

Sonata recognized in the Leadership zone for Software Product Engineering by Zinnov

Wins recognition four years in a row

Bengaluru, December 15th, 2015

Sonata Software, a global technology services and solutions company, announced today that it maintained its position in the Leadership zone in the recent Global Service Providers Ratings (GSPR) 2015 published by Zinnov, for Software Product Development in Enterprise and Consumer Software categories. According to the survey, Sonata Software was rated as an established and niche service provider overall.

Sonata has a very strong service portfolio for Independent Software Vendors (ISVs) spanning Product Engineering, Professional Services and Go to Market, with two decades of experience in working with them. With its capability on new platforms and frameworks like Cloud, Mobility, Analytics & DevOps, Sonata provides solutions that enable ISVs to successfully manage the change such new digital technologies are bringing to the business software product market. Sonata's track record of working with Fortune 500 companies and world class alliances with Microsoft, SAP & Oracle, make it a partner of choice for ISVs focused on enterprise software.

Speaking on the occasion, Srikar Reddy, MD & CEO, Sonata Software said, "Product Engineering is a key segment for Sonata and we strive hard to provide best-in-class services to our clients. This recognition from Zinnov is an evidence of our pursuit of excellence. Getting featured in the leadership zone four years in a row, is a testimony that we are working in the right direction to provide solutions for changing customer needs."

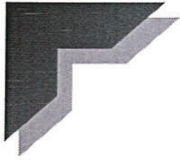
"Sonata Software has consistently been rated in the leadership position in Zinnov's GSPR ratings for Software Product Development services. Sonata's deep understanding, based on their rich product engineering heritage, imparts them an edge over other Product Engineering Services organizations. Having executed 360 degree relationships with some of the largest ISV customers, their flexibility to partner with their customers through innovative and risk sharing business models makes them a standout candidate for any organization looking for a true engineering partner", said Sidhant Rastogi, Partner & Practice Head of Zinnov.

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 & Consumer Goods and Software Product Companies 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 500 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.

About Zinnov

Zinnov assists clients improve organization efficiency, innovation and revenue by leveraging global resources and markets. We offer deep expertise in Engineering, Digital and Globalization. Zinnov has been at the



forefront of innovation and thought leadership. Our over a decade experience in globalization helps us in understanding customer problems and coming up with viable solutions. We assist our clients in addressing globalization challenges by offering customers insights, data, and implementation support to address their challenges. Our in-depth experience is driven by our focus on engineering and digital practice areas. Visit us at www.zinnov.com

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