

Sonata Software Announces Formation of an Advisory Board

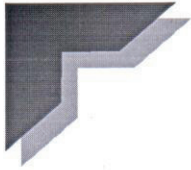
Advisory Board to Provide Guidance on Technology Trends, Growth Opportunities and Industry Solutions

Bangalore, November 19, 2013:

Sonata Software, an IT consulting and software services provider with a track record of working with Fortune 100 customers across software product development and enterprise business segments, announced today the formation of its Advisory Board, a panel of global thought leaders to provide the company with guidance on technology trends, market opportunities for growth and industry specific solutions.

The three members joining Sonata's Advisory Board are:

- **Jnan Dash** - A technology visionary and executive consultant in Silicon Valley. Jnan focuses on enterprise solutions such as Cloud Computing, Big Data and Analytics, Virtualization, Real-time Events, Real-time Business Intelligence, Service Oriented Architecture and consumerization of IT. During his tenure as Group Vice President, Systems Architecture and Technology at Oracle Corporation, he was responsible for setting Oracle's core database and application server product directions. Prior to joining Oracle in 1992, he spent 16 years at IBM in various positions including development of the DB2 family of products and was in charge of IBM's database architecture and technology. Jnan is a frequent speaker at global industry forums on the future of software technology. He has a Bachelor's degree in Engineering from NIT, Rourkela and Masters degree in Systems Design from the University of Waterloo, Canada. He sits on several boards and in advisory roles for path breaking companies.
- **Sriram Dasu** – An Associate Professor of Information and Operations Management at the Marshall School of Business, USC in Los Angeles, California. His published work includes research on Queuing Systems, Operational Research and Management Science. He has served as associate editor of Management Science and senior editor of Manufacturing and Service Operations. His research interests are healthcare operations, global health and service operations with a focus on customer psychology, and supply chain management. He has a B.Tech in Mechanical Engineering from IIT, Mumbai and an MBA in Operations Management from IIM, Calcutta. He received his PhD in Operations from the Massachusetts Institute of Technology..
- **Naresh Wadhwa**– President – V Raheja Group and VARZ BuildOn. Naresh previously served as the President and Country Manager of Cisco System for India and SAARC region for 6 years. As an industry veteran with over 24 years of experience in the technology industry, he has also worked with 3Com Asia Ltd. and Wipro Infotech in India. He holds a degree in Engineering in Electronics from Mumbai University.



Speaking about the Advisory Board, Mr. Srikar Reddy, MD & CEO Sonata mentioned "We are delighted to have Jnan, Sriram and Naresh on board. Their collective expertise and commitment will play an important role in defining Sonata's growth trajectory in the years to come". The company is currently in the process of refreshing its focus on core services, domains and geographies and strengthening its talent pool. The Advisory Board will play a vital role in inspiring and guiding the senior Sonata team in better leveraging its technology expertise and service delivery models, to tap emerging opportunities that will shape the future of the IT services market.

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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