



Sonata Software Ltd. launches ANZ region operations with HQ at Sydney

Bangalore, October 17, 2013:

Sonata Software, a global IT consulting and software services provider, today announced that it has set up its ANZ headquarters at Sydney. Sonata plans to build on its sustained growth in core markets like US and Europe, by tapping the emerging opportunities in the ANZ region. Sonata is already working with leading clients in Australia and wants to serve them better with a local presence. Subsequently, the company also plans to seek newer clients in its core areas of expertise. The Australian IT services market is estimated to be at more than USD 20 Billion, and growing at a CAGR of around 5%+, making it an attractive new destination for Sonata Software.

Srikanth Reddy, MD & CEO, Sonata Software, said on the occasion, "Sonata is happy to open its office in Sydney, Australia. This will not only lead to better opportunities from the region which is seeing a steady growth, but also, will bring Sonata closer to its clients present in Australia. I'm also glad and thankful to New South Wales Government's continued support, which has helped us set up our office in Australia."

Sonata Software has deep technical expertise gained from multi-faceted relationships spanning Product Engineering, Early Adopter Programs, Implementation and Alliances status with leaders such as Microsoft, SAP, Oracle, IBM, HP, hybris, TIBCO and Kony across Multi-Channel Commerce, ERP, CRM, Analytics & Business Intelligence, Cloud, Social and Mobile technologies. Sonata leverages this expertise through a service line spanning Consulting, Application Development, Testing, Maintenance and Infrastructure Support, to deliver business critical outcomes for consumer facing enterprises in Travel, Retail and Consumer Goods industries. A unique delivery model built on dedicated customer specific Centers of Excellence, strong Governance and Value Co-creation approach over decade plus relationships, underline the even deeper commitment Sonata seeks to bring to make a transformational impact on the clients critical business metrics. Sonata seeks to add differentiated value to leadership who want to drive strategic change with IT, for their businesses.

Commenting on the company's capabilities, Dinesh Ramachandran, Associate VP and Head of Business ANZ for Sonata said "Our effort will be to make the service quality and client commitment that has made Sonata a partner of choice for some of the leading Fortune 100 companies, more accessible to firms in the ANZ region."

About Sonata Software Limited

Sonata Software is a global IT services company that focuses on enabling businesses win value with strategic IT initiatives. Sonata has deep technology expertise gained from multi-faceted relationships spanning Product Engineering, Professional Consulting Services, Early Adopter Programs, Implementation and Alliances status with leaders such as Microsoft, SAP, Oracle, IBM, HP, hybris, TIBCO and Kony across Multi-Channel Commerce, ERP, CRM, Supply Chain Management, Analytics & Business Intelligence, Cloud, Social and Mobile technologies, enabling innovation, reliability and faster time to market in implementing the best IT solutions. Sonata leverages this expertise through a service line spanning Consulting, Application Development, Testing, Maintenance and Infrastructure Support, to deliver business critical outcomes across Customer Engagement & Growth, Enterprise Efficiency & Collaboration and strategic IT Cost Management needs for consumer facing enterprises in Travel, Retail and Consumer Goods industries. A unique delivery model built on dedicated customer specific Centres of Excellence, strong Governance and Value Co-creation, over decade plus relationships, underline the even deeper commitment Sonata seeks to bring to make a transformational impact on the clients