



Sonata Announces Participation in TRAVELtech 2014 as Gold Sponsor

Sonata Software, a leading IT service provider for the travel industry, will be participating in the “Traveltech 2014”, Australia’s premier web travel business and technology conference being held at the Sheraton Sydney on 24th October 2014.

In continuation to its efforts of building a strong base in Australia and to showcase its strong IT travel capabilities, Sonata will be participating in Traveltech 2014 as a Gold Sponsor. Sonata ventured into the ANZ region a year ago and has been successful in gaining foothold and winning a significant number of important clients.

Sonata has end to end capabilities within specific sub-verticals of travel and transportation like Tour Operators, Corporate Travel agencies, Airlines, Rail and Travel ISVs. Sonata’s offerings for the travel and tourism industry spans across omni-channel commerce, web & search, mobility, travel analytics, global distribution systems integration and Managed IT Services. With the recent acquisition of Rezopia, the first cloud based Travel SAAS Platform that offers Reservations, Contracts, Distribution and Operations systems on one easy to deploy platform, Sonata has further strengthened its travel offerings. Leading travel companies in ANZ both large and small already use Rezopia and more are actively evaluating this platform. The complementary services of Sonata and Rezopia offer Travel businesses, the flexibility and innovation that a combination of next-gen platform and mainstream IT services can bring to meet the fast changing needs of their business.

hybris from SAP, is another offering in Sonata’s portfolio of services for the travel industry. Sonata and hybris collaborate to offer a wide array of solutions to companies in the travel industry, with a Travel Plus solution framework from Sonata which include multi-channel commerce platform, other integrated travel applications, expert domain consulting skills and proven rollout methodologies to deliver reliable and optimized cost of delivery. Sonata was recognized as the ‘Most Innovative Partner of the Year 2012’ by hybris, for its joint go-to-market strategy and accelerators for the travel industry.

“The travel industry in the ANZ region continues to evolve and sustain its strong economic impact, support employment and ancillary industries in the region,” Srikar Reddy, CEO, Sonata Software said. “We are keenly interested in collaborating with the travel industry here with robust solutions that enhance business performance, increase revenues and customer satisfaction. Our proven track record with customers across the globe in Travel business, portfolio of services and platform and partnership approach can be a strong foundation that can make a difference to Travel players in ANZ too.”

A leading travel industry event, the Traveltech is attended by 200+ industry leaders. This one day event is well received and features the latest industry data, case studies, panels, interviews, presentations and debate.

For more details on the event, visit - [Traveltech 2014](#)

About Sonata Software

Sonata Software is a global IT services firm focused on catalyzing 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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