



hybris partners with Sonata Software to offer agile e-commerce Solutions

Bangalore, October 08, 2012. hybris, a leading provider of multi-channel commerce software, has announced that it is partnering with Sonata Software, an IT consulting and software services provider. The new partnership with hybris will enable Sonata to provide agile e-commerce solutions using the hybris platform. Sonata is a Gold Partner for hybris.

e-commerce is an area of strategic focus at Sonata, given the increasing momentum within its core target segments such as travel, transportation, retail and distribution towards a multi-channel strategy. Sonata has a long track record in delivering highly scalable and feature-rich B2C and B2B e-commerce platforms that help deliver an enhanced customer experience. The partnership with hybris further strengthens Sonata's capabilities in this space by leveraging one of the fastest growing multi-channel e-commerce platforms available today. Sonata delivers powerful multi-channel B2C e-commerce solutions to one of its largest customers and is establishing a dedicated hybris CoE for the client. Sonata is aggressively investing in hybris capabilities and also planning joint go-to-market initiatives in the travel and manufacturing-retail-distribution (MRD) businesses.

"For e-commerce to provide a competitive edge, a platform that delivers powerful online experiences across multiple channels is of critical importance", said Vivek Desai, Vice President and Head of Sonata's Europe Business. "Our tie-up with hybris is a major step towards creating that experience. This partnership builds on our strategy of leveraging cutting edge platforms to deliver technology transformation. Given hybris' leadership position and Sonata's track record with Fortune1000 companies in Europe, we see a huge potential for the joint solution offering in this geography, especially in our target verticals."

"Like Sonata, hybris is recognised for its ability to support global organisations, and we are excited about the prospects to broaden our reach with their support, Sonata has vast expertise in the e-commerce space, and their 360⁰ partnership model for product companies such as ours is a great benefit to us. The alliance not only gives us a trusted implementation partner, but also helps us leverage their product sales capability in India", said Frank Schoutissen, Vice President Channel at hybris.

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, Pirelli, Rexel, 3M and Thomson-Reuters, as well as consumer brands Galeries Lafayette, Levi’s, Lufthansa, Migros, Nespresso, Nikon, Clarks, CostCo 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

For further information, please contact:

Swati Sengupta
Sonata Software Limited
A.P.S. Trust Building,
Bull Temple Road, N.R. Colony
Bangalore 560019, India
Tel : +91 80 30971999
swati.sengupta@sonata-software.com