



## Extentia Launches XEN LAB PNQ

***A first of its kind unique space for experience design transformation workshops***

PUNE, India, Aug. 27, 2019 /PRNewswire/ -- Extentia Information Technology has launched a unique experience design lab - the XEN LAB PNQ, at their office in Pune. An entire floor has been redesigned to create a space that fosters creativity and innovation. Several design principles have been brought to life to encourage openness, new perspectives, and out-of-the box thinking. The lab will be used for conducting client workshops that require discussions, brainstorming, ideating, and strategizing - around digital transformation (DX), business processes and customer experience (CX).



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The displays within the lab elucidate the 5D approach of Discover, Define, Design, Develop, and Deploy that Extentia offers their clients. All the walls are 'whiteboard walls' on which one can write and erase providing an expanse of space for flowcharts, mindmaps, concept visualization, and note-taking. Most of the décor has been created keeping the principle of sustainability in mind - by recycling objects used in the day-to-day life.

"We're excited about the launch of this one-of-a-kind experience design lab, as months of our team's efforts finally come to life," said Umeed Kothavala, CEO, Extentia. "We look forward to leveraging the XEN LAB PNQ to bring customer experience (CX) to digital transformation (DX). We also aim to bring about a change in the way a typical office space is perceived."

Extentia has worked on several assignments from concept to completion with Indian giants like Mahindra & Mahindra, Tata Communications and Cipla, apart from several international clients.

**For More Information**

Please write to inquiries (at) extentia.com, or call +1-408-6274094 (United States) / +91-20-6728-5200 (India).

For more about Extentia's XEN LAB, look up [www.extentia.com/xenlab](http://www.extentia.com/xenlab) | Watch the making of the space at [www.youtube.com/watch?v=umseABmdHdE](http://www.youtube.com/watch?v=umseABmdHdE)

## **About Extentia Information Technology**

A global technology and services firm that helps clients transform and realize their digital strategies. With a unique Experience Centric Transformation approach, Extentia's ground-breaking solutions are in the space of mobile, cloud, and design. The team is differentiated by an emphasis on excellent design skills that they bring to every project. Focused on enterprise mobility, cloud computing, and user experiences, Extentia strives to accomplish and surpass their customers' business goals. The company's inclusive work environment and culture inspire team members to be innovative and creative, and to provide clients with an exceptional partnership experience.

[www.extentia.com](http://www.extentia.com)

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