



# DIGITAL LEAP TO DIGITAL LEAD

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# The Digital World

27

million pieces of content shared each day  
~NewsCred

81%

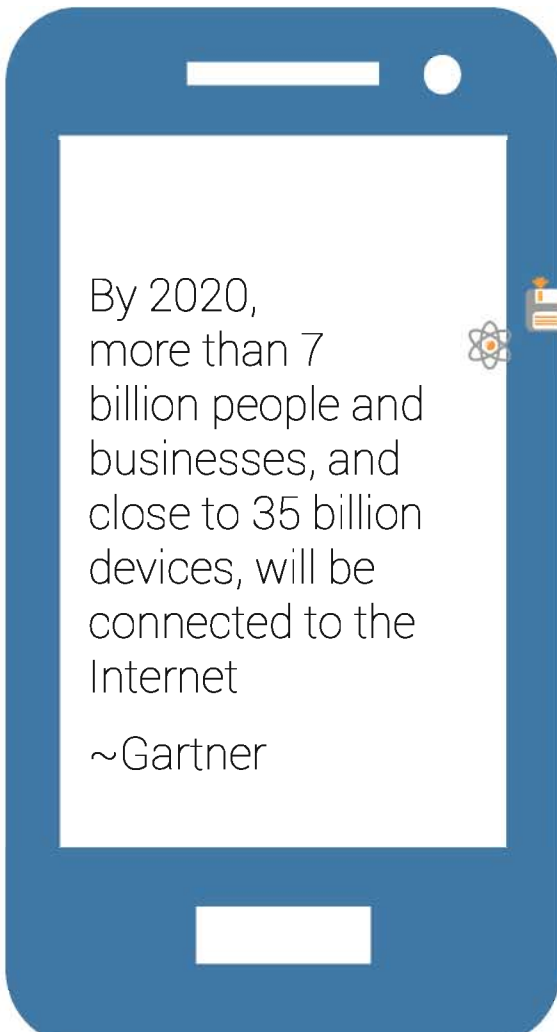
of B2B purchase cycles start with web search  
~Earnest Agency

Over half

of all mobile searches lead to a purchase  
~Forbes

64%

of decision-makers read their e-mail via mobile device  
~Chadwick Martin Bailey Blog



By 2020, more than 7 billion people and businesses, and close to 35 billion devices, will be connected to the Internet  
~Gartner

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For the organizations today, going digital is no longer an option but a necessity, as all stakeholders are fast embracing the digital platform. Digital technologies have profoundly changed the way we do business. These technologies are impacting virtually all business functions and customer interactions; and organizations are realizing the importance of becoming a digital enterprise.

Being a part of digital ecosystem presents tremendous opportunities for innovation whilst also lending a competitive edge. Though the opportunities offered by new digital technology have no limits but the journey to get there can be a challenge as creating this value requires a complete rethinking about the way companies do business.

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# Chairman's Message



I have always emphasized on Quality and that has been paramount for us at Datamatics. Our clients have consistently recognized us for not only maintaining the Quality of deliverables but also for surpassing their expectations.



Dear Shareholders,

It is always a pleasure and privilege to share with you the review of your Company's performance as well as an overview of its future direction & course.

Let me commence by heartily congratulating everyone for a successful year completed by your Company with significant all around progress during the year 2014-15. The Indian IT Industry comprising exports and the domestic market grew from \$118 billion to \$130 billion i.e. a modest 10%. It had to face several challenges related to the international environment. Despite this, your Company has managed a commendable growth which I am sure you all would applaud. The revenues of Datamatics Global Services Ltd. (excluding CIGNEX Datamatics & Lumina Datamatics) grew by about 20% and consolidated by about 13%.

The objective of most businesses worldwide is to respect their customers' sentiments, make life simpler for them and provide them easy access to both products and services. Customers now expect response from businesses on a real time basis. Your Company is enabling this objective of its customers.

In our last Annual Report, I had mentioned some emerging technologies viz. Social Media, Mobility, Analytics and Cloud. To this we can add Open Source, the IOT & Apps in mobile phones. Your Company is well positioned to grasp these opportunities.

Another thrust area for your Company is Healthcare and Health Insurance. Worldwide investments and expenses

20%



The revenues of  
Datamatics Global  
Services Ltd. (excluding  
CIGNEX Datamatics &  
Lumina Datamatics)  
grew by about 20%.

on healthcare are growing. In the USA they already constitute about 17% of the GDP.

At Datamatics, we had anticipated these changes and I am happy to share with you all that our companies are well positioned to address these business needs of our customers. As a result your Company has received several Business Excellence recognitions and awards during the year 2014-15 in both the domestic and international arenas. Most significantly Rahul Kanodia, Vice Chairman and CEO of Datamatics Global Services Ltd., was presented with the 'CEO of the Year' award at the Asian Leadership Awards held in Dubai.

I have always emphasized on Quality and that has been paramount for us at Datamatics. Our clients have consistently recognized us not only for maintaining the Quality of deliverables but also for surpassing their expectations. CIGNEX Datamatics has been awarded by the Indian Merchant Chambers for its very high standards of Quality processes across projects and services.

We have been involved in developing IT products and solutions for last seven years because we strongly believe that going the product and solution route is a step in the right direction for the IT Industry. Our flagship products i-Q and i-Bridge (earlier known as Robokey) have been under extensive deployment for

our global clients and for in-house BPO projects. i-Bridge won the 'Best Product' award from the Indian Merchants Chamber in June 2015. As we continue to enrich these products, we shall also remain focused on our journey for creating more products and solutions.

While we are consulting and helping the external world in their journey of digital transformation, we are also ensuring that we make it equally interesting and convenient for our shareholders. This year our annual report will be available in the pdf format and also digital format which you will be able to read online in an interactive mode.

Our employees are the fulcrum of our success and to a great extent we are trying to bring about a digital transformation in their day to day transactions within the organization. This has helped us in bringing about the desired transparency across all our companies and we have been recognized as the most 'Ethical Software Company' by World HRD Congress and the 'Employer Branding Award' has been bestowed on Datamatics.

It would not be out of place to mention that CRISIL (a subsidiary of S&P) has reaffirmed A1+ Credit Rating for Datamatics Global Services Ltd. for 3<sup>rd</sup> consecutive year.

I would like to thank you for your sustained faith and confidence in your Company. I would like to assure you that we shall continue to strive and do our best to take this Company to the next level of growth.

Yours sincerely,

Dr. Lalit S Kanodia  
Ph.D., M.I.T. (USA)  
Chairman

# Vice-Chairman & CEO's Message



Our future growth strategy is to continue to help our customers in their 'Data-to-Intelligence' journey. With the Digital revolution, the amount of data that is being generated per day requires a new approach to get better business insights. Datamatics has the experience and expertise to help its customers take a Leap forward to Lead in this Digital World.





Dear Shareholders,

I am pleased to present a review of the progress we made in the financial year 2014-15. This has been a year of balanced growth. A few of our business lines witnessed continued growth in revenue, while some were impacted by the changing market conditions.

We have continued to grow across our focused vertical sectors, geographies and business lines. Also, our emphasis on strategic account mining showed positive movement.

This year our consolidated revenue rose to ₹8,347 million, up by 13% from 2013-14. Major growth continued to come from the North America, contributing 74% to the revenue, Europe was at 21% and ROW contributed 5%.



We will continue to focus on providing integrated IT & BPO solutions to our customers and at the same time capitalize on the enormous opportunities that are emerging from the growing shift of enterprises and customers towards the digital business.

Today, almost all companies across the globe and across all industries are striving to evolve into a digital enterprise. Most companies now recognize that they need to embrace digital technologies for enhanced customer experience and gain competitive edge. Though abundant opportunities are available with the emergence of new digital technologies,

the path to reach there is not so clear. Enterprises are struggling to translate opportunities that are being generated by the digital revolution into new revenue streams. We understand that embracing digital technology is a new strategic imperative for enterprises and they need to accelerate these initiatives, but they need a strategic technology partner to help them achieve tangible business results.

Over the years, Datamatics has managed to carve a special space for itself based on its focus on helping clients in their 'Data to Intelligence' journey by leveraging latest technology to provide business insights. The core of Datamatics lies in its ability to manage any kind of data; be it structured, semi-structured or unstructured data; and how we can make data intensive processes more efficient using smart platforms. Our future growth strategy is two-fold, which is to continue to help our customers in their 'Data to Intelligence' journey and also help them take a Leap forward to Lead in this Digital World.

Recently, Datamatics acquired the award winning 1KEY suite of BI solutions from MAIA Intelligence, which has been rechristened as nSights. nSights suite of products provides on-line as well as off-line BI, along with mobile dashboards for smart devices. The addition of nSights suite of products to the other BI solutions that we support, fortifies our position in the BI & Analytics space. This acquisition also complements our growth strategy in the 'Data to Intelligence' space. With this acquisition, we will be able to provide support to our global clients through the entire lifecycle of 'Data to Intelligence'.

Datamatics has the experience to manage large & complex IT & BPO engagements. Over the last few

To propel our growth, we will continue to help our customers in their 'Data to Intelligence' journey and also help them take a Leap forward to Lead in this Digital World.

decades, the Company has been delivering value through increased efficiencies and service performance. Some of our clients have achieved productivity gains and cost savings of up to 200%. At the same time to remain relevant to the enterprises of tomorrow, Datamatics has invested in developing capabilities in the space of digital technology including social media, mobility, analytics and business process management.

At Datamatics, we are convinced that in the short and near term, both the global and domestic markets will open up many more growth avenues. With the right mix of experience and expertise, people and products, services and solutions, Datamatics is well placed to be a strategic partner to its enterprise customers, helping them evolve into truly digital and data driven enterprises.

Looking at the business opportunities that the digital wave is creating for enterprises and IT companies, I see incredible growth opportunities for us as a Company and as an industry.

I thank you for your faith and confidence in Datamatics, and assure you that we will continue to progress and create new milestones as we scale the next frontier in this Digital World.

Yours sincerely,

**Rahul L. Kanodia**  
Vice Chairman & CEO

# Digital Leap to Digital Lead

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Enterprises world over are convinced they have to accelerate in the digital race. Taking the DIGITAL LEAP is both expensive and disruptive, and organisations must evolve and implement a correct DIGITAL STRATEGY that emanates from understanding the business, its processes, its customers and its employees. At Datamatics, we understand that each customer focused digital strategy has unique elements. We can help develop and execute customized digital strategy enabling enterprises take a LEAP forward to LEAD in the Digital World.

Digital technologies have a pervasive influence on all areas of a corporation, from impact on customer experience to enhanced productivity in operations and improvement in the way people collaborate within an organization.

With the digital immigrants slowly catching up with the digital natives, there is no running away from the digital world. Customers are already thinking digital first. Digital transformation is happening all around us and soon will be omnipresent.

To begin this journey, enterprises need to take a digital leap in order to remain relevant and competitive in this digital world. However, building a digital business is more than just technology.

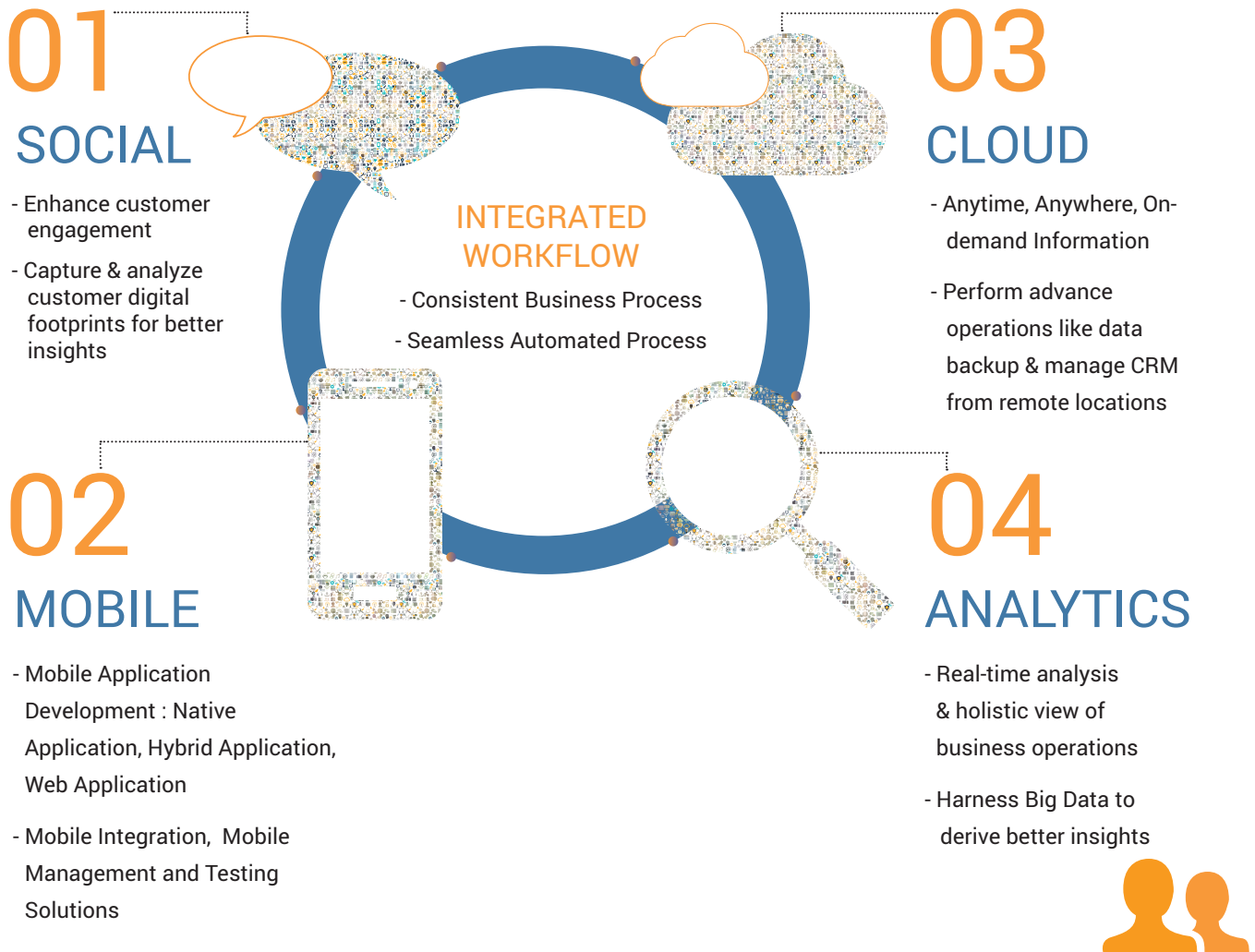
It requires enterprises to rethink about how they work. To realize the potential of digitization, enterprises need to have a digital strategy and a roadmap.

Datamatics has the expertise in providing solutions based on traditional technologies as well as in integrating the new age methodologies, which include Social Networks, Mobile Apps, Analytics, Cloud Computing and Smart Workflows.



# DIGITAL STRATEGY

To take a leap forward in the digital world, we help our customers define their digital strategy with a clear road map which compliments enhanced customer experience, social collaboration, mobility and cross functional technology integration.



Datamatics has a team of experts who can help enterprises formulate their Digital Strategy that best fits and aligns with their specific business needs and customer requirements. These strategies not only connect people and business, but also connect people and business with things to drive revenue and efficiency. Thereby, empowering them to take a Lead in the Digital world.

# Business & Solutions



APPLICATION MANAGEMENT

SOCIAL NETWORKS

MOBILITY



## CONTENT MANAGEMENT

We create solutions that deliver break-through improvement in productivity along with significant savings in time, cost and effort by efficiently managing information and uncovering intelligent insights.



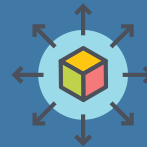
## BI & ANALYTICS

We provide integrated business intelligence strategies that aid in data-based decision making, to drive business and discover hidden trends while addressing the need of information users at every level.



## BPM

We help automate business processes by leveraging proven workflow management frameworks and leveraging process management platforms to enable enterprises become more efficient, agile and customer centric.



## BIG DATA

We help enterprises manage and derive value even out of voluminous data generated from disparate sources and having high veracity & velocity.



## APPLICATION MANAGEMENT

Datamatics provides customized, agile application management services helping customers adapt to the rapidly changing business needs.