



Sonata Software strengthens its focus on Cloud offerings

Forms new alliances with market leading cloud platform vendors - Salesforce and Amazon Web Services

Bangalore, July 5, 2012 : Sonata Software today announced that it has expanded its Cloud based services offerings through alliances with Salesforce.com and Amazon Web Services. Sonata's Cloud Computing Center of Excellence (CoE) will creatively bring together Sonata's product & platform engineering expertise, combined with leading Cloud technology platforms Windows Azure, Force.com & Amazon Web Services (AWS) – to help transform its customers' business on the cloud.

In the April 2011 report "Sizing the Cloud", Forrester Research, Inc., estimated that the global market for Cloud Computing will grow to more than \$241 billion in 2020. The same report also says that by 2016, SaaS will have total revenues of \$92.8 billion, which accounts for nearly 26% of the total packaged software market. This further validates the growing demand for Cloud Computing services.

Mr. Gyana Pattnaik, Head - Open Source, Testing and New Technologies, Sonata Software, said, "The Cloud market has rapidly evolved over the last few years. There is an upsurge in Cloud adoption in enterprises and ISVs which will provide a significant and unique services opportunity to organizations like us. Our recent investments and partnerships in this space will further enhance our cloud offerings and will help customers achieve scalability, faster time to market, and more importantly align their IT operational costs with business growth, leveraging 'pay-per-use' models offered by Cloud."

Sonata offers end-to-end Cloud solutions to its customers. Its consulting services help customers define a roadmap for Cloud adoption, application development and migration - including architecture, development, and integration to on-premise applications, customer enablement, support and QA. Sonata also helps customers adopt third party Cloud solutions like Office365 and extend current platforms to a 'pay-per-use' model.

Currently Sonata is helping some of the world's leading Independent Software Vendors (ISVs) in transitioning their on-premise solutions to Cloud and facilitating enterprises in adopting third party Cloud platforms. It also helps them offer multiple software services to their various business groups by leveraging private Cloud.

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About Sonata Software Limited

Sonata Software (www.sonata-software.com), headquartered in Bangalore, India, is an IT consulting and software services provider. Sonata's focus areas includes enterprises in the Outsourced Product Development (OPD), Travel, Consumer Packaged Goods (CPG), Retail and Manufacturing verticals and its customers are located across the US, Europe, Middle East and the Asia-Pacific region. Its key service lines include Application Development Management (ADM), Emerging Technologies (Mobility, Analytics, Cloud and Social Media), Business Intelligence, Testing, Enterprise Services - ERP, CRM and Remote Infrastructure Management. 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



and its Affiliates leverage their alliances with global technology majors like Microsoft, SAP, IBM, Oracle, HP to deliver innovative solutions.

Sonata operates globally through its subsidiaries and affiliates that include (1) TUI InfoTec – Sonata's Joint Venture with TUI, Europe's largest tourism group, (2) Sonata Software North America Inc, which provides development and consulting services to clients using an Onsite-Offshore Delivery Model, (3) Sonata Software FZ LLC – Sonata's fully-owned subsidiary IT solutions to customers in the Middle East, (4) Sonata Software (Qatar) LLC – 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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