

October 15, 2020

## Recommendation of Itransition for the 2021 Global Outsourcing 100

Data Design Consulting is a US-based technology company specializing in market analytics and research, focused on the pharmaceutical industry. We provide business intelligence and reporting solutions and services along with comprehensive data analysis. Our company boasts therapy area experts with extensive experience in primary market research, pharmaceutical secondary data analysis, and strategic reporting.

We typically provide all business intelligence reports in the form of Excel and PowerPoint files. However, these formats can overwhelm clients when there are so many distinct reports for different products and audiences sent via email. To help reduce the chaos and help management reduce redundancy, we decided to implement a web dashboard for data visualization, which would enable senior managers of our pharmaceutical clients to analyze various product KPIs in a much more convenient way, and gather the legacy Excel and PowerPoint reports into a structured, searchable library. Thus, we were looking for a reliable technology partner. Based on the recommendation given by another company, while also considering Itransition's deep BI expertise and a broad portfolio of developed solutions, we decided to entrust this project to them. So far, we have been successfully collaborating with them for over a year.

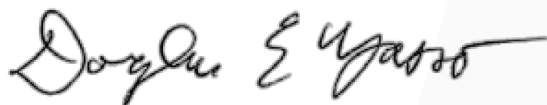
Itransition proposed the optimal technology stack for the solution and delivered a .NET Core-based data visualization and KPI management web application deployed in AWS, leveraging AWS Elastic Beanstalk, Amazon S3, AWS Lambda, and Amazon DynamoDB services. The ability to upload a ZIP file of code to the client's AWS virtual private cloud makes it easy for us to maintain the website and roll out upgrades after Itransition tests them. The solution provides a user-friendly interface for efficient and smooth data analytics and reporting across the client's portfolio of pharmaceutical products. Utilizing the Highcharts library, the solution displays any data our clients need in the form of line, bar, pie, column, or percentage interactive charts, eliminating the need to deal with multiple files in different formats. It enables clients to set a target and track trends in the desired indicators, while providing instant access to any historical data.

While implementing the solution, Itransition's specialists followed our requirements regarding the structure and format in which data sources should be processed in the system while being transformed into charts. After uploading a dataset in the JSON format, the solution displays the general overview of provided KPIs and visualizes more detailed information, such as performance metrics, forecasts, market dynamics, etc. All results can be exported as PDF thanks to the solution's built-in report generation capability. The delivered solution supports hundreds of simultaneous corporate users, granting them access to all products, pages, dashboards, and charts, whilst endowing admins with advanced capabilities, such as managing and publishing content.

Itransition's team provided us with full-cycle development services, including technology consulting, UX/UI design, development, and QA. Our team has access to the client's network, but Itransition does not; nevertheless, they have been able to collaborate with us to diagnose and resolve issues with the AWS tools and the client's DNS and identity management system. While setting up the overall working process, together we opted for the Kanban methodology with on-demand releases and no strict time limits for feature development. For every release, we defined the features scope and Itransition's team set the approximate estimates for their implementation. Alternatively, we could prioritize a particular feature to get the team concentrated on its implementation before proceeding with the other elements. After every release, Itransition's PM prepared release notes and sent us weekly status reports underlining team efforts during the previous week and providing information on planned work for the next week. From time to time, they also arranged online demo meetings for us. After ensuring that implemented features functioned and appeared as expected, Itransition performed functional and regression testing with subsequent features delivery, while also providing us with the source code of the developed functionality.

The solution Itransition delivered helped us further raise the bar in the level of services we provide to our clients and allowed us to significantly increase their satisfaction and bolster our competitiveness on the market. While working on the project, Itransition's team has proven to be responsible and experienced professionals, often acting as a valuable technology consultant, and demonstrated a highly creative, autonomous, and proactive approach. Therefore, we would definitely recommend them for inclusion in the 2021 Global Outsourcing 100 list as a software vendor capable of delivering solutions and services of varying complexity and scale.

Sincerely,



Doug Yasso  
Vice President  
Data Design Consulting, Inc.