

From the CEO's Desk

Through an incredibly tumultuous year, the support and commitment we have seen across the board has humbled me and made us truly appreciate the power and value of a strong partner network and colleagues one can count on – each of you have played a vital role in working with and helping us get to the end of 2020!

In a year characterized by a global pandemic, we have seen some losses, but we have our health and have survived, grown, and can look forward to the future with more hope and vigor than we should have dared to hope for. 2020 was a reactive year – we reacted to our environment and the rapidly changing world around us – the pandemic, a global and national lockdown, massive shifts in businesses and priorities, the economic crisis of a generation, and the fear and speculation that accompanied standing at the edge of 2020's chasm. I believe that 2021 will be a proactive year. We will reap the benefits of the efforts of 2020; our ability to guide our customers and partners will grow; we will have our proven collective strength and resilience to count on; we will play an active role in charting our futures.

After everything we have accomplished this year, I am proudest of the way our Extentians stood up – every challenge, every call for assistance, every demand, every sacrifice, and every opportunity was taken on with the vitality and empathy that we have been spoilt into expecting. In 2020 we kept our word in 'Delivering Confidence'; but even more meaningfully, we 'Delivered Compassion'. We have a long road back to "normalcy" – we're constantly working on multiple fronts; and count on you – your ideas, support, enthusiasm, and optimism – to partner with us on this journey.

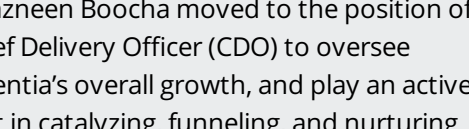
I wish each of you and your families a healthy, happy, safe, successful, peaceful, and enjoyable 2021!

Lastly, don't forget to follow our social media handles for continued and regular updates. Like, share, and send in your ideas – we want to hear from you!



Umeed Kothavala

Umeed Kothavala



EXTENTIA IN THE NEWS



EXTENTIA IN THE NEWS

becoming a proud member of the SAP AppHaus Network – a year of thoughtfully-created collaborative workshops at XEN LAB and XEN UNWIRED for our customers and partners across the globe.

[Read more](#)

Victory at the 2020 Einstein Analytics ISV Hackathon

A team comprising of members from Extentia's acclaimed Salesforce Practice won the 'Best Topical App' at the 2020 Einstein Analytics ISV Hackathon – with AnlyTxApp, an application that allows users to display the impact of COVID-19 on Salesforce objects – utilizing datasets directly from the World Health Organization (WHO).

[Read more](#)

Participation in the RPA challenge at SAP Labs India

Members from Extentia's Bangalore office participated in and secured the third position at the RPA challenge at SAP Labs India that was held in a complete online setup. A great learning experience for the team, it was a great opportunity for the team to bring together their individual expertise, explore the capabilities of RPA tools, and collaborate, virtually.

[Read more](#)

Naazneen becomes the CDO of Extentia

Naazneen Boocha moved to the position of Chief Delivery Officer (CDO) to oversee Extentia's overall growth, and play an active part in catalyzing, funneling, and nurturing numerous new opportunities.

[Read more](#) | [View media coverage](#)

Extentia partners with LinkedCar

LinkedCar partnered with Extentia to bring key features of their platform to the Salesforce AppExchange, leveraging our decade-long experience on the Salesforce platform.

[Read more](#) | [View media coverage](#)

Celebrating the first anniversary as a member of the SAP AppHaus Network

We celebrated the first anniversary of XEN LAB PNQ, our experience design center

EXTENTIA AND EVENTS

SAP

The all-virtual SAP TechEd was attended by close to 40 members from our SAP Practice. Read all about the event, the team's experience, and more in our post.

[SAP TechEd 2020](#) | [Extentia and SAP](#)

Salesforce

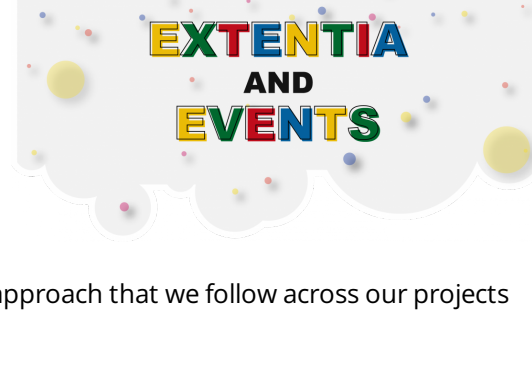
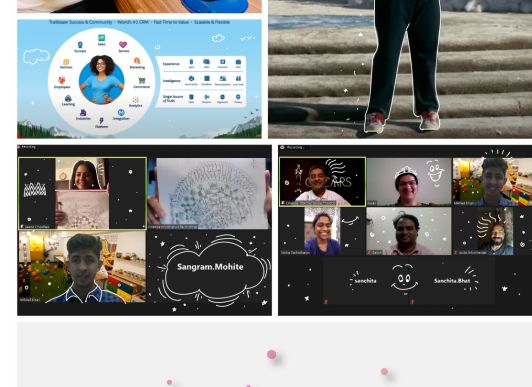
It has been a couple of busy months for our Salesforce Practice with Dreamforce coming home, all the preparations we had been doing for our virtual booth, and the overall Dreamforce experience like never before.

[Dreamforce '20](#) | [Virtual Booth](#) | [Dreamforce '20 - Our Experience](#) | [Extentia and Salesforce](#)

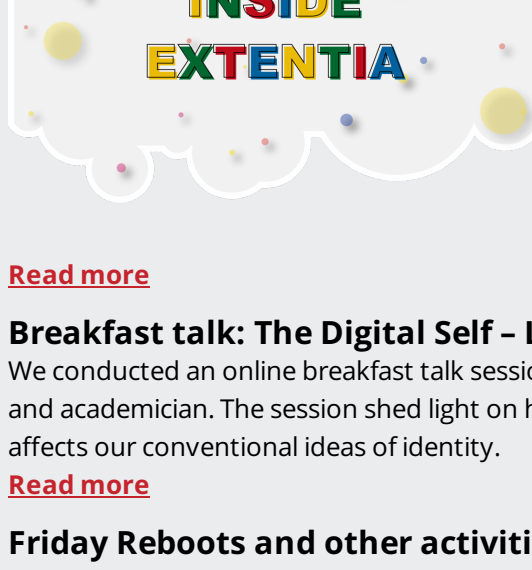
Hosted XPRSS 2020

We hosted the second season of XPRSS, our first company-wide virtual event that encompassed keynotes and panel discussions around the overarching theme of Experience Centric Transformation, a unique approach that we follow across our projects and deliverables.

[Read more](#)



INSIDE EXTENTIA



INSIDE EXTENTIA

[Read more](#)

Breakfast talk: The Digital Self – Living with Identity Negotiations

We conducted an online breakfast talk session with Dhammaratna Jawale, a media researcher and academician. The session shed light on how information overload and screen culture affects our conventional ideas of identity.

[Read more](#)

Friday Reboots and other activities

We also had several employee engagement activities in a complete online set up. These included a couple of Extentians Express sessions, a talk on 'Good Coding Practices' by Anand Keshavan, a Salesforce Step-Up quiz, virtual yoga sessions by Surbhi Desai, and several engaging Friday Reboots – ensuring that we, the Extentians connect and revitalize together!

[Read more](#)

Our 'Together we Plank' initiative

Fitness and sports have always been an important constituent of the wide range of employee engagement and internal activities at Extentia. This year, being different due to the COVID-19 situation, we launched 'Together we Plank', an initiative to encourage Extentians to not only practice the plank at home but also to record and send their videos while performing it.

[Read more](#)

'Expressions of Extentia'

We gave a few Extentians situations that we frequently encounter in our personal and work lives and captured their priceless expressions – all this in a completely remote setup. We hope these 'Expressions of Extentia' put a smile on your face, just like they did for us!

[Read more](#)

Sakaar activity – A session on body language

We conducted a well-thought-through virtual training session, 'Body Language' for the students of Friends of Children (FoC), a local NGO over Skype – covering things to be kept in mind while preparing as well as appearing for an interview.

[Read more](#)

Celebrations

Undeterred by the pandemic, we continued with the tradition of our annual [Dussehra photoshoot](#). Many Extentians, clad in festive clothing, met over a Teams call for a unique virtual photoshoot – happy and how. In a similar vein, we also celebrated Republic Day virtually with fervor and pride and continued the Extentia tradition of the [Republic Day photoshoot](#).

Chetan's storytelling sessions

In the past few months, we had multiple online sessions where Chetan Shetty, our COO, and an ardent storyteller, fondly introduced several masterpieces to his keen audience – including the awkward Oscars' Fiasco, the story Col. Sanders, the founder of KFC, and various stories by the famous writer, Sadat Hasan Manto.

[Read more](#)

ETalk on Connected Cars and Telematics by Siddharth Vinayak Patankar

In a special online session we had Siddharth Vinayak Patankar, Editor in Chief – CarAndBike, and Chief Editor – Auto & Head of Automobile Programming at NDTV, conduct a highly engaging session on connected cars and telematics. In the hour-long session, he familiarized the audience with how the internet and technology are transforming the automobile industry.

EXCITING STUFF ON OUR CORE EXPERTISE

SAP

As an [SAP](#) Partner, Extentia's team has been constantly deploying quality transformational digital SAP solutions. Read our recent posts around:

1. [SAP Business Technology Platform \(BTP\)](#)
2. [Solving business problems with machine learning in SAP Analytics Cloud](#)

Salesforce

As our thriving [Salesforce Practice](#) continues delivering confidence to our partners and customers, we wrote about:

1. [Dynamic Forms](#)
2. [Salesforce's Financial Services Cloud](#)
3. [Relevance of a Health Check for Salesforce Orgs](#)
4. [Our Einstein Analytics Hackathon adventure](#)

UX Design

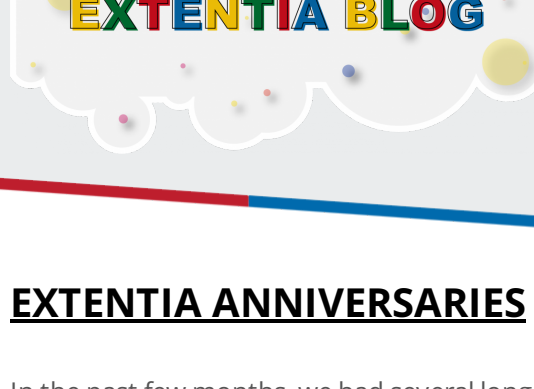
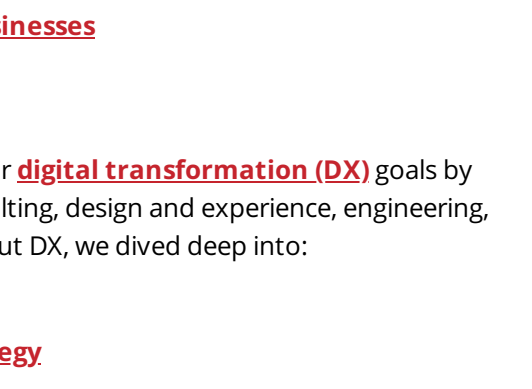
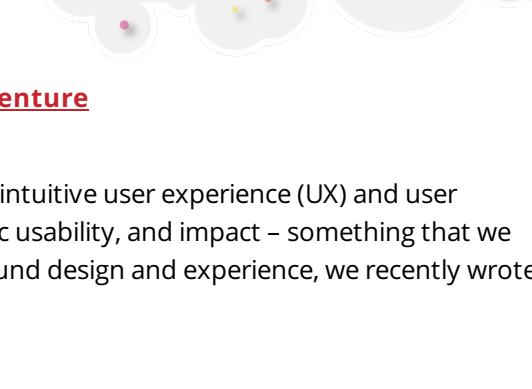
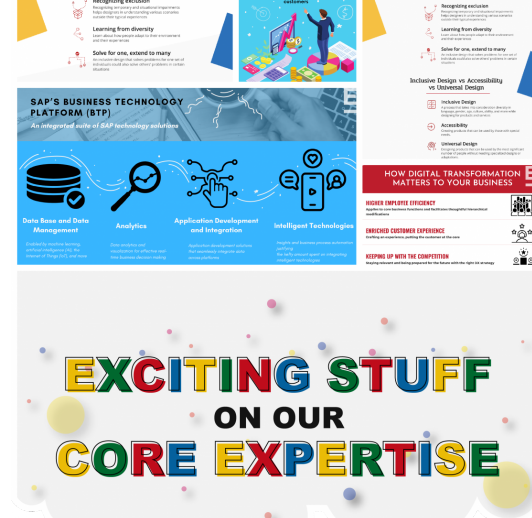
Our [Experience Studio](#) has been busy creating intuitive user experience (UX) and user interface (UI) designs with functionality, simplistic usability, and impact – something that we have excelled at over the years. In our posts around design and experience, we recently wrote about:

1. [The importance of user interface \(UI\)](#)
2. [How UX can make a difference for businesses](#)
3. [Designing for inclusivity and diversity](#)

Digital Transformation

Extentia has been helping companies realize their [digital transformation \(DX\)](#) goals by leveraging our expertise across domains – consulting, design and experience, engineering, deployment, and managed services. Writing about DX, we dived deep into:

1. [Why DX matters to businesses](#)
2. [Building an effective yielding DX strategy](#)



Online Healthcare

Find out all about [online healthcare](#) in our series of posts that take a look at online healthcare from varied perspectives – [patients](#), [doctors](#), [businesses](#). Also, check out all the [groundbreaking work](#) Extentia has been doing in this domain.

Others

In our [other posts](#), we looked at [5 important things about 5G](#) and the [grand Extentia tradition of quizzing](#). We also listed down [simple tips for young developers to write a clean code](#) and published the [success story of Grounded in Hawthorn](#) – a recent new venture by Extentia's long-time partner and friend, Mark Lucky!

EXTENTIA ANNIVERSARIES

In the past few months, we had several long-term Extentians celebrating years of association with Extentia – making us and them proud and how!

