Delivering next-gen travel experiences

Sonata Digital Travel Technology

**Product Engineering
Enterprise IT Services
Technology Infrastructure**

SONATA
SONATA SOFTWARE

DEPTH MAKES A DIFFERENCE

Technology Continues to Drive Travel

Innovation is key for travel companies, whether it is for enhancing user experience, driving business performance or improving service delivery. Technology trends such as consumerization of IT, augmented reality, wearables, iBeacons, IoT, chat, mobility, analytics and social media are increasingly making customers demand a seamless experience through their entire journey of experiencing holidays—from searching to sharing.

Travel CIOs are grappling with not only the challenge of comprehending and adopting new technologies, but also with the task of integrating them with enterprise applications.They are expected to accomplish all this, while containing costs, increasing efficiencies and improving customer engagement.

CUSTOMERS ARE SWITCHING TO DIGITAL CHANNELS

Travelers are moving away from traditional modes of travel planning to digital channels. Delivering a superior online experience is thus imperative for customer retention, and to capture a bigger slice of the market. While many travel companies offer an online portal, the limited degree of automation has failed to deliver cost benefits. Also, the growing penetration of smart devices into every area of human activity has made it imperative for travel companies to put in place a mobile platform to cater to the tech-savvy consumer. In addition, consumers post their experiences on social media in real time, impacting business.

Unique and rich local experiences. Memories stored & shared easily. Inspiring & inspired.

Seamless search and planning experience across web, mobile and in-store channels.

Personalized service across itinerary and providers.

Customized offers and experiences at group and individual level. Flexible payment options.

Sonata's End-to-End
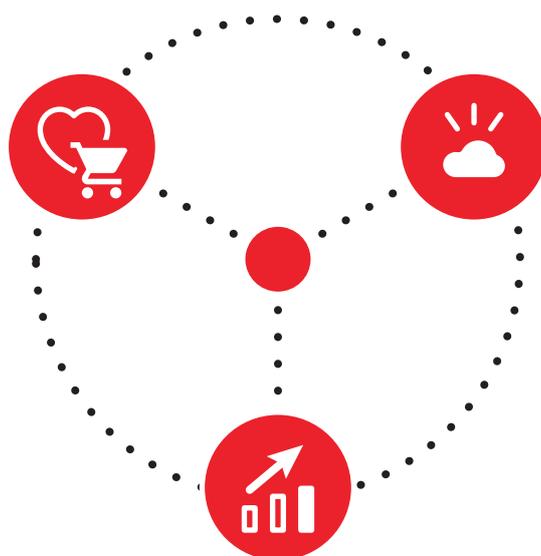# Travel Experience Solution

Sonata powers some of the largest players in the tour operator, corporate travel, online travel, rail and airline segments across the globe. We capitalize on technologies such as Mobility, Analytics and Cloud to offer solutions in the ERP and Omni-Channel Commerce space, and deliver benefits such as enhanced customer engagement, increased operational efficiency, and higher return on IT investments.

Sonata's pre-built end-to-end Travel Experience Management platforms offer businesses the critical advantages of a full suite of high quality solutions. Spanning front, mid and backoffice operations, these travel solutions can be customized and deployed quickly.

Customer Experience
DIGITAL CHANNELS

Personalization | Mobility | Analytics | Social

Smart Operations
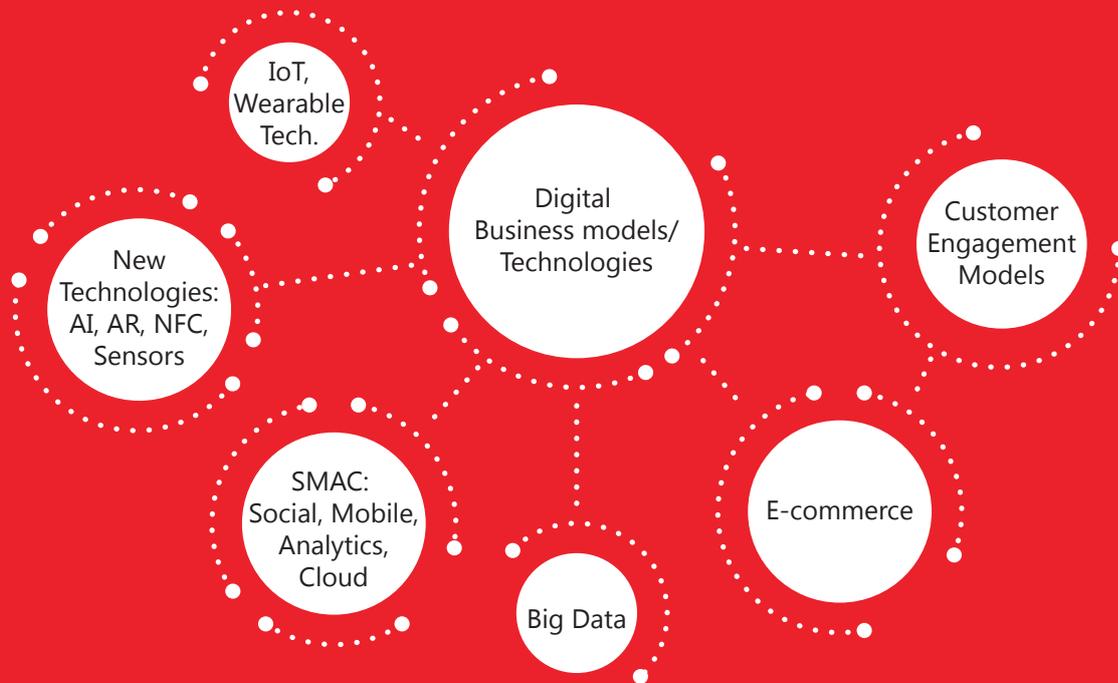**DIGITAL PROCESS**

Cloud | Virtualization | Embedded Devices

Business Transformation
DIGITAL BUSINESS

Business Model | Business Process Excellence | Products & Services | Delivery Models

Digital Business Technologies for the Travel Industry

Sonata offers a complete suite of solutions for the travel Industry. With deep experience in delivering solutions to world leading travel providers, our solutions are tailor made for your requirements.

IoT, Wearable Tech.

New Technologies: AI, AR, NFC, Sensors

Digital Business models/ Technologies

Customer Engagement Models

SMAC: Social, Mobile, Analytics, Cloud

Big Data

E-commerce

DYNAMIC PACKAGING SOFTWARE FOR TRAVEL PROVIDERS

Rezopia enables travel providers to package multiple travel products in real time and sell it in a single transaction across multiple distribution channels.

SIMPLIFYING ENTERPRISE MOBILITY

Halosys is a Unified Mobile Enablement Platform that allows enterprises to build, deploy, secure and manage mobile apps seamlessly across devices and isbacked by Sonata's full service capabilities.

OMNI-CHANNEL COMMERCE SOLUTION

TravelPlus provides a comprehensive platform-based multi-channel travel ecommerce with advanced search, responsive design framework and a full-featured content manager.

SONATA'S TRAVEL ANALYTICS SOLUTION

Transit is a big data analytics solution tailor made for travel companies. It helps enterprises eliminate the problem of data distributed in different silos, and presents an enterprise wide single version of truth.

Platforms – Enabling Digital Transformations

OMNI CHANNEL EXPERIENCE

rezopia
IT'S THAT EASY.

NEXT GEN TRAVEL & RAIL EXPERIENCE

TravelPlus
OMNI-CHANNEL COMMERCE

MOBILITY
Unified Enterprise Mobility Platform

halosys
A Sonata Software Company

Horizontal Platforms across Engineering, Mobility, Analytics & DevOps for 'Future Ready' IP led solutions.

DIGITAL CONSULTING

Enterprise Consulting

- Enterprise Architecture Review
- Business Process Analysis
- Business Ready Use-case Modeling & Re-engineering
- Solution Blueprint
- Digital Technology Recommendation

ANALYTICS

Unified Data Platform

- Analyse, Learn and Act.

TRANSIT

- Travel Analytics Platform

DIGITAL ENGINEERING

Engineering/DevOps

- The platform for automated releases to production

Test Automation

- RAPID – Automation Framework

Cloud AppDev

- Ready-to-use cloud application framework

SONATA SOLUTION FEATURES

- Full suite of pre-built, customizable applications
- Applications for the Search, Buy, Use, Share lifecycle
- Best-in-class workflows and UI/UX
- Built on proven technology and solution frameworks

SOLUTION BENEFITS

- Next gen customer travel experience and satisfaction
- Fast, flexible deployment across front, mid and back office
- Future-ready technology with continuous upgrades
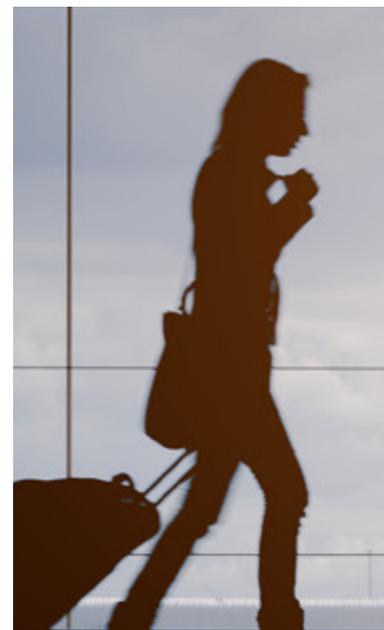- Efficient managed and pay-as-you-use service

Why Sonata

Sonata Software is a global travel technology services company with deep domain expertise. We provide a comprehensive set of solutions and services and are the trusted partner of many marquee names in the travel business. We don't merely execute IT projects for our clients but help them to enable a strategic IT transformation.

- 10+ years of experience in the travel domain

- 600+ domain experts

- Delivery excellence through customer-specific Centers of Excellence

- World leading customers across online travel tour operators, corporate travel and airline segments

- Focus on new technology

CENTER OF EXCELLENCE: ENABLING VALUE ADDITION

Sonata's customer-specific Center of Excellence (CoE) model is designed to deliver excellent value through increased customer focus and collaboration, adoption of best practices and enhanced productivity. Our CoE for a leading Fortune 100 European travel company has helped nurture a decade long relationship owing to our deep commitment to delivering sustained value. Whether it's an existing travel leader innovating to stay ahead of the game or a start-up business exploring a disruptive idea to change the game, Sonata's deep travel IT competencies provide the ideal platform to make a difference.

Sonata also has a state-of-the-art Customer Experience Center in Bangalore, India, where we showcase futuristic digital technologies and other innovations to our customers.

Customer Success

DIGITAL TRANSFORMATION FOR A TOUR OPERATOR

Transformed one of Europe's largest tour operator from legacy ecommerce and brick-and-mortar travel platforms, into a consolidated omni-channel platform for browse, search, book and service capabilities for all channels.

● ● ◆ BENEFIT

Mobile enabled website, personalized search & packaging, as well as enhanced yield management applications integration enabled the business achieve strong growth and profitability.

NEXT GEN RAIL TRAVEL SERVICES

A large ANZ Rail network wanted a platform for fast, flexible and effective provision of services for its customers.

● ● ◆ BENEFIT

Core rail systems, for scheduling and reporting, added onto Sonata's Rezopia Travel ERP Cloud Based Solution enabled a rich experience delivery to customers, spanning rail and ancillary business.

SONATA SOFTWARE

ABOUT SONATA SOFTWARE

Sonata Software is a global IT services firm focused on catalyzing transformational IT initiatives of its clients through deep domain knowledge, technology expertise and customer commitment. The company delivers innovative new solutions for Travel, Retail and Consumer Goods industries by integrating technologies such as Omni-Channel Commerce, Mobility, Analytics, Cloud and ERP, to drive enhanced customer engagement, operations efficiency and return on IT investments. A trusted long-term service provider to Fortune 500 companies across both the software product development and enterprise business segments, Sonata seeks to add differentiated value to leadership who want to make an impact on their businesses, with IT.

Sonata Software Ltd.

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