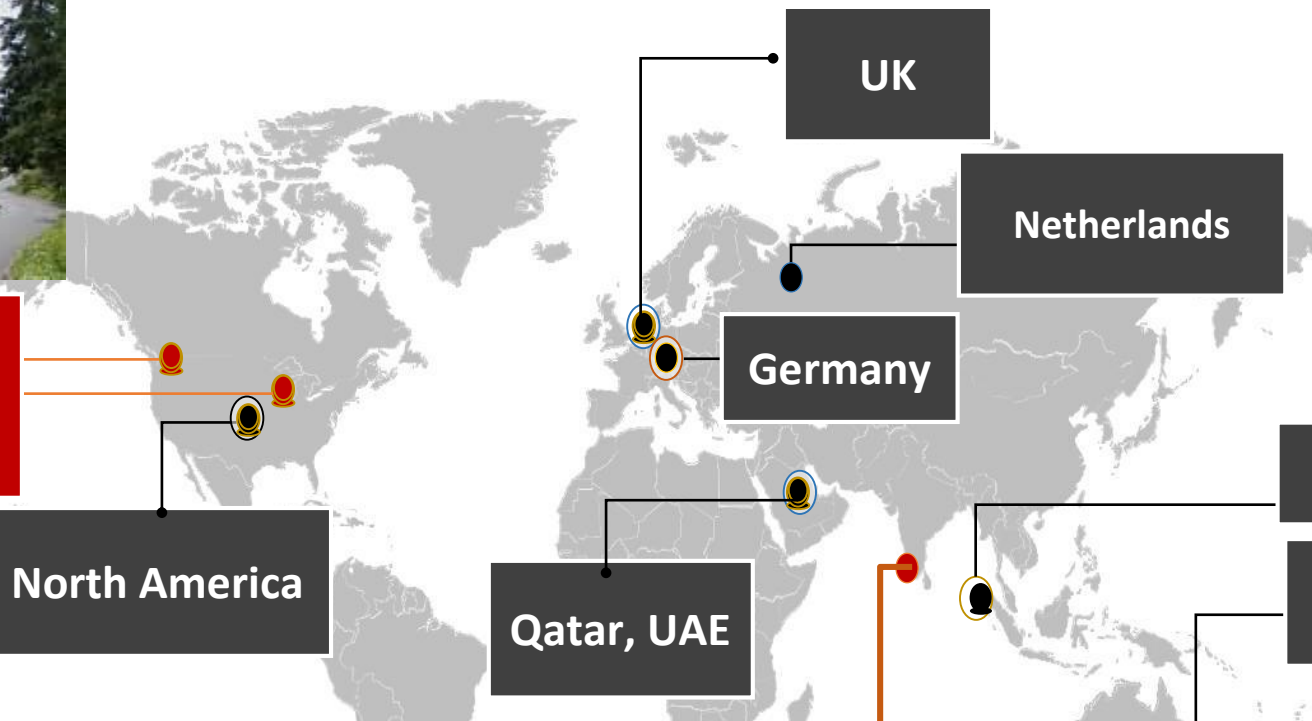
- Manage Services, Schedules, Inventory, Fares and Rules
- Multi-channel booking engine – web, call center, stations and agents
- Dynamic shopping cart with ancillaries like hotels, transfers and activities
- Integration to back end SAP ERP for Financial data integration

**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 >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

**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*

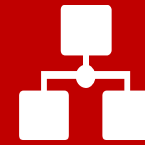


## EMPLOYEE PRODUCTIVITY

- 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*



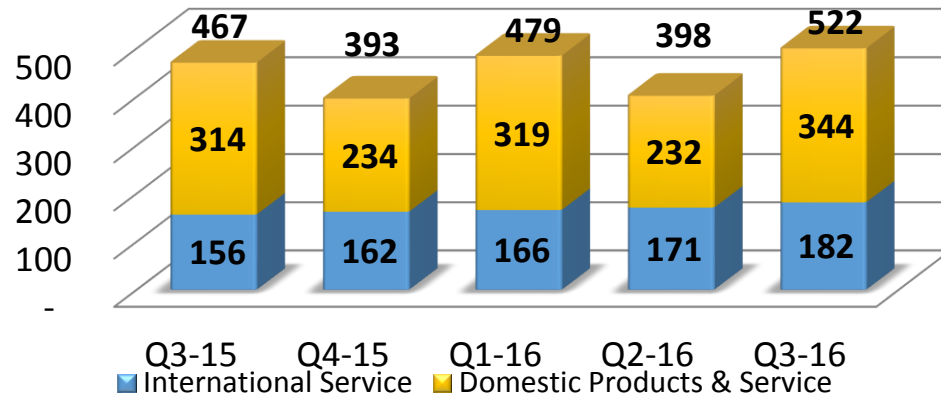
# Financials

## Result Snapshot – Q3 FY 16

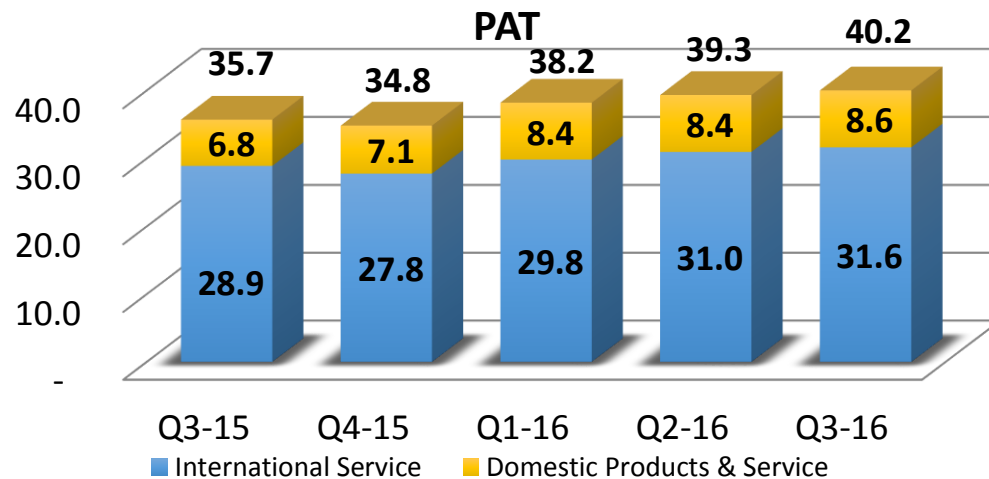
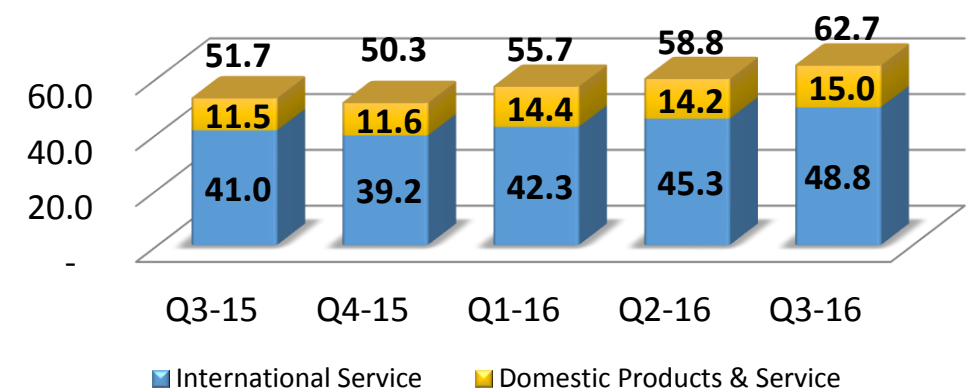
<i>Description</i>	<i>For the Quarter ended</i>			<i>For the nine months ended</i>		
	<i>31-Dec-15</i>	<i>31-Dec-14</i>	<i>YoY</i>	<i>31-Dec-15</i>	<i>31-Dec-14</i>	<i>YoY</i>
<b>Revenues</b>						
International IT Services	181.5	156.2	16%	517.8	444.8	16%
Domestic- Products & Services	343.8	314.3	9%	894.5	858.6	4%
Consolidated	522.0	467.1	12%	1,399.6	1,289.8	9%
<b>EBITDA</b>						
International IT Services	48.8	41.0	19%	136.3	111.9	22%
Domestic- Products & Services	15.0	11.5	30%	43.5	29.7	47%
Consolidated	62.7	51.7	21%	177.2	140.2	26%
<b>PAT</b>						
International IT Services	31.6	28.9	9%	92.4	80.6	15%
Domestic- Products & Services	8.6	6.8	26%	25.4	18.2	39%
Consolidated	40.2	35.7	13%	117.8	98.9	19%

# Consolidated - by Quarter

## Revenue



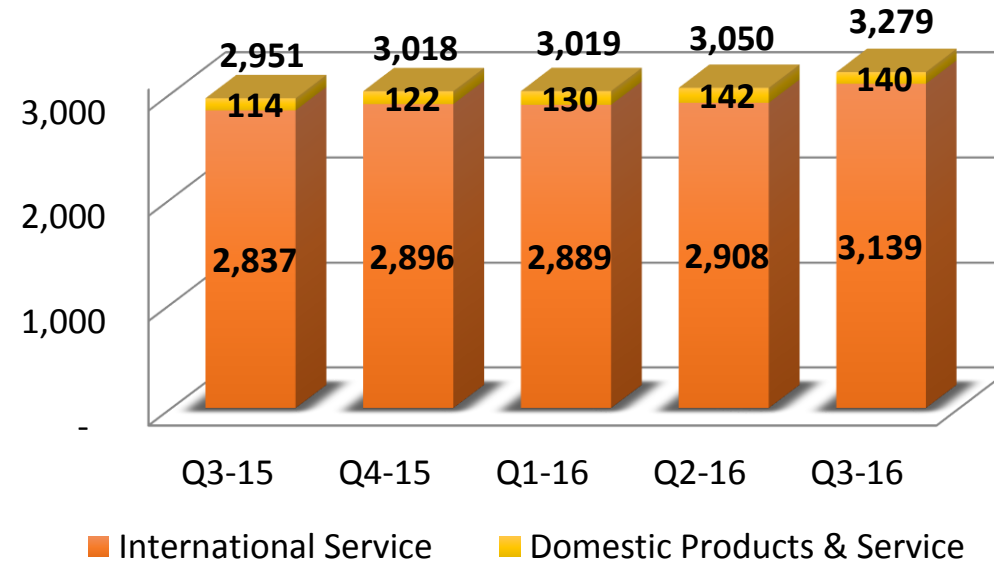
## EBIDTA



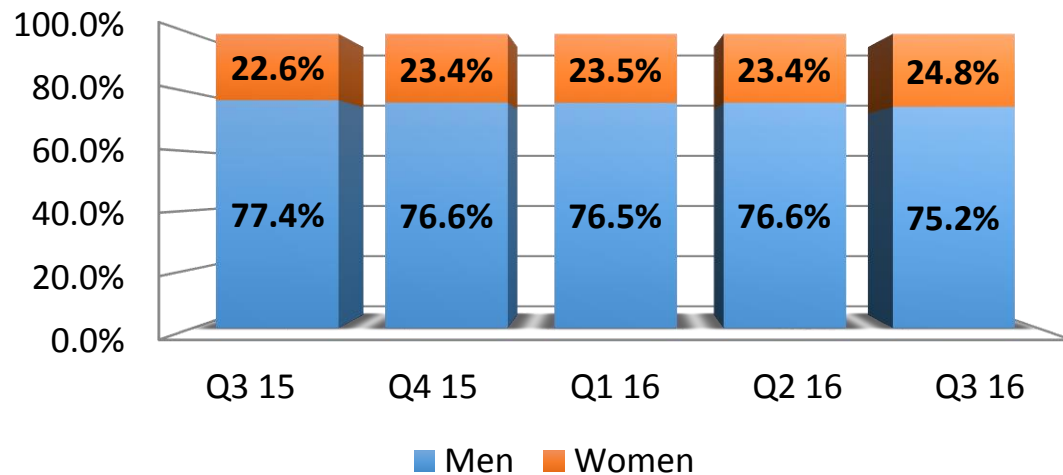
	QoQ	YoY
Revenue	31%	12%
EBIDTA	7%	21%
PAT	2%	13%

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

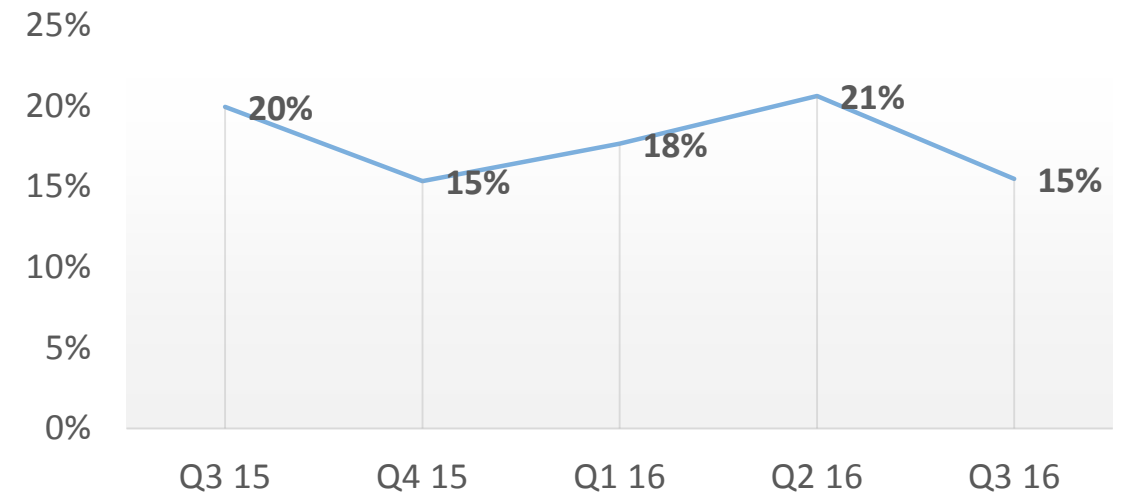




### Diversity

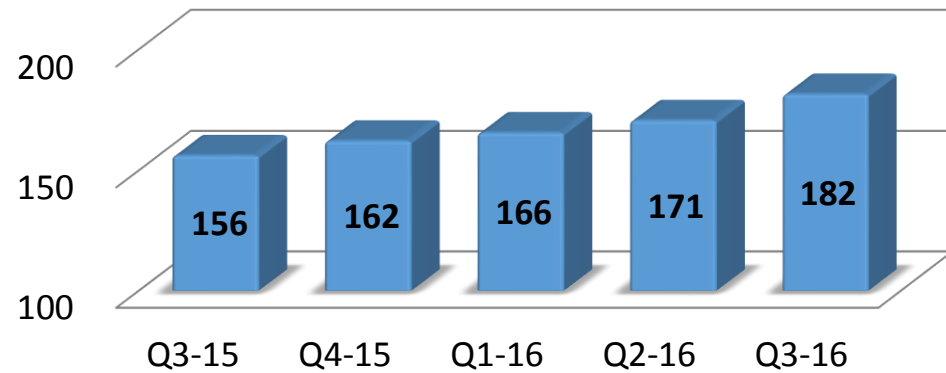


### Attrition %

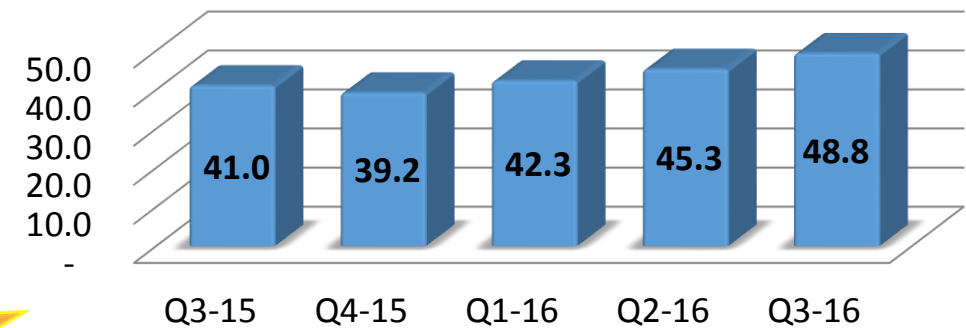


# International IT services – by Quarter

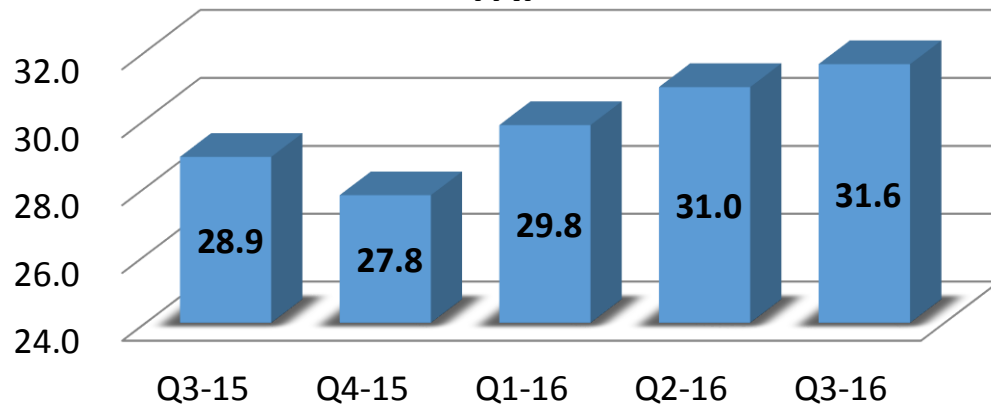
## Revenue



## EBIDTA



## PAT

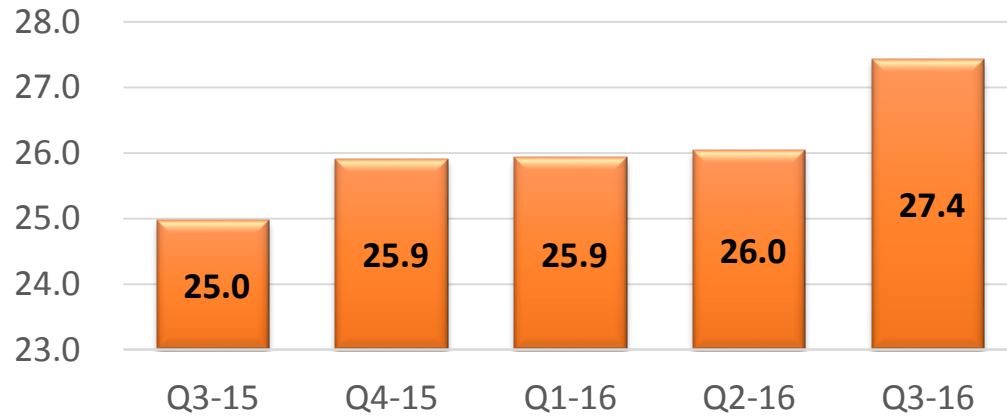


Record  
Revenue &  
PAT

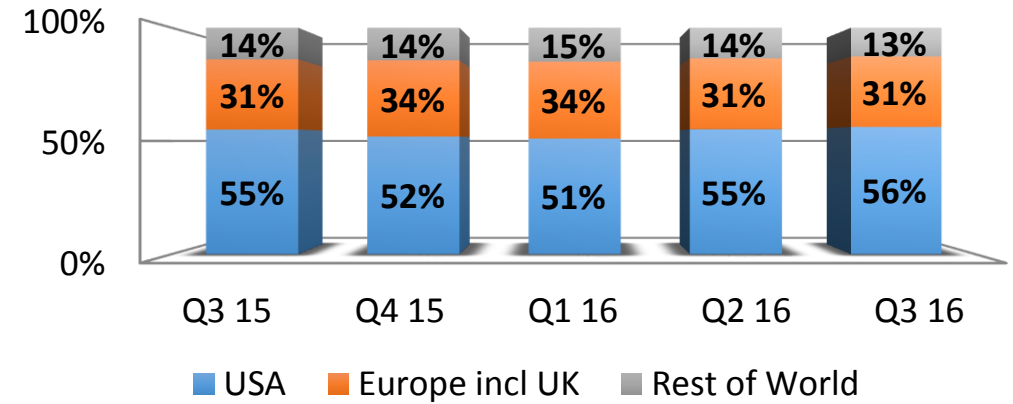
	QoQ	YoY
Revenue	6%	16%
EBIDTA	8%	19%
PAT	2%	9%

# Revenue Mix

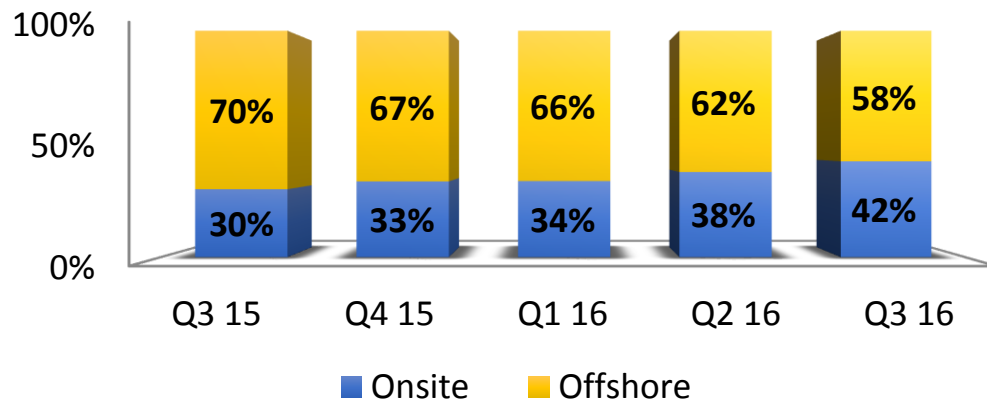
Revenue \$ mn



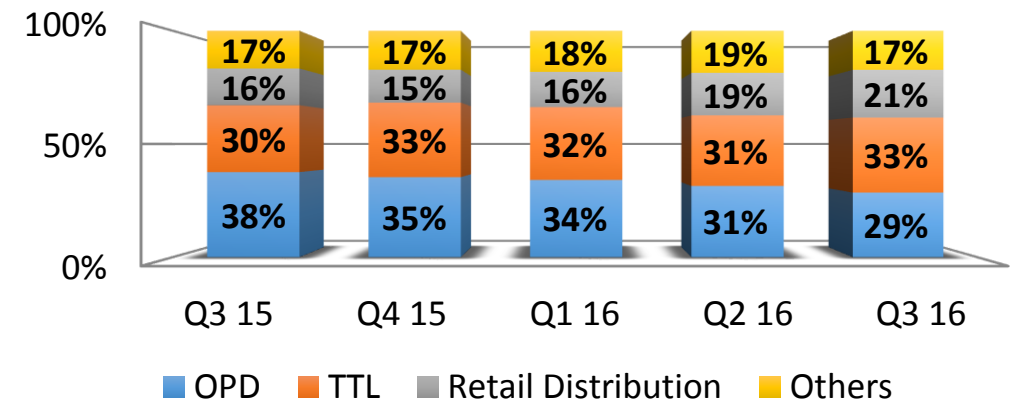
Geography



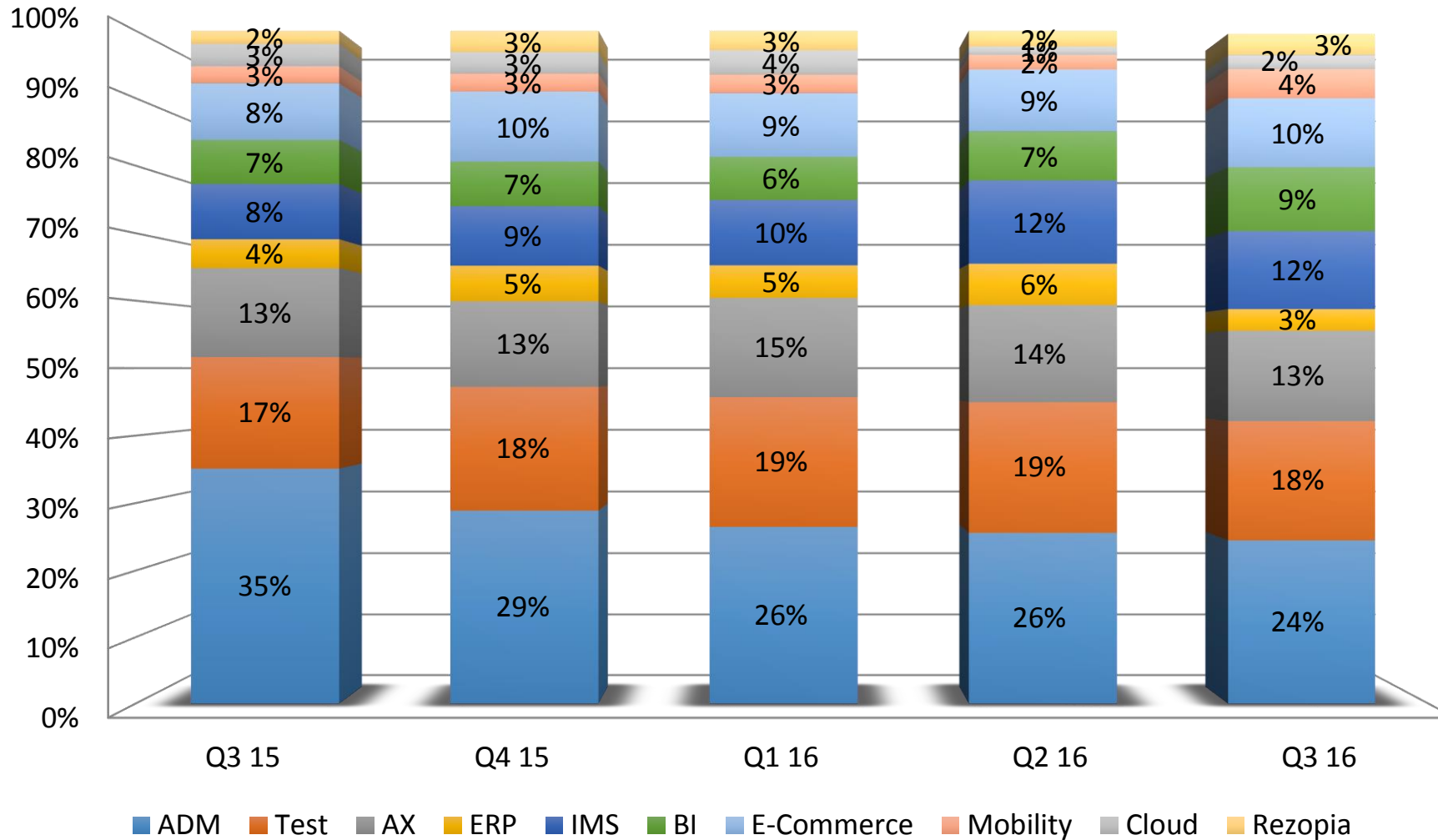
Onsite / Offshore



Vertical



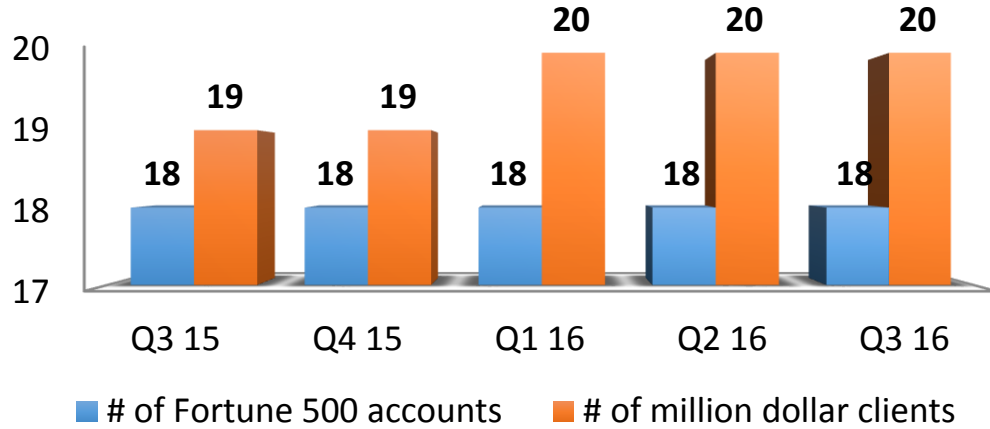
# Revenues by Competency



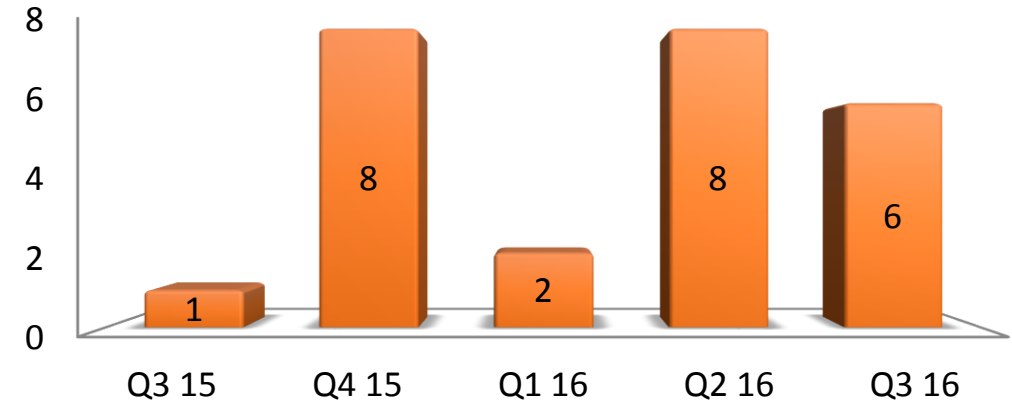
Note:-  
1. Digital components includes revenue from BI, E-commerce, Mobility, Cloud, Rezopia

# Revenue by Customers

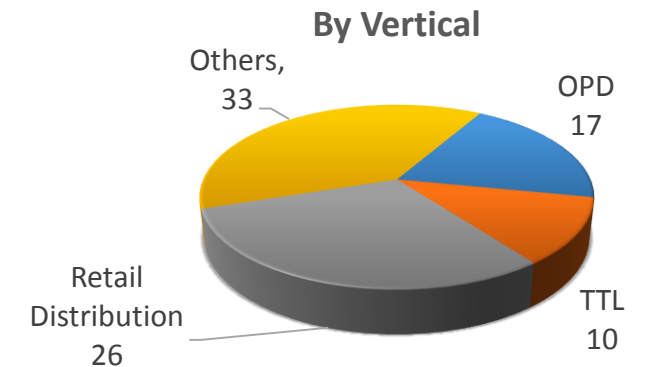
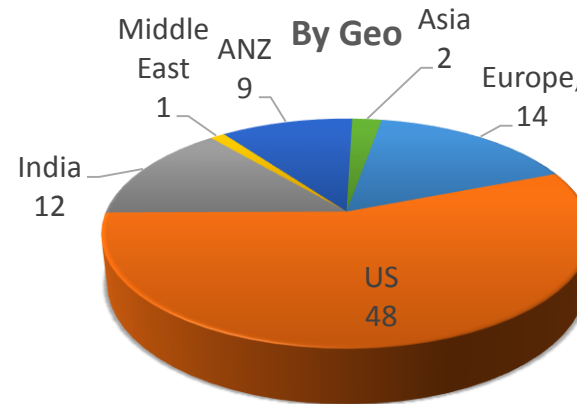
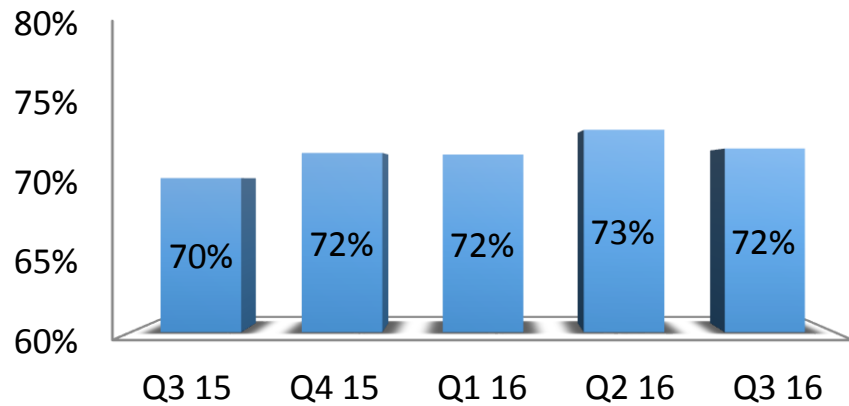
**Customer Category**



**New Customers**



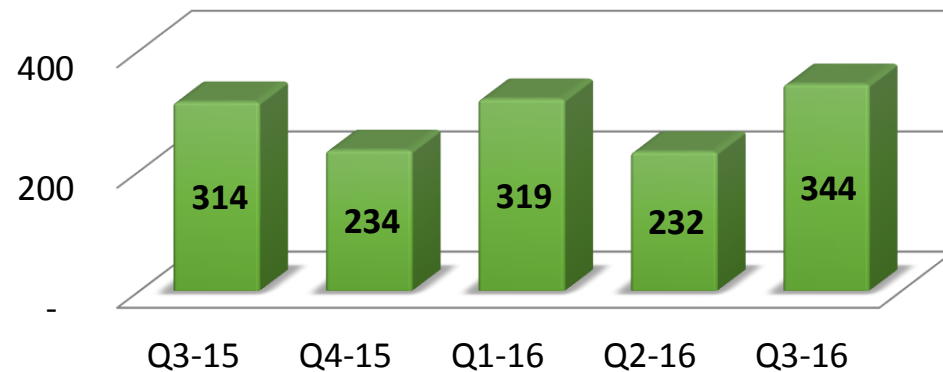
**Revenue from Top 10 customers**



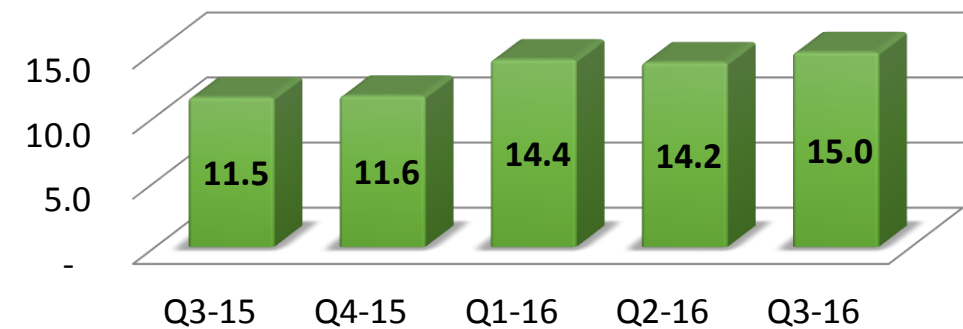


# Domestic Product & Services – by Quarter

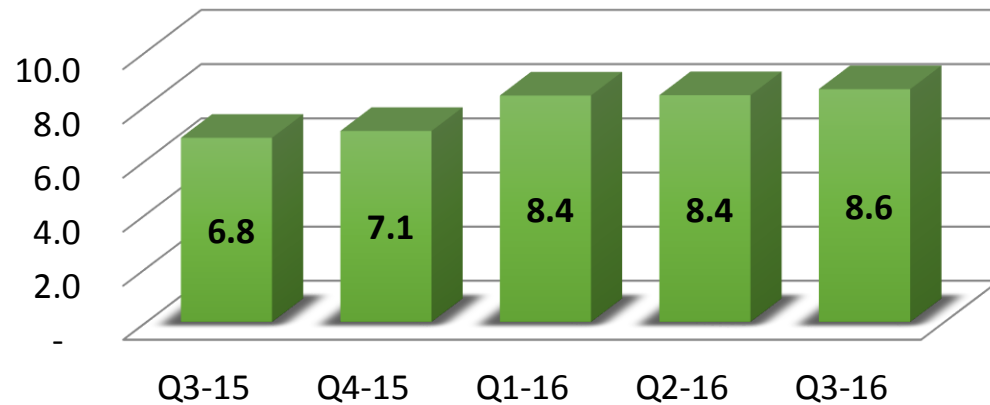
## Revenue



## EBIDTA



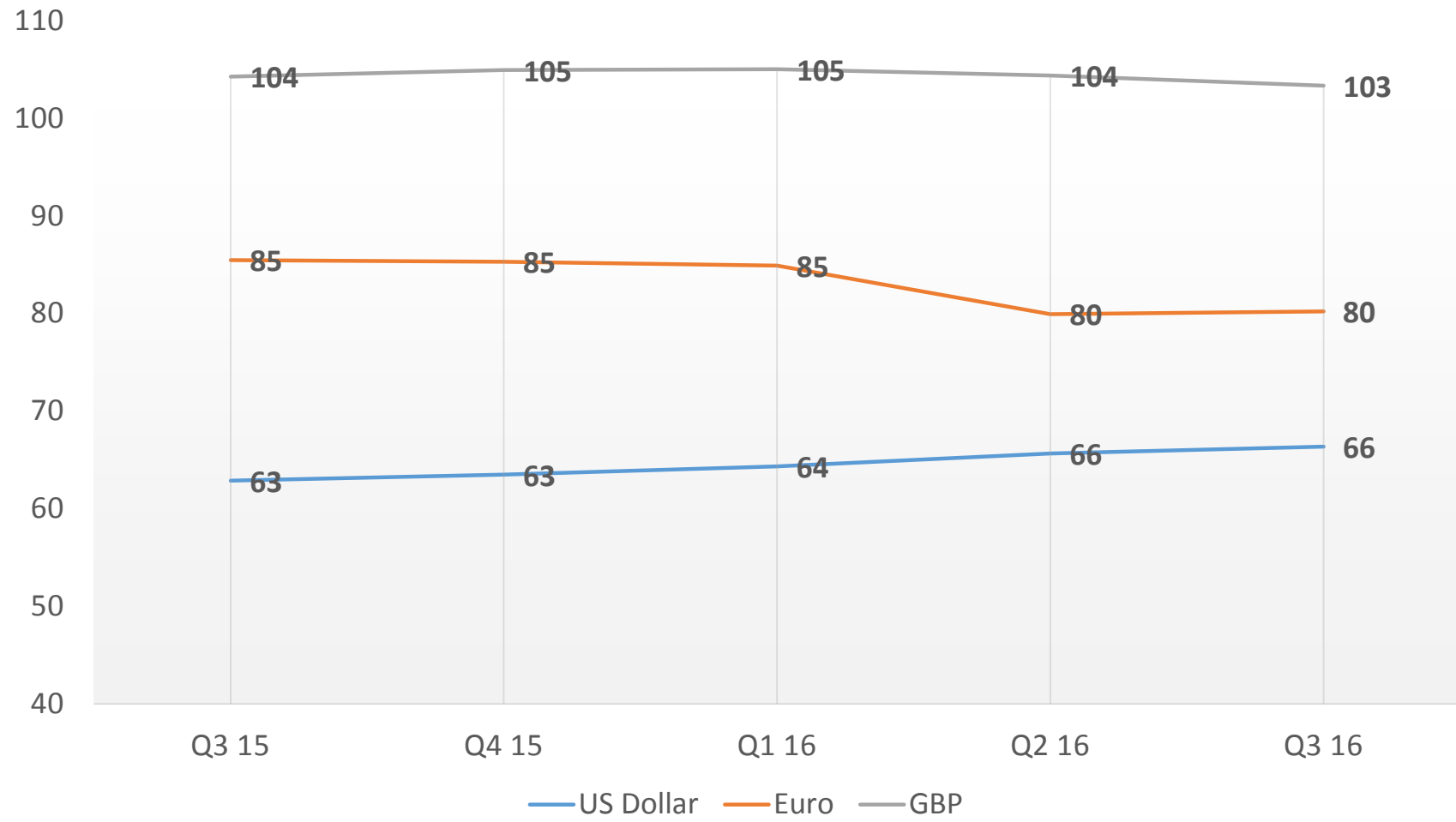
## PAT



	QoQ	YoY
Revenue	48%	9%
EBIDTA	5%	30%
PAT	3%	26%

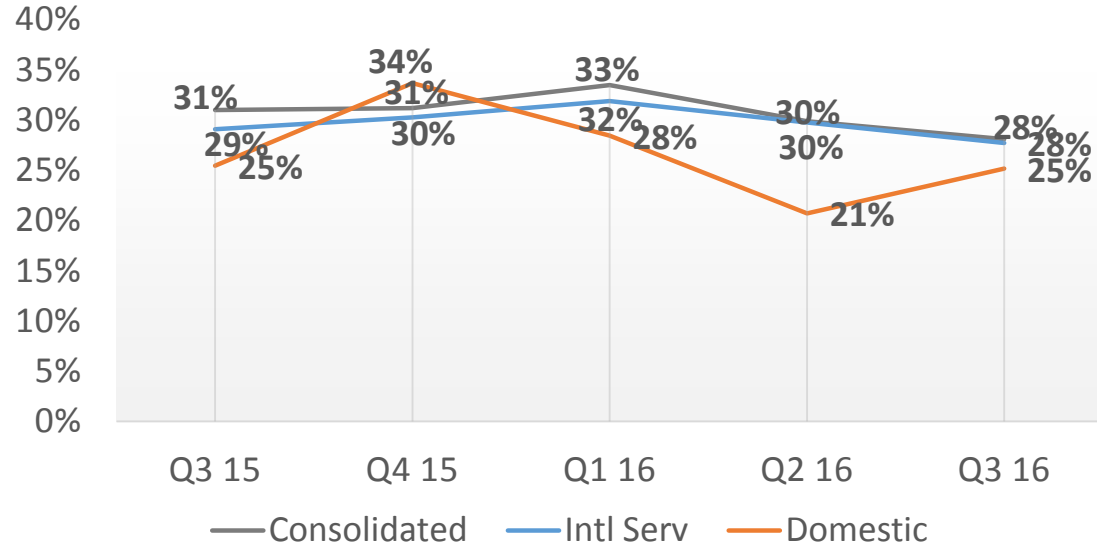
Note : Q1 FY 14-15 & Q1 FY 15-16 EBITDA and PAT includes exceptional income of Interest on IT Refund

# Rupee Realization

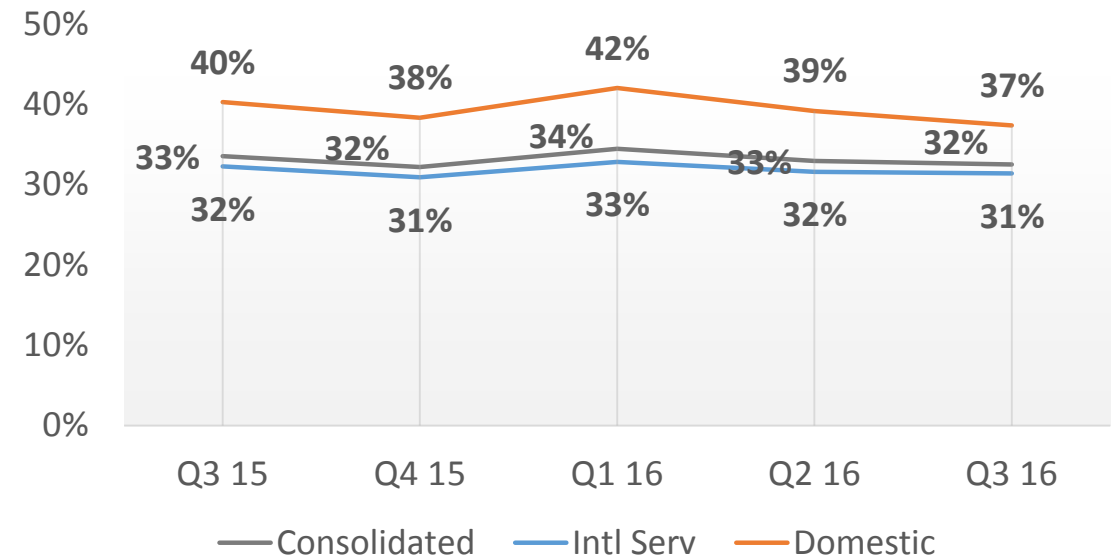


# ROCE & RONW

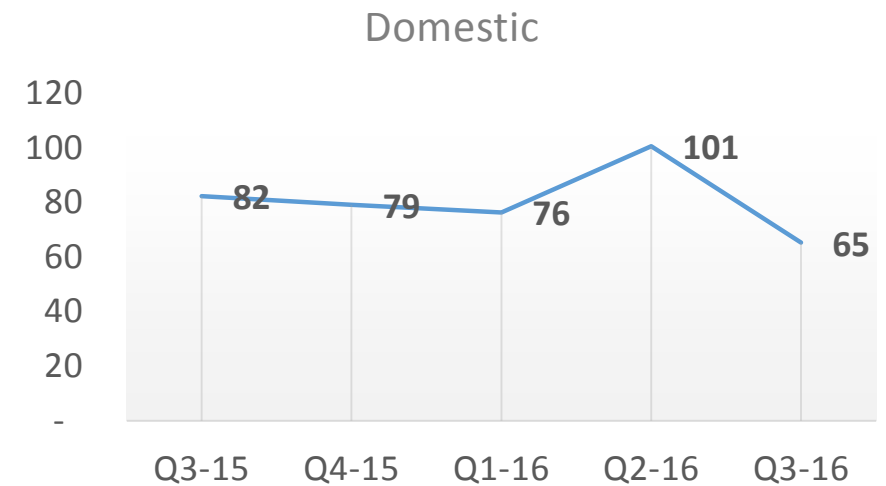
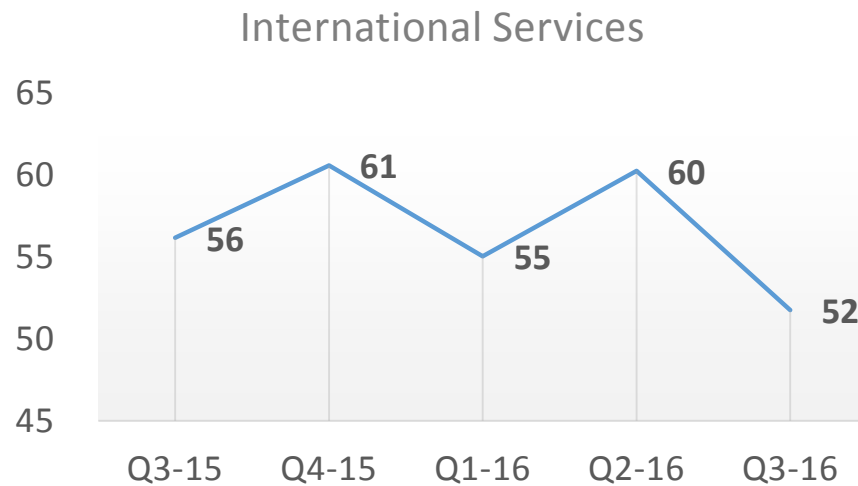
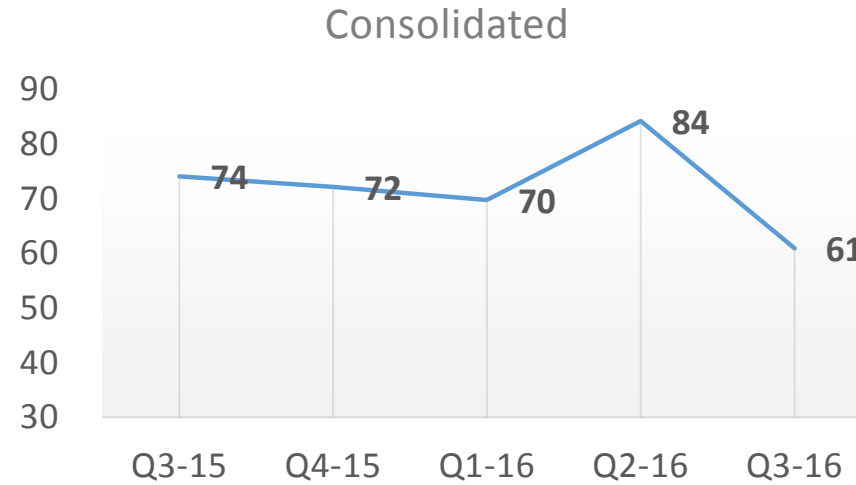
ROCE



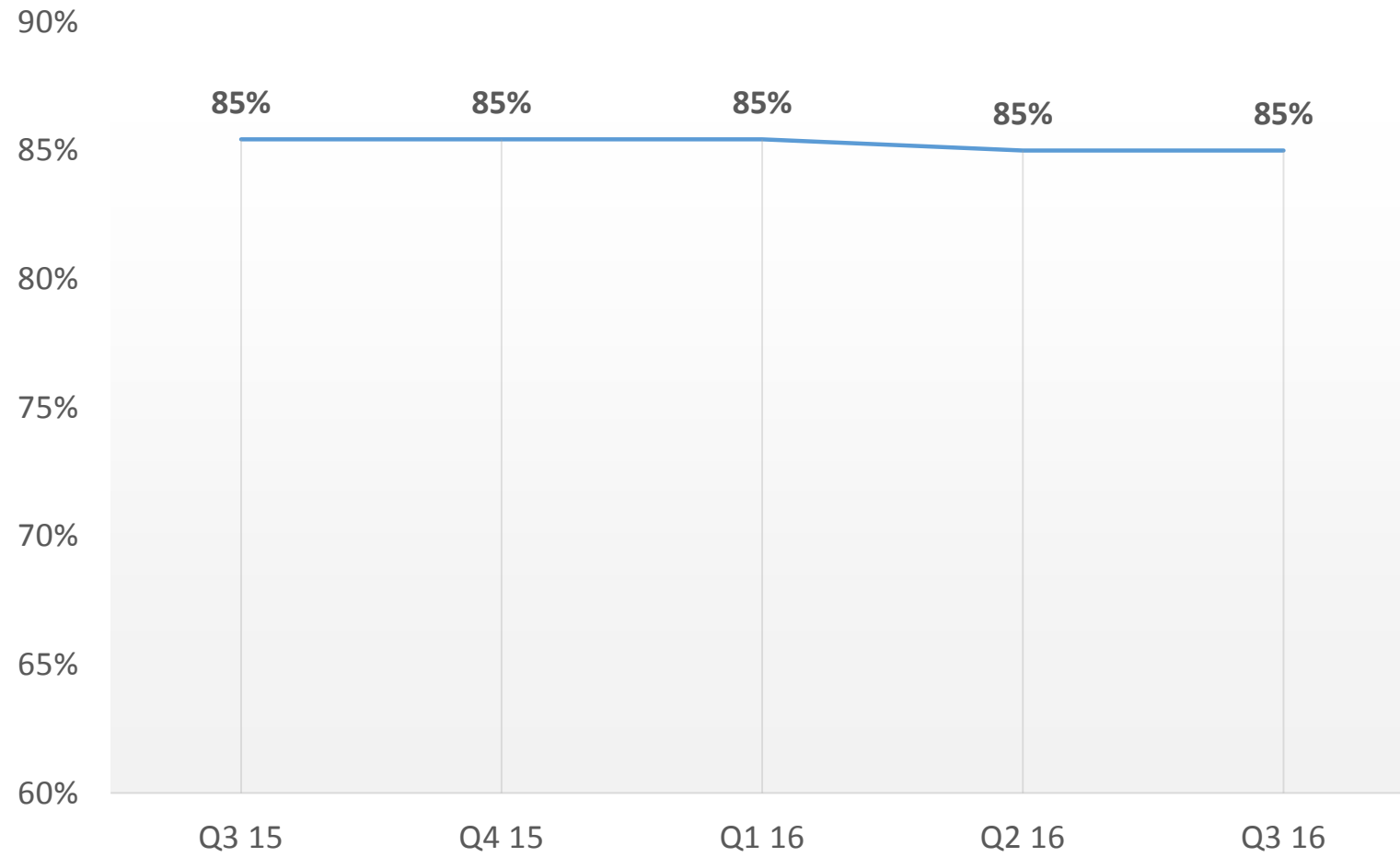
RONW



# Day Sales Outstanding



# Utilization





# GO DEEPER

*Transform business with IT*



# Thank You!



[www.linkedin.com/company/sonata-software](http://www.linkedin.com/company/sonata-software)



[www.facebook.com/sonatasoftware](http://www.facebook.com/sonatasoftware)



[www.twitter.com/sonata\\_software](http://www.twitter.com/sonata_software)

[www.sonata-software.com](http://www.sonata-software.com)