



Delivering Digital - It's in our DNA

**ANNUAL REPORT
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It's in our DNA



Page 11 - **Managing Director's Letter To Shareholders**

We've come a long way, just like the technology solutions that we build. Evolving over the course of three decades from an offshore IT provider - today we are an agile, digital transformation partner with a portfolio of leading companies, engineering excellence for customers globally.

We've been there, done that, addressing challenging business requirements with scalable solutions. Ensuring that we stay ahead, we align our business model with the digital market needs.

We have capitalised on our innovative approach, working on large complex programmes, and yet we have consistently adhered to our core ideals whilst enabling large scale business change programs. Ideals that include:

- Building an evergreen institution
- Delivering win-win outcomes for all
- Accepting 100 percent ownership
- Encouraging a collaborative culture

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Aligning toward a tech-savvy populace

Mastek is big enough to deliver large scale solutions, yet small enough to care and deliver innovation and value. With the world already going heavily digital, where everyone is a digital expert, we are positioned to be the digital 'expert's expert'.



The last two years have seen paradigm shifts in the digital space globally as well as locally. Big Data and analytics, Artificial Intelligence and Robotics – these common technologies sounded far-fetched only 5 years ago, and yet are being commonly used and offered to customers today. The Internet of Things has forever changed the landscape of how we interact with products and applications. The pace and scale of online service companies is a sign of things to come, where every consumer is comfortable with technology and more importantly, expects high technology from companies. Customers today are adept at using Whatsapp, Facebook Messenger, Instagram, Amazon, Flipkart, AirBnB, Uber, iCloud and Google Drive, and can even discuss technical specifications with an awareness and understanding that, a mere decade ago, was reserved for engineers and geeks.

The IT services market has thus undergone a radical transformation from providing simple data analysis and technical support to providing unique solutions that are created in synergy with customers to provide growth in value, not just revenue. In this complex landscape, the role of IT has vastly changed and its importance increased. It is now more challenging to provide solutions to what were simpler problems earlier, such as cost reduction, transformation of legacy systems, security data, cyber security and so on. According to the study done by Gartner, 60% to 70% of Digital Transformation programs still fail.

This is where huge potential still lies, and this is the sweet spot where Mastek sits. Mastek is big enough to deliver large scale solutions, yet small enough to care and deliver innovation and value. With the world already going heavily digital, and where everyone is a digital expert, we are positioned to be the digital 'expert's expert'. We take the stand of being full stakeholders in our clients' businesses and fulfil their digital visions. And to support this position, we not only have a track record of successful implementations, but also concrete plans and innovative strategies that ensure successful solutions in terms of People, Processes, and Technology for the times to come.



*In today's world, there are "early adopters",
and then there are visionaries*



It also means, in the words of Her Majesty's Government of the United Kingdom "... Digital services that are so convenient and straightforward that all those who can use them will choose to do so."

At Mastek, we take the term "Digital Enterprises" to heart. To us, it means deeper interactions with our customers, beyond mere efficient implementation or timely delivery. Customised and personalised offerings and interactions, data-driven decision-making, organisational models and processes that are responsive to changes in the business environment are just some of the ways we are partnering with our clients and their customers to provide "unique" solutions.

It also means, in the words of Her Majesty's Government of the United Kingdom (who is one of our important clients), "... Digital services that are so straightforward and convenient that all those who can use them will choose to do so."

"Customer convenience is key," says SpecSavers, another of our clients. "Today, eight out of ten adults across our markets are online and expect to be digitally supported."



Visionaries don't just envision, they also bring to life what others can only dream of



As we all know, technology alone doesn't deliver transformation. What one needs is total alignment and commitment from all stakeholders in making a digital vision come true – in spite of the dilemma that an enterprise must 'maintain reliability to ensure customer experience, uptime, performance, security and compliance, while also seeking agility to increase release velocity, enter new markets, and remain competitive' (as quoted in ITBusinessEdge).

TAISTech: The Latest Feather in our cap!

TAISTech is well recognised as a leader in the digital commerce segment. They have experience with some of the most powerful brands in the retail and manufacturing business, including Fortune 500 customers. They provide a wide range of services including strategic consulting, large-scale commerce

This acquisition not only helps Mastek accelerate our growth into the US market, but also allows us to provide a wider array of service offerings using TAISTech's expertise in personalised customer buying experience.

implementations and support for Oracle Commerce and Oracle Commerce Cloud applications, as well as omnichannel strategy, creative design, mobile app development and ongoing maintenance and training.

For Mastek, this acquisition represents a significant leap forward in our capability portfolio, while also enhancing TAISTech's capabilities by leveraging our strengths in Data Warehousing, Business Intelligence and Analytics, Enterprise Testing, and Agile Process Consultancy Services.

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This acquisition will augment our Vision 2020 program to be a global leader in digital transformation services, and will provide the much-needed scale to compete and win large-scale transformation programs from both existing clients as well as new markets.



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