



Sonata Information Technology Receives 2014 SAP® Pinnacle Award: SME Value- Added Reseller of the Year



Bangalore — June 10, 2014— In recognition of its outstanding contributions as an SAP partner, Sonata Information Technology today announced it has received a 2014 SAP® Pinnacle award as the SME Value- Added Reseller of the Year. SAP Pinnacle awards are presented annually to the top SAP partners that have excelled in developing and growing their partnership with SAP and driving customer success. Finalists and winners in 21 categories were based on field recommendations, customer feedback and performance indicators in the following five umbrella categories: Run Together (for co-innovation), Run Further (for market expansion), Run Clever (for service delivery), Run Sustainably (for sustainability) and new for 2014 Customers' Choice.

“We are extremely pleased to be recognized as the SME Value Added Reseller of the Year in the ‘Run Further’ category of SAP’s prestigious award program. We will continue to drive strong business development and build on key areas which are a focus for SAP” said Sujit Mohanty, Head -Technology Infrastructure Business, Sonata Software.



Srikar Reddy, MD & CEO, Sonata Software receives the SAP 2014 SAP® Pinnacle Award: SME Value- Added Reseller of the Year

Sonata won in the SME Value Added Reseller of the Year category for its significant contribution through the license business in India. Sonata is a gold level SAP channel partner and has been associated with SAP since 2008. Being an SAP Master Value Added Reseller, Sonata has successfully managed and nurtured members of the SAP Extended Business Program and channel partners to grow and sustain through active engagement and alignment with SAP teams, resulting in overall growth of the extended business program business as well as initiating significant business development investments in SAP HANA. This award showcases Sonata's excellence in driving SAP business helping customers to run better.

"Together with our partners – who are co-innovating with us, reselling and implementing our solutions – we offer choice and deliver transformational value to our joint customers of all sizes," said Rodolpho Cardenuto, president, SAP Global Partner Operations, SAP. "Partners like Sonata Information Technology are our force multipliers, and today, more than ever, they are essential to our customers' success. We congratulate Sonata for its outstanding partnership with SAP and well-deserved 2014 SAP Pinnacle award."

The SAP Pinnacle awards shine a spotlight on SAP's partners' remarkable work, recognizing their intelligence and their capacity to challenge what is possible to help customers run better. Award winners will be formally recognized at SAPHIRE® NOW, SAP's international customer conference being held in Orlando, Fla., June 3-5.

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 and 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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