



Sonata announces Gold-level Partnership with Moovweb

Bangalore, January 7, 2013:

Sonata Software, a global software service provider today announced its Gold-level Global Services Delivery Partnership with Moovweb – a provider of advanced mobile web technology solutions for responsive delivery of web content. This partnership fits into Sonata's overall strategy of adding to its depth of technology capability in enabling customer engagement solutions for businesses.

In today's market, mobile device adoption has a significant impact on the way businesses interface with their customers, employees, partners and vendors and hence delivering an engaging mobile web experience is essential to businesses. Mobility has a clear effect on customer buying decisions with nearly two thirds of customers not recommending businesses with a poor mobile web experience. This is where Moovweb's strong solutions fit into Sonata's services delivery strategy.

Moovweb's advanced mobility platform has been implemented for some of the biggest enterprises globally, becoming one of the largest with over 15 Billion mobile pages being transformed in a year. This complements Sonata's expertise in mobile web development, multi-channel commerce and managed services offerings to its own client base. An example is Sonata's current engagement with Moovweb to deliver a customer facing mobile site for one of the largest tour operators in Europe.

On this occasion, Mr. Sunil Bannur, Head, New Technologies at Sonata said "Our partnership with Moovweb helps us to create, in a very short time, a high quality, non-intrusive, unified customer engagement experience on desktops, tablets and smartphones. This partnership builds on our strategy of leveraging cutting edge platforms along with our services, to add more value to our customer's business."

"Moovweb gives partners like Sonata Software a distinct advantage in a competitive mobile services market," said Moovweb's CEO and founder, Ajay Kapur. "The Moovweb platform empowers Sonata to leverage their client's existing web assets on day one of the project, so they do not have to write custom back-end code or APIs. This enables Sonata to spend much more of their time on designing very compelling experiences that delight customers and deliver real business results."

Moovweb provides a next-generation, affordable and quick-to-deploy solution for mobile web and this combined with Sonata's strong in-house services capability will help to deliver cutting-edge solutions that reduce the overall cost and time of mobile web delivery enablement for enterprises.



About Moovweb

Moovweb is a next generation mobile platform for Responsive Delivery, transforming desktop sites in realtime for phones, tablets, kiosks, and future endpoints. By leveraging existing web investments, Moovweb unifies web and mobile strategies, dramatically cutting cost and creating business agility. Enterprise developers, design agencies, and systems integrators can use Moovweb to deliver mobile sites and apps faster and improve their mobile experiences more quickly.

The Moovweb platform is one of the world's busiest, with more than 15 billion mobile pages transformed this year alone for many of the world's largest mobile sites and apps, including Accenture, Cox Communications, Macy's, 1-800-FLOWERS.com, Sur la Table, Golfsmith, Vitacost, Kroger, Chico's, Sharpie and dozens of others. Moovweb is headquartered in San Francisco, with offices in New York and London.

About Sonata Software Limited

Sonata Software is a global IT services company that focuses on enabling businesses win value with strategic IT initiatives. Sonata has deep technology expertise gained from multi-faceted relationships spanning Product Engineering, Professional Consulting Services, Early Adopter Programs, Implementation and Alliances status with leaders such as Microsoft, SAP, Oracle, IBM, HP, hybris, TIBCO and Kony across Multi-Channel Commerce, ERP, CRM, Supply Chain Management, Analytics & Business Intelligence, Cloud, Social and Mobile technologies, enabling innovation, reliability and faster time to market in implementing the best IT solutions. Sonata leverages this expertise through a service line spanning Consulting, Application Development, Testing, Maintenance and Infrastructure Support, to deliver business critical outcomes across Customer Engagement & Growth, Enterprise Efficiency & Collaboration and strategic IT Cost Management needs for consumer facing enterprises in Travel, Retail and Consumer Goods industries. A unique delivery model built on dedicated customer specific Centres of Excellence, strong Governance and Value Co-creation, over decade plus relationships, underline the even deeper commitment Sonata seeks to bring to make a transformational impact on the clients critical business metrics. Sonata seeks to add differentiated value to leadership who want to drive strategic change with IT, for their businesses.

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