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Who We Are

We are a boutique consultancy with deep expertise in Azure, Data & Analytics, Azure Synapse Analytics, Power BI, & high performance .NET Development. Based in the UK with a global customer base.

[\[Our People Meet the wonderful people who power endjin. \]\(/who-we-are/our-people/index.html\)](#) [\[Our Processes It's not what we do, but the way that we do it. \]\(/who-we-are/our-processes/index.html\)](#) [\[Our IP We believe that you shouldn't reinvent the wheel. \]\(/who-we-are/our-intellectual-property.html\)](#) [\[Our Story We're 14 years old; see how it all started & how we mean to go on. \]\(/who-we-are/our-story.html\)](#) [\[Microsoft Partner We are 4x Microsoft Gold Partners & .NET Foundation sponsors. \]\(/microsoft-partner/index.html\)](#) [\[Join Us We're always on the look out for interns, graduates or more experienced technologists. \]\(/who-we-are/join-us.html\)](#) [\[News Find all the latest information about life @ endjin. \]\(/who-we-are/news/index.html\)](#)

What We Do

We specialize in modernising data & analytics platforms, and .NET Applications. We help small teams achieve big things.

[[Microsoft Fabric Learn about the new unified data platform.](#)]([microsoft-partner/products/modern-data-platform/microsoft-fabric/index.html](#)) [[Data Strategy Briefing FREE 1 hour, 1-2-1 Azure Data Strategy Briefing for CxOs.](#)]([what-we-do/azure-data-strategy-briefing.html](#)) [[Insight Discovery Jumpstart your data & analytics with our battle tested process.](#)]([what-we-do/insight-discovery.html](#)) [[Data Landing Zones Jumpstart your data & analytics with our battle tested IP.](#)]([microsoft-partner/products/modern-data-platform/azure-synapse-analytics/index.html](#)) [[Software Engineering We help our customers succeed by building software like we do.](#)]([what-we-do/software-engineering.html](#)) [[Open Source We share the value we create. Check out our projects.](#)]([what-we-do/open-source/index.html](#))

Who We Help

Whether a global brand, or an ambitious scale-up, we help the small teams who power them, to achieve more.

[[Customers See how we've helped our customers to achieve big things.](#)]([who-we-help/customers/index.html](#)) [[Case Studies Delve deeper into our customers' fascinating stories.](#)]([who-we-help/case-studies/index.html](#)) [[Customer Quotes Don't just take our word for it, hear what our customers say about us.](#)]([who-we-help/customer-quotes.html](#)) [[Sectors We love to cross pollinate ideas across our diverse customers.](#)]([who-we-help/sectors/index.html](#)) [[Scale Ups](#)

We have a track record of helping scale-ups meet their targets & exit.](/who-we-help/scale-ups.html)

What We Think

We love to share our hard won learnings, through blogs, talks or thought leadership. This is the good stuff!

[Blog We publish our latest thoughts daily. Subscribe to our RSS feed!

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Services should you assess, trial, adopt or hold?](/microsoft-partner/azure-radar/index.html) [Thought Leadership Download our FREE guides, posters, and

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Library.](/what-we-think/books/index.html)

Contact Us

If you would like to ask us a question, talk about your requirements, or arrange a chat, we would love to hear from you. Want to know more about how endjin could help you?

- * [RSS](https://endjin.com/rss.xml)
- * [@endjin](https://twitter.com/endjin)
- * [endjin](https://github.com/endjin)
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Chat now Book a call [Drop us a Line

](mailto:hello@endjin.com?subject=hello%20endjin%20I%20have%20a%20question)

How do you monitor every ship on the planet to stop illegal fishing?

Learn how endjin designed & built a planetary scale real-time data architecture using Microsoft Azure & AI.

[Read the case study](/who-we-help/customers/oceanmind/index.html)

We help small teams achieve big things.

From strategy to design and build, our customers succeed by adopting our best traits; absorbing our expertise, assimilating our processes, and leveraging our Intellectual Property.

We are a consultancy with deep expertise in Azure, Data, AI, & complex

software engineering. We are Microsoft Gold Partners for [Cloud Platform, Data Platform, Data Analytics, DevOps](https://www.microsoft.com/en-gb/solution-providers/partnerdetails/endjin_0f621c67-98a0-4ed5-b5bd-31a35be41e29/37416c92-82ab-43e2-90b3-c8c3409350dd),
a [Power BI Partner](<https://powerbi.microsoft.com/en-us/partners/endjin/>),
and [.NET Foundation Corporate Sponsors](<https://dotnetfoundation.org/#corporate-sponsors>).

Our results speak for themselves. Start-ups [funded](</who-we-help/customers/smartr365/>) or [exited](</who-we-help/customers/watchfinder/>).
Chaotic teams struggling to deliver, converted into [high-performance teams](</who-we-help/customers/reed-co-uk/index.html>) who deliver weekly. New cloud based [products](</who-we-help/customers/juniper-education/>) & [solutions](</who-we-help/customers/alixpartners/>) that are celebrated in global conference [keynotes](</news/oceanmind-featured-in-future-decoded-2019-keynote-with-lucas-joppa.html>) as [exemplars](</news/oceanmind-featured-in-microsoft-presidents-brad-smiths-web-summit-2019-keynote.html>) of the 'art of the possible' made real.

[See our case studies](</who-we-help/case-studies/index.html>)

[Microsoft Fabric](</microsoft-partner/products/modern-data-platform/microsoft-fabric/index.html>)

Microsoft Fabric extends the promise of Azure Synapse integration to all analytics workloads from the data engineer to the business knowledge worker. It brings together Power BI, Data Factory, and the Data Lake, on a new

generation of the Synapse data infrastructure.

Delivered as a unified SaaS offering, it aims to reduce cost and time to value, while enabling new "citizen data science" capabilities. We've been on the private preview for the past 6 months and have been putting it through its paces.

[See our deep dives into the platform](/microsoft-partner/products/modern-data-platform/microsoft-fabric/index.html)

![Microsoft Fabric](https://res.cloudinary.com/endjin/image/upload/f_auto/q_80/assets/images/home/cube-4.png)

Our Customers

We help organizations of all sizes from start-ups to global enterprises across financial services, media & comms, retail & consumer goods, and professional services.

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online-logo.png)](/who-we-help/customers/reed-co-uk/index.html)

endjin â•œ

Reactive Programming

In the Cloud Native era, apps are complex, interconnected & data driven.

Reactive programming is a useful paradigm for any system that has to deal with things happening, and solves the problem of extracting intelligent signals from the noise of modern data volumes.

Reactive Extensions for .NET was created in 2008 by the Cloud Programmability team at Microsoft, for a Cloud Native future, which has now arrived

The `System.Reactive` NuGet package has been downloaded over 150 million times, and is used by Visual Studio, .NET Interactive and ReactiveUI.

Since 2023, the Open Source project has been maintained by endjin.

[GitHub Repo](https://github.com/dotnet/reactive)

Reactive programming provides clarity when our code needs to respond to events. The Rx.NET libraries were designed to enable cloud-native applications to process live data in reliable, predictable ways.

We've written a FREE book which explains the vital abstractions that underpin Rx, and shows how to exploit the powerful and extensive functionality built into the Rx.NET libraries.

[introtorx.com](https://www.introtorx.com)

Reactor evolves Rx.NET by adding state & durability primitives to enable long running queries, for processing live or historic data streams. Reactor is used by Bing, MSN, and M365 to handle billions of standing stateful queries, processing thousands of events per second.

We spent 5 years collaborating with Microsoft to Open Source Reactor under the .NET Foundation and become the project maintainers.

reactive.net

Expertise Writ Large

Whether it's programming language fundamentals, Reactive Programming, DevOps,

or Data & Analytics, our expertise fills volumes.

[Visit the endjin library](/what-we-think/books/)

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Powered by our people.

We help small teams achieve big things. We help our customers succeed by adopting our best traits; absorbing our expertise, assimilating our processes, and leveraging our Intellectual Property. But all of this starts and ends with our people.

[Meet the Endjineers](/who-we-are/our-people/index.html)

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in-

ed-barry-sqlbits-2024-revised.png) SQLBits 2024 Workshop - DataOps: How to

Deliver Data Faster and Better with Microsoft Cloud Ed Freeman16/01/2024

Explore the practical methods of implementing a DataOps-driven modern data

platform in the Microsoft Cloud, mastering the art of delivering high-quality

data products.](/news/sqlbits-2024-workshop-dataops-how-to-deliver-data-

faster-and-better-with-microsoft-cloud.html)[![SQLBits 2024 - Do those

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those-numbers-look-right-james-broome.jpg) SQLBits 2024 - Do those numbers

look right? How to ensure quality, and avoid inaccuracies in your data

insights. James Broome16/01/2024 Learn how to ensure quality, and avoid

inaccuracies in your data insights, with James Broome at SQLBits 2024.

](/news/sqlbits-2024-how-to-ensure-quality-and-avoid-inaccuracies-in-your-

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2023](https://res.cloudinary.com/endjin/image/upload/f_auto/q_80/assets/images/news/mvp-

banner.png) 2x Microsoft MVPs renewed for 2023 Ian Griffiths01/07/2023 Ian

Griffiths & Howard van Rooijen, have been renewed as Microsoft MVPs in 2023,

for Azure and Developer Technologies categories.](/news/dual-mvp-renewals-

for-2023.html)

Thought Leaders.

We like to share our knowledge; hard won experience from delivering bleeding

edge projects or building IP, and insights from being an innovative, cloud-

first, distributed start-up.

[\[Read our blog\] \(/blog/\)](/blog/)

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[\[!\[Power BI Images That Pop: A Guide to Intuitive, Easy-to-Maintain Reports\] \(https://res.cloudinary.com/endjin/image/upload/f_auto/q_80/assets/images/blog/2025/01/blog-header-integrating-images-into-power-bi.png\)](https://res.cloudinary.com/endjin/image/upload/f_auto/q_80/assets/images/blog/2025/01/blog-header-integrating-images-into-power-bi.png) Power BI Images That Pop: A Guide to Intuitive, Easy-to-Maintain Reports Paul Waller06/02/2025 Explore integrating icons, pictograms and images into Power BI in the optimal way to enhance the user experience and minimise effort required to build and maintain reports. [\] \(/blog/2025/02/power-bi-images-that-pop.html\)](/blog/2025/02/power-bi-images-that-pop.html) [!\[Spark dev containers: packaging code for testability\] \(https://res.cloudinary.com/endjin/image/upload/f_auto/q_80/assets/images/blog/2024/12/spark-devcontainers-packaging-testable-code-header.png\)](#) Spark dev containers: packaging code for testability Ian Griffiths03/02/2025 Once you've thoroughly tested your code against the local Spark service in your dev container, you'll want to run it in a real Spark cluster. This posts shows how to deploy such code to Microsoft Fabric. [\] \(/blog/2025/02/spark-devcontainers-package-for-testing.html\)](/blog/2025/02/spark-devcontainers-package-for-testing.html) [!\[Spark dev containers: writing tests\] \(https://res.cloudinary.com/endjin/image/upload/f_auto/q_80/assets/images/blog/2024/12/spark-devcontainers-writing-tests-header.png\)](#) Spark dev containers: writing tests Ian Griffiths24/01/2025 Having seen earlier in the series how to configure a dev container to run Spark locally, this post shows how to write tests that

use that local Spark service.](/blog/2025/01/spark-devcontainers-writing-tests.html)[![Spark dev containers: running Spark locally](https://res.cloudinary.com/endjin/image/upload/f_auto/q_80/assets/images/blog/2024/12/spark-devcontainers-local-spark.png) Spark dev containers: running Spark locally Ian Griffiths16/01/2025 See how to configure a dev container to run Spark locally, to improve development feedback loops.](/blog/2025/01/spark-devcontainers-local-spark.html)[![Working locally with spark dev containers](https://res.cloudinary.com/endjin/image/upload/f_auto/q_80/assets/images/blog/2024/12/spark-devcontainers-introduction-header.png) Working locally with spark dev containers Ian Griffiths10/01/2025 Running Spark locally in a dev container can significantly improve development feedback loops. This first article explains why, and the rest of the series will show how.](/blog/2025/01/spark-devcontainers-introduction.html)[![C# 12.0: collection expressions](https://res.cloudinary.com/endjin/image/upload/f_auto/q_80/assets/images/blog/2024/1/cs12-collection-expressions.png) C# 12.0: collection expressions Ian Griffiths08/01/2025 C# 12.0 provides a new, simpler syntax for initializing expressions. It typically generates the most efficient code possible, although as you'll see, it's useful to understand the choices it makes.](/blog/2025/01/csharp-12-collection-expressions.html)

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