

Simplifying Lives

We are a full-service digital transformation company for the experience economy.

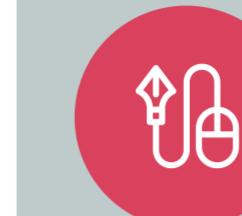
Product | Design | Engineering | Analytics

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Product →

Driving Product Vision &
Roadmap



Design →

Crafting Product Design & User
Experience



Engineering →

Bring alive the experience with
cutting-edge technologies



Analytics →

Actionable insights to scale your
product growth



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Banking & Finance**Retail & E-commerce****Media & Entertainment****Pharma & Healthcare****EduTech & Learning****Enterprise & B2B Solutions****Banking & Finance**

Banking and Finance explores the dynamic world of money, shares, credit and investments.

Retail & E-Commerce

Retaila and E-Commerce aim at providing products and services to the consumer.

Media & Entertainment

The media and entertainment industry consists of film, print, radio, and television.

**Pharma & Healthcare**

Pharma & Healthcare having competitive advantages like innovation, cost advantage and brand equity.

Edu-Tech & Learning

Edu-Tech & Learning technology refers to new technological implementations in the classroom.

Enterprise & B2B Solutions

It's a business model in which the companies create products and services for other organizations.

Let's Craft Delightful Digital Experiences Together

Kindly Tell us more about your vision

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Latest News & Views

A collection of news, views and resources on digital experiences



Designing for OTT Live Streaming: 10 Best All-round practices

Television brought entertainment to our homes for almost a century, but it was no match for OTT's sheer range of diverse content, non-linear menus, flexible business models, and range of distribution options.



PayPay - a Lifestyle Platform starting with Fintech

PayPay was founded in 2018 as a joint venture between the SoftBank Group, Yahoo Japan and Paytm India. It offered a simple QR-code payment service to start with but has expanded its offerings as a fintech company.



How Digitalization can Enable a New Pricing Model for Travel

The airline industry has always struggled with profitability – the lockdowns and travel restrictions imposed by the Covid-19 pandemic put them in even tighter shackles of debt.

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