



**CyberTech**  
Systems and Software Limited

BSE: 532173 | NSE: CYBERTECH | ISIN: INE214A01019 | CIN: L72100MH1995PLC084788

# Investor Presentation

August 2016



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**01** **Company Overview**

**02** **Geospatial Industry**

**03** **Offerings**

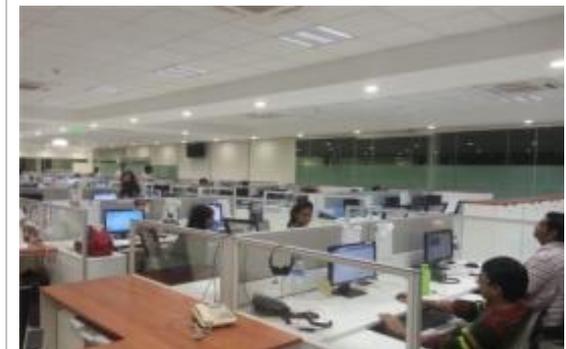
**04** **Clients**

**05** **Financial Summary**

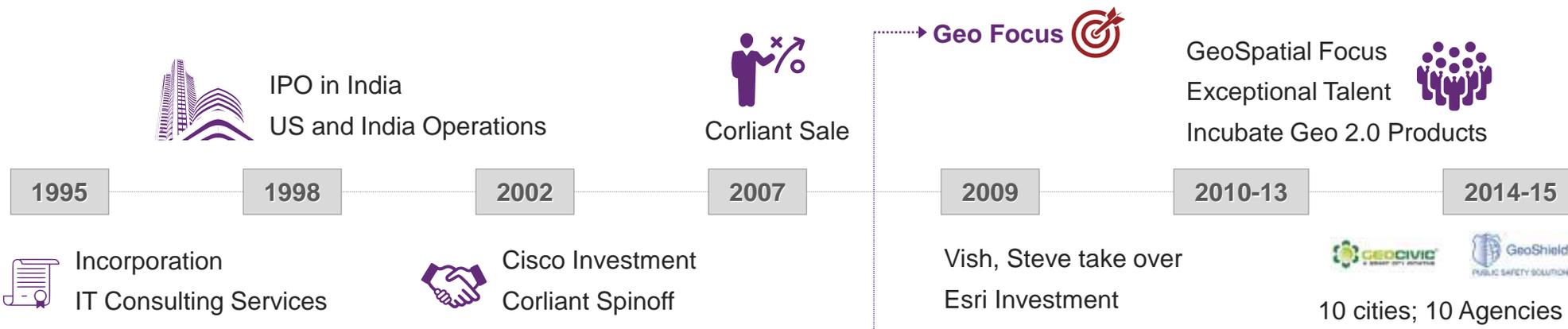
# About The Company

- **Next generation GeoSpatial Solutions leader**  
Strategic relationship with mapping software leader Esri
- **CMMI Level3** Product & Services Company with deep GeoSpatial expertise
- **World-class CoE** aligned to the growing field of Geospatial technologies and Location services
- **Managed IT Services**  
Microsoft and SAP
- FY 16 revenue at INR 742.3 mn with EBITDA of INR 90.3 mn. No debt on books
- Public- BSE/NSE (\$20-40M)
- 450 Employees : US & India
- Locations  
**USA:** Chicago, Philadelphia, Los Angeles, Denver, Salt Lake City  
**India:** Mumbai, Hyderabad

## Partnerships



# Transformative Focus on Mapping and Location



- Considerable resources spent in last 5 years in building IP and platforms for spatial analytics
- Strategic relationship with leader Esri with 360 degree alignment and investment
- Focused on building up the channel

## CyberTech

- Established the 1st Geospatial center of excellence in India
- Substantial proprietary data being collected
- Substantial Investment in 4 leading Location Analytics platforms
  - **GeoCivic™** leads to Increased Tax Collection and reduce field leakage
  - **GeoShield™** leads to Increased Citizen and Officer Safety
  - **CyberServe** Increases ROI on Enterprise Applications using location
  - **GeoServe** helps visualize geospatial relationships within BI

**\$500M+** Combined Market Opportunity of CyberTech's Geo platforms

**\$2.5M+** Substantial investments in Geo products till now

## Services

- **Next generation geospatial solutions**
- Cloud Transformation – Cloud first
- End to end spatial infrastructure management
- Business Transformation Consulting
- Enterprise Consulting - SAP and Salesforce
- Enterprise Mobility

## Products



A geo-enabled 'All-In-A-Box Solution' which combines Platform, Software, Hardware and Processes for efficient **Property Tax Management** for Urban Local Bodies (ULBs)



A mission oriented platform for **Public Safety** which caters to Law Enforcement Agencies, Correctional Facilities and Fusion Centers



Leverages GIS data and capabilities to **visualize ERP data**, perform transactions in real-time and present reporting & analytics on map interface



Combines spatial and business information for analysis and prediction to support **precise decision making**

## Vish Tadimety

*Chairman and CEO*

- Co-founded the company in 1990 and led the company's growth in several practice areas including networking, enterprise solutions and GIS to a substantial scale.
- Set up and managed multiple international offices in Europe, APAC, Latin America and Japan.
- Co-founded Corliant in 2007 with Cisco partnership and later acquired by Accenture.
- Has extensive experience as a turnaround specialist, raising capital from public markets, strategic partners and venture funds

## Steven Jeske

*Group CFO and Director*

- Steve is a serial entrepreneur having been involved in the formation, financing and growth of several high profile start-ups.
- Group CFO of CyberTech since 1999.
- Key partner of strategy and financial decisions.
- Co founder of Corliant, along with Vish.
- CPA, former manager at PWC. Holds an undergraduate degree in accounting from the University of Illinois and a Masters of Business Administration degree from the University of Chicago.

## Ramasubramanian S.

*CFO and Executive Director*

- Raman has a vast experience of 25 years and heads the global operations . He is an expert in strategic planning, budgeting, forecasting and taxation.
- Responsible for bringing critical financial controls to the Company
- His experience has helped in streamlining the Company's accounting policies, procedures, strengthen controls and facilitated relationships with the Company's auditors, bankers, lawyers, and consultants.

01 Company Overview

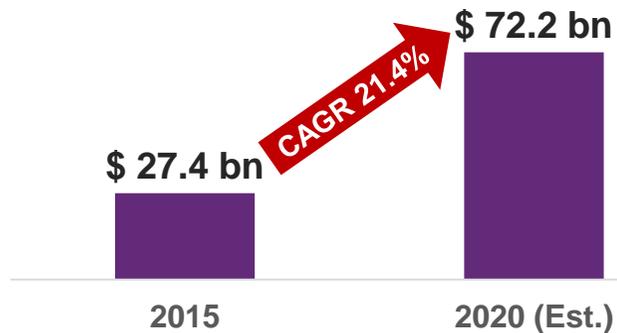
**02 Geospatial Industry**

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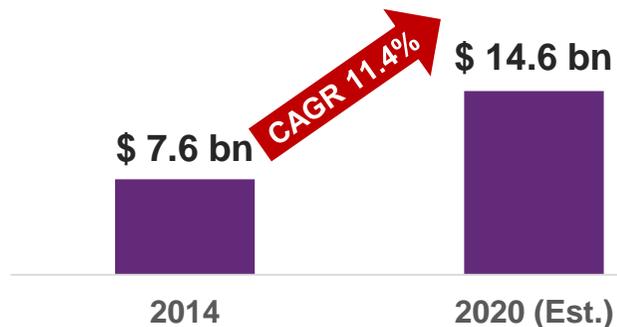
05 Financial Summary

## Global Geospatial Analytics Market



Source: Marketsandmarkets Report

## Global Geographic Information System (GIS) Market



Source: P&S Market Research

**The Geospatial and the GIS industry is expected to grow to roughly US\$ 72 bn and US\$ 15 bn by 2020**

### Growth Drivers:

- ✓ Increasing investment in GIS based infrastructure by Government
- ✓ Increase in usage of GIS technology across utilities and healthcare sector
- ✓ Large capital funding for urban development in developing countries
- ✓ Increased Demand for 3D based GIS, owing to the development of smart cities in developing countries, especially China and India
- ✓ Increased penetration of consumer navigation system, owing to the growth of connected mobile devices

# Geospatial Potential in India

Major Projects	Sector	Estimated Budget	Remarks
100 Smart Cities	Urban Development	Allocated Rs 50,802 Cr from centre for 5 years	20 cities were shortlisted in the first phase in 2016, to be followed by 40 cities each in subsequent years
AMRUT	Urban Development	Allocated Rs 50,000 Cr for 5 years	Atal Mission for Rejuvenation and Urban Transformation - 500 urban habitations to be provided, support for renewal of infrastructure and services in next 10 years
Chennai Mono Rail Project	Urban Development	111-km long, first phase of project proposed at a cost of Rs 166.50 billion	Main focus for Geospatial is in Master Plan Creation and Design and Engineering
Metro in Ahmedabad and Lucknow	Urban Development	Rs 10,773 Cr – Phase 1 - Ahmedabad Metro Rs 6,928 Cr - Phase 1 - Lucknow Metro	Japan International Co-operation Agency (JICA) agreed to fund Rs 5,968 Cr - Ahmedabad Metro. Lucknow Metro the funding proposed from JICA
Digital India	Information Technology (IT)	Allocated Rs1,00,000 Cr	Geospatial Component: NCoG announced as a Centre of Excellence for Geoinformatics with total budget of approx. 98 Crores
Integrated Watershed Management Programme (IWMP) and Neeranchal	Land Resources - Rural Development	Rs 36,460 Cr (IWMP) allocated in 12th FYP + USD 357 Million for Neeranchal	Estimated to be completed in 5 years. All disbursements for these schemes from Centre. Budget for Neeranchal funded by World Bank and Govt. of India on 50-50 sharing basis.
Rural Housing	Rural Development	Rs 1,49,930 Cr - allocated (Rs 16,000 Cr for FY 2015-16)	Geospatial component to be used for acquisition and preparation of the spatial data
Pradhan Mantri Gram Sadak Yojana-Phase II	Rural Development	Allocated Rs 49,750 Cr for 12th FYP 2012-17.	Funding pattern to be 75:25 shared between centre and states
KCIRDP	National Highways/ Roads	Not Available	Kolhapur City Integrated Road Development Project (KCIRDP); expected to be completed in next 3 years
Jal Marg Vikas on Ganga River	Waterways	Allocated Rs 4,200 Cr	The World Bank extending a project preparation fund (PPF) of \$3.5 million
Green India mission	Environment and Forests	Allocated Rs 46,000 Cr over 10-year period	The scheme is now converged with MNREGA for afforestation, water harvesting and other works.

*Geospatial requirement for most of the projects mentioned above are Satellite Imagery, Base Map, Land Use Map, Zonal Development Plans, Utilities Map, Underground Maps, Cadastral Maps, Hydrological Maps, Watershed Maps, Drainage Maps, Digital Elevation Model, Slope and Aspect Map, Soil Map etc...*

## Mapping is a part of the investment and growth strategy for leading technology giants



- Focus on Indoor Mapping
- Google Auto LLC formed in 2011, makes driverless cars - Requires high precision maps



- Launched Uber Advanced Technologies Center in Pittsburgh to do R&D in the areas of mapping, vehicle safety, autonomy technology
- Company gearing towards offering driverless cars as a service



- Acquired Mapsense - Cloud-based high-speed mapping system with Data analytics and tools. Customers can upload data, and create custom visualizations on maps
- Acquired Coherent - specializing in highly accurate GPS hardware and software
- Initiatives on vehicle and indoor Mapping



- Invested in CartoDB, an online mapmaker and business intelligence startup
- CartoDB allows users to make tremendously rich data visualization maps



- Connected Grid Network Management System: End-to-End Connected grid network management
- Map-based visualization, monitoring, troubleshooting, and alarm notifications



- Investing on sensor based real time mapping
- Heavy focus on cloud, apps and marketplace

01 Company Overview

02 Geospatial Industry

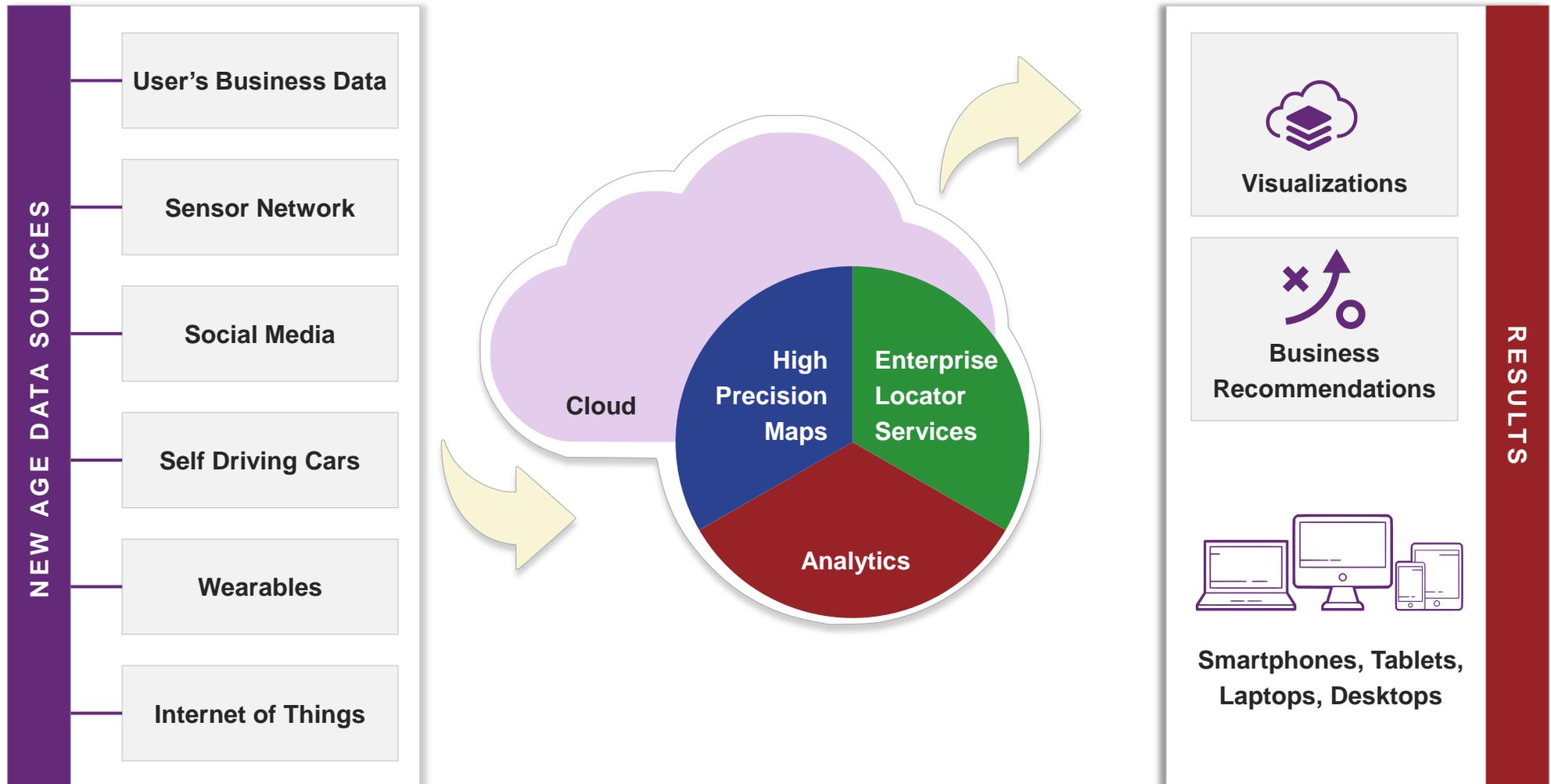
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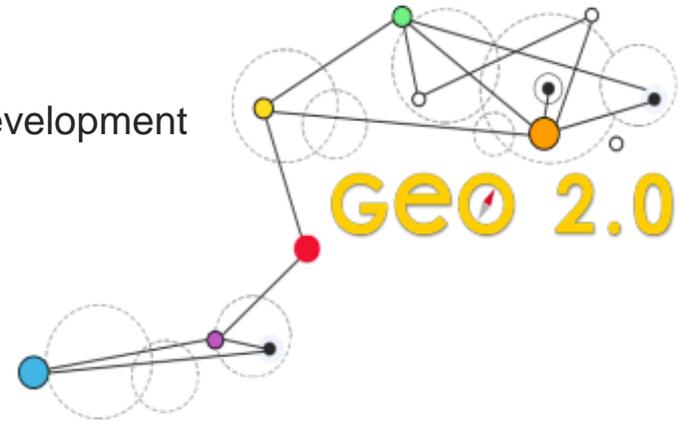
# CyberTech's Innovation Business

# The Big Picture – CyberTech View



# Geo2.0 – A platform for building Geospatial Apps

- CyberTech's **Geo2.0** offers a new way to look at Geospatial development
- Rapidly build and deploy apps using reusable components
- **Speed, Agility, Rapid Deployment** are keys



**60%**

Avg. reduction of  
Development Time

**50%**

Avg. reduction of  
cost of solution

**45%**

Assured Reusability  
of components

# GeoCivic Solution for Smart Cities

GeoCivic is a geo-enabled '**All-In-A-Box Solution**' which combines Platform, Software, Infrastructure and Processes for efficient Property Tax management for Urban Local Bodies (ULBs)

Helps to increase the Property Tax revenues of a ULB by  
3 – 4 times without increasing the tax rates



Tax Survey



Tax Assessment



Tax Collection

Key Missions



Analytics



Citizen Portal

## GeoCivic Enabled Cities



BBMP  
Bangalore



Thane



Solapur



Nagpur



Amaravati



Pune



Potential to become  
a standard for India



# GeoCivic for Economic Development

A powerful tool for **Economic Development** agencies to market the key geographic value proposition by addressing multiple areas in the sphere of influence for business decisions



**Visual Information**

**Business and Market Intelligence**

**Information at Fingertips**

**Targeted Marketing**

**3<sup>rd</sup> Party Integration**

Unique **4-Step Workflow** to explore, analyze and Compare economic parameters



# GeoShield Suite for Public Safety

A mission oriented platform for Public Safety and Law Enforcement

## Key Missions



**Law  
Enforcement**



**Corrections**



**Crime  
Analysis**



**Insights**

## Target Agencies



**Law Enforcement  
Agencies**



**Fusion  
Centers**



**Correctional  
Facilities**

- Real Time Data Analysis
- Investigations
- Digital Content Management
- Incident Mapping
- Trends
- Spatial Analysis

## Selected Agencies



**Daytona  
Police**



**Ogden  
Police**



**Massachusetts  
Fusion Center**



**Washoe  
Correction  
Facility**

# CyberServe for ERP-GIS Integration

An ERP – GIS integration solution that provides two-way synchronization between SAP and ArcGIS



**Visualizing  
Business Data  
on Map**

**Linear and  
Point Asset  
Management**



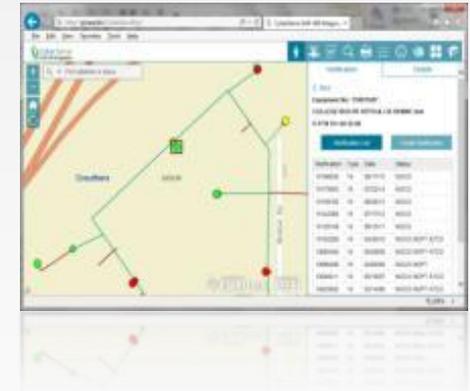
**Real-time SAP  
and GIS  
Integration**

**Tools and  
Workflows**



**Device  
Agnostic**

**Reports and  
Analytics**



## Selected Clients



**Birmingham Water**



**Metropolitan Transport System**



**WaterOne**

# GeoServe : Visualizing Geospatial Relationships within Business Intelligence



**Combines Location, Business Intelligence, and Predictive Analytics**



**Helps to understand why things have happened in the past and to predict what and where things will happen in the future**

## Selected Clients



## GIS environment support

- Maintenance of GIS environment (Geo-database, ArcGIS for Desktop, ArcGIS for Server, ArcGIS Online, etc.)
- Support for implementation of new products from Esri

## Support for GIS-based products

- Global support for ArcGIS suite of products
- Support for the implemented products

## Geo-spatial data creation

- Geo-spatial database design
- GIS data digitization
- Data collection through survey

## GIS consulting

- Enterprise GIS set-up advisory
- Cloud vs Hybrid consulting
- GIS solutions for business problems

## Geo-spatial apps implementation

- Apps implementation using Geo 2.0 approach
- Implementation of products (GeoShield, GeoCivic, CyberServe and GeoServe)



# CyberTech' s AMO Business

# Enterprise Consulting (SAP)

## Skills

- 20+ Years of SAP partnership
- SAP Advanced Center Of Excellence
- Implementation, Rollout and Support
- Enhancements and Upgrades
- Enterprise & Third Party Integration
- Skills and Expertise
  - ✓ Core SAP
  - ✓ Hana
  - ✓ SAP Mobility
  - ✓ BI/BoBJ
  - ✓ SAP Fiori
  - ✓ SAP GRC

## SAP Modules

- SAP core modules (PP, QM, SD, WM, MM, FICO, PM etc.)
- SAP APO (DP, SNP, PPDS)
- SAP Knowledge Warehouse
- SAP EHSM
- SAP SCM, SRM, CRM
- SAP Application Lifecycle Management
- SAP Testing – HP QC (Manual, Regression and Automation)

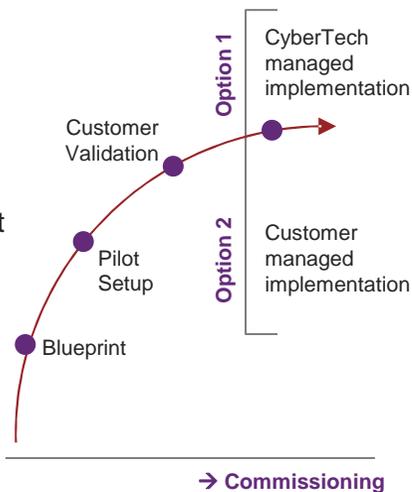
## Industries

- Education
- Public Sector
- Retail
- Utilities
- Manufacturing
- Oil & Gas
- Hi-Tech and many others

## SAP 2.0 (S2) Methodology

### Zero Risk SAP Implementation (ZRSI)

- Rapid Implementation Approach
- Develop Business Blueprint & Configure Solution
- Provides Flexible Solution Deployment options
  - ✓ CyberTech Hosted Implementation
  - ✓ Customer On premise Implementation



### Zero Risk SAP Support (ZRSS)

- Evaluate CyberTech Services at No Obligation
- Functional, Technical & Basis Admin Services
- Flexible onsite, onshore & remote support
- Customer specific SLA's



- Driving continued market absorption of Salesforce.com
- Registered Consulting Partner with team of Salesforce Certified Consultants
- Follows Salesforce's **Adaptive Delivery Methodology** for rapid translation of business vision to solutions



**Fixed price or  
Consumption based SAAS  
App Development and  
Realignment**



**Integration and  
Data Migration at no cost**



**Fully Managed App  
Administration and Support**

## CT SF Transformation Consulting



**Advisory**



**Architecture**



**Roadmap**

# Customer Experience Management



**Design and  
Development of CMS  
Solution**

**Sitecore Integrations  
(ERP, MDM, CRM,..)**

**Legacy Migration to  
Sitecore**

**Support and  
Maintenance**

**Rich and Responsive  
UI Design**

**Digital  
Marketing**

**Content and Asset  
Management**

**Database and  
Analytics**

**CyberTech helps companies leverage Sitecore platform for enhanced  
Customer Experience, effective digital marketing and content management**



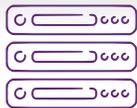
## The Gen-Next Unified Support Platform

- Resources
- Tools
- Processes
- SLAs
- Delivery Mechanism



## The Portal

- Client Specific Management
- Provisioning
- Monitoring
- Billing
- Performance Review



**On Demand IT Support platform**



**Reduces IT Support costs by 60%**



**Rapid Provisioning, typically 30 days**

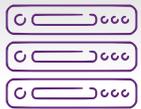


**Pay as you use**



**Cloud-based**

# Infrastructure and Networking



## Infrastructure

Enterprise  
Networking  
Datacenter  
IP Telephony / VoIP  
Exchange and AD



## Virtualization

Server (VMWare and  
Hyper-V)  
Desktop (Citrix)  
Assessment,  
Planning, Migration  
and Support



## Cloud

MS Azure and  
Amazon  
Assessment,  
Planning, Migration  
and Support



## Security

Enterprise Security  
Policy Design  
Compliance Support



## Monitoring Management

CyberMonitor  
Microsoft Systems  
Center  
Cisco Prime  
SolarWinds

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# Top Clients





Technology



State / Local Government



Utilities



Others

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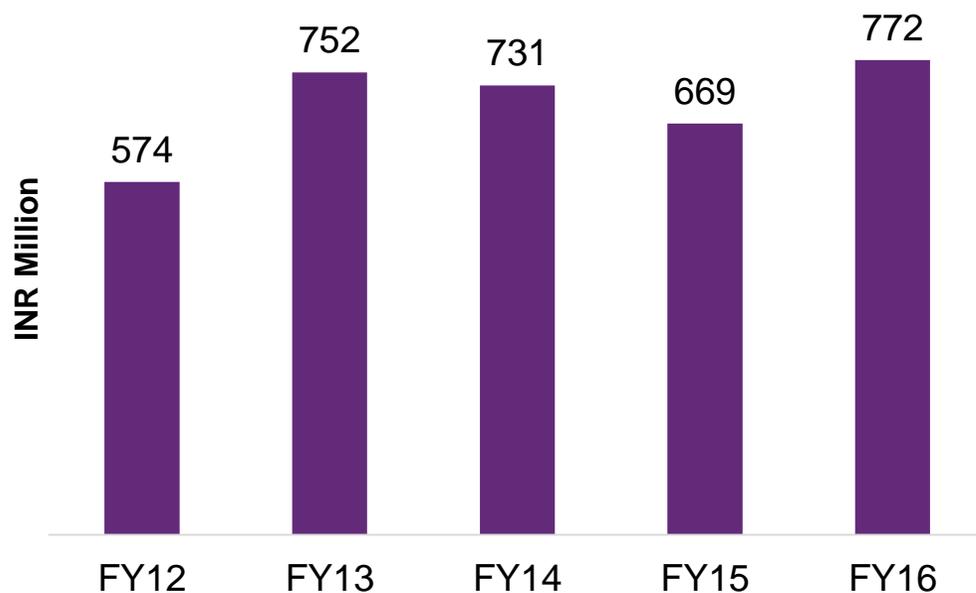
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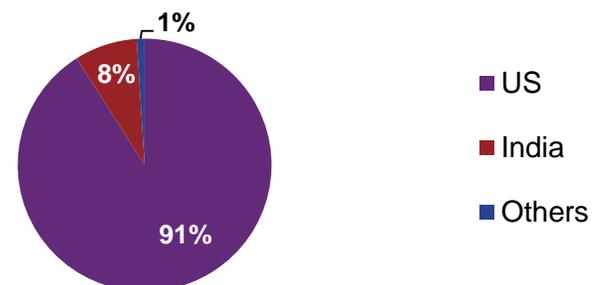
# Financial Summary – FY16

## Total Income

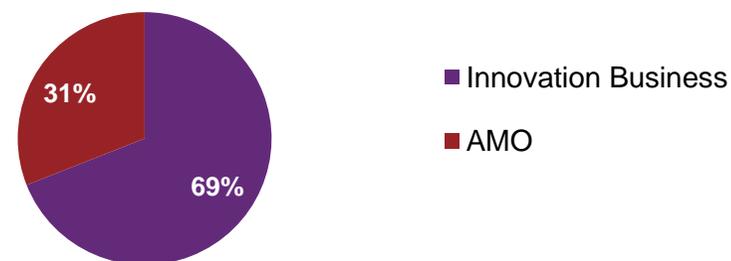


- Company is now focused on growing its innovation business, which consists of IP based geospatial solutions, analytics and cloud transformation
- FY16 revenue witnessed a growth led by Innovation Business – Geospatial and Cloud vertical

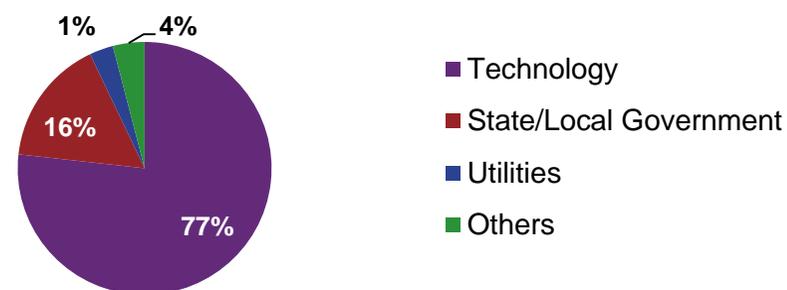
## Revenue By Geography



## Revenue By Business



## Revenue By Vertical



# Investment Highlights



- Focus on IP based solutions, analytics and cloud transformation



- Planning to channelize business model with key partners to scale up in the market



- Location specific information, geography and spatial intelligence are driving next generation public and enterprise IT solutions



- Established the 1st Geospatial center of excellence in India



- GeoCivic:
  - ✓ Potential market est. Rs 2000 Cr
  - ✓ Won several key clients in Maharashtra and Karnataka
  - ✓ Won several awards including- Skoch Order of Merit: Govt. of India, Excellence Award: Municipalika 2014, Best Implementation: World e-Gov



- Have executed and implemented several next generation Geospatial Analytics solutions for clients in US and India



- Experienced Management team with 450+ employees



# CyberTech

Systems and Software Limited

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