

Creating World-class Digital Enterprise  
with **Platformation™**



SONATA SOFTWARE

**ANNUAL  
REPORT** 2019-20

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# CREATING WORLD-CLASS DIGITAL ENTERPRISES WITH PLATFORMATION™



Sonata's unique proprietary model of digital transformation for enterprises – Platformation™ was conceptualized three years ago based on understanding and applying how successful, born-digital companies have been able to create highly scalable and rapidly growing digital businesses.

Platformation™, our unique approach has helped incumbent businesses achieve their digital transformation mandates, leveraging the power of platforms to create & implement platform-based business models. By combining a design thinking-led approach with a platform mindset, we help anchor our clients' platform journey end-to-end. This combined with industry and engineering experience, niche horizontal expertise, platform assets and IPs – has helped companies build open, connected, intelligent and scalable platforms which we believe, form the core of modern digital businesses today. The Platformation™ approach leverages world-class consulting assets & best practices – of the likes of the Customer Digital Agenda Template (CDAT), Platform Maturity Assessment tool, Digital Business Process Library, 16-point Tech Platform Characteristics, amongst others, that help steer digital agenda, derisk enterprise transformation upfront and create measurable outcomes.



# We have been mindful of the fact that every customer's digital journey could be unique,

A typical Platformation™ life cycle, beginning with a well-articulated digital agenda and current state of Platform Maturity Assessment, where companies assess themselves on their digital journey and how they stack up against the best in the industry. The Platform Maturity Assessment has been a jump-start kit to reimagine business processes and create unique digital services / product propositions through platforms.

Through our unique 7-step methodology anchored on a consulting approach, we have helped traditional businesses adopt a Platform mindset and Design Thinking paradigm ensuring executive leadership and business leaders reimagine their businesses to unlock value and growth. This has helped identify / create digitized interactions between enterprises, consumers and other ecosystem players while creating innovative services / product propositions. By leveraging 'born digital', specialized assets and accelerators, our clients have been able to further their enterprise transformation regardless of where they are on their digital journeys.

As trendsetters in this concept, we believe that platforms are much more than just stacks of technology layers. Building a robust digital platform requires bringing together various technology platforms across Information Systems, Data and Analytics, IoT, ecosystem and customer experience platforms ensuring we help our clients realize a world-class digital enterprise.





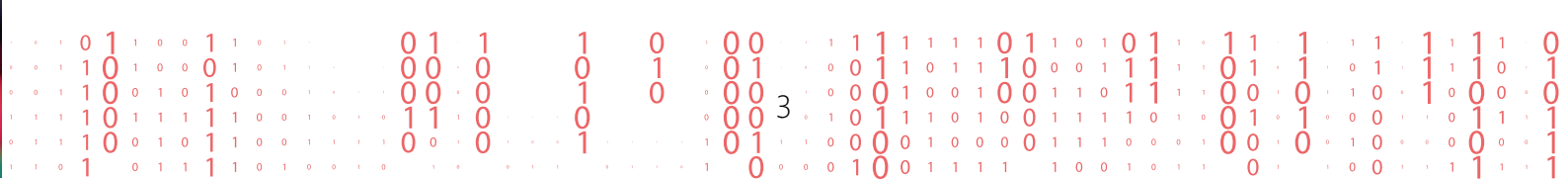
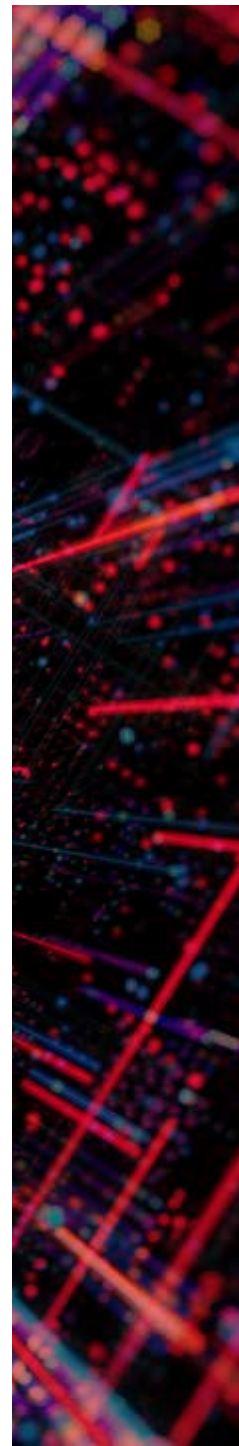
In the last year, we have seen significant traction in the implementation of the Platformation™ agenda across both our existing clients and new ones. Over the period, we have developed unique Platformation™ service realization frameworks and concepts like "MARCHITECTURE SONATA SOFTWARE" that define market architectures, to support platform-based business models, and enhance & achieve Platformation™ end goals.

For a large Oil & Gas company with a presence in 180+ countries, Sonata created a transformation journey with the strategy of adopting 39 'platforms' in BUs. The Drilling & Completion platform and Health, Environment & Safety platform were created using our 16-point framework. This will potentially mean a 30-40% reduction in costs and time taken in developing the solutions.

For a leading company in the travel industry, we were successful in employing Data Platformation™ with Business processes / requirements, "MARCHITECTURE SONATA SOFTWARE" & technical architecture with characterization. For a specialty retail store into personal care, we have conducted a business digital process consolidation with CDAT and managed maturity assessment.

A global media company employed data Platformation™ to build a consolidated billing platform for all their online business processes. Our client, a health-care manufacturing company built a consolidated inventory system using Data Platformation™ principles.

We have created several other industry-aligned digital assets, accelerators and business processes that can help our clients advance their digital transformation journey.



# Talent transformation has focused on creating skill-specific roles like Digital Strategist,

Digital Client Partner and Digital Architect to name a few. Earlier in the year, we engaged with McKinsey to sharpen our Platformation™ GTM and scale our approach. We believe that every client has a unique context in their digital journey. Given the same, we created archetypes and arrowheads to map the client's digital journey upfront. We believe that this positions us uniquely to shape and fine-tune our Platformation™ approach for existing and new clients.

The unprecedented times we are in, the post-Covid impact will only mandate customers to accelerate their digital transformation journey. We anticipate clients will navigate the new normal by leveraging platforms – to address changes in customer behavior, reimagining / creating newer business models or fine-tuning existing digital services as they re-emerge. This further reinforces our platform-led strategy to digital transformation and positions us uniquely to support our clients navigate this change through Platformation™.

Our thought leadership in Platformation™ backed by our choice of strategic investments as outlined above further demonstrates our commitment to becoming a digital partner of choice, positioning Sonata uniquely in its ability to offer a unified experience to our customers across industry domains, ensuring they become world-class digital enterprises.

# Sonata Footprint across the Globe



## Sales Offices

### North America

- Atlanta
- Chicago
- Fremont
- Colorado
- Dallas
- Redmond
- Bridgewater

### UK

- London

### Middle East & Africa

- Qatar
  - Dubai
- ### Europe
- France
  - Germany
  - The Netherlands
  - Denmark

### APAC

- Singapore

### Australia

- Sydney
- Melbourne
- Brisbane

## Development Centers

### Redmond

### India

- Bengaluru (3)
- Hyderabad (2)

## Offices

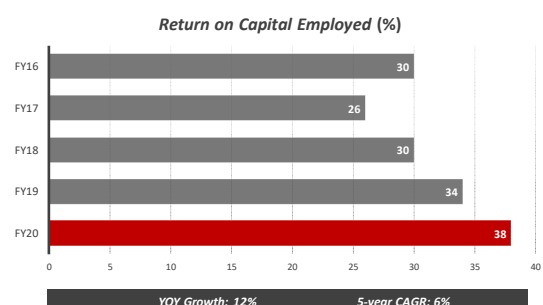
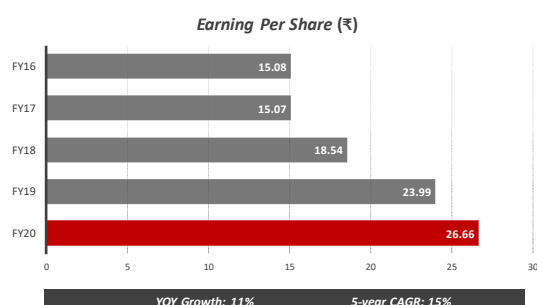
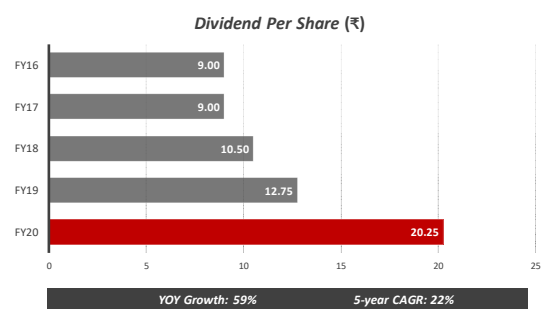
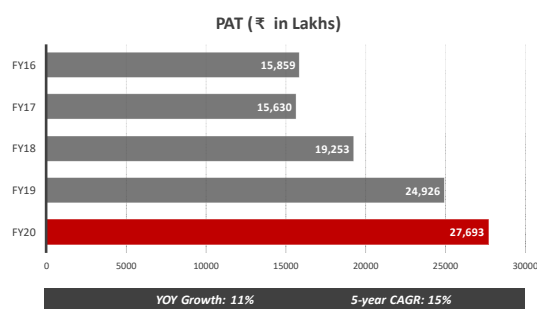
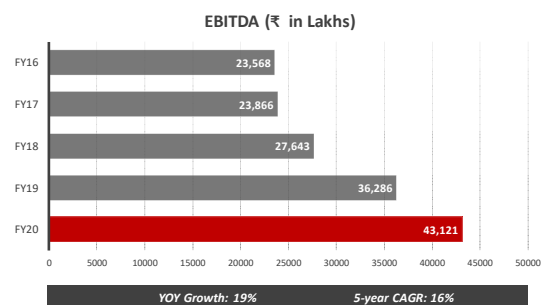
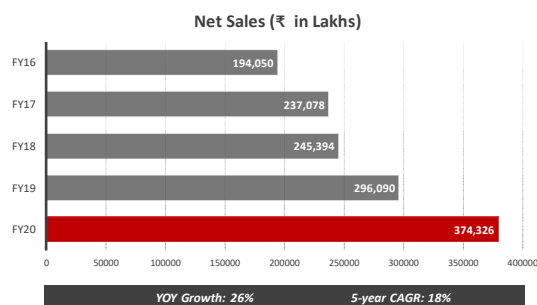
- Bengaluru
- Chennai
- Delhi
- Hyderabad
- Kolkata
- Pune
- Mumbai

# Operational Highlights

Our key acquisition this year has been GAPbuster Limited (GBW), the Melbourne headquartered company that has been amongst pioneers in the CX domain serving renowned brands globally for nearly thirty years. We are now able to offer a one-stop-shop with the CX solution offering to go with the IP's .

Sonata makes a strategic investment in SemiCab. SemiCab is an Atlanta based start-up in the fleet management services ecosystem that aims to bring about digital disruption in the long-haul trucking space by going after the problem of "Empty Miles", essentially minimizing the distances Trucks travel with empty payloads before/after it completes a particular delivery. The problem of "empty miles" has not just implications for the cost of freight, but also Carbon footprint in an increasingly sustainability solution conscious world.

## Financial Highlights





Successfully undertook ISO 9001-2015 recertification for SITL. Recertified for ISO 27001- 2013 certification which pertains to Information Security norms & standards

CTRM as an IP/solution and Platformation™ as a service is co-sell ready in Microsoft OCP Catalog, which enables Sonata to reach out to newer markets and prospects

Won first Oracle Cloud ERP Support and Application Enhancements Project at a world's leading ETL and Enterprise Cloud Data Management Company

Launched state-of-the-art facility 'Crawford Center of Digital Excellence (CoDE)'

Zinnov Zones 2019 rated Sonata Software as a Leader in Engineering R&D Services in Enterprise Software and Consumer Software categories

Sonata positioned as an Aspirant by Everest Group in "Application Transformation Services PEAK Matrix™ Assessment 2020" report

₹ in Lakhs

Key Financials	FY20	FY19	FY18	FY17	FY16
Net Sales	374,326	296,090	245,394	237,078	194,050
EBITDA	43,121	36,286	27,643	23,866	23,568
PAT	27,693	24,926	19,253	15,630	15,859
Net Worth	66,967	76,286	65,326	59,075	47,099
Debt	8,600	1,562	3,373	5,522	17,603
Debtors	70,000	81,111	39,644	51,991	35,443
Cash	31,149	33,608	54,318	38,097	34,749
Per Share Ratio (₹)					
EPS	26.66	23.99	18.54	15.07	15.08
DPS	20.25	12.75	10.50	9.00	9.00
BVPS	63.66	73.06	62.12	56.18	44.78
Margin Ratio (%)					
EBITDA Margin	12	12	11	10	12
Net Profit Margin	7	8	8	7	8
RoE	39	35	31	29	35
RoCE	38	34	30	26	30

# Sonata Software at a Glance

Sonata is a global technology company, that enables successful platform-based digital transformation initiatives for enterprises, to create businesses that are connected, open, intelligent and scalable. Sonata's Platformation™ methodology brings together industry expertise, platform technology excellence, design thinking-led innovation and strategic engagement models to deliver sustained long-term value to customers. A trusted partner of world leaders in the Retail, Manufacturing, Distribution, Travel, Services and Software industries, Sonata's solution portfolio includes its own digital platforms such as Brick & Click Retail Platform©, Modern Distribution Platform©, Rezopia Digital Travel Platform©, Kartopia E-commerce Platform©, Halosys Enterprise Development Automation Platform©, CTRM (Commodity Trading and Risk Management) Platform©, KODO - (an AI-powered Customer Experience (CX) Platform). Sonata's Platformation™ realization services have been specifically designed so that implementation of services on Microsoft Dynamics 365, Microsoft Azure, AWS, Cloud Engineering, Managed Services as well as on new digital technologies like IoT, Artificial Intelligence, Machine Learning, Robotic Process Automation, Chatbots, Blockchain and Cybersecurity, deliver on the Platformation™ promise. Sonata's people and systems are nurtured to bring together the depth of thought leadership, customer commitment and execution excellence to make a difference to business with technology.

## Vision

To become a world-class firm that is a benchmark for catalyzing business transformation for our clients, fulfilling employee aspirations and caring for our wider community, through depth of thought leadership, customer centricity and execution excellence.