

Date: 06/12/2016

The General Manager Department of Corporate Services, BSE Limited, 1st Floor, P.J. Towers, Dalal Street, Mumbai – 400 001.

Dear Sir,

Sub: Corporate Presentation on Cigniti Technologies Limited Scrip code: 534758 Ref: Cigniti Technologies Limited

ologies

With reference to the subject cited, please find enclosed Corporate Presentation on Cigniti Technologies Limited for your information and records.

Thanking you,

Yours faithfully, For M/s Cigniti Technologies Limited

A.N. Vasudha

Company Secretary

Encl: as above



# Cigniti Technologies Limited

"Our vision is to be the world's largest and most respected independent software testing services company and to build a better world by helping build quality software" – CMD, Cigniti Technologies Limited

## **Corporate Presentation**

















December 2016

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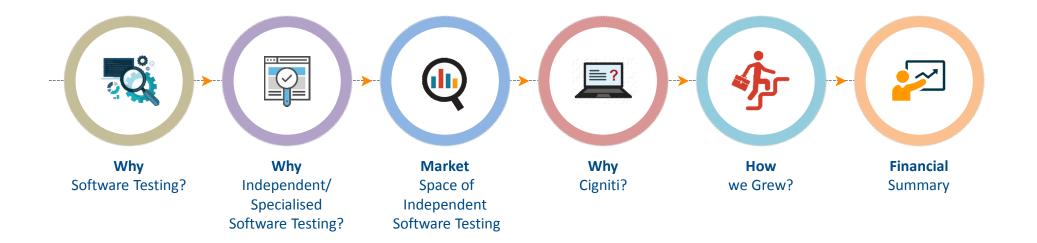
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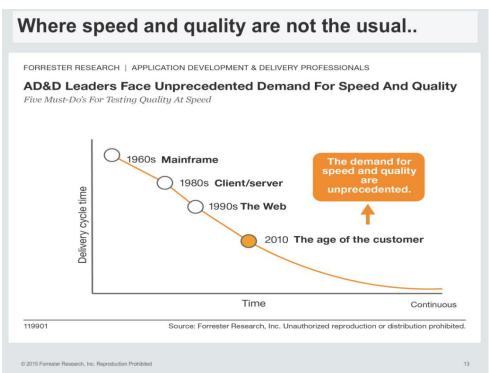










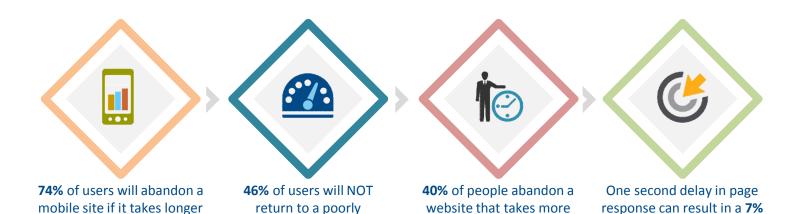




than 5 seconds to load

#### SOFTWARE TESTING IS KEY ENABLER FOR SUCCEEDING IN THE AGE OF DIGITAL





If an e-commerce site is making \$100,000 per day, 1 second page delay could potentially cost you \$2.5 million in lost sales every year kissmetrics

than 3 seconds to load

reduction in conversions

Tearly Digital
adopters are
achieving 9%+
revenue creation,
26% impact to
profitability, and
12% market
valuation



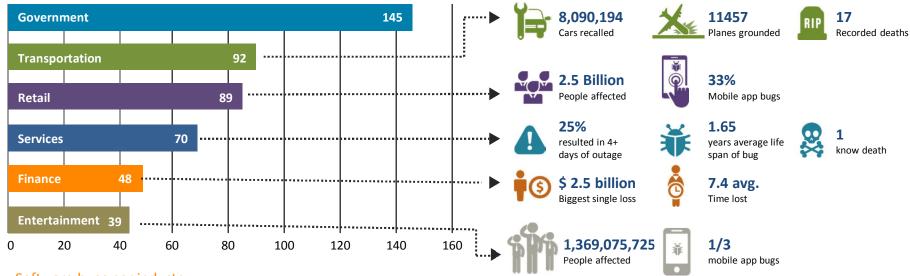
performing website







# Impact of Software Defects (Revenue, Brand, Business, Life and more)



Software bugs per industry

NO ENTERPRISE IS IMMUNE FROM SOFTWARE DEFECTS

Source: 2015 Software Fail Watch Report **TRICENTIS** 



#### SOFTWARE QUALITY IS NOW THE CONCERN OF CEO



#### THE ECONOMIC TIMES

3.2 million debit cards compromised; SBI, HDFC Bank, ICICI, YES Bank and Axis worst hit

https://goo.gl/394BtE



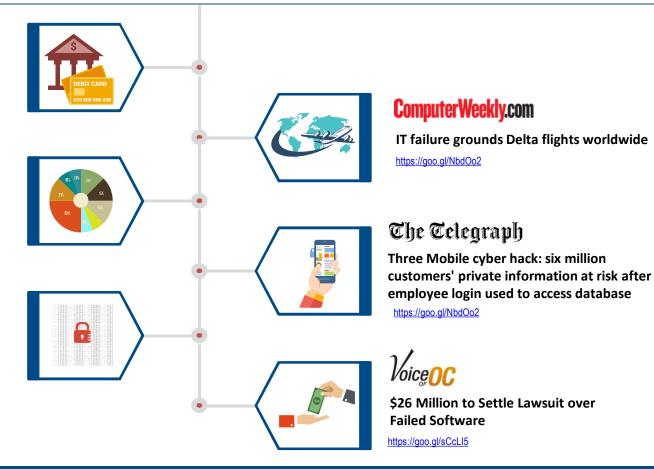
\$30m in compensation for census fail, Prime Minister Malcolm Turnbull suggests

https://goo.gl/JS2PKd

#### The Washington Post

Inadvertent' cyber breach hits 44,000 FDIC customers

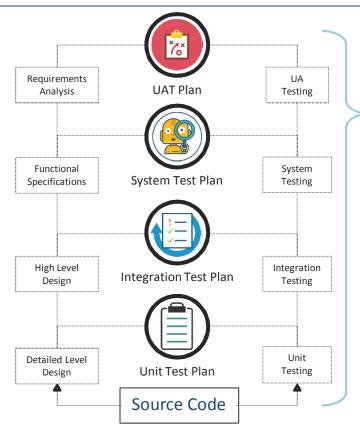
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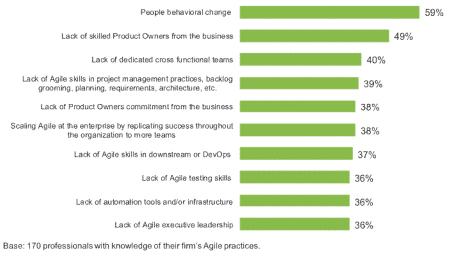


#### SOFTWARE TESTING IS MANDATORY: WATERFALL OR AGILE





#### Make testing a first class citizen, or you won't be Agile!



Source: Forrester's Q2 2015 Global Agile Software Application Development Online Survey

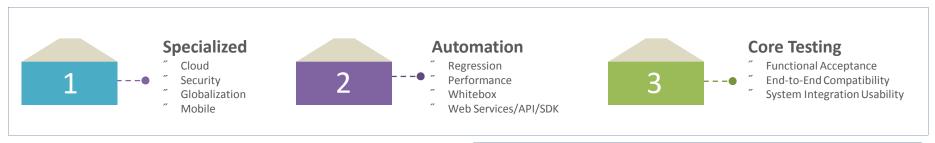
More than 25% of overall software effort is spent in various types of testing

Source: 2015 Forrester Survey Report

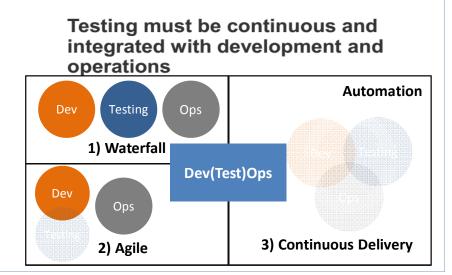


#### SOFTWARE TESTING HAS TO BE CONTINUOUS IN THE AGE OF CUSTOMER





# Agile testing forces new testing practices, and clients don't do well "How often does your organization execute the following test practices?" Always Our definition of 'done' includes testing. Our definition of 'done' includes testing. Testing starts from Sprint 0 and runs continuously. Test data management. Functional and regression test automation User acceptance testing/test-driven development Behavior-driven development Test-driven development Exploratory testing Manual testing 30% 47% Base: 149 IT professionals from organizations that are planning to implement or have implemented Agile (percentages may not total 100 because of rounding);



Source: 2015 Forrester Survey Report







# WHY INDEPENDENT /SPECIALISED SOFTWARE TESTING

The term "traditional testing services" (TTS) refers to projects where the same organization (internally or via a third party) is conducting bundled systems integration/software development and testing.

The term "specialist testing services" (STS) refers to testing services where career (or specialist) testers provide the service. These use a systematic approach to testing based on methodologies, processes and software tools



#### WHY INDEPENDENT/SPECIALISED SOFTWARE TESTING





Modern applications require modern delivery capabilities to...



Avoid Inherent Conflict of Interest



Difference in Perspective and Approach



Brings Specialized Skill-set



Impact from Cloud Technology



Dedicated Infrastructure Investment

- " Deal with unknown requirements
- " Delivery software faster
- " Embed market feedback fast
- " Improve customer experience
- Design and develop great software applications
- Keep quality high and test smarter

- Team of 1800+ Certified Career Testers
- Proven Testing thought leaders
- No influence from development teams
- IP led testing approach with an innovative mindset
- Certified experts on popular open source & commercial tools
- Deep domain expertise across BFSI, Healthcare, Airlines, Retail
- Cloud based Mobile & Performance Labs
- Experts on
   Microsoft Azure,
   AWS, Public &
   Private cloud
   architecture
- Cutting edge technology labs like Robotics, IoT, Smart Meters, Digital Experience
- ISO, CMMI Level 5 Company

Quality engineering for digital enterprises in the age of Social, Cloud, Internet of things, Mobility and Analytics (SCIMA) by aligning, assuring and accelerating the business outcomes







Intelligence and automation



Architected with customer experience



Agile & DevOps culture



**World Class Testing Labs** 



Customized for Industries



**Quality at Speed** 



# VALIDATED BY ANALYSTS THE IMPORTANCE OF INDEPENDENT/SPECIALISED SOFTWARE TESTING





#### LEADING TO SHIFTING PREFERENCE TO STS







# MARKET SPACE INDEPENDENT/SPECIALISED SOFTWARE TESTING

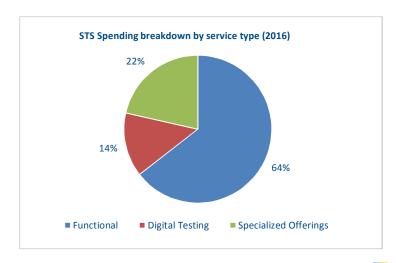
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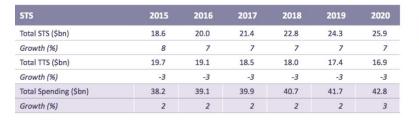


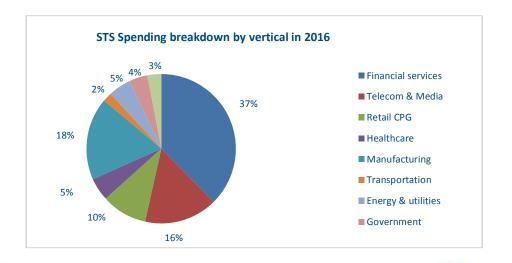
# INDEPENDENT/SPECIALISED SOFTWARE TESTING SERVICES - LARGE MARKET OPPORTUNITY...





Growth in the Testing market is driven by Specialist Testing
Services, growing at 7% per annum, while TTS Spending Continues
a Secular Decline of 3% per annum





STS Digital Testing: Spending is currently Growing by ~18%, thanks to Cloud Computing

STS	2016	2017	2018	2019	2020
Digital Spending (\$bn)	2.8	3.3	3.9	4.4	5.0
Growth (%)	18	17	16	14	13
Digital as a percentage of STS (%)	14	16	17	18	19



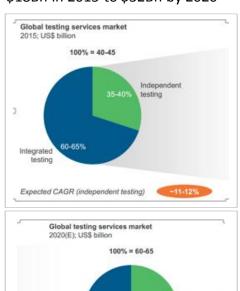
Source: Nelson Hall Software Testing Services Assessment & Forecast, July 2016



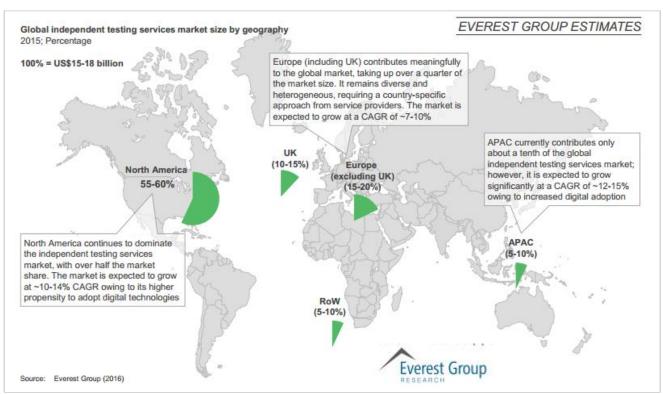
# MARKET SIZE OF INDEPENDENT/SPECIALISED SOFTWARE TESTING SERVICES - GEOGRAPHIES



# Independent/Specialised Testing market is growing from \$18Bn in 2015 to \$32Bn by 2020













Rank	Vendor	Est. 2015 Global STS Revenues (\$M)	Market Share
1	Accenture	1,900	9
2	Cognizant	1,750	9
3	IBM	1,400	8
3	TCS	1,400	8
5	Capgemini	900	5
5	NTT DATA	900	5
5	Wipro	900	5
8	Infosys	825	4
9	Atos	650	4
10	Tech Mahindra	550	3
11	HCL Tech	500	3
12	CSC	400	2
12	НРЕ	400	2
12	CGI	400	2
15	SQS	350	2
15	Amdocs	350	2
16	Qualitest	200	1
17	Cigniti	93	0.5

#### Market Dynamics & Shift from TTS to STS

- Top 15 Vendors: 73% of Market Share- 13.5 Billion \$
- Other vendors: 23% of Market share: 4.9 Billion \$
- " Untapped Market: 8 Billion \$
- Cigniti Stands 3<sup>rd</sup> in STS, Pure-plays by revenue and 2<sup>nd</sup> by headcount
- Client spending transfers from TTS to STS; as a result, TTS declines year after year, while multi-year SLAbased contracts drive growth. Spending in STS will equal TTS spending by 2016
- STS will account for 60% of testing services spending globally by 2020, mostly fueled by continued transfer from TTS to STS
- By 2018, ~53% of STS spending will be through multiyear contracts, including T&M framework agreement contracts and productivity-based SLAs



Source: Nelson Hall Software Testing Services Assessment & Forecast, July 2016



# MARKET SHARE OF INDEPENDENT/SPECIALISED SOFTWARE TESTING SERVICES COMPANIES



#### SQS, QualiTest and Cigniti Lead STS Pure-Plays, followed by Two New Top 5 Entrants: Applause and Olenick



Rank	Vendor	Est. 2015 Global STS Revenues (\$m)	Market Share (%)
	SQS PF	400	2
1	SQS (actuals)	350	2
2	QualiTest	200	1
3	Cigniti	80 (91)	0 (0.5)
4	Applause	75	0
5	Olenick & Associates	40	0
6	Planit	35	0
7	MTP	30	0
=	Inspearit	30	0
8	Maveric Systems	25	0
9	QA Infotech	22	0
10	Imbus	20	0
=	RTTS	20	0
Total top	10	1,327	7
Total pure-plays Total vendors/market spending		17,238	93
		18,565	100

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Source: Nelson Hall Software Testing Services Assessment & Forecast, July 2016







#### **CIGNITI - A GLOBAL QA ORGANIZATION**





5 continents, 10+ countries **Global presence** 



2,200+ people worldwide 1800+ Career **Testers** 



We Serve

57 of Global 2000



31 of Fortune 500



350+ Satisfied Customers



**Global Leader** 



**Quality Engineering** & Digital Assurance



Labs for connected





**Advisory & Transformation Services** | Domain Competency Groups



**Analyst** Recognitions













**Awards** 















**Thought** Leadership

















Certifications











**Partnerships** 





























#### Bring SmartBear logo Midhun Babu Pingili, 25-11-2016 MBP1





## Cigniti's Next Generation Software Testing Platform



#### Assures impeccable software quality and helps clients deliver









- The application testing service market, with a number of providers, is fast-growing. Both full IT services providers and dedicated, pure-play application testing service providers coexist.
- By 2018, agile and iterative development will require 30% of resources for application testing engagements to be on-site or onshore
- Cigniti, a pure-play testing services provider, achieved strong growth during the past four years, which has partly enabled it to enter this Magic Quadrant, through a focused executive management team.
- Cigniti covers multiple verticals, with more focus in application testing services in financial services, transportation, services, manufacturing, and utilities and energy. It offers flexible delivery models tailored to each client's individual needs.

**Gartner** 

**Source:** Gartner "Magic Quadrant for Application Testing Services, Worldwide" Susanne Matson and Patrick J Sullivan, 23 November 2015

#### ANALYSTS RECOGNITION - GARTNER (Contd...)



Cigniti is mentioned as a Sampled Vendor in the New Hype Cycle for Devops that Gartner has released (Hype Cycle for DevOps, 2016 Published: 26 July 2016 Analyst(s): David Paul Williams, Nathan Wilson).



#### **Hype Cycle for Devops**

Hype Cycle report recognizes our Devops story, the proprietary Devops dashboard IP we built.

Cigniti is mentioned as a Sampled Vendor in the New Hype Cycle for Full Cycle Application Services- Hype Cycle for Application Services, 2016 Published: 12 July 2016 Analyst(s): Frances Karamouzis.



#### **Hype Cycle for Application Services**

Getting featured in this report strengthens and shows our positioning as a vendor who has been consistently counted to be along with the Tier 1 full cycle providers like CTS, Accenture, CapGemini, Infosys, TCS.

Mentioned and sampled in the "Market Trends: Application Testing Services Must Address the Shift to Digital Business Requirements"-Market Trends: Application Testing Services must Address the Shift to Digital Business Requirements Published: 4 May 2016 Analyst(s): Susanne Matson



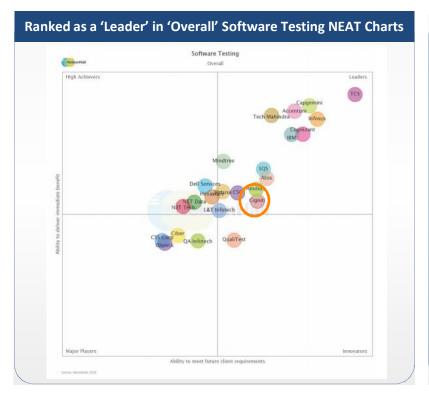
Market Trends: Application Testing
Services Must Address the Shift to Digital
Business Requirements

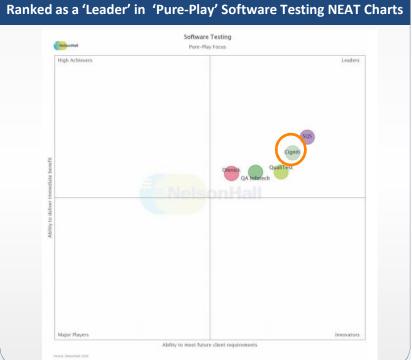
Cigniti Technologies has been positioned as a Pure-play testing provider with strong revenue growth over recent years; heavily leveraging India-based delivery.

Mentions (Hype Cycle for DevOps, Application Services+ Market Trends-Digital) 2016

#### **ANALYSTS RECOGNITION - NELSONHALL**







NelsonHall Ranked Cigniti as a 'Leader' in Overall, Pure-Play, Digital & Consulting market segments in Software Testing NEAT Charts, 2016. "Cigniti is the second largest software testing pure-play by headcount", says Dominique Raviart, Principal Analyst

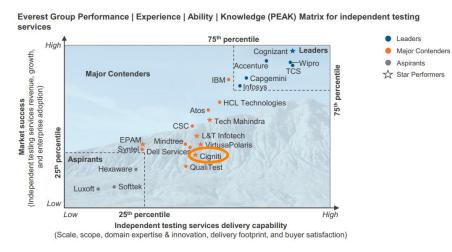


Source: NelsonHall Software Testing NEAT Charts, July 2016

#### ANALYSTS RECOGNITION – EVEREST GROUP & FORRESTER



#### Positioned as a 'Star Performer' & 'Major Contender' in Everest Group PEAK Matrix™



Everest Group confers "Best in Class" rating for Buyer satisfaction in the Service Provider Assessment.



Research, Inc., April 2015

#### Forrester cited Cigniti in Multiple Testing Reports among 23 IT Service providers and 10 systems integrators and **Software vendors leveraging Pure-Play Testing providers Cloud for Application Testing** working in the Test Data Source: Improve Quality And Speed With **Management Market** Application Testing In The Cloud, Forrester Source: " Vendor Landscape: Research, Inc., January 2016 Enterprise Test Data Management **15 IT Service providers** Slowly But Steadily, The TDM Market Starts To Ramp Up", Forrester offering services and Research, Inc., November 2015 accelerators in the Test Automation to enable Agile and DevOps FORRESTER<sup>®</sup> **Source:** Offshore Testing services Must Reinvent Themselves With automation, Forrester Research, Inc., March 2015 **8 IT Service providers** who provided their 9 services firms and systems inputs on the Functional integrators working to enable **Test Automation Tools Quality at Speed** Source: The Forrester Wave™: Modern Application Source: "Five Must-Do's For Testing Functional Test Automation Tools, Q2 2015, Forrester Quality At Speed", Forrester

Research, Inc., January 23, 2015



#### **VARIED CUSTOMER BASE ACROSS DOMAINS**





57%+ Revenue Growth



\$91mn revenue for FY 2015-16 with CAGR of ~57% over the last 3 years



**200+ Active Clients** 



57 of Global 2000 companies

40 of Fortune 1000 companies

**31 of Fortune 500 companies** 



**Clients across 13 countries** 

Key clients across industry verticals						
Verticals	Key Clients					
BFSI	SYNOVUS Bank of America Heartland Finance corp  Atom PAYMENT SYSTEMS:  LIFE INSURANCE					
Energy &Utilities	Proneer Owales West ONCOR Tantalus					
HCLS	AstraZeneca Optos Delta Delta Dental  NAPIER Healthcare  Cipia  Science Shield  Cipia  Cipia					
Travel & Hospitality	Best Western Southwest IndiGo WPurolator Air Asia					
Media & Technology	FREEMAN OMNIGON					
Retail & e- commerce	ANATWINE POYU (CAS Wholesale Gracers snapdeal					



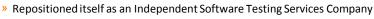




#### THE JOURNEY



- » Established on 3<sup>rd</sup> Sep 1998 as Chakkilam Infotech Pvt. Ltd.
- » Became a Public Limited Company in 2004
- » Focused on Generic IT Services till 2008



in 2012



2014



2012

- Merges with Cigniti Inc.. USA in Jan 2012 and rebrands itself as Cigniti Technologies Ltd.
- Moves into its new global test engineering centre in Hyderabad (33,000 sq.ft)
- » Achieves ISO 27001:2005 certification





Becomes appraised at CMMI-SVC v 1.3 Maturity Level 3

2013

- Acquisition of Gallop Solutions Inc.
- Opens the 2nd global test engineering center in Hyderabad (33,000sq.ft)





- Started operations in **UK and Australia**
- Opens the 3<sup>rd</sup> global test engineering center in Hyderabad (50,000sq.ft)
- » Nelson Hall recognizes Cigniti as a "Leader" in Software testing NEAT Charts
- » Cigniti is recognized through various awards from industry bodies (F&S, Forbes)





- » Positioned as a 'CHALLENGER' in Gartner Magic Quadrant
- Cigniti is world's first IST company appraised at CMMI-SVC v1.3, Maturity Level 5
- » Positioned as a 'Major Contender' in Everest PEAK Matrix™ 2015
- » Awards F&S, APAC CIO Outlook, Business Today



















PEAK Matrix™ 2016

» Launches Cloud enable

**Enterprise Mobile Lab** 

**Most Promising Banking** 

» SmartBear and Cigniti Sign

Software Quality in the

Connected World

FORRESTER®

CIO Review US

» Positioned as a 'Star Performer' & 'Major Contender' in Everest

» Cigniti received coverage as 20

Technology Solution Provider by

Strategic Partnership to Assure



#### LED BY DEDICATED PROMOTERS AND MANAGED BY PROFESSIONAL LEADERSHIP TEAM





#### C V Subramanyam. Chairman and Managina Director

- In 1998, Mr. Subramanyam founded Chakkilam Infotech Pvt. Ltd. as an IT services company providing IT solutions
- Successfully took the company public in 2004
- Holds a Bachelors in Commerce and Law and Post Graduate Diploma in Business Management



#### Sudhakar Pennam, CEO (Head Cigniti Inc.)

- Oversees Cigniti Inc operations & CSR activities within the organization
- 20+ years of experience in various areas including IT operations, consulting, operations and sales.
- Setup the US operations of Cigniti in Irving, Texas in 2004 and grew it from a small one room office to more than 300 consultants.



#### Srikanth Chakkilam, Executive Director

- Currently focusing extensively on establishing creditable business for UK. Australia. India& ROW.
- Key decision maker in the vision and growth of Cigniti & plays a vital role in evaluating, analyzing & deciding Cigniti's pursuits related to in-organic growth.
- Holds Masters degree from the University of Southern California after an E&C Engineering degree.



#### Krishnan Venkatachary, CFO

- Mr. Krishnan brings to Cigniti over 25 years of his experience spanning global financial operations. Is a qualified ACA, ACS and FCMA
- Previous experience: Yashoda Hospitals, Flagstone Underwriting Support Services, VisualSoft Technologies, Baan Info Systems

Mr. Chintala brings more than 21 years of rich technical

and business experience with Global Enterprises, Fortune

companies and ISVs across technologies and domains



#### Pradeep G. CTO & President (North America)

- Mr. Pradeep as CTO is responsible for revenue targets and business growth for Cigniti's NA operations. Is an industry thought leader in software testing with over 15 vears of experience
- Previous experience: Cognizant Technology Solutions, HTC Global services



#### Gary L. Smith, EVP – Sales (North America)

- Mr. Smith oversees sales planning, sales strategy and client management at Cigniti focusing on the Americas. Has over 40 years of experience in sales and operational leadership in Fortune 500 companies
- " Previous experience: IBM, MCI, EDS



#### Keric Kopecky, VP - Sales, North America

- " Mr. Keric is responsible for new account sales to Fortune 1000 clients. Has 20+ years of experience in IT sales to Energy, Hospitality & others
- Previous Companies: Keynote Device, Hospital Mobility.com, AppLabs



#### Nanda Padmaraju, VP – Sales (UK & EU)

- Mr. Nanda heads sales for the UK and EU regions. Brings in more than 18 years of global IT expertise along with strong
- Previous experience: AppLabs, Satyam Computer, IBM & Sharp Protech.



#### Dries Swerts, AVP - (ANZ)

- Mr. Dries drives the growth of Cigniti's business in ANZ region. He is a passionate Software career Tester, ISTQB & ISEB certified having deep understanding & approach to help win clients in the Digital Age.
- Previous experience: CapGemini and Sogeti.



#### Rahul Pratti, Head, Global Delivery

Sai Chintala, President - Global Presales

Previous experience: AppLabs

- Mr. Pratti is responsible for managing Cigniti's global delivery organization. Brings in 20+ years of leadership experience across the strategic IT functions
- " Previous experience: Cognizant, Pentafour, NIIT Ltd.



#### Ramana Vemuri, VP, Process & Operations

- Mr. Ramana heads the Process/HR/ICT/Corporate Service functions at Cigniti. Has 20+ years of experience spanning financial markets, software product development and project management
- Previous experience: AppLabs Technologies



#### Sairam Vedam, VP - Head, Global Marketing

Mr. Sairam runs Global Marketing at Cigniti Technologies. Previous experience: Aasaanpay Solutions, Pramati Technologies, Napier HealthCare, Apere Inc., Computer Associates, and HCL-Cisco.



#### Kalvana Rao Konda, President - Gallop Solutions

- Mr. Kalyana drives the growth of Gallop's business to meet the co-located testing services requirements in the US. Is a certified Project Management Professional (PMP) and a Certified Software Quality Analyst (CSQA)
- Previous experience: AppLabs, Virtusa, and Baan.



#### Matthew Shapiro, VP - Gallop Solutions

- Mr. Matthew is a seasoned IT Executive, bringing ~18 years of experience with Fortune 1000 companies
- Previous experience: Alliance Global, AppLabs, Questcon Tech.



#### Bob Donaldson, VP - Gallop Solutions

Mr. Donald is responsible for growing the Managed Services business. Bob is an excellent sales leader with proven experience in selling testing services for more than a decade to several large enterprises.











# SUMMARY CONSOLIDATED FINANCIALS – P&L



INR mn	FY13	FY14	FY15	FY16	Q1' FY17	Q2' FY17
Revenue from operations	1,509	2,591	3,789	5,949	1,651	1,706
Employee benefit expenses	675	1,297	2,205	3,088	921	978
Other operating expenses	746	938	1,203	1,881	435	460
Expenditure	1,421	2,235	3,408	4,969	1,356	1,438
EBITDA	88	356	381	980	295	268
EBITDA margin %	6%	14%	10%	16.5%	17.9%	15.5%
Depreciation and amortization	16	24	54	113	21	31
EBIT	72	331	326	867	274	237
Other Income	0	9	16	33	3	(3)
Finance cost	3	12	29	60	21	27
РВТ	69	328	312	840	256	207
Tax expenses	19	73	59	343	120	68
PAT	50	255	254	497	136	139
PAT margin %	3%	10%	7%	8.3%	8.2%	8.2%



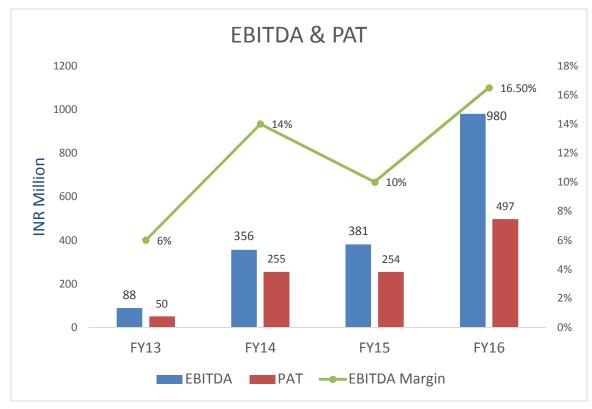
# SUMMARY CONSOLIDATED FINANCIALS – BALANCE SHEET

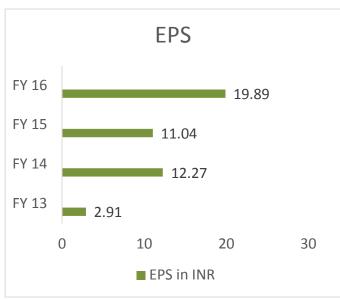


INR mn	FY13	FY14	FY15	FY16	Sep'16
Share capital	188	208	247	255	260
Reserves and surplus	370	1,012	2,443	3,341	3,719
Shareholder's fund	559	1,220	2,691	3,596	3,979
Total debt	196	256	431	966	953
Deferred tax liabilities (net)	7	8	3	22	7
Long term provision	3	9	14	16	16
Other long term liabilities	-	-	-	-	-
Non-current liabilities (including short-term debt)	206	274	448	1,004	976
Trade payables	122	129	360	646	385
Other current liabilities	0	32	90	337	64
Short term provisions	101	195	251	776	758
Current liabilities	223	356	702	1,759	1,207
Total Liabilities	988	1,849	3,841	6,359	6,162
Fixed assets	418	786	1,262	2,058	2,361
Long-term loans and advances	46	188	160	1,287	844
Other non current assets	2	3	3	202	214
Non-current assets	467	976	1,425	3,547	3,419
Trade receivables	401	639	1,347	1,758	1,535
Cash and bank balances	20	57	339	42	145
Short term loans and advances	94	144	668	233	279
Other current assets	6	33	62	779	784
Current assets	521	873	2,416	2,812	2,743
Total	988	1,849	3,841	6,359	6,162

### EBITDA, PAT & EPS











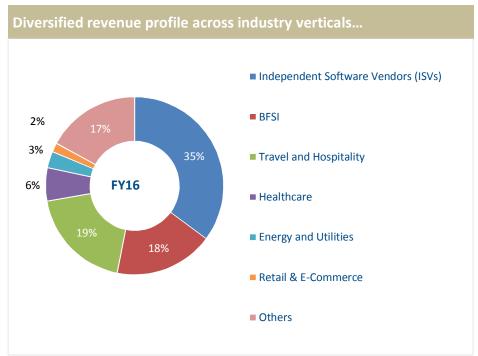
#### Leader in North America with growing presence in rest of the world

Independent testing services revenue by geography
North America APAC MEA AMerica
High adoption Moderate adoption Low adoption

	Geography	% of FY15 revenue	% of FY16 revenue	Key Clients
	North America	91%	86%	Southwest Airlines, Alfa Insurance, Heartland Payment, Freeman Expositions Inc., Co., Synovus Financial Corp, LG&E and KU Energy LLC, Homesite Group
	Europe	2%	5%	Atom Bank, Ryanair, Lowell Group Optos Plc, WorldRemit, Anatwine Ltd., GSK Maxinutrition, Wales & West Utilities Limited, Ingeus Europe Ltd
	India	2%	5%	Broadcom, InterGlobe Aviation Ltd., ICE Information Technology, The Talent Exchange (Pty) Ltd, HP, NCR, Sapient, Magma
	Rest of the world	5%	4%	Multichoice, Baptcare, University of New South Wales, Quickflix, Nimble Money, Lockheed Martin , WEX













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# **THANK YOU**