

A magnifying glass is positioned over a world map, focusing on the Atlantic Ocean region. The map is rendered in a dark, muted color palette. The text 'Search functionality optimization with Azure' is prominently displayed in white, bold, sans-serif font across the center of the image.

# Search functionality optimization with Azure

# Goals

## Technical health

We ensure your system is developed with a suitable tech stack, meeting top-tier development standards.

## User satisfaction

We ascertain the search functionality enhances user satisfaction by displaying accurate and timely results.

## Business enablement

We make sure the search functionality is tailored to business needs with minimum spendings on Azure services.

# Benefits

## Relevant results

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We identify how to alter the search functionality for it to display accurate and tailored results.

## User experience

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We help enhance user experience by reducing wait times, introducing query suggestions and search history, etc.

## Tailored to domain

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We ascertain the functionality is tailored to domain-specific vocabulary and search queries.

## High performance

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We analyze how to optimize the search functionality and Azure services to increase solution performance.

## Optimized costs

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We aim to decrease the cost on cloud computing by configuring Azure services.

## Sufficient scalability

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We ensure the system processes a large number of user queries without increasing wait times.

# Details

## Strategy

We analyze your priorities, assess the current environment for Azure readiness, develop an Azure strategy for your search functionality. We help achieve business goals with less development and maintenance efforts.

## Optimization

We examine your current Azure architecture, identify bottlenecks, and highlight issues to help you optimize cloud resources usage and performance across your application portfolio.

## User experience

We discover how the search decreases user satisfaction. Our team identifies causes for search-related issues: irrelevant results, abnormal user patterns, high load on support, etc. Then, we design optimization strategies.

Transparency &  
reliability



Services  
efficiency



Optimized  
costs



Streamlined  
performance



# Monitoring & alerting

Using Azure monitoring tools, we get a complete view of search functionality and its infrastructure dependencies across servers and processes. It allows us to form a 360-degree view of the issues, fine-tuning and configuring the solution accordingly.



# Process

## Initiation

**Week 1**

- Eliciting business needs
- Accessing artifacts
- Analyzing requirements

## Analysis

**Weeks 2-4**

- Analyzing search functionality
- Identifying infrastructure weak spots
- Designing optimization strategies

## Wrap-up

**Week 5**

- Documenting audit results
- Preparing recommendations
- Presenting results

# Why us

Microsoft  
Partner



## Microsoft Cloud Partner

- Deliver systems on Azure since 2010
- Boast skilled certified Azure professionals
- Provide the full spectrum of Azure services [consulting, development, migration, DevOps]
- Leverage partner-specific opportunities and resources to deliver top-tier services

**IT transition  
for  
search  
optimization**

## Search functionality optimization expertise

- Provide search optimization services to leading companies worldwide
- Have company-wide Centers of Excellence to accumulate and expand domain knowledge
- Accumulate best practices, aligning with international development standards

# **Selected cases**



# Tenancy deposit solution

mydeposits

## Context

Tenancy Deposit Solutions (trading as mydeposits) is a government-approved provider of deposit protection in the UK, leveraging several disparate systems. Our customer requested a transition to solve technical bottlenecks, develop additional features, and optimize the search.

## Solution

Ittransition integrated the customer's existing system by developing a unified tenancy deposit solution. It has an integrated environment for managing guaranteed deposits and disputes resolution with a complicated business logic tailored for the diverse aspects of creating and protecting deposits. Our team developed the search functionality, responsible for accurately responding to user queries across all the modules: financial, administrative, disputes, etc. Ittransition provided timely software amendments in accordance with changing legal regulations, still releasing the solution 6 months earlier than the initial estimates.

## Results

**25%**

User base growth

**1.6m+**

Deposits secured

# SAP-based tenancy deposit solution

mydeposits

- *Itransition has become our trusted technology partner with the ability to add value to areas of functional enhancement and quality assurance. We really appreciate Itransition's dedication, efficiency, and proactive approach, willingness to set up effective development and communication processes, ability to analyze, detect, and fix complex and challenging issues.*

Peter Agathangelou,  
CTO, Tenancy Deposit Solutions Ltd.

# Legal reference system

## Context

Our customer is a leading European legal consulting company offering a legislation reference system. The existing search functionality ceased to meet the needs of a growing user base. The issues included long search duration, inaccurate results, lack of user personalization, etc. The customer approached us to optimize the search.

## Solution

To solve our customer's issues, our team first detailedly studied the solution and elicited pain points from the customer. We developed a feature allowing the search algorithm to match simple user queries with the legal terms based on thematic vocabulary clusters. The search algorithm was also enhanced with personalization features that enable selecting different search strategies based on user profiles and query history. We also ensured the query analyzer would tailor search results to user attributes and display the most relevant results by taking into account various document features. Our team also reduced query processing time, achieving the desired KPI.

## Results

**18k+**

Companies use the solution

**500k+**

Documents processed

# Football social network

## Context

A UK-based startup had an MVP of the platform that engaged football players and their fans and was supported by the world's leading football players [e.g., Messi, Ronaldo, etc.]. As the number of users was growing fast, it was necessary to increase the solution scalability and performance.

## Solution

Ittransition performed technical audit of the initial solution, assessing possible issues and limitations. Then we participated in the development of the backend part of the system. We focused on the system scalability and performance aspects to ensure it was able to serve millions of concurrent users. Our team also developed the search functionality for it to offer users tailored streaming football content based on user preferences. We optimized the existing infrastructure configurations and storage structures in databases, achieve stable search performance. To provide personalized user experience, our team integrated the platform with Mixpanel – a user behavior analytics tool.

## Results

**2.5x**

Fewer incidents

**5x**

Performance increase

# Clinical research solution

## Context

Our customer is a leading provider of clinical research solutions. They had many clinical trial systems tailored to various end client needs. Our customer was looking for an IT service provider to redevelop search and reporting features, achieving accurate and reliable processing of user queries.

## Solution

Ittransition team analyzed the existing data storage and processing mechanism. We redesigned the search cluster topology and utilized a newer Elasticsearch version which allowed us to restructure and simplify search queries. It also helped our team implement new query models to improve The search functionality optimization helped us connect disparate end client systems, allowing users to search data across them without encountering lags. Ittransition stabilized search query processing and reporting, improving solution performance and decreasing user wait time.

## Results

**30k+**

Queries per second

**10TB+**

Amount of data

# IT transition at a glance

- Full-cycle digital solutions and IT services provider
- Strong IT & technology consulting capabilities
- International acknowledgement: Deloitte, Everest Group, Zinnov Zones, Forrester, etc.
- Deep tech expertise supervised by CTO office
- Processes maturity [Agile/DevOps/Independent QA]
- Scalability [own training center, hunting/recruiting programs, etc.]



**25+**

years in  
business

**3000+**

full-time  
specialists

**25%**

annual revenue  
growth

**1530+**

completed  
projects

**810+**

clients  
worldwide

**40+**

countries  
served

A magnifying glass with a black handle and frame is positioned over a world map. The map is rendered in a dark, muted color palette, with the magnifying glass focusing on the central region of the globe. The text "Let's keep in touch" is written in a large, bold, white sans-serif font across the center of the image, partially overlapping the magnifying glass's lens.

# Let's keep in touch

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