



Extentia goes to CeBIT

This year's **CeBIT**, where Extentia actively participated, was all about creating value - and the quality advantages a company can achieve by concentrating on its core competence!

Extentia, along with its strategic partners, Stratos and Let's bridge IT were invited to be part of a discussion panel at CeBIT 2007 to share viewpoints and discuss different options available for offshoring and to demonstrate how smooth and safe offshoring can be.



CeBIT brought together suppliers and buyers of outsourcing services and provided a discussion platform for companies who are already engaged in offshore software development. IT decision-makers were present to find out about outsourcing and corporate strategies, factors of successful outsourcing, legal aspects of outsourcing and near-shore/offshore factors.

Anand Rahul (Business Head Europe, Extentia), Iris Becker (CEO, Let's bridge IT, Germany) along with Frank Voitag (CEO, Stratos Software, Germany) and Holger Thom (Lead Software Architect, Stratos Software, Germany) were a part of the discussion panel that addressed the myths that European companies often have regarding global outsourcing.

Extended partnership with LBI



Extentia's long-term partner **Let's bridge IT** (LBI) builds bridges between the German and the Indian cultures. Iris Becker and her team coordinate with Extentia's customers in Germany and helps them start outsourcing their software development and

guides them through the process. Let's bridge IT gives Extentia's European customers the confidence and support to make the communication with Extentia's offshore team run smoothly.

Partnering with Let's bridge IT, Extentia has successfully provided offshore development services to several companies in Europe. This year, Extentia hopes to extend and expand the partnership to offer customers a more integrated onshore-offshore business model.

Unique "Best Shoring Model"

Extentia and Let's bridge IT (LBI) now collaborate with Stratos Software to offer customers a unique "**Best-Shoring Model**". The best shoring partnership is a three way partnership between Extentia, LBI and Stratos each bringing their unique business strengths and key advantages to the partnership.



While LBI is primarily responsible for marketing the "Best-Shoring Model", Stratos offers a team of onsite technical pre-sales experts, and the development of the projects is executed at Extentia's development center in India post an initial onsite requirements-understanding phase.

This unique outsourcing delivery model brings significant benefit to European clients by minimizing the project communication gap with development units, helping to develop a better understanding about the project locally as well as giving them total control over the project while allowing them to tap into a global delivery model.

In a nutshell, the best-of-both-worlds Indo-German "Best Shoring Model" combines the onsite management resources of partner companies to strengthen the services of providing global software solutions to the European market.

Sharing experiences from CeBIT



Relating his experiences post CeBIT Anand Rahul (Business Head Europe, Extentia) commented "A lot of companies had very little and often unsuccessful experiences with offshoring. It was important to demonstrate how offshoring really works and to diminish their fears and worries. After our presentation several companies showed great interest in our Best-Shore Model and even asked for help in running projects that had gone wrong and bringing them back on track."

Frank Voitag (CEO, **Stratos Software**, Germany) shared his own offshoring experience saying, "There was a steep learning curve for all of us but in the end the best partner for us was 5,000 or 6,000 kilometers (3,100 or 3,700 miles) away. We really had to adapt. None of us wanted to switch our working language to English; there was a lot of resistance and mistrust in the beginning because it was such a colossal difference. But now we are working with an Indian partner and are really satisfied with the results. India's reputation as a trustworthy business partner has positive effects on its companies."

European market expansion

Extentia has expanded its business in Europe by leveraging strong, global delivery models and market-leading technologies. A stronger, more streamlined structure will ensure faster response to diversified market needs, allowing Extentia to provide its customers with premium software solutions.



Based on the overwhelming response received at CeBIT, Extentia along with its strategic partners in Europe are now more focused to serve a broader spectrum of clients from various verticals. These initiatives are expected to accelerate Extentia's European market growth, putting it in an optimal position to become a trusted software development partner worldwide.

In just the past year, Extentia's European customer base has doubled - a very positive indicator of growing European market share and one that Extentia looks forward to expanding further.