



## **PRESS RELEASE**

### **TUI InfoTec partners with SAP to offer subscription-based hosting for SAP Business All-in-One in Germany**

*A flexible and cost effective solution to enable small and medium-sized businesses derive immediate cost benefits and drive value*

**Mumbai, June 29, 2010:** TUI InfoTec GmbH, a **Joint Venture between Sonata Software Ltd. and European travel major TUI Travel PLC**, has signed an agreement with SAP Germany AG & Co in the area of subscription-based hosting. TUI InfoTec will reach out to small and medium enterprises (SMEs) in Germany to provide them a subscription-based SAP Business All-in-One (BAiO) solution at a flat monthly fee.

The subscription-based hosting offering from TUI InfoTec will make it easy and affordable for mid-sized companies to implement and quickly realize the benefits of running their businesses on SAP solutions. It will provide them access to the best-in-class SAP ERP applications with minimized upfront costs and in-house IT requirements. TUI InfoTec will take the complete ownership of hosting and running the ERP application end-to-end. Through the subscription-based hosted delivery model, customers will be able to deploy an easily customizable business application comprising preconfigured, industry-specific best practices without the capital outlay traditionally required for acquiring software licenses and IT hardware. The hosted offering will also liberate customers from the need to maintain on-premise solutions within their own IT infrastructures. Enterprises will have to pay only a flat monthly subscription fee per user which will reduce their ongoing operating costs and help them to focus on their core businesses, products and services better.

With the subscription-based hosting model customers will be able to:

- Minimize upfront capital costs associated with software and hardware acquisition, thereby simplifying their cash-flow.
- Lower total cost of ownership based on complete, pre-tested software and associated support services.
- Minimize the number of IT resources that are required to manage and support software and the underlying IT infrastructure.
- Secure their enterprise data by adopting ITIL standards and leveraging TUI InfoTec's rich experience in hosting mission critical applications.

“Our partnership with SAP puts us in a unique position to service the growing demands of the small and mid-sized companies in Germany through a comprehensive ERP solution. The addition of a subscription-based hosting option to the SAP BAiO product portfolio provides customers with even more choices to find the right solutions for their individual businesses. Our offering will help these companies quickly evaluate and implement the SAP Business All-in-One solution across all operations, resulting in saving time, effort and money,” **said Heinz Kreuzer, Chairman of TUI InfoTec GmbH.**



“Considering the excellent hosting capabilities, the broad experience in managing comprehensive projects as well as the reliability of services, TUI InfoTec is an attractive SAP partner for the SME market,” **asserts Dr. Nedzad Fajic, Vice President, Indirect Channel Dach at SAP Germany.**

TUI InfoTec helps enterprises evaluate and select the SAP solution that best meets their industry and business requirements. TUI’s Package Review, Evaluation and Selection services benefit customers by allowing them to make better, faster, and more cost-effective business decisions.

### **About TUI InfoTec GmbH**

TUI InfoTec GmbH ([www.tui-infotec.com](http://www.tui-infotec.com)) is a joint venture between Sonata Software Ltd. and TUI Travel PLC, Europe's largest travel group. Sonata has a majority stake in TUI InfoTec, which provides a portfolio of services comprising IT Operations and IT Services. TUI InfoTec's basket of IT Operations includes Infrastructure Management, Help Desk and Hosting services, while it also offers IT Services such as Application Development, Application Management, Business Intelligence and Managed Testing. Working in conjunction with development centres in India, TUI InfoTec incorporates economically efficient offshoring strategies into its global service delivery model.

### **About Sonata Software Limited**

Sonata Software ([www.sonata-software.com](http://www.sonata-software.com)), headquartered in Bangalore, India, is a leading IT consulting and services company. Sonata's customers are located across the US, Europe, Middle East and the Asia-Pacific region. Its portfolio of services includes IT Consulting, Product Engineering Services, Travel Solutions, Application Development, Application Management, Managed Testing, Business Intelligence, Infrastructure Management and Packaged Applications. As per the industry rankings released by NASSCOM for 2008-09, Sonata Software figured among the Top 20 IT Software Services Exporters in India for the second consecutive year. Sonata Software has also been ranked Global #2 in the 2008 Top Ten ESO: Outsourced Software Development in The Black Book of Outsourcing.

### **For further information, please contact:**

Swati Sengupta  
Sonata Software Limited  
Bangalore 560019, India  
Tel : +91 80 30971999  
[swati.sengupta@sonata-software.com](mailto:swati.sengupta@sonata-software.com)

Tobias Unruhe  
TUI InfoTec GmbH  
Hannover, Germany  
Tel. +49 511 567 5330  
[tobias.unruhe@tui.infotec.com](mailto:tobias.unruhe@tui.infotec.com)