



TRAVEL, TRANSPORTATION & LOGISTICS

Think, Transform & Leverage

Based in Bangalore, India, Sonata Software is one of the largest IT services providers for the Travel, Transportation and Logistics vertical (TTL). Spearheaded by a dedicated team of domain and technology experts with deep industry knowledge and experience, Sonata is helping airlines, tour operators, travel distribution intermediaries, hospitality and logistics companies to leverage technology, innovatively and cost-effectively, to enhance business productivity in a highly competitive environment.

Sonata's strategic joint venture with TUI InfoTec, the IT arm of Europe's travel major TUI Travel Plc, has significantly enhanced its domain expertise and solutions portfolio for the segment. This association has provided intellectual property which serves as the foundation of much of Sonata's solution offerings and positions the company as a strong industry competitor.

Our in-depth understanding of the needs of the TTL industry augments our capabilities and solution assets, to deliver best in class solution and services to our customers globally, enabling them, to stay ahead in the market place. We have made it easier for travel companies to focus on their core competencies by providing them with high quality IT services.

Based on industry best practices and our extensive experience in TTL segment, we have developed innovative, domain-specific and quick-to-deploy solutions to address some of the specific needs of our customers such as PCI DSS Compliance, Collaboration, Revenue Integrity, Pricing, Yield Management, e-commerce, Mid office/Back office Solution and so on. Sonata's proven system integration capabilities along with proactive investments towards acquiring domain competencies with industry experts and a solution accelerator led approach, enables us to consistently provide high quality services to customers within budgets and timelines. These products and solutions significantly improve the time-to-market while lowering the risks involved in adoption of new technologies and systems for our customers. Our services portfolio for the TTL industry also includes Application Development Services, Managed Testing Services, Enterprise Resource Planning (ERP) implementation Services and Infrastructure Support Services.

AIRLINES

Sonata has significant expertise in providing global IT sourcing solutions and services to various airlines and travel distribution companies. Our offerings have enabled global carriers as well as major travel distribution companies derive real business value through

our partnership. Our solutions can help airlines overcome their business challenges through innovative solution accelerators and address some key requirements which are not met by standard COTS products available in the market.

Some of our niche offerings for airlines include:

Sonnet4Airlines

Sonnet4Airlines is a secure shared online environment for collaboration and execution of business processes. Based on Microsoft SharePoint, Sonnet4Airlines can help airlines streamline their business processes and meet their need for effective communication and efficient information management.

SonnetPCI

Airlines globally are looking for ways to achieve Payment Card Industry (PCI) compliance as mandated by payment card organizations: American Express, Discover, JCB, MasterCard, and Visa. Sonnet PCI is Sonata's solution accelerator for PCI-DSS compliance and enables secure card information storage and transaction. It helps airlines to reduce risk of breaches, and resultant fines, lawsuits and negative public opinion. Sonnet PCI can help organizations to save up to 50% of their PCI compliance costs.

ARMOR

Armor is the next generation Pricing Decision Support solution from Sonata that provides optimal price recommendations to the host airline based on competitor price analysis, commercial strategy and market situation. The objective is to help airlines respond quickly to dynamic market needs on product pricing.

Sonata Key Differentiators:

Proactive investments in TTL vertical

- ❖ Industry experts in the team
- ❖ Solution accelerator led approach
- ❖ Strategic investment in TUI infoTec JV



Strategic Partnerships

- ❖ Industry bodies: IATA
- ❖ Analyst: PhocusWright, Forrester
- ❖ IT majors: Microsoft, Oracle, SAP, IBM



Proven SI Capabilities



- ❖ High quality IT services to clients within budget and time
- ❖ Understanding of industry needs and trends
- ❖ Best in class solutions and services leveraging latest technologies

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TRAVEL

Sonata, with its immense industry expertise in Travel and Hospitality, offers innovative and efficient solutions to leading Travel Agents, Tour Operators and Car Rental companies. We offer a blend of emerging technologies and business expertise, which helps them to grow their business faster. Our deep understanding of this segment is based on our close association with Europe's largest travel company for the past one and a half decade, and many more renowned travel organizations globally.

Sonata provides IP led solutions to address the specific needs of this segment. Some of our niche offerings for this segment include:

SonnetTRAVEL

Sonnet TRAVEL is Sonata's high performance, scalable, modular, ecommerce engine and distribution platform supporting advanced B2B and B2C features for the travel intermediaries. Sonnet TRAVEL is currently being used by more than 6000 travel agencies across Europe, reaching out to more than 30,000 users.

Sonnet Travels: Key Features

- ❖ Dynamic packaging and dynamic pricing
- ❖ Cross-selling and Up-selling features
- ❖ Multi-GDS/CRS connectivity
- ❖ Multi-location, multi-lingual, multi-currency, multi-payment mode features
- ❖ Supports more than 1 million transactions per day
- ❖ Supports PCI-DSS, OTA, STADIS & STEAL,CETS standards
- ❖ Supports alternative front-ends

SonnetPCI

We help travel organizations with PCI DSS compliance by bringing in a unique combination of Travel IT applications expertise, infrastructure know-how, and testing and validation prowess in addition to "ready-to-implement" accelerators that comprehensively address all the requirements for PCI DSS Compliance. Our proven consulting and solution accelerator led approach helps our clients identify the PCI compliance gaps quickly and get fully prepared for QSA audit within 2-6 months.

HOTELS & HOTEL AGGREGATORS

Midsize Hotels and aggregators face certain challenges like inability to integrate with various B2B and B2C channels, expand to newer markets, capitalize on volume consolidation, negotiate the prices, generate repeat business and attract new customers due to manual systems. They need to consolidate and manage the inventory, price and content which are prone to errors and other issues, resulting in loss of valuable time, cost and opportunity.

Mid size hotels and hotel aggregators therefore need an end-to-end solution that:

- ❖ Enables various travel organizations to virtually connect to the consumers worldwide
- ❖ Streamlines their existing business process and its allied applications
- ❖ Enables them to expand to new business channels and geographies

HSP

Sonata's Hotel Selling platform, HSP, is a part of our e-commerce solution suite, Sonnet Travel which facilitates mid size hotels and aggregators to reach out to the global client base.

HSP enables consolidation of hotel inventory data in one central data repository. It automates the key processes, helps increase revenue by enabling multiple sales channels and enables configuration of critical business rules.

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