



Press Release

Sonata Software breaks into the leadership zone of Zinnov's GSPR 2012 rankings

Bangalore, July 25, 2012:

Sonata Software, an IT consulting and software services provider, today announced that it has broken into the leadership zone of service providers in two key categories - Independent Software Vendors (ISVs) and Consumer Software Service Providers by Zinnov Management Consulting, a leading globalization advisory firm. Zinnov recently released its rating and study of Global R&D Service Providers across various geographies like India, China, Russia, and Eastern Europe for the year 2011-12.

According to the study, Sonata was ranked as an established, niche R&D service provider on the overall front. Zinnov's "Global R&D Service Providers Rating (GSPR)" is an annual study undertaken by Zinnov to assist business leaders in spearheading global engineering initiatives, and to enable them to make the right decisions in partner selection across geographies.

Sonata Software is a strategic partner to global ISVs in providing creative product engineering and professional services that accelerate time to market, expand access to newer markets, increase product adoption, and extend product lifespan. This is done through a gamut of services encompassing the product lifecycle and includes consulting, product engineering (design, architect, develop, test, release), performance engineering, test automation, security, technology modernization, sustenance, and support. Sonata often contributes to product strategy decisions, given its deep experience and expertise gained over two decades of engagements with both startups and established product companies. With best in class skills in Cloud and Software as a Service (SaaS) engineering, mobility, UI, BI, Java, and .Net and alliances with leading technology providers, Sonata continues to focus on doing more with less for its customers.

Srikar Reddy, Managing Director and CEO of Sonata Software said, "This recognition by Zinnov, a highly respected consulting and advisory firm in the product engineering services space, is an endorsement of our strategy to focus on high value technology services and a razor sharp focus on delivering value to our customers across the business value chain. Sonata has been a pioneer in the product engineering services space and will continue to invest aggressively in marketing and technology and service development in this growing segment. We will work to deliver more creative commercial models that will bring increasing value to our clients to maintain our leadership position."

"We congratulate Sonata on their continuous high performance, and for featuring in the 'Leadership Zone' of Zinnov's GSPR 2012 rankings," said Pari Natarajan, Founder and CEO of Zinnov. He added, "This ranking reinforces Sonata's position as a strong product engineering partner, especially in the ISV and Consumer Software Service provider categories. It is an acknowledgement of the company's engineering excellence and its capability of offering Concept to Go-to-Market services to its customers, which include some of the world's largest ISVs. Based on a culture of innovation and high-



performance, the company plays a vital role in helping its customers to develop innovative products that are state-of-the-art and market-ready.”

About Zinnov Management Consulting Pvt. Ltd.

Founded in 2002, Zinnov – meaning Zeal in Innovation – is a leading management consulting company providing services in the area of Offshore Advisory, Market Expansion and Human Capital Optimization to Fortune 1000 companies. Zinnov works collectively with clients to tackle prevailing organizational challenges by analyzing the changing dynamics, improving performance, and building institutional capability. The services delivered to its clients through advanced reasoning and analytical techniques, provides solutions that help in integrating organizational vision, business definition and processes.

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About Sonata Software Limited

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Sonata Software (www.sonata-software.com), headquartered in Bangalore, India, is an IT consulting and software services provider. Sonata's focus areas include enterprises in the Outsourced Product Development (OPD), Travel, Consumer Packaged Goods (CPG), and Retail and Manufacturing verticals, with its customers 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, and HP to deliver innovative solutions.

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