



Reference letter 5CA.

February 15, 2023



5CA is a remote-first CX company working with passionate agents from all around the world. Founded in 1998, we represent some of the biggest names in gaming and tech and level up their customer and player experience. Our global reach spans 95 countries, with our CX team, which consists of fan-made agents, providing services in 23+ languages and having 1.5M monthly interactions.

5CA uses Power BI to generate reports for our clients. We collect large data slices from our clients' heterogeneous sources, comprising helpdesk tickets, emails, chats, course enrollments, evaluations, satisfaction surveys, which are stored in a unified storage. Based on the received data, our data scientists collect complex data insights to evaluate the quality of provided support activities and help drive customer satisfaction, identify clients' pain points, and improve CX.

Initially, our entire data warehouse environment was hosted on premises. Considering constant growth in the number of clients, the on-premises infrastructure was getting more expensive and labor-intensive in terms of maintenance. To speed up clients onboarding and improve cost-efficiency, we decided to migrate our on-premises data warehouse environment to Microsoft Azure and leverage Azure Delta Lake integrated with Azure Databricks. After migrating to cloud, the amount of data contained in 5CA's data cube required higher Power BI Premium P3-P4 subscription plans instead of P1 used originally. We were also unable to upload our dataset to Power BI to the full extent as the large amount of data caused system timeouts, hanging, and crashes. Apart from that, we had issues with the incremental data load process, which was very time-consuming and took several hours, while our SLA equated to 1 hour.

5CA has a large in-house data team that was working on this migration initiative. Yet, we needed advice from a data engineering consultant who could provide us with guidance and detailed instructions to solve the encountered issues, helping us optimize our Power BI solution and data model. We were limited in time as we needed to migrate the data related to several of our clients within the upcoming months. After thorough vendor due diligence, we decided to collaborate with Itransition considering their broad expertise in implementing data management solutions, boasting numerous certified Power BI specialists on board, and the ability to jumpstart projects of any scale.

Itransition performed an independent assessment of our Power BI solution. They evaluated Power BI technical quality, estimated solution extensibility, reviewed our data model, data storage, and technical artifacts provided by our data team, while assessing the quality of the development process and established deployment environments. Itransition's team connected to 5CA's dataset through Databricks and Power BI Service, walked through the data ingestion process, ran the analysis tools, and manually reviewed the application's source code. Having evaluated the solution against the most important technical assessment categories, they registered issues for each detected violation of development practices and vulnerabilities.

Working in close collaboration with our CTO/DWH architect and Data analytics lead, Itransition presented the first evaluation results in just 1 week. Ultimately, they put together the comprehensive documentation with the list of recommendations for the identified issues, while advising us on the optimal team composition to implement the instructions. Itransition also provided several training sessions to our Power BI team where they explained how to optimize Power BI in terms of performance and cost efficiency, taking

into account the issues that arose previously. During the training, they went into the description of third-party tools used to perform checking for system errors, explained how to fix errors and avoid them in the future.

Following Itransition's instructions, we managed to reduce time on incremental data loads by approximately 5x making up less than 30 minutes, thus meeting our SLA requirements. Power BI optimization also helped speed up full data load, eliminating system timeouts. Moreover, Itransition helped us substantially reduce the amount of data in our data model uploaded to Power BI, without sacrificing the quality of analytics. It allowed us to fit the data model within the existing Power BI Premium P1 subscription even with a large margin, bringing 3x cost savings and making it possible to further grow our client base without the need to upgrade.

We recommend Itransition as a competent and reliable technology consultant and partner, capable of unlocking the full potential of your data management solution, while aligning it with your specific needs. They are able to dive deep into your business-critical project, no matter how challenging and time sensitive, and quickly uncover and resolve issues of any complexity, demonstrating a highly professional approach and true dedication to project success.

Signature



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