

# TANGO

A STORY OF SUBLIME GRACE AND PERFECT TIMING WITH OUR PARTNER, MICROSOFT.



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In music, Sonata is a mélange of scales, rhythms, performers, and instruments — creating a performance that is both inspiring and marvelous.

Tango, is demonstrated by elegant moves graced by mutual trust and confidence. We draw inspiration from this magnificent art form, to create a long-lasting partnership with Microsoft.


This presentation is an ode to our ability to create a unique and sustainable partnership, based on the spirit of mutual respect, trust, and common aligned goals.







## Made for each other

- Winning the Microsoft 'Country Partner of the Year' three times means we know our partner like nobody else
  - The journey started more than 30 years ago with Sonata marketing Microsoft technologies to Indian clients
  - We continue delivering product engineering and product support services to Microsoft, while acquiring, building, and deploying deep industry products on Microsoft technologies across the globe
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It takes two to tango; the SONATA–MICROSOFT partnership

- **30 YEARS**
- **18 GOLD-CERTIFIED COMPETENCIES**
- **MICROSOFT ADVANCE SPECIALIZATIONS**
- **100+ CLIENTS**
- **360° PARTNERSHIP**

- 5 CONTINENTS**
- NORTH AMERICA
  - ASIA
  - EUROPE
  - AUSTRALIA
  - MIDDLE EAST

- PREMIER TIER ISV CLOUD EMBED SOLUTIONS ON MS DYNAMICS & AZURE**
- BRICK & CLICK
  - MODERN DISTRIBUTION
  - CTRM COMMODITY TRADING
  - REZOPIA
  - KARTOPIA
  - HALOSYS


- INDUSTRY FOCUS – Digital transformation across:**
- RETAIL
  - CONSUMER GOODS
  - DISTRIBUTION & MANUFACTURING
  - TRAVEL
  - ISV
  - AGRI COMMODITY
  - SERVICES
- 



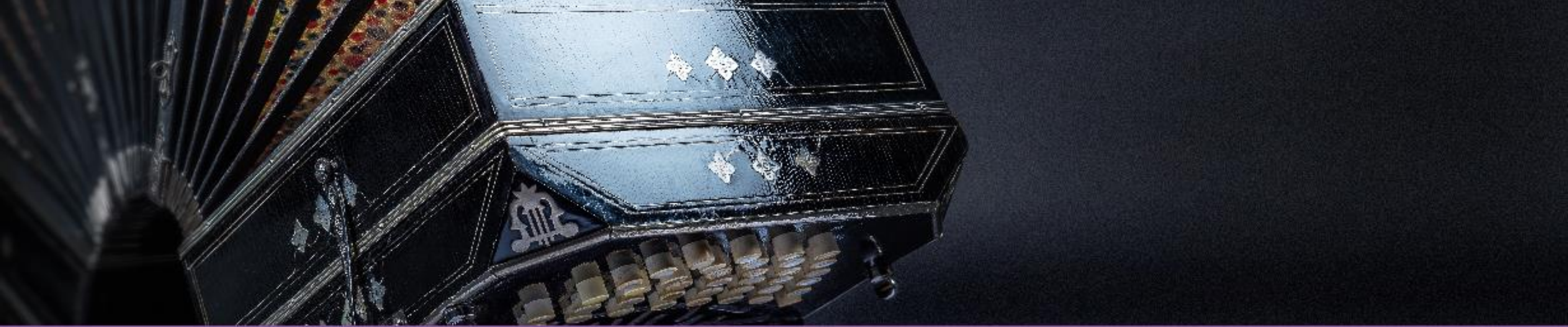
## How we hit the right note with Microsoft

- The key to success has been aligning continuously to Microsoft's strategy
- The Sonata global go-to-market strategy is totally aligned to the Microsoft digital transformation strategy

## Today Sonata has five go-to-market engagements

- Wide range of offerings like proprietary IP-led, end-to-end digital platforms
  - End-to-end digital transformation partner for various industries
  - ISV dev center for migrating to Microsoft platform for ISVs
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## TRANSFORMING TO STREAMLINE WITH THE CLIENT'S STRATEGY

### **Digital transformation specialists**

- When a manufacturer of optical lenses approached us to implement Dynamics 365, we realized it was an amalgamation of many smaller objectives
- The D365 implementation was expected to iron out all these disparities
- Integrating it in the real world for digital transformation required us to demonstrate the expertise of a specialist in implementing and managing enterprise solutions





## EXPANDING TECHNICAL SERVICES

### Championing the adoption of the Microsoft stack with the ISV Dev Center

- When a leading compliance software maker hit a bottle-neck they approached us for a solution
- To address their challenges, we set up a team in the ISV Dev Center to provide a host of services
- Microsoft indeed had a list of criteria and we checked right on all of these: a product mindset spanning three decades, industry solutions built atop the Dynamics 365 platform, cloud-enabling products & platforms leveraging MS Azure ecosystem, and strong experience in Dynamics implementation





## PLATFORM-ENABLED DIGITAL TRANSFORMATION

### Catering to specific industry needs

- At Sonata, we have been building our expertise in select industries across: retail, travel, and distribution
- An active apparel brand faced a unique challenge: to have a single system support, for both B2B and B2C commerce models
- Sonata's Brick & Click™ platform was able to provide the much-needed B2B tender component that made this possible





## A RELATIONSHIP THAT'S GROWING EXPONENTIALLY FOR 30 YEARS

### Long-term value, long-term relationships

- One of the largest commercial vehicle manufacturers in India was dealing with a cash flow problem
- Our company cautiously took over the supply of Microsoft software licenses and instituted many value additions
- In the first semi-annual review, the CIO was amazed at the amount of monetary savings and administrative automation we had delivered
- Today, we continue to remain the company's top IT supplier, especially after their finances rebounded



## EXPANDING OUR GLOBAL PRESENCE

### The enabler avatar

- In 2015, after acquiring I.B.I.S. Inc., we expanded our footprint in the Microsoft Dynamics ecosystem Advanced Supply Chain Software solution
  - Our recent strategic investment in acquiring Australia-based Scalable Data Systems and the US-based Sopris Systems, has significantly augmented our Microsoft Dynamics capabilities
- **Acquisitions**
    - IP Development
    - Global and Local Partnerships
    - New Geo and Market Expansion






## SUMMARY

- Transforming itself as a company to align with Microsoft strategy and go to market
- Deep understanding of Microsoft's partnering programs like 'co-sell ready'
- A true 360-degree partnership spanning LSP, CSP MVAR, ISV, SI, ISV dev center, product engineering development, and CSS
- Three Microsoft partner acquisitions in the past few years; two in the US and one in Australia

Track record of building and delivering world-class services across various pillars of MS, i.e., Apps & Infrastructure, Business Applications, Data & AI, and Modern Workplace



A decorative header featuring a repeating pattern of musical notes and treble clefs in a light gray color against a white background. Below this pattern is a solid purple horizontal bar.

## Awards and Recognitions

- FY20 Microsoft Eagle Award Winner for Dynamics 365
- Global Microsoft ISV Dev Center Partner
- Country Partner of the Year – FY17, FY16, FY14
- MS Dynamics Distribution Partner of the Year – FY15
- Global Finalist Messaging – FY17
- Global Finalist for Hybrid Cloud and Infra – FY16
- O365 Deployment Partner of the Year – FY16
- Microsoft Dynamics Inner Circle Member – 2018 / 19







## CEO Speak



The relationship with Microsoft is one of Sonata's most important journeys – 30 years old and still going strong. What has helped us succeed is our understanding of Microsoft's vision, and our investments in acquiring companies, building skills and capabilities to align and execute to that vision. Having identified and invested in an opportunity ahead of the curve, the focus is now to expand this relationship across geographies, technologies, and industries, making further investments organically and inorganically and derive maximum advantage from a huge and growing market opportunity.



**Srikar Reddy**

*Managing Director & CEO*



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