



Press Release Draft

Sonata Software Recognised as 'Most Innovative Partner of the Year' by hybris Software

Bangalore, March 1, 2013:

Sonata Software, an IT consulting and software services provider, was recently recognised as the 'Most Innovative Partner of the Year' by hybris, the world's fastest-growing commerce platform provider ranked "leader" by leading global analyst firms, at the hybris Annual Global Partner Summit 2013, held in Munich, Germany. The Partner Summit provides a forum for over 250 of hybris' solution partners from around the world to come together to share ideas, network with peers and meet hybris domain experts.

Frank Schoutissen, Vice President Channel at hybris, said on the occasion "We recently joined hands with Sonata to support us as our implementation partner, with their extensive experience in e-commerce. Their innovative contribution to platform development and extensive focus on the travel industry has opened a new vertical market for hybris."

Sonata was recognized with the 'most innovative partner of the year' award for its joint go-to-market strategy with hybris, focused on creating e-commerce platforms and accelerators for travel industry. The Travel industry is of strategic focus to Sonata, and Sonata has been leveraging multi-channel platforms like hybris to deliver specialized services to enhance end customer experience. Sonata and hybris have jointly organized events such as the 'Multichannel Traveller Dinner', where industry experts from leading travel companies in the United Kingdom, confer on key areas of growth for the industry, and how to engage the empowered customer of tomorrow.

"We are extremely proud to be honored by hybris with its 'Most Innovative Partner of the Year Award. This award truly reflects how well the two companies have collaborated to attain concrete business results." said Vivek Desai, Vice President and Head of Sonata's Europe Business. "The award reaffirms our commitment to invest and innovate continuously on hybris platforms to jointly develop specialized vertical solutions and deepens our relationship with hybris. Our 360° partnership model for ISVs enables us to create customized solutions for industry specific verticals and help our end customer outperform in the marketplace."

About Sonata Software Limited

Sonata Software, headquartered in Bangalore, India, is an IT consulting and software services company delivering transformational IT solutions through customer specific Centres of Excellence. Sonata serves Software Product Companies, and enterprises in the Travel, Manufacturing, Retail and Distribution verticals across the globe. Its key service lines include Business Intelligence and Analytics, Application Development Management (ADM), Mobility, Cloud, Social Media, Testing, Enterprise Services (ERP and CRM), and Infrastructure Management services. Sonata has strategic alliances with global technology majors like Microsoft, SAP, IBM, Oracle, and HP to deliver innovative solutions.

About hybris

hybris helps businesses on every continent sell more goods, services and digital content through every touchpoint, channel and device. hybris delivers "OmniCommerce™": state-of-the-art



master data management and unified commerce processes that give a business a single view of its customers, products and orders, and its customers a single view of the business. hybris' omni-channel software is built on a single platform, based on open standards, that is agile to support limitless innovation, efficient to drive the best TCO, and scalable and extensible to be the last commerce platform companies will ever need. Both principal industry analyst firms rank hybris as a "leader" and list its commerce platform among the top two or three in the market. The same software is available on-premise, on-demand and managed hosted, giving merchants of all sizes maximum flexibility. Over 400 companies have chosen hybris, including global B2B brands Nespresso, P&G, Bridgestone, Rexel and Thomson-Reuters, as well as consumer brands Galeries Lafayette, Levi's, Lufthansa, Migros, Nespresso, Nikon and Toys'r'Us . hybris has operations in 15 countries around the globe. hybris is the future of commerce™. For more information, visit www.hybris.com

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