



## **Press Release**

### **Sonata Software to participate at QITCOM 2012, Qatar**

**To showcase its 'Enterprise Application Value Accelerator'**

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**Bangalore, March 5, 2012 :**

Sonata Software, a leading a leading Indian Technology Solutions Company, announced that it would be participating at QITCOM 2012 to be held at Qatar on March 5-7 at the National Convention Center. Sonata further announced that it would be showcasing its 'Enterprise Application Value Accelerator', a collaboration solution that can be implemented across verticals, at this event.

QITCOM 2012, of which Sonata is the Bronze sponsor, is the pre-eminent platform for the information and communications technology (ICT) sector in Qatar, organized by ictQATAR, the Supreme Council of Information and Communication Technology. QITCOM 2012 Conference & Exhibition will have the participation of leading local, regional and international speakers and companies in the ICT industry to discuss the latest technologies and their future development in Qatar and the surrounding regions.

Sonata's Enterprise Application Value Accelerator is an innovative collaboration solution that integrates data from various lines of business applications and helps build executive dashboards and real-time reporting to enable effective decision making across the organization. Sonata would be speaking at Tech forums to highlight the salient features of the Accelerator and its business benefits.

'Qatar is a strategic market for our growth and with this objective we had recently launched our operations in Qatar under the name of Sonata Software (Qatar) WLL, a joint venture (JV) with Mohammad Nasser Abdullah Al MISNAD, which would provide business-focused technologies and solutions to enterprises in Qatar and surrounding regions" said Sohrab Kakalia, Chief Commercial & Sales Officer, Sonata Software. "We are pleased to participate in QITCOM 2012 which asserts our plan to grow and reach out to our potential customers in this region", he said.

Sonata has a strong Middle East presence and its key services include ERP implementations and support, business intelligence, collaboration & enterprise social networking, mobility and cloud based services and remote infrastructure management.

Leveraging its strategic alliances with global technology majors including Microsoft, Oracle and SAP, Sonata brings its extensive ERP implementation experience across industry verticals to customers in the Middle East to implement, upgrade and support initiatives on Microsoft DynamicsAX, Oracle eBusiness Suite and SAP.



### **About Sonata Software Limited**

Sonata Software ([www.sonata-software.com](http://www.sonata-software.com)), headquartered in Bangalore, India, is a leading Indian Technology Solutions Company. Sonata's customers are located across the US, Europe, Middle East and the Asia-Pacific region. Its key service lines include Microsoft Services, Emerging Technologies (Mobility and Cloud), Business Intelligence and Analytics, IP/Domain led services, Testing, Enterprise Solutions Open Source/ Java and Remote Infrastructure Management. As per the industry rankings released by NASSCOM for FY 2009-10, Sonata Software figured among the Top 20 IT Software Services Exporters in India for the third consecutive year. Sonata has been recognized for its excellence in providing Software/ISV R&D and Cloud Computing Services to global customers by Zinnov Management Consulting Pvt. Ltd. Sonata features both under the Software/ISV as well as Cloud Computing verticals in Zinnov's "Execution Zone".

Sonata's subsidiaries and affiliates include (1) TUI InfoTec – Sonata's Joint Venture with TUI, Europe's largest tourism group, (2) Sonata North America Inc (formerly Offshore Digital Services Inc) – Sonata's arm in the US, which provides development and consulting services to clients, using an Onsite-Offshore Delivery Model, (3) Sonata Software FZ LLC – Sonata's fully-owned subsidiary that provides value-based IT solutions to customers in the Middle East, (4) Sonata Software (Qatar) WLL – Sonata's Joint Venture with Mohammad Nasser Abdullah Al MISNAD and (5) Sonata Information Technology Limited, which is a premier software services and product distribution company with India-focused business operations.

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