

Alliances

Partnering for Growth

We pride ourselves on building close and long-term relationships by nurturing a culture that prioritises collaborations and building trust with stakeholders. We aim to offer flexibility and ensure our partnerships and relationships deliver mutual benefits.

In early FY23, Mastek established its Growth Office, which plays a pivotal role in the Chief Growth Officer's (CGO) mandate. Partnerships form a significant aspect of this charter, as we collaborate closely with our partners to deliver holistic digital transformation solutions to our clients.

Recognising the need for a strong, strategic Global Alliance function that aligns with Mastek's vision, we established a dedicated Global Alliance organisation. In doing so, we formulated a comprehensive alliances strategy, comprising the following key elements, where each pillar saw significant progress:

- 1 Identifying strategic technology partnerships
- 2 Elevate our partnership tiers with technology partners
- 3 Elevate our level of partner engagement
- 4 Increase the number of certifications, and overall competency around the partner's technology
- 5 Increase our visibility in the partner ecosystem
- 6 Increase Go-to-Market (GTM) engagement with the technology partner



Focused Partnership Identification

We chose to prioritise over a wide array of partnerships. Instead, we opted for a select number of non-conflicting alliances, striking a balance between established strategic partners and those demonstrating significant growth potential. Utilising a well-structured framework, we collaborated closely with our Sales and Service Line teams to carefully identify and engage with 20 ecosystem partners and seven strategic partners: AWS, Microsoft, Oracle, Salesforce, ServiceNow, Snowflake, UiPath

Elevate Our Partnership Tiers

- **Snowflake:** We elevated our Snowflake partnership tier in the US as well as in the UK/Europe to Select tier.
- **AWS:** We advanced our partnership by two tiers. We upgraded to Select tier and within four months we upgraded to the Advanced tier—the second highest partnership tier.
- **Microsoft:** In Microsoft's new partner programme, we acquired the 'Solution Partner' designation in two competencies—Data and AI, and Digital and App Innovation. These designations uplift our positioning in the partner tier.
- **ServiceNow:** We once again became the Premier Consulting and Implementation partner in India and the US, while expanding our territories to UAE, Saudi Arabia, Malaysia, and Singapore. In addition, we became the reselling partner in all these territories.

Oracle

Mastek is an internationally acclaimed Oracle Partner that has received multiple awards for its expertise in implementing and supporting Oracle Cloud ERP, EPM, HCM, SCM, and CX solutions.

We specialise in delivering a comprehensive range of services, including Oracle Cloud Transformation & Implementation, Consulting, Migration, Project Recovery, Support, and Managed Services (Application Enhancement Services).

With over 15 years of Oracle partnership, we have successfully catered to more than 1,300 Oracle Cloud customers worldwide. Our expertise lies in harnessing the potential of cutting-edge technologies such as RPA, Chatbots, AI, ML, IoT, and Analytics to unlock the full advantages of cloud transformation and migration. Choosing Mastek guarantees tangible results and significant business value through your Oracle Cloud transformation journey.

- **Salesforce:** We became a Summit level partner, the highest level of partner tier, on the back of the quick and seamless integration of our Salesforce business.
- **UiPath:** We became the Gold partner globally.
- **Oracle:** Oracle partner programme does not have partner tiers. We continue to bring differentiation in the Oracle partner network through expertise across tracks.

Elevate Our Level of Partner Engagement

We intensified our efforts to engage with strategic partners by establishing connections with key leaders in their channels and sales organisations. With a deep understanding of our target industries, regions, and offerings for each partner, we have carefully aligned every interaction with our growth strategy in collaboration with each partner.

Build Competency in Partner Technology

The primary focus of this pillar was to develop distinctive offerings while expanding the pool of our skilled and certified associates in partner technology. We achieved this by actively participating in joint enablement programmes with our partners, resulting in a substantial increase in the number of certified associates.

Additionally, we dedicated efforts to construct frameworks and solutions that leveraged partner technology. For example, in collaboration with Microsoft, we successfully listed six offerings on Microsoft's marketplace, with five of them ready for co-selling. Likewise, our partnership with Oracle witnessed continuous progress in joint solution creation, particularly in the healthcare sector, as we consistently added new solutions to our portfolio.

Increase Our Visibility in the Partner and Customer Ecosystem

We took part in the Annual Summits of AWS, ServiceNow, and Snowflake, marking our inaugural presence at these events. These summits provided us with a valuable opportunity to enhance our visibility within the partner ecosystem. Additionally, we actively attended major industry events such as Salesforce Dreamforce and Oracle Open World, including various regional events hosted by Oracle. Furthermore, we actively participated in the inaugural Microsoft Power Apps conference, further reinforcing our commitment to engaging with diverse partner communities.

Increased Our GTM Motion

- With AWS, we expanded our field engagement to other countries beyond the UK, such as the Netherlands, Nordics and DACH, and the US. Along with Public Sector, we increased our engagement with AWS in verticals such as Retail and Healthcare, including expansion in health tech, genomics, and more.
- With ServiceNow, active field-level engagement started in the Middle East and ASEAN with agreement on accounts and propositions to be driven.
- With Microsoft APAC, we leveraged executive relationships and showcased our capabilities resulting in deal referrals.
- Salesforce engagement in the UK commenced with their Public Sector team for joint opportunity identification and joint campaigns.
- We continue to build our relationship with Oracle Consulting Services (OCS), including mapping Sales and Technical groups within OCS.

In addition to these strategic partnerships, we have signed up for some niche partnerships with NVIDIA, Fabric, Snyk, Spryker, Magnolia, and Opkey in addition to OutSystems.

Our Strategic Alliances

