Sonata Software Announces Appointment of Peter Wilkinson to its Advisory Board

Sydney / Bangalore, 25 August 2014:

Sonata Software, a global IT consulting and software services provider, announced today the appointment of Mr. Peter Wilkinson, renowned Australian retail leader to its Advisory Board. Mr. Wilkinson brings over 40 years of experience in the Retail industry, having led some of Australia's largest retail brands like Target, Myer, Coles Myer, David Jones and Just Jeans, in Australia. He was the inaugural President of the Australian Retailers Association and was a Fellow of the Australian Institute of Directors. He is currently the Chairman of Forever New, a leading multi-country fashion retail chain. Peter also advises companies on strategy, structure, market positioning and multi-channel integration in retail.

Sonata has strong focus on Retail industry and a track record serving some of the largest retailers across the world and in Australia, with services spanning from omni channel commerce, mobility, and analytics thought to infrastructure services and support. Sonata's recent entry into the ANZ market with local presence will greatly benefit from Peter's extensive knowledge and thought leadership to shape its future strategies and growth plans.

Mr. Dinesh Ramachandran, Head of ANZ Business, Sonata Software said "We are extremely happy to have Peter join our Advisory Board. We believe his perspectives built as a leader in Australia would greatly complement our own technology service skills in better serving Retailers in the ANZ region."

Mr. Wilkinson commented "Sonata is building a range of interesting solutions integrating emerging areas such as omni - channel commerce, mobility and analytics to take retail customer engagement to the next level. They have invested in building expertise in core new platforms such as Microsoft Dynamics AX and hybris which are relevant to retail. I look forward to working with them in creating business impact for proactive retailers with these capabilities."

The Sonata Software Advisory Board comprises of a panel of global thought leaders who provide the company with guidance on envisioning solutions that best merge customer needs and technology trends. Mr. Wilkinson adds the dimension of retail domain driven perspectives that the advisors will bring to Sonata.

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 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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