



To whom it may concern

I am Eduard van den Heever, the Senior Business Analyst for RB Pharmaceuticals, responsible for the development and maintenance of our group's **Pharmaceutical Sales Management BI** platform. RB Pharmaceuticals is a British multinational consumer goods company headquartered in Slough, England. It is a producer of health and consumer care products sold through retail outlets throughout the world.

We have many household name products such as Dettol, Gaviscon and Durex that many generations of customers have been stocking up on from popular stores such as Clicks, Dis-Chem, Alpha Pharm Wholesalers and many more.

I am responsible for tracking the sales key performance indicator data related to all sales against targets for the group.

By the end of 2017 we had recognised that we faced a major set of problems arising from the fact that all the data being evaluated for BI purposes were all transactional data instead of being on a robust Data Warehouse platform. The main problems were:

- Key business data was distributed across multiple systems
- Finding the information required for business decision-making was time-consuming and error-prone
- Fundamental business questions were hard to answer

I was introduced to Mr Séan Achim, the Managing Director of Knights Innovation Support Centre, by the Regional Sales Manager of Torque IT as a SQL Server certified expert who then helped me to think through our warehousing requirements.

I did not want a consultant to do our work because of the proprietary and sensitive nature of the data. I also did not want to attend a course that would give me generic skills about SQL Server. Our team needed an expert to guide us through the knowledge that was required for us to develop our own platform while being taught the international best practises. We needed a coach and mentor who would sculpt the learning we required tightly around our own requirements and use our own data as the foundation for our education. It was very clear from our very first engagement that Mr Achim was not just knowledgeable about his subject, but that he had decades of experience that he was willing to share with us. He quickly showed me the value of modelling our data in SQL Server and taught me and my team to move all the data into our own Data Warehouse.

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He taught us SQL Server from Foundation level to Advanced using the Microsoft Official Curriculum, but also used our own data as the primary teaching tools.

Through his guidance, coaching and teaching we have a Business Intelligence platform today that is world class. Our parent company relies on the intelligence we extract from our platform and it helps us to make better quality decisions in real time.

Throughout the training process Mr Achim would use his expertise to model solutions for us - demonstrating, in a real-world environment, solutions to our problems. He had a knack for being able to demonstrate a deep understanding of our data without having any real access to the database. He would be able to look at our queries, modify it and help us to think through the solutions in such a way that we could develop our own solution with much more clarity about our own environment.

I am convinced that we would not have been able to have developed as elegant a set of solutions for our BI platform as we currently have within the time frames we have done without his intervention.

We highly recommend working with Mr Achim. He is a teacher, a coach and a mentor with decades of experience who has a deep understanding of SQL Server across all the versions, as well as how it relates to all other industry databases.

For any more information please feel free to contact me on my details below.

Thank you
Kind regards

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