



SONATA SOFTWARE LIMITED

10<sup>th</sup> August, 2020

National Stock Exchange of India Limited  
Exchange Plaza, Bandra Kurla Complex,  
Mumbai  
Kind Attn: Manager, Listing Department  
Email Id: [neaps@nse.co.in](mailto: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](mailto: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 ended 30<sup>th</sup> June, 2020.

The above said presentation is also made available on 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**

**Mangal Kulkarni**  
**Company Secretary and Compliance Officer**

Encl: As above

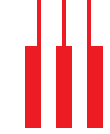


Sonata Software

# Investor Presentation

Q1 2021





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



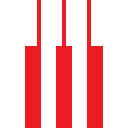
## **For the Employee**

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

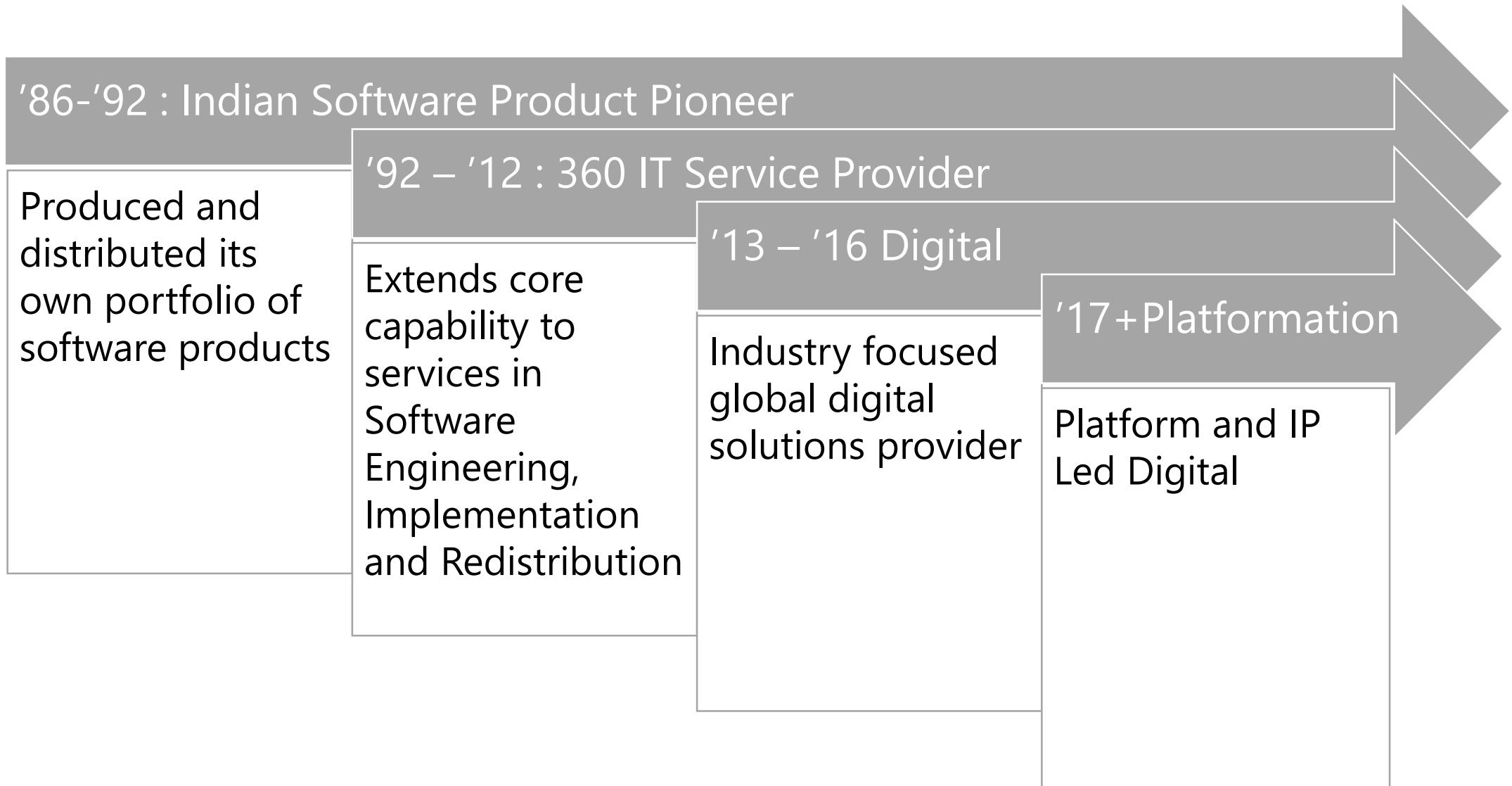


## **For the Community**

CSR initiatives to support IT needs  
of projects with Social impact



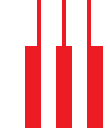
# Sonata - Evolution



# Sonata - A Snapshot

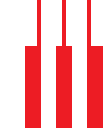
<b>The Company</b>	<b>30+ YEARS</b> as a IT Solutions Provider	<b>\$537+ M REVENUE</b> 16% 3 Yr. CAGR	<b>4000+ TEAM</b> across US, EU, Asia & ANZ	<b>SEI CMMI L5, ITIL &amp; ISO</b> certified
<b>Industry Focus</b>	<b>CPG &amp; MFG</b> Consumer Goods, Industrial Goods, Wholesale	<b>RETAIL</b> Apparel, Hard Goods, Grocery, Hypermarket	<b>TRAVEL</b> TO, OTA, Airline, Rail, Hotel, Cruise	<b>SOFTWARE VENDORS</b> ERP, SCM, Retail, Travel
<b>Competencies</b>	<b>DIGITAL</b> Omni-channel, Mobility & IoT, Analytics, Cloud	<b>APPLICATION LIFECYCLE SOLUTIONS</b> ADM, Testing, IMS Managed Services	<b>PLATFORM IP</b> Brick & Click Retail, Rezopia Digital Travel, Modern Distribution	<b>TECHNOLOGY INFRASTRUCTURE SOLUTIONS</b> Software, Cloud, Server & Storage, Systems Integration
<b>Credentials</b>	<b>CUSTOMERS</b> Global Top 5 – Leisure Travel Co, Grocery Retailer, F&B CPG Co, Software Co	<b>TECHNOLOGY</b> Microsoft, SAP, Oracle, Open Source, IBM	<b>RECOGNITIONS</b> Microsoft – Inner Circle, SAP Pinnacle Award, Microsoft Country Partner of Year India	<b>FINANCIAL</b> 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**



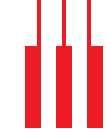
# Sonata Story

- 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



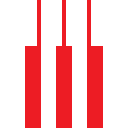
# Vertical Focus

- 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

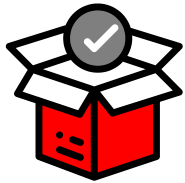


# What is different about Platformation™ as a tool for Digital Transformation

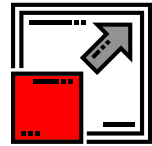
- Sonata's structured process for Platformation comprises the following :
- Digital Business Process Library & Identification
- CDAT based approach
- Platform Maturity Assessment ( Separate Business & Technology maturity assessment )
- **Marchitecture™ aligned to CDAT**
- **Platform Characteristic Requirements ( 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™



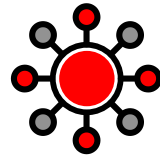
## Platforms - the secret behind the digital economy's most successful companies



OPEN



SCALABLE



CONNECTED



INTELLIGENT

Sonata's approach to Digitizing business using platforms

# 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  
Won Microsoft Eagle Award 2019-20

13 Gold

## CERTIFIED COMPETENCIES

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

360<sup>0</sup>

## 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.

1500+

## TEAM

On Microsoft Technologies with  
1000+ on Microsoft Dynamics

90 Clients

## ACROSS THE GLOBE

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

\$362 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, GBW Australia

# 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

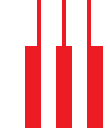
1. Adoption Drive for Teams, Yammer, OneDrive
2. PowerApps Practice
3. Upsell motion to M365 E3/E5
4. Bots for Teams
5. Security

1. Dynamics 365
2. CE Workloads
3. Power Platform

1. Cloud Consulting & Migrations
2. Managed Services under CSP
3. Automation & Cloud Management
4. App Service, SQL Azure, Containerization
5. SQL Retiral Migrations

1. SQL Modernization
2. Reporting and Analytics
3. Cognitive Services

Their GTM Strategy & Approach

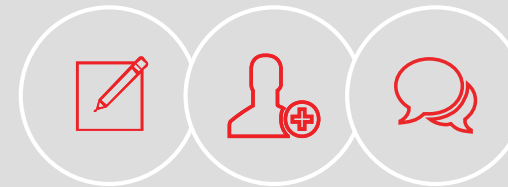


# Delivering value through our innovative engagement models



## 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

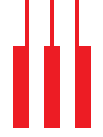
# With a team nurtured to **make a difference**



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

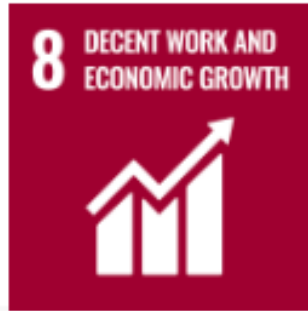
“ We need to take a pause and appreciate the drive and determination we have seen from every player on what is a complex effort and delivery. We commend you all for your effort...keep up the good work! ”

Director – Platform Systems, US Travel Leader



# Sustainability Goals

**THE GOALS WE'VE SET OUT TO ACHIEVE**

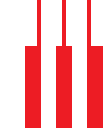






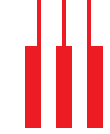
# Financials





# 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

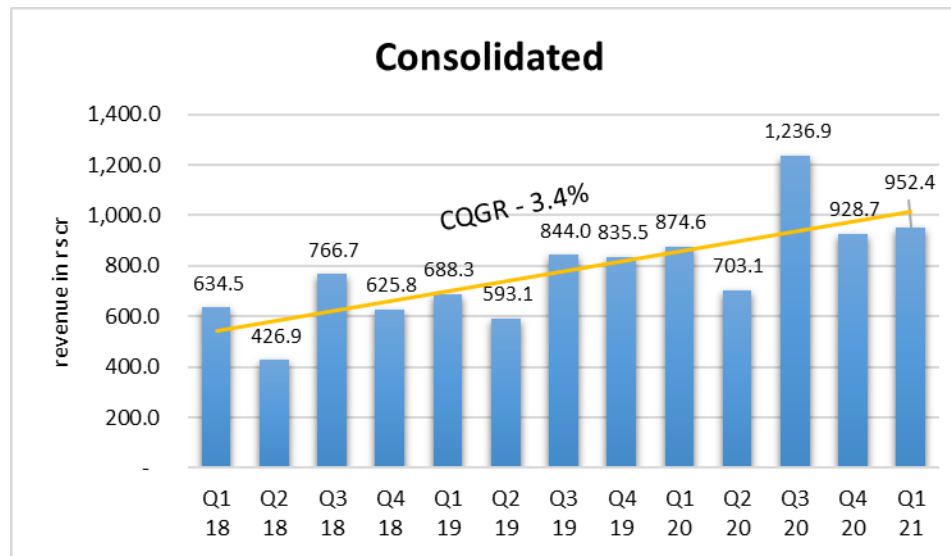
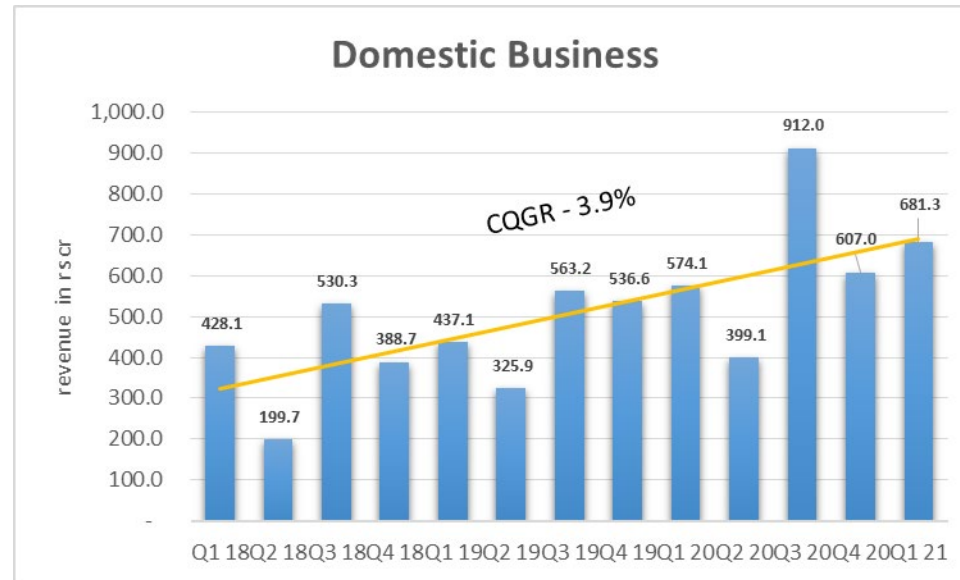
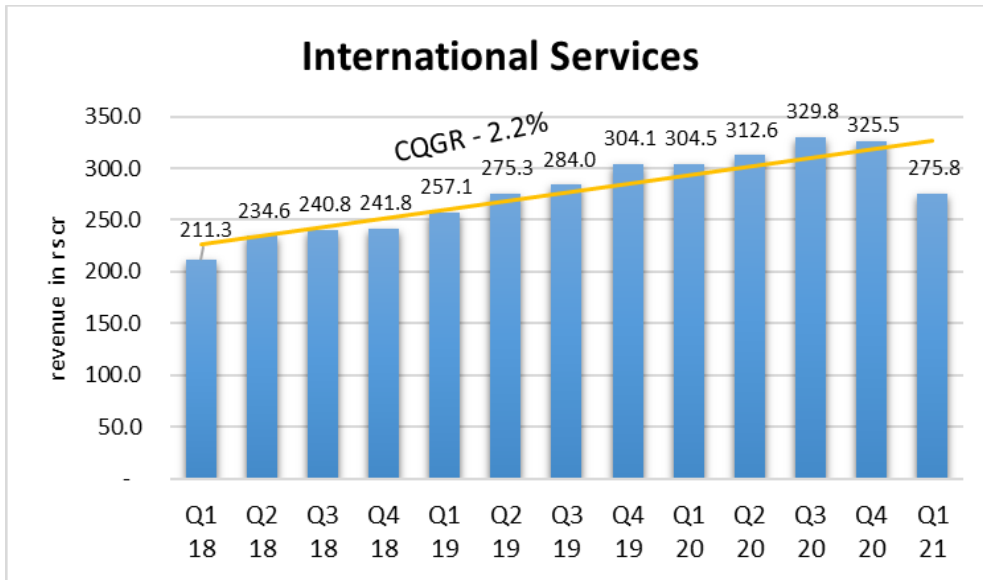


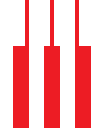
# Financial Management

- 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

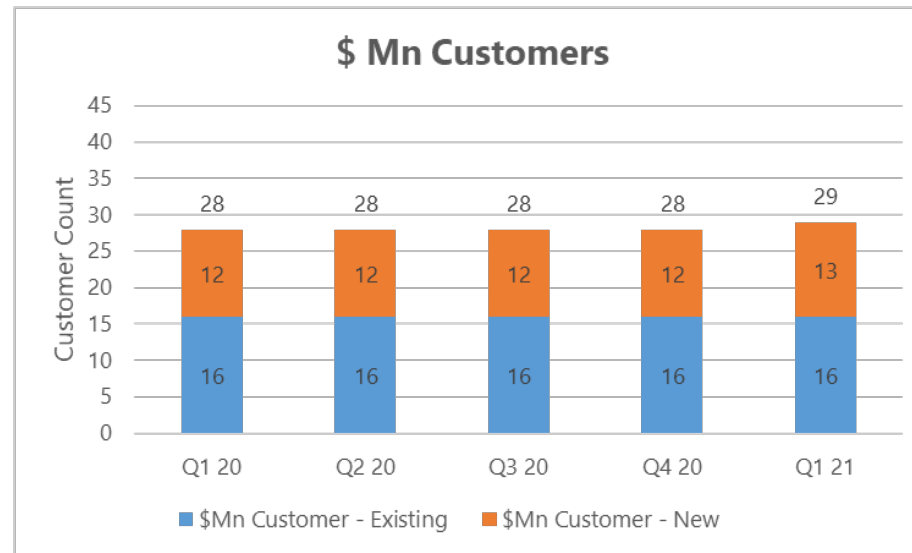
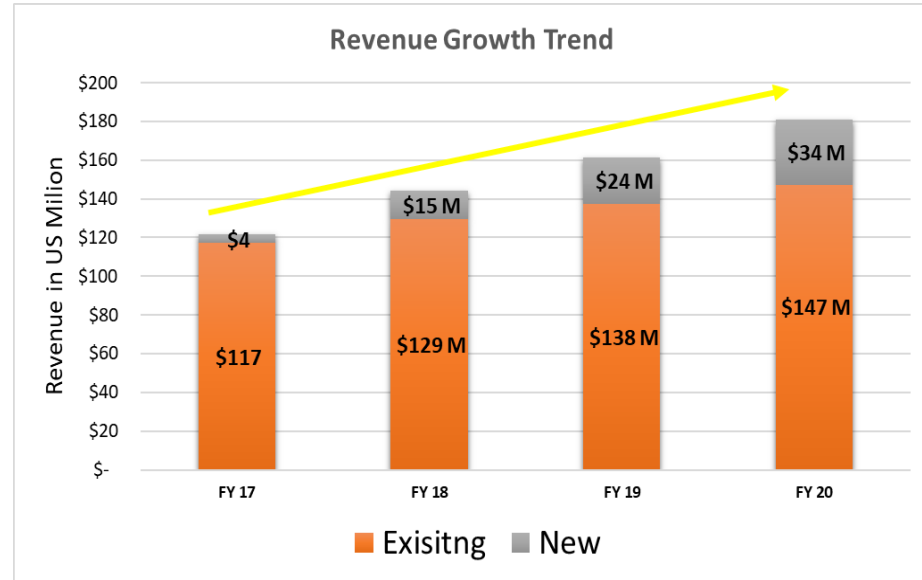
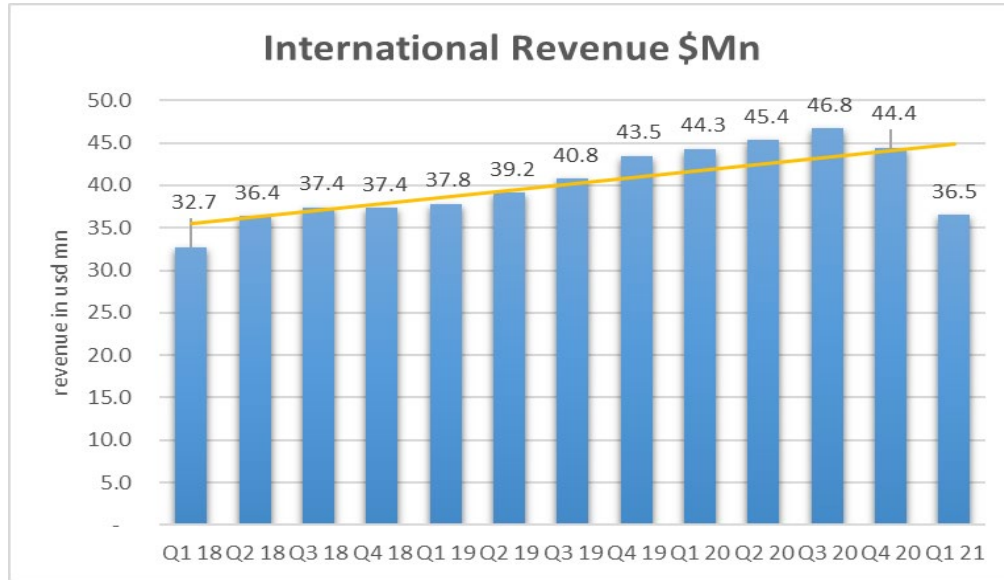


# Revenue – last 12 Quarters



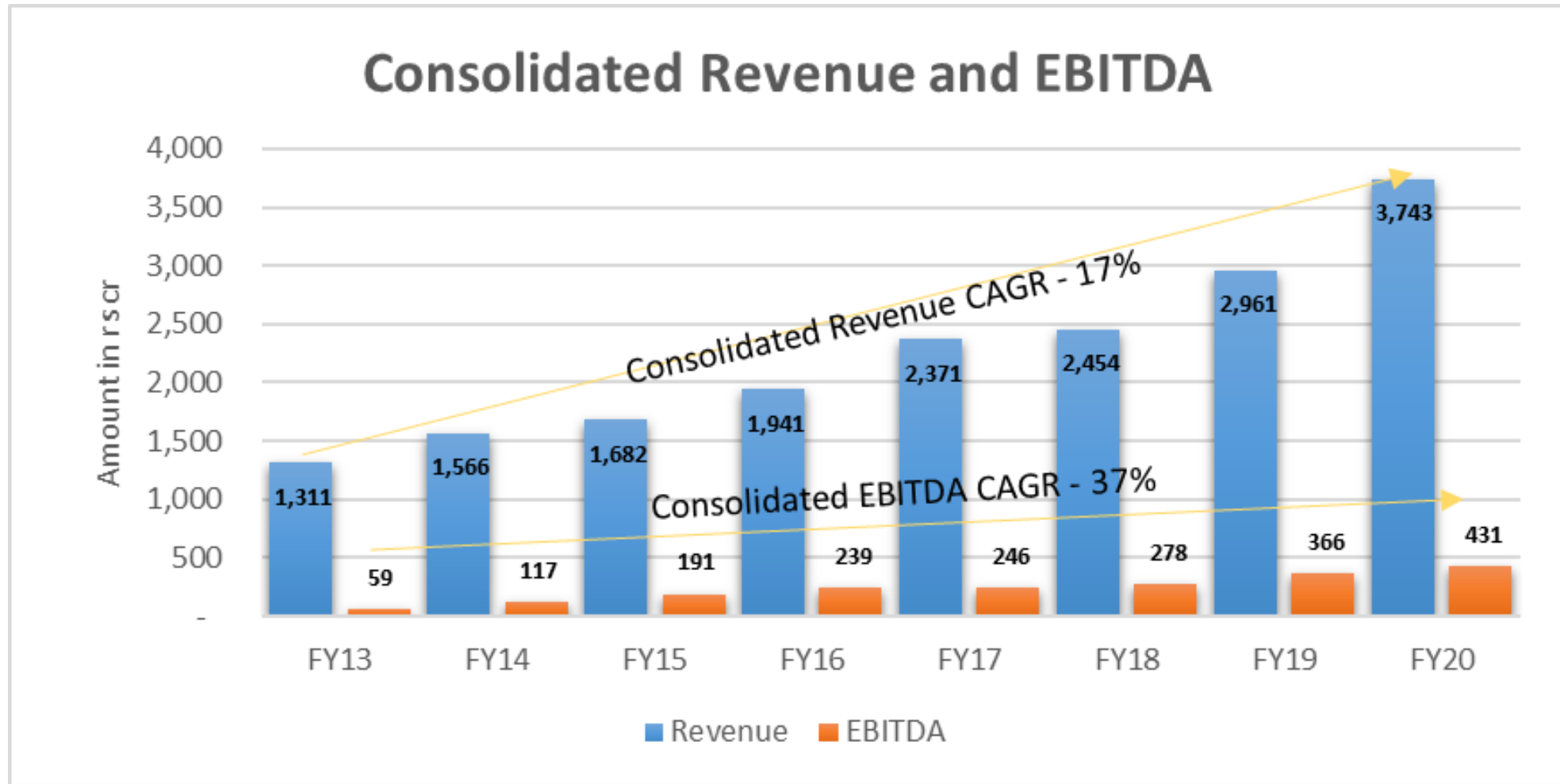


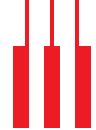
# International Business Revenue Growth



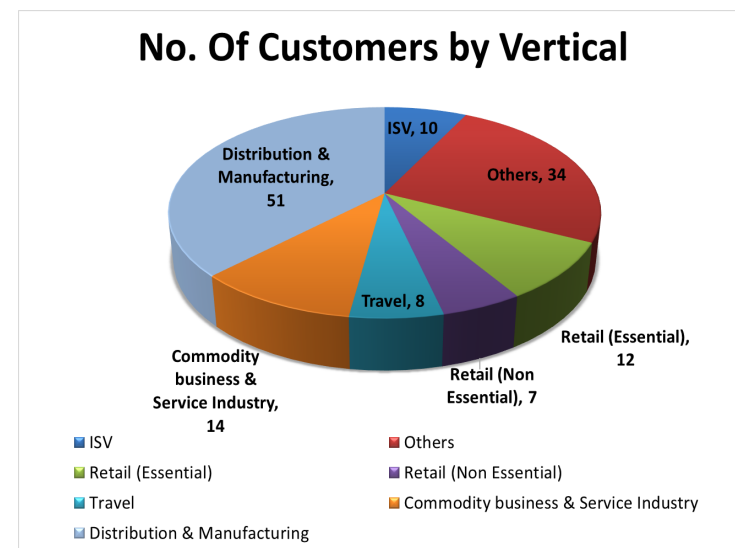
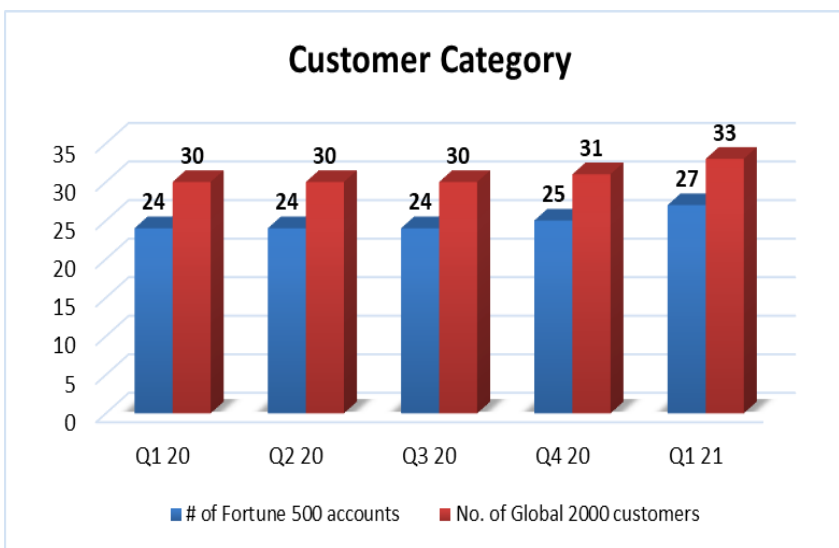
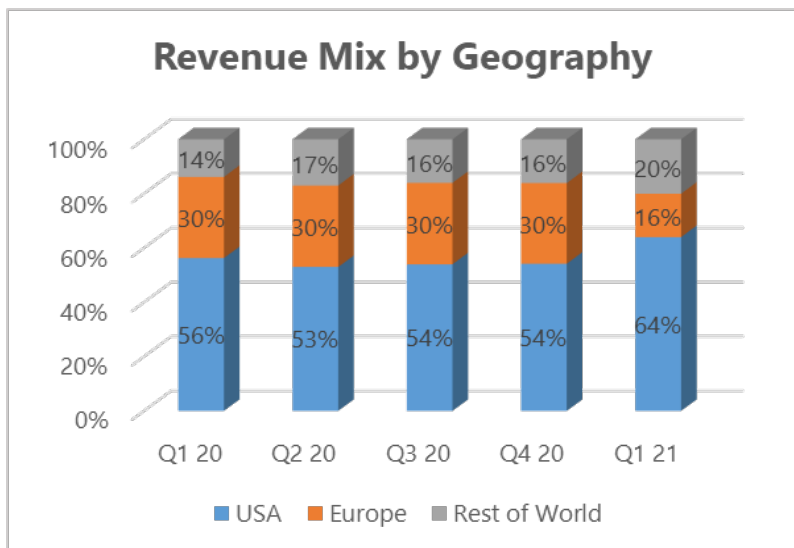
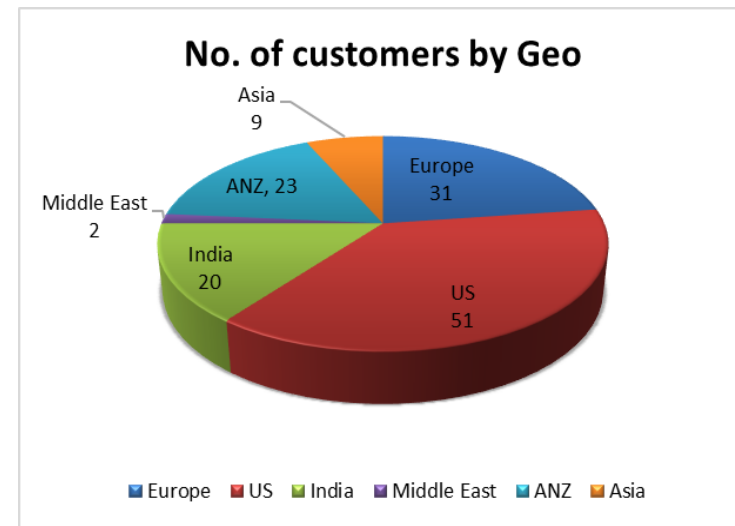
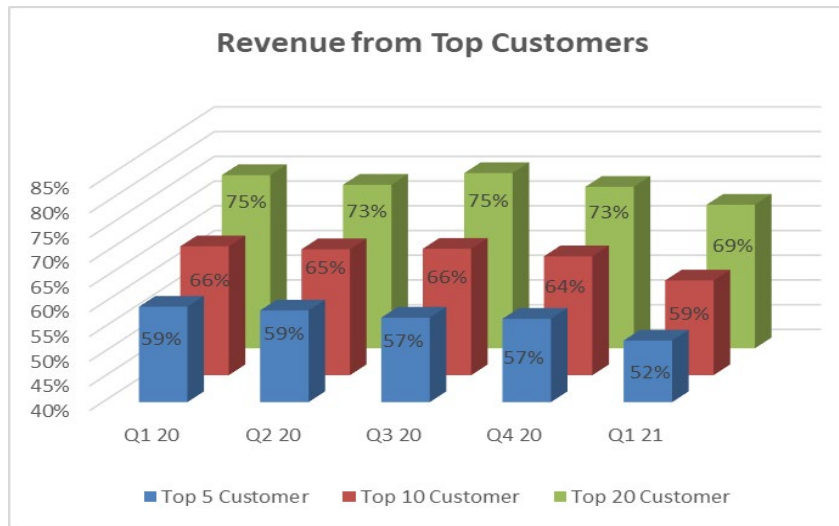
\* Indicates Annualized numbers

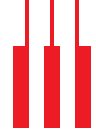
# Consistent Growth over last 8yrs





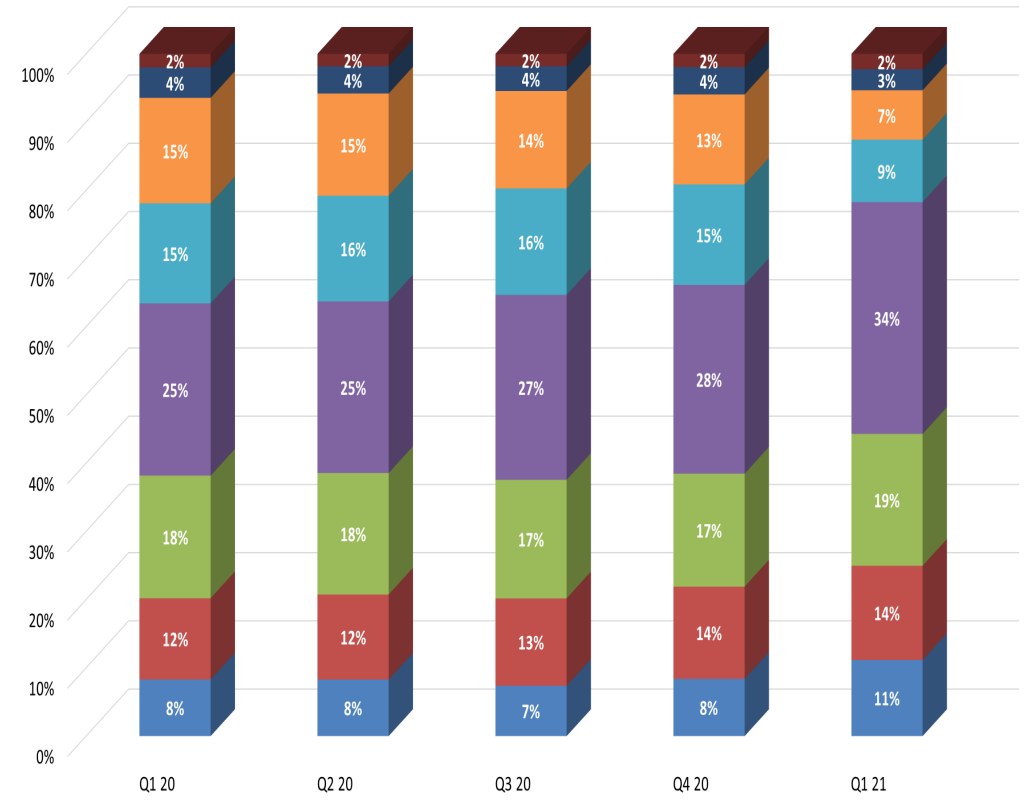
# International IT services – Revenue by Customers



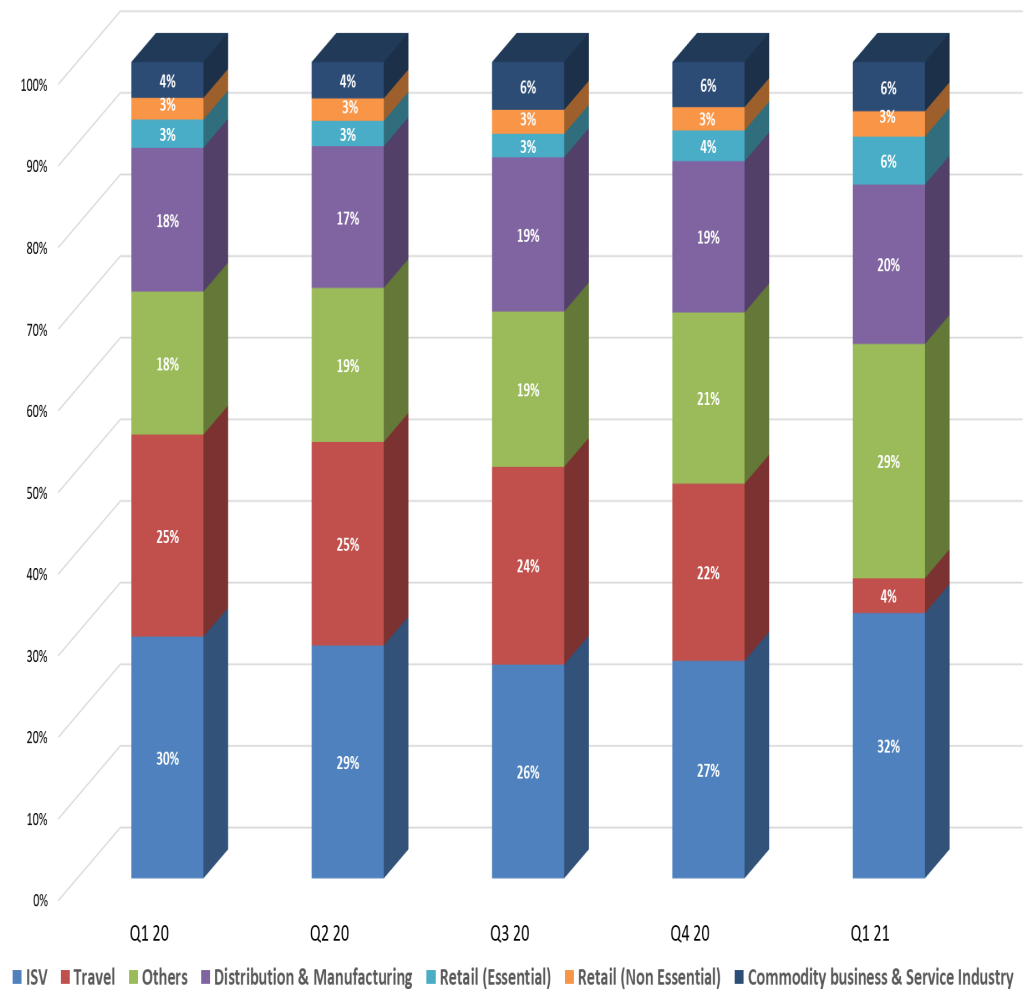


# Revenue - High end Service Mix and Vertical Mix

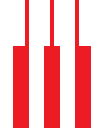
### Revenue - by Competency



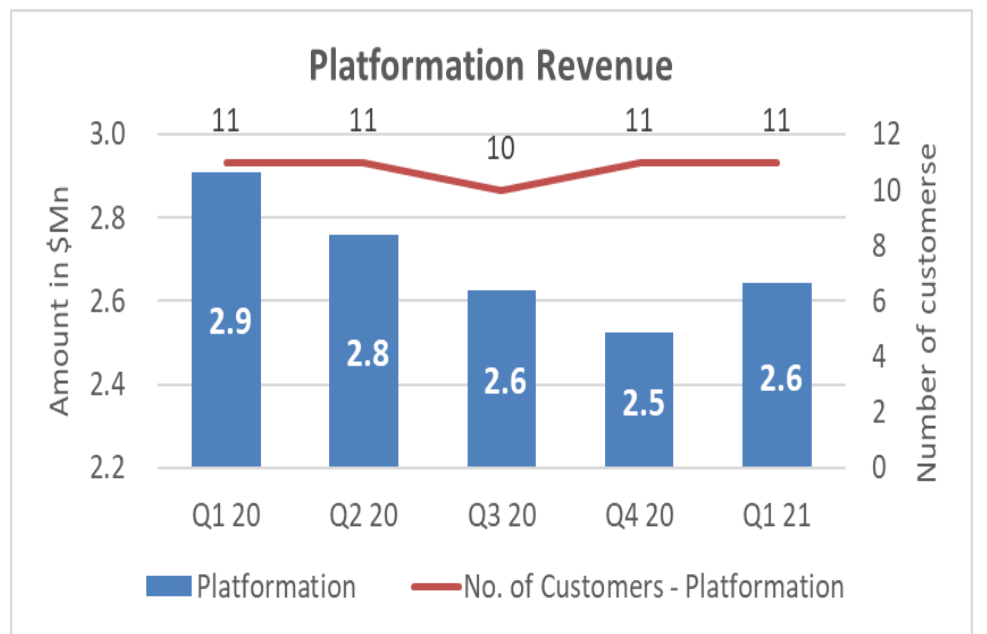
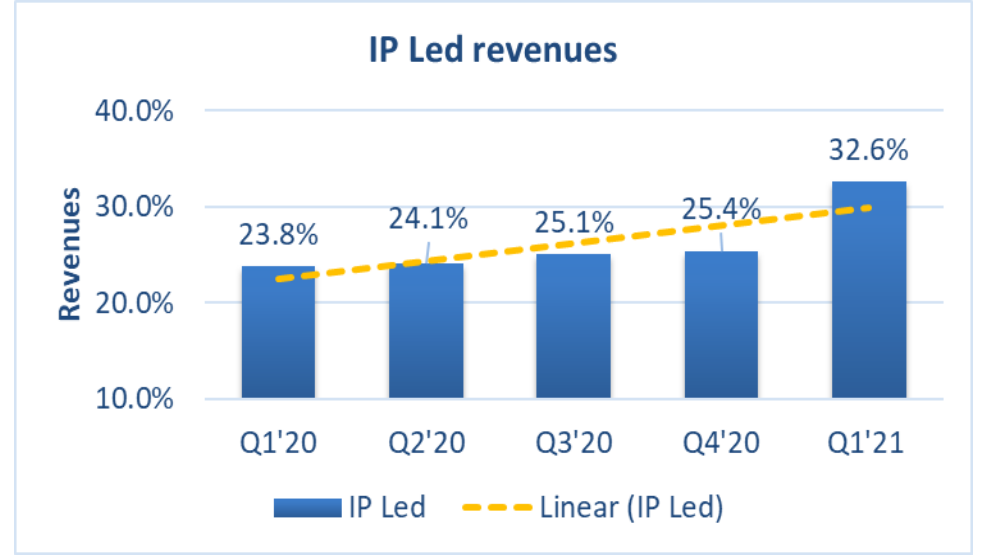
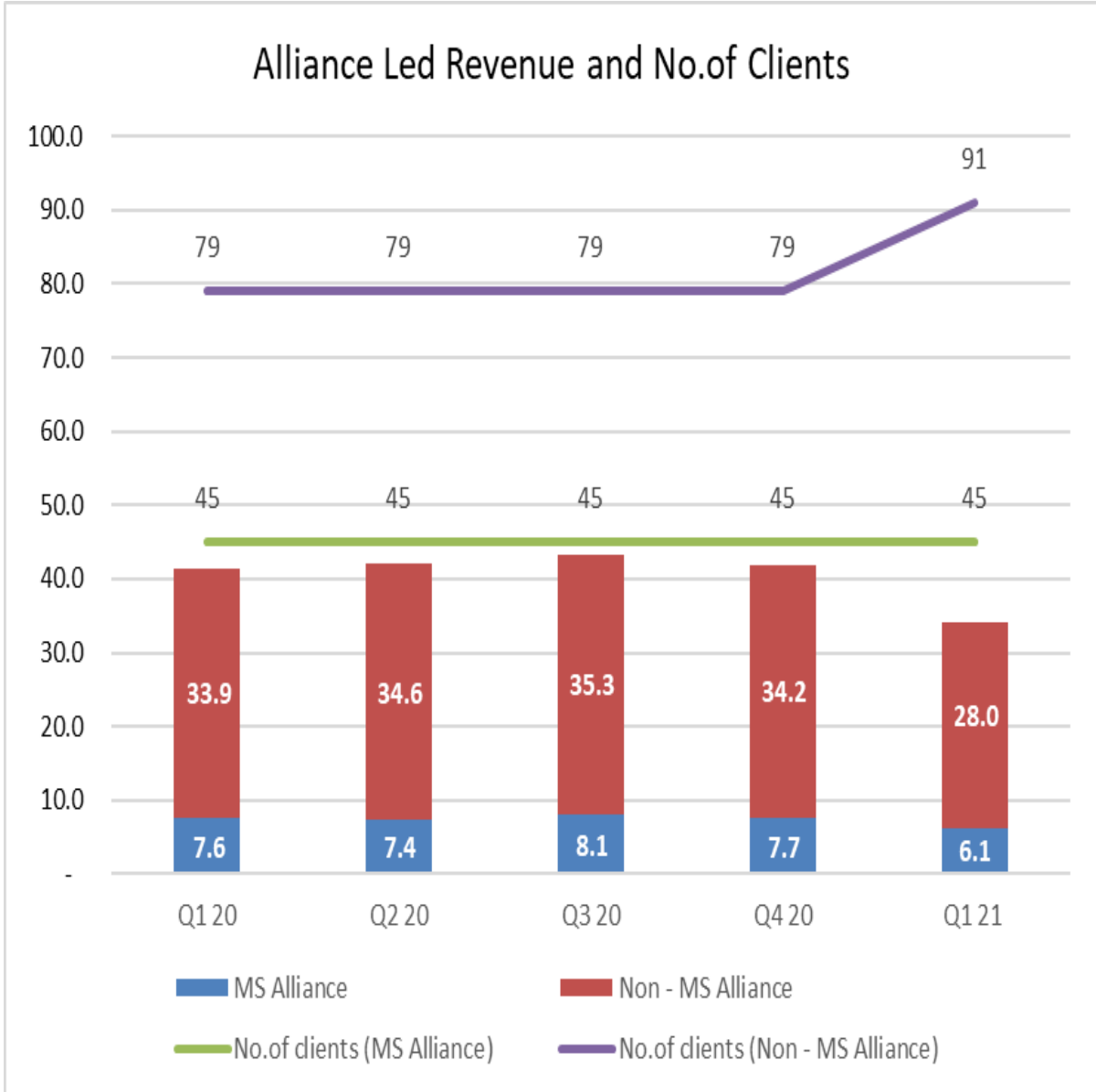
### Revenue by Vertical

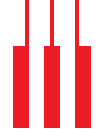




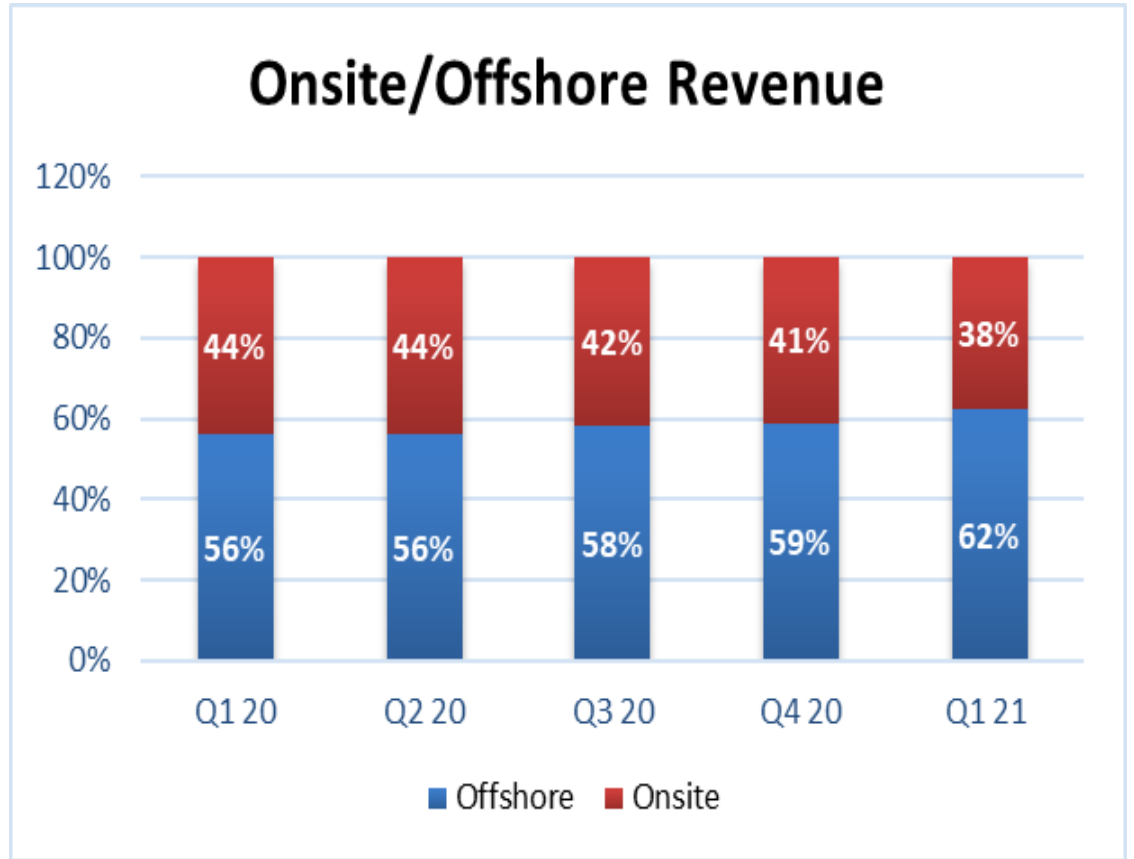
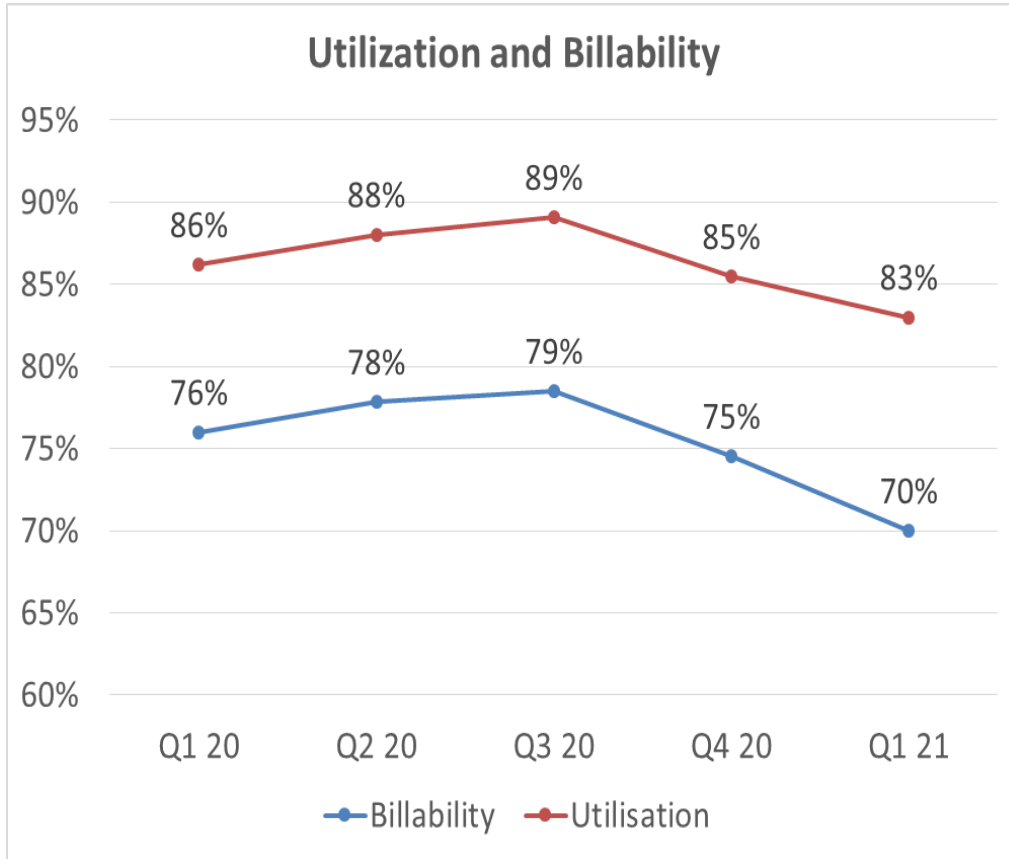


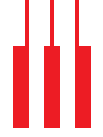
# Alliance, Platformation and IP Led Revenue



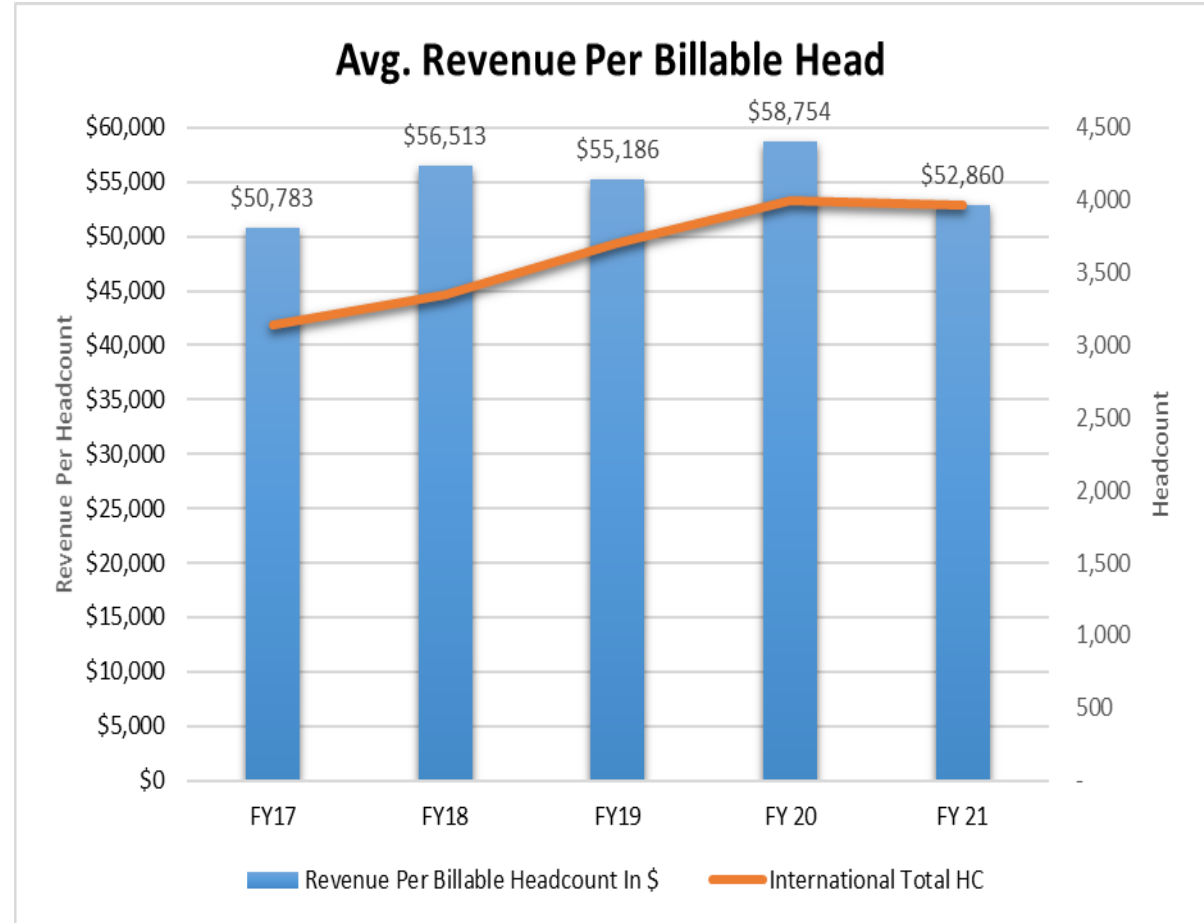
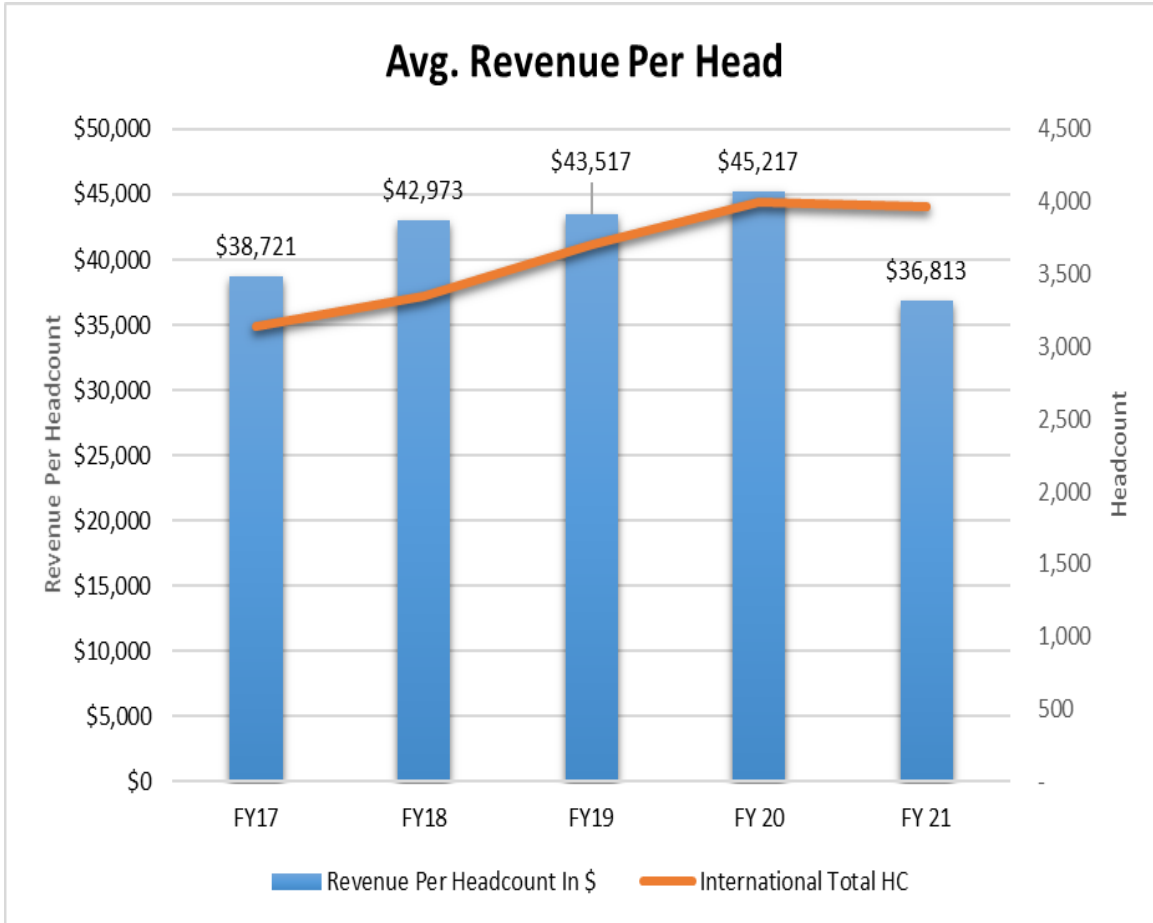


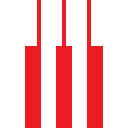
# International Business - Revenue Enablers



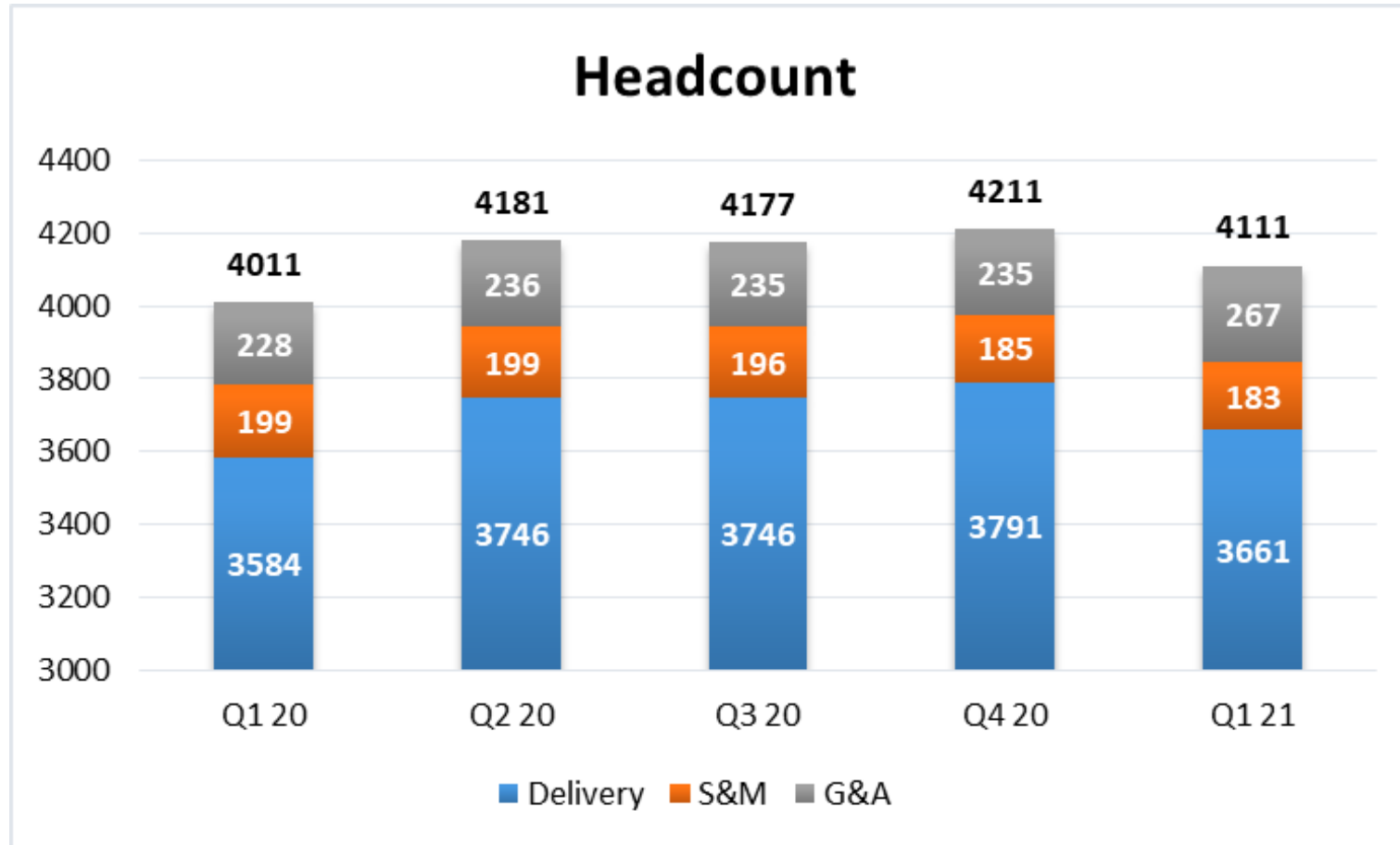


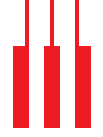
# International Services - Average Revenue per Head



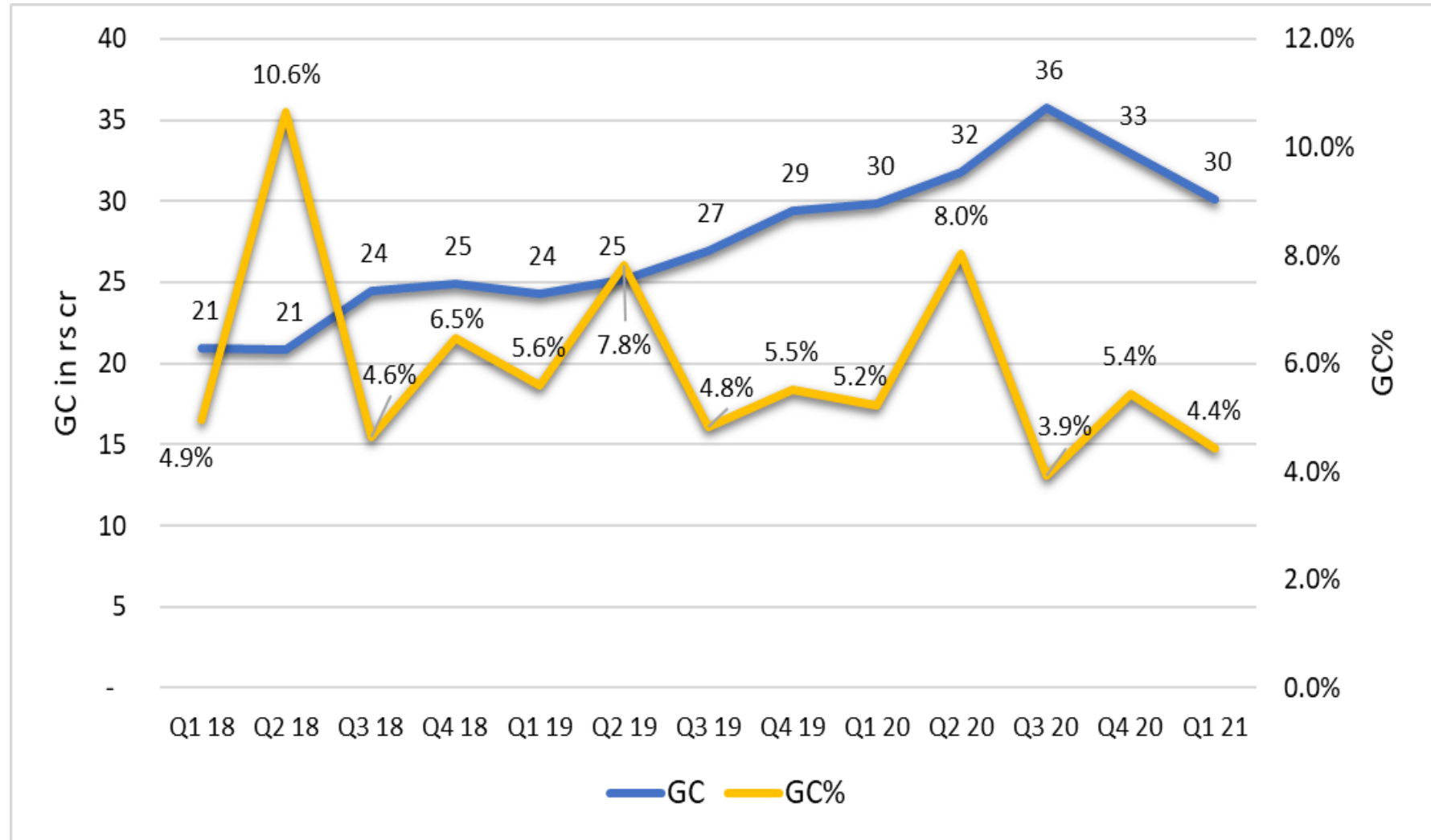


# Human Capital





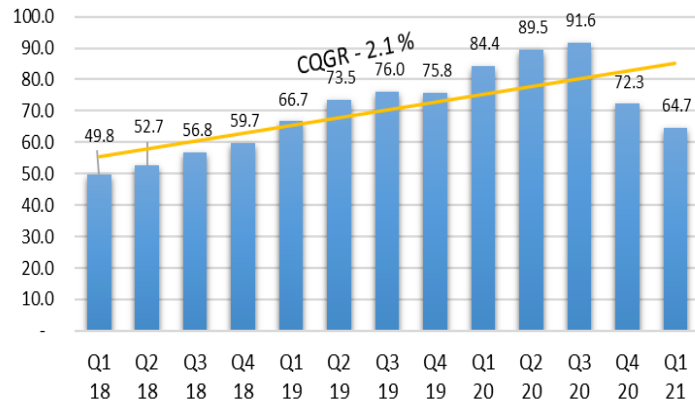
# Domestic Business - Gross Contribution



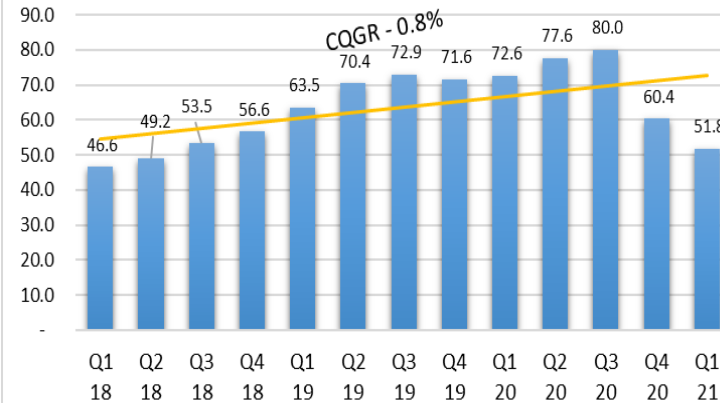
# EBITDA, PBT and PAT – last 12 Quarters

## International Services

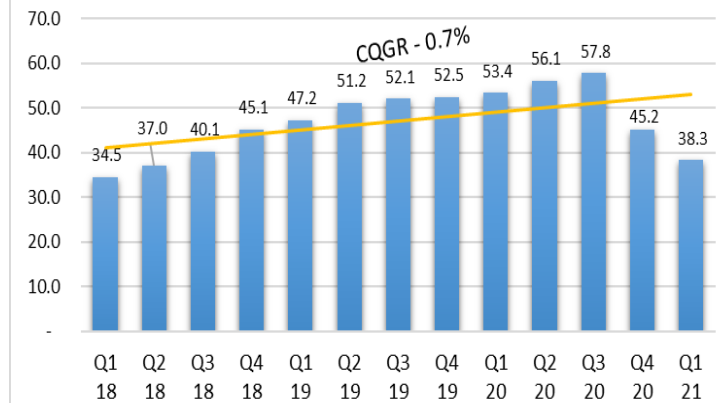
### International Services EBITDA



### International Services PBT

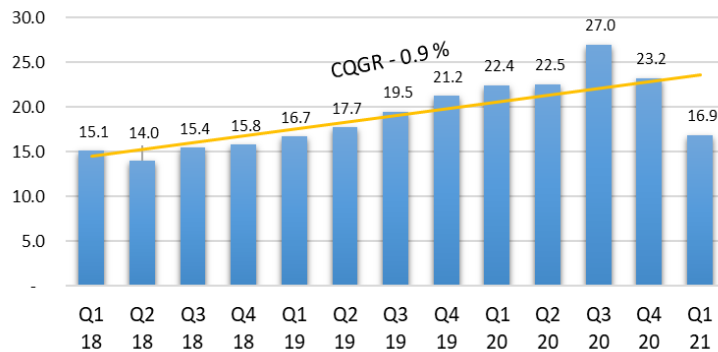


### International Services PAT

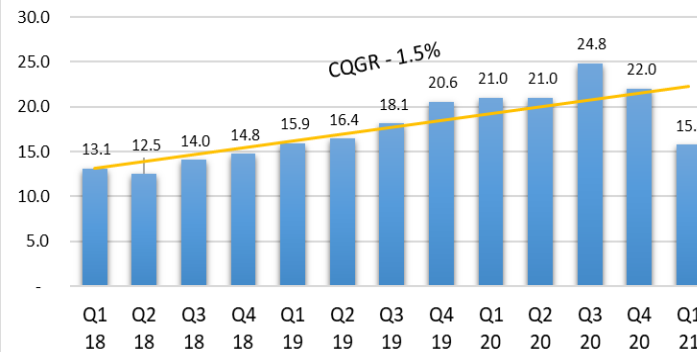


## Domestic Business

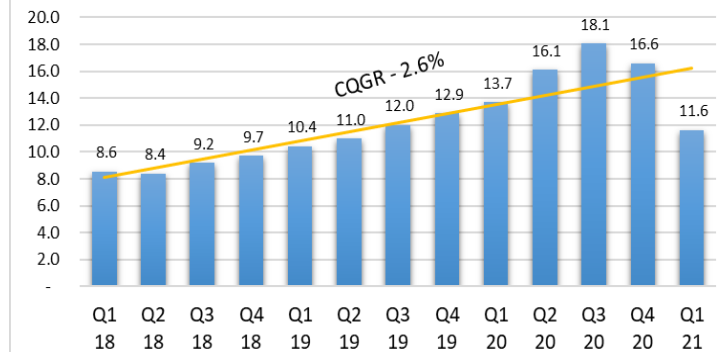
### Domestic Business EBITDA

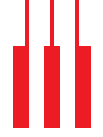


### Domestic Business PBT

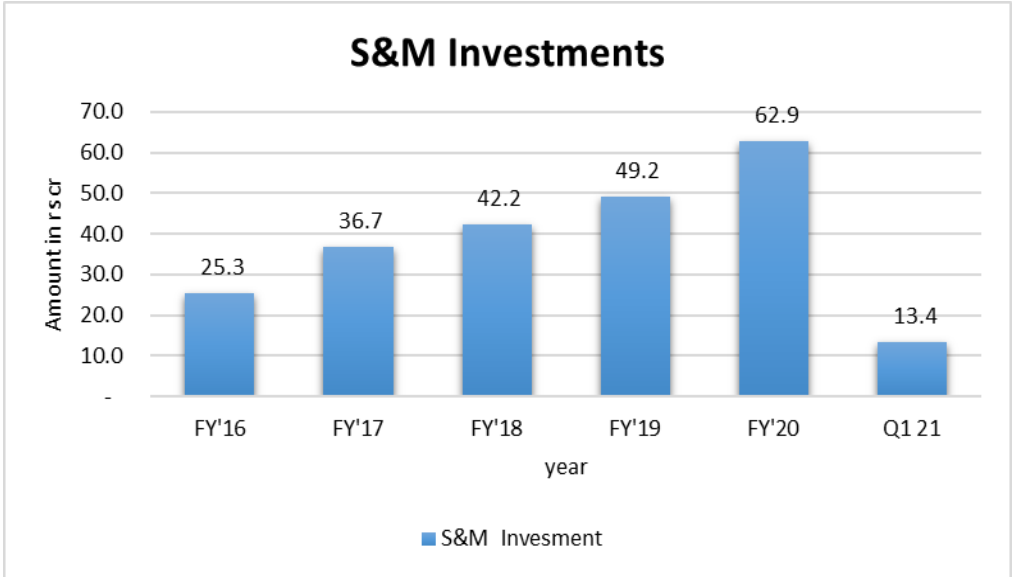
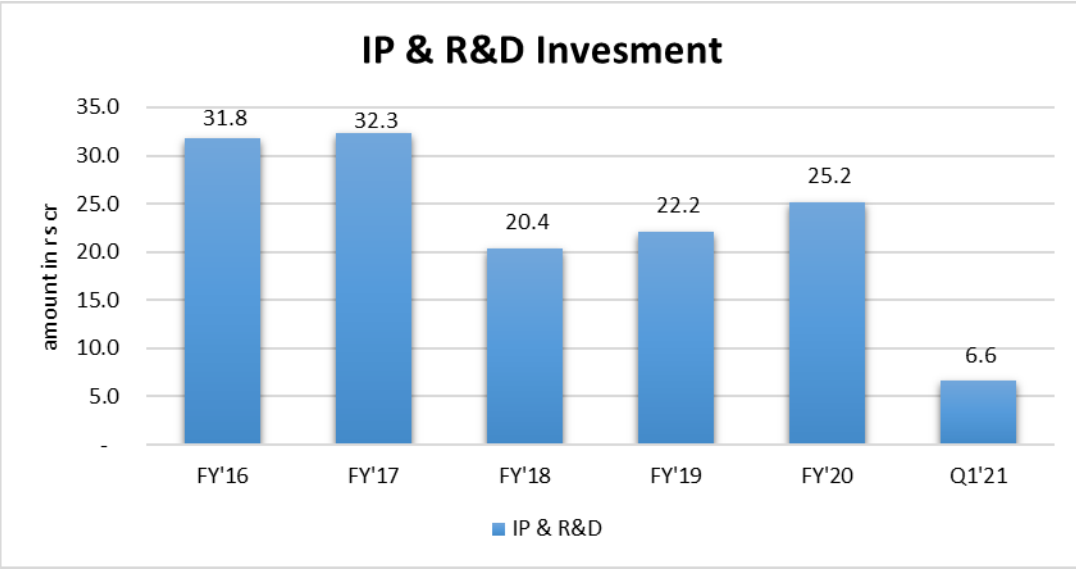
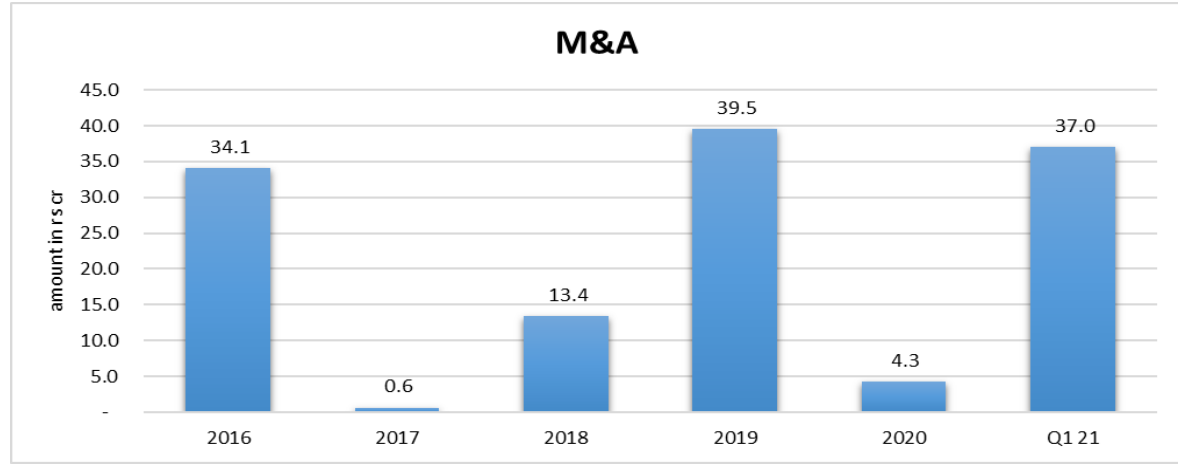


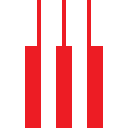
### Domestic Business PAT



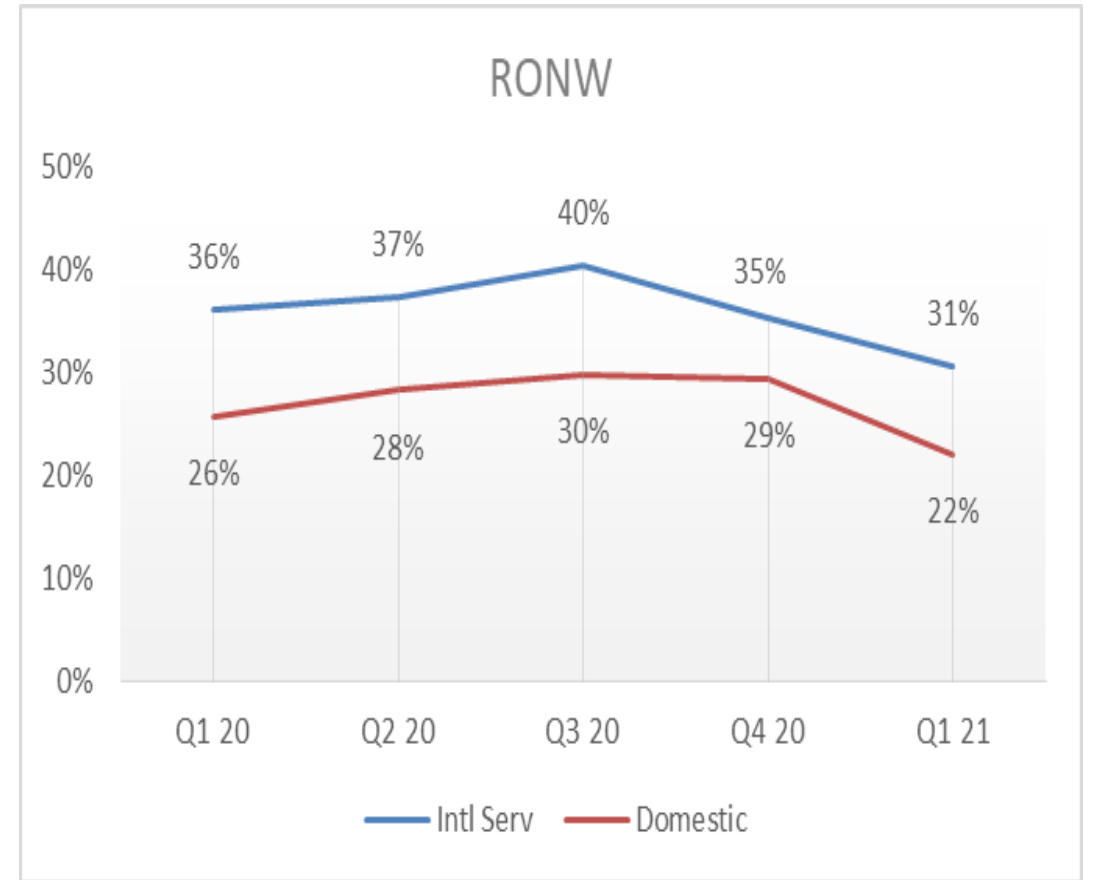
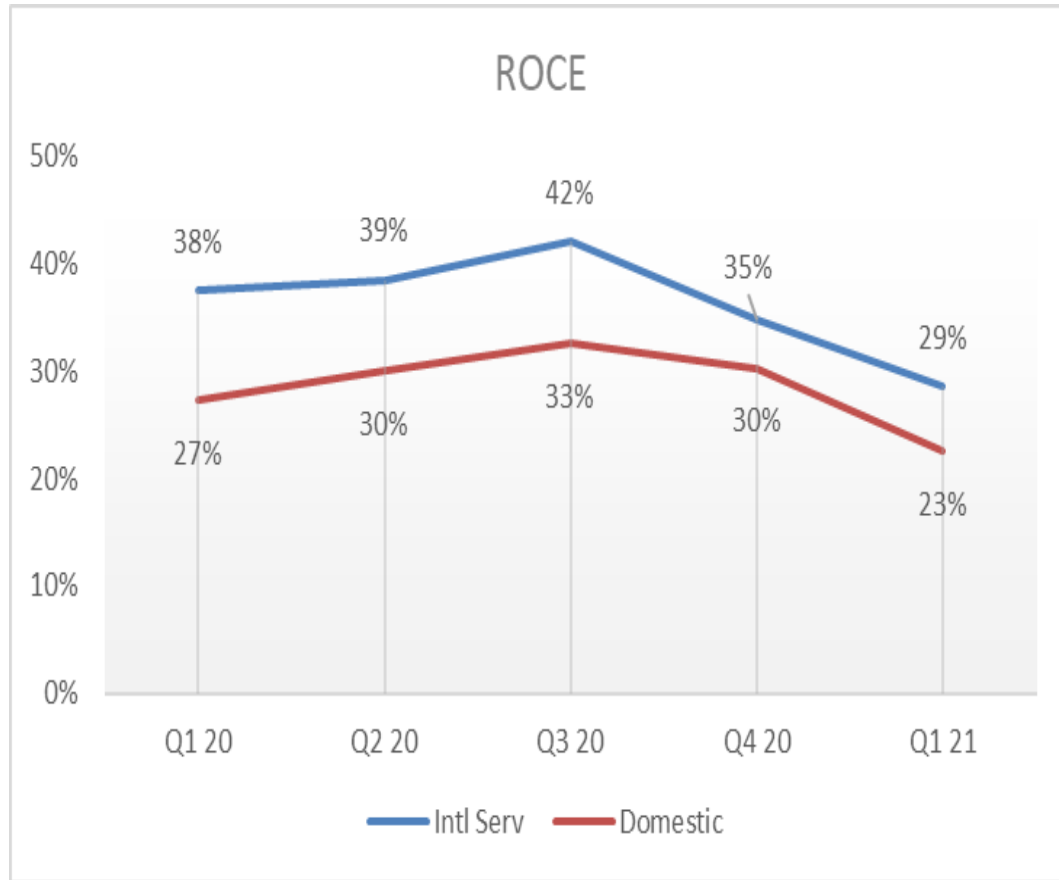


# Strategic Investment

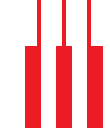




# International and Domestic ROCE & RONW

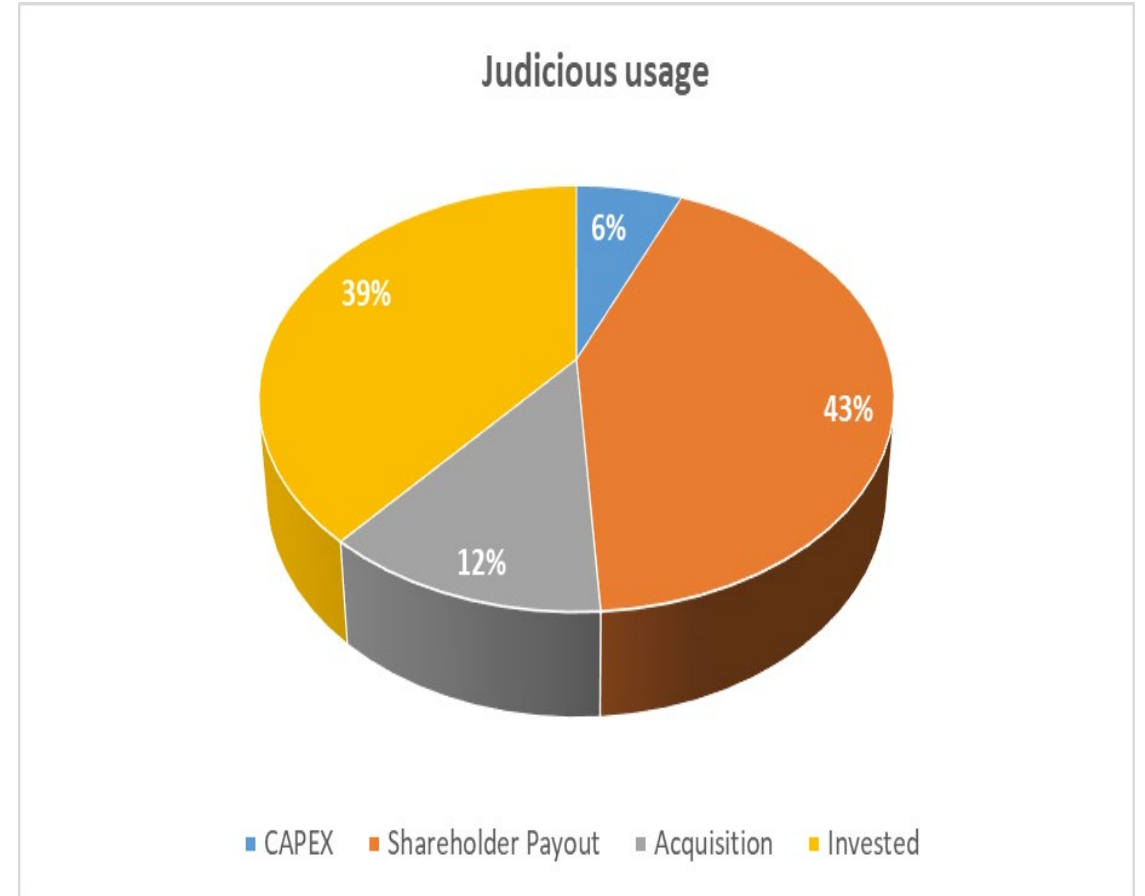
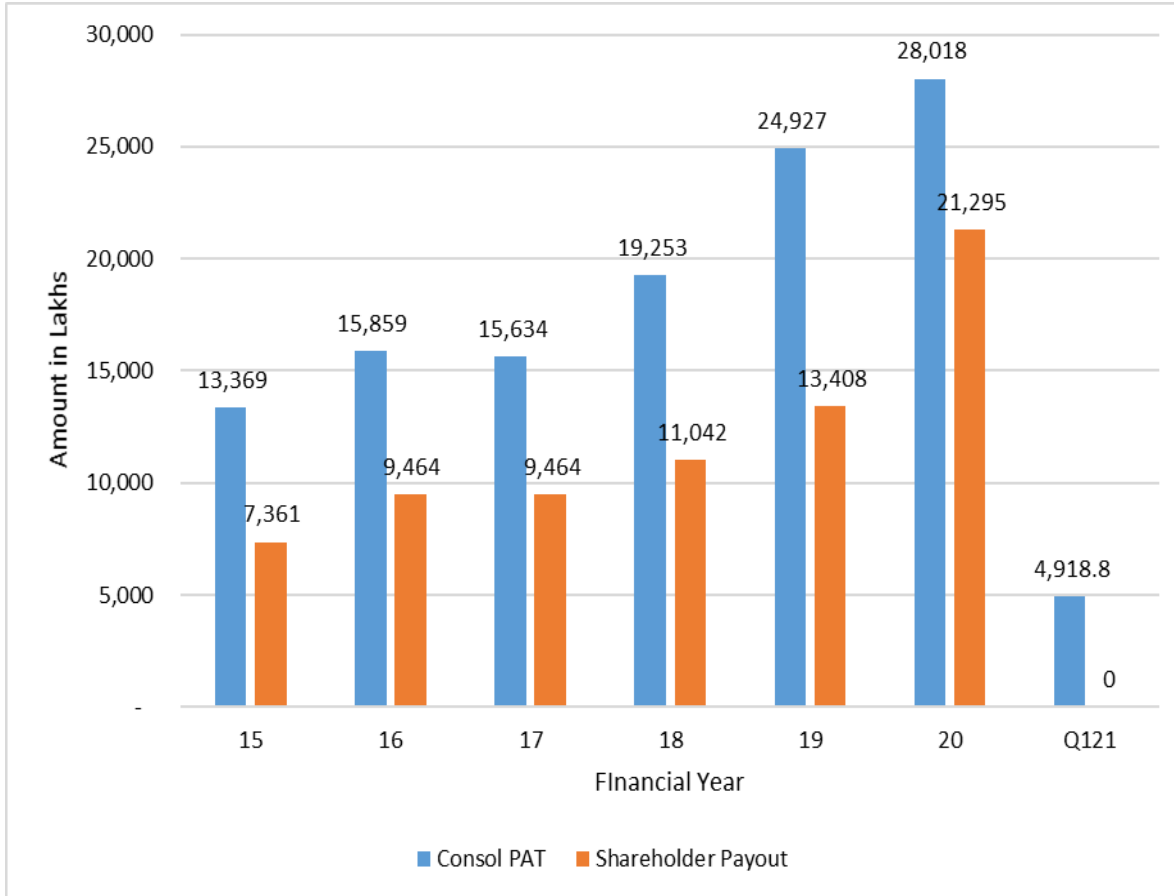




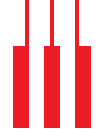


# Capital Allocation

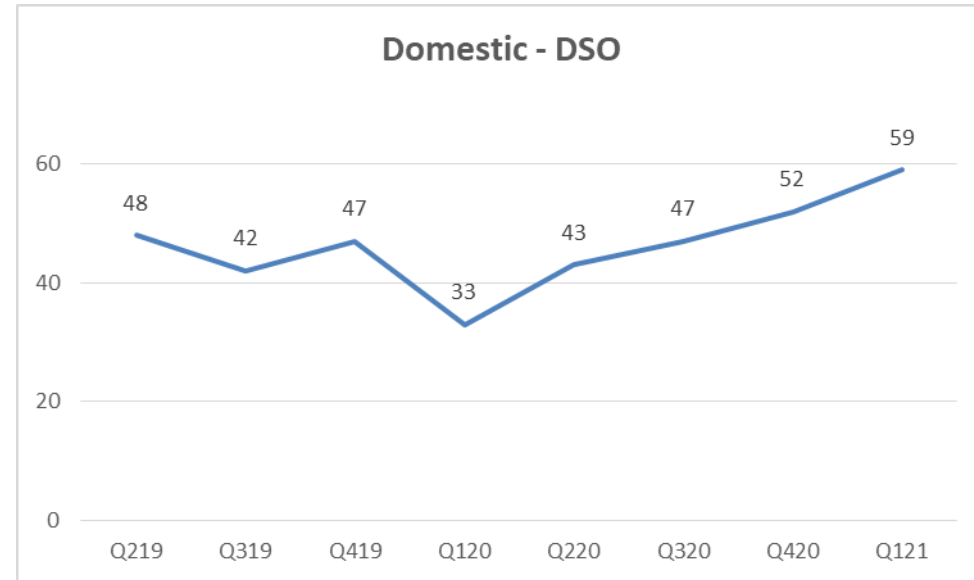
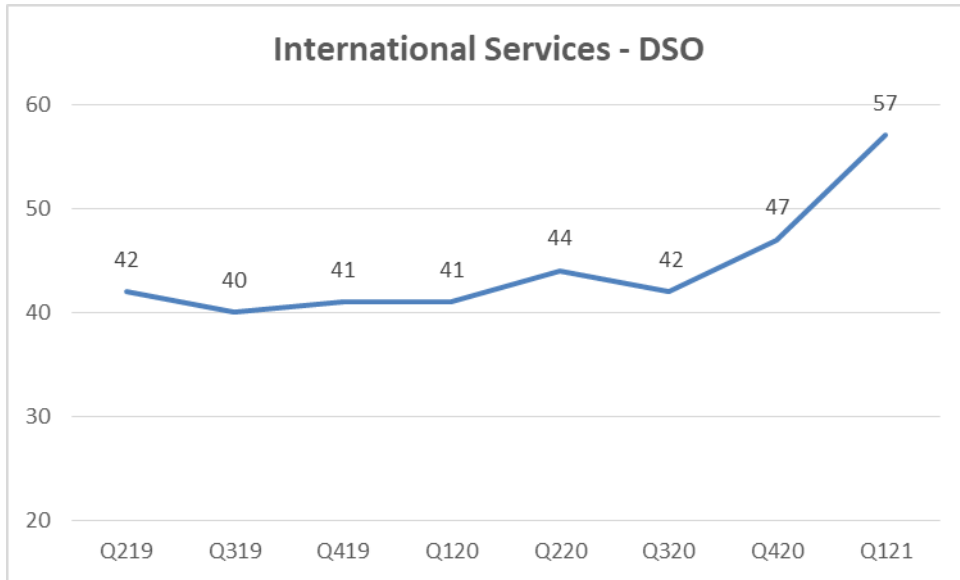
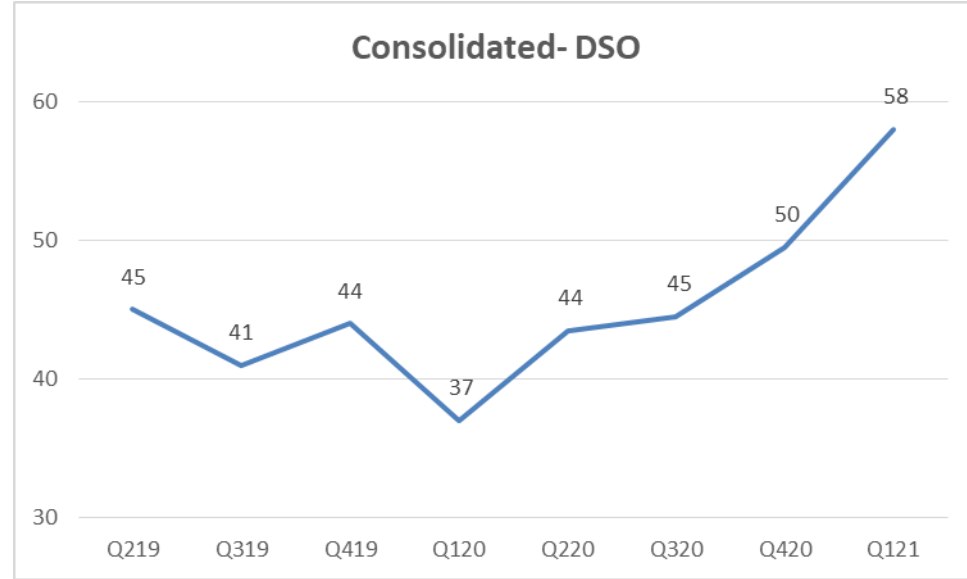
# Cash Deployment

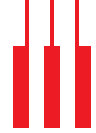


**2015 to 2021**

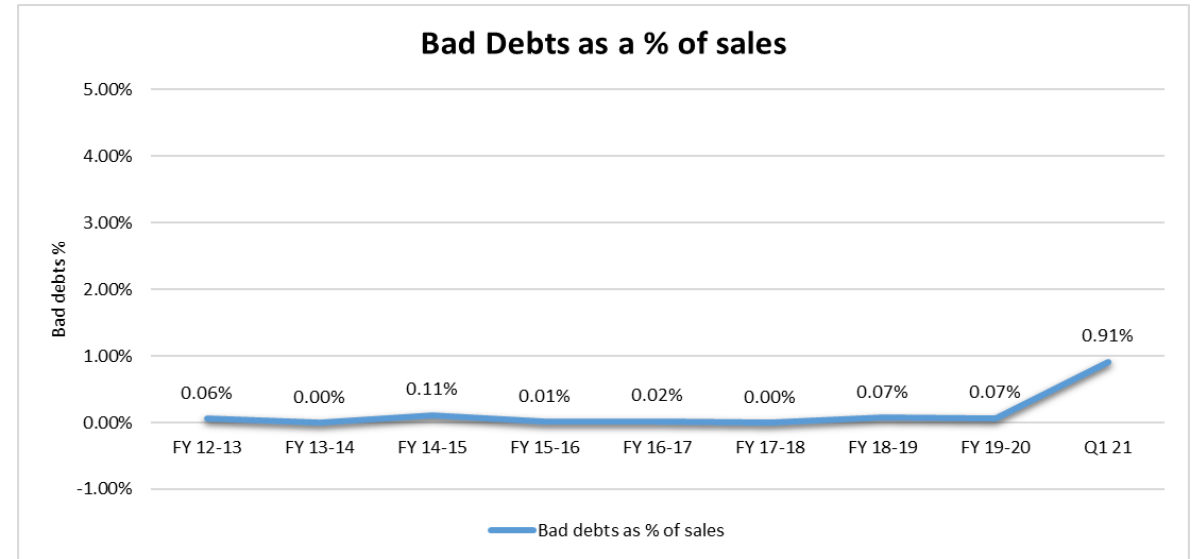
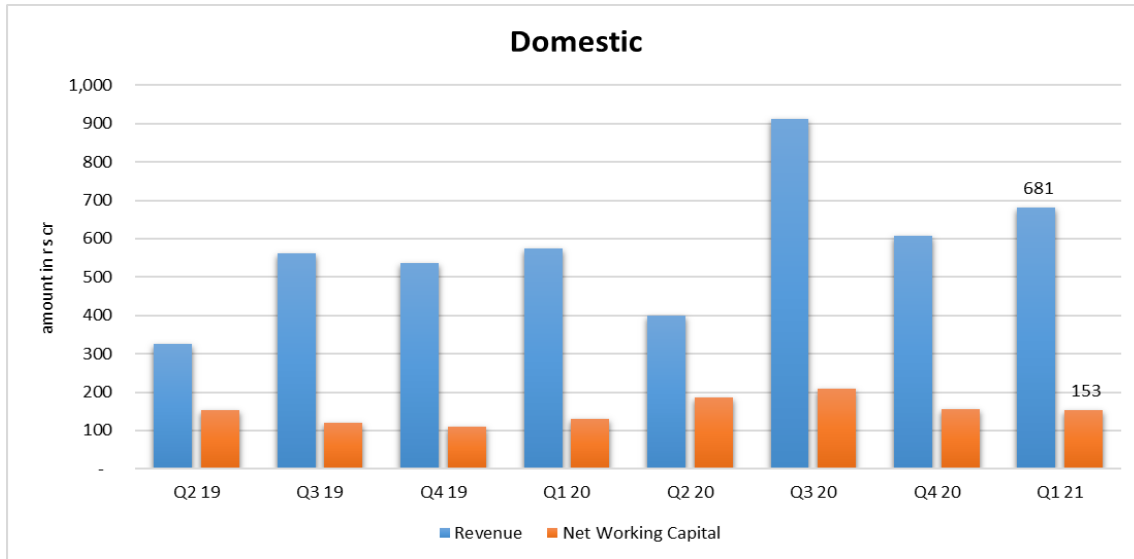
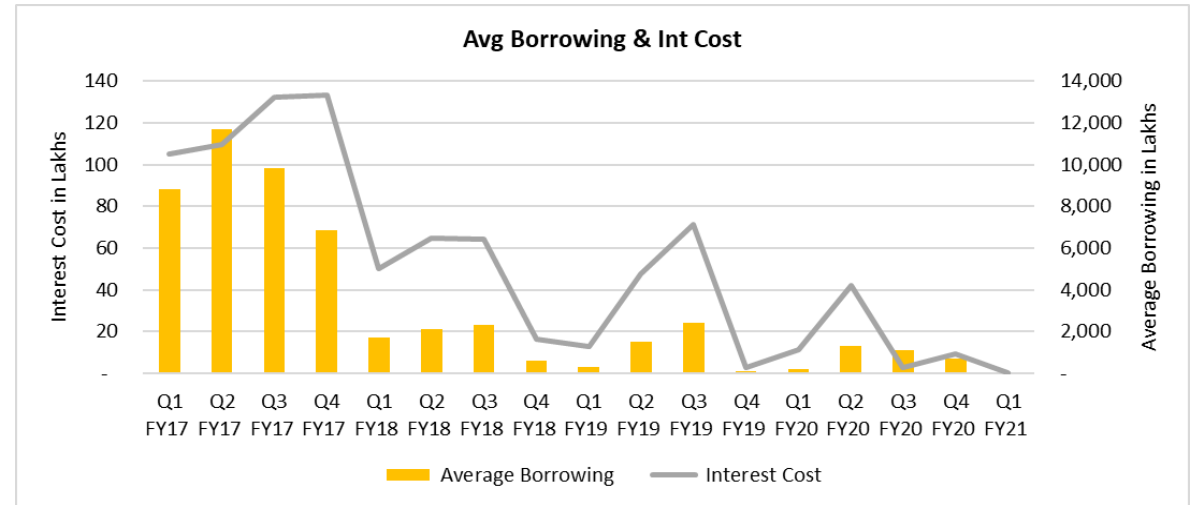
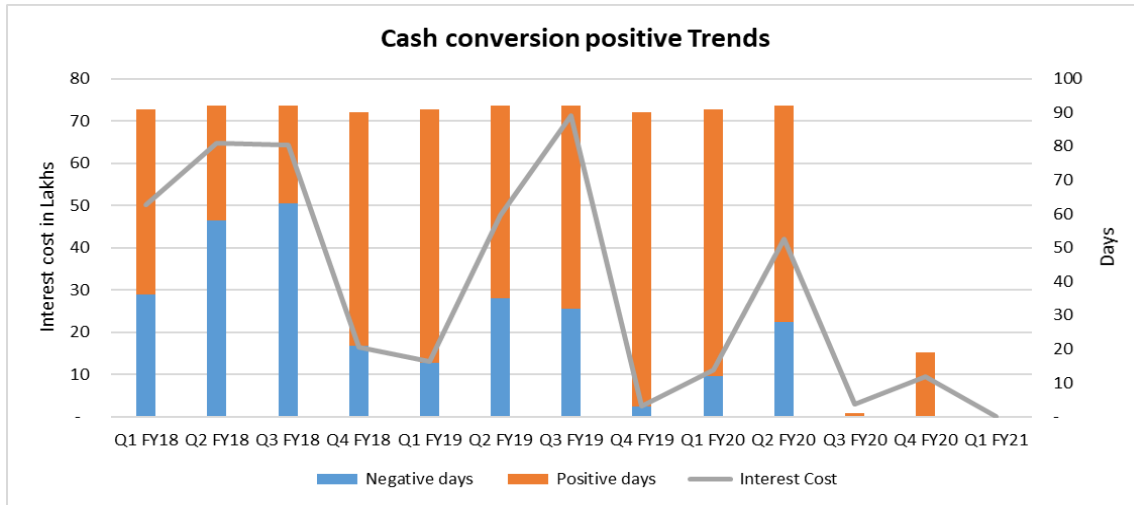


# Days Sales Outstanding





# Cash conversion & Credit Management – Domestic Business





Thank you

