

Reference letter from YouGov Sport

YouGov Sport is a UK-based research and analytics company, specialising in delivering business insights through data-driven software solutions to their clients in the sports and entertainment domains. We leveraged a solution for identifying brands (image and text logos) in photographs from sports-related events and social media. The solution also allowed for generating reports by utilising the features for collecting and aggregating data.

With the expansion of our business, our existing solution had not evolved with our business needs and hence we were looking for a system that promoted future proofing and automation. Thus, we were looking for a skilled IT solution provider capable of replacing our existing system with more befitting software. We selected Itransition as a vendor due to their expertise in data management and analytics solutions, also acknowledging their vast portfolio of successfully delivered projects in the sports and entertainment domains.

The project commenced with the discovery phase, during which Itransition analysed our existing system, its capabilities and limitations, striving to thoroughly understand pain points, areas for future improvement, and unique business needs. Their team suggested building an ML-powered solution due to its high recognition speed and accuracy as opposed to non-ML alternatives. Itransition suggested starting the development with a PoC to show us the capabilities of ML when applied to our specific project goals. As a PoC, Itransition's team created a fully functioning part of the ML model, showcasing the potential for automation.

Itransition developed an ML-based brand recognition solution, capable of identifying brands in images and generating reports. They enabled the solution not only to recognise logos in media, but also to determine where the logo is located exactly (billboard, sports uniform, interview board, etc.). The features for automatic reporting, task scheduling and prioritising facilitated us in decreasing the number of routine tasks to leave more time for value-added processes. In addition, Itransition established AWS cloud infrastructure and designed a new UI, simplifying navigation and streamlining user adoption.



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Over the course of our collaboration with Itransition, we were consistently impressed with both skill and dedication their team employed to fulfil our business needs. Itransition's involvement extended beyond the technical realisation of the project, they acted as consultants, continuously helping us hone the project vision and suggesting approaches that would be best suited for the intricacies of our business. With confidence, we recommend Itransition as an expert solution provider, underscoring their AI/ML competencies alongside their capability to consult on solutions tailored for the sports and entertainment business domains.

Sincerely,

Sarah Melville

Dr Sarah Melville

Media Director, YouGov Sport