



Press Release Draft

Sonata Software's IP-led strategy featured in a report by an Independent Research Firm

Bangalore, May 29, 2012:

Sonata Software, a leading IT consulting and software services provider, today announced that it has been featured in the April, 2012 report by Forrester Research Inc., a leading research and advisory firm. In its report 'The Move to an Asset-Based Services Play', Forrester has highlighted SonnetSCOR – Sonata's BI solution accelerator for supply chain & logistics - as an example of IT services moving towards an asset-based services play. Sonata has also been featured in the report for leveraging its inorganic strategy, specifically its joint venture with the TUI Group, for adding on vertical-specific assets for the Travel & Tourism vertical.

The report says that the move to adopting solution accelerators as an integral part of an IT solutions, is gaining momentum, thereby signifying the increasing importance of assets to the IT services industry. Providers across consulting, BPO, and outsourcing services are advocating the move to a more modular and scalable solution structure that allows faster and more cost-effective service delivery.

Mr. PVSN Raju, Head - Enterprise Solutions, Sonata Software said, "We are delighted that our initiatives in IP-led services delivery are being acknowledged by an industry thought leader like Forrester. The solution accelerator initiative is aligned to our strategy of being a specialist in select verticals. We encapsulate our industry knowledge and customer experiences into re-usable assets that help our clients go to market faster and de-risk solution implementation initiatives."

In their bid to stay ahead of a complex competitive environment, companies are relying on innovation to achieve their goals of faster, more profitable business growth and more agile business operations. No longer are IT services vendors required to merely deliver "cost savings". Generating business value through innovation is more the order of the day, the latter of which is the main value proposition of solution accelerators.

SonnetSCOR – Sonata's BI solution built as per Supply Chain Operations Reference (SCOR) standards - reduces cost through better insights into supply chain effectiveness for companies in the manufacturing & distribution vertical. It includes sets of preconfigured Key Performance Indicators (KPI), dashboards and reports to help optimize the supply chain – all of which help customers reduce risk, cost and time involved in implementation. Sonata's repertoire includes Global Distribution Systems (GDS) Connect for the travel industry and Enterprise Application Value Accelerator (EAVA) – a solution accelerator built on Microsoft SharePoint that enables enterprises unlock the value of their ERP.



About Sonata Software Limited

Sonata Software (www.sonata-software.com), headquartered in Bangalore, India, is a 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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