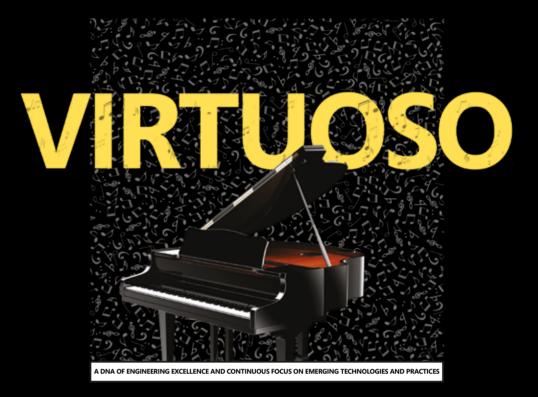
A DNA OF ENGINEERING EXCELLENCE AND CONTINUOUS FOCUS ON EMERGING TECHNOLOGIES AND PRACTICES

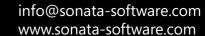
**SONATA** 

**SONATA SOFTWARE** 



Virtuoso in music refers to an individual who possesses outstanding technical ability in a particular art or field. Sonata's in-depth knowledge in engineering outlines the keynote for organizations. At Sonata, we have perfected the tools, processes, and technologies of today, to create a better tomorrow. We have shaped a culture of innovation and have been instrumental in transforming businesses by investing in automation, and our core engineering capabilities in platform engineering, data analytics, and cloud engineering.

















# THE DNA OF A VIRTUOSO

Sonata's DNA, traced back to its beginnings in 1986, has its roots in engineering excellence as a product company. With the experience of building and launching over 25 products, we laid the foundations for a future built on precision. It's this product engineering mind-set, crafted with the singular aim of delivering custom solutions to global enterprises, that has helped us acquire and build state-of-the-art platforms and services during our digital transformation journey.



# ENGINEERING EXCELLENCE DRIVES IP STRATEGY AS A DIFFERENTIATOR

Sonata's IP strategy has enabled us to differentiate ourselves in our digital transformation strategy. We understand that to create and run a modern digital business end-to-end on your IP, requires high-quality product design and engineering processes, along with cloud-hosting and management processes that can guarantee 100% uptime, high performance, and low-cost operations.



## ENGINEERING EXCELLENCE FOR PLATFORMATION™

Platformation<sup>™</sup> is Sonata's unique proprietary approach towards leveraging platforms to achieve Digital Transformation for its customers by leveraging engineering excellence with horizontal and vertical expertise. The Platformation<sup>™</sup> technology framework leverages Sonata's engineering excellence and tools, frameworks, and methodologies.

## Platformation™

The Technology Framework

API-based Integration	Cloud-enabled	Blockchain	Scalable
Microservices Architecture	Multi-Device / Multichannel capability	CUI & Bots	loT
Robotic Process Automation	Multi-Tenancy	Security & Compliance	Telemetry & Self-Healing
Data Strategy	Data Analytics	Intelligent Customer Experience	Self-Learning (Platform Machine Learning)

#### ENGINEERING EXCELLENCE FOR DIGITAL SERVICES

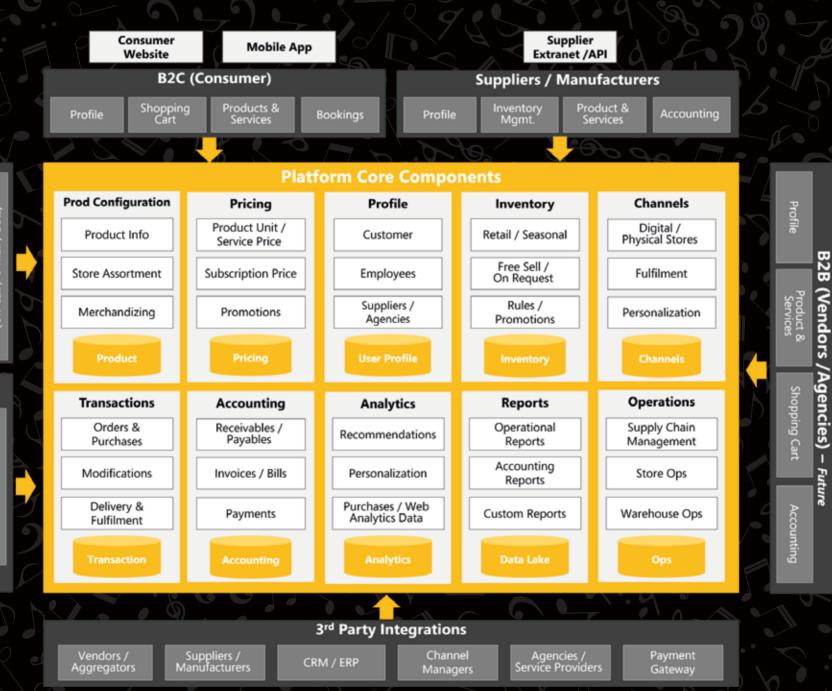
Based on the above-defined technology framewor k, Sonata has crafted unique methods to deliver the digital services needed.

**Sonata's digital services** are based on the enunciated principles of engineering excellence and draw upon the DNA of engineering excellence.

#### Marchitecture™

Sonata has developed a unique construct called 'Marchitecture', which is a depiction of high-level platform architecture to satisfy the various market needs for a particular customer segment to operate in a platform-based business model. It creates a foundation for the subsequent steps of detailing the technical architecture and design of a platform. Marchitecture depicts the platform ecosystem and key market needs to manage the interactions between various platform stakeholders and create value for all the ecosystem participants.

### Marchitecture™



**Agency Microsite** 

**Customer Help Desk** 

**Back Office** 

Back Office

**Customer Support** 

#### Accelerated Platform Engineering

Platform Engineering facilitates continuous innovation, increased productivity, and reduced time-to-market. Sonata's platform engineering is a combination of advanced architecture and product / platform realization concepts and processes as detailed below.

- Solution accelerators
  - Sonata's marquee platforms that support accelerated platform engineering are Lightning Framework, to develop platforms rapidly; RAPID, a DevOps platform; Halosys, an enterprise mobility and API platform; and other tools & automation.
- API services framework

Clients today need to build Open, Scalable, and Secure API platforms for creating new avenues of monetization, business agility, innovation through community development, and capitalizing core competencies through new channels. Sonata has a set of tools and best practices to develop APIs. Sonata has used various tools from Azure PaaS services to build large-scale APIs. API development needs to adopt modern application architecture patterns such as microservices architecture to enable the flexibility and scalability of the APIs.

#### Microservices

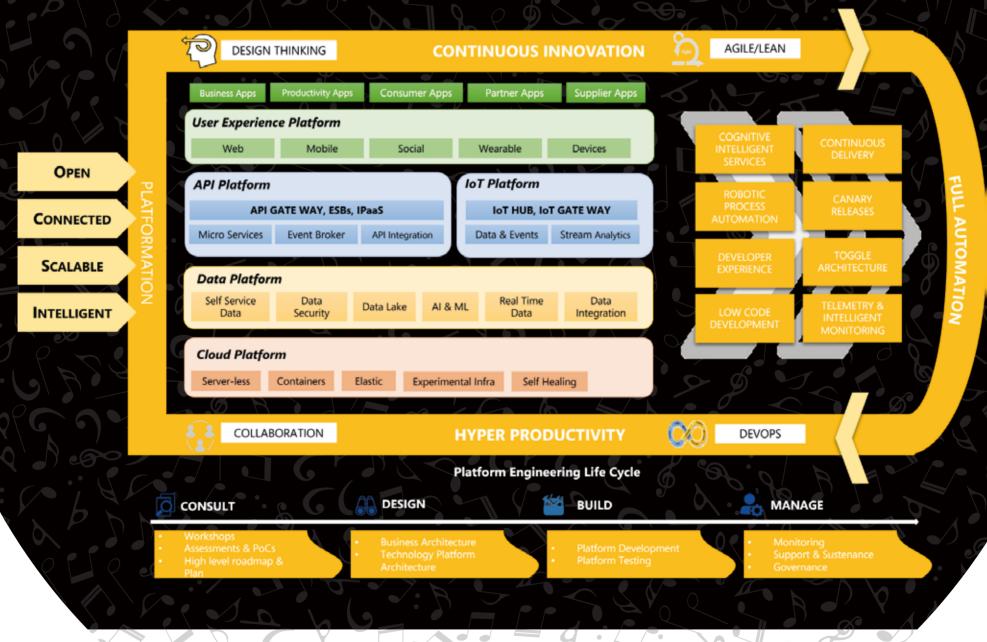
Microservices is an architectural approach to develop modern / cloud application – a set of services that runs in its own process and communicates through application program interfaces (APIs). Microservices brings in the business and technology agility needed by organizations. Platforms need to use microservices architecture to support the expansion of business. The microservices way of development needs changes in the way we do architecture and development. Sonata has the framework, process, and tools to enable the development of microservices.

#### User experience design

Provide intuitive user experience across the customer journey, thus improving decision-making, reducing transaction time, improving productivity, and enhancing engagement. Sonata's user-centric design process includes – development proceeds with the user as the centre of focus – user behavior, statistics, and environment are given extensive attention at each stage of the design.

## Platform Engineering Blueprint

Platform Engineering Blueprint facilitates continuous innovation, increased productivity and reduced time to market. This is based on Sonata's proprietary Platformation framework.



#### Data Platformation Methodology

Reimagining the digital future of businesses through the power of data. Data Strategy enables the businesses to be intelligent by being able to react to every change, action, and behavioral pattern, making critical data available at all times. Data Analytics enables transparency of business performance and quicker decision-making, helping users to make quality decisions faster, equipped with insights gathered in real time.

#### Sonata Al & ML: The new age of business intelligence

By unlocking the true potential of AI & ML, Sonata enables businesses to react with their customers in a more intuitive and intelligent manner, based on the insights gathered from historical and ongoing interactions.

#### Sonata RPA: Creating a digital workforce

Sonata's investment in Robotic Process Automation (RPA) is helping organizations improve their operational efficiency across different verticals using intelligent automation, Platformation strategies, cloud engineering solutions, and new innovations by leveraging Sonata's RPA Framework, Accelerators, Services, and Operating models.





#### **CEO SPEAK**

We at Sonata are incredibly proud of our DNA, based on a product mind-set and engineering excellence, and a continuous focus on adopting new technologies and processes, because that's what shapes our identity today. It's what makes us a trusted digital partner, and a company that is identified for its world-class products and services. Starting as a product company gave us a window into what it takes to deliver customer-centric solutions. This has today made us unique in terms of the depth and breadth of our products and platforms, not only helping us differentiate ourselves but helping our clients with the implementation of their digital transformation agenda.

## **Srikar Reddy**Managing Director & CEO

#### **ABOUT SONATA**

Sonata is a global technology company that enables successful platform-based digital transformation initiatives for enterprises, to create businesses that are connected, open, intelligent, and scalable. Sonata's Platformation™ methodology brings together industry expertise, platform technology excellence, design thinking-led innovation, and strategic engagement models to deliver sustained long-term value to customers. A trusted partner of world leaders in the Retail, Distribution, Travel, and Software industries, Sonata's solution portfolio includes its own digital platforms such as Brick & Click Retail Platform®, Modern Distribution Platform®, Rezopia Digital Travel Platform®, RAPID DevOps Platform®, and Halosys Mobility Platform®. Our portfolio also includes best-in-class capabilities on ISV digital technology platforms such as Microsoft Dynamics 365, Microsoft Azure, SAP Hybris, Cloud Engineering and Managed Services, as well as new digital applications like IoT, Artificial Intelligence, Machine Learning, Robotic Process Automation, Chatbots, Blockchain, and Cybersecurity. Sonata's people and systems are nurtured to bring together the depth of thought leadership, customer commitment, and execution excellence to make a difference to business with technology.



