



SONATA SOFTWARE LIMITED

25th January, 2020

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

BSE Limited
P.J. Towers, Dalal Street
Mumbai
Kind Attn: Manager, Listing Department
Email Id: listing.centre@bseindia.com
Stock Code - 532221

Dear Sir/Madam,

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 and nine months ended 31st December, 2019.

The above said presentation is also made available on the Company's website www.sonata-software.com.

Kindly take the same on record.

Thanking you,

Yours faithfully,
For **Sonata Software Limited**

Mangal Kulkarni
Company secretary and Compliance Officer

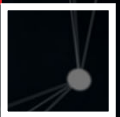
Encl: As above



Sonata Software

Investor presentation

Dec 2019





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



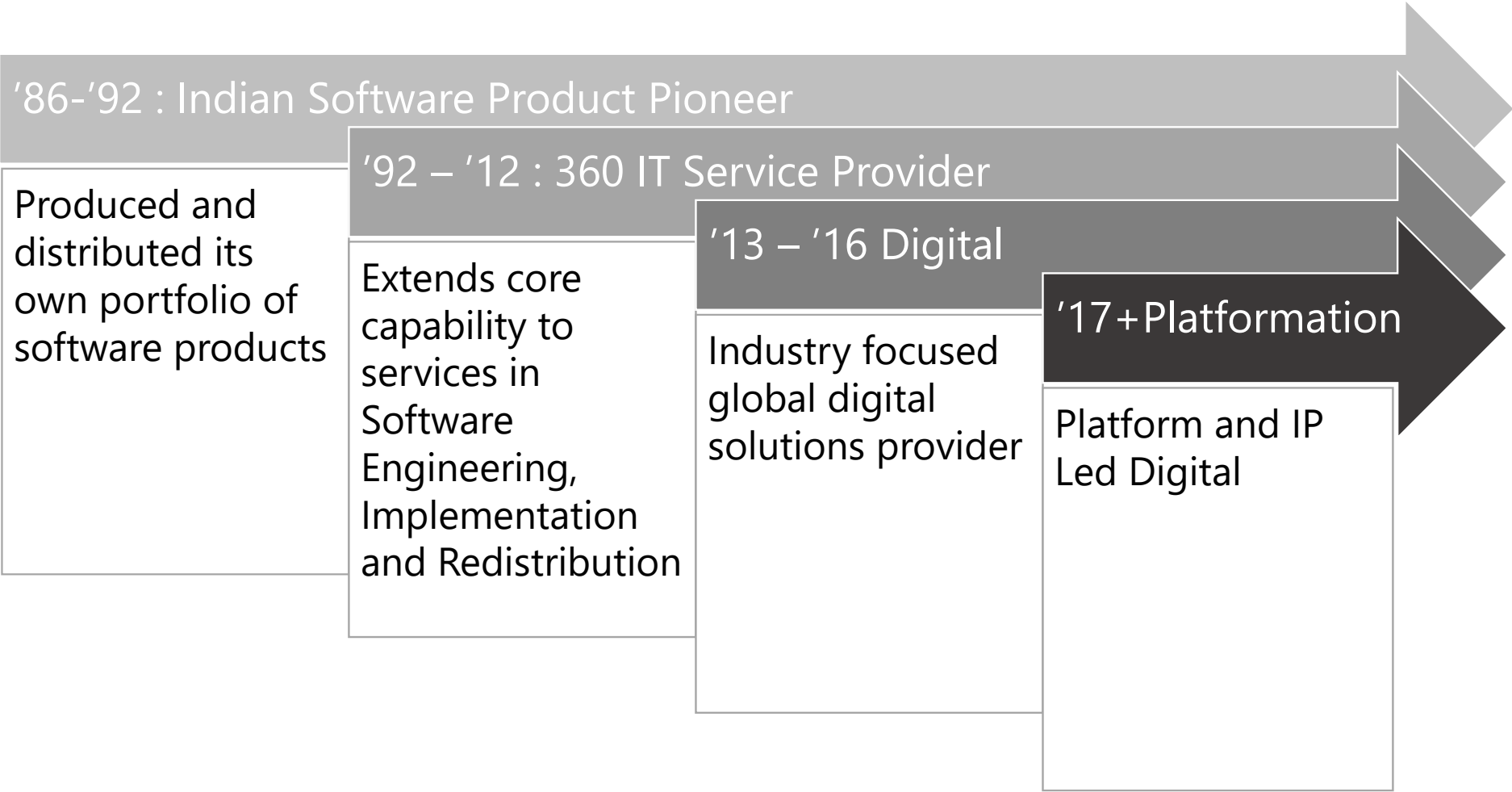
For the Employee
A fun & fearless environment where the potential & passion for work flourishes



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



Sonata - Evolution

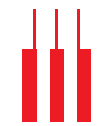


Sonata - A Snapshot



The Company	30+ YEARS as a IT Solutions Provider	\$427+ M REVENUE 15% 3 Yr. CAGR	4000+ TEAM across US, EU, Asia & ANZ	SEI CMMI L5, ITIL & ISO certified
Industry Focus	CPG & MFG Consumer Goods, Industrial Goods, Wholesale	RETAIL Apparel, Hard Goods, Grocery, Hypermarket	TRAVEL TO, OTA, Airline, Rail, Hotel, Cruise	SOFTWARE VENDORS ERP, SCM, Retail, Travel
Competencies	DIGITAL Omni-channel, Mobility & IoT, Analytics, Cloud	APPLICATION LIFECYCLE SOLUTIONS ADM, Testing, IMS Managed Services	PLATFORM IP Brick & Click Retail, Rezopia Digital Travel, Modern Distribution	TECHNOLOGY INFRASTRUCTURE SOLUTIONS Software, Cloud, Server & Storage, Systems Integration
Credentials	CUSTOMERS Global Top 5 – Leisure Travel Co, Grocery Retailer, F&B CPG Co, Software Co	TECHNOLOGY Microsoft, SAP, Oracle, Open Source, IBM	RECOGNITIONS Microsoft – Inner Circle, SAP Pinnacle Award, Microsoft Country Partner of Year India	FINANCIAL National Stock Exchange Listed Public Ltd Co

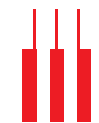
A Global IT Solutions Organization, with focused Industry Verticals, versatile Portfolio of Services covering wide range of Technologies and delivering value through our unique Platformation™ approach



Sonata Story



- Platformation™
- Long term relationships with clients
- Alliance with Microsoft
- IP led
- Engineering excellence and advanced technologies
- **Track record of running mission critical operations on cloud with own IP**
- Over all growth story last 8 years and recognition
- Talent stability at the top



Differentiated Strategy

- IP-led Service Offerings
- Platformation™
- **Alliances**
- **Acquisitions and Competency around MS Tech**
- Domestic Business

Vertical Focus

- Retail, travel, distribution & CPG, ISV, Commodity Trading, and services industry – field services
- IP – Brick and Click, Modern Distribution, CTRM, Rezopia
- **Platform led Digital Transformation**
- **Digital Business Process Library**
- **Client Digital Agenda Templates**
- Track record

What is different about Platformation™ as a tool for Digital Transformation

Sonata's structured process for Platformation comprises the following :

- Digital Business Process Library & Identification
- CDAT based approach
- Platform Maturity Assessment (Separate Business & Technology maturity assessment)
- **Marchitecture™ aligned to CDAT**
- **Platform Characteristic Requirements (With a 16 point Framework)**
- Technology Architecture to achieve the Platform Characteristics
- Cloud Engineering (Cloud Native Development)
- Data Platformation Methodology (Structured Assessment of Data Infrastructure & Platform)
- **Accelerated Platform Engineering (Solution Accelerators)**
- IPs aligned to Platformation™



Platformation™



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



OPEN



SCALABLE



CONNECTED

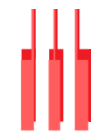


INTELLIGENT

Sonata's approach to Digitizing business using platforms

PLATFORMATION™





Approaches to achieve Platformation™



Sonata READY

- End-to-end, industry-specific digital business platforms

Omni channel reservation system for a large Australian rail network built on a travel platform ensuring seamless booking experience

Sonata ACCELERATE

- Deploy popular horizontal platforms adding required functionality

Versatile retail store and e-Commerce integration for a US fashion brand ensuring scalable, omnichannel shopping experiences

Sonata CUSTOM

- Engineer custom platforms that deliver unique digital capability and scalability

A US-based travel company innovating on membership-based business models, increasing bookings by 200%, and scaling service 6X



SONATA, A BEST-IN-CLASS MICROSOFT PARTNER (Top 1%)



25 Years

MICROSOFT PARTNER

GISV, ISP, CSP, ISV Dev Centre, SI.
Country Partner India 2014, 15, 17.
Global Alliance Footprint

13 Gold

CERTIFIED COMPETENCIES

Dynamics 365,
Power BI, Cortana
Azure, .Net, Mobility

360⁰

PARTNER

MS 4 areas – Business Applications, Apps & Infra,
Data & AI and, Modern Workplace
Product Engineering, Professional Support,
Delivery, LSP Partner for MS, MCS and ISV/SI
Ecosystems.

1400+

TEAM

On Microsoft Technologies with
1000+ on Microsoft Dynamics

90 Clients

ACROSS THE GLOBE

USA, Europe, Asia, India, Australia, Middle East

\$225 million/annum

REVENUE TO MICROSOFT

Across the Service Lines

INDUSTRY

FOCUS DIGITAL

Across Retail, CPG, Distribution, Travel, ISV

PLATFORM IP

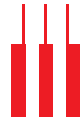
ON MS DYNAMICS & AZURE-ENABLED

Brick & Click, Modern Distribution, Rezopia,
Kartopia, Halosys, Rapid

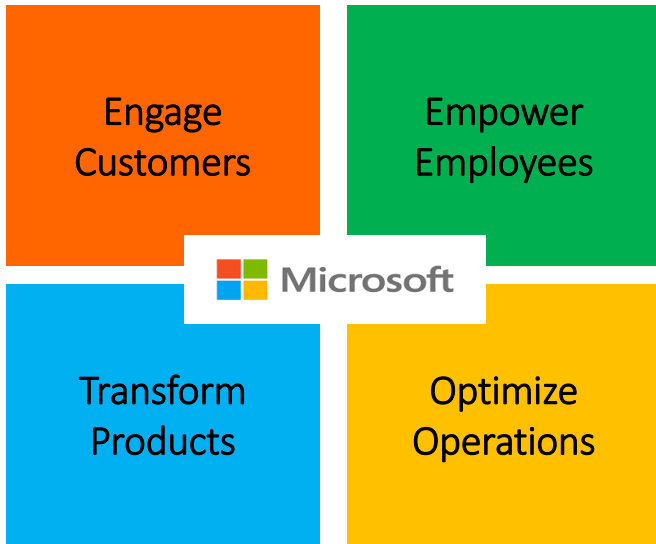
STRATEGIC

ACQUISITIONS

IBIS Inc US, Scalable Data Systems, ANZ, Sopris
US



Microsoft's Global strategy



Digital Transformation Vision of Microsoft

Solution Areas

Modern Workplace

Business Applications

Apps & Infra

Data & AI

Partner Practices

- Collaboration
- Modern Desktop
- Security and compliance
- Cloud Voice

- Customer Engagement
- Operations
- Business Apps

- Cloud Infrastructure and Management
- Application Innovation

- Data Platform & Analytics

KEY EXECUTION PLAN / PLAYS

- Adoption Drive for Teams, Yammer, OneDrive
- PowerApps Practice
- Upsell motion to M365 E3/E5
- Bots for Teams
- Security

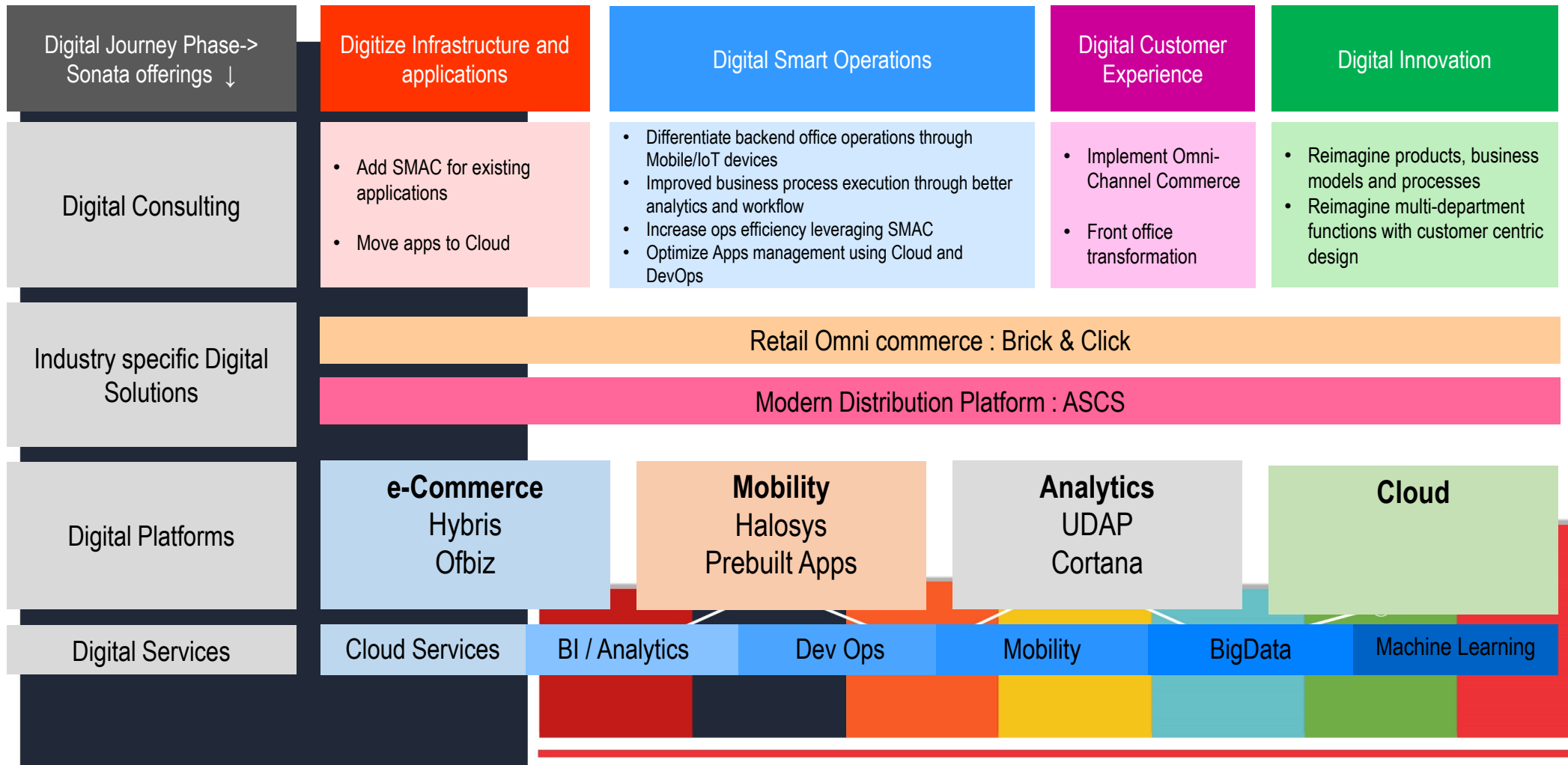
- Dynamics 365
- CE Workloads
- Power Platform

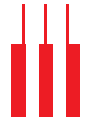
- Cloud Consulting & Migrations
- Managed Services under CSP
- Automation & Cloud Management
- App Service, SQL Azure, Containerization
- SQL Retiral Migrations

- SQL Modernization
- Reporting and Analytics
- Cognitive Services

Their GTM Strategy & Approach

Sonata Retail Offerings





Sonata Case Study



Business Challenges

- Outdated rail passenger reservation system
- Client server application has limited features
- Upgradation costs too high and time consuming
- Lack of user friendliness for day-to-day operations
- Reliance on manual process for ancillary product sales

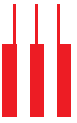
Sonata's Solution

- Rezopia Rail Platform is a next generation rail reservation system capable of addressing all our client's needs, and more.
- Cloud-based platform was able to fulfil a lengthy wish list, ranging from end to end travel reservations, contracts, operations and distribution management.
- Multi-channel booking engine consolidated bookings and generated passenger manifest reports. Users were now able to book not only a train seat with a dynamic shopping cart, but also ancillaries like hotel rooms, transfers and activities.
- In addition, the Rezopia platform was integrated with SAP to send financial data of bookings a XML. AN eNet integration ensured suppliers were automatically paid on their due dates.

Benefits

- Increased business capability with web based application and efficient process for ancillary products sales.
- Train bookings for seat and berths are available in consumer site.
- Effective handling disruptions scenarios caused by natural disasters, track repair work, station interruptions
- Enabled business with platform that supports extending to providing uniform experience to customer for packing train with products like hotel, tours
- Scalable system implemented which can sale up to 6,000 bookings per day
- Omni-Channel booking experience across various distribution channels and devices

Sonata delivers a next-generation reservation system for a government owned railway operator in Australia

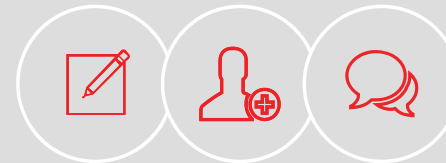


Delivering value through our **innovative engagement models**



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

Commercial Models: Project-based | Outsourced | Output-based
Build-Operate-Transfer | Turnkey-managed | Joint Venture

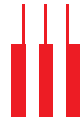
With a team nurtured to **make a difference**



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



Our CSR Programs



Education

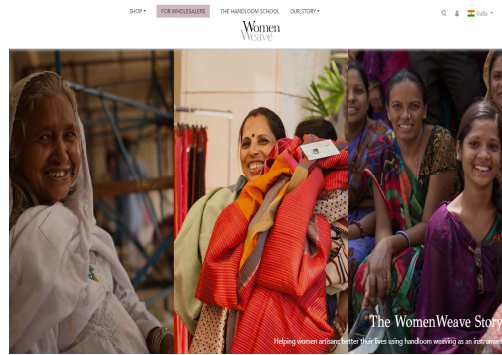


IIIT-B (Bangalore), IISc (Bangalore)

"We encourage research activities in cutting-edge areas of Computer Science and also focus on research fellowships, evangelization of technology for digital transformation"

Upgradation of existing infrastructure Classroom 112 at IISc where the first handheld computer (Simputer) was invented

Traditional Arts, Textile and Handicrafts



WomenWeave (Maheshwar), The Kishkinda Trust (Koppal)

"We developed a digitally enabled craft store front and e-commerce platform for our partners"

Education



Agastya (Kuppam), Telangana Yuvathi Mandali (Hyderabad), WCT (Mumbai)

"We are developing digitally-enabled learning platforms such as Lab on tab for teachers and students. Inaugurated MSL, hands on science experiments for students in villages We are also providing scholarships and grants, especially for the girl child"

Preservation of our Cultural Heritage



Museum of Art & Photography (Bangalore)

"We are providing technology support for the Museum by building responsive website and mobile app along with developing a digital repository to host the digitized version of all the artifacts by MAP as well as giving them a Grant for building a Private Museum"



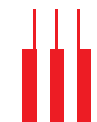
Financials





Strong Execution

- Growth from existing clients
- Acquiring new clients
- Strong growth in new clients
- Alliance led growth
- IP led growth
- Platformation™ led growth
- Margin levers on utilisation and revenue per person
- High-end service mix
- Digital execution and growth
- Strong growth in India Business and Strategic Advantage
- Consistent growth in revenues & margins over 8 years

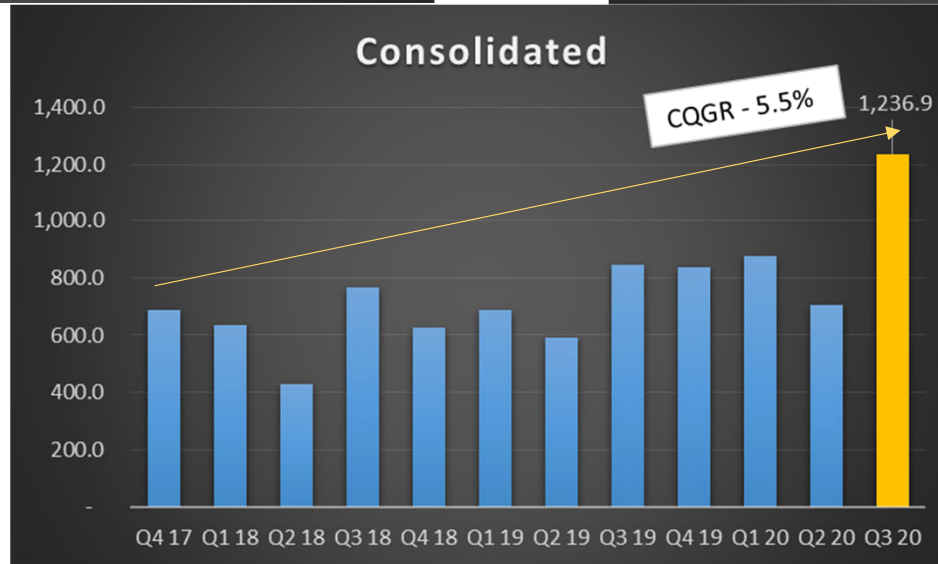
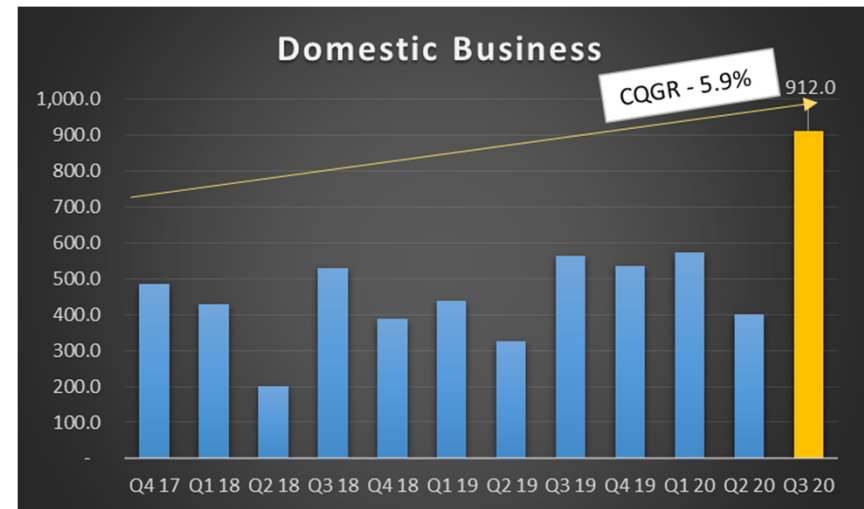
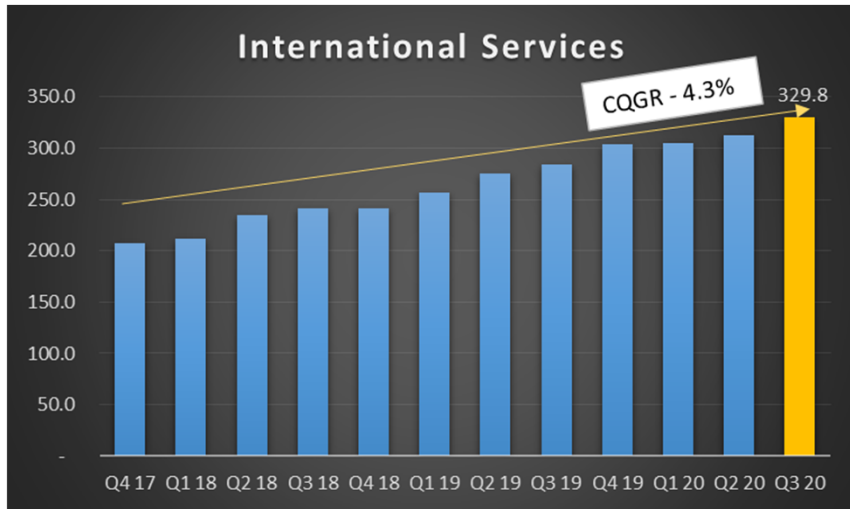


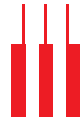
Financial Management

- Focus on ROCE and RONW
- Focus on margins
- Focus on strong cash management
- Sound capital allocation
- Very strong credit and risk management in India business



Revenue – last 12 Quarters

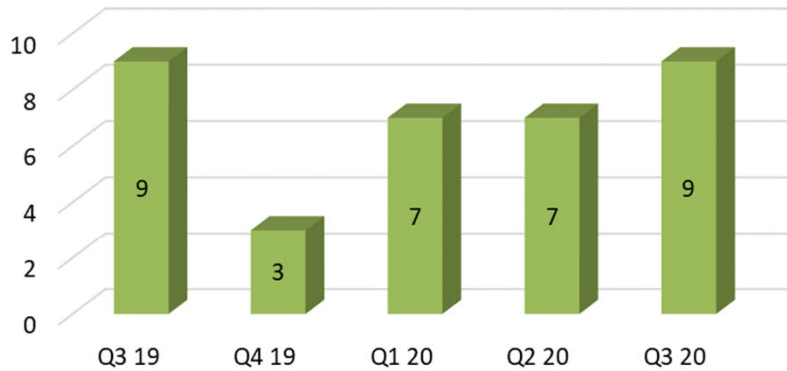




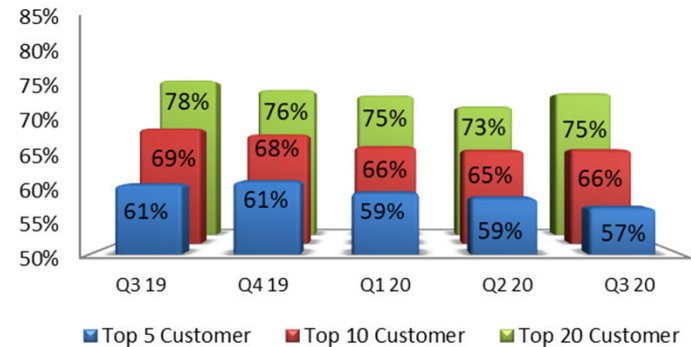
International IT services – Revenue by Customers



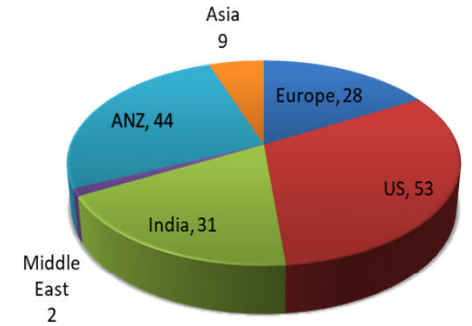
New Customers



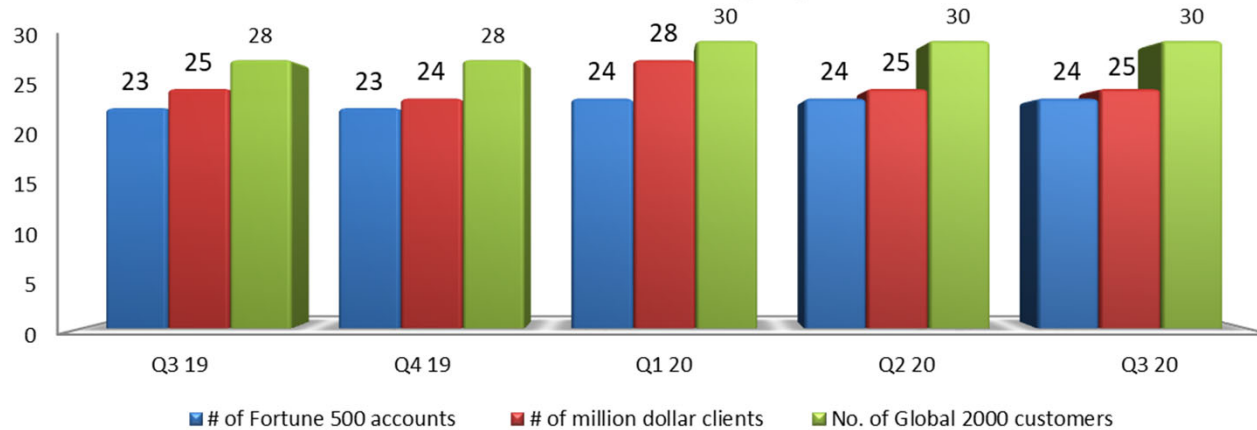
Revenue from Top Customers



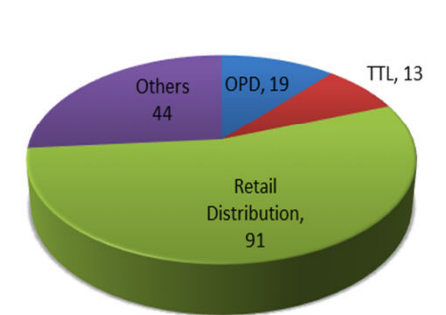
No. of customers by Geo



Customer Category



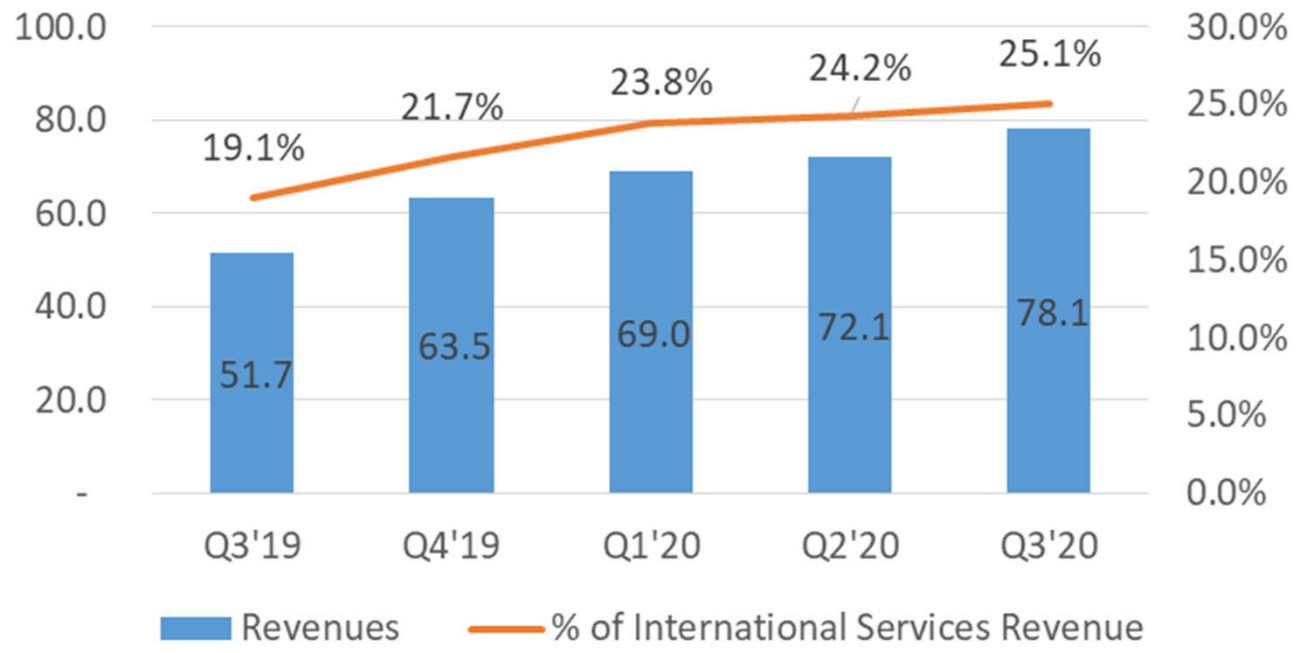
No. of customers by Vertical





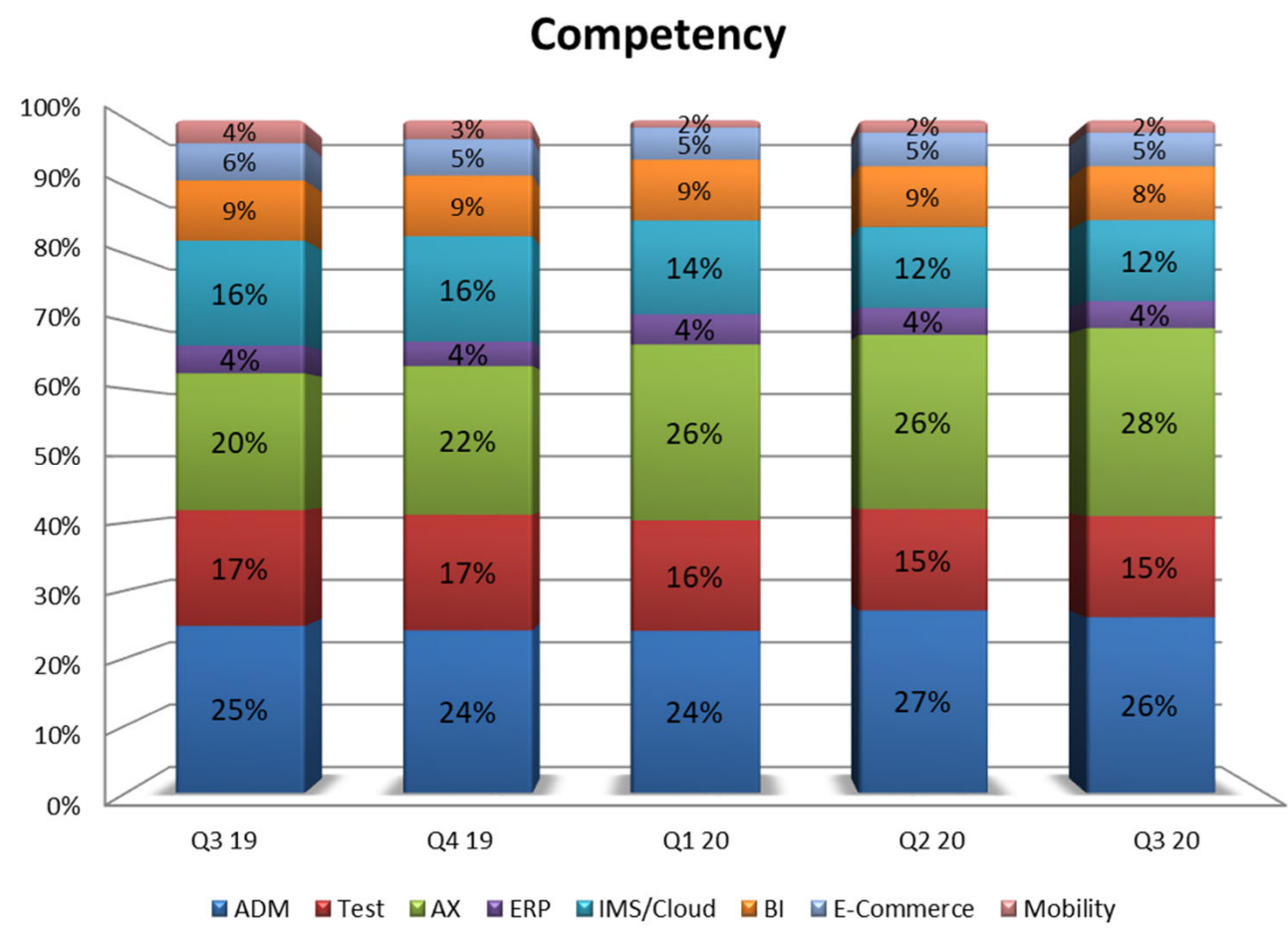
IP Led Revenues

Trend - IP Led Revenues (%)



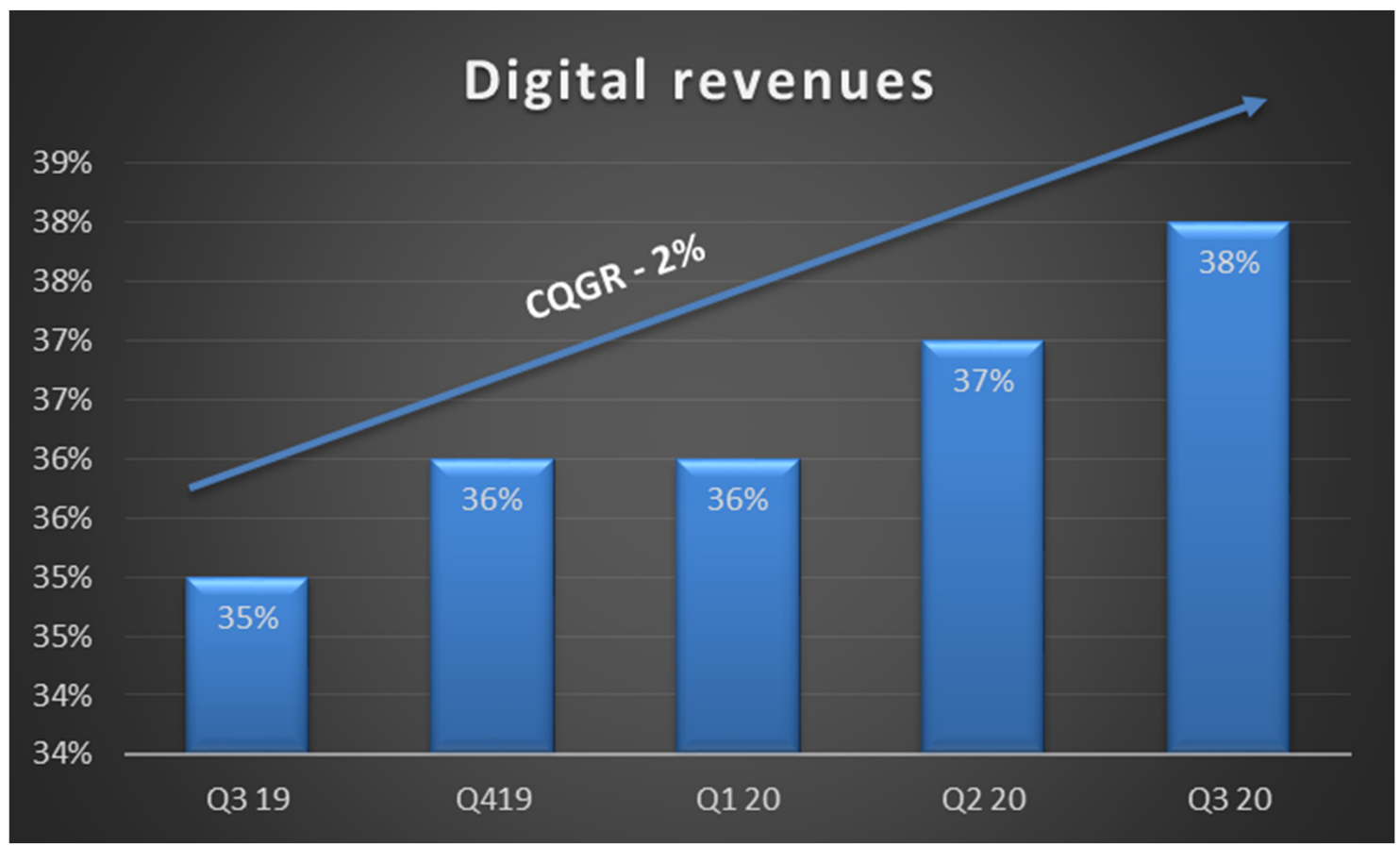


Revenue by Competency



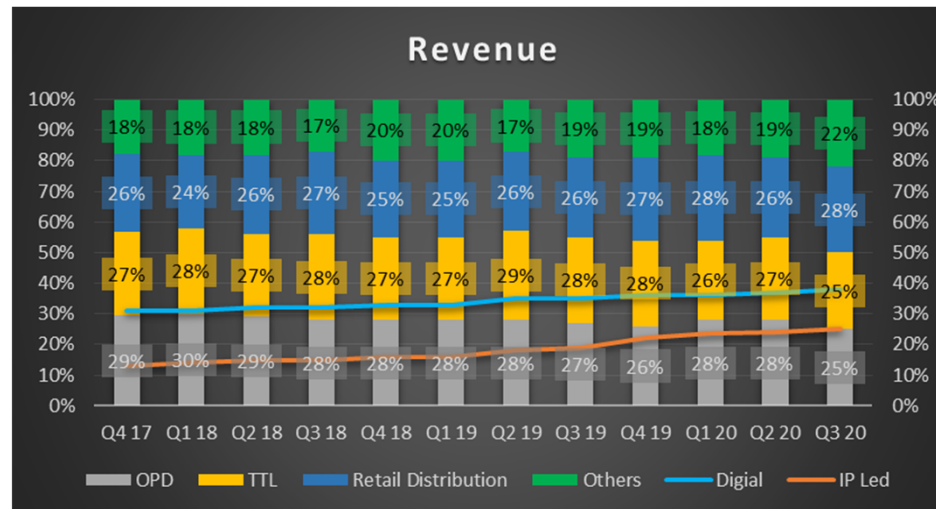
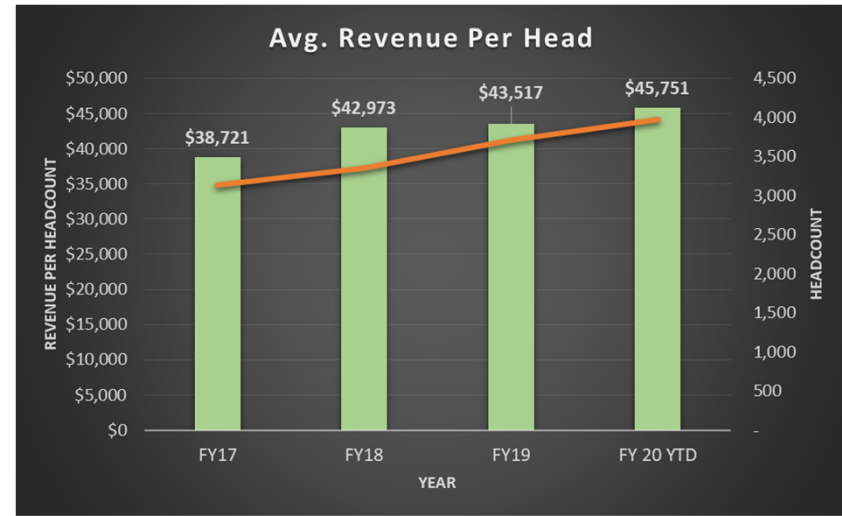
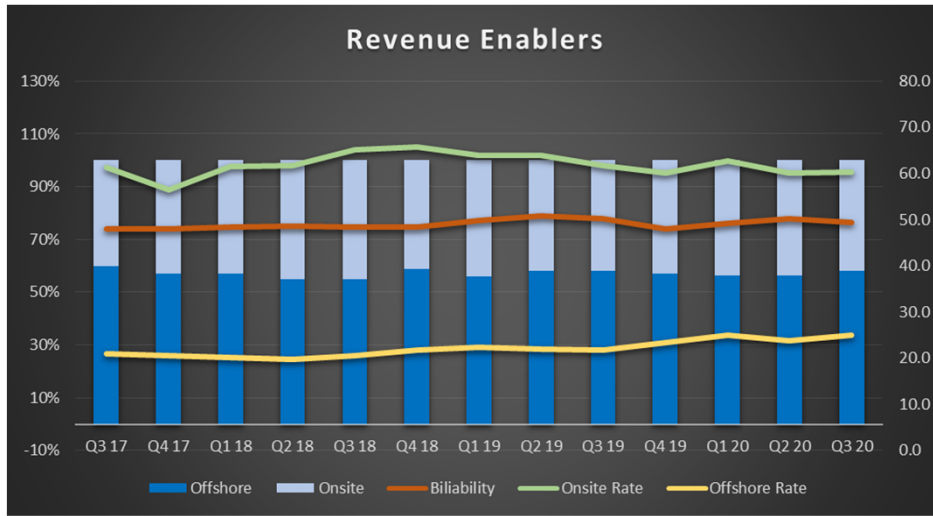


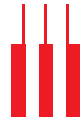
Digital Revenues as % of Revenues



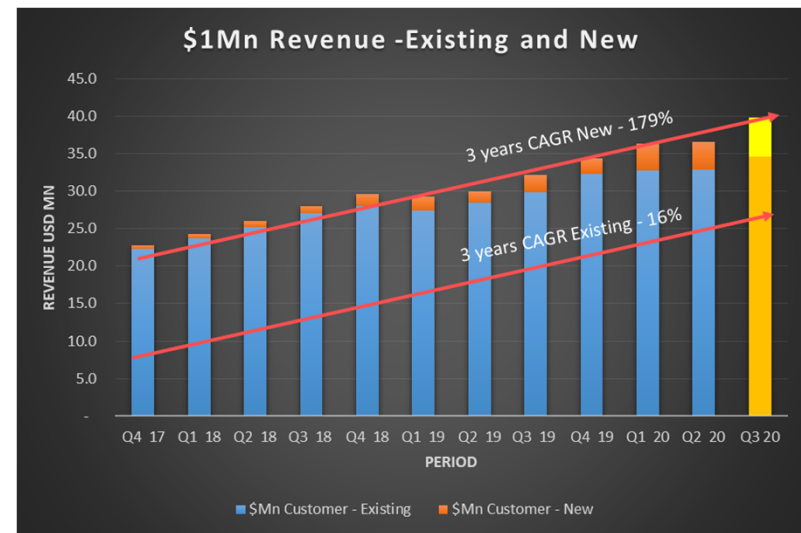
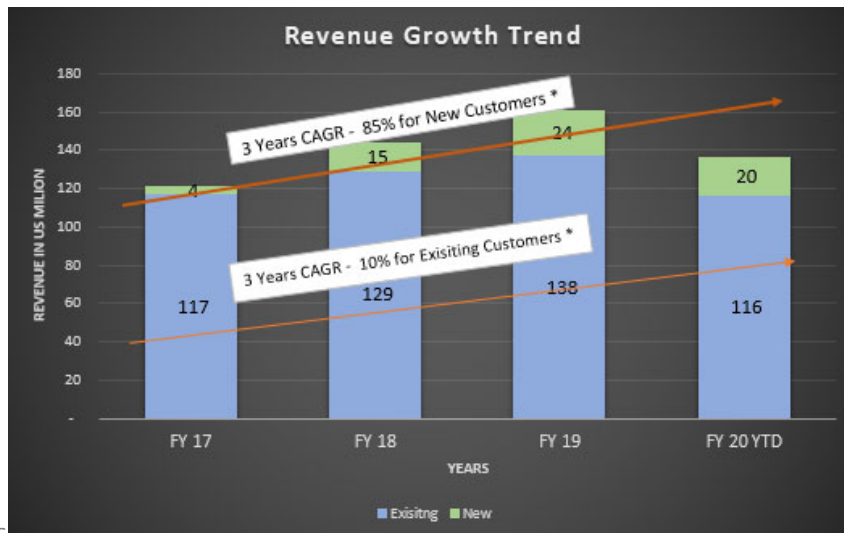
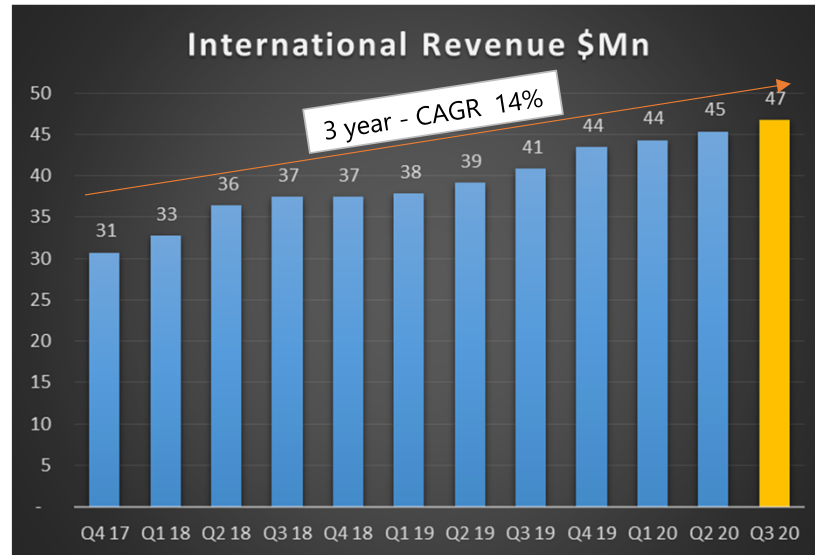


International & Domestic Business - Revenue Enablers





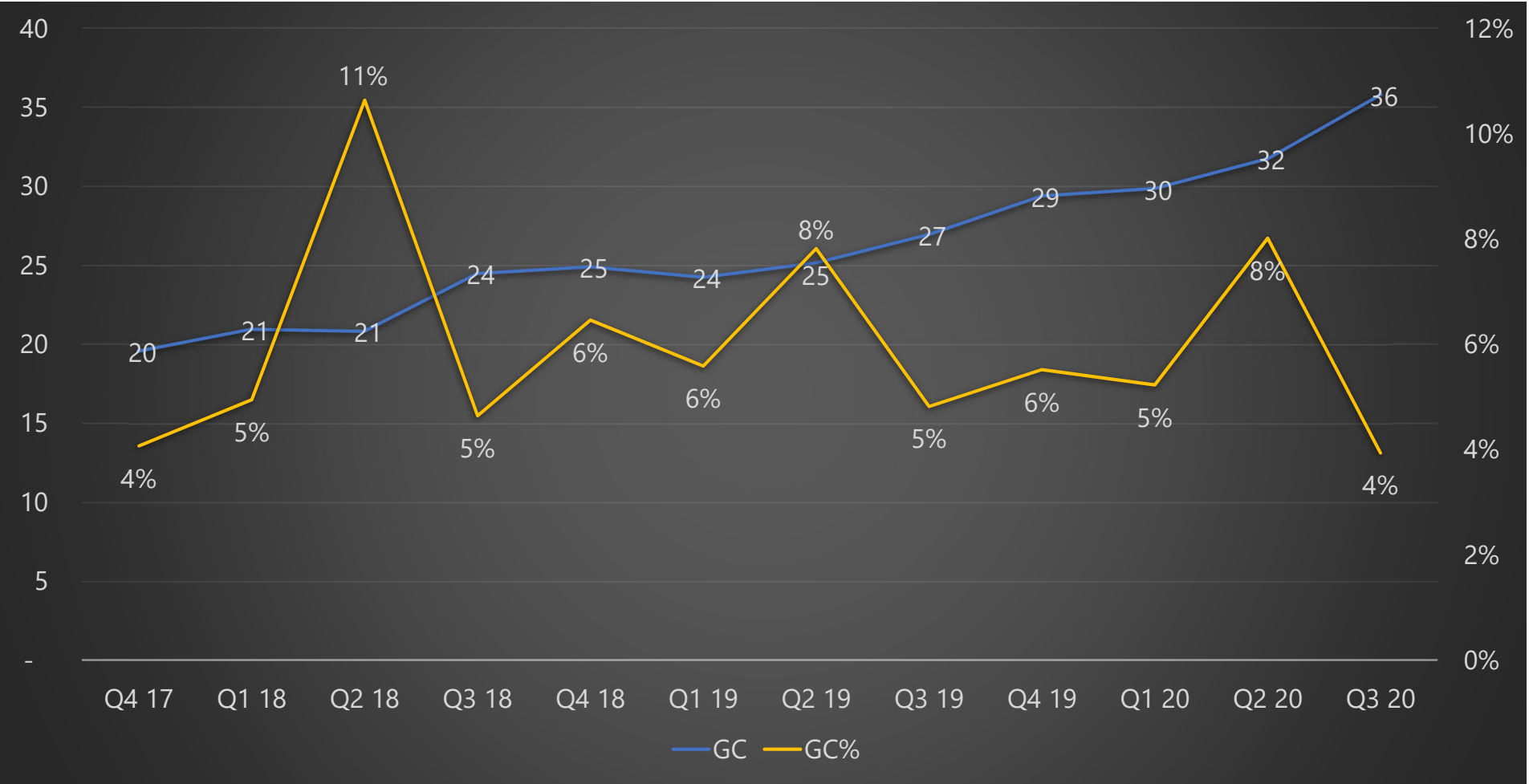
International Business Revenue Growth



* Figures for FY20 are YTD. CAGR is on annualized basis.



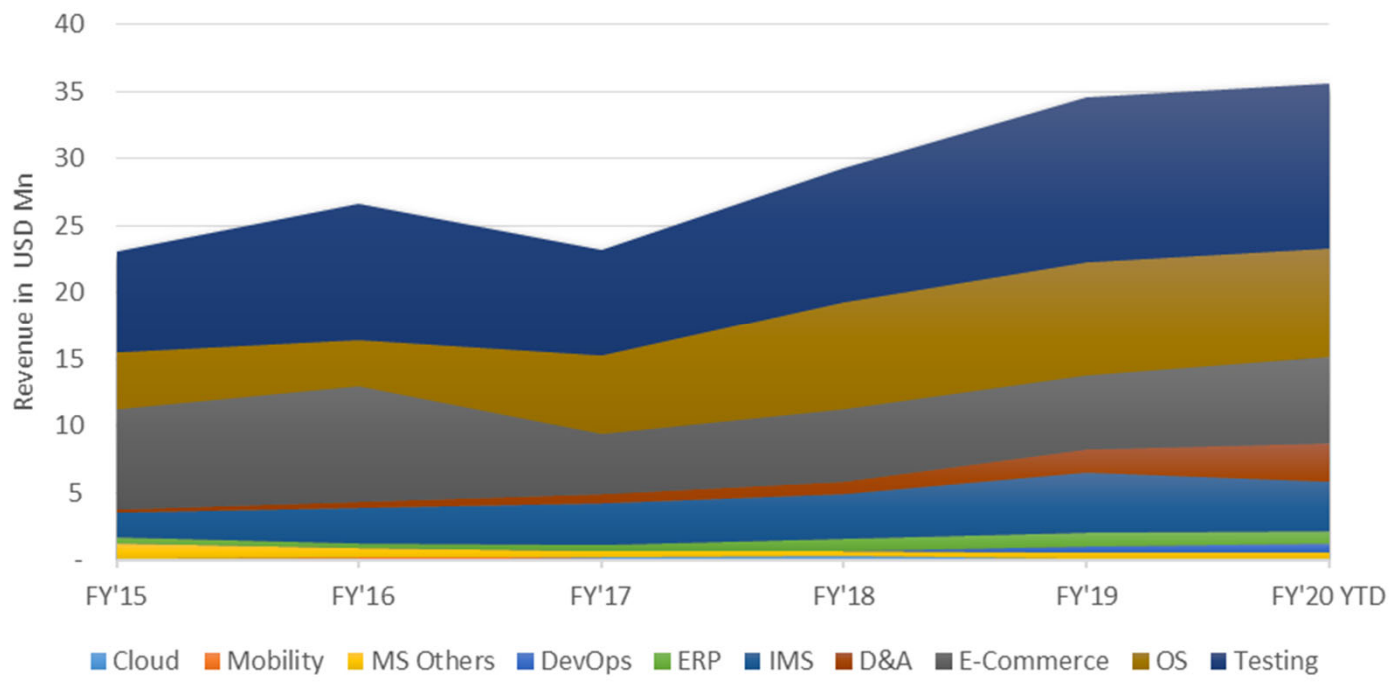
Domestic Business - Gross Contribution



Going Deeper, casting wider

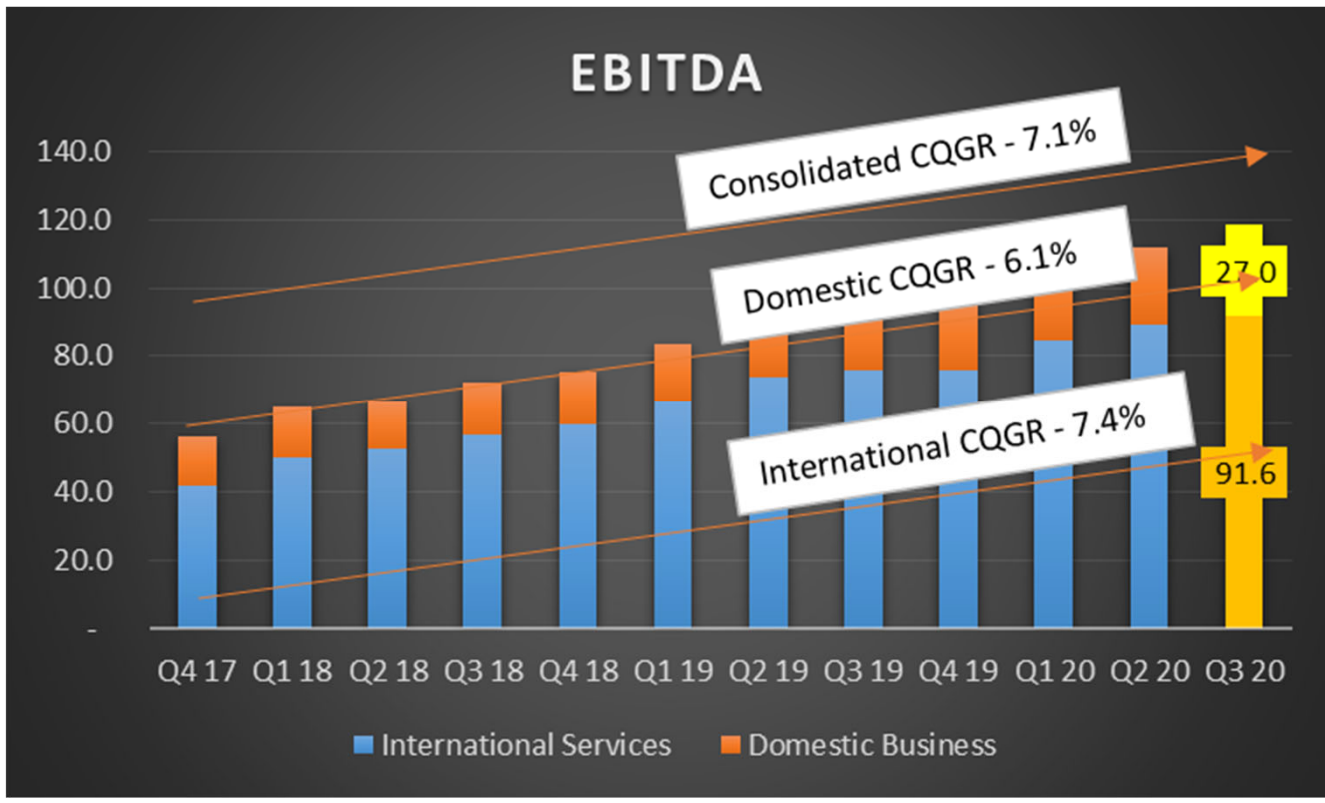


Large Travel Client in UK



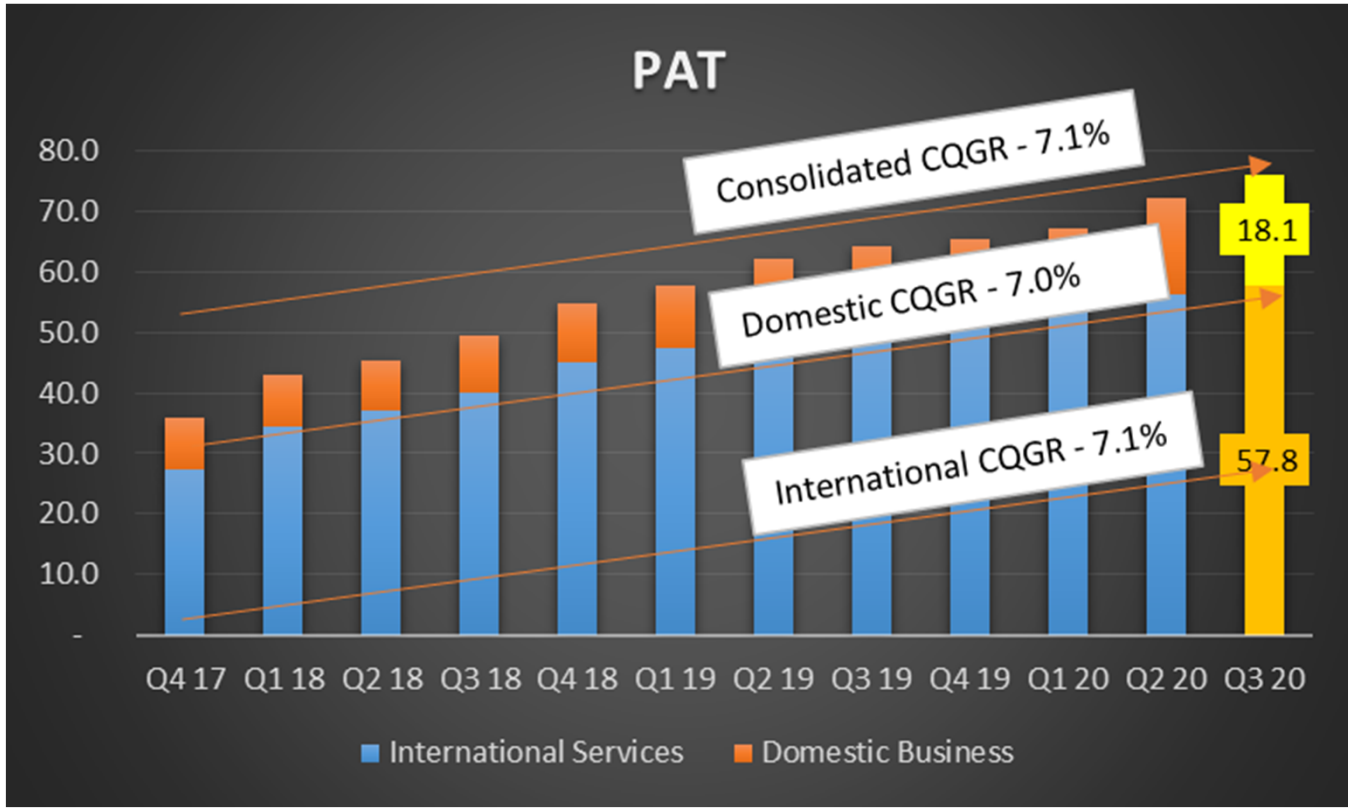


EBITDA – last 12 Quarters

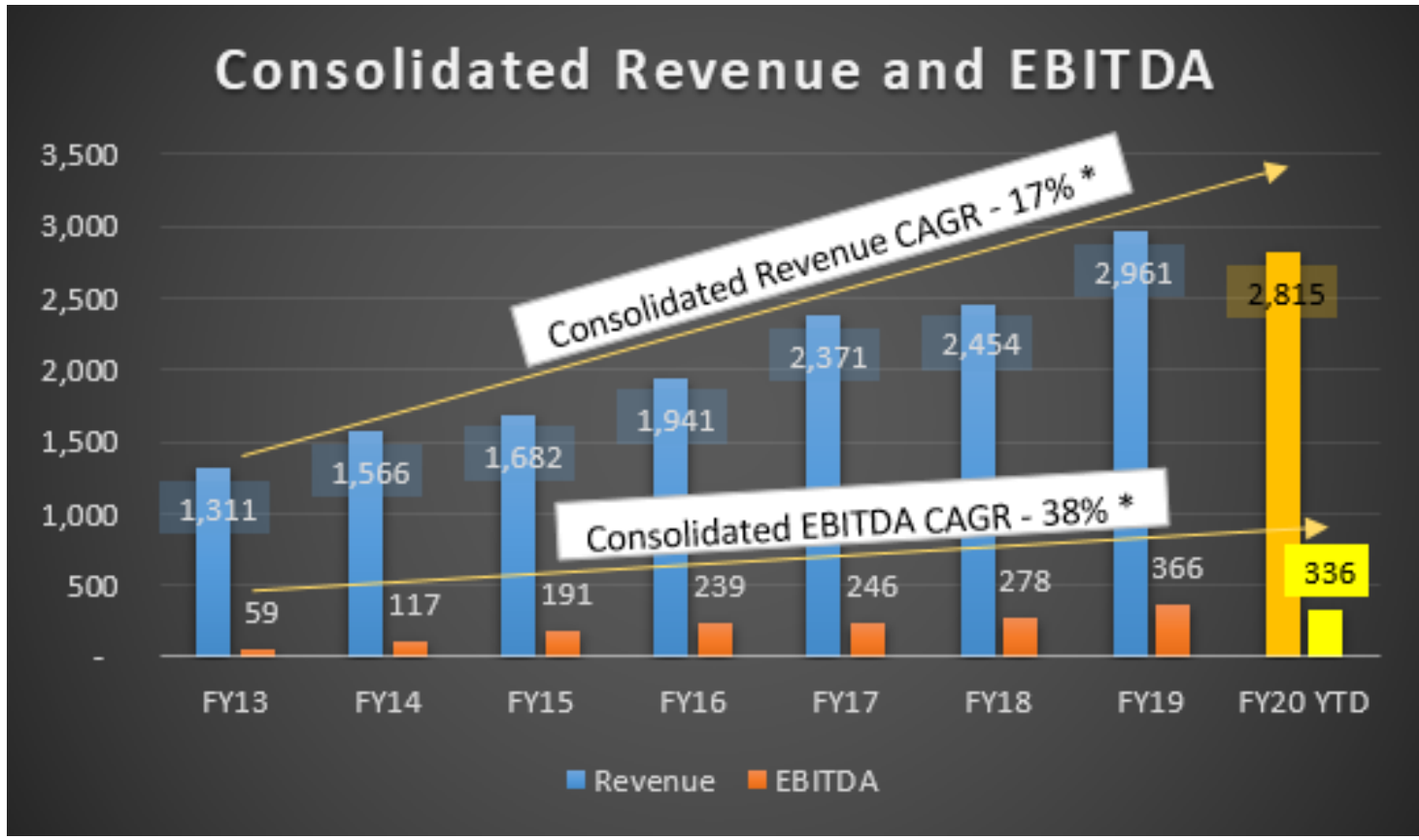




PAT – last 12 Quarters

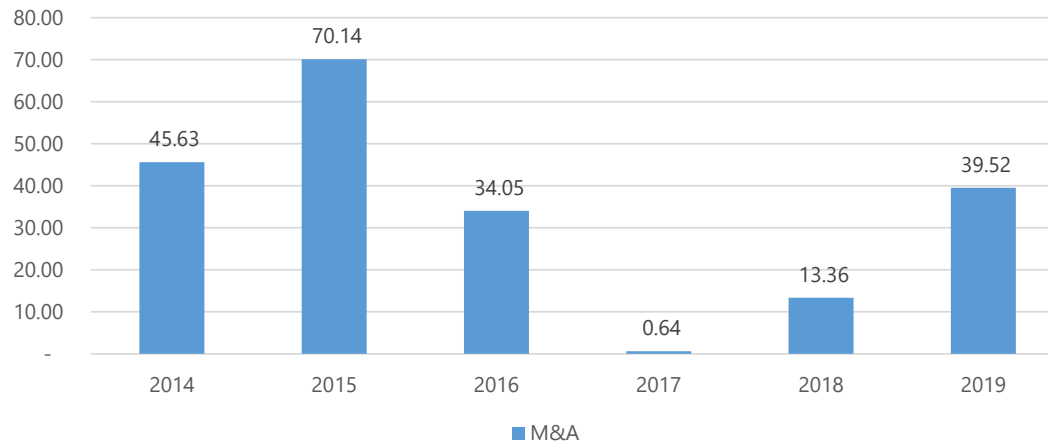


Consistent Growth over last 8yrs



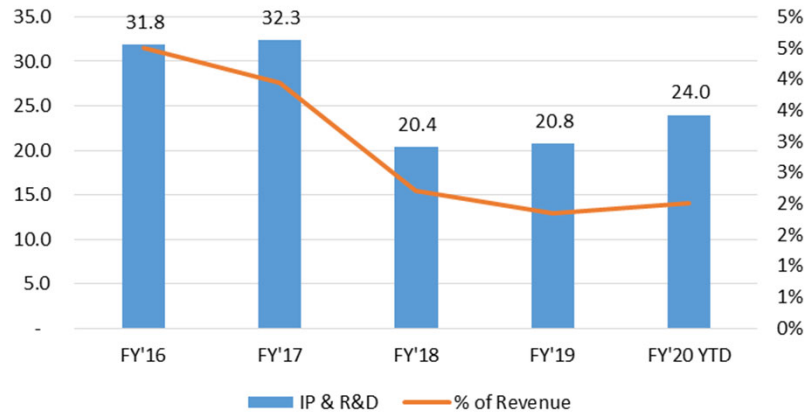


Other Strategic Investments

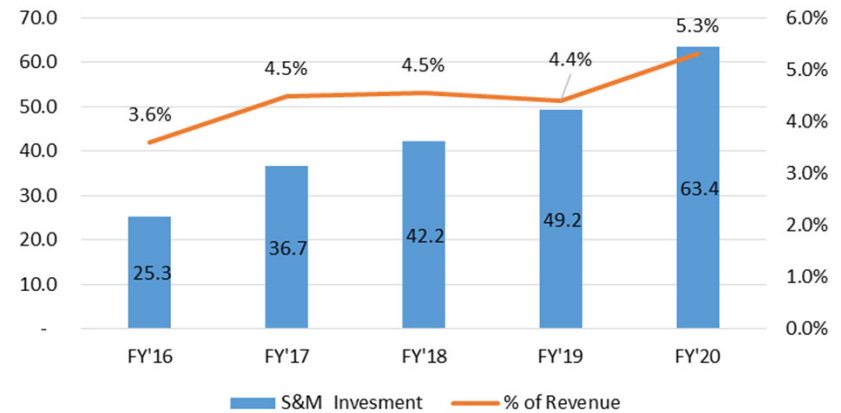


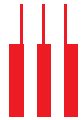
Revenue CAGR of 17%

IP & R&D Investment and % of Revenue



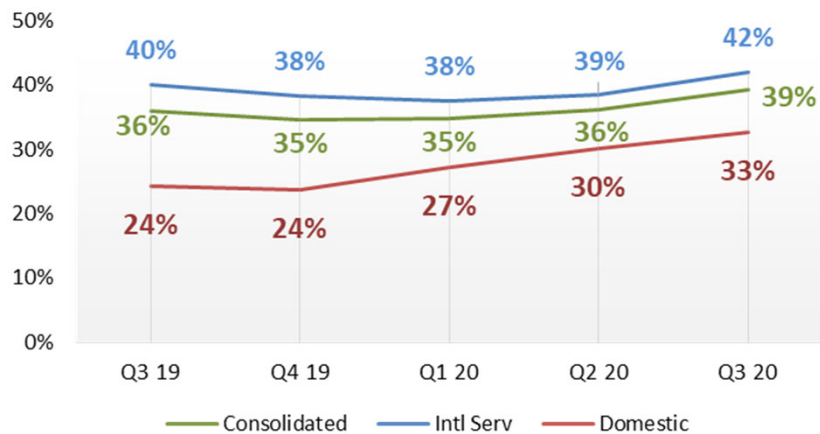
S&M Investments



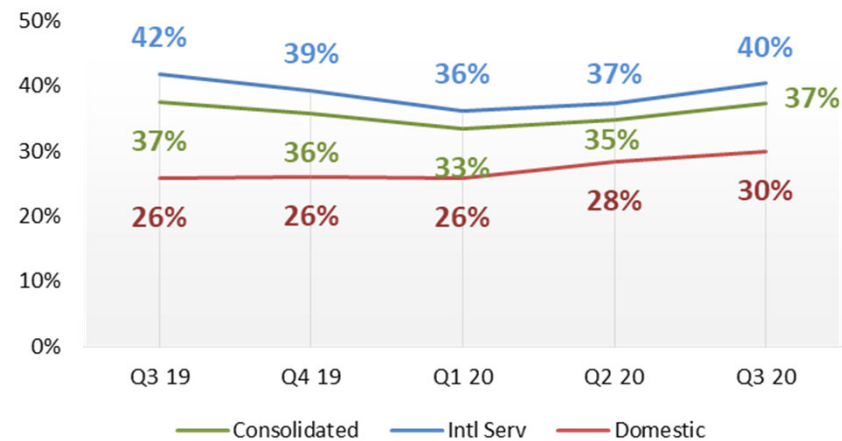


Consolidated – ROCE & RONW

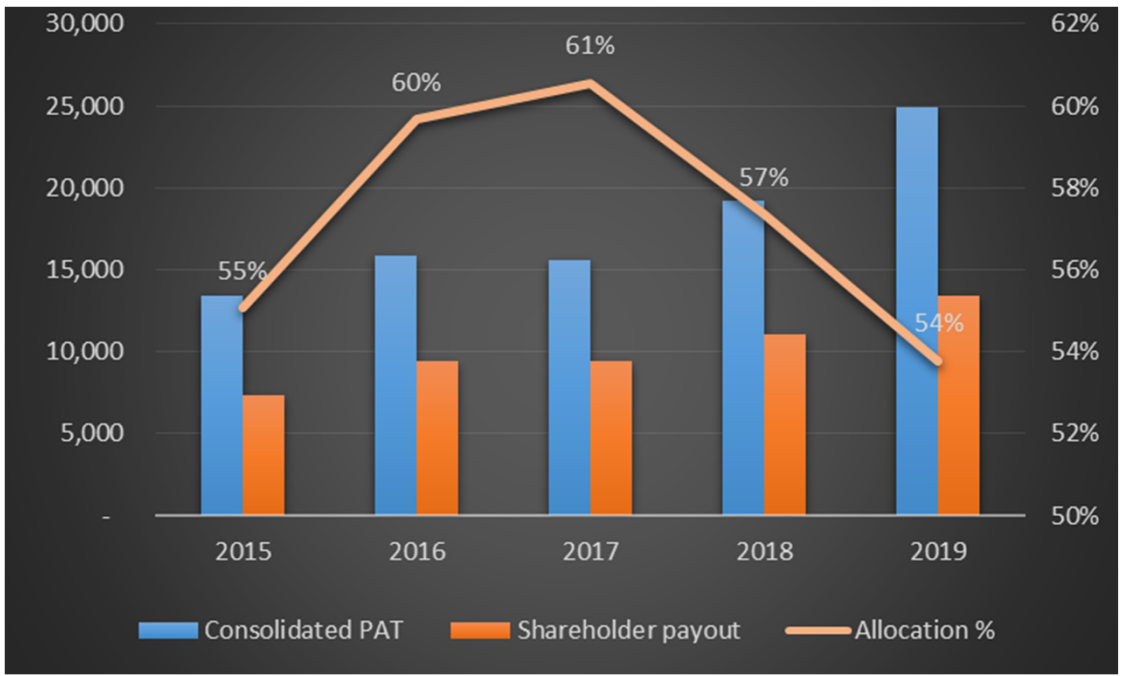
ROCE



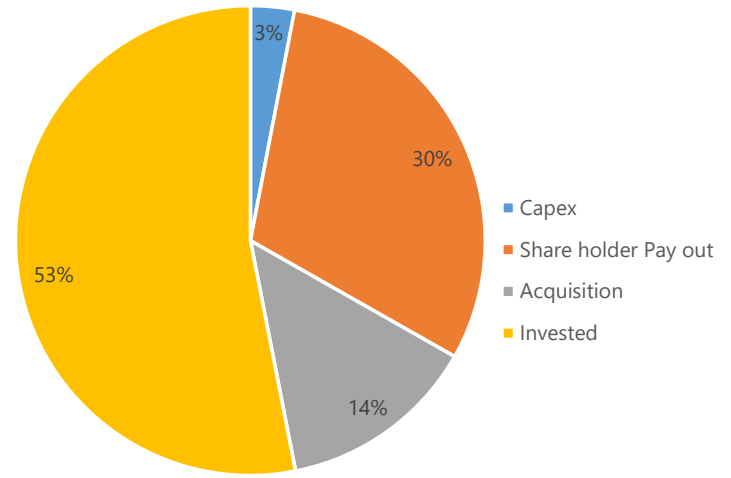
RONW



Capital Allocation

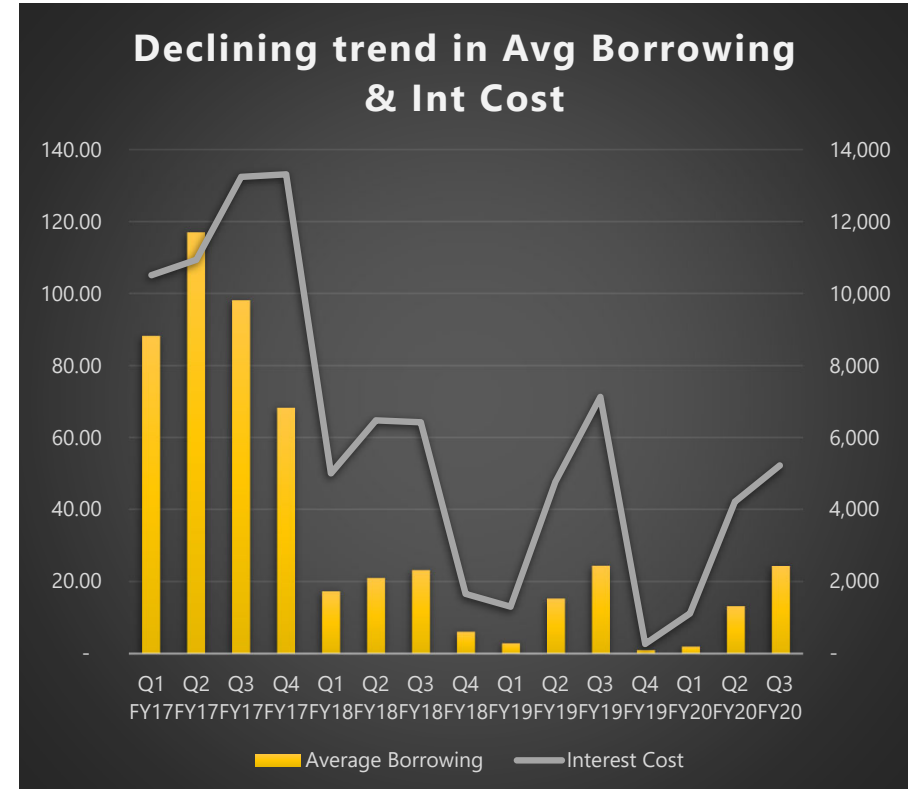
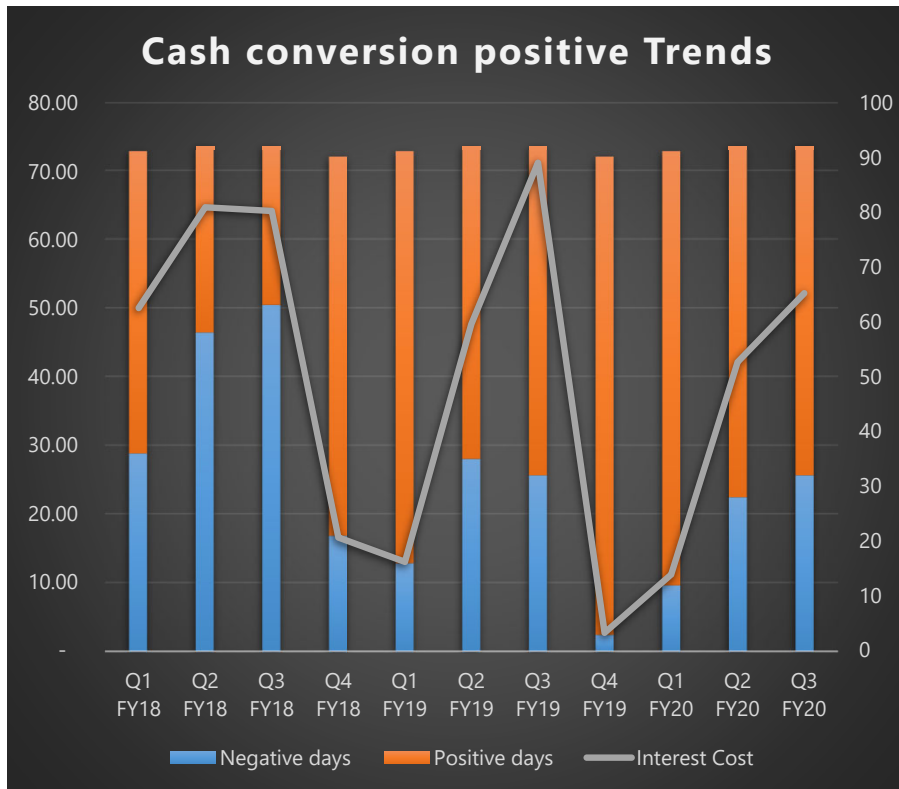


Cash Deployment

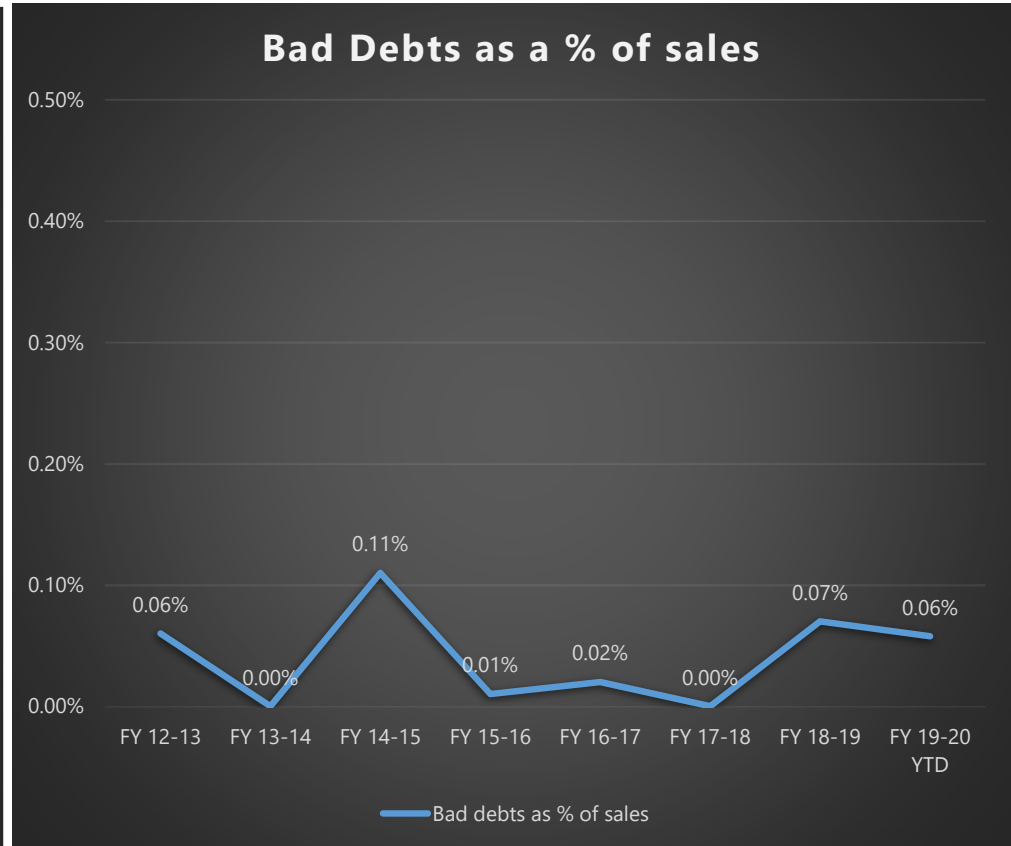
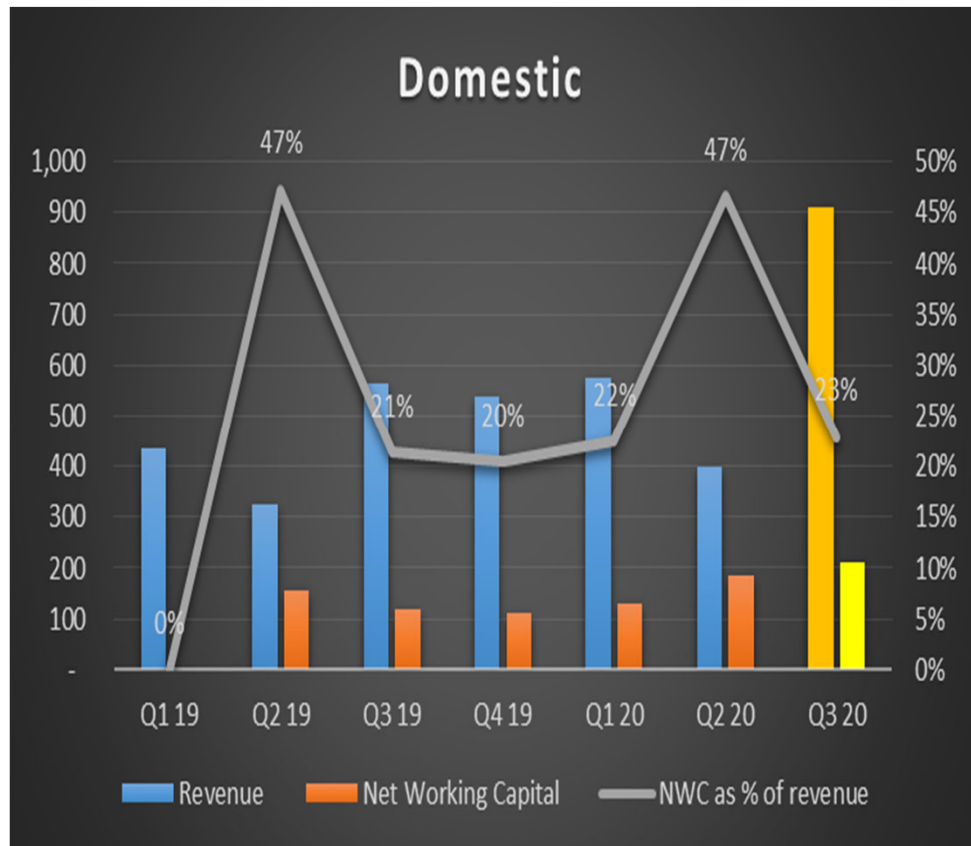


2015 to 2019

Cash conversion & interest cost– Domestic Business



Cash & Credit management – Domestic Business





Thank you

