



To whom it may concern

SEKO Logistics provides a complete set of technology-enabled logistics solutions, including freight forwarding, transportation, fulfillment, and warehousing services. SEKO has over 150 offices in more than 40 countries including the UK, the USA, Hong Kong, and the Philippines. Indigina Technologies Ltd, is part of Seko group and developed customizable software for supply chain, transport, logistics, product lifecycle, and warehouse management which is widely use across the business and by hundreds of clients. We use large amounts of data to build analytical reports on managing the lifecycle of 30+ million orders. Over time, the existing data analytics platform we have used, became outdated and stood out as a separate service from our Microsoft-based infrastructure. Also, the reports in table form were not intuitive and easy to use and had no functionality for making bespoke reports. We needed a tech partner who could analyze the existing system and provide one that fits our needs.

As we have been working with Itransition since 2014 and were aware of their experience producing successful BI projects, we requested them to develop a BI solution for us. Itransition's experts analyzed the existing BI system and its use patterns, studied project documentation and client reports. Their team moved our system from the old platform to Power BI Premium. Considering industry best practices, Itransition built a separate data warehouse and designed an ETL process for the OLAP system to avoid overloading. The ETL process incrementally copies data from the OLTP system to the OLAP system. As requested by us, every three hours we get updates for the last increment. Now Itransition works on achieving near real-time data updates. Having analyzed our business model, the BI experts suggested using a three-month period during which all order lifecycles end, with the associated data remaining unchanged. The BI team also executes regular quality checks, while we perform data and report validation.

Unifying our tools under the Microsoft ecosystem resulted in seamless integrations with our other systems and provide automated system updates. Itransition also unified user management utilizing Azure AD. Thanks to Microsoft Azure services like Azure Data Factory and Azure SQL Server, Itransition built a serverless ETL solution with autoscaling and rich functionality, high availability, performance and durability, and secure authentication features.

Now Itransition is transforming legacy table reports into highly visualized intuitive dashboards with easily graspable charts and maps to facilitate advanced diagnostic, predictive, and prescriptive analytics. The future system will analyze anomalies and outliers and use predictions in building business strategies on delivery peaks and slumps, warehouse space, number of employees, etc.



Besides development efforts, Itransition team also consults us on the future-proof functionality of BI systems and modern BI trends. They have also developed project documentation that centralizes all information and makes onboarding easy.

Itransition has provided a flexible team of highly skilled Microsoft-certified experts that is always in touch with us, reacting to project changes in real time. During the move to Power BI, we requested an acceleration of the process, and Itransition instantly onboarded additional Power BI developers to make the deadline of 6 months for migrating 150+ reports. We have formed a stable long-term partnership with mutual business goals that allowed us to develop a modern, future-proof ETL and data warehouse solution. Thanks to advanced analytical capabilities, including self-service, data delivery and reporting accelerated. Itransition professionals consult us on the latest BI practices, providing ideas for the most optimized configuration of services and products and delivering a stable and flexible solution to production. We have already recommended Itransition to our partners. We will not hesitate to suggest collaborating with their BI and data warehouse experts on projects that require a professional, scalable, and highly skilled team.

A handwritten signature in black ink, appearing to read "Alon Kovner".

Alon Kovner,

Managing Director, Indigina Technologies Limited