

Business Services Industry

RedPrairie Expands Its Global Reach Through Strategic Partnership with India-Based Sonata Software Ltd

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Business Editors

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Sonata Implementing RedPrairie Distribution Solution at Hindustan

Lever, Ltd., a Division of Unilever

RedPrairie Corporation, a leader in global supply chain technology solutions, and Sonata Software Ltd., one of India's leading software services companies, announced a strategic agreement whereby Sonata will market, implement and support RedPrairie's DigitalLogistix(R) Supply Chain Execution suite in India and other parts of Asia. The first implementation under this agreement is currently in process at Hindustan Lever, the Indian division of global foods and home and personal care provider Unilever.

Under the agreement, Sonata will be a value-added reseller (VAR) for RedPrairie throughout Asia, with responsibility for sales, marketing, implementation and customer support for RedPrairie's full supply chain execution suite. Sonata is well positioned to assume these new activities since they already are an offshore developer for RedPrairie.

Comments John Jazwiec, RedPrairie Company Leader, "As we continue to expand our global presence, we have sought potential partners who have the same dedication to helping customers achieve measurable results that our customers have come to expect from us. From our previous work with Sonata we know they share this dedication and are a successful and well-respected software services firm. This agreement will not only open new markets to us, but will allow us to better support the Asian needs of our many global customers."

RedPrairie currently has numerous installations in the Asia-Pacific region, including sites in China, Korea and Singapore that have been supported from RedPrairie's offices in the United States and Belgium. Hindustan Lever will be RedPrairie's first implementation in India. Sonata's local presence and 850 professionals throughout the region will enhance RedPrairie's ability to penetrate this extensive marketplace while providing local customer support.

Says Mr. B. Ramaswamy, Sonata CEO & President of Sonata Software Ltd, "Sonata has enjoyed a strong relationship with RedPrairie over the past three years by way of providing co-product development services. The current agreement strengthens this relationship even further and is in tune with Sonata's Business Model of '360degree Partnership', a model that transforms outsourcing into a business alliance. RedPrairie has an excellent suite of products and a reputation for quality that is appealing to Asia-Pac businesses. Adding Sonata's local implementation support and customer service makes their applications even more attractive. We expect high demand for our joint solutions."

About Sonata Software Ltd.

Sonata is a leading Indian software house with a 17-year track record of successful performance in both domestic and international markets. Sonata offers development and consulting services to ISV as well as Enterprise customers in the areas of Insurance, Financial Services and Pharma. Sonata has served its customer base through a breadth of technical skills and a mature global delivery model. Nurturing long-term partnerships has been a way of life at Sonata, and the company firmly believes that in the "Power of Partnership" lies the ability to identify more opportunities, increase individual strengths and intensify commitments

Sonata has 6 regional offices in India and three offices in the US and the UK, and large customer base in 25 countries across North America, Europe and Asia. Sonata's Core Research Group, supported by alliances with Microsoft, IBM, CA and Oracle, enables seamless assimilation of new technologies for rapid benefit to clients. Sonata, a SEI CMM Level 5 company, has been an ISO 9000 Tick-IT certified company since 1994. Shares of Sonata (a zero-debt company) are publicly traded in the Indian Stock Exchanges, with the company's employees holding 13% (April 2003) ownership.

About RedPrairie Corporation

RedPrairie delivers superior logistics results by driving out more logistics costs than anyone in the industry, enabling customers to consistently achieve their supply chain objectives. This is accomplished through an integrated suite of supply chain execution solutions (DigitalLogistix(R)) that provide the industry's leading transportation, productivity, and distribution management capabilities, enhanced with action-oriented components for real-time visibility, control and performance measurement. These solutions are deployed through an end-to-end results delivery system (the RedPrairie Approach) that ensures results achievement. RedPrairie delivers measurable results for customers in many markets, including high tech and electronics, consumer goods, food and beverage, third party logistics, retail and wholesale, service parts, and make-to-order manufacturing. Customers include Hewlett-Packard, Sony, Procter & Gamble, Nestle, Panasonic, Georgia-Pacific, Eveready, Unilever, Exel, General Electric, Amazon.com, and many others.