Sonata Software showcases path-breaking SME-Led Technology Solutions at the SAP's Innovation Express

Aims to empower SMEs in Maharashtra & Gujarat to adopt brand new innovations in cloud, mobility, analytics and big data

Bangalore, September 23, 2014:

Sonata Software, a global IT services company, announced its participation in the Maharashtra and Gujarat leg of SAP Innovation Express. SAP Innovation Express is a first of its kind pan-India bus roadshow that will help Indian enterprises gain more insights into the power of SAP solutions and services to achieve business excellence.

Speaking on the occasion, Mohan Muthuraj, Associate VP, Technology Infrastructure Group-Sonata Software, said, "We aim to connect with a wide range of SME's at SAP's Innovation Express. During its journey in Maharashtra and Gujarat, our teams would be able to demonstrate and showcase the most innovative SAP technologies including cloud, mobility, analytics and big data."

Transformation and technology have become the key to successful small and midsize companies. Sonata will assist organizations to adopt world class solutions and inspire them to compete on global standards at the SAP Innovation Express.

Sonata aims to support and guide Indian enterprises, on the best technology practices and shall provide hands on experience of SAP Solutions in cloud, mobility, analytics and big data. Various engagements have been planned with SMEs through specific break-out sessions containing live demonstrations of simple, industry-relevant and affordable SAP solutions, customer implementations and testimonials and partner discussions. Customers who board the Innovation Express can witness real time demos of SAP offerings and consult the SAP & the Partners leadership team to learn more about it on the spot.

Sonata is a SAP Gold certified Partner and has been associated with SAP since 2008. Apart from being a Value Added Reseller in India, Sonata offers a range of services around SAP to its customers globally including SAP certified Application Management Services (including Output based models), SAP ERP implementation, Business Analytics (using Business Objects and Business Objects Data Services), SAP Testing services, SAP integration services as well as SAP e-commerce (hybris). hybris is one of the key cornerstones of Sonata's strategy with SAP. With a focus on verticals like Travel, Retail & CPG, Sonata's specific offerings on hybris (Multi-channel B2C e-commerce for Travel & Retail and B2B e-commerce for CPG) are designed to help customers in these verticals in their digital transformation initiatives. Sonata has also been awarded as the Most Innovative Partner by hybris in 2012 and more recently received the 2014 SAP Pinnacle Award for SME Value Added Reseller of the Year.

About Sonata Software

Sonata Software is a global IT services firm focused on catalysing 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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