



SONATA SOFTWARE LIMITED



CMMID.EV/5™

15<sup>th</sup> Aug.ist, 2017

National Stock Exchange of India Limited  
Exchange Plaza, Bandra Kurla Complex,  
Mumbai  
Kind Attn: Manager, Listing Department  
Email Id: neaps@nse.co.in  
Stock Code - SONATSOFTW  
Dear Sir/Madam,

BSE Limited  
P. L. Towers, Dalal Street  
Mumbai  
Kind Attn: Manager, Listing Department  
Email Id: [listing\\_centre@bseindia.com](mailto:listing_centre@bseindia.com)  
Stock Code - 532221

**SUB: Investors' Presentation**

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing Investors' Presentation for the quarter ended 30<sup>th</sup> June, 2017.

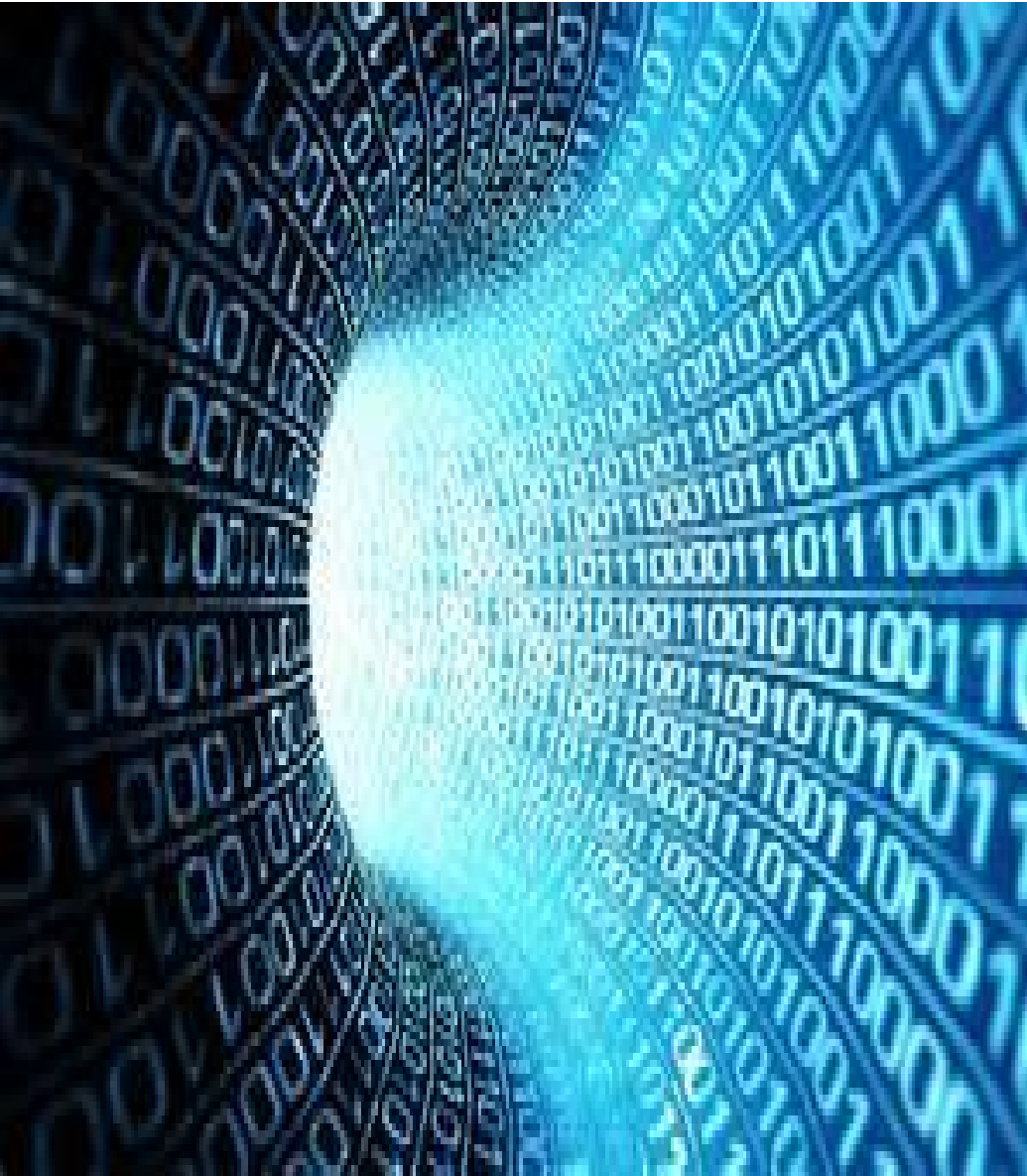
The details of above said presentation is also made available at the Company's website [www.sonata-software.com](http://www.sonata-software.com).

Kindly take the same on record.

Thanking you,  
Yours faithfully,

For Sonata Software Limited

Kundan K. Lal  
Company Secretary and Head of Legal



**GO DEEPER**

*Transform business with IT*

# Investor Presentation

## Q1 FY 17-18

Product Engineering  
Enterprise IT Services  
Technology Infrastructure



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**DEPTH MAKES A DIFFERENCE**

# 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.

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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	
<b>International IT Services</b>	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>	
<b>Domestic Products &amp; Services</b>	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
- 32% of Co Revenues
- 80% of Co PAT



## Technology Infrastructure

- IT Infrastructure Consulting, Licensing & Deployment
- Primary India footprint
- 68% of Co Revenues
- 20% of Co PAT



International IT Services

# Industry Footprint



## Travel



TO | OTA | Corporate | Air | Rail

### Strategic Customers

- World leading Tour Operator
- Top NA Corporate Travel Co



## Retail & Distribution



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*



# Engineering Solutions Footprint

## PRODUCT INNOVATION

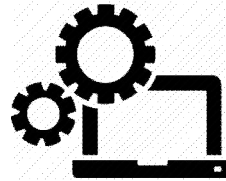
- Cloud engineering
- Mobile engineering
- Analytics integration



*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
- Sustenance 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*

# Transformational Partner to Customers

## Partnering launch of a new ERP by a Global Software leader

### Engineering Excellence

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

### Value Added Services

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



## 10 Year Partnership Milestone

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

# Way Forward : Platforms + Services for digital business



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



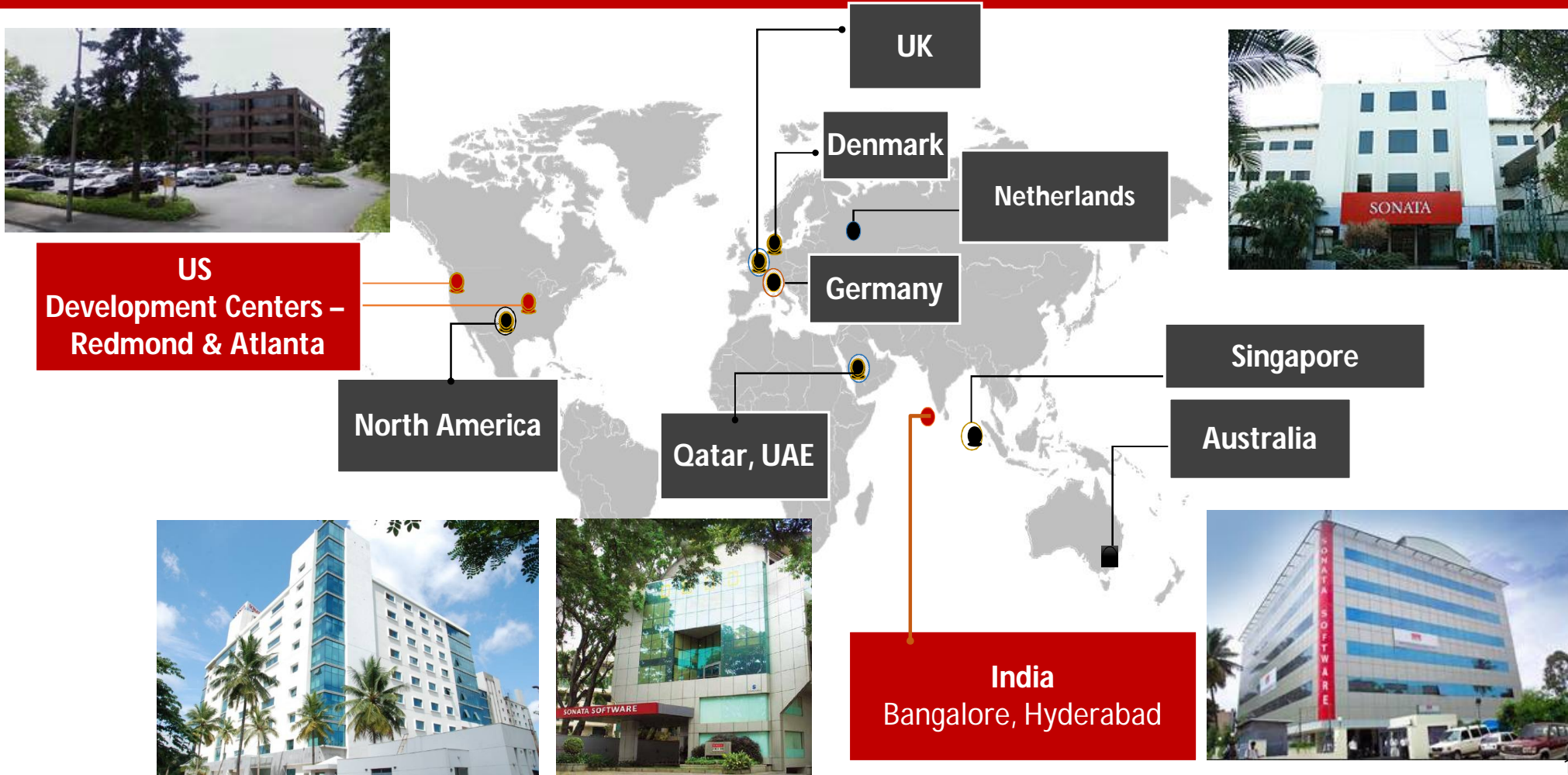
**Business Need:** Upgrade reservations systems across core Rail and ancillary package sales

**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





# 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
- 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 18

Description	For the Quarter ended				
	30/Jun/17	31/Mar/17	QoQ	30/Jun/16	YoY
<b>Revenues</b>					
International IT Services	211.3	204.0	4%	195.7	8%
Domestic- Products & Services	434.1	489.3	-11%	420.9	3%
Consolidated	634.5	685.8	-7%	609.4	4%
<b>EBITDA</b>					
International IT Services *	49.8	44.0	13%	51.2	-3%
Domestic- Products & Services *	15.1	14.0	8%	15.2	-1%
Consolidated *	64.5	57.1	13%	65.7	-2%
<b>PAT</b>					
International IT Services	34.5	27.1	27%	34.5	0%
Domestic- Products & Services	8.6	8.4	2%	8.8	-3%
Consolidated	43.0	35.5	21%	43.4	-1%
<p>* Includes "exceptional Item" Interest income received on Income-Tax refund of Rs 0.94 crore in Q1 of FY2017-18 (of which Domestic relates to Rs.0.45 crore and balance Rs. 0.49 crore relates to International), and Rs. 1.11 crores in Q1 of FY2016-17 (relating to Domestic).</p>					

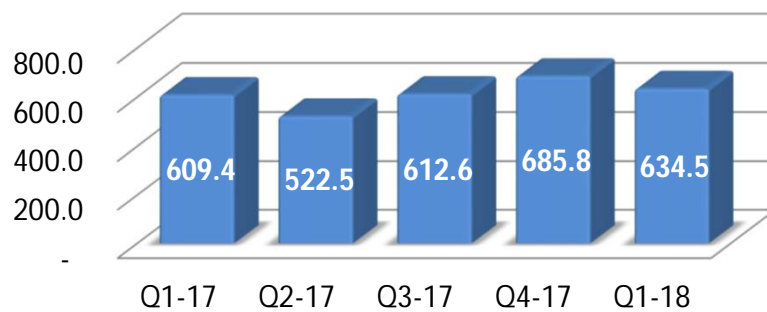
The Company has presented, for the first time, its consolidated financial results under Indian Accounting Standards ("Ind AS") from April 01, 2017 and accordingly these financial results have been prepared in accordance with the recognition and measurement principles laid down in Ind AS. Financial results for the comparative period have also been presented in accordance with the recognition and measurement principles of Ind AS



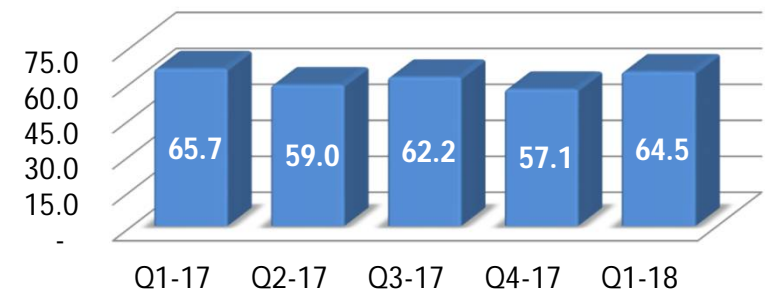
# Consolidated - Financials

INR Crores

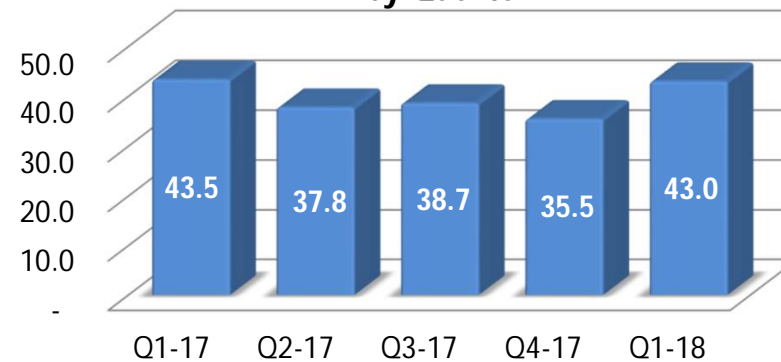
### Revenue - by Quarter



### EBIDTA - by Quarter



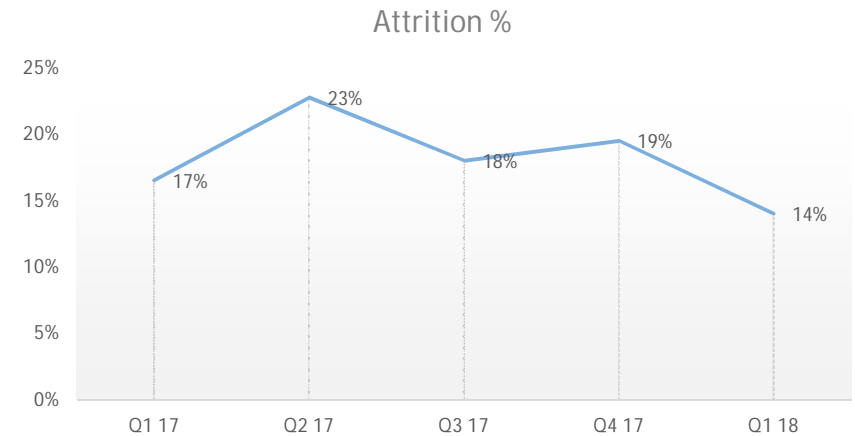
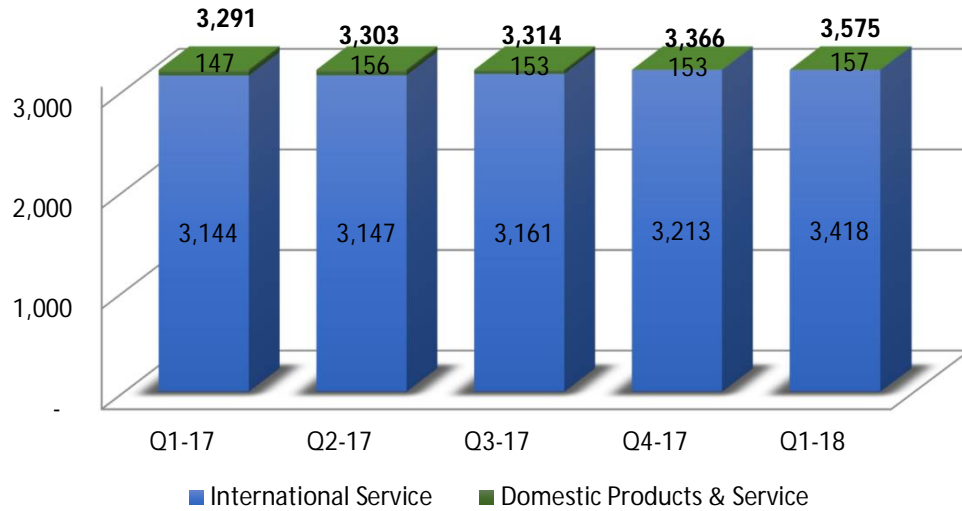
### PAT - by Quarter



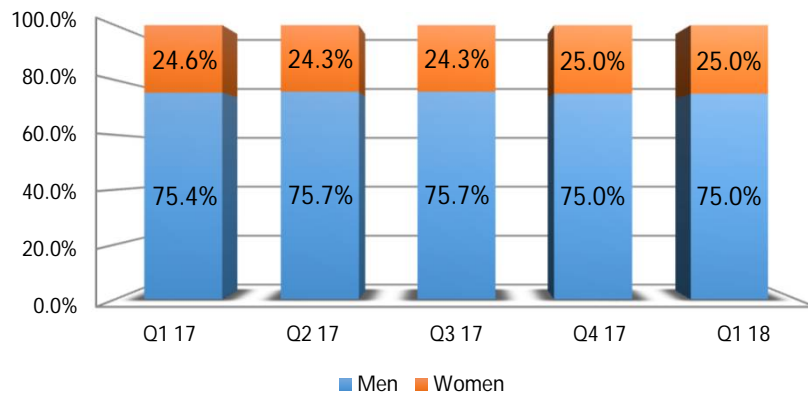
Note:-

1. Figures of Q1-17, Q4-17 and Q1-18 are based on Ind AS
2. Figures of Q1-17, Q4-17 are reinstated for Ind AS impact

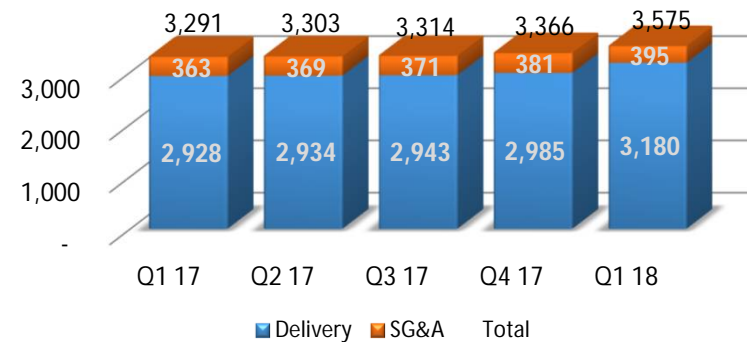
# Consolidated – Human Capital



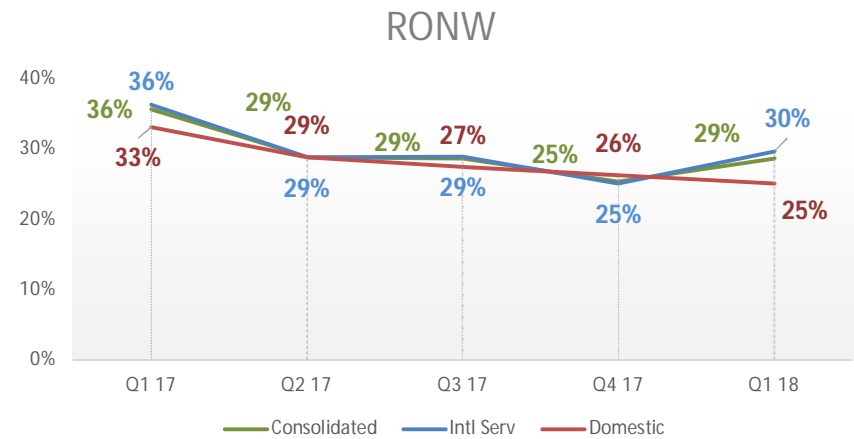
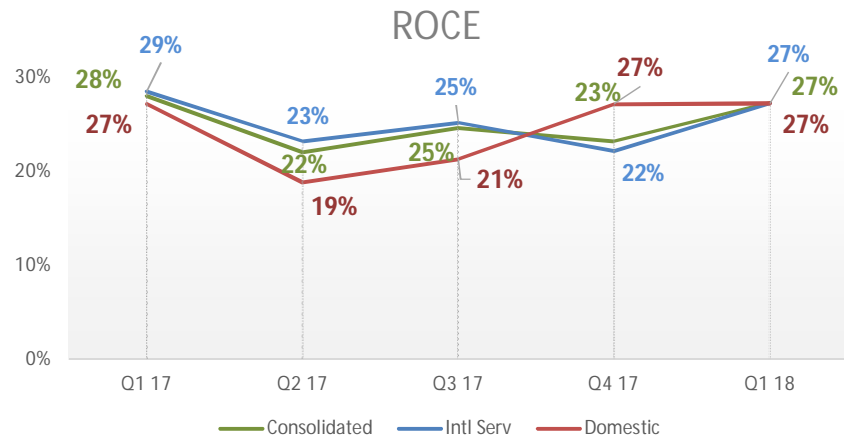
## Diversity



## Head count mix

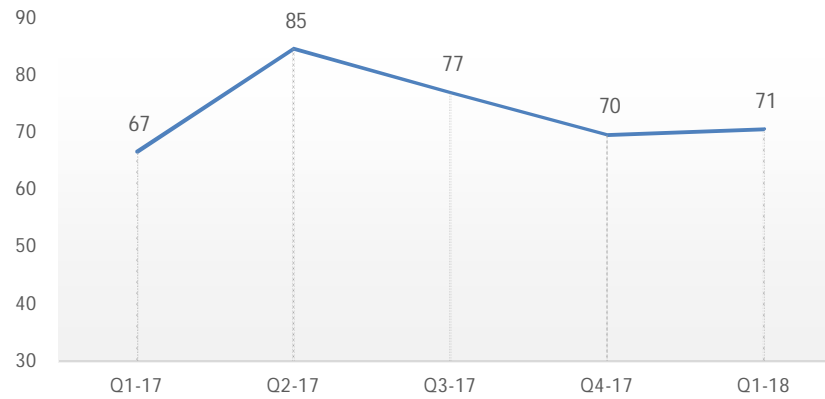


# Consolidated - ROCE & RONW

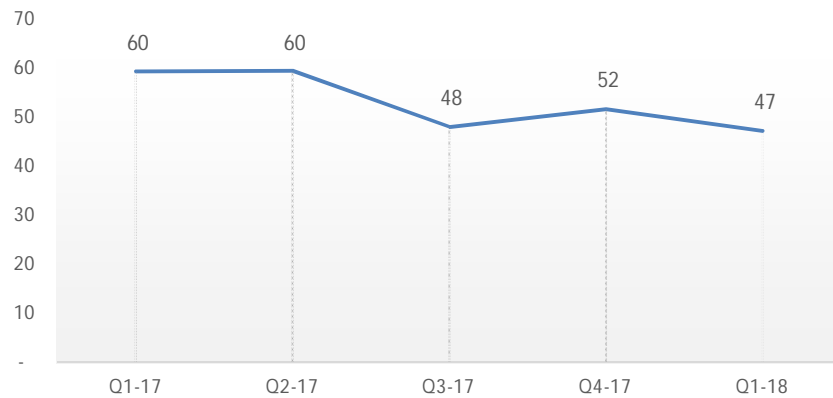


# Consolidated - Day Sales Outstanding

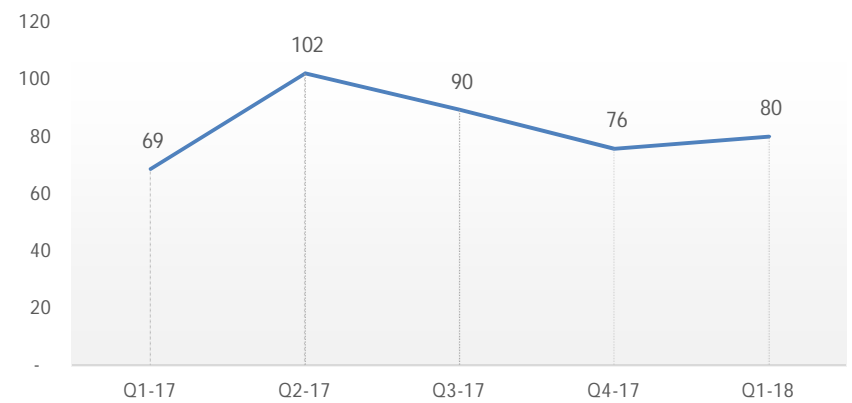
Consolidated



International Services



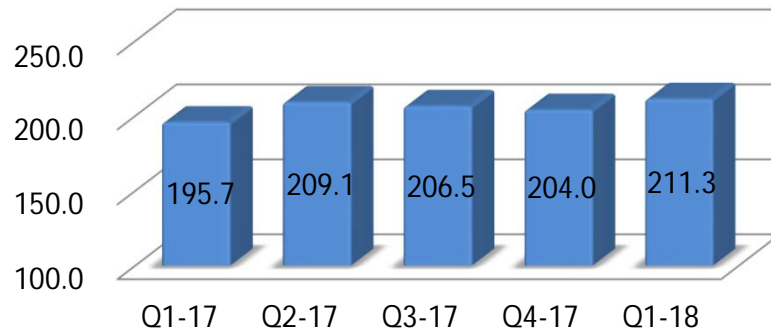
Domestic



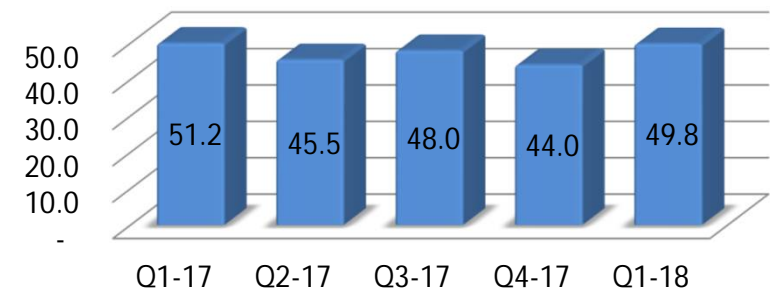
# International IT services - Financials

INR Crores

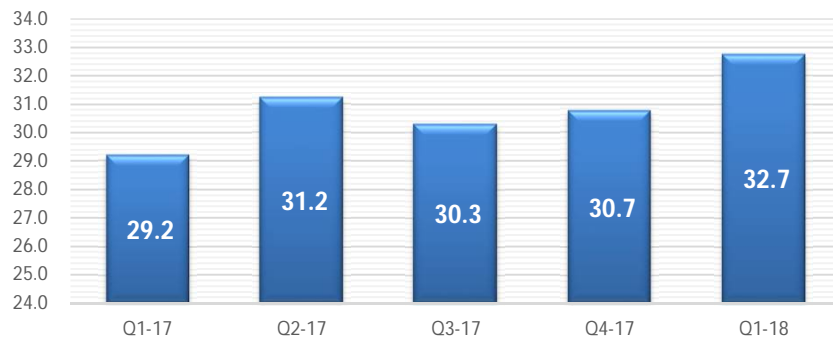
Revenue - by Quarter



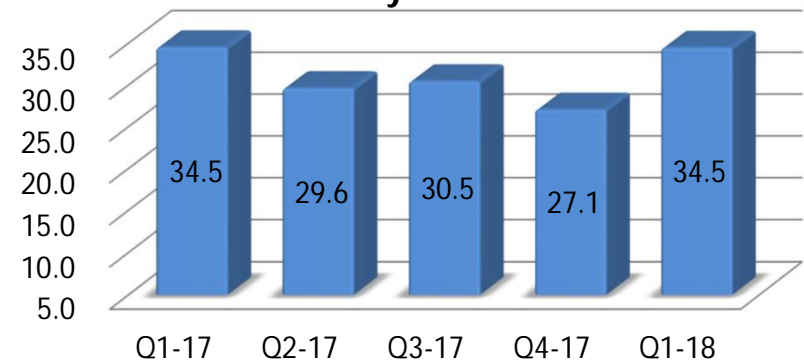
EBIDTA - by Quarter



Revenue \$ mn



PAT - by Quarter

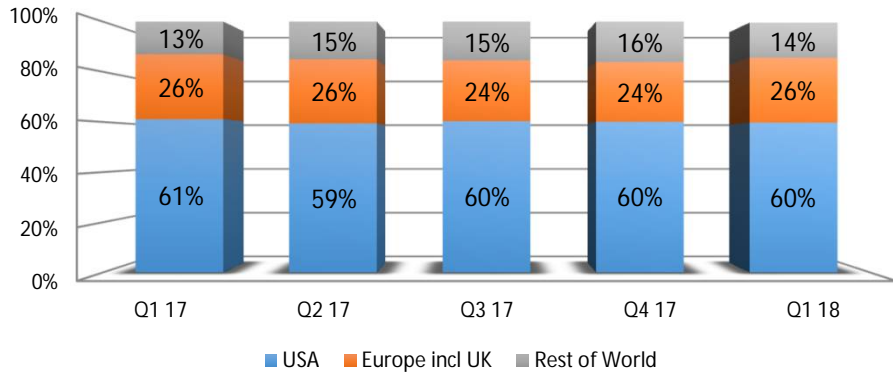


Note:-

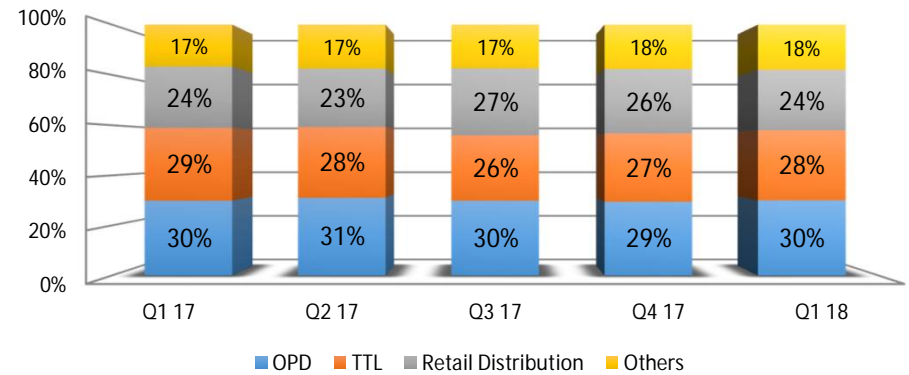
1. Figures of Q1-17, Q4-17 and Q1-18 are based on Ind AS
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# International IT Services - Revenue Mix

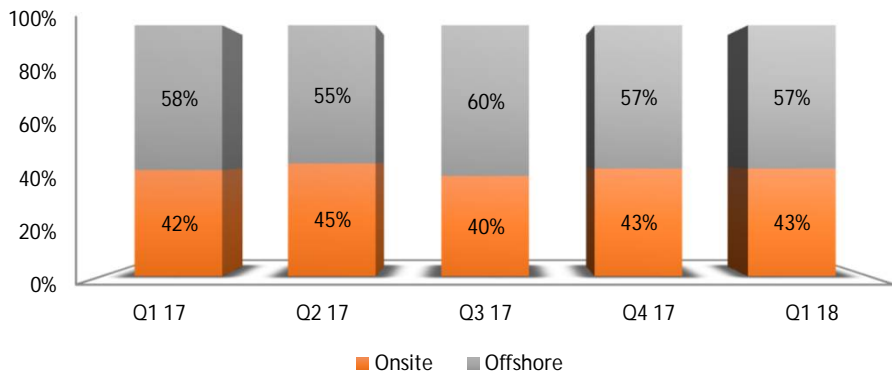
### Geography



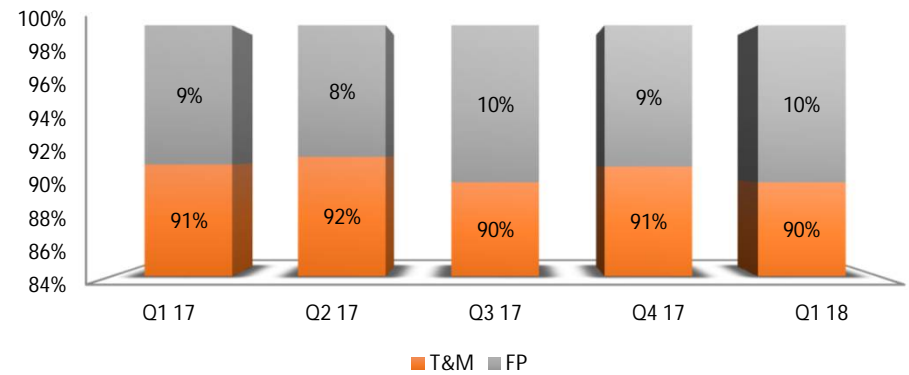
### Vertical



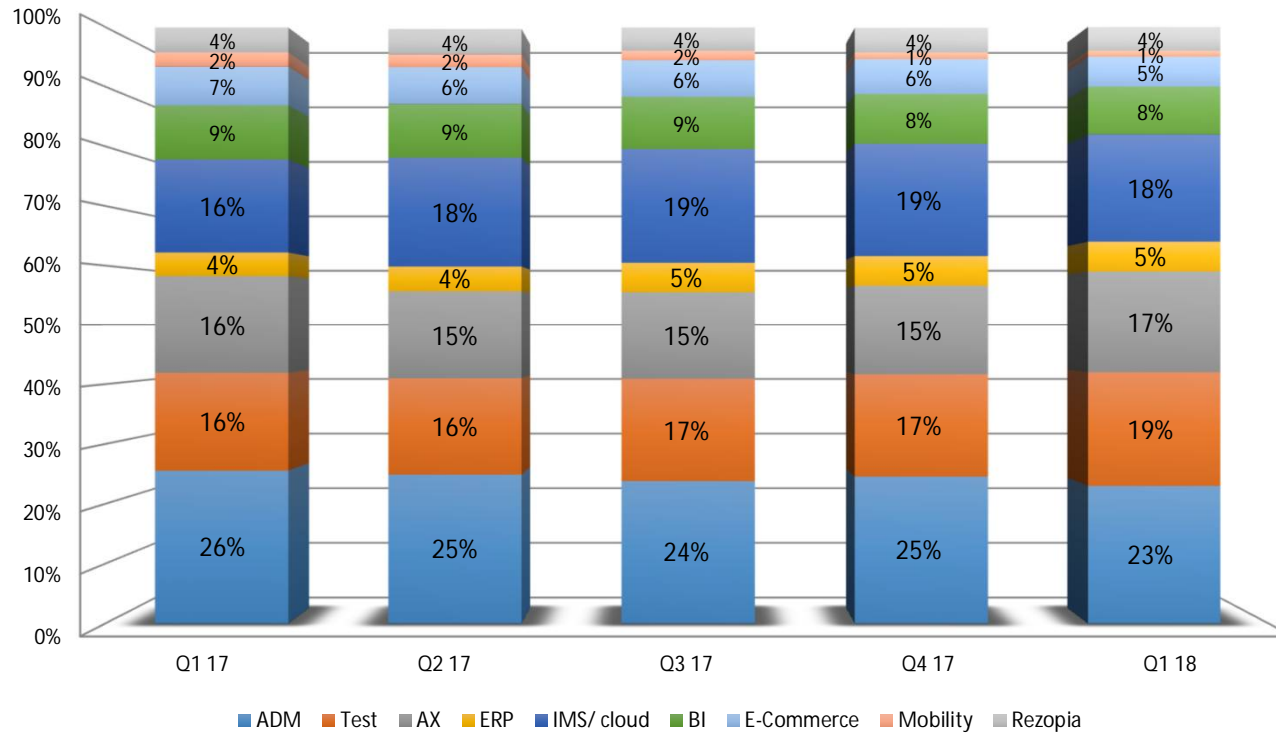
### Onsite / Offshore



### Revenue Type



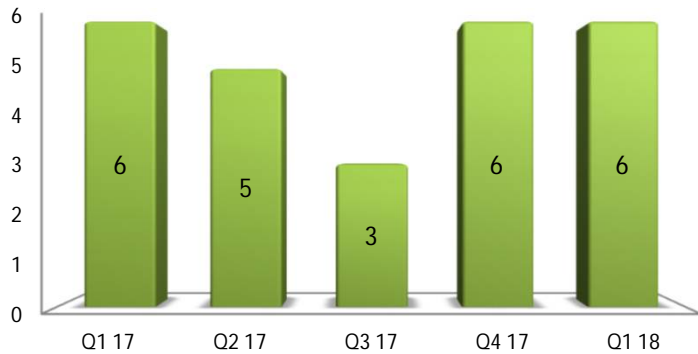
# International IT Services - Revenue by Competency



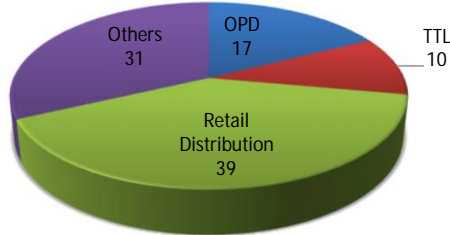
31% from Digital

# International IT Services - Revenue by Customers

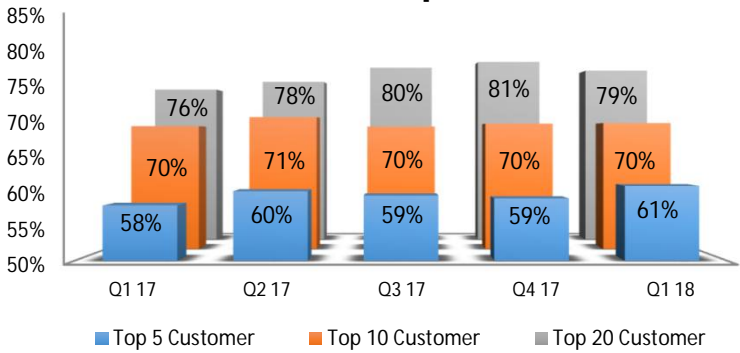
**New Customers**



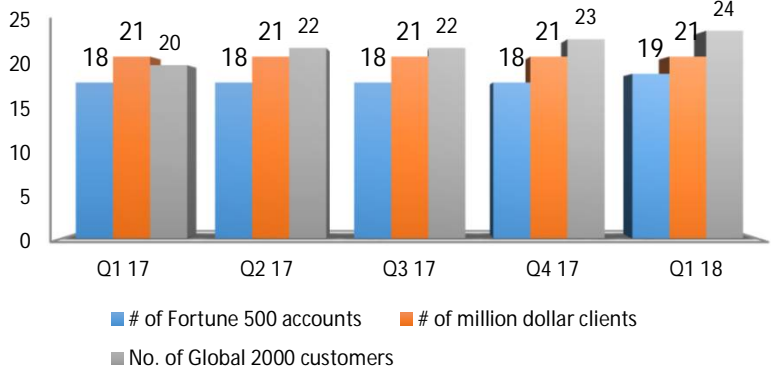
**No. of customers by Vertical**



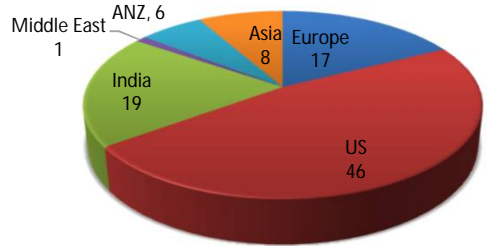
**Revenue from Top Customers**



**Customer Category**

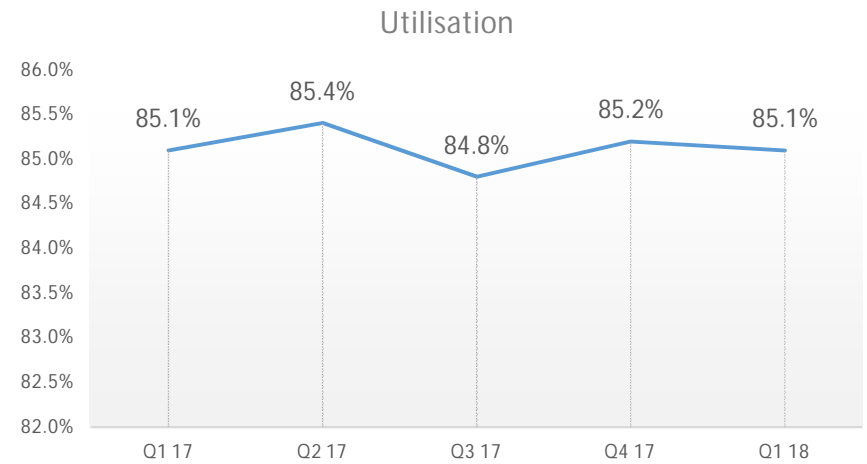
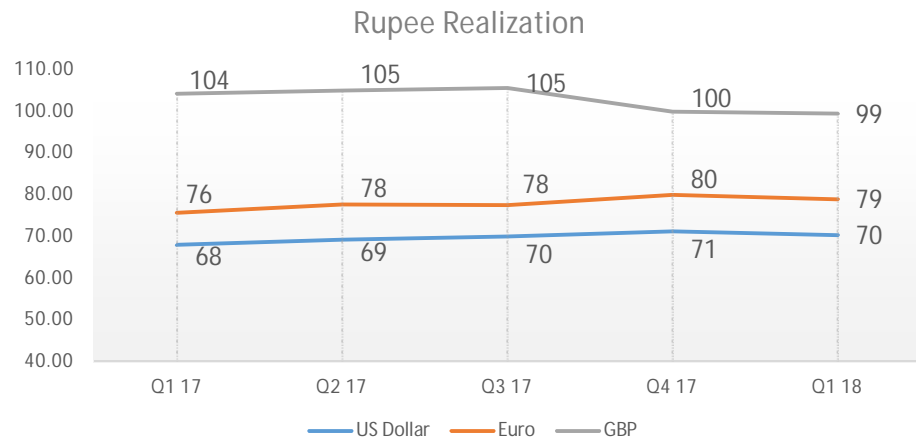


**No. of customers by Geo**





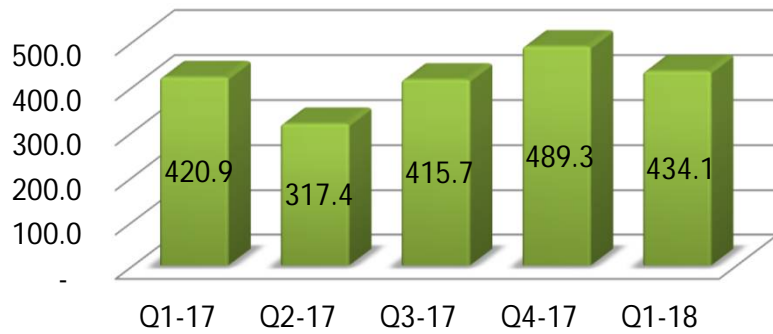
# Utilization / Forward Cover Realization



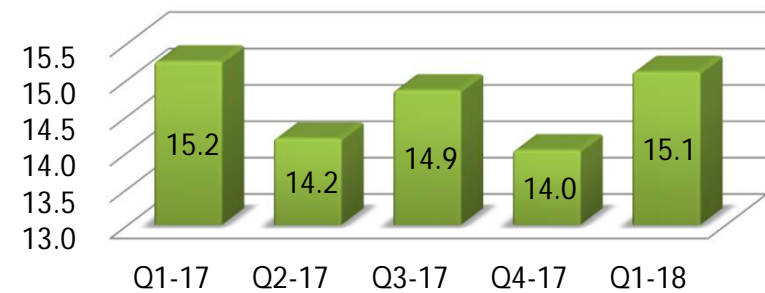
# Domestic Product & Services - Financials

INR Crores

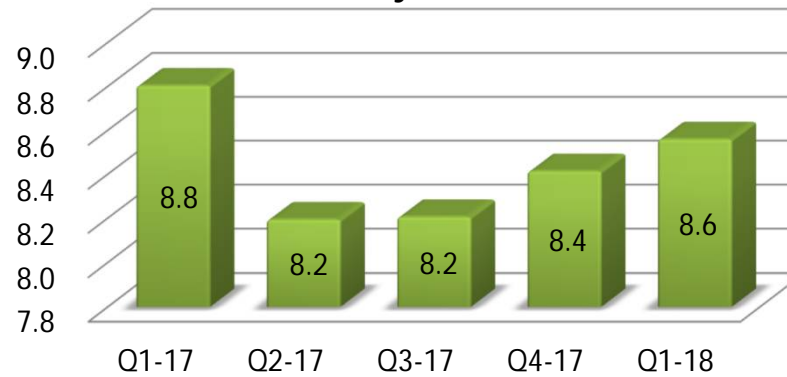
### Revenue - by Quarter



### EBIDTA - by Quarter



### PAT - by Quarter



Note:-

1. Figures of Q1-17, Q4-17 and Q1-18 are based on Ind AS
2. Figures of Q2-17, Q3-17 are reinstated for Ind AS impact

# GO DEEPER

*Transform business with IT*



## Thank You!



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