



Sonata strengthens its digital engagement strategy focus - leads with Microsoft Dynamics CRM & Marketing Pilot integration capability

Bangalore, March 5, 2014:

Sonata Software, an IT consulting and software services provider and a long standing partner of Microsoft announced today that it will engineer newer solutions integrating leading platforms in the Microsoft business applications portfolio such as Microsoft Dynamics CRM, Marketing Pilot and Microsoft Dynamics AX. This initiative will bring out the real power of these individual platforms to combine and offer superior business results to Enterprise customers. This is part of Sonata's strategy to be a preferred partner to its clients in improving customer experience by better systems of engagement built around key technologies like CRM, multi-channel commerce, analytics and social media integration.

Microsoft's recent acquisition of Marketing Pilot enables it to take Microsoft Dynamics CRM beyond the traditional CRM space and drive it into the league of next generation Integrated Marketing Management solutions. It allows enterprises to understand their customers better, manage & streamline marketing operations and create automated & measureable multi-channel marketing campaigns spanning email, web & social media. And in the coming months, Microsoft will be integrating these capabilities with Microsoft Dynamics Marketing. Sonata being an early adopter of Microsoft technology platforms has already been a first mover who has invested into the Microsoft Dynamics CRM and Marketing Pilot integration engineering capability. Going a step ahead, Sonata is working to further integrate this with Microsoft Dynamics AX Retail giving an industry specific solution that takes marketing campaign management systems to the next level.

Sonata will showcase its Microsoft Dynamics AX Retail, CRM and Marketing Pilot integration solutions through interactive demos at Convergence 2014, Atlanta, at Booth #2820. Using a scenario led approach, Sonata will exemplify how data flow between these platforms can be seamlessly achieved and integrated to enable targeted marketing campaigns to provide the business better ROI and the end consumer an enhanced shopping experience.

Speaking about this initiative, Mr. Srikar Reddy, CEO Sonata Software said "The solutions integrating Microsoft Dynamics CRM, Marketing Pilot and Microsoft Dynamics AX will exemplify Sonata's efforts to go beyond individual technologies to integrated solutions that impact critical business process outcomes positively. We share Microsoft's vision for enhancing the Microsoft Dynamics portfolio and are happy to once again be a partner who is at the forefront investing in capabilities and solutions that can translate the potential in these technologies to results for customers."

Commenting on Sonata's initiatives Mr. Jujhar Singh, General Manager, Microsoft Dynamics CRM, said, "Sonata has been a valuable partner for Microsoft Dynamics, offering deep capabilities across our growing portfolio of products and services. Sonata's technical expertise was instrumental in helping us to develop Microsoft Dynamics Marketing, both as a stand-alone service and an integrated solution for Microsoft Dynamics CRM. Our partnership with Sonata will help drive significant business results in the marketplace, offering new technologies and capabilities that will greatly benefit our customers and partners."

Sonata's focus on investing in Microsoft Dynamics AX continues with an emphasis on Retail, Services and CPG verticals. Extending capabilities into front end marketing technologies gives



Sonata and its customer a powerful way of leveraging their investments in Dynamics technologies and impacting critical revenue driving business processes.

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.

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