

# NASSCOM - Sonata event - Harnessing power of Platforms for Digital



Sonata partnered with NASSCOM and held a session on “Platforms and Harnessing Their Power as Digital Deepens,” on Mar 8th in Bangalore.

Srikar Reddy, MD & CEO, Sonata Software kickstarted the event with an impactful introduction on how ‘platformation’ or platform based transformation is now an important part of the value chain because of its varied features that are both flexible and scalable.



Srikar Reddy – MD and CEO, Sonata Software

This was followed by a series of sessions on how today’s enterprises are rising to the challenges of aligning business needs to technology using the power of platforms. Some of the leading minds from PayPal (Anshu Gupta, Head - Partner Platform), UrbanLadder (Sonia Parandekar, Director - Engineering), Qwiksilver (Pratap T.P., co-founder and director) shared their experiences in platform architecture, build and operations for flexibility and scale.



Anshu Gupta – Head, Partner Platform, PayPal



Sonia Parandekar - Director, Engineering, UrbanLadder



Pratap T.P - co-founder and director, Qwiksilver

It was an engaging session that gave insights into what made platform-based models a necessity in their areas and how the initial challenges in creating a platform-based model were conquered in order to reach the objective of value addition to business.

In the next session we looked at Platformation from the Tech vendors’ point of view. Speakers from Microsoft (Guru Bala, Director – Cloud and Data Center Programs, Microsoft) and SAP (Vishnu Prasad Hegde, Head – HANA Platform) gave their insights on implementing & supporting Platform-based Software Solutions.



Vishnu Prasad Hegde – Head - HANA

The speakers spoke about how they see their software solutions roadmaps and enterprises evolving in the “platform” approach to business and IT, and provided a detailed overview of how tech providers are seeing platform-based software models benefitting enterprises.



Guru Bala – India Sales Lead, Azure Advanced Solutions, Microsoft



(L-R) Ed Nair, Tilak Doddapaneni, Ankur Dang, Omprakash Subbarao

For the final session, we had a very engaging panel discussion on ‘How Platform Models are Impacting the Enterprise business and Tech Landscape.’ Ed Nair from DataQuest moderated the discussion and the panel consisted of tech leaders from GE (Ankur Dang, Sr. Director Software Engineering), Tesco (Tilak Doddapaneni, Head Online Products) and Sonata (Omprakash Subbarao, Head Strategy & Digital). They explored the degree of readiness among enterprises and their ITeS partners if they chose to embark on a ‘platformation’ journey.

The discussion revolved around how platforms have benefitted both business and IT, and they further determined, what the enablers and challenges are for going the Platformation way. Coupled with personal experiences from their respective industries, this made for an engrossing ending session to the event.

[Watch the entire story here](#)