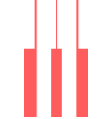# Analyst Presentation

Analyst Day, May 30th 2017
by Srikar Reddy

Plan – 3 year to FY 2020

- Continue focus on verticals – Retail, Travel, Distribution, ISVs

- IP led

- Alliance led

- Platformation Partner – Customers, Alliances

- Continue investments in IP

- TISG – continue to focus on digital infrastructure partner. New growth areas – cloud / security / sonata IP

Engines that will drive growth & value

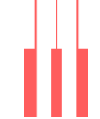| Existing Customers	Alliances	Vertical Transformation Deals	IP & Platform	Digital Tech Infra
Grow by becoming a larger & more strategic partner to focus customers	Grow by synergistically leveraging technology alliance partners	Win new strategic customers thru industry specific digital transformation expertise	Grow IP & proprietary platform revenues thru own & channel partners	Gain value and profit by extending leadership to new digital tech infra
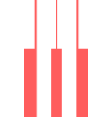
Last 1 year.

- Significant traction and interest with Platformation

- Growth with existing clients

- IP led growth and maturing of IP

- New talent addition

- Strong momentum with Microsoft alliance Dynamics/ISV

- Transformation of India business

Next 3 year strategy.. Till 2021

- Platformation

- Platforms – Brick and Click, Modern Distribution, Rezopia, Kartopia, Halosys, Rapid

- Alliance - Microsoft

- Geography expansion

- Strategic M&A

- Focus services - Dynamics, Hybris, Azure

- Platformation of services – Data/ML, Modern App Engg, RPA

- Invest in talent – Design Thinking

- Current Verticals

- Continued transformation of India business

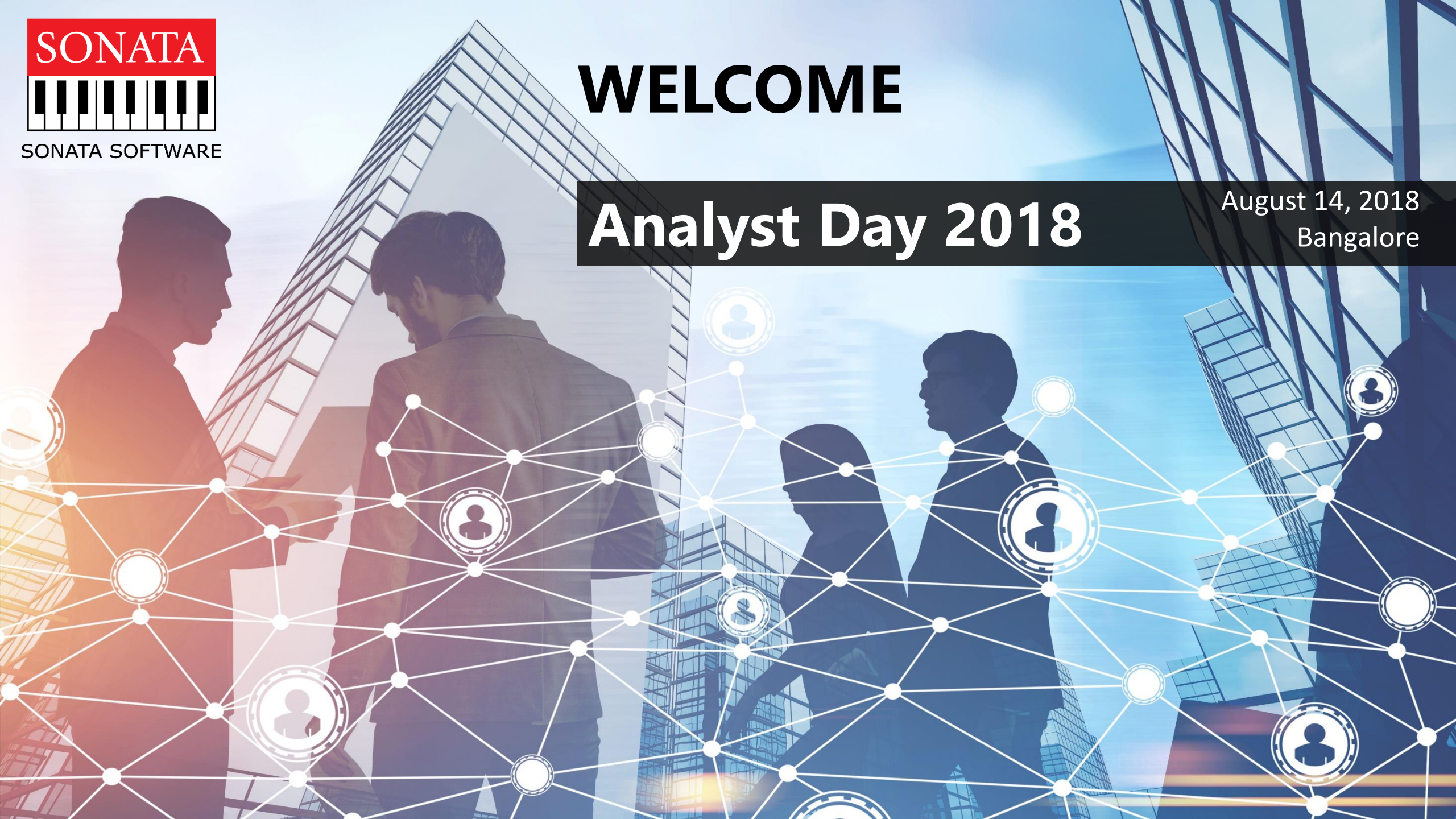- Delivery Excellence - Automation, 3 Phase customer value add

Finance Presentation

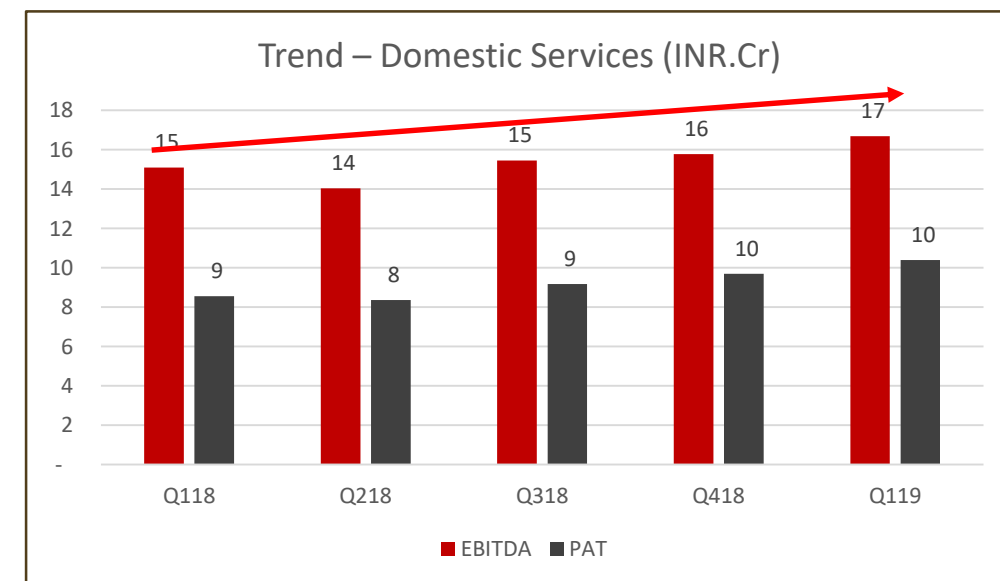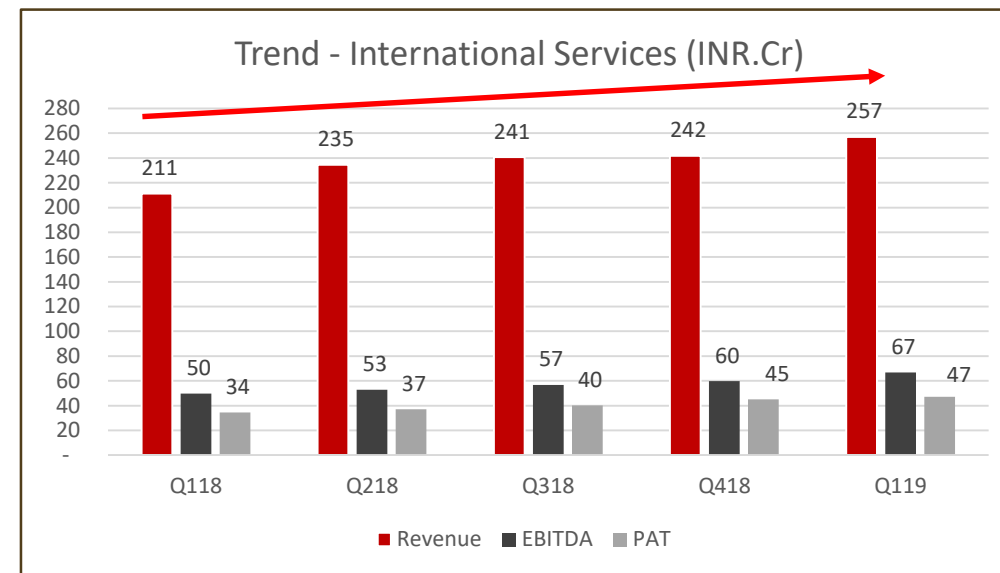Analyst Day, Aug 14th 2018
by Prasanna Oke
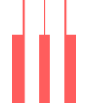
Q119 – An overview

International Business

- **Q119: 6.3%** QoQ Growth and **21.7%** YoY growth in International Revenues in INR terms (3% in constant currency $ terms). EBITDA growth of 11.6% on QoQ basis and 33.8% on a YoY basis.

- **FY18 - 13%** YOY INR Growth (18% in USD terms) in International Revenues, 23.7% growth in EBITDA.

- **8** New Logo's added in Q119 across Verticals, Regions.

- **33%** of Revenues from Digital Business, among the highest in the Industry

- IP led revenues - Grew from **15.6 %** in Q418 to **16.3%** of Revenues in Q119

- Current Pipeline **$50+M**

Domestic Business
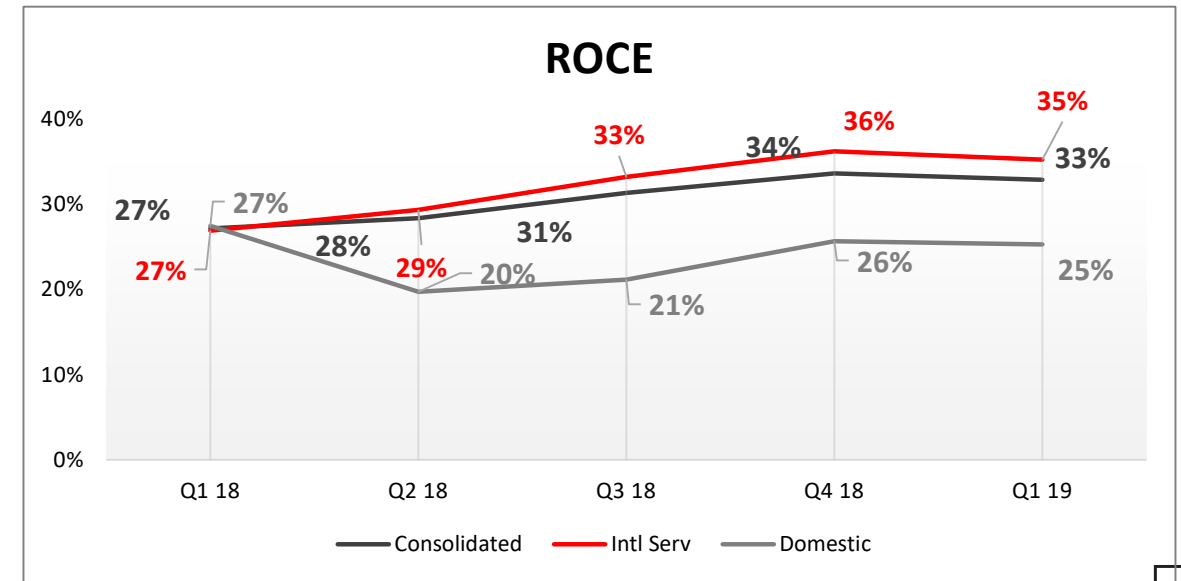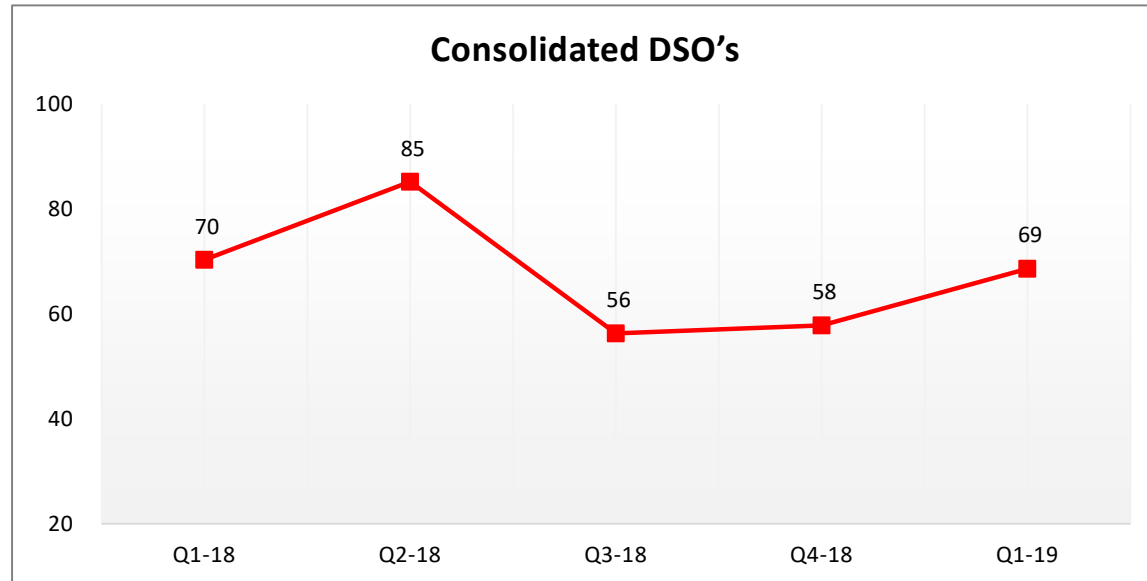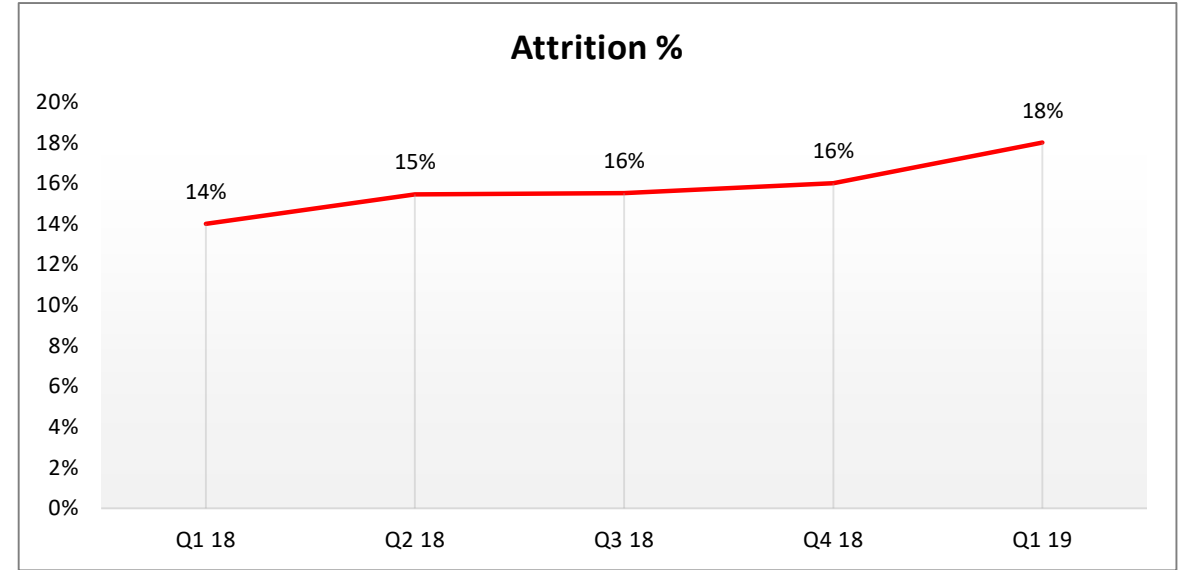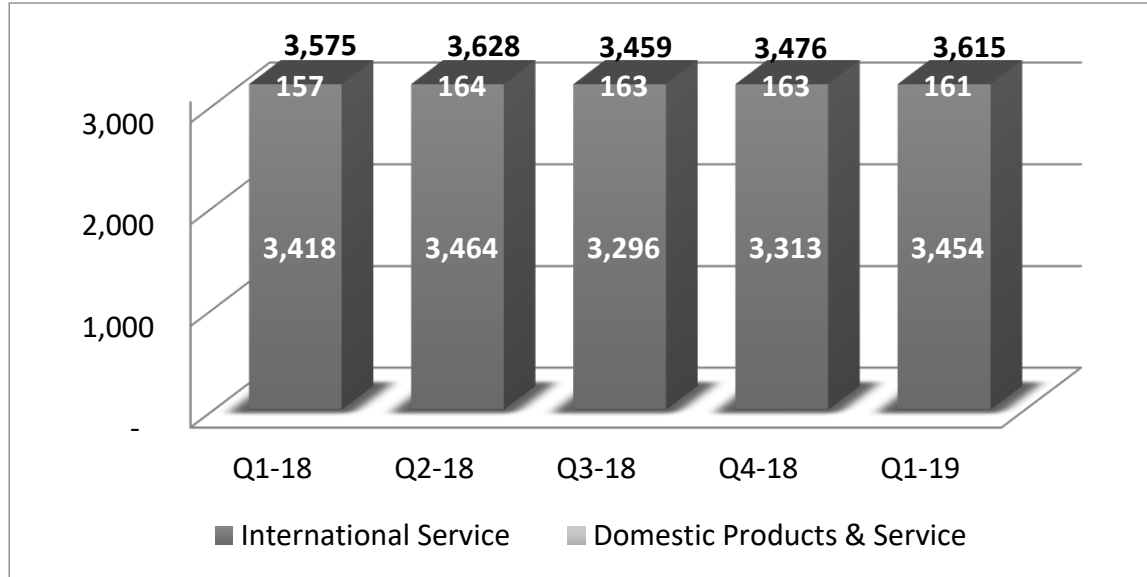
- Continued Strong relationship with Partners and Customers.

- Q119: Revenues grew by 12.5% on a QoQ basis, 2.1% on a YoY basis. EBITDA grew by 5.7% on a QoQ basis and by 10.5% on a YoY basis.

- *Strategic Investments into creating Value added Consulting services (steadily growing from FY2012)*

Trend - International Services (INR.Cr)

Trend – Domestic Services (INR.Cr)

INR Crores

Q119 - Consolidated business

Consolidated business (top-left bar chart)

	Q1-18	Q2-18	Q3-18	Q4-18	Q1-19
Total	3,575	3,628	3,459	3,476	3,615
International Service	157	164	163	163	161
Domestic Products & Service	3,418	3,464	3,296	3,313	3,454

■ International Service ■ Domestic Products & Service

Attrition %

Q1 18	Q2 18	Q3 18	Q4 18	Q1 19
14%	15%	16%	16%	18%

Consolidated DSO's

Q1-18	Q2-18	Q3-18	Q4-18	Q1-19
70	85	56	58	69

ROCE

	Q1 18	Q2 18	Q3 18	Q4 18	Q1 19
Consolidated	27%	28%	31%	34%	33%
Intl Serv	27%	29%	33%	36%	35%
Domestic	27%	20%	21%	26%	25%

— Consolidated — Intl Serv — Domestic

New Clients Snapshot – Q119

No. of New Clients

New Clients by Geo – Q119

Asia, 2, 25%
US, 2, 25%
Europe, 4, 50%

New Clients by Vertical – Q119

Others, 1, 13%
TTL, 2, 25%
Retail, 4, 50%
ISV, 1, 12%

New Clients by Acquisition Route - Q119

IP/Platformation, 1, 13%
Vertical Led, 1, 12%
Alliance led, 6, 75%

IP Led Revenues

Trend - IP Led Revenue Growth %

- 13.7% (Q1'18)
- 14.7% (Q2'18)
- 15.2% (Q3'18)
- 15.6% (Q4'18)
- 16.3% (Q1'19)

— % of International Services Revenue
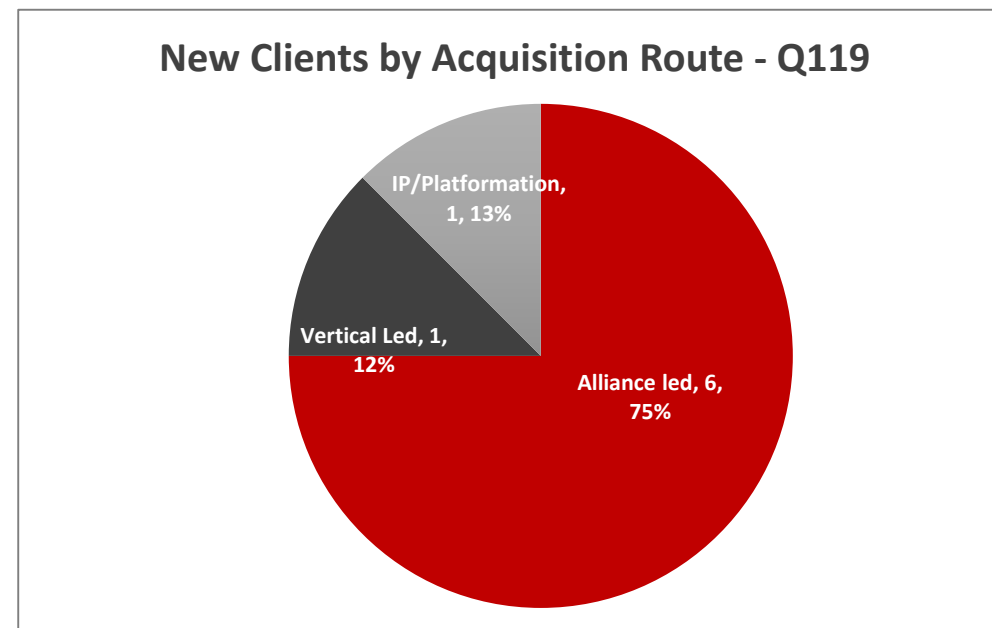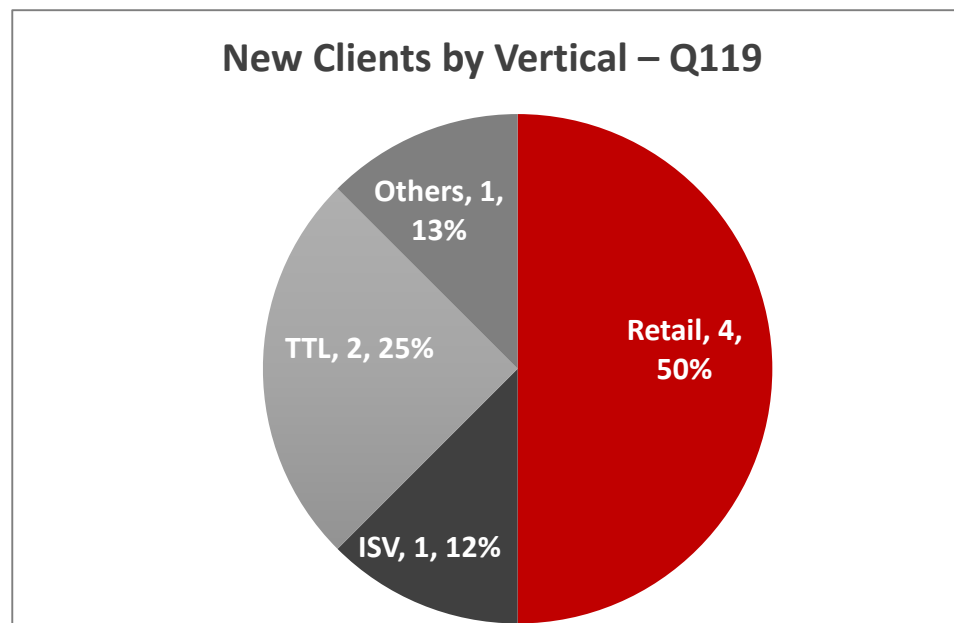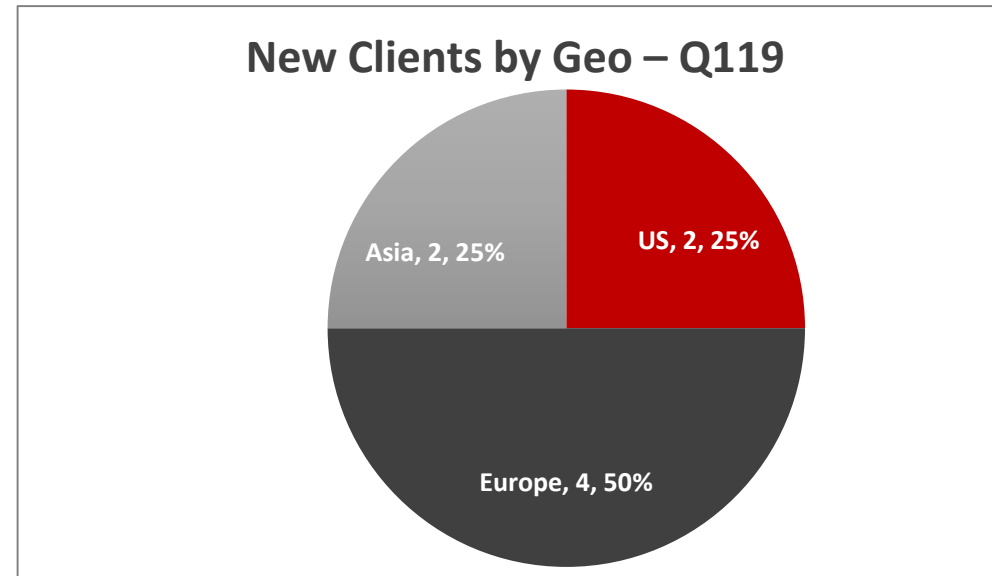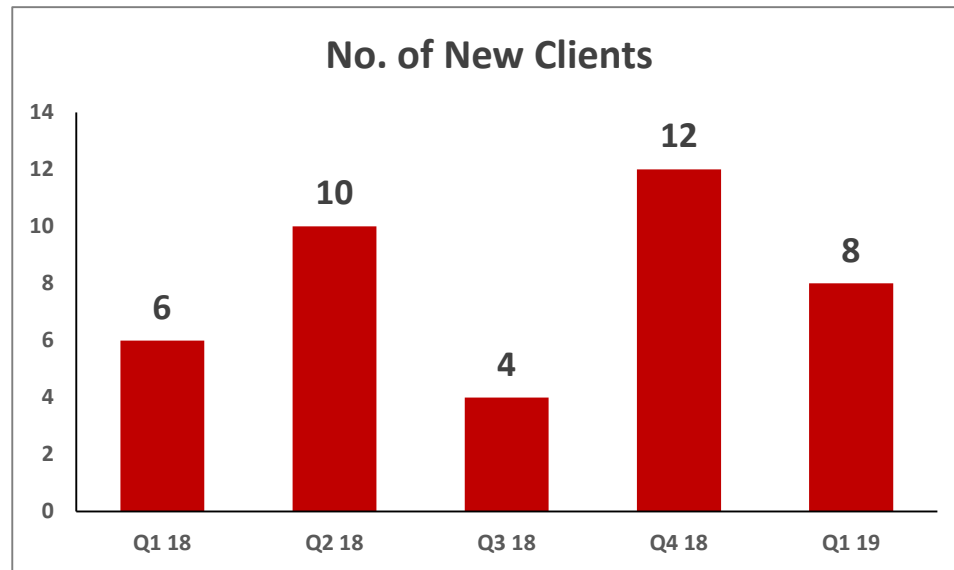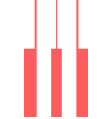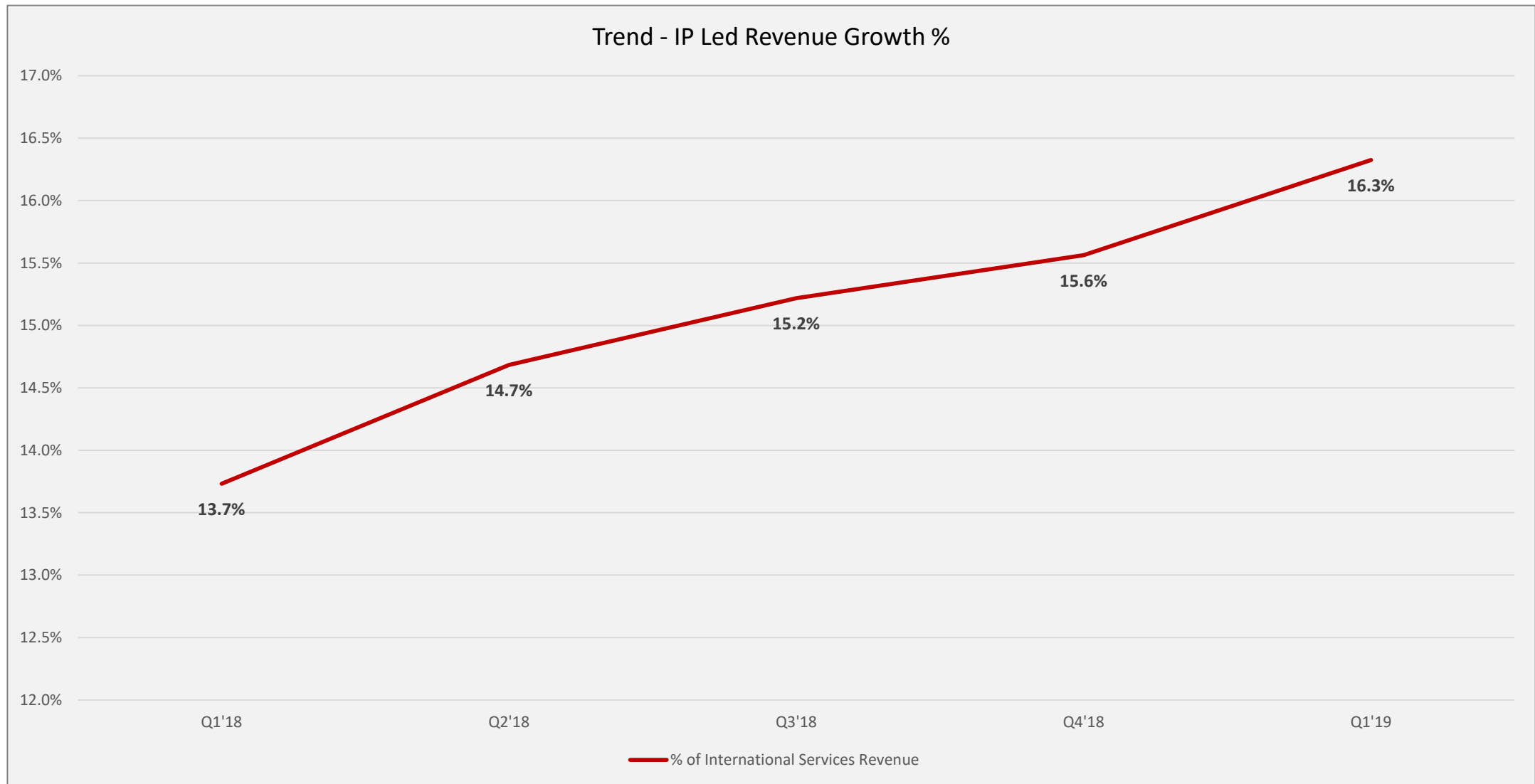
CAGR – Mid Size Companies (Intl Services)

CAGR - 4 Yrs - Revenue

Sonata: 18%, A: 12%, B: 8%, C: 16%, D: 7%, E: 16%, F: 2%

CAGR -4Yrs - EBIDTA

Sonata: 27%, A: 11%, B: 1%, C: 9%, D: 9%, E: 6%, F: 6%

CAGR - 4 Yrs - PAT

Sonata: 28%, A: 13%, B: 0%, C: 6%, D: 5%, E: 7%, F: 12%
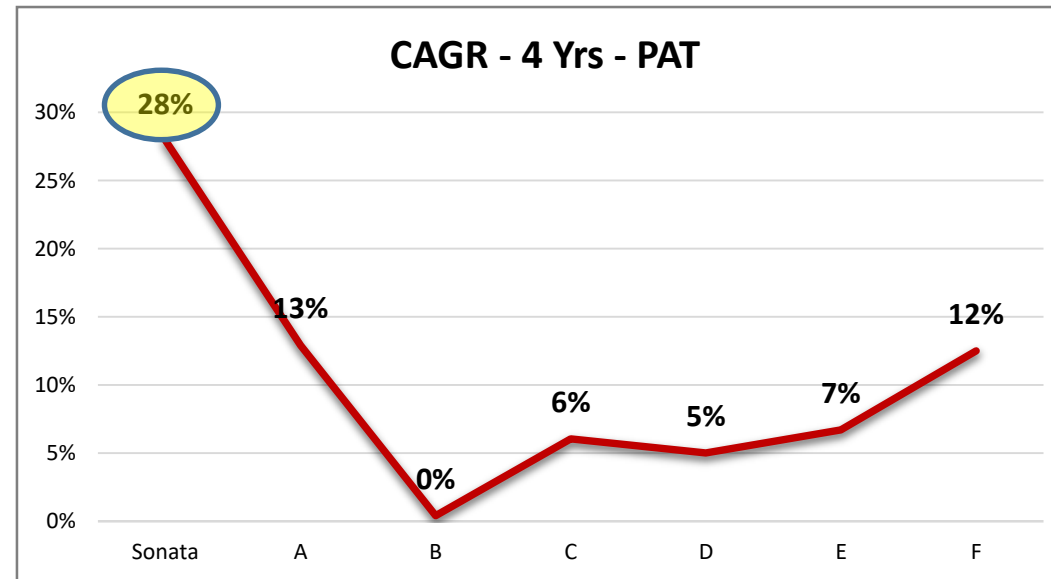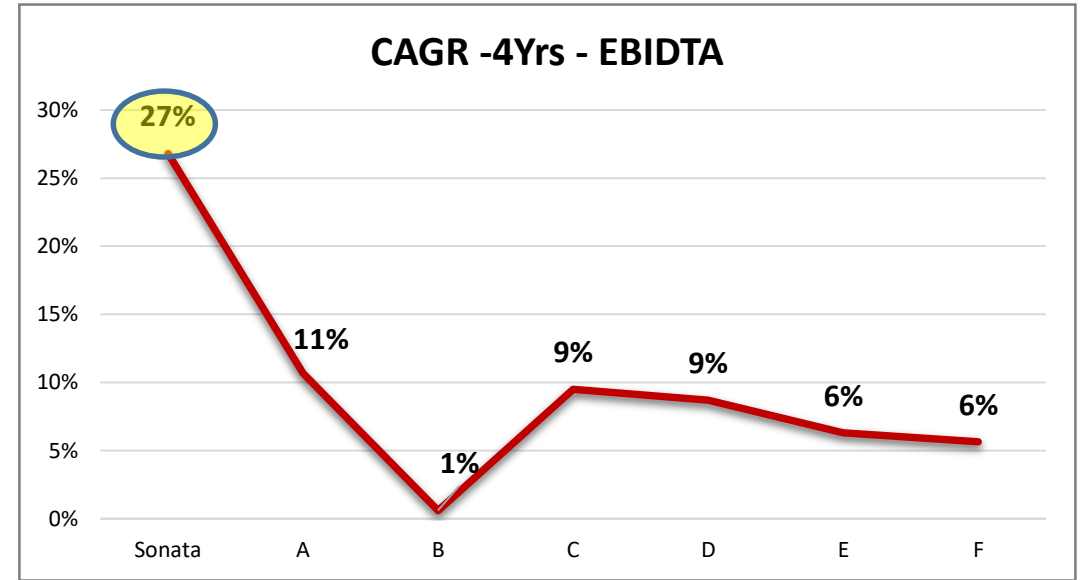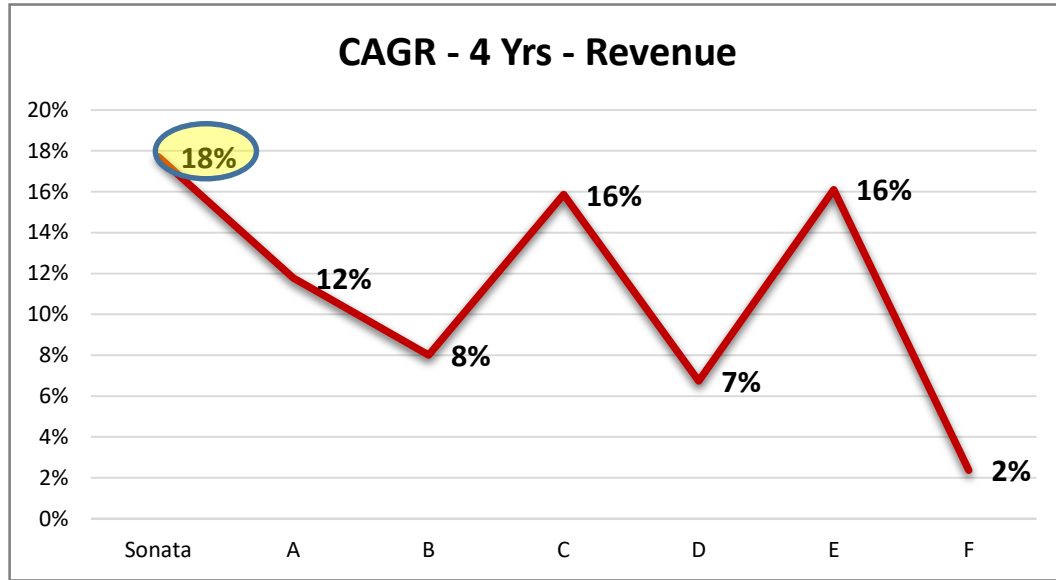
*CAGR for FY 14 to FY18
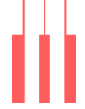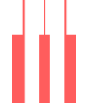
CAGR – Tier 1 Companies (Intl Services)

CAGR - 4 Yrs - Revenue

- G: 9%
- H: 11%
- I: 6%
- J: 11%
- Sonata: **18%**

CAGR - 4 Yrs - EBIDTA

- G: 8%
- H: 8%
- I: 6%
- J: 8%
- Sonata: **27%**

CAGR - 4 Yrs - PAT

- G: 11%
- H: 8%
- I: 1%
- J: 8%
- Sonata: **28%**
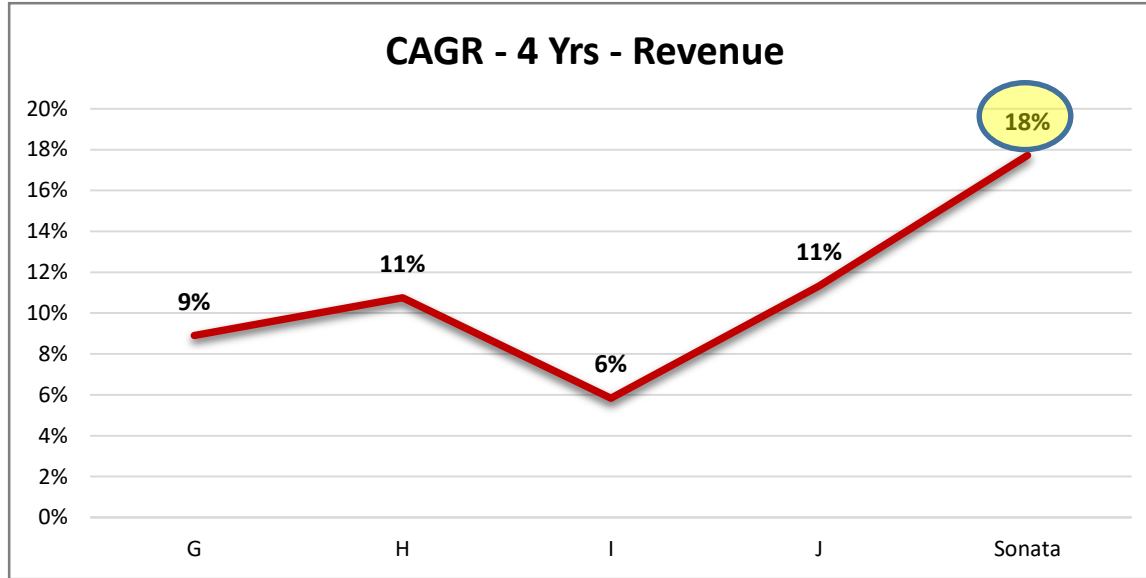
*CAGR for FY 14 to FY18

Q119 – International Business – Revenue Mix

Geography

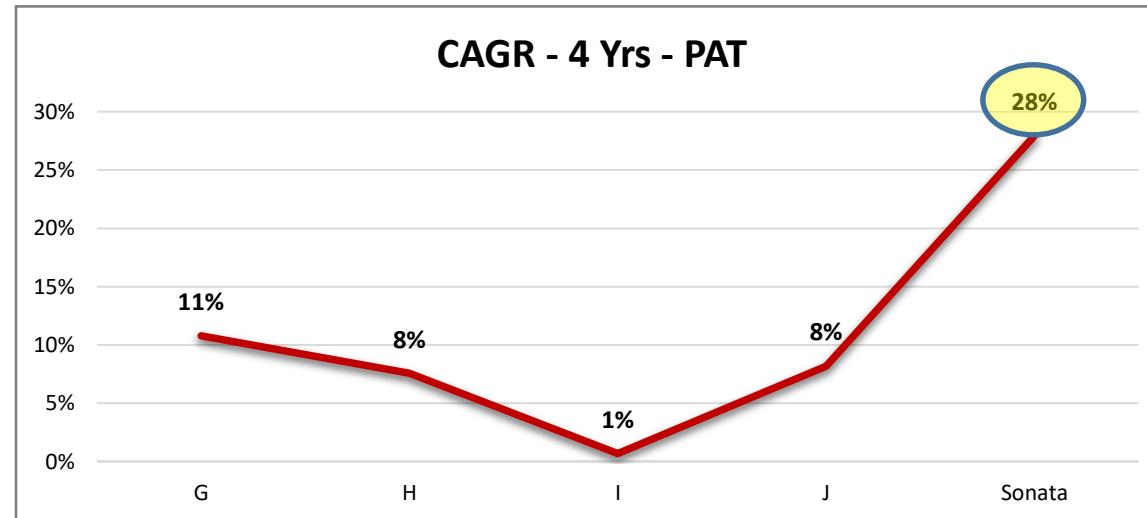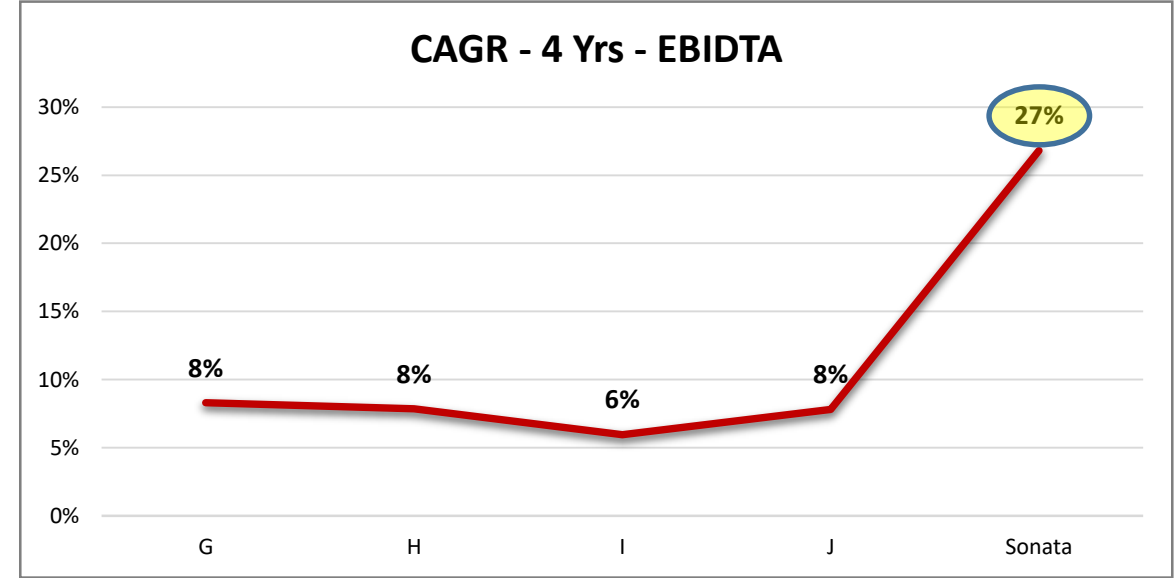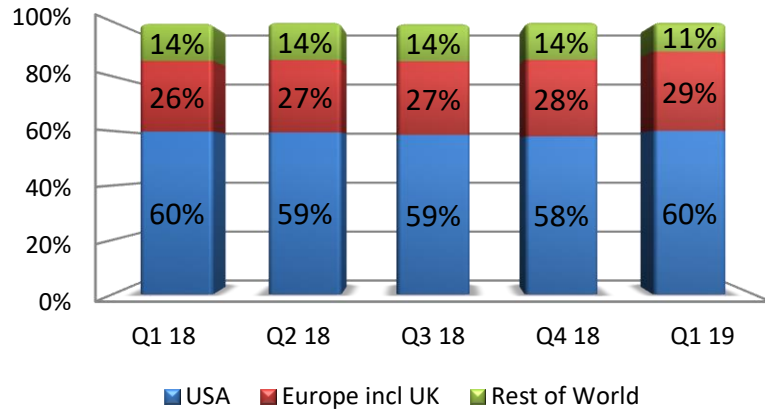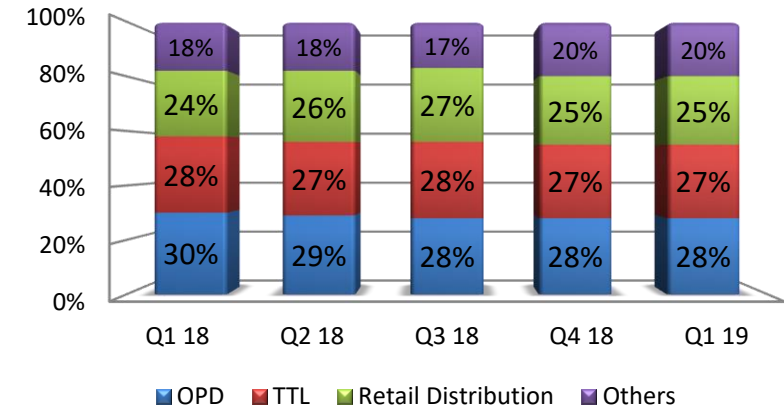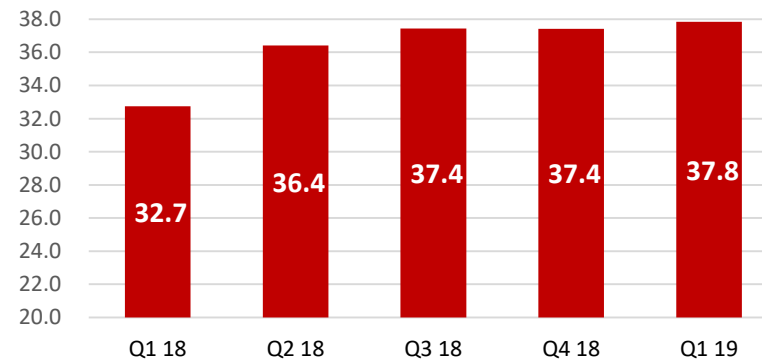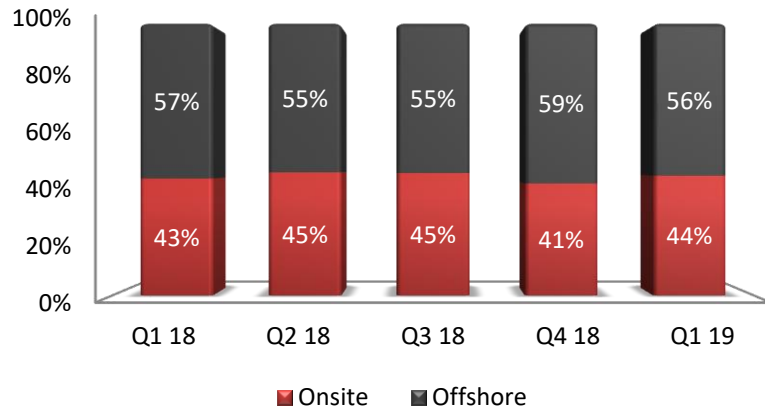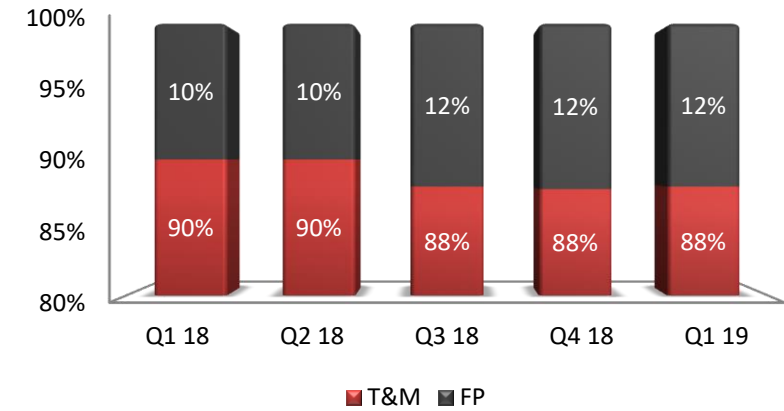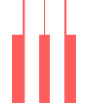|	USA	Europe incl UK	Rest of World
Q1 18	60%	26%	14%
Q2 18	59%	27%	14%
Q3 18	59%	27%	14%
Q4 18	58%	28%	14%
Q1 19	60%	29%	11%

Rev - $ Mn (Actual $ Currency)

Q1 18	Q2 18	Q3 18	Q4 18	Q1 19
32.7	36.4	37.4	37.4	37.8

Vertical

	OPD	TTL	Retail Distribution	Others
Q1 18	30%	28%	24%	18%
Q2 18	29%	27%	26%	18%
Q3 18	28%	28%	27%	17%
Q4 18	28%	27%	25%	20%
Q1 19	28%	27%	25%	20%

Onsite / Offshore

	Onsite	Offshore
Q1 18	43%	57%
Q2 18	45%	55%
Q3 18	45%	55%
Q4 18	41%	59%
Q1 19	44%	56%

Revenue Type

	T&M	FP
Q1 18	90%	10%
Q2 18	90%	10%
Q3 18	88%	12%
Q4 18	88%	12%
Q1 19	88%	12%
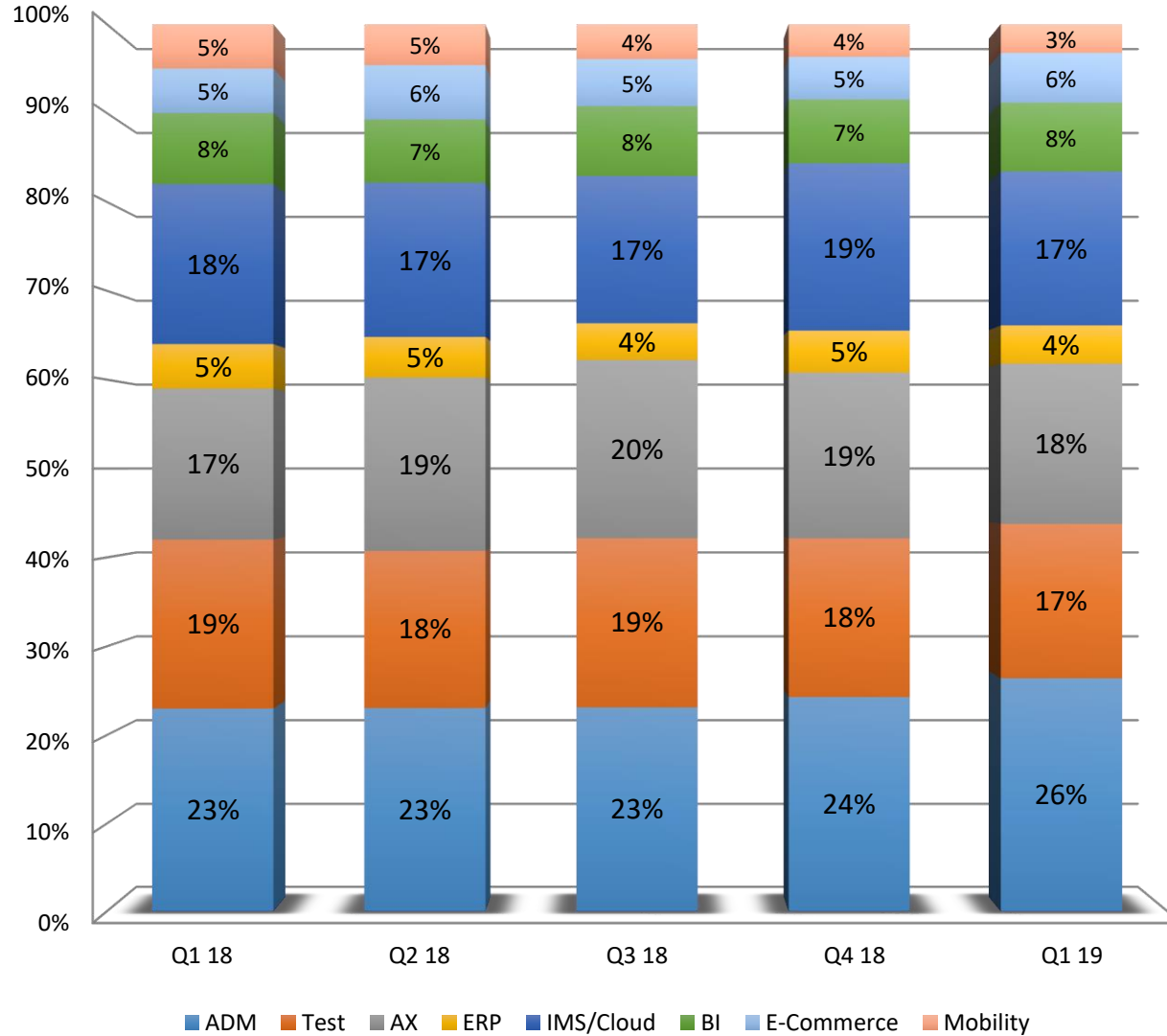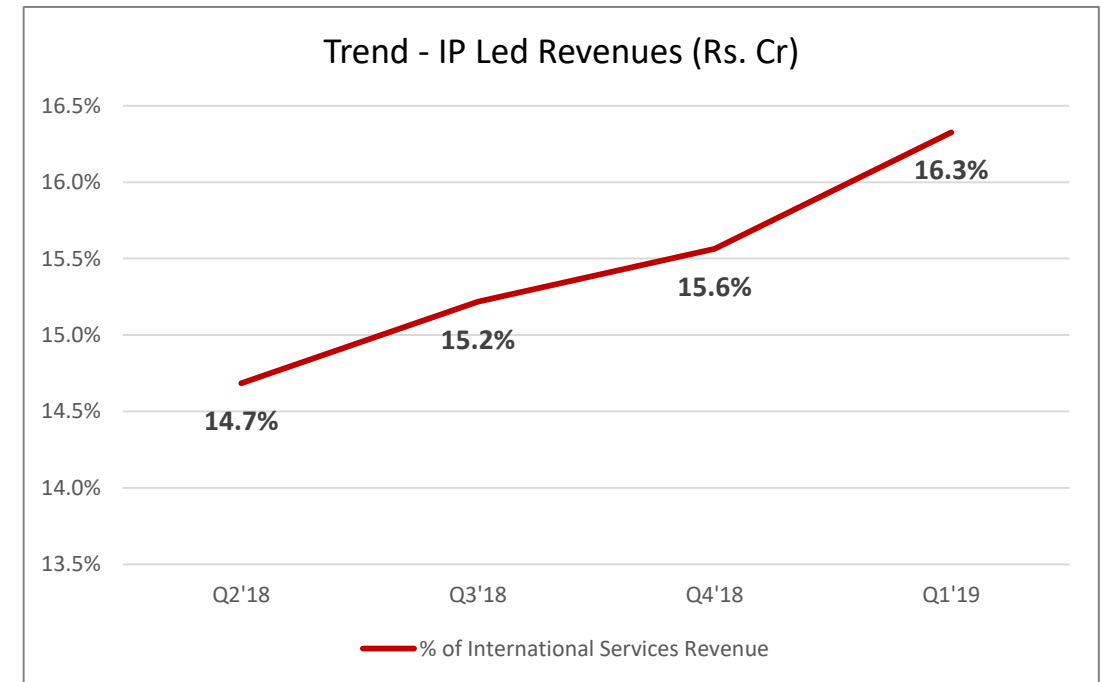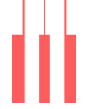
International IT Services – Revenue by Customers

SONATA
SONATA SOFTWARE

New Customers

Quarter	New Customers
Q1 18	6
Q2 18	10
Q3 18	4
Q4 18	12
Q1 19	8

No. of customers by Geo

Middle East 2, ANZ, 7, Asia 3, Europe, 22, India, 15, US, 59

Revenue from Top Customers

	Q1 18	Q2 18	Q3 18	Q4 18	Q1 19
Top 5 Customer	61%	60%	62%	61%	61%
Top 10 Customer	70%	69%	71%	69%	70%
Top 20 Customer	79%	78%	79%	79%	80%

No. of customers by Vertical

Others 35, OPD, 13, TTL, 11, Retail Distribution, 49

Looking ahead - Focus

- **Platformation along with IP Led revenues to drive Differentiation, Growth across Both Segments of the Business**

- **Ensuring strong Financials**
  - **Margins**
  - **Cash**

- **Operational Levers to realize benefits of Investments and Growth – Revenue Realization, Returns to reflect Investments**

- **Strategic M&A**
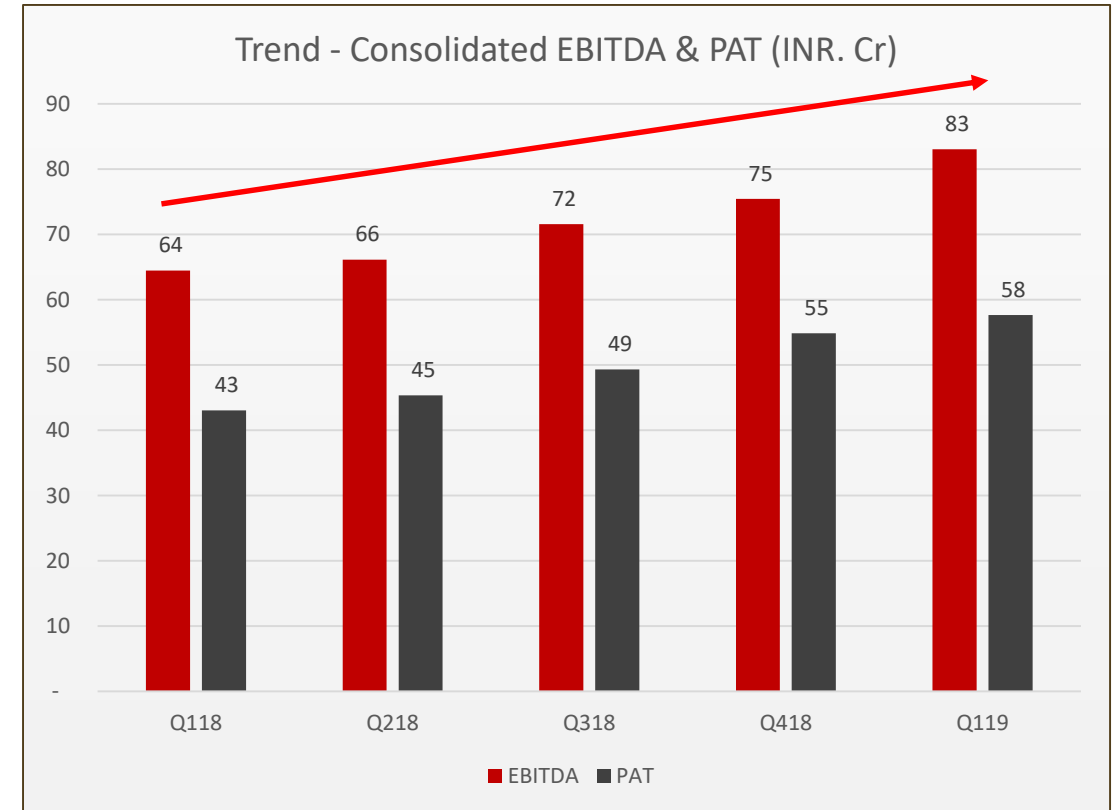
Trend - Consolidated EBITDA & PAT (INR. Cr)

	Q118	Q218	Q318	Q418	Q119
EBITDA	64	66	72	75	83
PAT	43	45	49	55	58

■ EBITDA   ■ PAT

INR Crores

BRICK CLICK
RETAIL PLATFORM
Omni-channel Retail Platform

rezopia FROM SONATA SOFTWARE
Digital Travel Platform

Advanced Supply Chain Software for Microsoft Dynamics AX
Modern Distribution Platform

halosys
Unified Enterprise Mobility Platform

INTERNATIONAL SERVICES

Vikas Gurugunti
August 14th 2018

FY18/Q1 Highlights
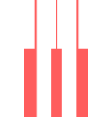
New logos : 20+ across geographies

- An American home improvement supplies retailing company that sells tools, construction products, and services

- A British-based company that operates ferries from the united kingdom to Ireland and continental Europe

- A multinational professional services firm headquartered in London,

- Swedish hardware store chain and mail-order firm that specializes in hardware, home, leisure, electrical and multimedia products

- An American company-one of the world's leading hardlines wholesalers with a globally recognized brand

- An American company specializing in the use of multi-level marketing to sell health, beauty, and home care products

- A middle eastern state-owned company that operates Saudi Arabia's rail network

- A fastest growing company HQed in Finland and leading transformation into digitalised and sustainable underground mining and tunneling.

FY18/Q1 Highlights...contd.

MS Alliance activity strengthened across US, Europe and ASIA regions

- Solution showcasing in Microsoft Technology Centres @ Singapore, Dubai, London and Mumbai
  - Planned in Chicago, Atlanta
- IP led Wins in US/ISV Dev centre wins in Europe

Expansion of markets in Europe

Travel segment is promising in ME/FE Asia

SI partnerships in Europe and ASIA

SAP-HYBRIS alliance helped in a few new logo acquisitions
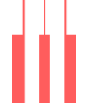
Strategy and Opportunities

Technology

- Focus on PLATFORMATION

- Shore up on IP driven sales' motions

Industry Verticals

- **Retail/ CPG/Distribution :** promising potential in the mid segment markets across geographies

- **Travel:** Middle East and Far East Asia markets and exploring expansions in Europe, Australia

Microsoft

- Dynamics , Data and Analytics continue to be the leading technology platforms across the verticals

- Expansion into Enterprise Accounts

How do we get there….

More rigor on existing Account Growth

- Account planning, Account Management and execution discipline
- Leverage on high customer satisfaction/goodwill

Build on NBD strategy

- Widen/Deepen MSA alliance
- Along with:
  - o Must Have Accounts (MHA) targeted for Platformation
  - o Form business networks (SI partnerships/Management Consulting houses/PEs)
  - o Expand on SAP-HYBRIS relationships
  - o Expand travel verticals in ANZ and European markets
  - o Leverage customer referrals/corporate goodwill
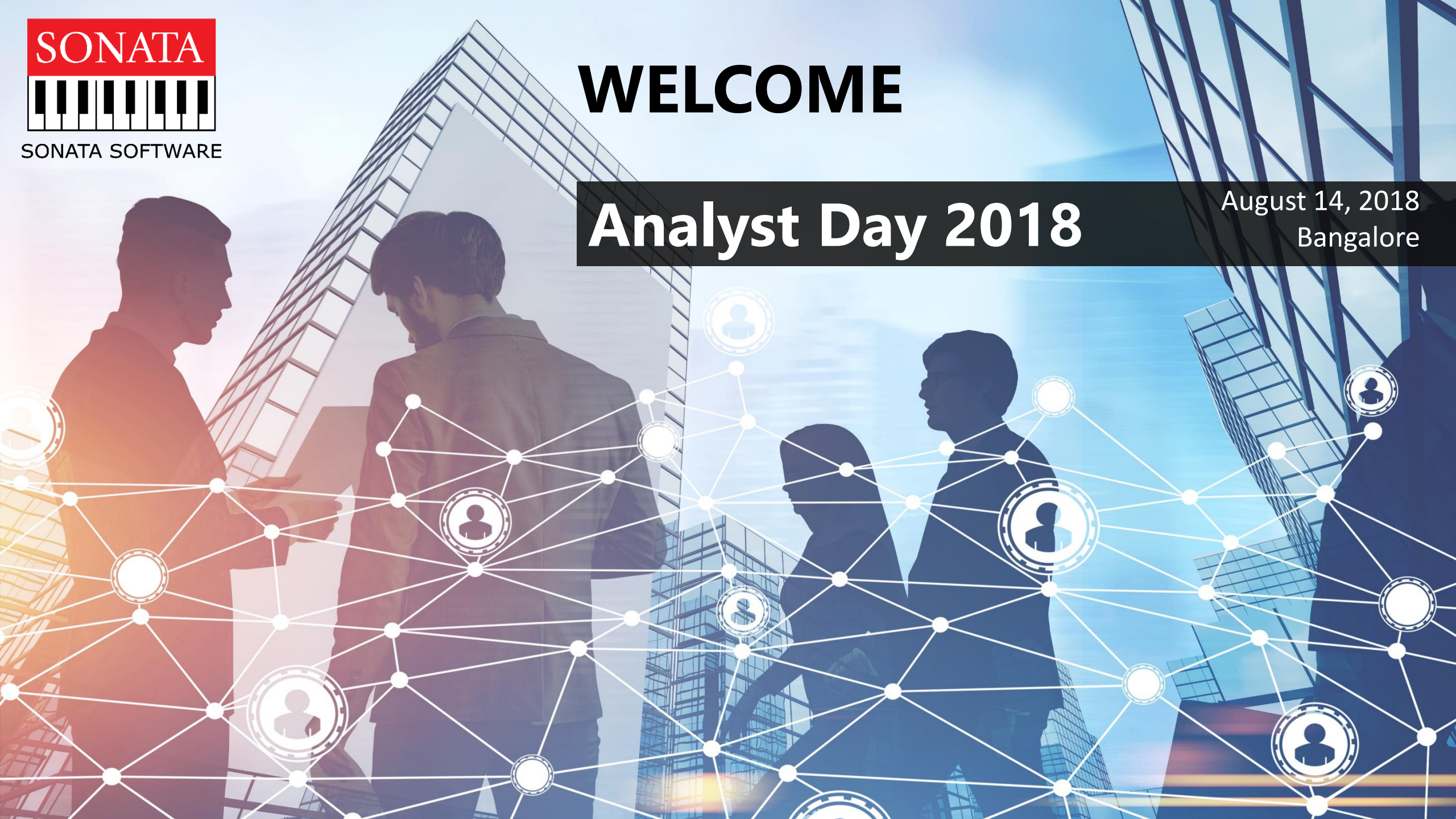
Experience the power of

PLATFORMATION

Microsoft Alliance Growth Initiative

Microsoft Alliance Growth Engine

Sonata-Microsoft Corporate Vision:

a *partner* who enables customers execute on   next-gen *Digital Transformation* programs by utilizing the *power of the Microsoft enterprise technology platforms and Sonata IP on Microsoft stack and proprietary digital transformation methodology – Platformation*

GTM Strategy:

Co-sell, Build and Deploy Full stack Microsoft solutions to enable digital business transformation founded on Sonata's Platformation framework
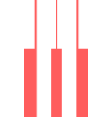
Microsoft Alliance – Strategy

The digital transformation opportunity - International Data Corporation (IDC) predicts spending on cloud IT and services will more than double by 2021. That translates into a big revenue opportunity for Microsoft Partners. For every 1USD that Microsoft generates, partners can generate an additional 9.64USD of revenue.

- Engage with Customers
- Empower Employees
- Optimize Operations
- Transform Products

Microsoft's focus on Azure and Industry Solutions has had a big impact on their GTM and how they work with partners. Their Go To Market is now based on the "Solution" categories across Enterprise, SMC and SMB Segments:

- Modern Workplace
- Business Applications
- Azure and Infrastructure Applications
- Data & AI

Sonata's differentiated positioning based on Platformation, Industry leading IP's, 25+ years of long term partnership and customer track record are all helping us build on the new Microsoft vision.
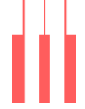
Our Microsoft Alliance Strategy is now implemented globally

Senior level exec sponsorship from Microsoft.

Sonata, A Best In Class Microsoft Partner (Top 1%)

25 Years
MICROSOFT PARTNER
GISV, lSP, 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

14+ Years
Product Engineering & Suppprt Partner
AX, D365, Dynamics Retail product engineering.
D365 Support and Professional Direct Support services for CSS

1000+
TEAM
On Microsoft Technologies with 500+ on Microsoft Dynamics

90 Clients
ACROSS THE GLOBE
USA, Europe, Asia, India, Australia, Middle East

$$
REVENUE TO MICROSOFOT
Across the service lines

INDUSTRY
FOCUS DIGITAL
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 Dynamics Distribution partner by Sonata

Fy 18-19 Business Applications Inner Circle Partner
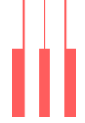
Driving Digital Transformation Through Platforms

Synergies that drive success

SONATA'S PLATFORMATION™

Open, Connected, Intelligent & Scalable Platform based approach to business and technology

+

MICROSOFT DT VISION

Engage Customers, Empower Employees, Transform Products and Optimize Operations

▶ **FUTURE-READY**
Enterprise Digital Transformation

SONATA'S INDUSTRY EXPERTISE

Track record of serving best in class global customers in Retail, CPG, Manufacturing, Distribution.

+

MICROSOFT TECHNOLOGY STACK

End to end DT ready stack with Azure and Dynamics 365 spanning Biz Apps, Apps & Infra, Data & AI and Modern Workplace

▶ **TECHNOLOGY**
Solutions Aligned To Business

END TO END CABALITIES ON MS STACK

Industry ready Platform IP on Appsource 13+ gold competencies and 1000+ consultants providing solutions for businesses

+

ENABLING ECOSYSTEM

OCP, App Source, MDP, MTC

▶ **WIN TOGETHER**
with Customers

Sonata's Value Proposition for Microsoft and Customers

ALLIANCE VALUE PROPOSITION

1 Co-Sell ready ISV solutions for Retail, CPG, Distribution, Travel

2 One of the largest Dynamics practices (1,000+) globally serving Enterprise, Corporate and ISV customers

3 Unique toolset for direct upgrade to D365, delivering 30-60% cost saving

4 Proprietary PLATFORMTION™ framework to drive digital transformation via Microsoft full-stack

Microsoft Global Industry Solution Maps

Promote/Marketing

CRM for Retail
Microsoft · SONATA · bLoyal

11Ants Analytics

Digital In-Store Ad and Promos

Endless Aisle

Markdown Optimization

Digital Campaign Management
Adobe · sitecore Own the experience

STYLELABS

Promotions Management
FOOTMARKS

PLEXURE

Sell

Modern POS
Microsoft · SONATA · bLoyal

Customer Service/Support

Customer Service and Support

Planning/Sourcing/Supply

Demand Signal Repository
aXiom · ToolsGroup

Category Analytics
Microsoft · SONATA · EY

NEAL ANALYTICS

Multi-Channel Analytics
SONATA · NEAL ANALYTICS

Inventory Signal and IoT
Genetec · esri

FOOTMARKS

Market Insights
Microsoft · SONATA · NEAL ANALYTICS

SUTHERLAND

Operations: Customer/ Front of House

Internal Communications and Collaboration
brightstarr · LiveTiles

Expertime

Operations: Business/ Back of House

Loss Prevention
Genetec

Fraud Prevention
Genetec

CCTV Management
Genetec

Operational Helpdesk

Human Resources

HR Management

Payroll

Training and eLearning
Mindtree

Finance

Accounts Payable/Receivable
Microsoft · SAP

Fixed Assets
Microsoft · SAP

General Accounting
Microsoft · SAP

Sales Audit
Microsoft · SAP

Treasury
Microsoft · SAP
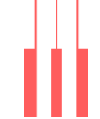
Microsoft Alliance – Business highlights

- Several new enterprise customers with $b+ revenues & multimillion $ TCV's for Sonata won through Microsoft Alliance: Some examples of $m+ TCV contracts :

  - Global clothing accessory retailer
  - National hardware retailer with store operations
  - Licensed apparel merchandiser.
  - Innovative national Toys retailer
  - Leader in the distribution of energy products, lubricants and parts.

  - National retailer of home goods
  - Large non-profit with a focus on environment preservation
  - Real estate technology company in Europe
  - Global maker of perfumes products

- Significant progress in Europe on ISV sales motion & APAC on Enterprise customers

- We are now actively connected in the Microsoft ecosystem in all geo's & have significant opportunities in pipeline.

- 50% of our long term enterprise accounts are planned to come from MS Alliance accounts.

- We have partnerships in Europe & APAC to jointly sell Microsoft solutions.

- **Global leverage (across competencies, marketing and sales) & converting the wins into 60x5 Accounts are the focus areas of FY'19**
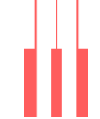
Microsoft Alliance – Summary

- Our Platformation-led growth strategy on Microsoft Alliance aligns well with Microsoft's market success with their new offerings (Cloud, Solution selling, Industry Focus & Digital Transformation)

- Sonata's capability mix and differentiated IP makes us a strong technology partner

- 'Sell with Microsoft' is proving to be an excellent leverage for our entry to enterprise customers

- Great opportunity to establish leadership in the new model:

  - Business Applications

  - Data, AI and Analytics

  - ISV Development Center

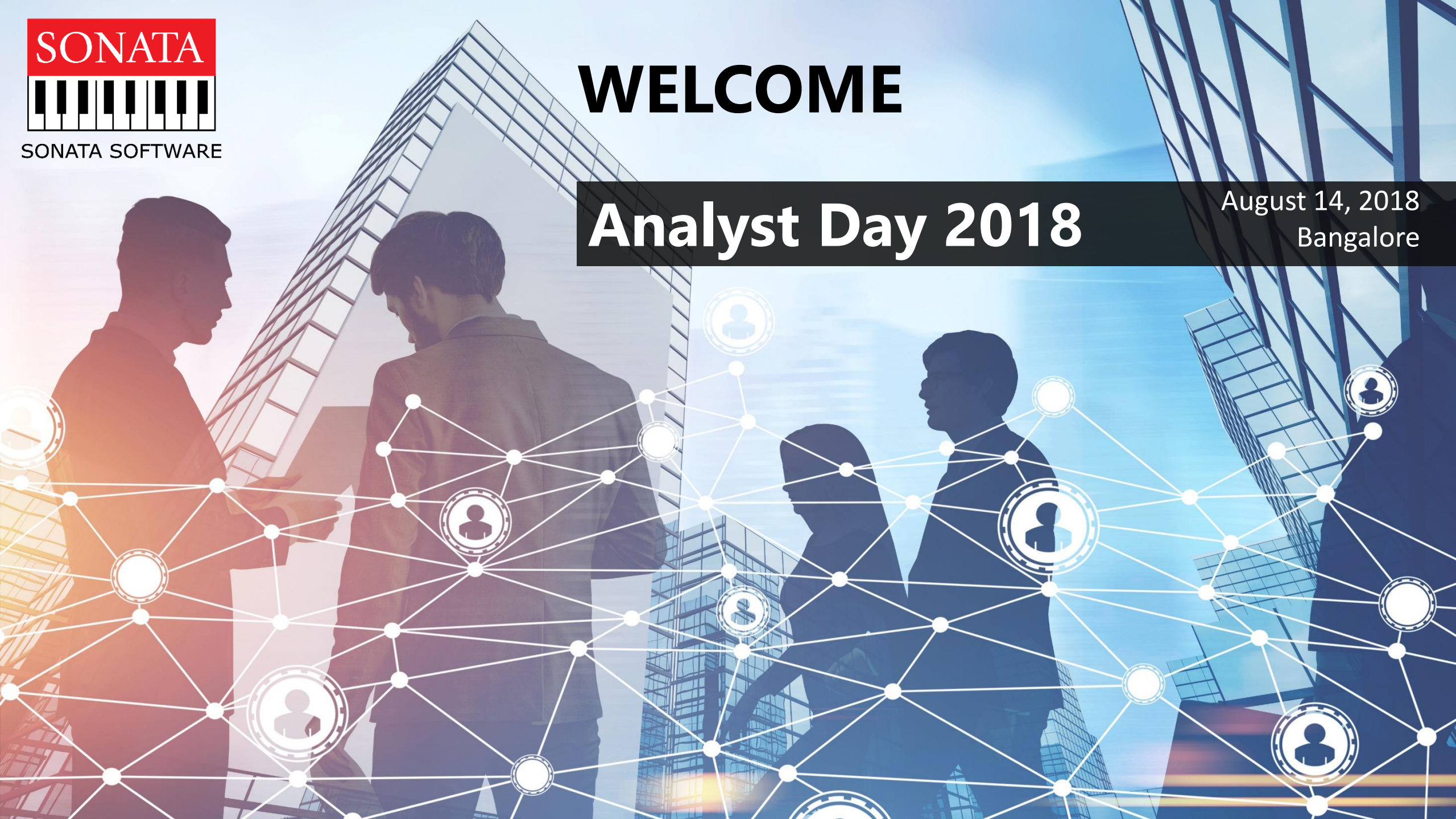 - PLATFORMATION^{TM}

Existing Business Growth

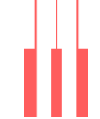Analyst presentation 29th May 2017
by Rajsekhar

Objectives

Become strategic partner to our clients

- Increased wallet share

- Annuity business

- 50% of "60*5" clients from existing accounts

Good Runway for Growth in existing accounts

Large (10%)	Strategic (16%)
Maintain (32%)	Growth (42%)

Annual revenues (vertical axis)

Growth Potential (horizontal axis)
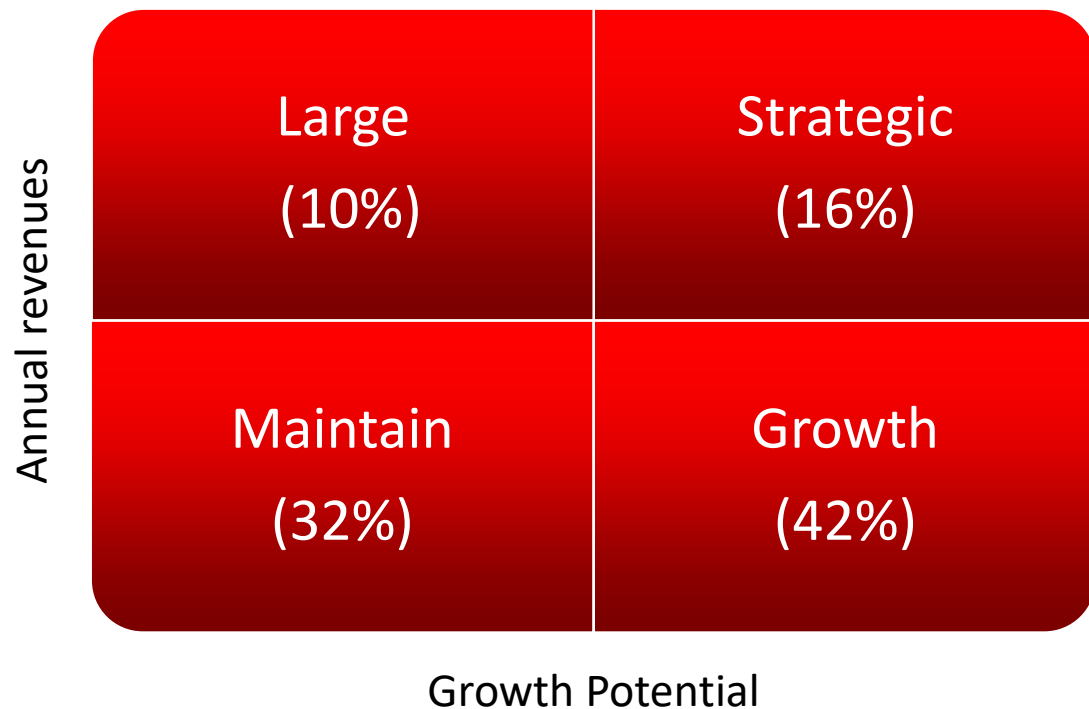
- Good quality of existing accounts

- Long term relationships.

    - 6 greater than 10 years

- Initial success with plat formation

- Increasing average revenue from key clients

- Good visibility of growth Potential to grow in FY19.

- Revenues from traditional support services is low.

- Most new acquisition from our focus industry segments

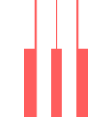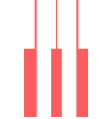# Highlights of past year

- **Platformation seeing traction in existing accounts**
    - Travel client in Europe
    - ISV client in US
    - Distribution client Asia
    - Consumer Goods client in Europe
    - Active conversations in most high potential accounts

- **New accounts added with strong potential - 32 accounts – 13 with high growth potential. 8 in Q1 FY18-19 – 5 with high growth potential.**

- **Entry and expansion driven by specialized services, IP and Platformation.**

- **Early wins with RPA, Conversational UI**

- **IP continues acting as differentiators and helping to gain entry for other service lines**
    - US based Food Distribution
    - Australian Fashion Goods Retailer
    - Shipping Major in Europe

- **Alliance led entry and expansion largest software technology alliance partners in certain clients**
- **Technology alliance with research institute of high repute**

Game Plan

Become "Platformation partner" in their digital transformation journey.

Key partner for managed operation in cloud world

Continue to leverage IP for differentiation and stickiness.

Specialized services – MS Dynamics, Big Data & machine learning , Platfrom Engineering, SAP Hybris, RPA,

Leveraging Alliances : Joint pursuits

Proactive automation of "commodity services"

Strengthening Governance framework.

Account Management Process & CCOE

- Three phase governance driving Account Growth mandate co-owned by Account Manager and Delivery Manager (PAIR)

- Design thinking in driving Innovation and support governance framework

- Build on continued focus on Dashboard based management.

- Implementation in all large, strategic and growth accounts

- Joint Governance

- Positive feedback

Three Phase Governance

Strategic

Business

IT operations
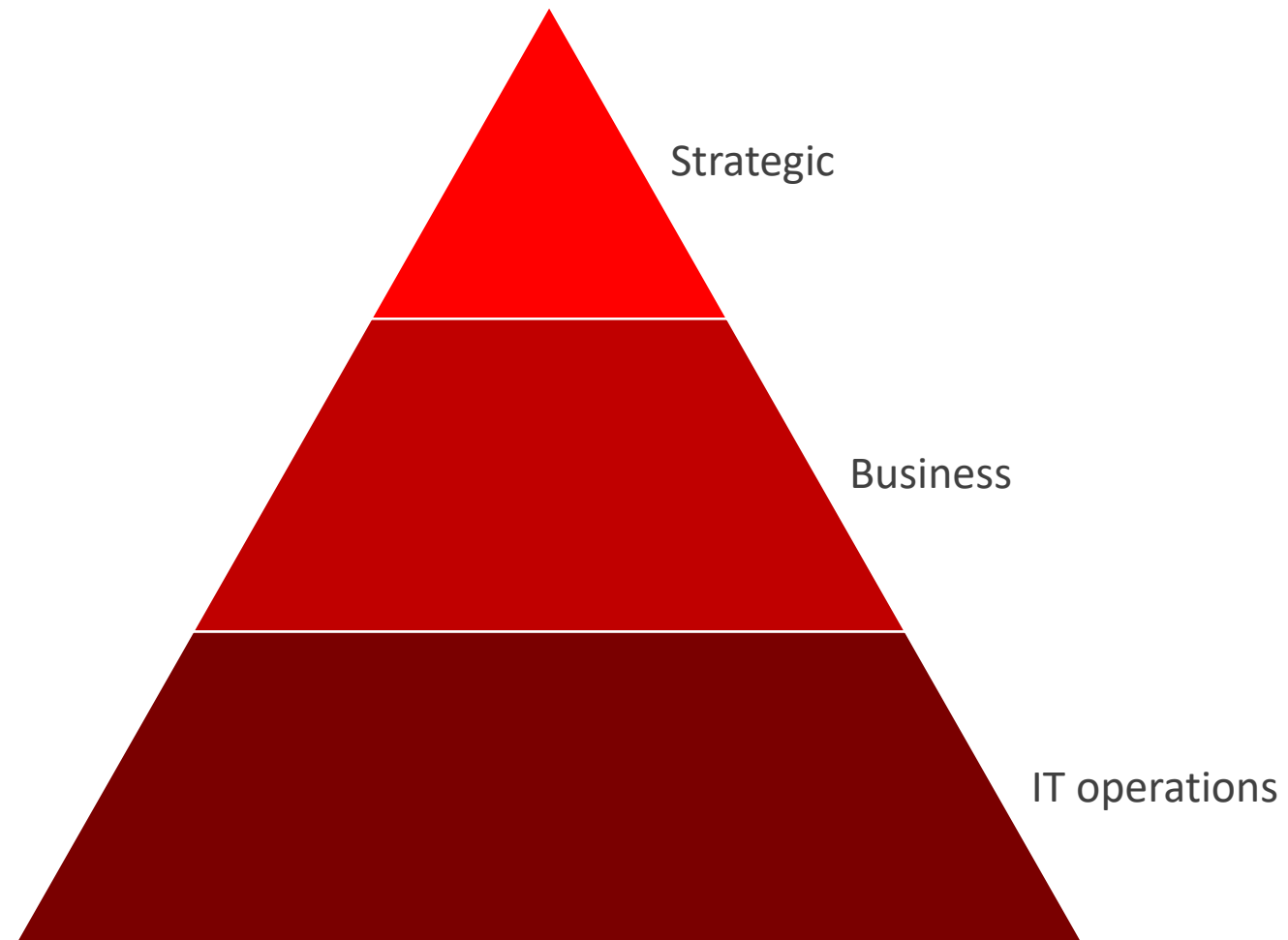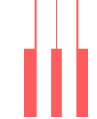
Focus on delivery excellence

Platformation aligned competencies and methodology

Expand large program management capacity

Intelligent automation Automation, machine learning, (bots, RPA, ..) : Reduce costs in application and Infrastructure maintenance.

Managed operation portfolio expansion

Engineering excellence :

- Increases focus on in Architect capability in driving large enterprise transformation
- Platform" architecture patterns to build open, scalable, connected and intelligent systems

Design Thinking as integral way of working

Sonata India Business

Analyst Day, Aug 14th August 2018
by Sujit Mohanty
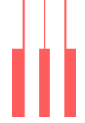
Sonata India Business Objectives

- Platformation partner

- Digital Infrastructure

- Sonata IP

- Cloud & Security solution provider

- SI Business

- MS Dynamics

- Segment

  o Enterprise accounts

  o SMC

- 200X1 Account program
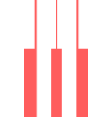
Market Opportunities

- India – Continue to be a growth market

- Most enterprises as well as OEMs have digital transformation initiatives

- Businesses moving to cloud & leading to cloud & security opportunities

- Increase in adoption of MS Tech at enterprises

- MS Dynamics has become a serious option

- New areas – Data & AI
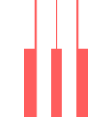
Our Strengths

- Existing customer base & relationships

- Annuity business

- SONATA IPs & Platforms

- OEM relationships

- One of the largest cloud partner of MS

- Sales & technical teams in place

- Success stories

- MS Dynamics competency
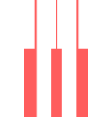
FY 18 -19 Business Focus

- Retaining the customer base, multiyear contracts and growing them

- Platformation partner

- Larger SI contracts

- Sell more of Sonata's IPs

- Cloud & Security solution provider

- One of the leading MS Dynamics partner

- Better margin & better processes

- Incubate: Data & AI

Human Resources

Analyst Day, Aug 14th 2018
by Madhavi Srinivas

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*

Sonata's DNA – DEEPER Nurtured Attributes

SONATA
SONATA SOFTWARE

Deep Thinking

- Reflects deep and considered thought in all that we do
- No superficial / simplistic responses or actions

Emotions @ Work

- Open to expressing emotions
- Consistency in expression : Personal and Professional

Encourage Initiative

- Take initiative in challenging situations
- Push the envelope

Play to Win

- Displays winning attitude
- Collaborates to beat competition

Everyone Counts

- Absence of discrimination on gender, creed, caste, religion, disability and sexual orientation
- Welcomes diversity of thought

Run for it

- Focus on execution of primary task
- Gets things done

Capability Building

Design Thinking

- Journey that started 18 months ago

- 400 Sonatians trained. Another 600 to be trained in the next 6 months

- Improvements because of Design Thinking implementation were seen across various functions like Delivery, Product Development & Sales, among others

Hackathon

- 50 teams across Bangalore, Hyderabad and London offices

- Some in next stage of development

External Participation

- 500 women Sonatians part of to NASSCOM's "Women Wizards Rule Tech" program
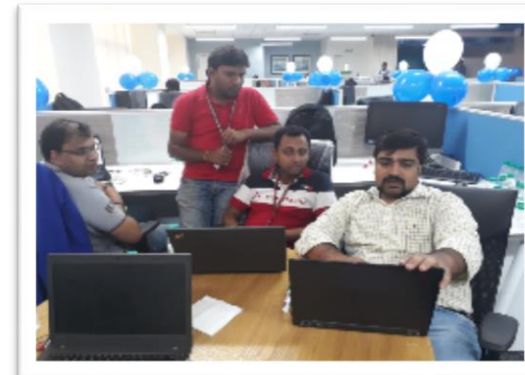
Corporate Social Responsibility

IIIT-3 year Engagement – Architecting Digital Transformation with Academia

IISc – Support Outreach Programs & Research at Computer Science Dept

River Foundation – Digitally enabled Learning platform
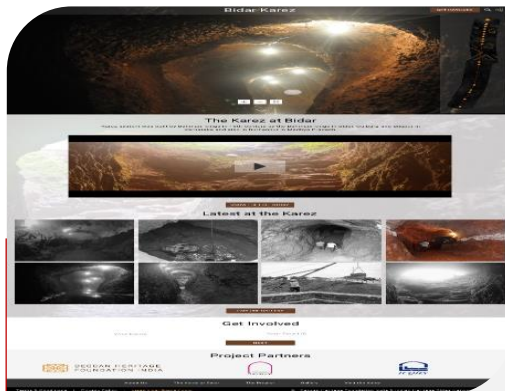
DHF Foundation – 360 degree Virtual tour Platform for Researchers & tourists

WCT – Digitally enabling teacher- student interaction in primary schools around Buffer zones

SKSVMA – Supporting promising talented students by providing scholarships

1 in top 3 selected from 50 Companies for the Heroes of Bengaluru CSR initiative for the Year Award 2017-18

Outreach ...

Sonata sponsors Web and Internet Economics Conference 2017

Blogs – Platformation 2017

Sonata was Gold Sponsor at NASSCOM ILF 2018

Rezopia wins World Travel Award

Dataquest covers Sonata's Platformation Strategy

Cracking the Digital Code – Srikar Reddy 's article on Outlook Business

Sonata wins 2nd place in BSPIN Lean-Agile Transformation Conclave

Succeeding with
PLATFORMATION™

Analyst Day, August 14th 2018

Balasubramanian K (Bala K)
August 14th 2018
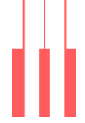
Platformation™ – Sonata's unique approach to Digital

Go Digital Through Platformation™
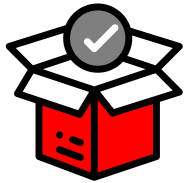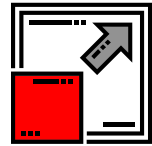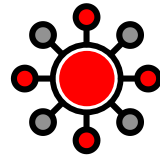
OPEN   SCALABLE   CONNECTED   INTELLIGENT

- Sonata's unique approach to digizing business using platforms

- Helps build **Open, Connected, Intelligent and Scalable** digital businesses

---

Platforms – The secret behind the digital economy's most successful companies

Global Online Retail Leader
Top P2P Hospitality Marketplace
World Leading Taxi Hailing App
Top Chinese B2B Commerce Marketplace

The Platformation offering & why is it unique

SONATA
SONATA SOFTWARE

MARKET NEED

- Digital mandates. Increasing spend on digital. Customer expectations are shifting
- Customers / Enterprises struggling to find a meaningful approach to Digital

OFFERING

- Unique Approach to help anchor Digital Transformation journey
- Structured Methodology from Concept to Execution – Design Thinking, Platform & Ecosystem mindset
- 3 Distinct approaches to achieve: Sonata Ready, Accelerate & Custom

MARKET SEGMENT

- Sonata's focus industry segments – Retail, CPG, Manufacturing & Distribution, ISV
- Enterprise customers with digital spends and agenda

UNIQUE DIFFERENTIATION

- 7 Step Sales motion & methodology coupled with tools & methods
- Platform based approach to Digital – Build open, scalable, connected & intelligent digital business
- Market & customer traction for our Approach
- Platformation success stories
- IPs & Accelerators

Seven step Sales motion & Methodology

SONATA
SONATA SOFTWARE

7 STEP PLATFORMATION METHODOLOGY

Introduce Concept	Workshop Proposition	Questionnaire	Workshop1 Introduction	Workshop2 Shared vision	Consulting	Execution
1	**2**	**3**	**4**	**5**	**6**	**7**

OUTPUT

1	**2**	**3**	**4**	**5**	**6**	**7**
• Digital Journey Context • CXO & top management mindshare	• Workshop Participants • Digital Journey Insights	• Complete Questionnaire • Questionnaire Response Analysis	• Platformation Alignment • Transformation opportunities • Champions & Stakeholders	• Marchitecture • Roadmap & Program List • Buy-in for Consulting track	• Platformation Architecture • Projects / Implementation Plan • Business case, Value & Platformation metrics	• Platform components go live • Multi-year Programs & Projects execution

Structured Methods & Tools, Collaterals & Artifacts

Design Thinking

+

Platform mindset & Tools
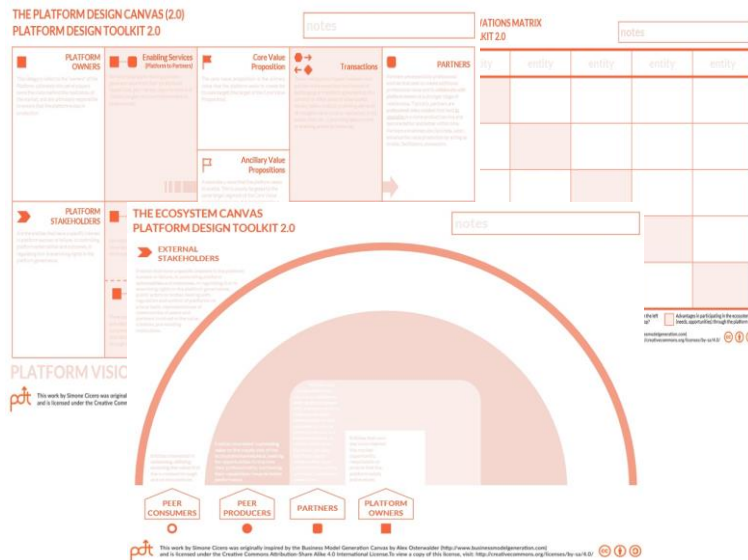
Collaterals & Artifacts
Aligned with 7 Step Methodology

1 Platformation video, Brochure, CEO Thought Leadership & POV videos

2 Questionnaires & Analysis Framework

3 Workshop Fliers

4 Introduction Workshop, Exercise Tools

5 Workshop Methodology & Toolkit | Data & Technology, Marchitecture Templates | Program outcomes – Roadmaps & Report outs | Sequencing & Priority Frameworks

6 Platformation value metrics

7 Platform IP, Reusable frameworks etc

Execution Approaches to realize Platformation

Sonata READY

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

BRICK CLICK — RETAIL PLATFORM
Omnichannel Retail Platform

Advanced Supply Chain Software
Modern Distribution Platform

REZOPIA — DIGITAL TRAVEL PLATFORM
Digital Travel Platform

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

Microsoft
Dynamics 365
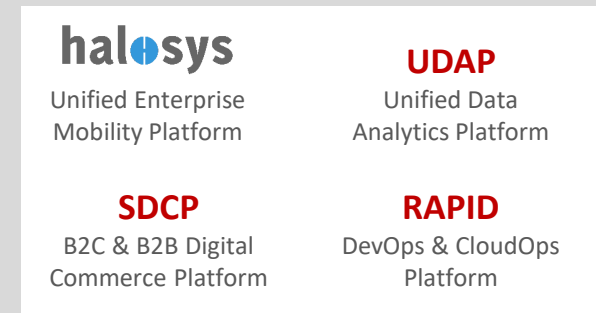
Microsoft
Cortana Intelligence Suite

SAP Hybris (y)
Cloud for Customer

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

halosys
Unified Enterprise Mobility Platform

UDAP
Unified Data Analytics Platform

SDCP
B2C & B2B Digital Commerce Platform

RAPID
DevOps & CloudOps Platform

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

Creating open, connected, scalable & intelligent Digital businesses

OPEN

- Easily accessible – cross channel users, ecosystem, businesses
- Foster collaboration & innovation through APIs & Microservices
- Ability to plug & play, harmonize multiple & new business models

CONNECTED

- On demand, Omnichannel access & experience
- Always on - Constant stream of data to and from platform participants
- Leverage connectedness to create newer revenue & business models

Platformation Principles

SCALABLE

- Extensible to create newer business models & scale existing ones
- Support network effects and create newer sources of value exchange
- Extensible for ecosystem partners to run their businesses on the platform

INTELLIGENT

- Predictive & real-time data insights to match ecosystem stakeholders / participants
- Intelligent Automation to enhance speed & efficiencies
- Ability to curate ecosystem, self learn & enhance value exchange

Creating success through a focused Platformation GTM

Go-to-Market

Existing Accounts

New Businesss Development

- Platformation as the Go-to-theme for all new Business Development

Platformation GTM with Microsoft

- Joint Microsoft GTM
- Seamless with MS Digital proposition
- Target set of accounts
- Thought Leadership enabled Marketing
- Governance & Success Criteria

Align Current

- Map Current / Inflight programs with Platformation
- Qualify & Align
- Multi-year program outcomes

Reimagine Potential

- CXO reach out
- Qualify Platformation amenable opportunities
- Create multi-year large program outcomes

Create New

- Invest in Co-Innovation
- Create new Platformation opportunities
- Seven step sales motion
- Large program outcomes

Traction & top of mind recall with customers navigating Digital

- **Platformation as an independent track in existing accounts**
  - CXO mindshare & outreach
  - Shared vision with top management, champions & stakeholders

- **Addressing triple mandates of Transformation, Innovation & Efficiencies**

- **Inflexion themes include:**
  - Customer Experience
  - Data, AI & Insights
  - Nextgen Digital Tech
  - Newer business & revenue models

- **Seamless synergies with Enterprise Microsoft's Digital vision & customers**

- **Platformation as a winning proposition to anchor multi-year Digital Transformation mandates in new accounts**

- **Growth engines & IPs leverage leading to Platformation**

Success stories – Current Platformation journey with Customers

Customer	Vertical	Digital Mandate	Current Platformation Journey
Global Membership based tour operator	Travel	• Increase market share through a unique social travel platform	• Sonata Custom Platform Approach • Transforming travelers holiday experience
A Global Med-Tech company	Manufacturing	• 360° customer experience • Innovation & Org efficiencies	• Platformation Vision & Consulting Journey • Connected Customers & Consumers platform • Innovation, Org Efficiencies & Adjacencies
Leading Secure Access solutions provider	ISV	• Newer business / revenue models • Value added solutions for customers	• Platformation Consulting Journey • Core Data platform for customer insights
US based Food safety systems provider	Manufacturing	• Create a Food Services Ecosystem • Newer revenue models for Labels	• Multi-phase Platformation journey • Creating a Food Services platform ecosystem • Digital distribution platform
A leader in making Fragrances	Manufacturing	• Core Fragrance platform • Reimagine consumer experience	• Shared vision of Platformation journey • Customer first approach • Focus on efficiencies, automation & innovation

Go Forward Plan – Platformation as the key Growth Accelerator

1 **To help anchor customer digital mandates:**

- Target & On-board multi-year Digital programs & wallet share
- Success stories, strong referrals & outreach
- Strategic digital partner in existing accounts

2 **Power the joint Sonata – Microsoft Digital Transformation proposition**

- Gainshare in large digital spend by Microsoft customers
- Alignment with MS Digital pillars – customers, employees, operations & products
- End to end capabilities across Microsoft Full stack
- 'One team' – Exec level sponsorship, joint GTM, sales motions, target accounts

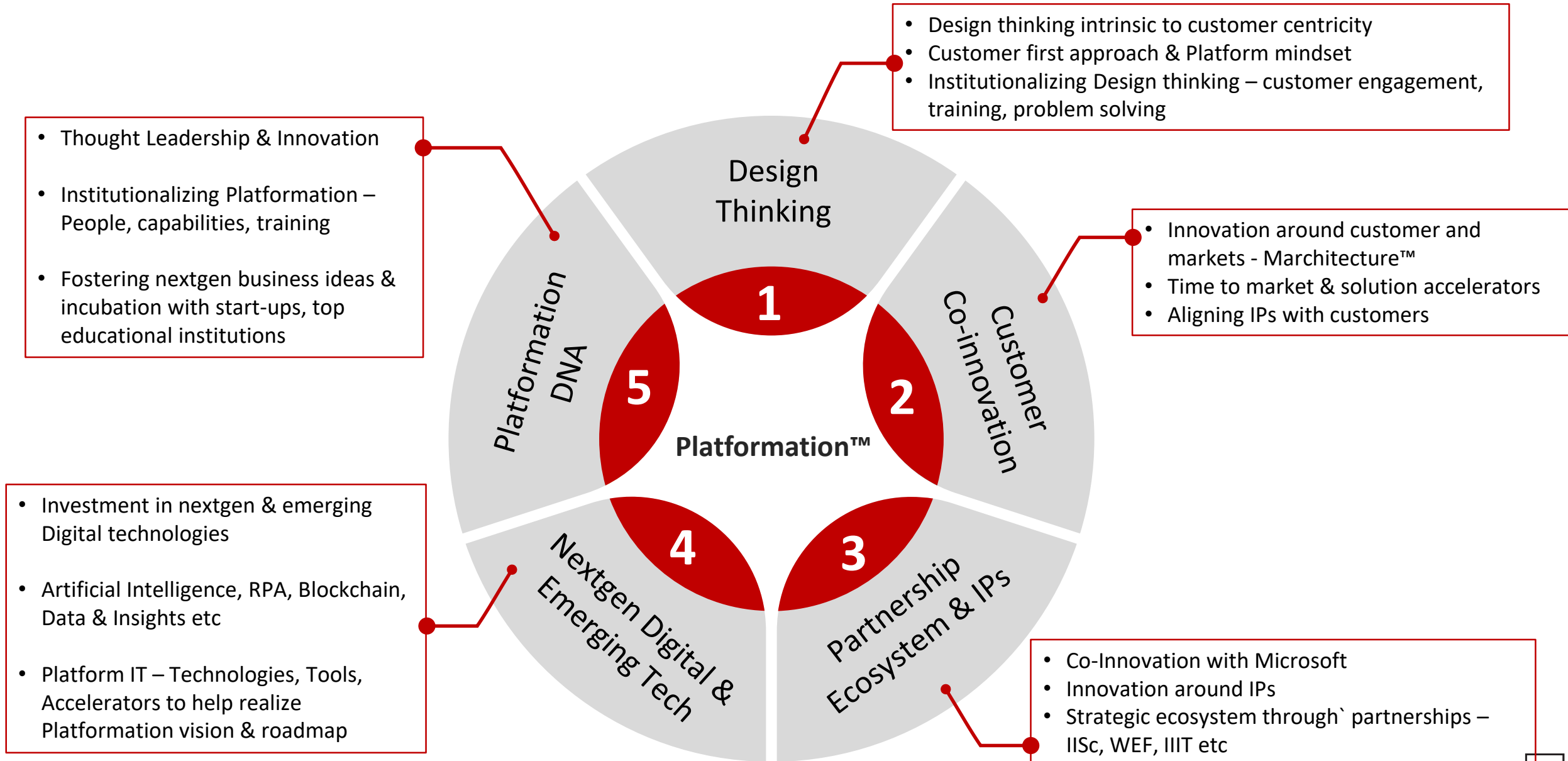**3** **Engineer strategic New BD engines**

- Partnerships with geo specific digital consulting boutiques, SIs
- Complementing local SI partnerships in the Geos
- Influencer ecosystems: PEs, Advisories etc

4 **Market differentiation through Thought Leadership, Innovation & partner ecosystem leverage**

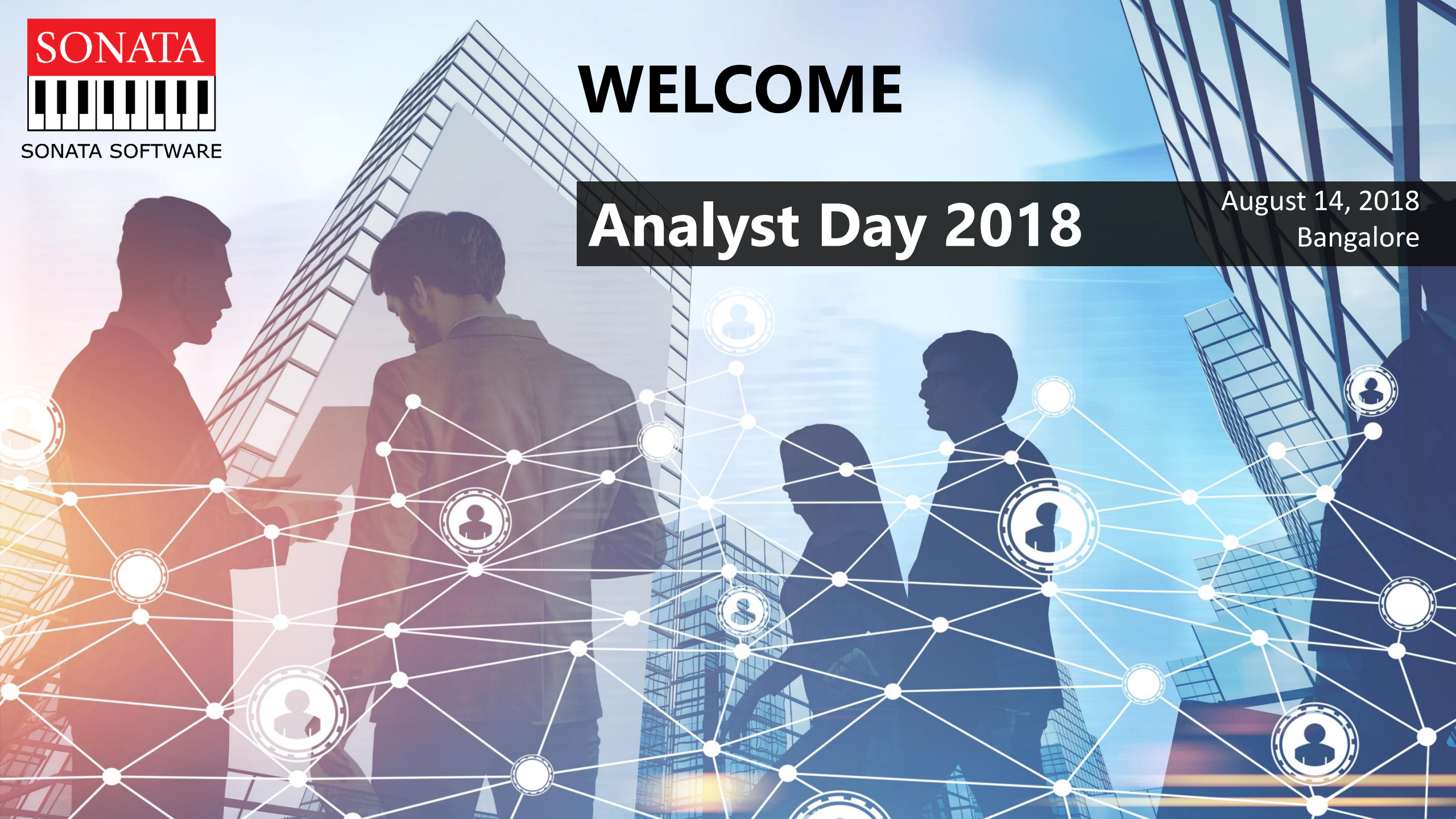# Succeeding with Platformation™ - Leadership & Innovation

- Design thinking intrinsic to customer centricity
- Customer first approach & Platform mindset
- Institutionalizing Design thinking – customer engagement, training, problem solving

- Thought Leadership & Innovation
- Institutionalizing Platformation – People, capabilities, training
- Fostering nextgen business ideas & incubation with start-ups, top educational institutions

- Innovation around customer and markets - Marchitecture™
- Time to market & solution accelerators
- Aligning IPs with customers

- Investment in nextgen & emerging Digital technologies
- Artificial Intelligence, RPA, Blockchain, Data & Insights etc
- Platform IT – Technologies, Tools, Accelerators to help realize Platformation vision & roadmap

- Co-Innovation with Microsoft
- Innovation around IPs
- Strategic ecosystem through` partnerships – IISc, WEF, IIIT etc

Design Thinking

Platformation
DNA

Customer
Co-innovation

Nextgen Digital &
Emerging Tech

Partnership
Ecosystem & IPs

Platformation™

1

2

3

4

5

Take the first step to

PLATFORMATION

North America
Rajiv Puri
rajiv.puri@sonata-software.com

Europe
Tridip Saha
tridip.saha@sonata-software.com

Asia
Ananth Padmanabhan
ananth.padmanabhan@sonata-software.com

ANZ
Rakesh Munigala
rakesh.munigala@sonata-software.com

Corporate: info@sonata-software.com I www.sonata-software.com

Thank you