

Pioneering with **PLATFORMATION**



Sonata Software
Investor Deck
Q2 FY 17-18

Platform-based
Digital Business Transformation

Disclaimer



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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

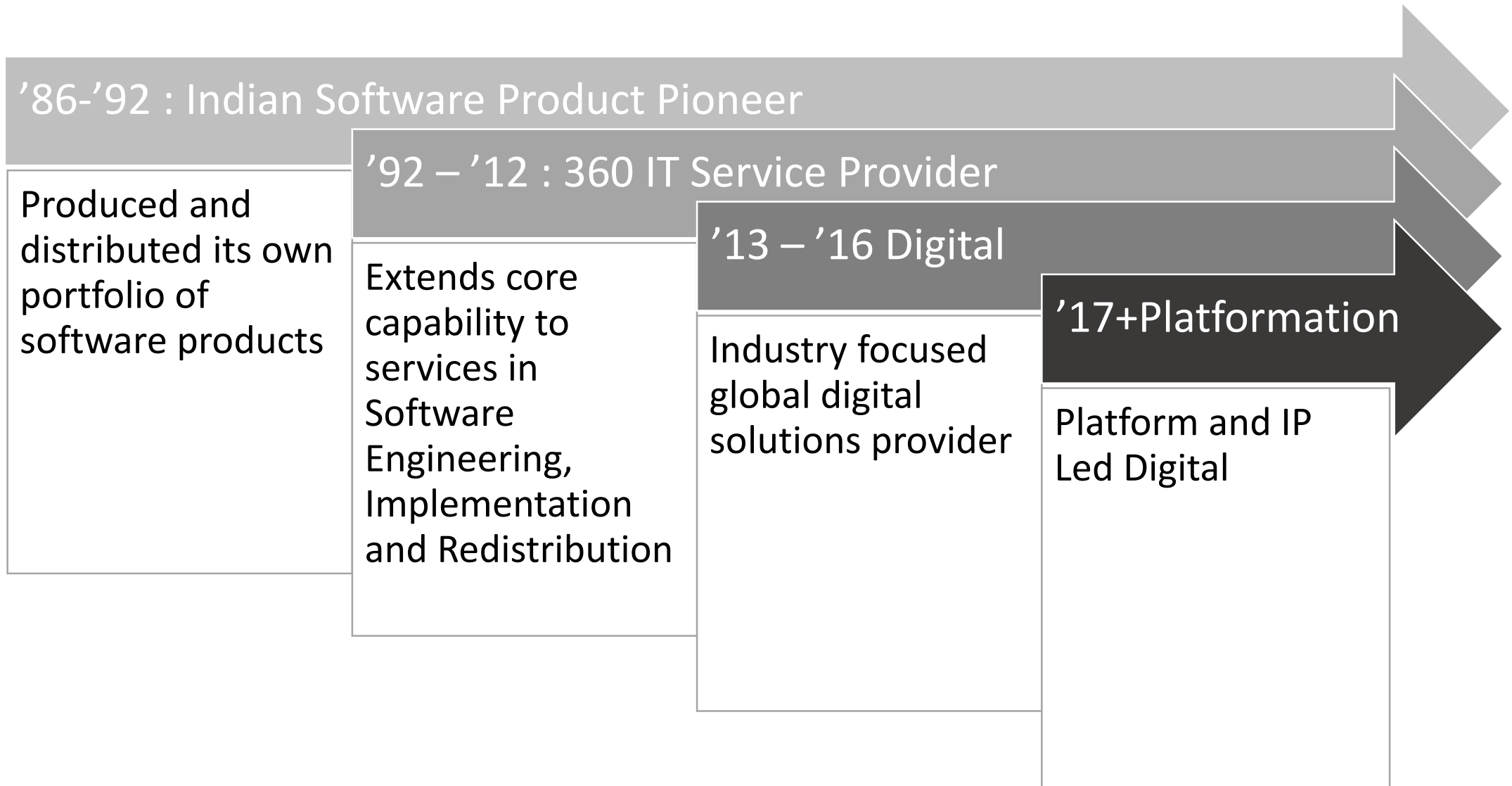


For the Employee
A fun & fearless environment where
the potential & passion for work
flourishes



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

Sonata - Evolution





Sonata Opportunity

Global trends reshaping Business and IT

Digital

- On agenda of 2/3rd of Global 2000 Cos CEOs
- 80% of all incremental IT spend, USD 2.4 Tn market by 2025 on Digital

Platform

- Over 30+ 'born digital' platform cos in S&P 500 by 2020.
- Two thirds of all new applications to be Cloud native architected, CD CI enabled in next two years.
- Five fold increase in Cloud Industry platforms by 2018

Born Digital Platform Unicorns



OPEN



SCALABLE



CONNECTED



INTELLIGENT

Global Online Retail Leader

Top P2P Hospitality Marketplace

World Leading Taxi Hailing App

Top Chinese B2B Commerce Marketplace

Helping traditional Businesses make the transition to digital & platform

Sonata strategy : Platformation

Industry specific Focus

- Travel
- Retail
- Distribution
- ISV

Sonata Platform based Technology

- Ready -Industry Platform IP
- Accelerate - ISV Partner Platform
- Custom Platform

Growth Engines led

- Vertical
- IP led
- Alliance Led
- Existing Customer Led
- Digital Infrastructure

Industry specific Digital Transformation thru Platforms

Open , Connected, Scalable, Intelligent Businesses

Execution – Proprietary Methodology to enable Platforms

Sonata READY

- End-to-end, industry-specific Sonata digital business platform IP

Sonata ACCELERATE

- Popular horizontal ISV partner platforms with Sonata adding required functionality

Sonata CUSTOM

- Sonata engineers custom platforms that deliver unique digital capability and scalability



Microsoft



Microsoft

RAPID

DevOps &
CloudOps Platform

halosys

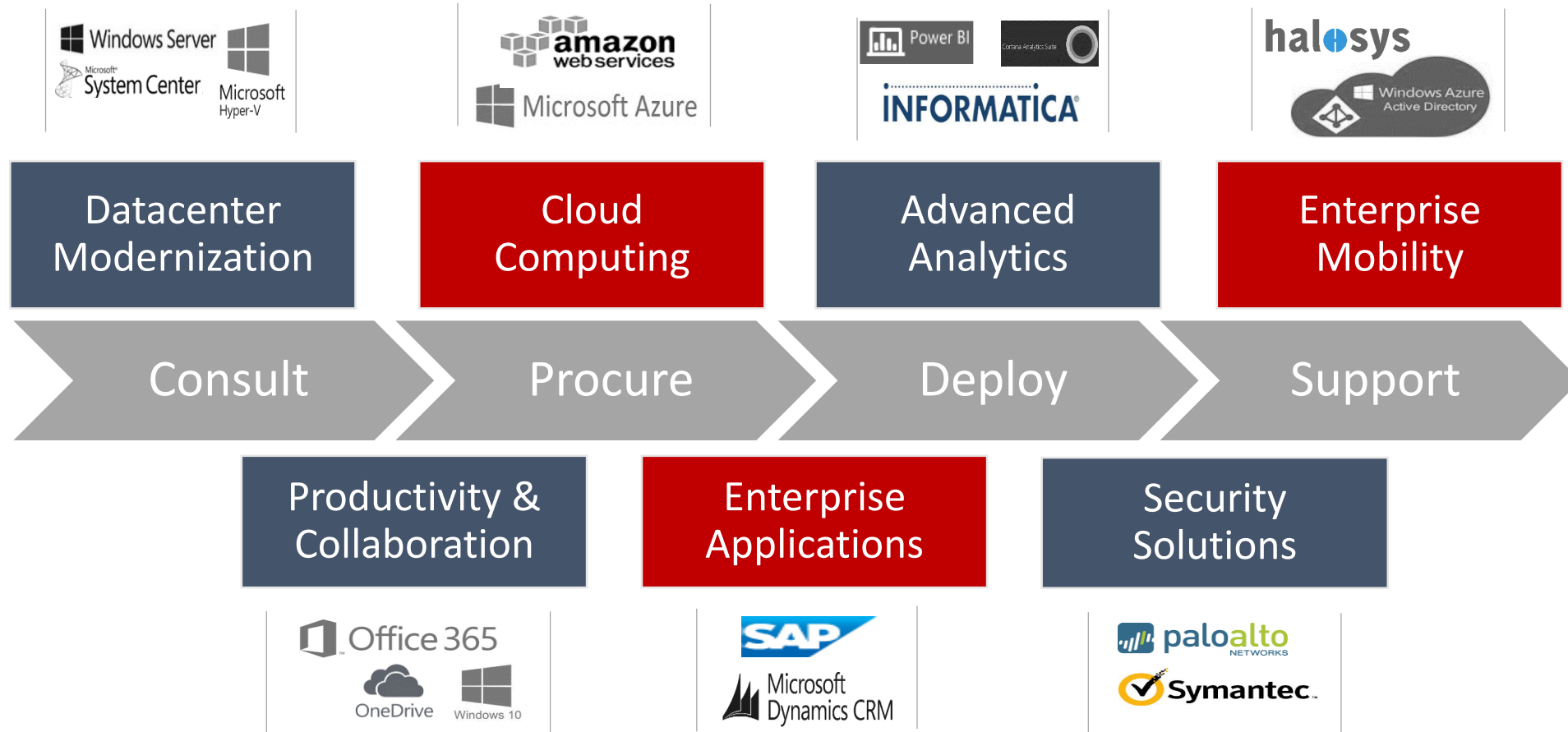
Unified Enterprise
Mobility Platform

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

Execution – Enabling Digital Platform Infrastructure



*Core Enterprise Infrastructure migration to Cloud Platforms for cost optimization
Leading Brewery Company*

*Patient care enhancement thru collaborative work tools for doctors
Leading Hospital Chain*

*Enhanced business responsiveness thru next gen IT Appliances
Leading Bank*

Execution - Innovative engagement models

Customer-Specific Center of Excellence

- Governance
- Leadership role
- Strategic metrics



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

TECHNOLOGY | SKILLS | ASSETS | PROCESSES

Charter



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

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
Fortune 500 Travel Co*

Decade+ Relationships with marquee Fortune 500 Customers

World Leading Tour
Operator

Global F&B CPG
Leader

Global Retail Leader

Global Software
Technology Leader

Execution - Strong Alliances



- Gold Partner for 13 Competencies including ERP, Analytics, Cloud, Productivity & Communications.
- 3 Industry specific IP live on Microsoft AppSource – Brick & Click Retail, Modern Distribution and Rezopia. GISV status.
- Select ISV Dev Centre Partner with unique Dynamics Operations & CRM capability
- Country Partner of Year India 2013,15,16. Industry Partner of Year US 2015.



- Global Silver Partner for SAP Hybris Commerce.
- Travel, Retail and Distribution industry specific solutions capability
- SAP Pinnacle Award 2013, SAP Hybris Most Innovative Partner of Year 2012
- Extended SAP Cloud for Customer solutions capability

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.

VP – Engineering, Leading Global Software Company

Execution - Strategic Acquisitions



Rezopia

- Cloud based travel ERP SaaS
- Enhanced to wider digital travel platform with Commerce, Mobility & Analytics
- Sub vertical specific solutions – Tour Operator, Corporate, Rail

Halosys

- Unified Enterprise Mobility Platform
- Integrated to Sonata industry specific platform IP to extend their mobile capability
- Pre-built industry specific Apps – Shopping, Mass Distribution, Travel Assistant

IBIS Inc.

- Advanced Supply Chain Management Software for Dynamics
- Extended to Modern Distribution Platform with Commerce and Field Sales Apps
- Dynamics capability & US Geo footprint

Enablers - Strong People and Processes Foundation



SEI CMMI L5, ITIL, ISO 27000
 certified processes
 Agile & DevOps Capable

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

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

Director – Platform Systems, US Travel Leader



Enablers – Strong Governance and financials

- Listed Company (NSE and BSE)
- Best-in-Class Board and Top management Profiles
- Consistent Track record of Growth, profitability and Dividend
 - RoE and RoCE > 25%
 - Revenue Growth at 15%+ CAGR over last 4 years
 - PAT growth at 25%+ CAGR for 4 years
- Strong Balance sheet
- Regular Dividend payouts



A responsible corporate citizen - Platforms for social good



Designed and developed an omnichannel-enabled craft storefront to drive market access for handicraft producers

Partner: Industree Crafts Foundation



Built a multipurpose technology platform combining storefront, virtual classrooms, and digital archives

Partner: WomenWeave - The Handloom School

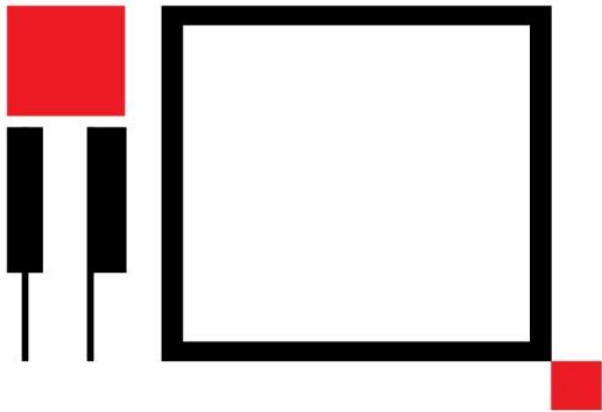
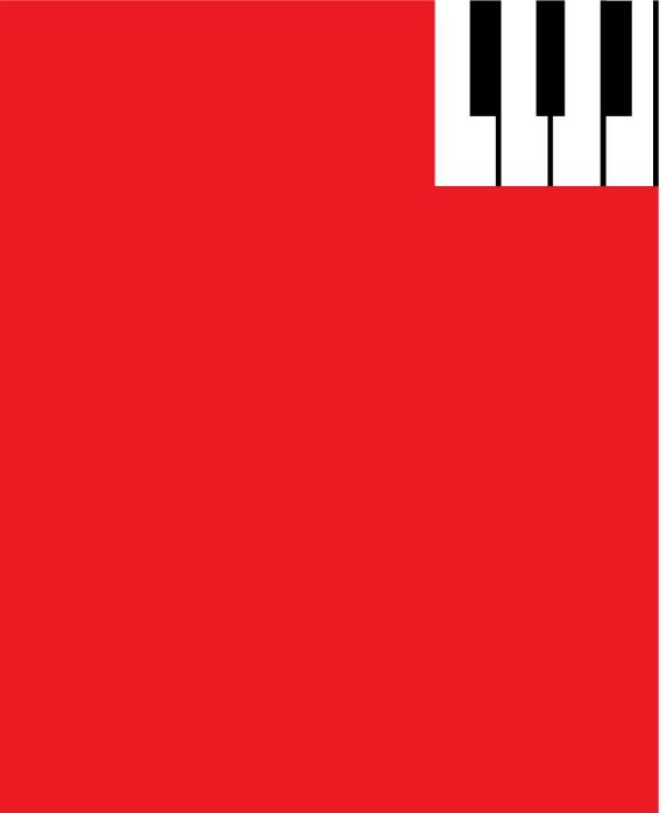


Fostering next-gen business ideas through technology incubation in a top Indian engineering college

Partner: CEDI-NITT

Financials

(Q2 2017-18)



Result Snapshot – Q2 FY 18

INR Crores

Description	For the Quarter ended					For the half year ended		
	30-Sep-17	30-Jun-17	30-Sep-16	QoQ	YoY	30-Sep-17	30-Sep-16	YoY
Revenues								
International IT Services	234.6	211.3	209.1	11%	12%	445.8	404.9	10%
Domestic- Products & Services	199.7	428.1	295.5	-53%	-32%	627.8	716.4	-12%
Consolidated	426.9	634.5	500.5	-33%	-15%	1,061.4	1,109.9	-4%
EBITDA								
International IT Services	52.7	49.8	46.4	6%	14%	102.6	97.5	5%
Domestic- Products & Services *	14.0	15.1	14.2	-7%	-1%	29.1	29.4	-1%
Consolidated *	66.1	64.5	59.8	3%	11%	130.6	125.5	4%
PAT								
International IT Services	37.0	34.5	30.1	7%	23%	71.5	63.1	13%
Domestic- Products & Services	8.4	8.6	8.2	-2%	2%	16.9	17.0	0%
Consolidated	45.4	43.0	38.2	5%	19%	88.4	80.2	10%

* Includes "exceptional Item" Interest income received on Income-Tax refund of 1.14 crore in HY of FY2017-18 (of which Domestic relates to 0.65 crore and balance 0.49 crore relates to International), and 1.11 crores in Q2 of FY2016-17 (relating to Domestic).

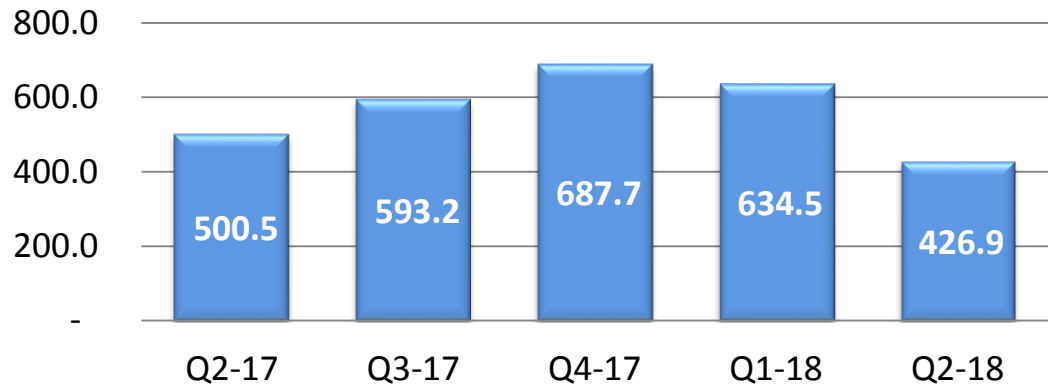
Consolidated - Financials



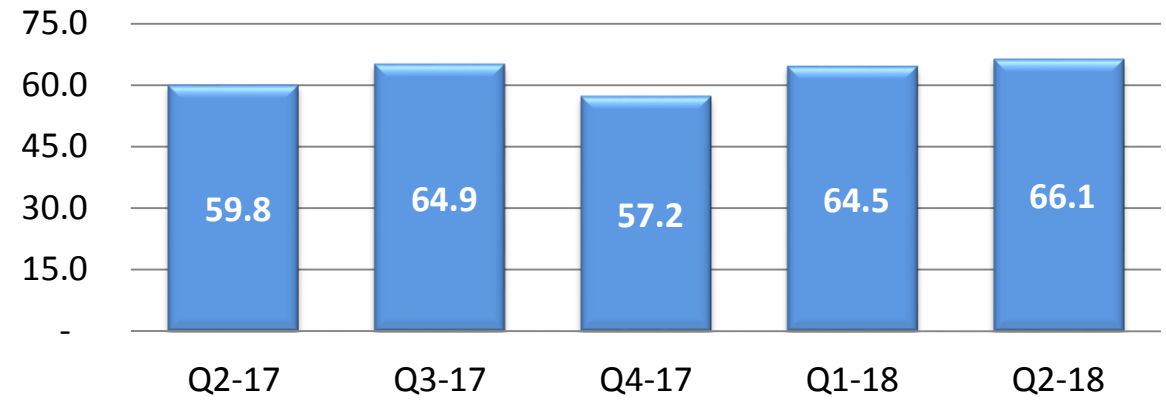
SONATA SOFTWARE

INR Crores

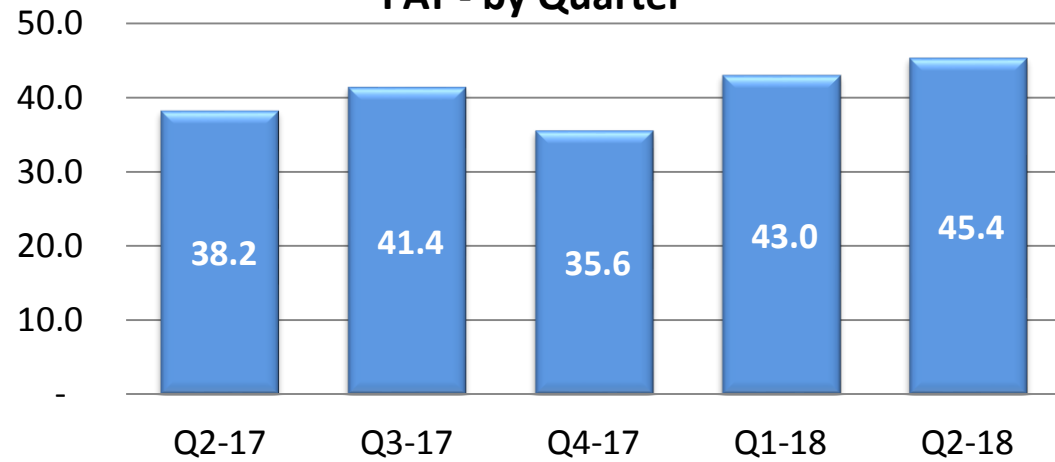
Revenue - by Quarter



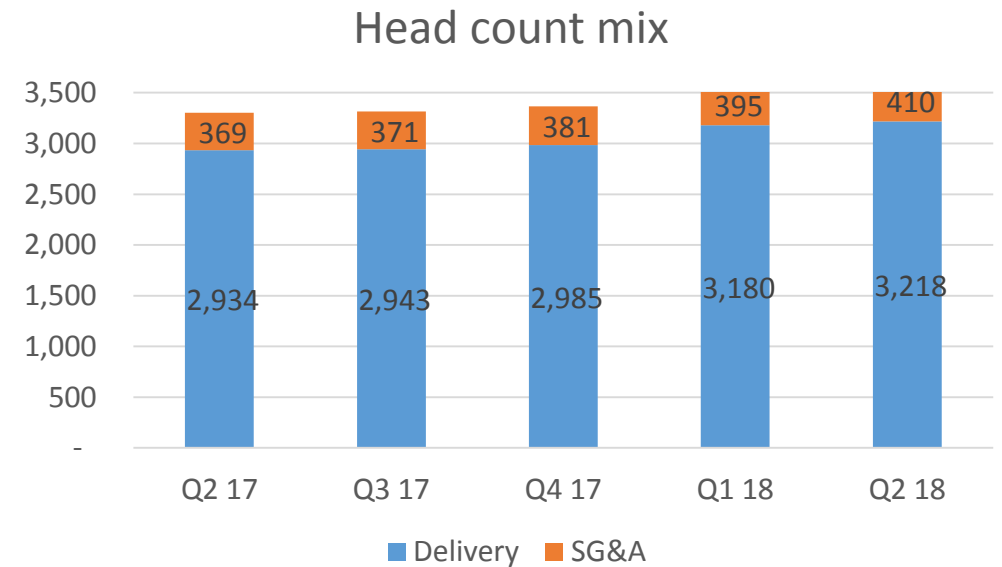
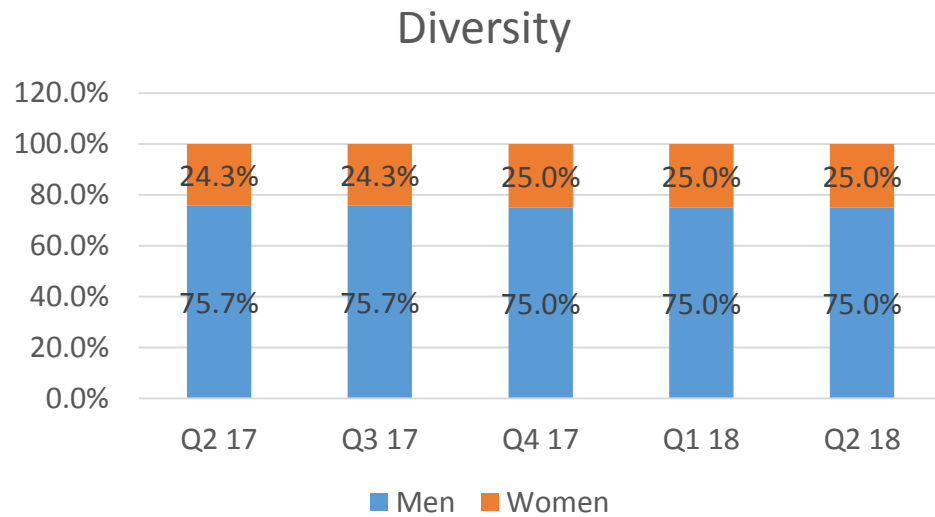
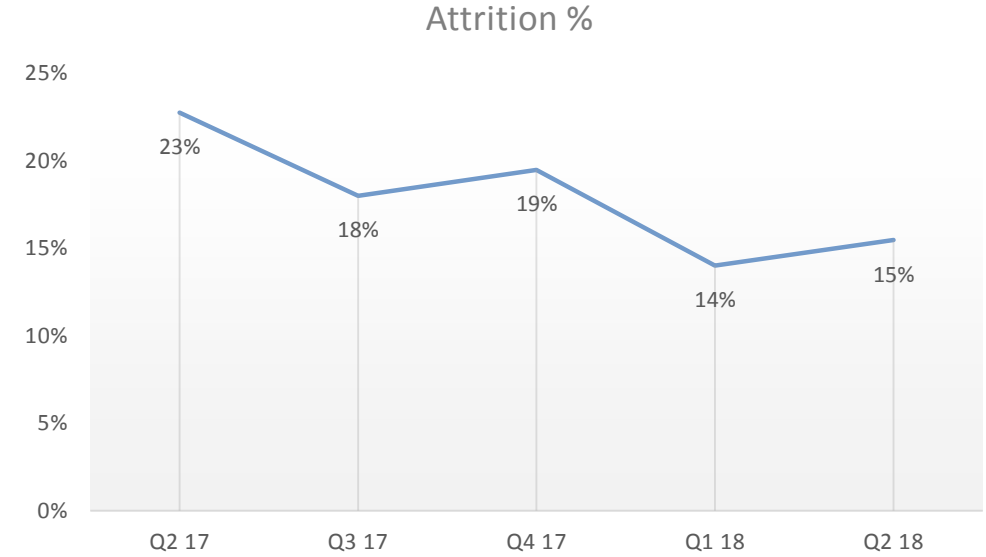
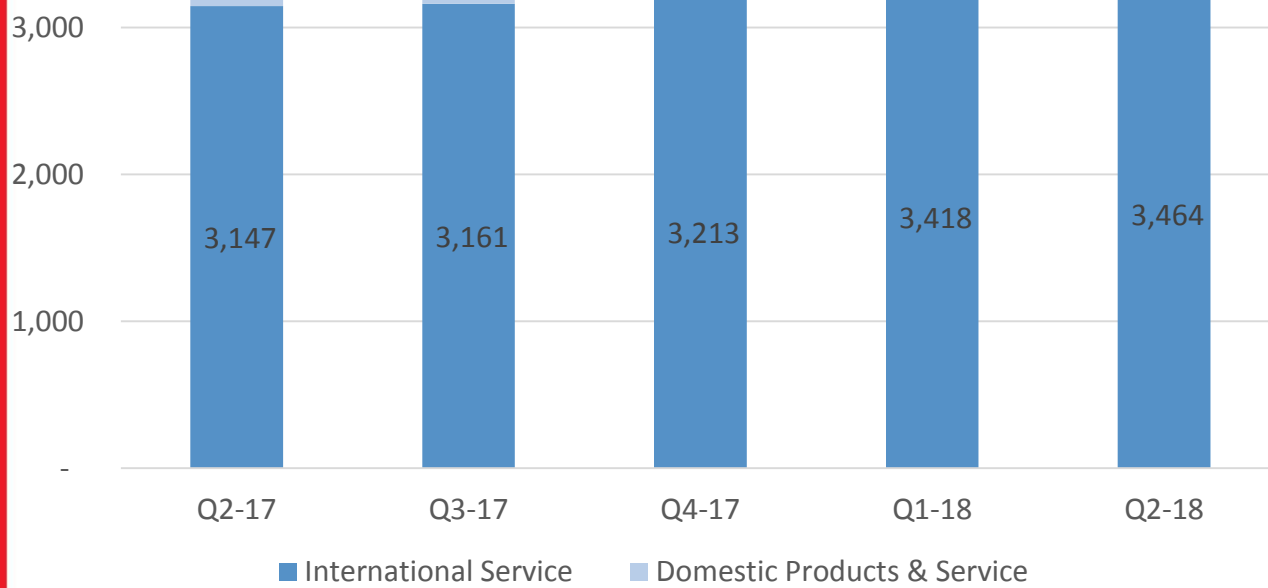
EBIDTA - by Quarter



PAT - by Quarter

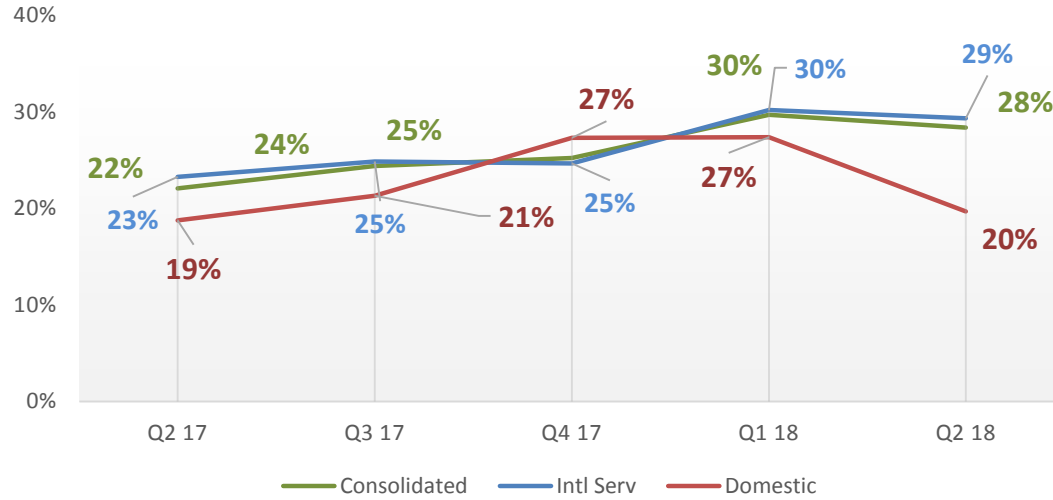


Consolidated – Human Capital

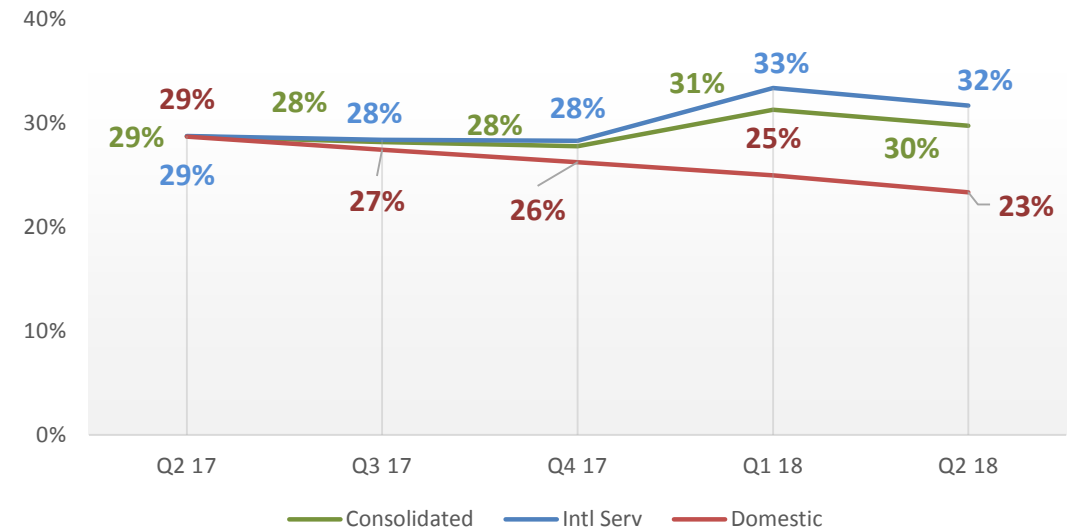


Consolidated – ROCE & RONW

ROCE

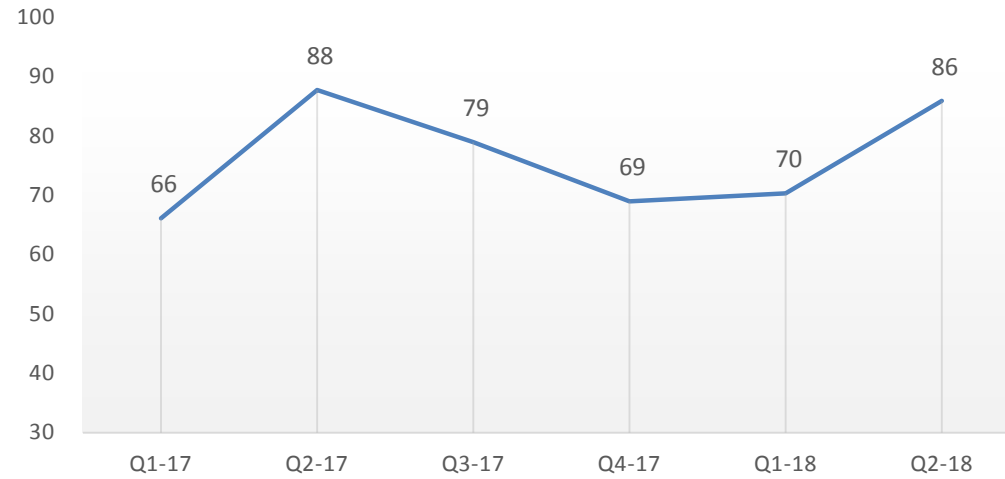


RONW

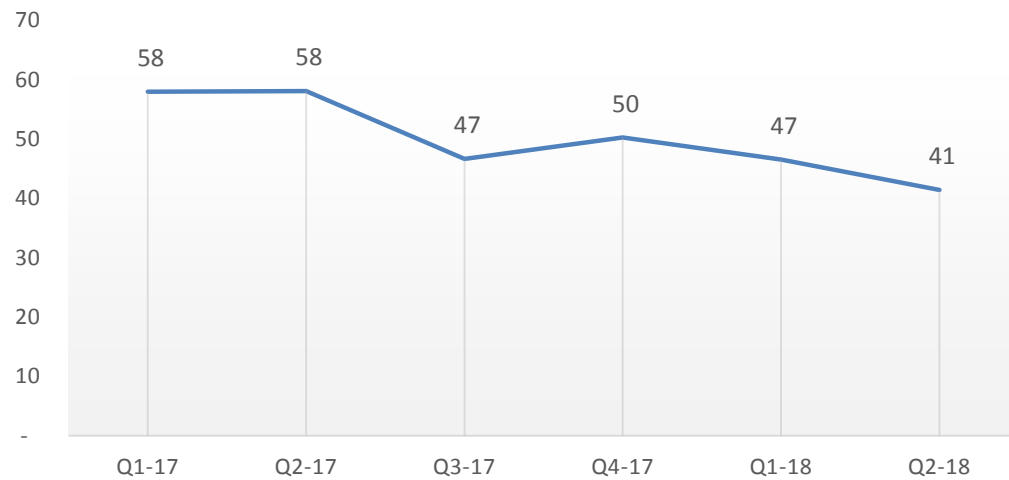


Days Sales Outstanding

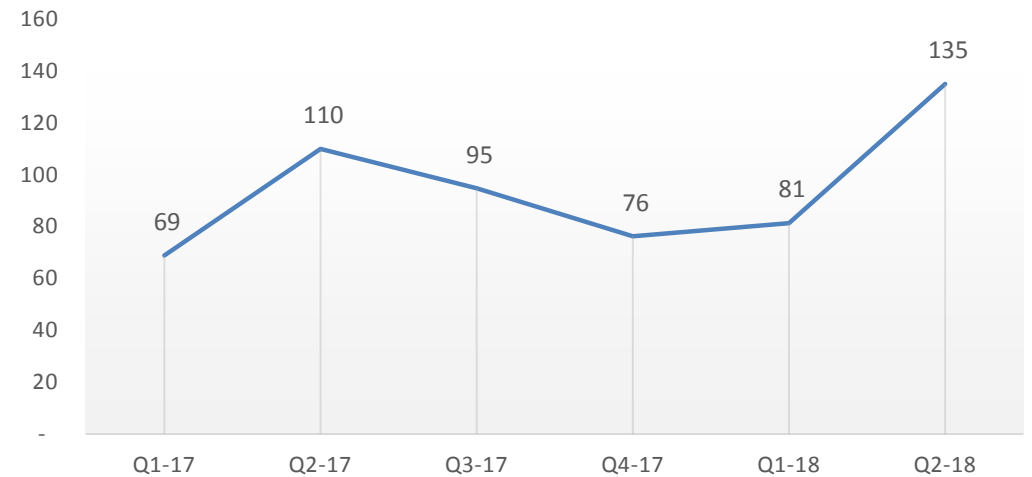
Consolidated



International Services



Domestic

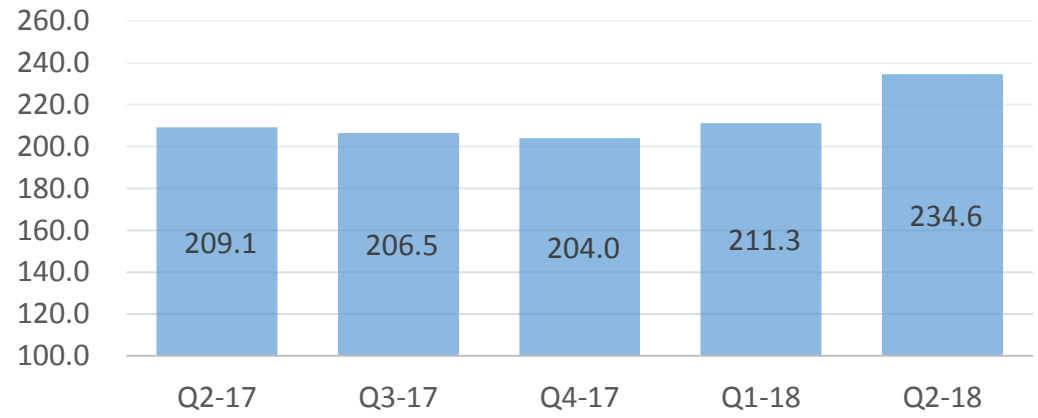


International IT services - Financials

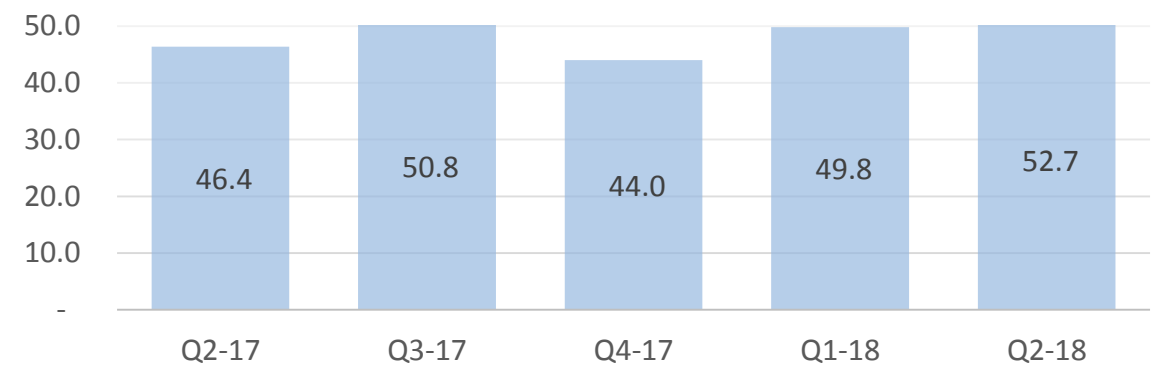


INR Crores

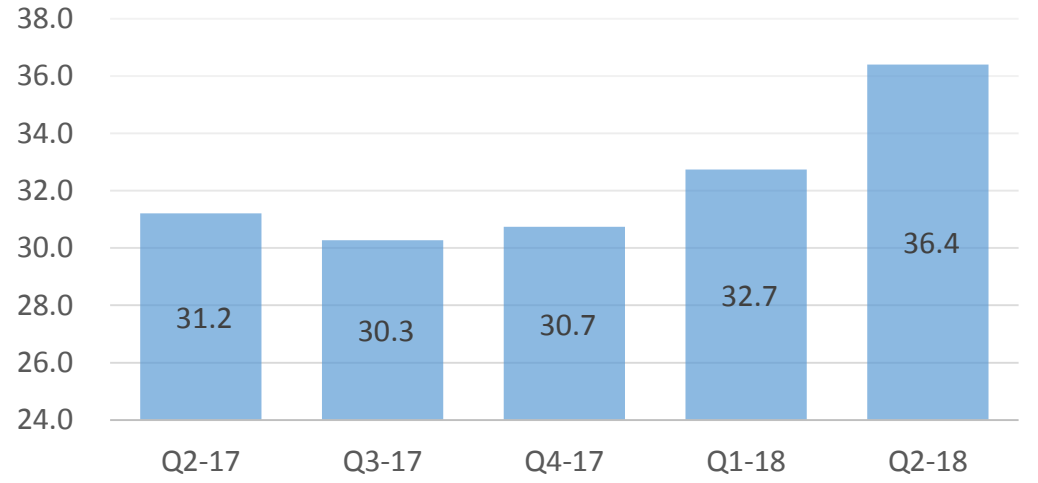
REVENUE - BY QUARTER



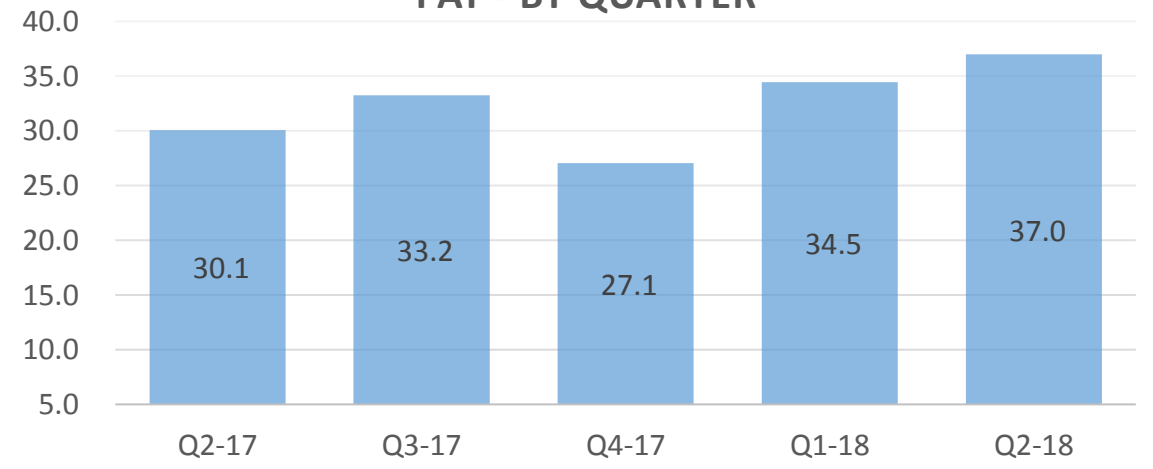
EBIDTA - BY QUARTER



REVENUE \$ MN

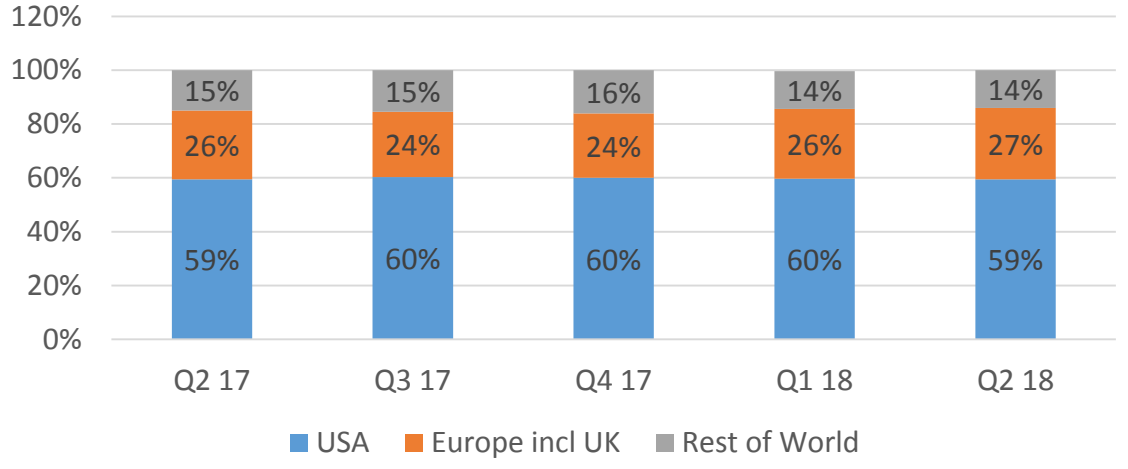


PAT - BY QUARTER

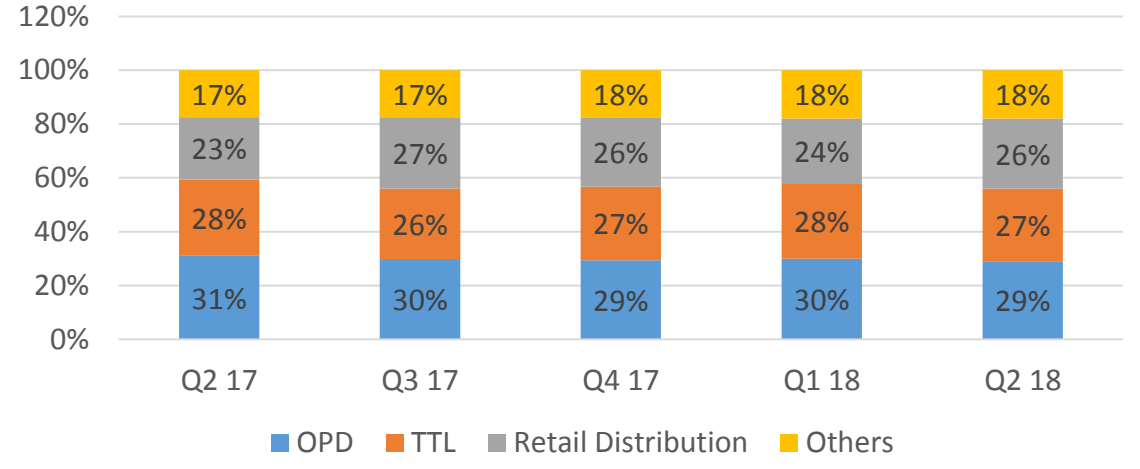


International IT services – Revenue Mix

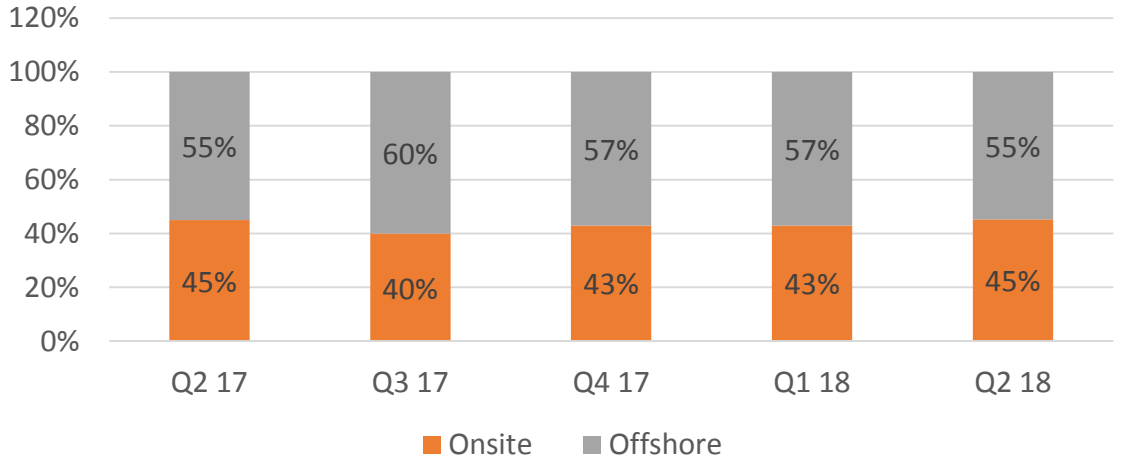
Geography



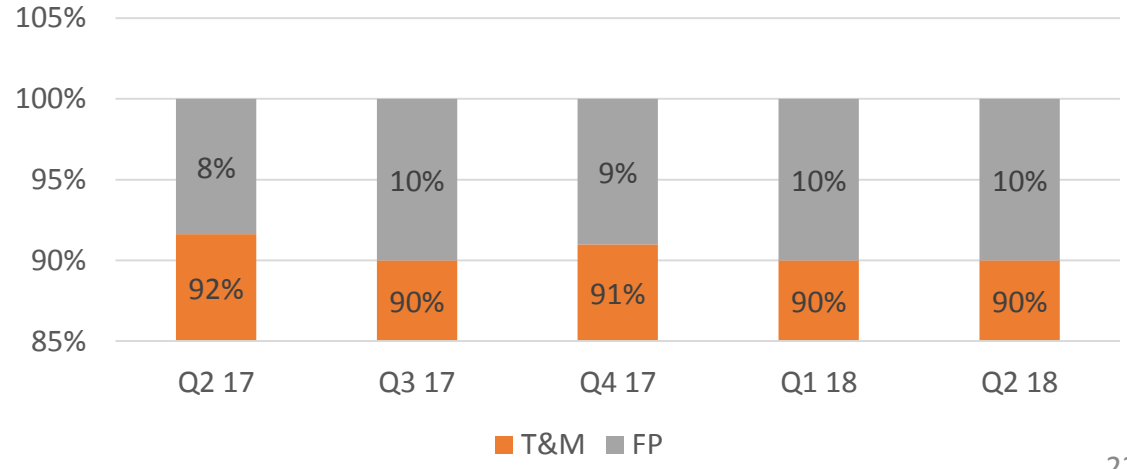
Vertical



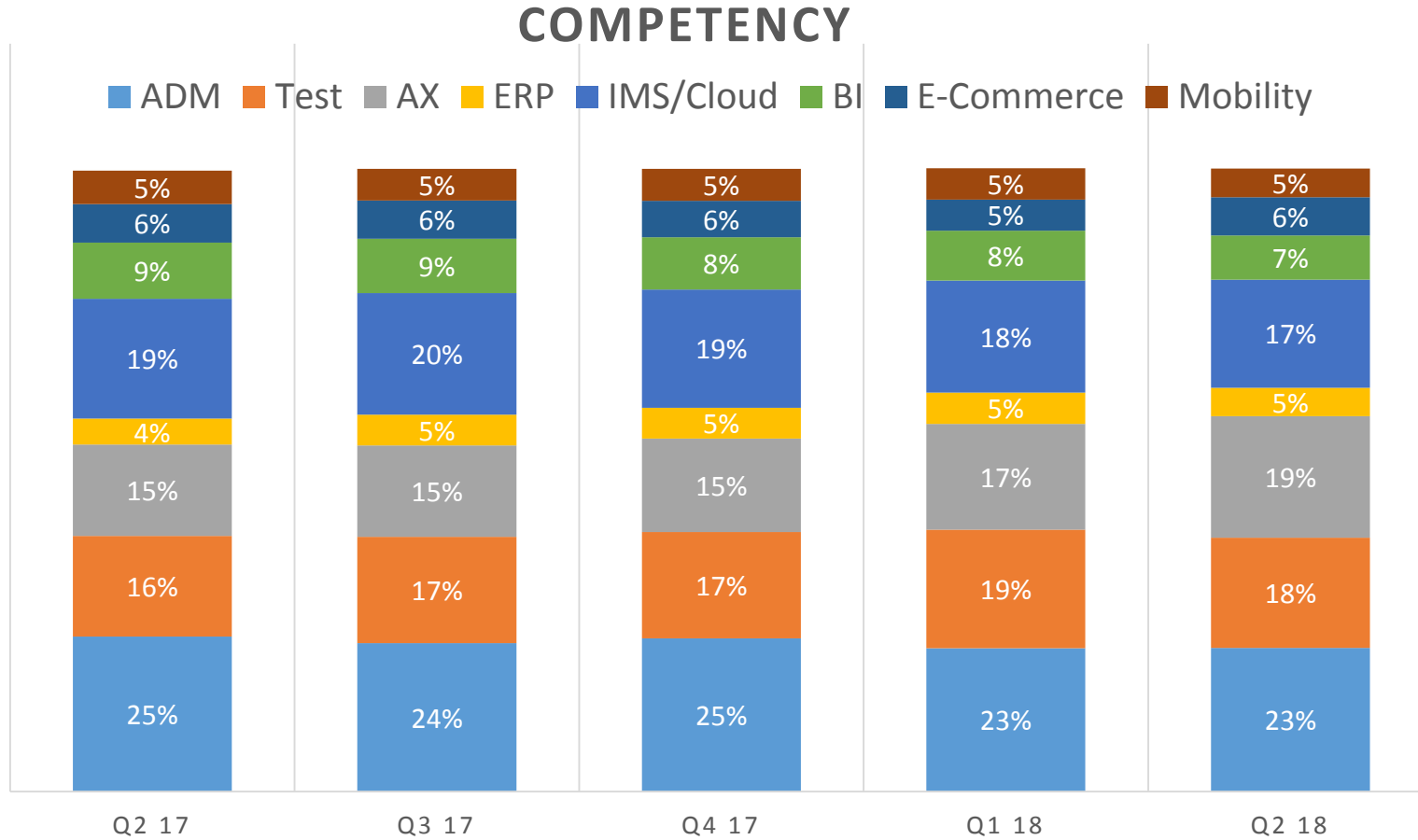
Onsite / Offshore



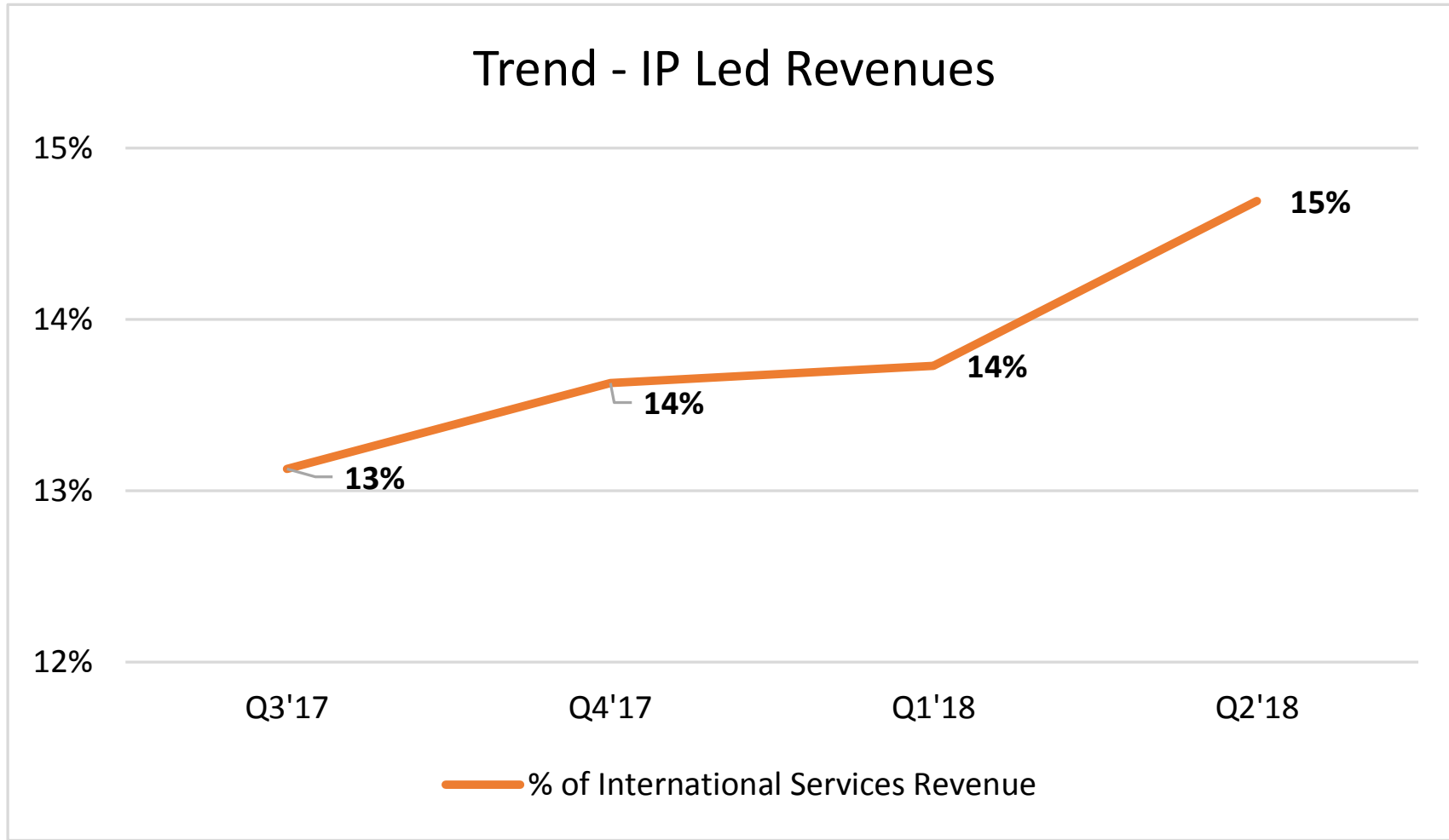
Revenue Type



International IT services – Revenue by Competency

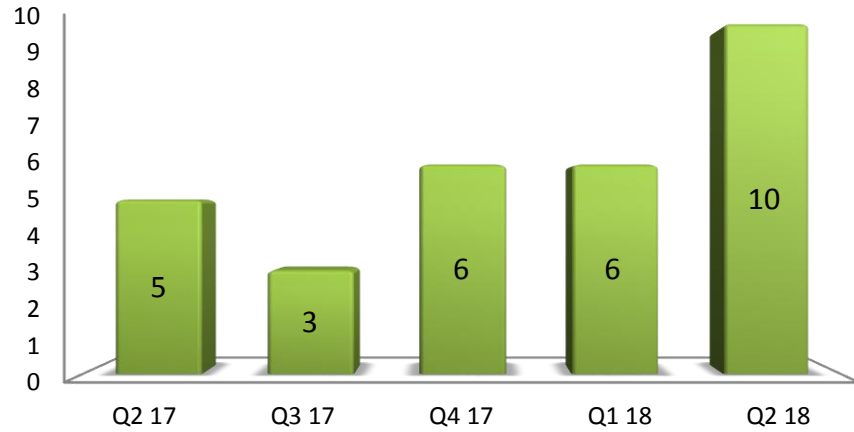


32%
from
Digital

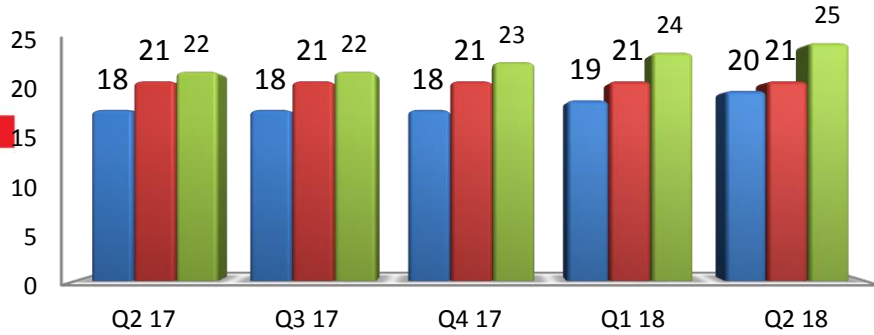


International IT services – Revenue by Customers

New Customers

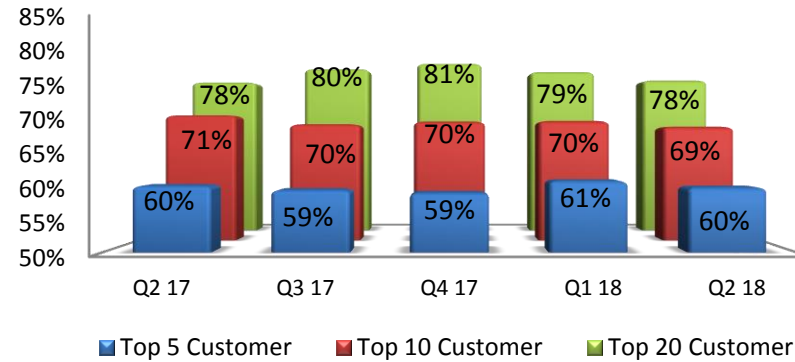


Customer Category

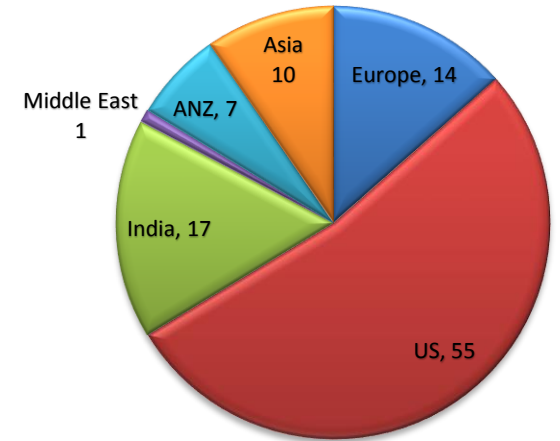


■ # of Fortune 500 accounts
 ■ # of million dollar clients
■ No. of Global 2000 customers

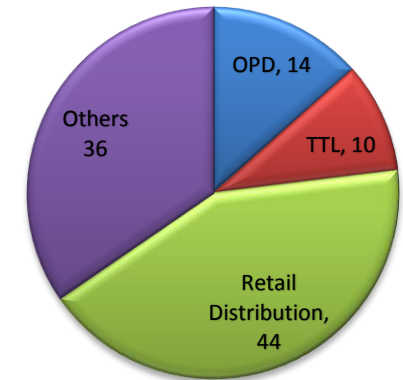
Revenue from Top Customers



No. of customers by Geo



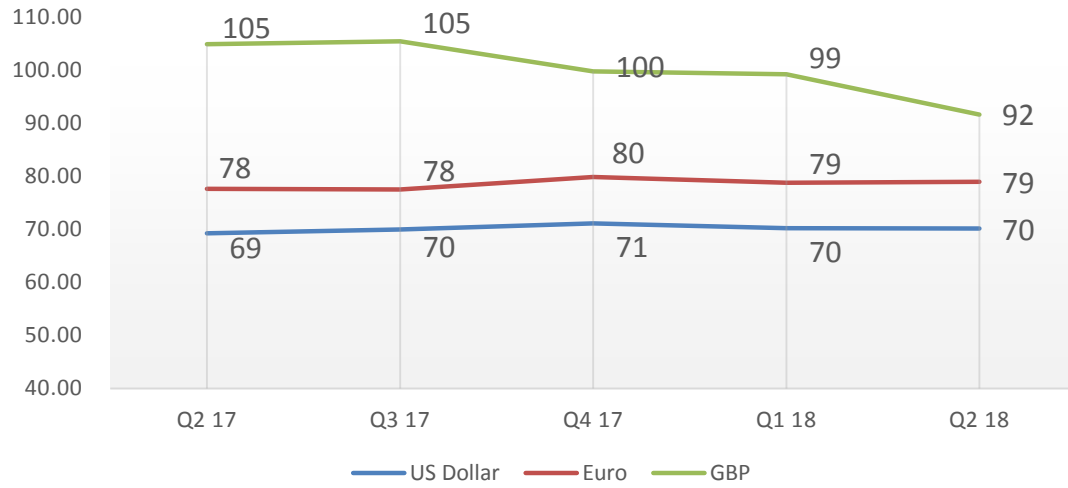
No. of customers by Vertical



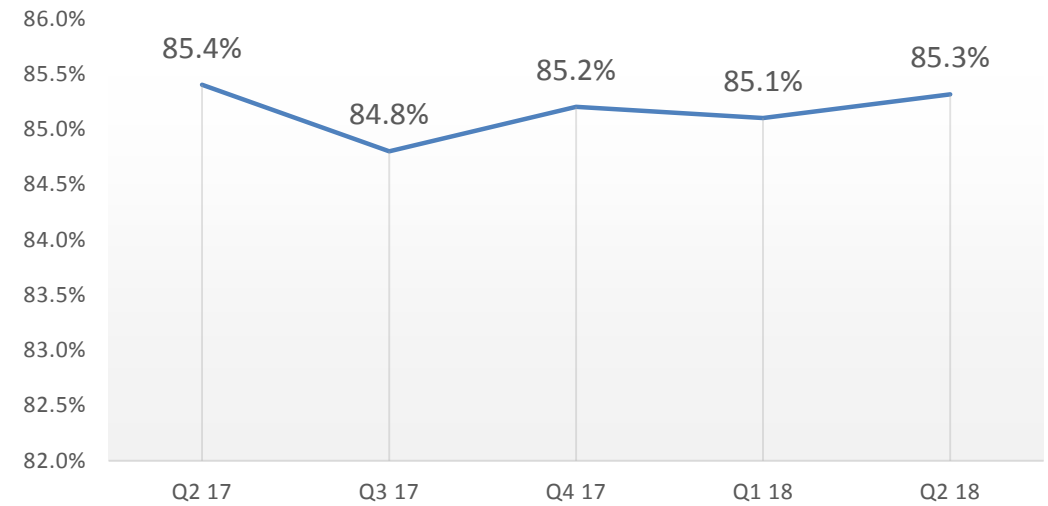


Forward Cover Realization Rates/ Utilization

Effective Realization Rates



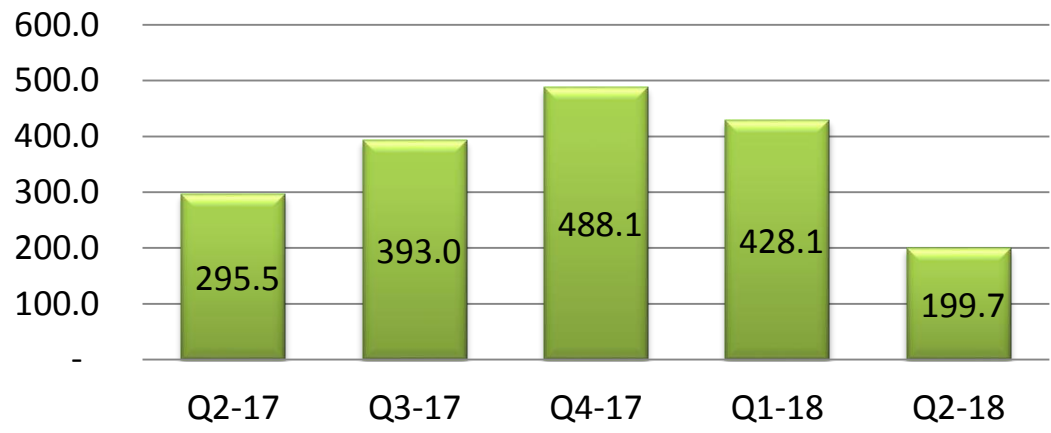
Utilization



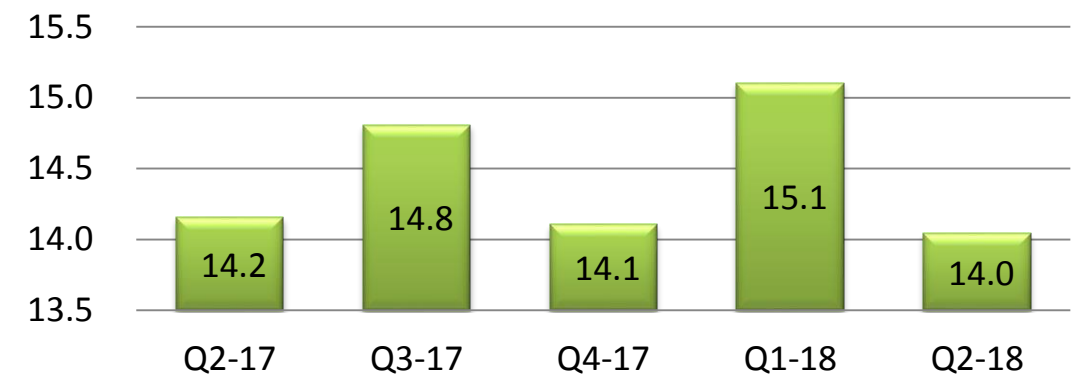
Domestic Product & Services - Financials

INR Crores

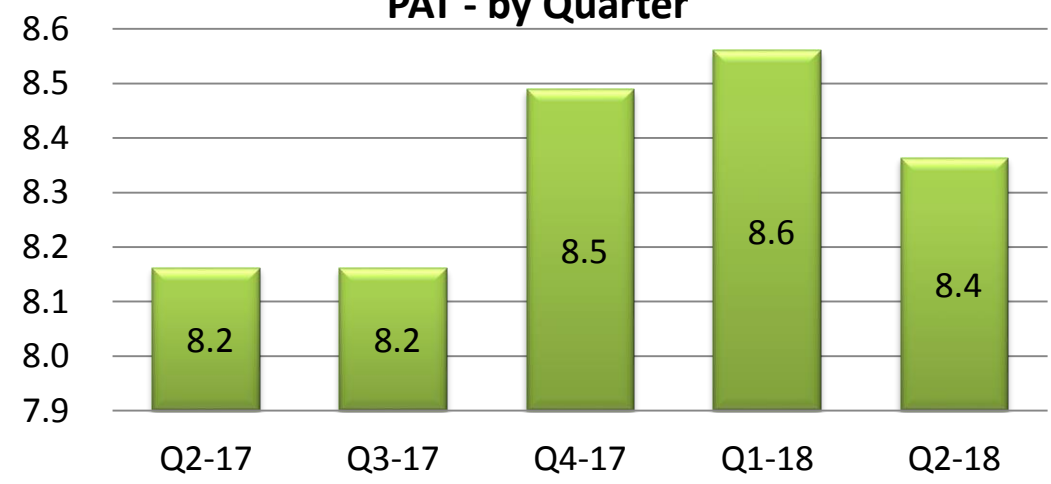
Revenue - by Quarter



EBIDTA - by Quarter



PAT - by Quarter



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