Sonata Vision

A world class firm that is a benchmark for Catalyzing Business Transformation for our Clients, Fulfilling Employee Aspirations & Caring for our wider Community through Depth of: Thought Leadership Customer Centricity Execution Excellence

For the Customers
IT Partner of choice for transformation thru deeper industry, technology & customer focus

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

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

‘86–‘92: Indian Software Product Pioneer
Produced and distributed its own portfolio of software products

‘92–’12: 360 IT Service Provider
Extends core capability to services in Software Engineering, Implementation and Redistribution

‘13–’16 Digital
Industry focused global digital solutions provider

‘17+ Platformation
Platform and IP Led Digital
## Sonata - A Snapshot

### The Company
- **30+ YEARS**
  - as a IT Solutions Provider
- **$537+ M REVENUE**
  - 16% 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

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

Sonata’s approach to Digitizing business using platforms

PLATFORMATION™
## Approaches to achieve Platformation™

<table>
<thead>
<tr>
<th>Sonata READY</th>
<th>Sonata ACCELERATE</th>
<th>Sonata CUSTOM</th>
</tr>
</thead>
<tbody>
<tr>
<td>• End-to-end, industry-specific digital business platforms</td>
<td>• Deploy popular horizontal platforms adding required functionality</td>
<td>• Engineer custom platforms that deliver unique digital capability and scalability</td>
</tr>
</tbody>
</table>

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

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

**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

### 360° 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

Engage Customers  
Empower Employees  
Optimize Operations

Digital Transformation Vision of Microsoft

Solution Areas

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

**Business Applications**
- Customer Engagement
- Operations
- Business Apps

**Apps & Infra**
- Cloud Infrastructure and Management
- Application Innovation

**Data & AI**
- Data Platform & Analytics

Partner Practices

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

**Modern Workplace**
- Dynamics 365
- CE Workloads
- Power Platform

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

**Apps & Infra**
- SQL Modernization
- Reporting and Analytics
- Cognitive Services

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
Sonata Retail Offerings

Digital Journey Phase -> Sonata offerings ↓

Digital Consulting

- Add SMAC for existing applications
- Move apps to Cloud

Digital Smart Operations

- Differentiate backend office operations through Mobile/IoT devices
- Improved business process execution through better analytics and workflow
- Increase ops efficiency leveraging SMAC
- Optimize Apps management using Cloud and DevOps

Digital Customer Experience

- Implement Omni-Channel Commerce
- Front office transformation

Digital Innovation

- Reimagine products, business models and processes
- Reimagine multi-department functions with customer centric design

Industry specific Digital Solutions

Retail Omni commerce : Brick & Click

Modern Distribution Platform : ASCS

Digital Platforms

- e-Commerce
  - Hybris
  - Ofbiz

- Mobility
  - Halosys
  - Prebuilt Apps

- Analytics
  - UDAP
  - Cortana

Digital Services

- Cloud Services
- BI / Analytics
- Dev Ops
- Mobility
- BigData
- Machine Learning

## Sonata Case Study

<table>
<thead>
<tr>
<th>Business Challenges</th>
<th>Sonata’s Solution</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outdated rail passenger reservation system</td>
<td>Rezopia Rail Platform is a next generation rail reservation system capable of addressing all our client’s needs, and more.</td>
<td>Increased business capability with web based application and efficient process for ancillary products sales.</td>
</tr>
<tr>
<td>Client server application has limited features</td>
<td>Cloud-based platform was able to fulfil a lengthy wish list, ranging from end to end travel reservations, contracts, operations and distribution management.</td>
<td>Train bookings for seat and berths are available in consumer site.</td>
</tr>
<tr>
<td>Upgradation costs too high and time consuming</td>
<td>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.</td>
<td>Effective handling disruptions scenarios caused by natural disasters, track repair work, station interruptions</td>
</tr>
<tr>
<td>Lack of user friendliness for day-to-day operations</td>
<td>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.</td>
<td>Enabled business with platform that supports extending to providing uniform experience to customer for packing train with products like hotel, tours</td>
</tr>
<tr>
<td>Reliance on manual process for ancillary product sales</td>
<td></td>
<td>Scalable system implemented which can sale up to 6,000 bookings per day</td>
</tr>
</tbody>
</table>

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

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

“...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**

Women Weave (Maheshwar), The Kishkinda Trust (Koppal)

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

**Education**

Agastya (Hubli), Telangana Yuvathi Mandal (Hyderabad), WCT (Mumbai)

"We are developing digitally-enabled learning platforms such as Lab on tab for teachers and students. Through MSL we created awareness on ill effects of Tobacco on the occasion of National Science Day and also organized National Science fair for students in villages. We are also providing grants for upliftment of Women"

**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"
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 Services

COGR - 4.0%

325.5

Revenue in Rs CR

Quarter

Q1 18 Q2 18 Q3 18 Q4 18 Q1 19 Q2 19 Q3 19 Q4 19 Q1 20 Q2 20 Q3 20 Q4 20

Domestic Business

COGR - 3.2%

607.0

Revenue in Rs CR

Quarter

Q1 18 Q2 18 Q3 18 Q4 18 Q1 19 Q2 19 Q3 19 Q4 19 Q1 20 Q2 20 Q3 20 Q4 20

Consolidated

COGR - 3.5%

928.7

Revenue in Rs CR

Quarter

Q1 18 Q2 18 Q3 18 Q4 18 Q1 19 Q2 19 Q3 19 Q4 19 Q1 20 Q2 20 Q3 20 Q4 20
International IT services – Revenue by Customers

New Customers

Revenue from Top Customers

No. of customers by Geo

Revenue Mix by Geography

Customer Category

No. of customers by Vertical

Revenue Mix by Competency and Vertical
IP Led and Digital Revenues

Trend - IP Led Revenues (%)

Digital revenues

Q3'19  Q4'19  Q1'20  Q2'20  Q3'20  Q4'20
19.1%  21.7%  23.8%  24.1%  25.1%  25.4%

Q3 19  Q4 19  Q1 20  Q2 20  Q3 20  Q4 20
35%  36%  36%  37%  39%  38%

CAGR - 2%
International & Domestic Business - Revenue Enablers

Utilization and Billability

Avg. Revenue Per Head

Onsite / Offshore
Human Capital

![Bar Chart: Headcount](chart1.png)

- Q4 19: 4,042
- Q3 20: 4,177
- Q2 20: 4,181
- Q1 20: 4,011
- Q4 20: 4,211

![Line Chart: Attrition %](chart2.png)

- Q4 19: 17.4%
- Q3 20: 16.2%
- Q2 20: 15.5%
- Q1 20: 16.9%
International Business Revenue Growth

**International Revenue $Mn**

- Q1 18: 32.7
- Q2 18: 36.4
- Q3 18: 37.4
- Q4 18: 37.8
- Q1 19: 39.2
- Q2 19: 40.8
- Q3 19: 43.5
- Q4 19: 44.3
- Q1 20: 45.4
- Q2 20: 46.8
- Q3 20: 44.4
- Q4 20: 32.5

**$1Mn Revenue - Existing and New**

- 3 years CAGR Existing: 15%
- 3 years CAGR New: 185%

**Revenue Growth Trend**

- FY 17: 117
- FY 18: 15
- FY 19: 24
- FY 20: 29

- 3 Years CAGR 89% for New Customers
- 3 Years CAGR 9% for Existing Customers

**$Mn Customers**

- Q4 19: 24
- Q1 20: 28
- Q2 20: 28
- Q3 20: 28
- Q4 20: 28

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**
Consistent Growth over last 8yrs
Strategic Investment

M&A

IP & R&D Investment and IP Led Revenue %

S&M Investments
Consolidated – ROCE & RONW

ROCE

Q4 19 | Q1 20 | Q2 20 | Q3 20 | Q4 20
---|---|---|---|---
38% | 38% | 39% | 42% | 35%

RONW

Q4 19 | Q1 20 | Q2 20 | Q3 20 | Q4 20
---|---|---|---|---
39% | 36% | 37% | 40% | 35%

Days Sales Outstanding
Capital Allocation

Cash Deployment

Shareholder Payout

Judicious usage

2015 to 2020
Cash conversion & Credit Management – Domestic Business

**Cash Conversion Positive Trends**

- Negative days
- Positive days

**Domestic Revenue and Net Working Capital**

- Revenue
- Net Working Capital

**Average Borrowing**

- AMOUNT IN RS LAKHS

**Bad Debts as a % of sales**

- BAD DEBTS %

- Bad debts as % of sales
Thank you
Marchitecture - Platform Architecture sample

**Platform Core Components**

- **Configuration**
  - Types
  - Branches
  - Parameters

- **Profile**
  - Tenant / Users
  - Consumers
  - Dispensers

- **PIM**
  - Devices
  - Offerings
  - Services

- **Availability**
  - Periodic
  - On Request
  - Rules / Promotions

- **Pricing**
  - Unit
  - Subscriptions
  - Rules / Promotions

- **Transactions**
  - Order
  - Cancellation
  - Delivery

- **Accounting**
  - Receivables / Payables
  - Invoices / Bills
  - Payments / Bills

- **Analytics**
  - Recommendations
  - Personalization
  - Events

- **Reports**
  - Operational Reports
  - Accounting Reports
  - Custom Reports

- **Data Warehouse**
  - Hadoop

- **Profile APIs**
  - Types
  - Branches
  - Parameters

- **Supplier APIs**
  - Mfg
  - R&D
  - Manufacture
  - Ship
  - Mfg

- **Accounting APIs**
  - Revenues / Payables
  - Invoices / Bills
  - Payments / Bills

- **Supplier Extranet Application**
  - Mfg

- **Commercial APIs**
  - Client APIs
  - Fitting APIs
  - Device APIs
  - Commercial APIs

- **B2B APIs**
  - Sensor APIs
  - Event APIs
  - GPS APIs
  - Info APIs

- **Bots**

- **Consumer Mobile**

- **Hearing Device**

- **Dispenser Website**

- **Dispenser App**

- **Sample**

Creating Platforms to anchor the Platformation journey

Technology anchored Platformation™ brings together digital platform technology excellence, design thinking-led innovation, agile way of working and modern delivery to deliver true digital transformation.
### Retail Categories

<table>
<thead>
<tr>
<th>Category</th>
<th>Retail Digital Processes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unified Process</td>
<td>ML Based Personalized Recommendations &amp; Promotions</td>
</tr>
<tr>
<td></td>
<td>Unified Fulfillment &amp; Returns</td>
</tr>
<tr>
<td></td>
<td>Unified Pricing &amp; Merchandising</td>
</tr>
<tr>
<td></td>
<td>Customer 360 Engagement</td>
</tr>
<tr>
<td>In-Store</td>
<td>Clienteling</td>
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<tr>
<td></td>
<td>Queue Busting</td>
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<tr>
<td></td>
<td>In-Store Mobile Shopping</td>
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<tr>
<td></td>
<td>Digital Payments</td>
</tr>
<tr>
<td>Ecommerce</td>
<td>AR/Chatbot based customer interaction</td>
</tr>
<tr>
<td></td>
<td>Digitized Product discovery</td>
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<tr>
<td></td>
<td>Outbound Marketing</td>
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<tr>
<td></td>
<td>Social Integrations</td>
</tr>
<tr>
<td>Operations</td>
<td>ML based Demand forecasting</td>
</tr>
<tr>
<td></td>
<td>Loyalty based engagement</td>
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<tr>
<td></td>
<td>RFID based product tracking</td>
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<tr>
<td></td>
<td>Barcode based product movement</td>
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<tr>
<td>Analytics</td>
<td>360 View Of Customer</td>
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<tr>
<td></td>
<td>Predictive Analysis</td>
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<tr>
<td></td>
<td>Web Analytics</td>
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<tr>
<td></td>
<td>Dashboard based decision making</td>
</tr>
<tr>
<td>Customer Service</td>
<td>Customer Identification</td>
</tr>
<tr>
<td></td>
<td>Virtual Customer Service</td>
</tr>
<tr>
<td></td>
<td>Self Service – Portals &amp; Chatbots</td>
</tr>
<tr>
<td></td>
<td>Customer Engagement</td>
</tr>
</tbody>
</table>

Enabled through structured Methods and Tools

Applied Sonata’s frameworks that help uncover the business & technology needs and priorities of the client, and developed a best-fit roadmap for “Platformation”

**BUSINESS ARCHITECTURE**
[Platform Design Canvas]

<table>
<thead>
<tr>
<th>Platform Owners</th>
<th>Core Value Propositions</th>
<th>Transactions</th>
<th>Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENABLING SERVICES (Platform To Partners)</td>
<td>Ancillary Value Propositions</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Platform Stakeholders</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EMPOWERING SERVICES (Platform To Peer Producers)</td>
<td>Infra-structure &amp; Core Components</td>
<td>Channels &amp; Contexts</td>
<td>PEERS (Producers)</td>
</tr>
<tr>
<td>OTHER SERVICES (Platform To Peer Consumers)</td>
<td></td>
<td></td>
<td>PEERS (Consumers)</td>
</tr>
</tbody>
</table>

**AS-IS and TO-BE STATE**
[Assessment on 16 point Framework of Platformation]

| Step – 02 | API based Integration | Cloud-enabled | Blockchain | Scalable |
| Step – 03 | Micro-services Architecture | Multi-device / Multi-channel capability | CUI & bots | IoT |
| Technology Assessment | Robotic Process Automation | Multi-tenancy | Security & Compliance | Telemetry & Self Healing |
| | Data strategy | Data analytics | Intelligent customer experience | Self-learning (Platform machine learning) |

**PLATFORMATION ROADMAP**
[Roadmap & Recommendations]

<table>
<thead>
<tr>
<th>Sonata READY</th>
<th>Sonata ACCELERATE</th>
<th>Sonata CUSTOM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leverage Sonata’s IP for platform-led business transformation</td>
<td>Leverage Sonata’s experience of assessing, implementing, and supporting leading platforms for business process enhancement</td>
<td>Leverage Sonata’s deep platform engineering skills, methodologies, and white-labelled assets to build customized platforms for business differentiation</td>
</tr>
</tbody>
</table>

**Platform Design**

A mechanism to bring new insights on how the business ecosystem works, and the role of the platform addressing the motivations of ecosystem participants

**Implementation Roadmap**

A recommendation to select the best fit Sonata’s solution approach for effective and efficient execution of digital transformation programs through platformation

Microsoft Sonata - Joint GTM for Digital Transformation

Industry Focus
- Retail, CPG, Distribution, Service, Manufacturing and Travel focus
- Enable new and flexible business models
- Industry Digital Business Processes
- New services & adjacencies leading to Efficiencies & Innovation
- Industry aligned Marketecture

Platformation™
- Unique approach to Digital Transformation through Platforms
- Digital business processes
- CDAT led Approach & Consulting methodology
- Platform maturity assessment
- Platform Engineering and Services
- IPs and Solution Accelerators

Microsoft Full Stack
- Execution and services through Microsoft full stack platform
- Primed by Azure and data driven consumption
- Ready, Accelerate and Custom platform approach
- Leverage MSFT solution & platform accelerators

Sonata – Microsoft Joint GTM for Digital Transformation
Step 7 - Technology Roadmap

- **API based Integration**: Ready & On Board
- **Cloud-enabled**: Ready & On Board
- **Blockchain**: In Progress
- **Scalable**: Not Initiated Yet

- **Micro-services Architecture**: Ready & On Board
- **Multi-device / Multi-channel capability**: In Progress
- **CUI & bots**: Ready & On Board
- **IOT**: Not Initiated Yet

- **Robotic Process Automation**: Ready & On Board
- **Multi-tenancy**: Ready & On Board
- **Security & Compliance**: Ready & On Board
- **Telemetry & Self Healing**: In Progress

- **Data strategy**: Ready & On Board
- **Data analytics**: Ready & On Board
- **Intelligent customer experience**: Ready & On Board
- **Self-learning (Platform machine learning)**: In Progress

- **EXECUTION**:
  - 1 “Must” have in Near Future
  - 2 “SHOULD” have in long term
  - 3 Optional to have – Might not required
    - Open
    - Scalable
    - Connected
    - Intelligent
Headcount as on 31st March 2020

<table>
<thead>
<tr>
<th></th>
<th>International</th>
<th>Domestic</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Delivery</td>
<td>SG&amp;A</td>
<td>SG&amp;A</td>
</tr>
<tr>
<td>Head Count FY 19</td>
<td>3600</td>
<td>286</td>
<td>156</td>
</tr>
<tr>
<td>Head Count FY 20</td>
<td>3791</td>
<td>275</td>
<td>145</td>
</tr>
</tbody>
</table>
Steps taken to establish Sonata as Digital Transformation partner of choice

- Content - Include thought leadership Digital Transformation messaging in all marketing communications. E.g: Sonata Stories, Digital case studies, brochures, blogs/articles, videos, whitepapers and POV etc.
- PlatformationTM-led website communication
- Events & Webinars - Participate in Digital transformation event as speaker/sponsor. Conduct thought leadership webinars. Spearhead high profile Sonata customer events on PlatformationTM like Sonata Spark
- Social Media – Use social channels to promote thought leadership and PlatformationTM content organically and paid
- Thought leadership through industry bodies – WEF, NASSCOM, CII
- Sonata Story on PlatformationTM
- Branding: Facility, ODCs & CEC
- Analyst coverage on PlatformationTM
- People related branding and engagement around PlatformationTM
Content, Branding, Customer Event, Analyst and Industry Relations

Solution
sonata’s Platform™

Platform™ is a Sonata’s core competence to drive technology stack and knowledge areas, meet the intelligent sets of challenges, and identify gaps.

With Platform™, organizations can capture the economic potential of platform-ized, data-enabled, low-code development and transformation between these parts.

Platform™ Principles

OPEN
For all

CONNECTED
Societal exchanges

INTELLIGENT
Digital transformation

SCALABLE
Stakeholders

ApplyAg Platform™

With the Platform™ approach, Sonata’s product is strategic choice to ensure

Everest Group Software Product Engineering Services Peak Matrix Assessment 2019

Zinnov Enterprise Software ER&D Ratings 2019

Sonata SPARK Customer Event

Sonata Story - Platform™

Sonata Story - Platform™

Digital Case Study

Chords

Digital ODC

NASSCOM Pavilion at Gartner IT Symposium XPO 2019

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Webinar, Website, People Engagement, WEF and Newsletter

IP Digital Transformation Webinar

People Engagements

Upcoming Website

WEF Article

Alliance Newsletter