

Skilled Resources  
Productivity Innovation  
Time-to-market Scalability  
Customer Focus



**Product Engineering.**  
Driven by  
**Insight.**



In today's dynamic market place, it is imperative for Software Product Companies to focus on continuous product innovation. Building new functionalities, ahead of the competition and getting them to the marketplace on time is the need of the hour. Little wonder then that Software Product Companies / Independent Software Vendors (ISVs) rely on highly skilled, rapidly scalable and distributed product engineering teams which help in improving productivity and profitability of their global operations and delivering greater value to their end-customers.

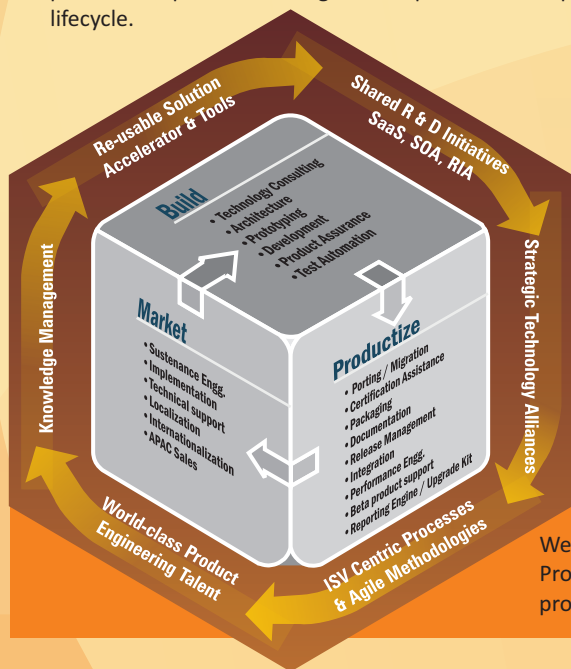
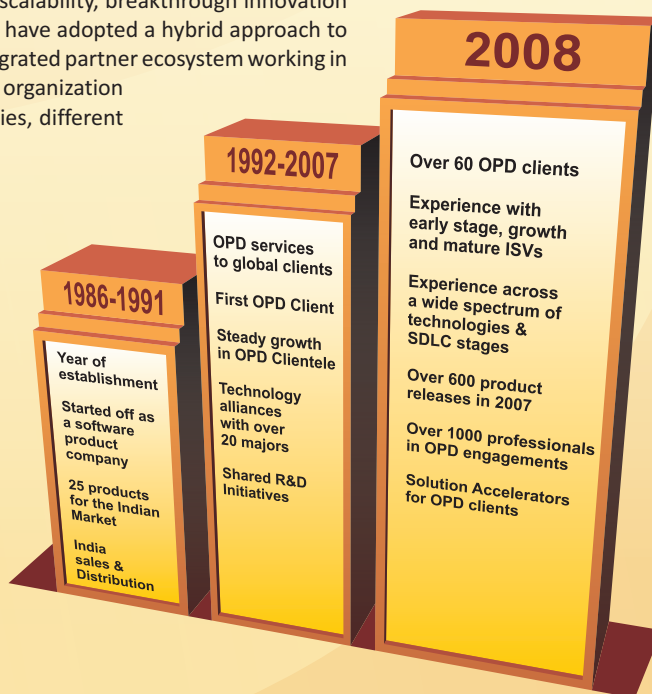
With India being an engineering hub for most product firms, the spotlight is firmly on India Development Centers (IDCs) to tackle the challenges of rapid scalability, breakthrough innovation and enhanced productivity. Some of the most successful IDCs have adopted a hybrid approach to address these challenges – one that leverages a seamlessly integrated partner ecosystem working in tandem with in-house teams. The need is to partner with an organization which has experience of working with other product companies, different technologies and life-cycles, and which understands the dynamics of your customers business.

## Sonata's Product Engineering Services

**Product Engineering. Driven by insight.**

Sonata brings substantial value to your product development by leveraging on its product development legacy. We started as a product company therefore product development is in our DNA. This provides us the unique ability to understand the basic components of product development.

Over the years we have worked with several emerging, growing and mature product companies enabling us to help product companies at all stages of the product development lifecycle.



With our dual specialization – enterprise services and product development – we have an innate understanding of functional requirements as well as various deployment and integration scenarios. Sonata leverages these valuable practical insights about the end-user needs in helping the product companies craft innovative feature-rich software solutions.

Sonata has also been involved in numerous implementations of enterprise software products which uniquely equip us to partner with ISVs on professional services as well as building Centers of Excellence.

We have a comprehensive portfolio of services that addresses needs of Software Product Companies throughout the product lifecycle - be it building the core product, productizing it for the market or post-release.



“...Our product suite performs critical back-office ops for TSPs and this calls for a functionally rich and reliable product. Our team must have a deep understanding of a telco's operations. Sonata has worked with us in product development, testing, maintenance and customer support. They are an excellent team to work with...”

**CRAMER**  
(Now Amdocs)

Our mission of providing solutions and services built upon contemporary technologies and practices has led us to share deep ISV-centric partnerships with technology leaders.

<p><b>Microsoft</b> - Gold certified partner, Global System Integrator and NXT program member</p>	
<p><b>IBM</b> - “SaaS program” Key ISV Enablement partner and “SOA Specialty” Business Partner</p>	
<p><b>ORACLE</b> - Preferred ISV migration partner</p>	

## Partnership Avenues with IDCs

Sonata has a sterling track record of partnering with IDCs - providing specialized services to help them focus on core engineering activities, while leveraging the breadth of services & technology expertise to accomplish more.

Platform Adoption Services	Testing Services	Product Maintenance	Professional Services	Shared Support
<ul style="list-style-type: none"> <li>• New technology upgrade.</li> <li>• Migration Services                             <ul style="list-style-type: none"> <li>-Reporting engine</li> <li>-Database, OS</li> <li>-Dev environment</li> </ul> </li> <li>• Integration</li> <li>• Certification Assistance</li> </ul>	<ul style="list-style-type: none"> <li>• Functional and Regression testing</li> <li>• Compatibility testing</li> <li>• Security / Deployment testing</li> <li>• Localization testing</li> <li>• Usability Testing</li> <li>• Test Automation</li> </ul>	<ul style="list-style-type: none"> <li>• Existing / EOL products</li> <li>• 24x7 customer support</li> <li>• Bug fixing</li> <li>• Enhancements</li> <li>• Release Management</li> </ul>	<ul style="list-style-type: none"> <li>• Implementations</li> <li>• Customizations</li> <li>• Localizations</li> <li>• EAI</li> <li>• Reporting</li> </ul>	<ul style="list-style-type: none"> <li>• Infrastructure Support</li> <li>• Internal Application Support</li> </ul>
<ul style="list-style-type: none"> <li>• Assessment</li> <li>• Proof-of-concept (POC) based approach</li> <li>• Low-risk tool assisted migration</li> <li>• Early adopter program technology giants</li> <li>• “Out-of-the-box” integration adapters</li> </ul>	<ul style="list-style-type: none"> <li>• Shared State-of-Art Test Lab</li> <li>• SonnetTEST: Re-usable Test Automation Framework</li> <li>• Metrics-driven approach</li> </ul>	<ul style="list-style-type: none"> <li>• Fixed Term SLA driven engagement</li> <li>• Innovative risk-reward models</li> <li>• Flexible ramp up/ramp down</li> <li>• Tools for incident management</li> </ul>	<ul style="list-style-type: none"> <li>• Leverage our experience of 150+ implementations</li> <li>• Proven track record in partnering with ISV professional services teams</li> <li>• Ongoing maintenance and support</li> </ul>	<ul style="list-style-type: none"> <li>• Shared Support Model</li> <li>• 24X7 Monitoring and Support</li> <li>• Expertise in various technology environments</li> <li>• In-house web based support tools</li> </ul>

We share flexible engagement models with our partners where we can either work in tandem with your engineering teams, or take up independent chunks of work for remote execution completely managed by us or even work together on shared risk-reward models.



## Your partner for product development

### Rapid Scalability

One of the success factors for software product firms is the ability to ramp-up highly skilled product engineering teams in double-quick time.

Sonata is equipped to work with you, as well as with your development teams across the globe, providing strategic depth across a range of technologies and services.

We have a highly experienced team that embodies the collective experience of several products & this allows us for a quick start, by rapidly assembling a core team. Our proactive investments in competency building ensure that you have access to all cutting-edge, hard-to-get skills.

### Innovation driven by continuous R&D investments Multiply the benefits!

Technology is evolving rapidly, and Sonata believes in adding value to client engagements through innovation driven by continuous investments in new technologies.

The best and brightest minds of Sonata are part of our Core Research Group (CRG), which continuously keeps a tab on new trends and technologies in the product engineering space - SaaS, SOA, Web2.0, mobility, Opensource, RIA – and develops re-usable solution accelerators (SONNETs), architectures, components, tools and methodologies. These assets deliver measurable benefits to our customers, in terms of faster time to market, de-risked new technology adoption and enhancing user experience, to name a few.



CRG team works in unison with our technology alliances, on early adoption programs. Our partnerships with technology leaders like Microsoft, Oracle and IBM entitle us dedicated training, premium support & consulting.



And the prime beneficiary of these R&D efforts & preferred relationships is undoubtedly YOU!

### Case Study: Partnering with the IDC of a hi-tech leader

#### Business Challenge - Scalability

- Inability to ramp up, to growth targets.

#### Sonata's solution

- Relationship started in Nov 2003
- Multiple engagement models
  - Working with IDC teams
  - Outsourced projects
- Engagement Highlights
  - Investments in skill build-up, proof of concepts etc
  - Innovative HR practices for retention and motivation
  - Dedicated Account Team - US, UK, Bangalore, Hyderabad

#### Client Impact

- Quick, flexible ramp up (40+ team within 8 weeks)
- Rated #2 among Global Partners
- Availability of "hard-to-get" skills

### Case Study: A Leading workforce management Solution

#### Business Challenge: Faster time-to-market

- Wanted to adopt SQL Server Reporting Services (SSRS) as their reporting engine, migrate away from Crystal Reports

#### Sonata's Solution

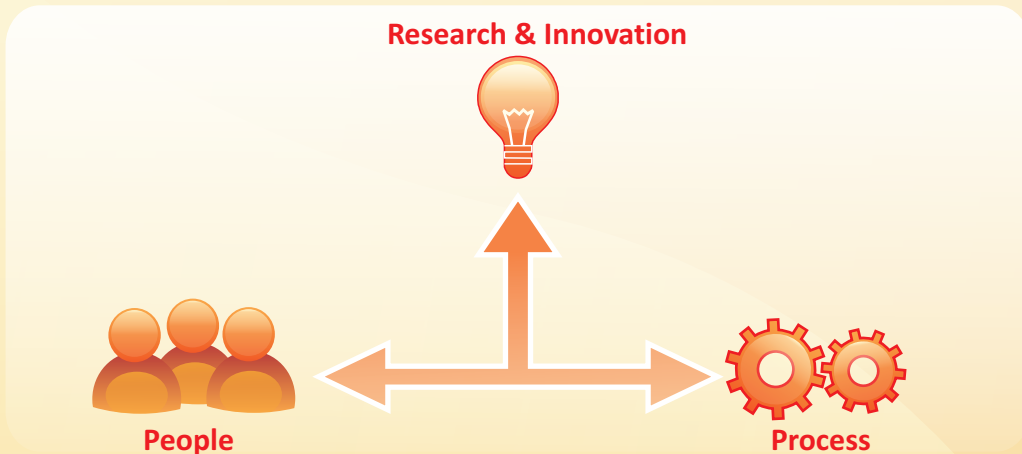
- Sonata performed the reports migration using tool & approach developed by our R&D team

#### Client impact

- Tool automates 40-60% of the migration effort

## Relentless focus on Productivity

Striving for enhanced productivity and continuous improvement are a feature of all long-term engagements at Sonata. Sonata adopts a multi-dimensional approach to tackling the productivity challenge:



We have clearly defined parameters for analyzing product complexity and productivity standards for various application types, technologies, domains and these are tracked constantly using in-house and third party tools.

Sonata has highly skilled personnel who have experience of working with over 60 product companies and help in rapid product development. Sonata conducts various certification programs to enhance the skill levels & product knowledge of the team.

Our process innovation and repertoire of reusable assets - SONNETs reduce the product development time by up to 40%.

Lastly Sonata has deep alliances with leading third-party development and testing tool providers and is equipped to leverage them effectively in engagements.

### Leverage best-in-class product engineering talent

To achieve tight release cycles, you need access to a partner who can complement your engineering efforts and help rapidly assemble highly skilled product engineering team.

Sonata has been at the forefront of attracting and nurturing the best talent. Sonata enjoys the highest revenue per employee and this can be directly attributed to an environment that fosters innovation & creativity. Sonata conducts early adopter programs (EAP) in tandem with technology giants such as Oracle, Microsoft and IBM, getting early exposure to breakthrough technologies, much before they are released into the market.

Sonata provides opportunities of lateral movement across multiple projects, providing an exposure to specific deployment scenarios, localization requirements, implementation knowledge and importantly, interfacing with customers.

### Case Study: ERP product company

#### Business Challenge - Productivity

- Customer base across 8 countries
- Constant increase in change requests (CRs)
- Low throughput from the development team

#### Sonata's solution process

- Metrics Collection & Throughput Analysis
- Causal Analysis and Problem Identification
- Resolution – Factory concept deployed in software situation!
  - Smart-bunching of CRs
  - Batch-wise execution adopted

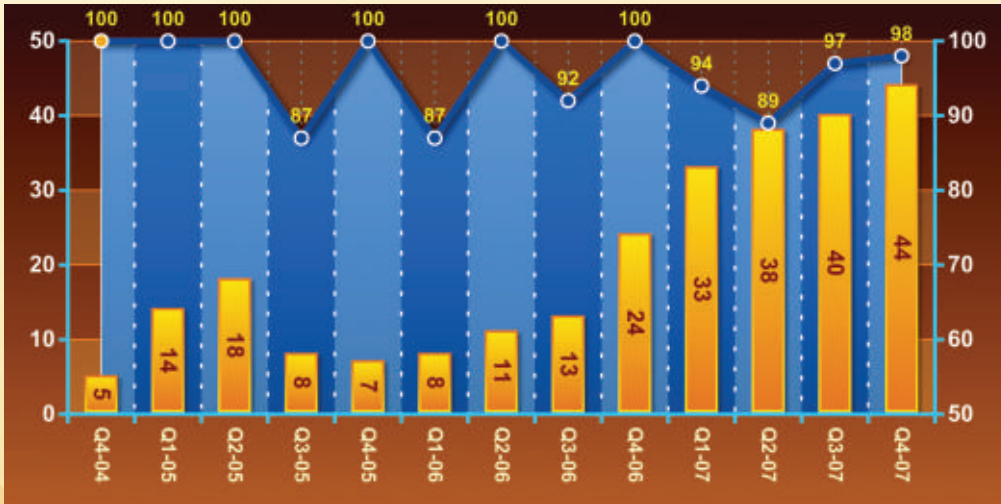
#### Client Impact

- Almost 100% increase in productivity levels over time
- Enhanced client satisfaction

Our customers have been able to reap the benefits of successful retention of trained and experienced talent, even as we scaled up rapidly, thereby ensuring retention of knowledge and avoiding bottlenecks.

We have also institutionalized knowledge management within the organization ensuring systematic acquisition, dissemination and retention of valuable knowledge.

### A Financial services ISV



Team Size      Retention %

### ISV centric Processes

Sonata realizes that the engineering requirements & priorities of an ISV are very different from that of an enterprise. Our client engagements typically involve Prototyping and Iterative (Agile) development methodologies like Xtreme Programming, SCRUM and we have been successfully using these methodologies for global delivery conforming to Sonata’s Project Management Framework. Sonata also ensures that the development and testing activities are synchronized with the ISV’s product release cycles.

We understand Visibility and Communication with Project teams are important factors for successful project execution. To ensure this we have a Web based project information repository in place. This shares critical information like a dashboard on project health, key artifacts, status updates. Also included are features like collaboration and knowledge updation that help in quickly analyzing your project in depth.



## About Sonata:

Sonata Software Limited, a leader in offshore product engineering services, has been working with software product companies across the US, Europe, Middle East and the Asia Pacific over two decades. Having started as a product company, with over 25 successful software products to its credit, it has a sound understanding of the product development lifecycle. With a well-defined engineering process that integrates all software engineering activities, and a Global Delivery Model, Sonata has an established track record of providing innovative solutions to its customers. Sonata's strong partnerships with global technology majors, and its proven skills on enterprise applications, enable technology and market insights that significantly add value to the product engineering process. Sonata's Product Engineering - Driven by Insight - makes it a partner of choice for companies looking at offshoring as a strategic initiative.

Headquartered in Bangalore, India, Sonata Software has 4 Development Centres in Bangalore and Hyderabad, with another planned in Hyderabad. It also has a nearshore presence in Germany, Europe, through its JV TUI InfoTec. It is listed on the Indian Stock Exchanges and is SEI CMM Level 5 certified.

# Sonata Software Limited

## CORPORATE OFFICE

APS Trust Building  
Bull Temple Road, N. R. Colony  
Bangalore 560 019, India  
Tel: 91-80-3097 1999, Fax: 91-80-2661 0972  
Email: [info@sonata-software.com](mailto:info@sonata-software.com)

## WORLDWIDE OFFICES

### USA

39300 Civic Center Drive, Suite 270  
Fremont, CA 94538, USA  
Tel: 510-791-7220, Fax: 510-791-7270  
Email: [info-uswest@sonata-software.com](mailto:info-uswest@sonata-software.com)

2018 156th Ave NE, Suite 100, Building F  
Bellevue, WA 98007, USA  
Tel: 425-372-2167 / 69, Fax: 425-484-7799  
Email: [info-usnw@sonata-software.com](mailto:info-usnw@sonata-software.com)

1901 North Roselle Road, Suite 800  
Schaumburg, IL 60195, USA  
Tel: 847-517-6310, Fax: 847-517-6313  
Email: [info-uscentral@sonata-software.com](mailto:info-uscentral@sonata-software.com)

11330 Lakefield Drive, Bldg #2, Suite 200  
Johns Creek, GA 30097, USA  
Tel: 770-814-4182, Fax: 510-791-7270  
Email: [info-usse@sonata-software.com](mailto:info-usse@sonata-software.com)

275 Grove Street, Suite 2-400  
Newton, MA 02466, USA  
Tel: 617-663-4866, Fax: 617-663-6127  
Email: [info-usne@sonata-software.com](mailto:info-usne@sonata-software.com)

212, Carnegie Center, Suite 206  
Princeton, NJ 08540, USA  
Tel: 609-919-6325, Fax: 617-663-6127  
Email: [info-useast@sonata-software.com](mailto:info-useast@sonata-software.com)

### Dubai

Office # 507, Thurraya Tower No.1  
P O Box 502818  
Dubai Internet City  
Dubai, United Arab Emirates  
Tel: 971-4-375-4355, Fax: 971-4-424-0132  
Email: [info-me@sonata-software.com](mailto:info-me@sonata-software.com)

### Germany

TUI InfoTec GmbH  
A JV between Sonata Software and TUI AG  
Karl-Wiechert-Allee 4  
30625 Hannover, Germany  
Tel: 49-511-567 5296  
Email: [sales@tui-infotec.com](mailto:sales@tui-infotec.com)

### Singapore

1, North Bridge Road, #19-04/05  
High Street Center, Singapore - 179094  
Tel: 65-633-724-72, Fax: 65-633-740-70  
Email: [info@sonata-software.com](mailto:info@sonata-software.com)

### India

1-10-176, Begumpet Main Road  
Opp. Hyderabad Public School  
Hyderabad - 500 016, India  
Tel: 91-40-3981 3899, Fax: 91-40-2776 4831  
Email: [info@sonata-software.com](mailto:info@sonata-software.com)

6, Richmond Road  
Bangalore - 560 025, India  
Tel: 91-80-3097 3299, Fax: 91-80-2248 4045  
Email: [info@sonata-software.com](mailto:info@sonata-software.com)

193, R. V. Road  
Basvanagudi, Bangalore - 560 004, India  
Tel: 91-80-3097 2999, Fax: 91-80-2656 7487  
Email: [info@sonata-software.com](mailto:info@sonata-software.com)

Sonata Towers, Global Village  
Pattenegeere & Mylasandra, RVCE Post  
Mysore Road, Bangalore - 560 004, India  
Tel: 91-80-3097 1499  
Email: [info@sonata-software.com](mailto:info@sonata-software.com)

### UK

5, Churchill Court  
58, Station Road, North Harrow  
Middlesex HA2 7SA, UK  
Tel: 44-20-8863 8833, Fax: 44-20-8863 5533  
Email: [info-uk@sonata-software.com](mailto:info-uk@sonata-software.com)