

DES Overview



Our Global Footprint



37 Years supporting Global brands



40,000 Global Professionals



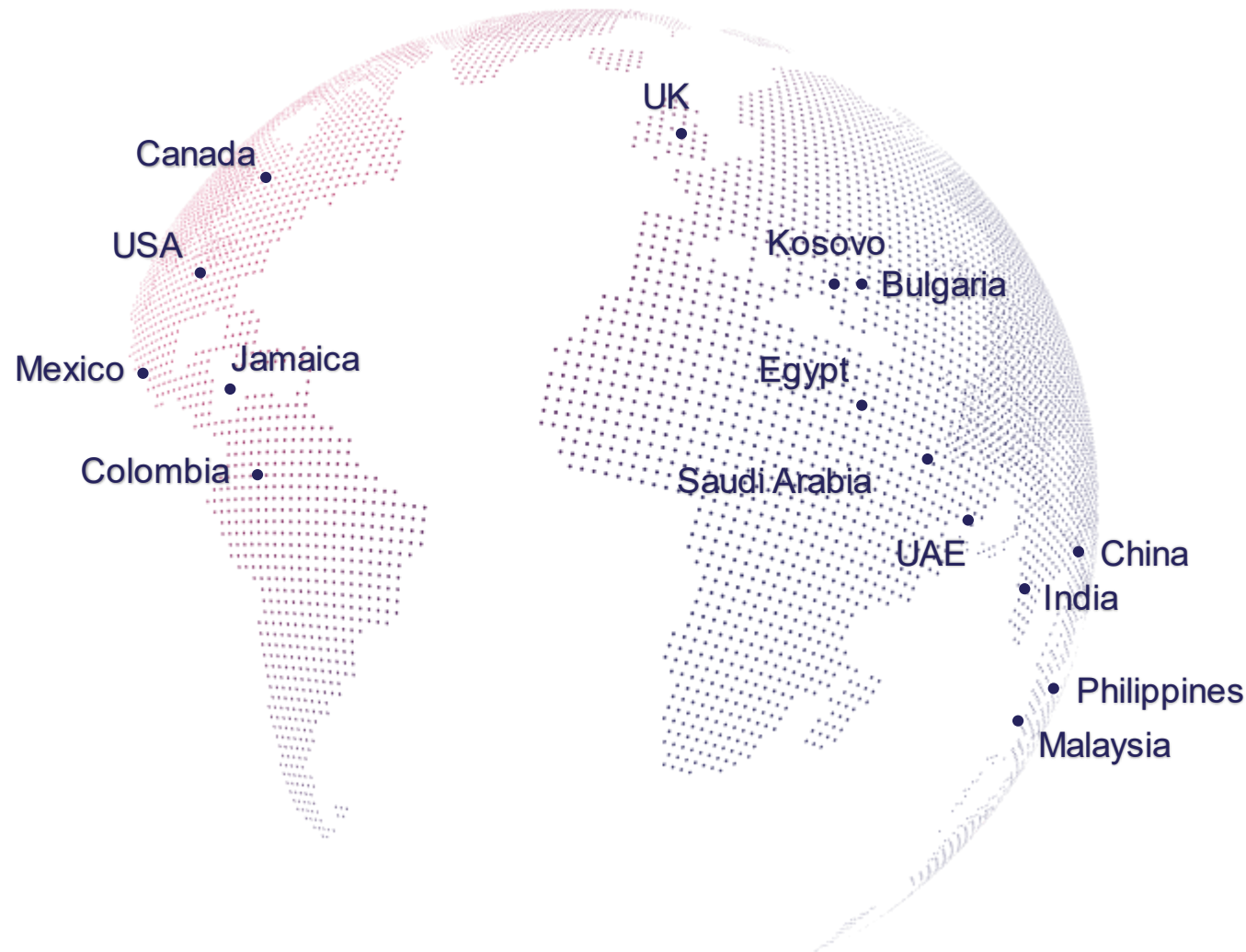
400+ Clients



41 Platforms



61 Delivery centers



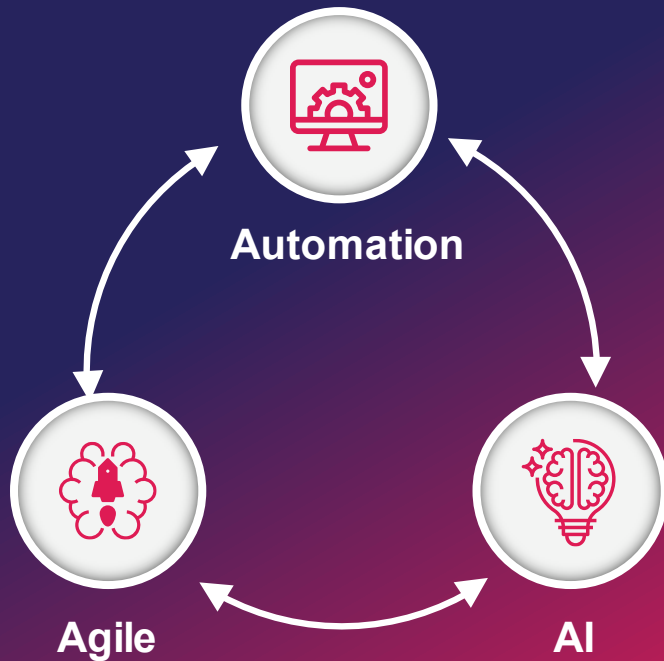
Sutherland has the scale & and reach to be your **One stop global Digital partner.**



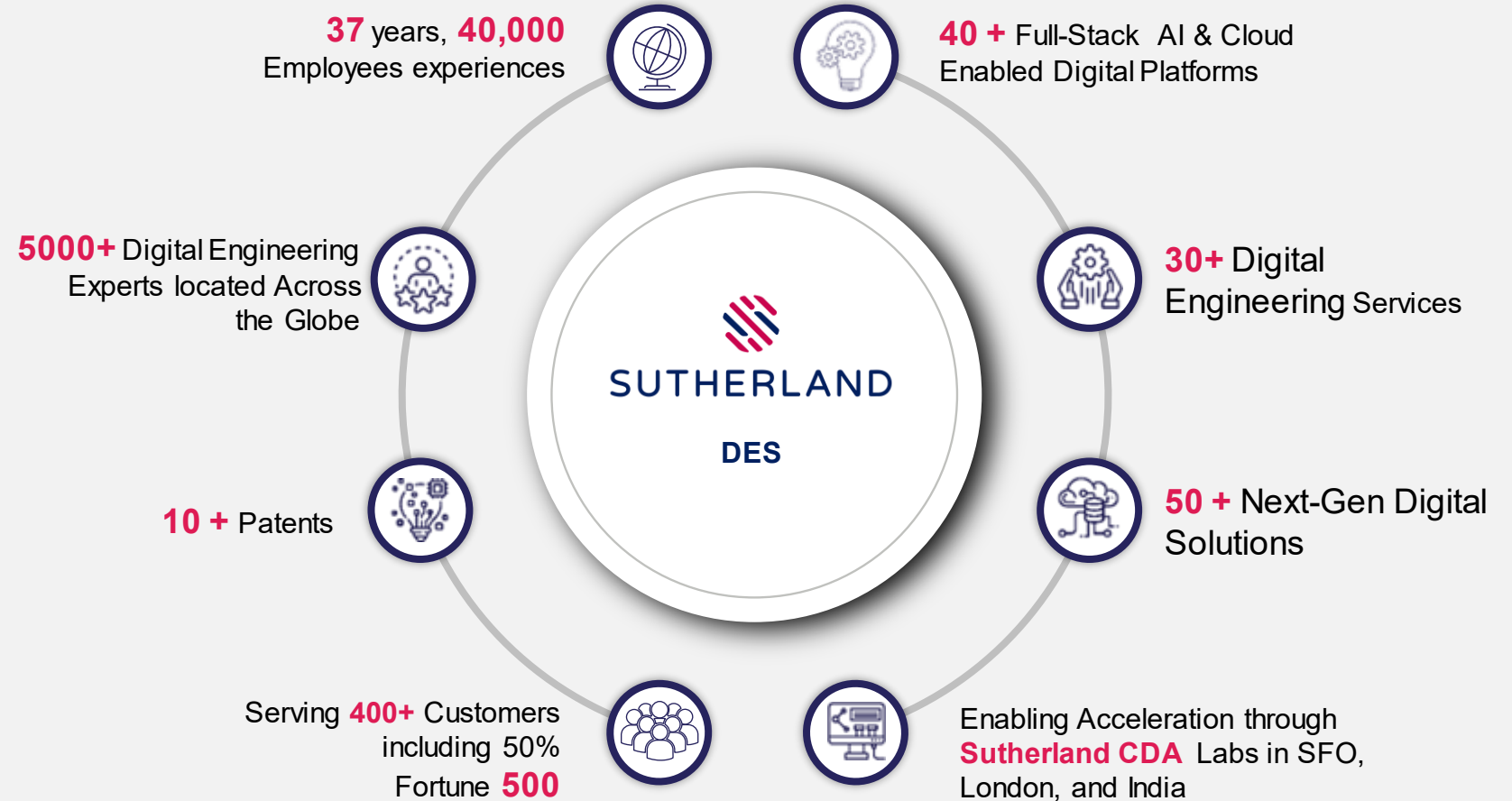
Accelerating Enterprise Digital Transformation

Platforms led accelerated Digital transformation using Automation, Agile and Artificial Intelligence






S.A.I.L with AAA



Strategize – Automate – Innovate – Launch



37 years of industry excellence

Digital Engineering Services (DES)	Transformation and Innovation (TIG)	Customer Experience Management (CXM)	Business Process as a Service (BPaaS)	Digital Business Services (DBS)
 <ul style="list-style-type: none"> ▪ Cloud Services ▪ Digital Assurance ▪ Application Modernization ▪ Intelligent Process Automation ▪ Industry Product Engineering ▪ Enterprise Applications Migrations and Maintenance. 	 <ul style="list-style-type: none"> ▪ Digital Innovation Labs ▪ Data Engineering ▪ Cognitive AI ▪ Machine learning ▪ Data Analytics 	 <ul style="list-style-type: none"> ▪ Contact center operations ▪ Omni Channel Engagement ▪ Chatbots Conversational AI ▪ Channel and Self-Service Optimization 	 <p>Full scope BPaaS</p> <ul style="list-style-type: none"> ▪ People, Process, Technology, Outcomes ▪ Next Gen Contact Center as a Service ▪ BPaaS/TPA ▪ Facility Management as a Service ▪ Industry-leading platform partnerships 	 <ul style="list-style-type: none"> ▪ Procurement ▪ Finance and Accounting services ▪ HR Services ▪ Financial Planning and Analysis ▪ Controls, Compliance & Assurance

Delivering tangible and measurable business outcomes across verticals



Banking, Financial Services & Insurance (BFSI)



Retail & Consumer Product Goods



Travel, Transportation, Hospitality, & Logistics



Communications, Media & Entertainment



Technology



Healthcare

Sutherland Overview

Sutherland is an **experience-led digital transformation company**. Our mission is to deliver exceptionally engineered experiences for customers and employees today, that continue to delight tomorrow.

1 Transformation & Innovation:

Research | Insights | Design | Customer Strategy | Transformation | Analytics | Content

2 Business Process Services

Deliver and execute core processes with optimized cost, NPS and effectiveness

3 Technology & Platforms

Technology Products and Platforms complemented by proprietary IP

4 Digital Engineering Services

Deliver Transformation “as a service” and a seamless part of client ecosystems

5,000+

Digital Engineering Experts

40,000+

Global Employees

400+

Customers including Fortune 500

70%+

Outcome based engagements

39.4M

Man-hours automated

60

Engineering Service Locations

Enabling acceleration through **CDA Labs** in SFO, London, and India

OPTIMIZE



AUTOMATE



AUGMENT



ANALYZE



MANAGE



10+

Patents and counting

Premier

Next Gen Co-Development Partnerships



SUTHERLAND DIGITAL

SUTHERLAND BPS



Sutherland Digital Engineering Practice

“The new age digital disruptor that creates industry leading platforms and reduces time to market and cost of development and traditional IT organizations to become digital native fueling business transformation”

Building on our Strengths and Investing in Multidimensional Value Creators

Eight distinct offerings aligned with the market needs and our differentiated value proposition



CX / UX Experience Engineering



Digital Transformation & Innovation



Data & Analytics



Enterprise Platform Modernization



Application Modernization & Support



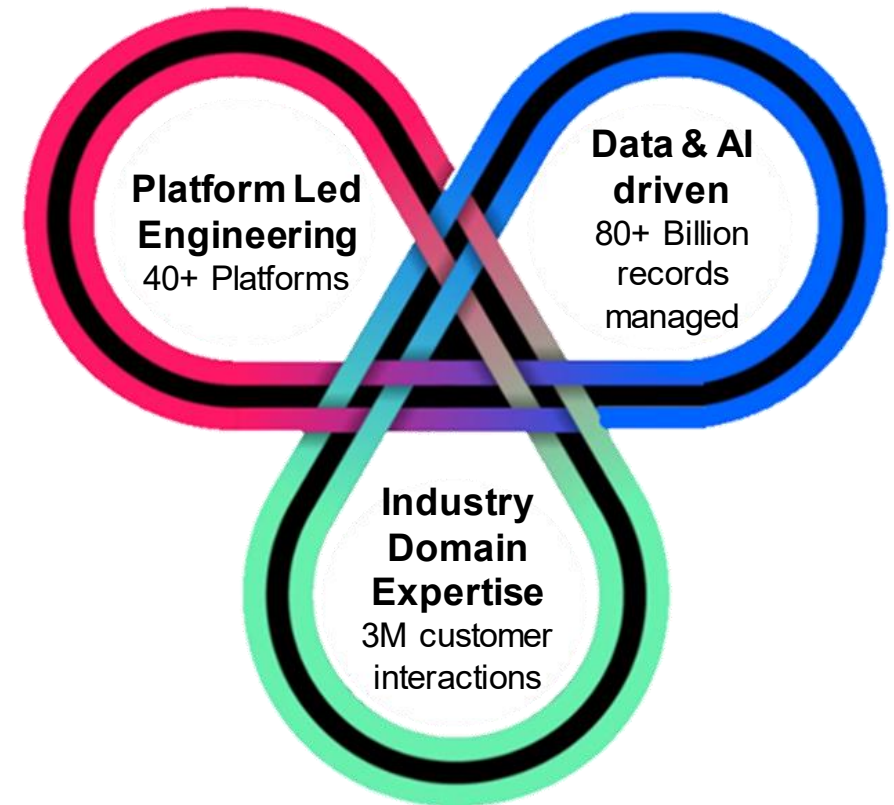
Digital Assurance



Infrastructure & Cloud Transformation



Industry Product Engineering



Accelerating Enterprise Digital Transformation

Platforms led accelerated Digital transformation using Automation, Agile and Artificial Intelligence



37 years, **40,000**
Employees experiences



5000+
Digital Engineering Experts
located Across the Globe



40 +
Full-Stack AI & Cloud
Enabled Digital Platforms



30+
Digital Engineering Services



Serving **400+** Customers
including **50%** Fortune 500



10 +
Patents



50 +
Next-Gen Digital Solutions



Enabling Acceleration through
**Sutherland CDA
Labs** in SFO, London, and
India

Premier

Next Gen Co-Development Partnerships



An ever-expanding ecosystem of partners and proprietary platforms

to deliver best-of-breed solutions

Cloud Hosting



Business Intelligence



Data Warehouse



Contact Center



API Management



R2R/P2P



CRM



RPA/OCR



Other OEM



The Sutherland Model: Where it all comes together



Full-Stack, Multi-Cloud Digital Engineering Capabilities

Cloud Transformation | Data Monetization | Application Modernization | Digital Innovation



Horizon 4

Digital Experience & Automation

Customer Experience Transformation

Salesforce, NBA, NBO, Adobe Experience Manager, UI/UX Practice

Process Mining, Management and Automation (IPA)

RPA, workflow automation platform implementation and Transformation
Intelligent Automation

Industry Product Engineering

Industry Prod Dev (MedTech/Mortgage/Insurance), Implementation services

BPaaS

Powered by Process consulting, IPA, AI, Cloud & Data



Horizon 3

Application Modernization

Agile Application Development and Migrations

Enterprise platforms Implementation & re-architecture, Oracle, SAP

Gen AI / Low Code, DevSecOps Based Application Modernization

Pega, Appian, Microsoft PowerApps

Agile Enterprise Architecture & Integrations

Green Field Applications development, Legacy application modernization, Enterprise Architecture, L2/L3 support

AI-Led Digital Assurance

Quality Assurance, Business Process Assurance, Technology Assurance, Test automation, Security Testing



Horizon 2

Data Monetization

Migrate, Modernize and Manage

Data Consulting, Platforms, Warehouse

Engineering & Governance

Data Lifecycle Management, Data Lineage, Data ownership and stewardship

Data Science

Exploratory Data Analysis, Business Intelligence, Decision making

Reporting and Visualization

BI & Visualization, Migration, MDM



Horizon 1

Cloud Transformation

Advisory

Cloud Advisory

Migration

Cloud Migrate, Build, Deploy and Integrate

Security

Identity and Access Management, Security policy management

Managed Services

Infrastructure and platform design, DevOps, Cost management



Sutherland's 40+ Platforms to accelerate your Digital Journey

	Platforms	HealthCare Platforms	Frameworks
DIGITAL IT (CIO, CTO)	<div> Cast Highlight App Rationalization, Enterprise Assessments </div> <div> CloudTestr Test Automation </div> <div> RingMaster Studio Migration automation </div> <div> EBS Upgrade Oracle Upgrade Assistant </div> <div> EASICloud Cloud Economics and security management </div> <div> DevOps Express Environment Refresh Automation Engine </div> <div> Anywhere Remote working </div>	<div> HealthConnect & HealthAnalytics Enterprise Data Hub, BI & Analytics </div> <div> E-Hub Electronic Gateway for Health Exchange </div>	<div> D.I.C.E. Data and Insight Evaluation Framework </div> <div> APF Application Portal Framework </div>
DIGITAL BUSINESS PROCESSES (CFO, COO, CHRO)	<div> Safe Facility safety assurance platform </div> <div> Connect Omni channel outreach </div> <div> Extract.AI Intelligent Data Extraction Platform </div> <div> Translate.AI Cloud-based Language Extraction Solution </div> <div> Prodigy Redesign complex business processes </div> <div> Sentinel AI Remote worker security suite </div> <div> HelpTree Intelligent Knowledge Management </div> <div> eSeal Digital Supply Chain </div> <div> Anywhere High performance remote work </div> <div> Robility Robotic Process Automation </div> <div> Meltag Trade Campaign and Loyalty </div>	<div> SutherlandRev AR Follow-up workflow platform </div> <div> Sutherland Access Pre-Auth Workflow platform </div> <div> SmartCred Solution for Provider Credentialing </div> <div> PDM Tools End to end Provider Data Management </div> <div> Sutherland MedCoding Medical Coding Workflow Platform </div>	<div> ServiceNext Automation as a Service </div>
DIGITAL INTERACTION (CMO)	<div> CX360 Analyze Customer Journeys with Interaction Insights </div> <div> Conversational AI AI led conversations </div>	<div> PAAS Provider Survey Management </div>	



Strategic Unique Co-development Partnerships



- Google-funded Joint Innovation Labs
- Premier GCP Partner
- Pioneering Conversational AI (CCAI)
- Advancing Next-Gen NLP/NLU technologies



- Stanford AI Labs Collaboration
- Sutherland Mosaic™ for ML Routing
- Sutherland Sentinel™ for Video Analysis Attribution



- Microsoft "Microsoft Gold Certified Partner
- Azure Launch in UAE
- Sutherland Connect™ as Azure Connect™ "



- Amazon Labs 126 Partner
- 36 Completed Projects
- Unique Co-Development & Design
- Integration of Sutherland NLP and Amazon Comprehend Medical NLP




- Oracle Platinum Partner
- Cloud Services Partner
- Strong Relationship for Digital Transformation Acceleration



Our Customers – Industry Practices and Cloud Expertise

400+ Clients across Industries (Representative List)

 Health & Pharma	 Manufacturing, Transportation & Logistics	 BFSI	 Energy Utilities, Oil & Gas, Retail	 Technology	 Telecom and Communication
                    	                         	                           	                            	                    	                         



Thank You!



SUTHERLAND®



Appendix





Sutherland Digital Offerings



We work with companies who care deeply about their **Customers' Experience** with New Age Technologies

NETFLIX



Our collaboration involves a range of solutions tailored to meet their specific needs, ensuring seamless and efficient customer Experience

amazon



For more than 30 Years, providing global business support and innovation through our world-class labs

 **Spotify®**



Supporting global customer support and voice using our AI-enabled platforms



Strategic Unique Co-development Partnerships

Option 01



Google Partnership

Developing Next-Gen NLP/NLU*
AI Capabilities

- Joint Innovation Labs funded by Google (1 of 1)
- Google Premier GCP Partner (1 of 16)
- Google OEM Partner
 - Developing next-gen Conversational AI technology (CCAI) & teal-time



Stanford Partnership

Research & Development
Partner

- Joint R&D in Stanford AI Research Labs
- ML routing, distribution and predictability models (Sutherland Mosaic™)
- Activity based attribution for Video Analysis (Sutherland Sentinel™ and others)



Microsoft Partnership

Expanding Azure
Capabilities

- Gold Certified Partner
- One Partner Program
- Partner to launch Azure in UAE
- Partnership for Microsoft to directly sell Sutherland Connect™ on Azure as Azure Connect™



Amazon Partnership

Amazon Labs 126 Innovation
Partner

- One of very few Amazon Labs 126 Innovation Labs Partners
- 32 Confidential Projects Completed
- 4 Projects Underway
- 1 of 3 partners that work on both co-development & design side
- **Co-Integration between Sutherland NLP and Amazon Comprehend Medical NLP**



ORACLE Partnership

GTM for Oracle SaaS
- Sutherland & Oracle Strategy

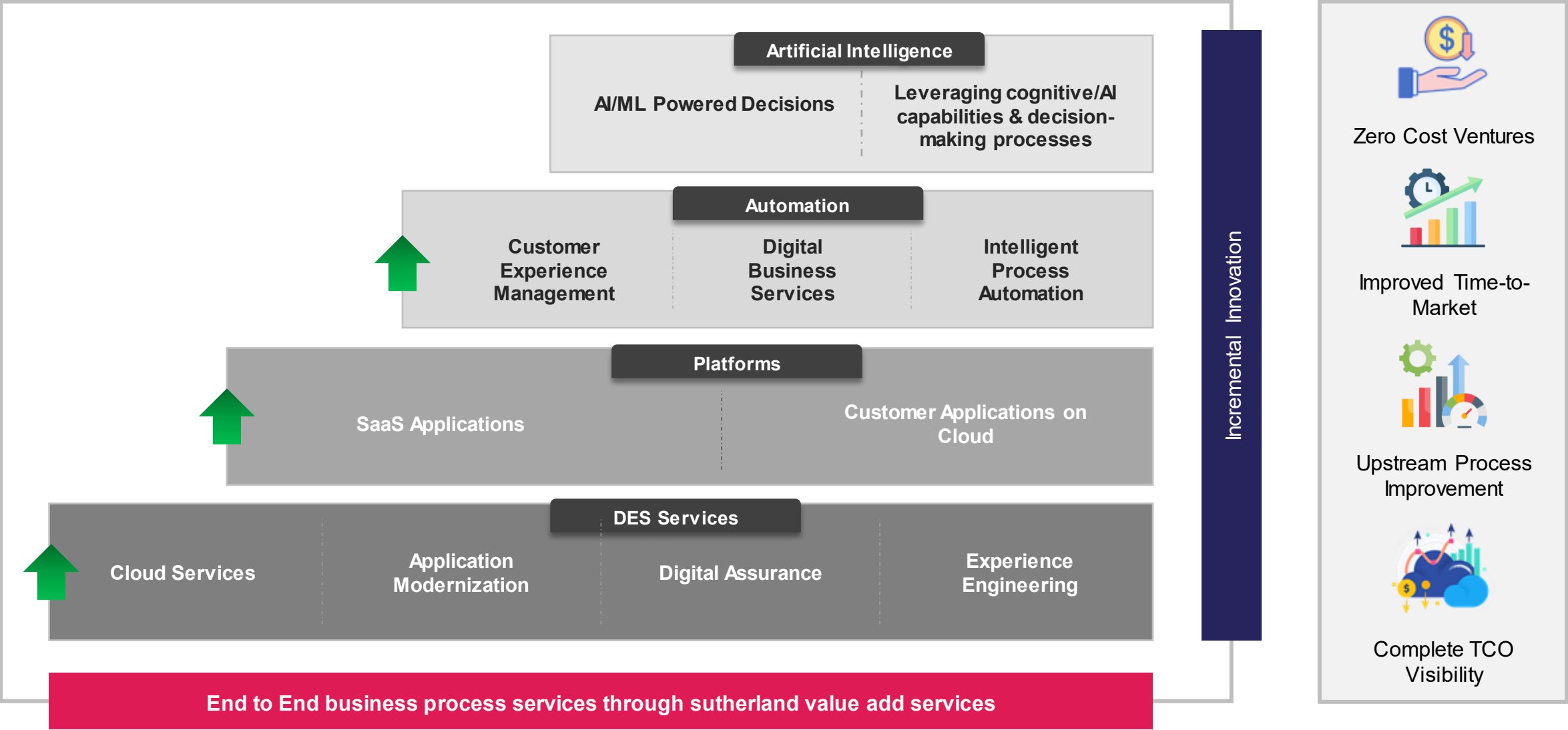
- Oracle Platinum partner
- Cloud/SaaS partner for Infrastructure, SaaS application and Oracle Cloud
- CloudTestr platform is hosted on Oracle Cloud
- One of the top Cloud Solution Partner for Oracle

* NLP: Natural Language Processing
NLU: Natural Language Understanding

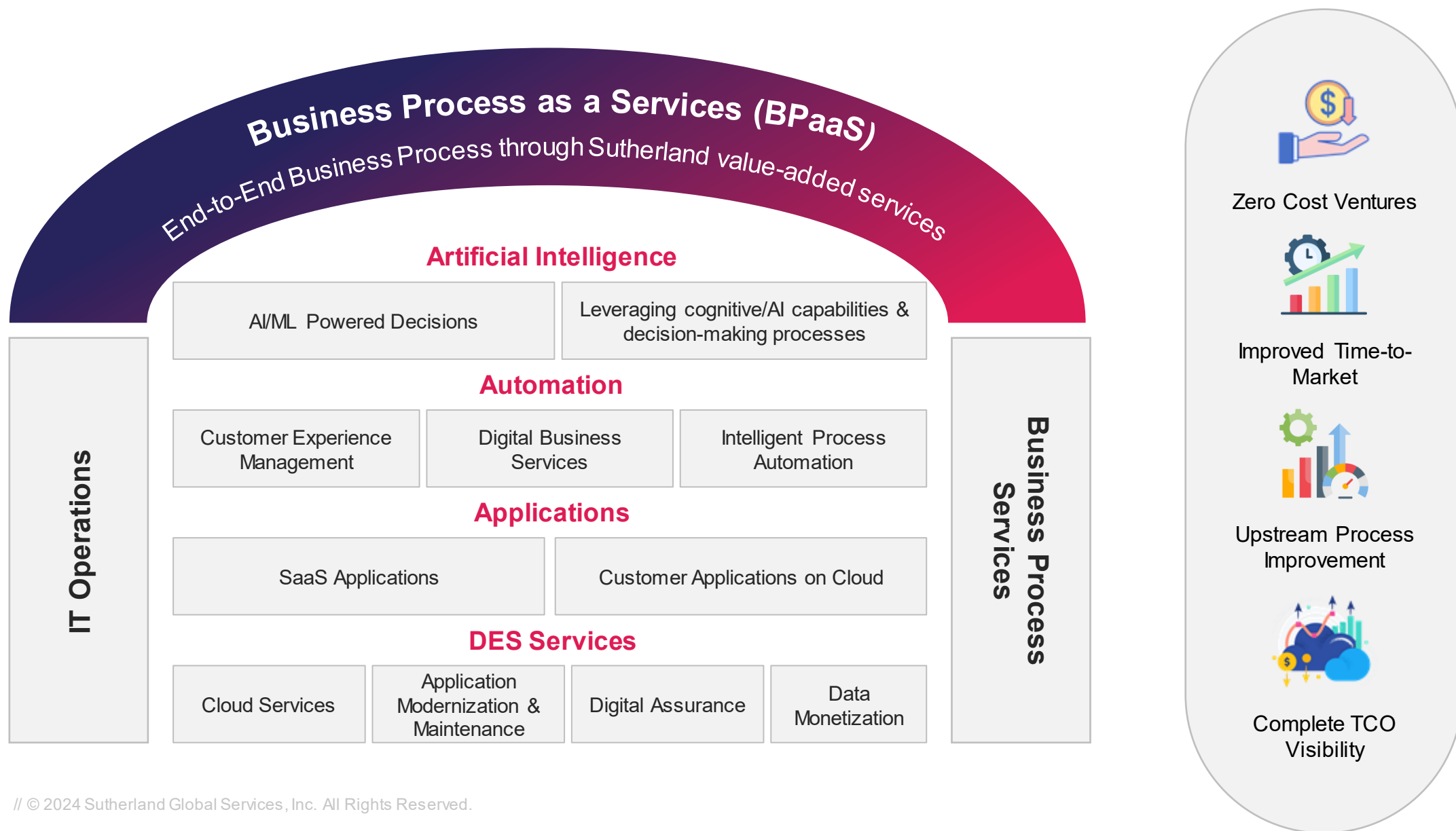


Transforming the Customer Experience through Sutherland BPaaS

Option 01

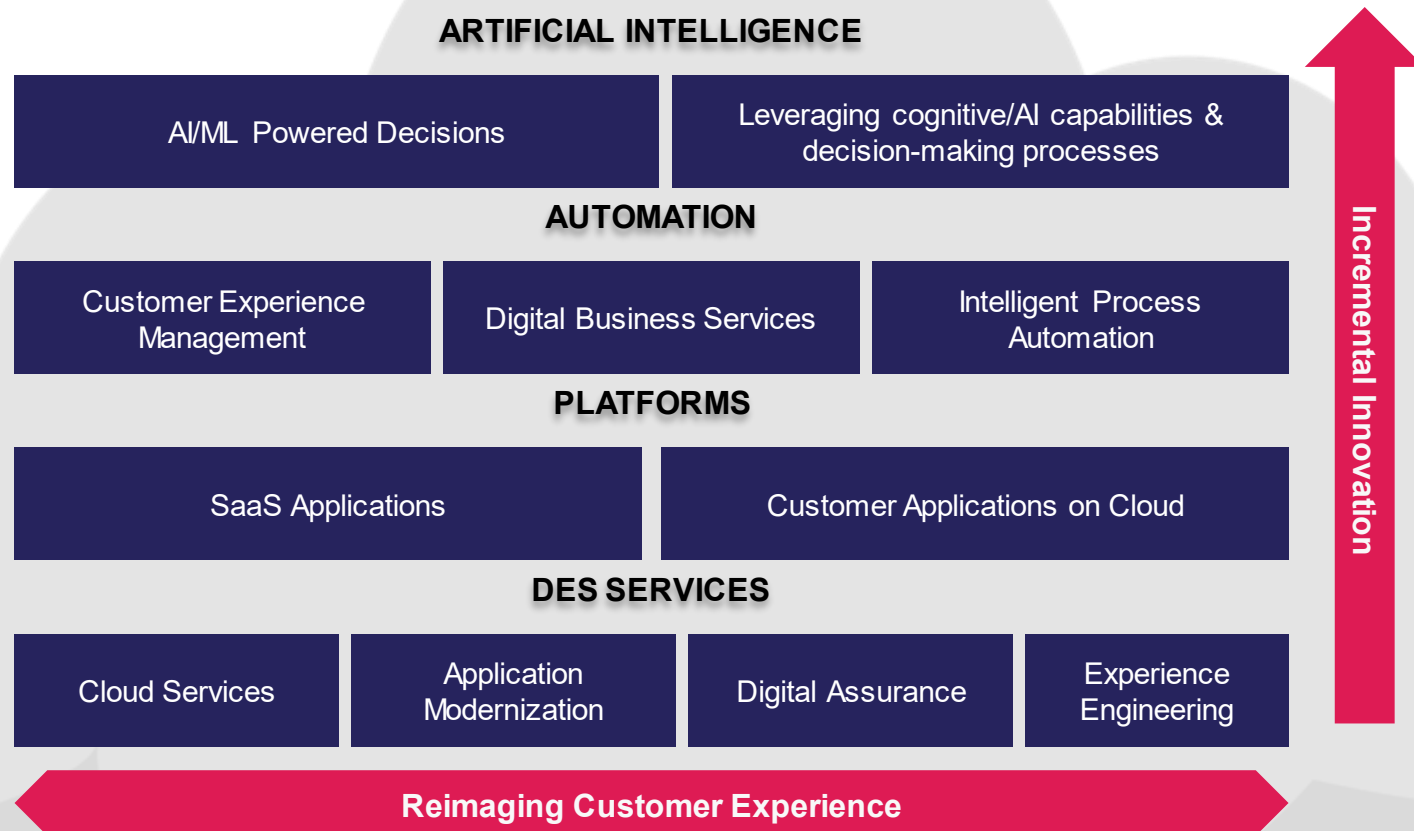


Transforming the Customer Experience through Sutherland BPaaS



Transforming the Customer Experience through Sutherland BPaaS

Option 03



Zero Cost Ventures



Improved Time-to-Market



Upstream Process Improvement



Complete TCO Visibility



Strategic Unique Co-development Partnerships

Option 02



Google-funded Joint Innovation Labs and Premier GCP Partner . We're advancing Conversational AI (CCAI) and *Next-Gen Natural Language Processing (NLP) / Natural Language Understanding (NLU) Technology*



Collaborative research at Stanford AI Labs. Utilizing *Sutherland Mosaic™ for ML routing and Sutherland Sentinel™* for video analysis attribution.



Microsoft Gold Certified Partner in One Partner Program, launching Azure in UAE, *Enabling Microsoft to sell Sutherland Connect™ as Azure Connect™*



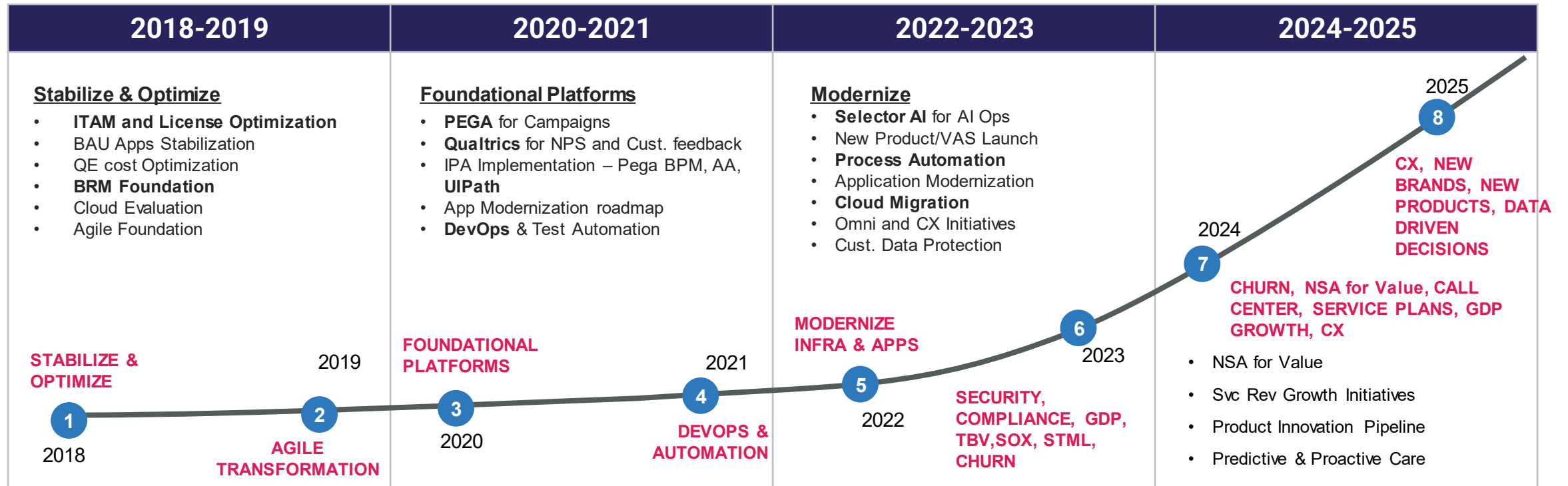
Amazon Labs 126 Innovation Labs Partner, accomplished 36 confidential projects, uniquely combining co-development and design. *Integrated Sutherland NLP with Amazon Comprehend Medical NLP.*



Oracle Platinum Partner and Cloud Services partner of Oracle and has a strong relationship to drive and accelerate your digital transformation programs



Modernization Journey for NA Prepaid Telco



OUTCOMES:

35% ('22)
41% ('21)
NPS **29%** ('18)

90% **Reduced Customer Impact**

3.6% **Reduced Churn**
 Down from 4.1 in '21

\$12 Mn+ **Savings Thru ITAM**
 Over 2+ yrs.

\$30Mn **Aggregated OPEX Saving**
 Cloud Migration Saving over 4 yrs



Strategic Unique Co-development Partnerships



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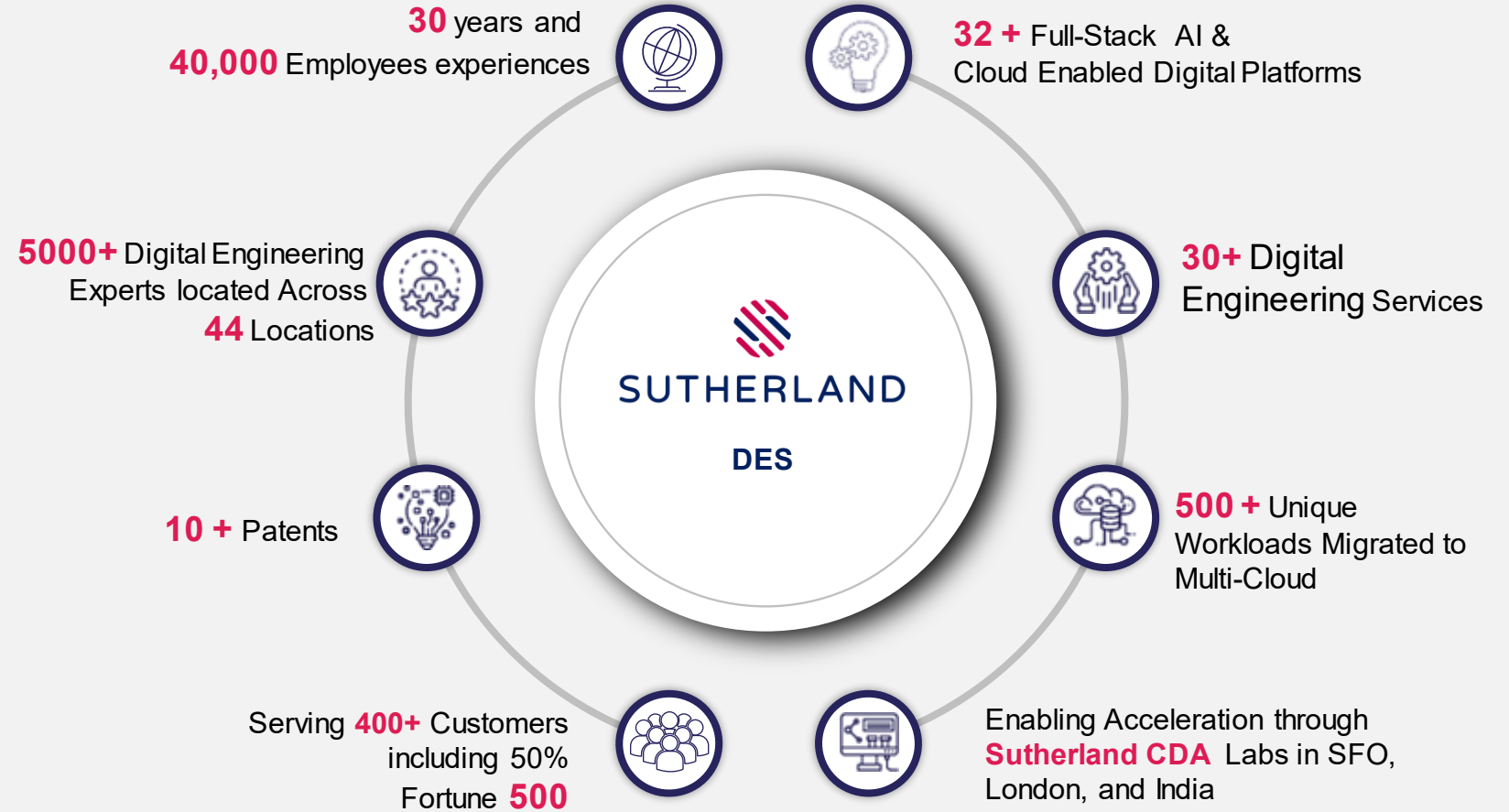
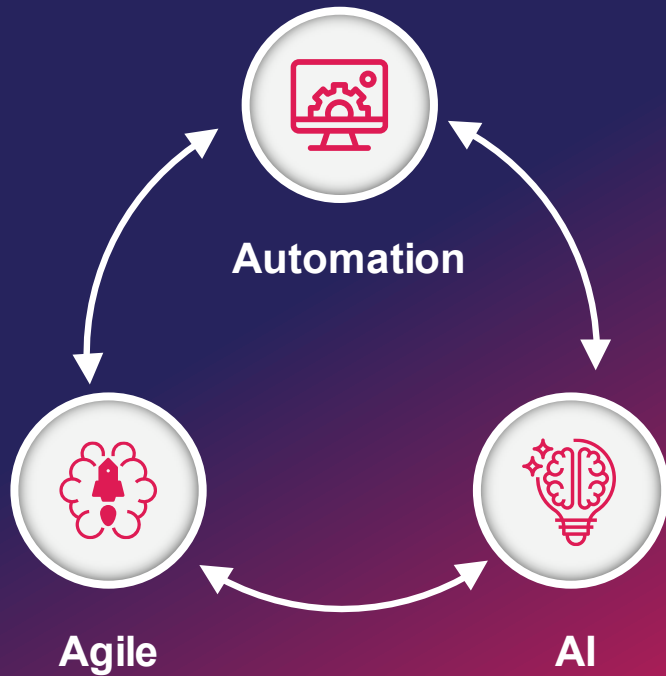
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Accelerating Digital Innovation with 3 Switch Approach

Platforms Enabled Automation – Agile – Artificial Intelligence



Transformation at Tracfone to DoM

- Restructuring from hierarchical to Agile culture
- Mindset change from executioners to Framers

People



- Created SOPs, 76 Agile teams
- SDLC Automation – DevOps CICD/CT – Release Cycle 6 to 3 to 1 Week
- Shift Left – In-spirit automation, RPA, AI Ops

Process



- Platforms
- Subscriptions & MSPs
- Move from rate card with MSPs to Consumption based, co-invest, innovation

Tools



Change

\$11Mn

20%

80%

Run

80%

20%

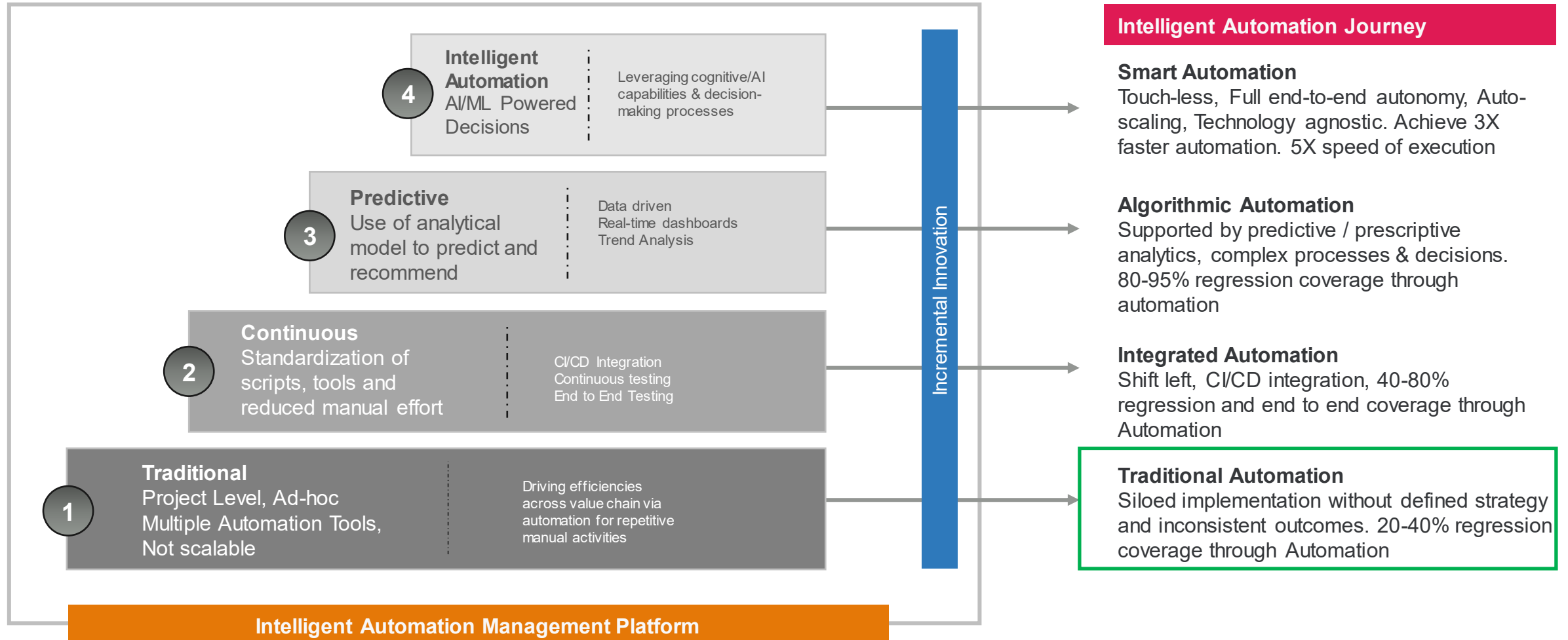
\$54 Mn

\$23 Mn (\$81 Mn)

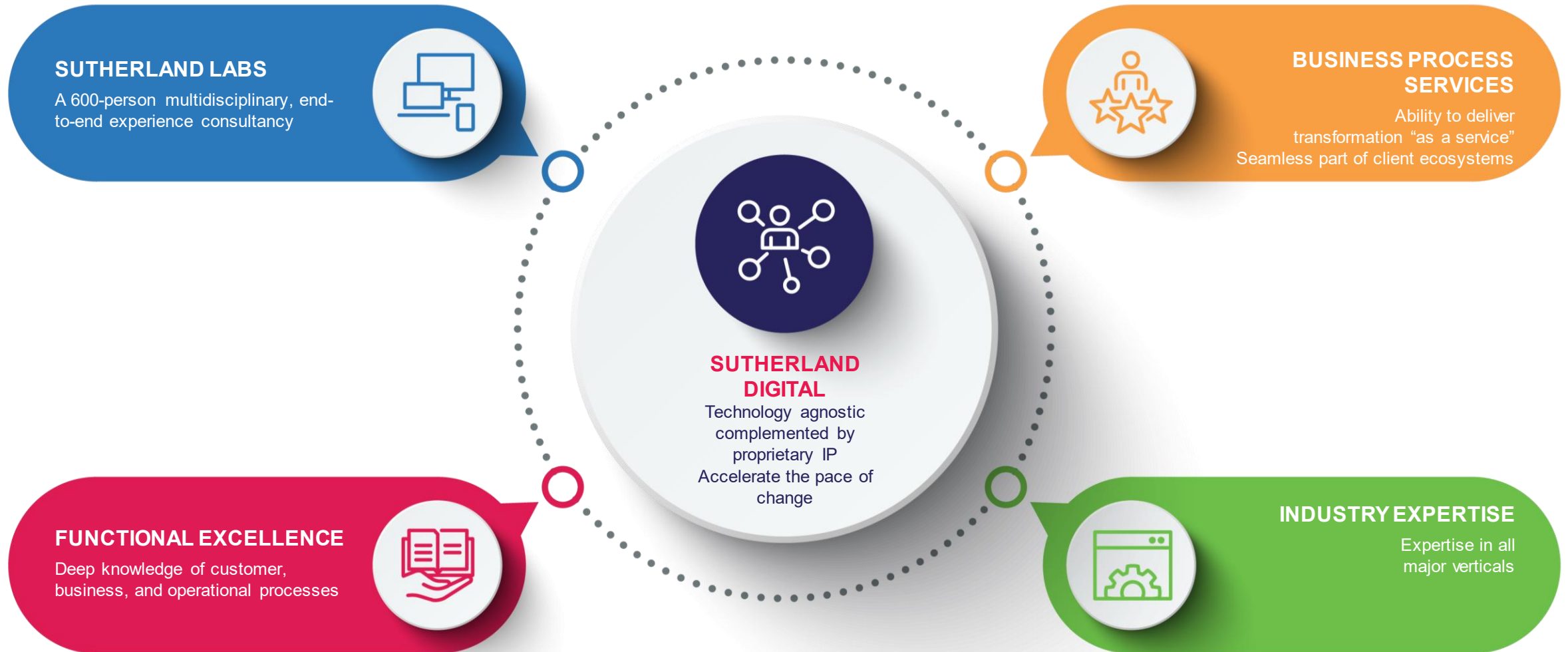
\$44 Mn (\$84 Mn)



Accelerating Automation - Journey



Our Experience with Marvel Digital Experience



Digital Engineering Practice Overview

We are a [digital innovator](#), empowering organizations to become [digital natives](#). We achieve this by [accelerating time to market](#) and [optimizing program lifecycles](#) through our [three-switch approach](#), thus [fueling business transformation](#)

Building on our Strengths and Investing in Multidimensional Value Levers



5000+ Engineers



Serving **300+** customers including 50% Fortune **500**



500 + unique workloads migrated to multi-cloud



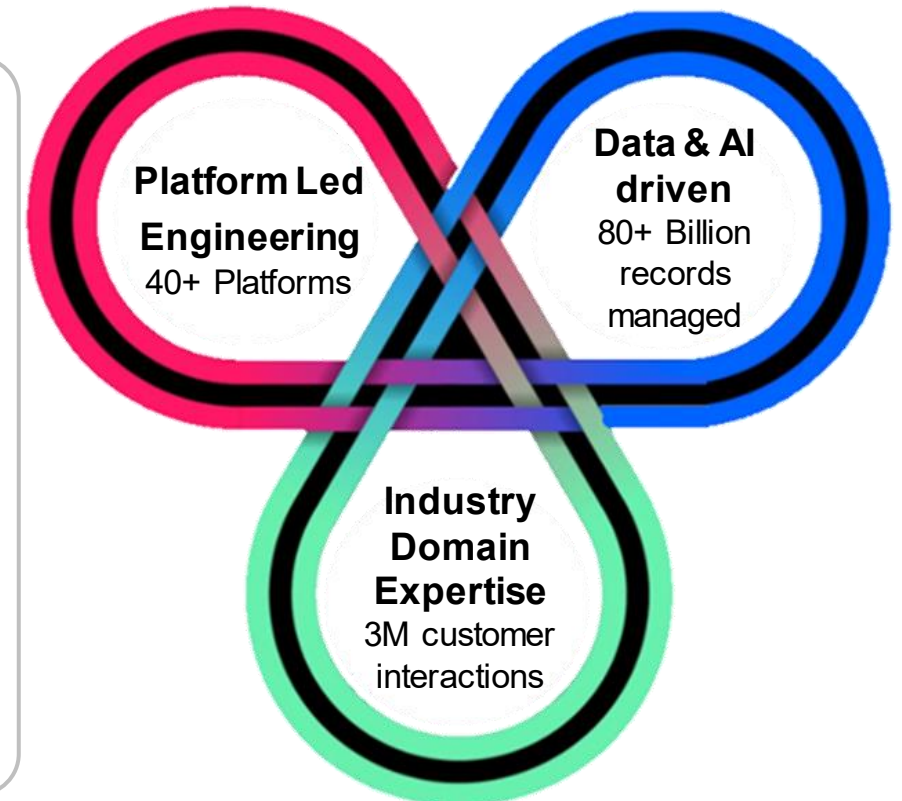
10 + Patents



Delivery across **4 global zones** - NA, India, East Europe and LatAm



Enabling acceleration through **Sutherland CDA** Labs in SFO, London, and India



Experience & Digital-Led Transformations of some of our clients taking advantage of industry disruptions



TRACE ONE
Enabling Omnichannel Experiences & AI-Driven Insight

- Growth **0-130M+ subs in 2 years**
- Enabled digital-first omni-channel experiences with a **digital/data hub architecture**
- Insight on products, areas of leak
- Use of data/ai to drive insight about products, and rapidly identify leakage areas and fix



Cummins MERITOR.

Customer Obsession & Rapid Experimentation

- Over 30 **projects**, 4 ongoing, support **18 business areas**, 17 years
- **Innovation with Amazon Labs 126**
- Customer centricity **@speed**
- Defining **new models & experiences** – from front end to automation, e.g., seamless experience for post-warranty device repair / replacement



airbnb

Explosive Growth with Innovative Experiences

- **Explosive growth** post and even during Covid
- AI/Analytics to identify areas for cost or experience innovation
- Enabled experiences aligned to how customers plan vacations or extended stays
- Super hosts, super guests
- **Non-linear support model** to contain costs



AI-Futtaim

Personalization Driving Revenue in Auto Experience

- Region's largest retailer creating a data and personalization capability across the retail businesses
- First step: defining a **personalized experience for car buyers**
 - purchase and repurchase
 - maintenance and service
 - personalized recommendations
 - use of data and telematics

Sutherland's 40+ Platforms to accelerate your Digital Journey

Frameworks

DIGITAL IT (CIO, CTO)

Cast Highlight
App Rationalization,
Enterprise Assessments

CloudTestr
Test Automation

RingMaster Studio
Migration automation

EBS Upgrade
Oracle Upgrade
Assistant

**HealthConnect &
HealthAnalytics**
Enterprise Data Hub,
BI & Analytics

D.I.C.E
Data and Insight
Evaluation Framework

EASICloud
Cloud Economics and
security management

DevOps Express
Environment Refresh
Automation Engine

Anywhere
High performance
remote work

Sentinel AI
Remote worker security
suite

E-Hub
Electronic Gateway for
info Exchange

APF
Application Portal
Framework

DIGITAL BUSINESS PROCESSES (CFO, COO, CHRO)

Safe
Facility safety assurance
platform

Connect
Omni channel outreach

Extract.AI
Intelligent Data Extraction
Platform

Translate.AI
Cloud-based Language
Extraction Solution

SutherlandRev
AR Follow-up workflow
platform

Sutherland Access
Pre-Auth Workflow
platform

HRNext
Automation
as a Service

Prodigy
Redesign complex
business processes

Robility
Robotic Process
Automation

HelpTree
Intelligent Knowledge
Management

eSeal
Digital Supply Chain

SmartCred
Solution for Provider
Credentialing

PDM Tools
End to end Provider Data
Management

Meltag
Trade Campaign and
Loyalty

Sutherland MedCoding
Medical Coding Workflow
Platform

DIGITAL INTERACTION (CMO)

CX360
Analyze Customer
Journeys with Interaction
Insights

Conversational AI
AI led conversations

PAAS
Provider Survey
Management

