



Sonata Software celebrates milestone 10 Year Partnership with Microsoft Dynamics, showcases expertise at Convergence 2014

Bangalore, March 4, 2014:

Sonata Software, a global IT software services provider and a Microsoft Gold Certified Partner for ERP, announced today that it will achieve a milestone Ten Year Partnership with Microsoft Dynamics this year. On the occasion, Sonata will showcase its expertise with a range of solutions, as a sponsor at Microsoft Dynamics Convergence 2014, which will be held at the Georgia World Congress Centre in Atlanta, Georgia from March 4 – 7, 2014. Convergence is Microsoft's biggest Dynamics™ event of the year which brings together customers and partners from the Dynamics community.

Sonata has deep knowledge of the Dynamics AX product over a 10 year association, almost since the inception of this initiative in Microsoft. This has enabled Sonata to be a respected AX technology partner for enterprises seeking to maximise value from Microsoft Dynamics AX. Added functionality through engineering skills on top of the core Microsoft Dynamics AX package, one of the largest talent pools in the world and a wide range of innovative solution assets have made Sonata an important service provider in complex AX projects across Retail & Services industry.



Srikar Reddy, MD & CEO of Sonata Software presenting a 10 Year Partnership milestone memento to Hal Howard, CVP Dynamics, ERP R&D, Microsoft



At Convergence 2014, Sonata will feature its end to end Microsoft Dynamics™ AX Retail implementation offering, as a key part of its overall Retail vertical strategy. Microsoft Dynamics for Retailers has emerged as a package of choice with superior multi-channel customer engagement features and Sonata has further built a portfolio of solution extensions spanning dynamic promotions, mobile order fulfilment, social shopping and POS systems enhancement. This takes the theme of AX making clients future ready retailers even further. Sonata will show case its core package implementation and value added solutions at Booth #2820 at Convergence.

Another example of Sonata's Dynamics package integration capability leading to innovation and business outcomes involves its capability in integrating CRM with Microsoft's newly acquired Marketing Pilot application. Sonata will demonstrate a solution to integrate transaction data from AX Retail with customer profile data from CRM and marketing campaign data from Marketing Pilot, to enable superior customer targeting & marketing ROI for retailers.

In commenting about the partnership, Hal Howard, CVP Dynamics, ERP R&D, Microsoft, said "Sonata has been an important partner in our Microsoft Dynamics AX journey for over a decade. The expertise they bring to the table makes them a valuable part of the Dynamics ecosystem to Microsoft, its partners and customers who seek to get more out of our enterprise class business solution. This 10 year anniversary is a significant milestone in our relationship with Sonata and we look to newer horizons ahead."

Speaking on the occasion, Mr Srikar Reddy, MD & CEO Sonata Software said 'It has been a fulfilling journey for us, to have been associated with Dynamics AX as it has evolved over the decade, to be rated as having one of the strongest product roadmaps in ERP. Delivering superior capabilities on AX and enabling customers to get the best out of this technology have been and will continue to be a core area of focus for us.'

With a renewed focus on cutting edge technologies in Retail, Travel & CPG industries, Sonata is looking to further enhance its investments behind Dynamics AX as a driver of value for clients and its own business growth.

About Sonata Software

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 critical business metrics. Sonata seeks to add differentiated value to leadership who want to drive strategic change with IT, for their businesses.

For further information, please contact:

Alia Abreo
Sonata Software Limited
A.P.S. Trust Building,
Bull Temple Road, N.R. Colony
Bangalore 560019,
India
Tel: +91 80 67781999
alia.a@sonata-software.com