# Sonata to showcase its Retail & Travel Solutions on Microsoft Dynamics AX at Microsoft Convergence, Atlanta

**Atlanta, March 12th, 2015**

Sonata Software, a global IT software services and technology solutions company, announced today that it will be exhibiting at the Microsoft Convergence 2015, being held at Atlanta during March 16th - 19th, 2015. Convergence is the premiere Microsoft business event for Microsoft Dynamics that brings the community together - partners, ISV's, customers, industry experts and Microsoft team members - to learn, share and be inspired to do greater things with Microsoft Dynamics. The event is marked by educative sessions, insights, networking opportunities and exploring different services and solutions.

Sonata is a Microsoft Gold Certified Partner for ERP and has a decade long association with the product. Sonata's understanding of the product and its capability to build solutions around Dynamics AX has made Sonata a partner of choice for many Fortune 500 ISVs and enterprises. Sonata's dedicated Center of Excellence has developed an array of solution accelerators around Dynamics AX that help in faster turn-around time and cost savings.

Speaking on the occasion, Mr. Rajsekar Datta Roy, Head of Dynamics practice, Sonata Software, said "An event like Microsoft Convergence is a must-attend event. It gives deep insights on the trends and breakthroughs in Dynamics AX. Sonata is proud to be a part of this event and would showcase its expertise on Dynamics AX with its future-ready solutions built on Dynamics AX. Sonata's experience and expertise in the Travel and Retail verticals would be the highlight of the solutions showcased by Sonata".

At Convergence 2015, Sonata would be showcasing its unique solutions on Microsoft Dynamics AX, specifically focusing on Retail and Travel industries. Sonata would be displaying its comprehensive solution for retailers - Brick & Click: which aims to help retailers provide their customers with an enriching, differentiated and seamless experience across channels. Sonata would also be unveiling an end-to-end solution on AX for travel - "AX for Travel", catering to the complete value chain of travel management companies.

**About Sonata Software**

Sonata Software is a global IT services firm focused on catalysing transformational IT initiatives of its clients through deep domain knowledge, technology expertise and customer commitment. The company delivers innovative new solutions for Travel, Retail and Consumer Goods industries by integrating technologies such as Omni-channel commerce, Mobility, Analytics, Cloud and ERP, to drive enhanced customer engagement, operations efficiency and return on IT investments. A trusted long-term service provider to Fortune 100 companies across both the software product development and enterprise business segments, Sonata seeks to add differentiated value to leadership who want to make an impact on their businesses, with IT.

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