Sonata Software to Participate and Present at the Retail Technology Conclave 2014

Bangalore, India, June 17, 2014:

Sonata Software, an IT consulting and software services provider, today announced that it will be participating in ReTechCon 2014 - Retail Technology Conclave 2014 to be held in Mumbai from June 18 – 19, 2014, at Renaissance Hotel. Sonata will be presenting at the event, as a Session Partner on - 'How Indian retailers can Do MORE with LESS – Delivering MORE business outcomes with LESS Total Cost of Ownership' on June 19.

At ReTechCon, Sonata will showcase its end to end Microsoft Dynamics AX Retail implementation offering, as a 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 namely- *Promotion+* for Dynamics promotions and *Click & Collect* for Multichannel Commerce. Others include *Shop Elf-* a mobile based application for a superior in store shopping experience, *Retail Analytics*, a BI based accelerator used to source data from AX Retail to enable better decision making and *Service Management on POS* for integrated warranty and repair management.

Sonata has a track record of powering business transformation initiatives for some of the most well- known Retail enterprises globally, using omni-channel commerce and analytics- driven insights to enhance customer engagement for retailers. Sonata's retail services are anchored on deep technology expertise gained from long standing partnerships on class leading solutions such as Microsoft Dynamics AX Retail, hybris, Moovweb, Microsoft Business Intelligence and Azure, used to deliver superior solutions.

Based on its capabilities around new technologies like Mobility, Cloud and Social, Sonata is able to extend ERP functionalities to cater to emerging Retail business scenarios like multi-channel e-commerce and social media driven purchasing. Sonata's proven track record of delivering complex ERP implementations and rollouts globally enables delivery of large scale business transformation programs for Retail enterprises.

Retail Technology Conclave 2014, is the 10th edition of the technology conclave hosted every year by Retailers Association of India. ReTechCon is India's biggest and fastest growing IT-in-Retail conclave that brings together delegates from Business and Technology companies and leading experts in the Indian Retail Industry.

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 and TIBCO 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 Centers 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.

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