



Digital Strategy and Transformation.

Technology is our how. And **people** are our why.



We are a **leading provider of next-generation technology services**, dedicated to enabling our customers to drive real impact and meaningful change. From ideation to production, we support our customers with tailor-made solutions at every stage of their digital transformation, regardless of industry, region or scale.

What we stand for

We exist to create an environment and a culture that breeds success by caring for our customers as individuals and enabling our people to be the best that they can be.

John Cotterell
Chief Executive, Endava



Open •

We have confidence in our abilities, approach and people, so we are open and transparent.

Thoughtful •

We care deeply about people, whether they are our employees, customers or our broader communities.

Adaptable •

We embrace change and remain flexible, allowing us to operate successfully in complex environments.

Smart •

We employ clever people who bring skills, experience and talent to craft smart solutions for our customers.

Trusted •

We build our relationships on trust and integrity.

November 2024 survey

What our clients say

Results from Endava Customer Satisfaction Programme



93%

say they are **satisfied** or very satisfied with our services.

92%

say they would **recommend** us to others.

90%

say they would **purchase** our services **again**.

Our services

Architecture, Strategy and M&A



Digital strategy and transformation

Defining digital strategy and executing through transformation



Data and integration Architecture

Data services and holistic integration strategy and execution



Enterprise architecture and software assessments

Review complex software architecture landscapes



M&A and integration

Pre-deal due diligence on both buy and sell side to support with post- merger integrations

Product and platform development



Technology & Data Platforms and software engineering

Plan Deliver effective and high-quality software platforms user-experience



Mobile development

Build white labelled apps for all major mobile platforms and versions



Customer Experience & Design

Design of aesthetic, intuitive, functional and inclusive touchpoints



Data and integration Engineering

Design, build, and optimize data and integration pipelines

Cloud, systems integration & managed services



Cloud applications and system integration

System integration of commercial off-the-shelf (COTS), independent software vendors (ISVs), open-source, low code, applications and platforms across cloud infrastructure



Managed services

End-user computing (EUC), server and unified communications and collaboration (UCC) engineering



Testing services

Design, build and integrate automated testing frameworks into the continuous integration/ deployment (CI/CD) pipeline



DevOps, infrastructure & Security

Reduce the release cycle and build cloud agnostic platforms

Exponential technologies



Extended reality

Create immersive experiences using virtual reality (VR) and augmented reality (AR)



AI and machine learning

Use artificial intelligence (AI) for new insights, decision-making and driving improved business outcomes

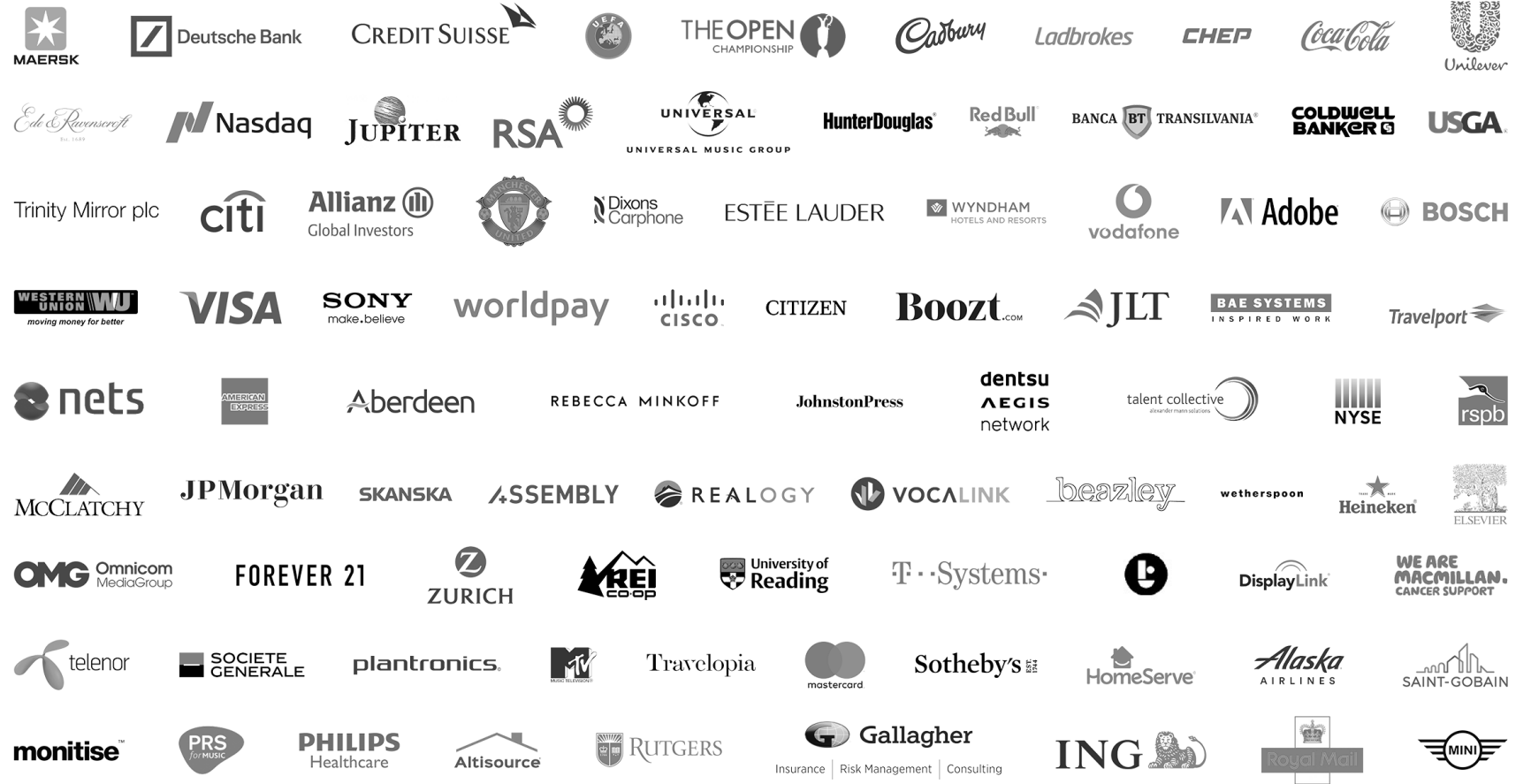


Physical computing

Embedded systems for real-world data sourcing and digital twin system emulation

Who we do it for

We're trusted by the most ambitious brands and public organisations in the world.



Our UK and hybrid delivery capabilities

Our onsite UK Teams can be deployed and scaled rapidly.

Our Public Sector Hub in the EU is based in Slovenia with a dedicated of over 100 Public Sector specialists.

We have a bench 1,000+ people available for Public Sector projects in the UK.

Our locations

European Union: Austria, Bulgaria, Croatia, Denmark, Germany, Ireland, Netherlands, Poland, Romania, Slovenia and Sweden

Europe – Non-EU: Bosnia & Herzegovina, Moldova, North Macedonia, Serbia, Switzerland and the United Kingdom

North America: Canada and the United States

Latin America: Argentina, Colombia, Mexico and Uruguay

Asia Pacific: Australia, India, Malaysia, Singapore and Vietnam

Middle East: United Arab Emirates

27
Countries

65
Cities

55+
Delivery Centers



Examples of our work in the Public Sector

**Dedicated team
of 150 + people**



**UK-led Delivery with EU
centre of excellence**



Post Office



Supporting the Post Office to optimise bill-payment processing solutions and transition from legacy systems

**National Environmental
Protection Agency**



Providing architecture support services to help the organisation meet the future challenges of regulation

**National Financial
Administration in the EU**



Developed the national tax portal and underlying system, allowing people to safely and easily meet tax obligations under a heavily regulated environment

**German Chamber of Trade &
Commerce**



Rolling-out new websites for the entire network of German Chambers of Commerce Abroad – in 92 countries

Meaningful change needs strategy.

We work with you to turn your digital vision into transformative success.

Scope and perspective:

- Products, services, & experiences
- Technologies, Data & capabilities
- People, teams, and ways of working

Key value drivers are:

- Embracing all possible futures before driving to solution
- Seeking and integrating diverse perspectives from the client, key stakeholders, citizens and Endava's subject matter experts
- Driving a shared, validated understanding on scope, time, risks, and value
- **Ensuring that we are not brilliantly solving the wrong problem**

Our approach to Digital Strategy

Our 6 steps to defining Digital Strategy



Principles of how we work



Collaboration: We integrate with your teams and become an extension of them. We pride ourselves on our comprehensive stakeholder engagement, listening to your teams and using workshops to shape, agree and refine outputs accordingly



Agile Ways of Working: We typically recommend fortnightly sprints when defining Digital Strategy, checking progress and providing the ability to pivot as required



Comfortable in Ambiguity: We understand that when organisations are setting / resetting Digital Strategy that these can be times of great change and ambiguity. We deploy teams that navigate through uncertainty through facilitated discovery, gap identification and reprioritisation of efforts in clear dialogue with the client.



Governance: We recommend that the governance for Digital Strategy is integrated and managed alongside existing organisational governance where feasible to ensure efforts are complimentary to other change initiatives and everyday operations

An overview of our strategy services and outputs (1/2)

1. Set the Vision



To understand or set the vision we need to establish your internal and external drivers for change:

Organisational objectives

Organisational strategy

Digital

Digital strategy
Customer experience strategy
Innovation strategy

Data & AI

Data & AI strategy
Data governance
AI use and principles

Stakeholder and citizen needs & trends

Stakeholder, Citizen, & peer research and analysis

Culture

Cultural assessment

Related activities

Initiatives logs
Opportunity logs
Dependency logs

2. Understand the Constraints



To identify the constraints to transform, we must agree the boundaries that are in place:

People, process, & organisational

Capacity & resource analysis
Bottleneck & pain point analysis

Knowledge & skills management

Knowledge maps
Skills inventory / matrix
Skills gap assessments

Timeline, constraints, & dependencies

In-flight / planned initiative roadmaps
Dependency logs

Leadership focus & commitment

Strategic priority statements

Governance, risk, & compliance

Policy & procedures
Controls frameworks
Risk registers

Organisational remit

Existing strategy impact

3. Identify Operating Model Changes



To identify Op Model changes, we must evaluate the factors that impact the current and projected organisation state:

Metrics & performance management

KPI / Metric inventories
Target KPI framework
Performance gap analysis

Capabilities

Target capability model
Capability gap assessments

Technology

Target Tech Architecture / Blueprints
System capability assessment
Integration maps

People

Target organisation structure
Skill gap assessments

Practices

Process & workflow documentation
Collaboration & communications assessments

Plans

Operating Model roadmaps
Cost-benefit analysis

An overview of our strategy services and outputs (2/2)

4. Design the Future Experience



To design the future experience, we focus on new ideas, evolution of services, learnings from other countries & industries:

User needs

- Customer personas
- Surveys and focus groups
- Opportunity and gap analysis

Journey mapping

- Current and future journey maps
- Pain point and opportunity analysis

Service Design

- Future service blueprint
- Requirements logs

Technology Enablement

- Technology architecture
- Technology solution designs

Data Enablement

- Data architecture
- Data platform design
- Target and conceptual data model and flows

Continuous Improvement

- Feedback loops
- Improvement frameworks

5. Test and Learn



We intentionally constrain the ideas previously generated with pragmatic focused intent:

User validation

- User feedback reports
- Observed behaviours

Clickable prototypes

- 'Experience on rails'
- Navigable simulations
- Usability testing findings
- User feedback reports

Data collection and analysis

- Metric reports
- Qualitative insights

Risk identification

- Risk registers
- Mitigation strategies and plans
- Risk impact assessments

Stakeholder validation

- Requirements confirmation
- Feasibility assessments
- Cost-benefit analysis

Roadmap & evolution

- Prioritised roadmap
- Risk and assumptions log
- Dependencies log
- Communications plan

6. Prepare for Transformation



We facilitate an understanding of the factors involved in making an informed decision to proceed:

MVP & development strategy

- Core feature / capability definition
- User stories (if applicable)
- Success measures / criteria

Resource planning

- Resource requirements
- Capacity planning & gap analysis
- Budget and cost estimation

Compliance

- Legal, policy and compliance reviews
- Data protection and privacy plans

Cost-benefit analysis

- Quantified cost and ROI estimates
- Sensitivity and risk analysis

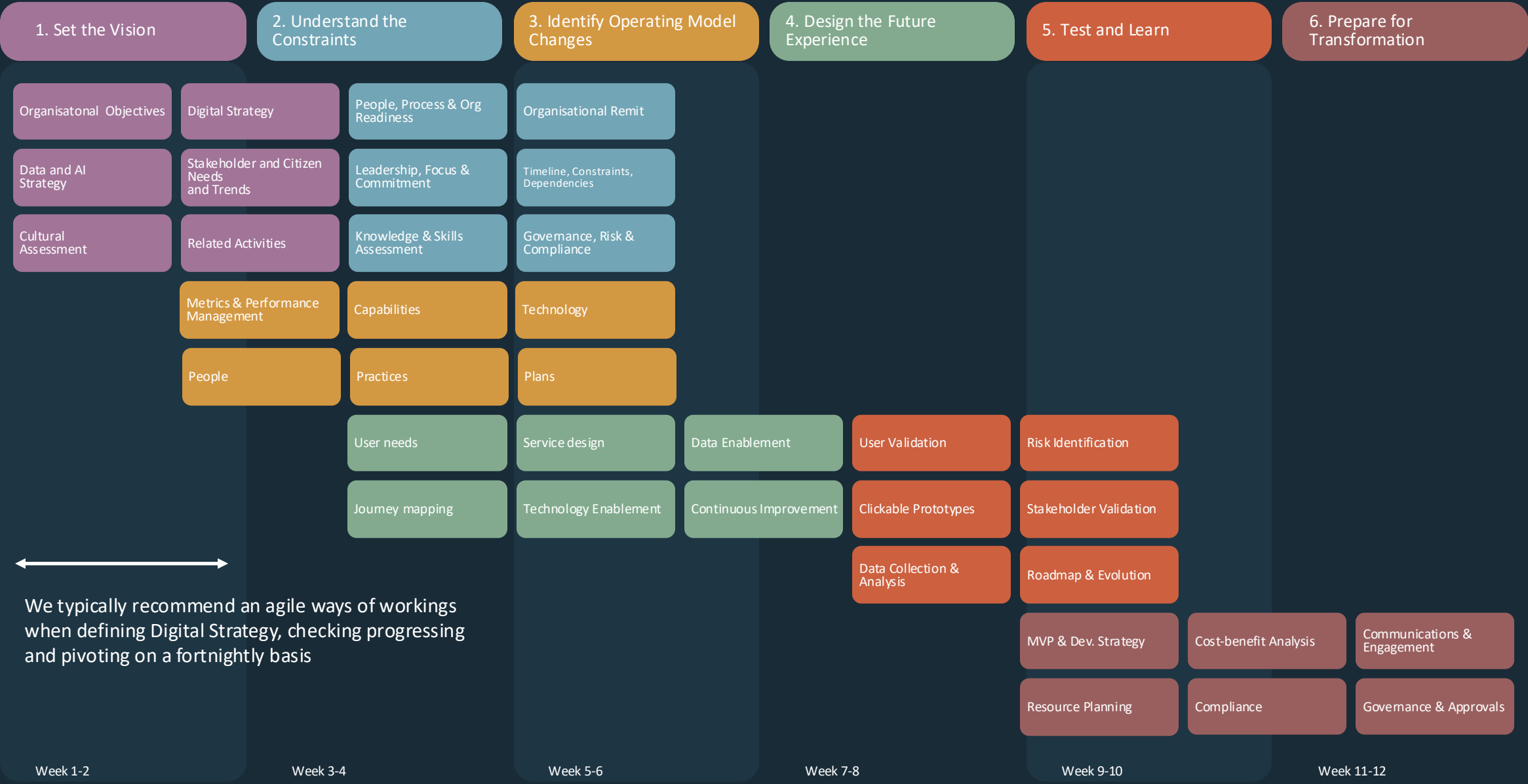
Communications & engagement

- Communications strategy and plans
- Feedback channels established

Governance and approvals

- Summary reports
- Recommendations
- Decision on whether to proceed

An illustrative timeline of our approach

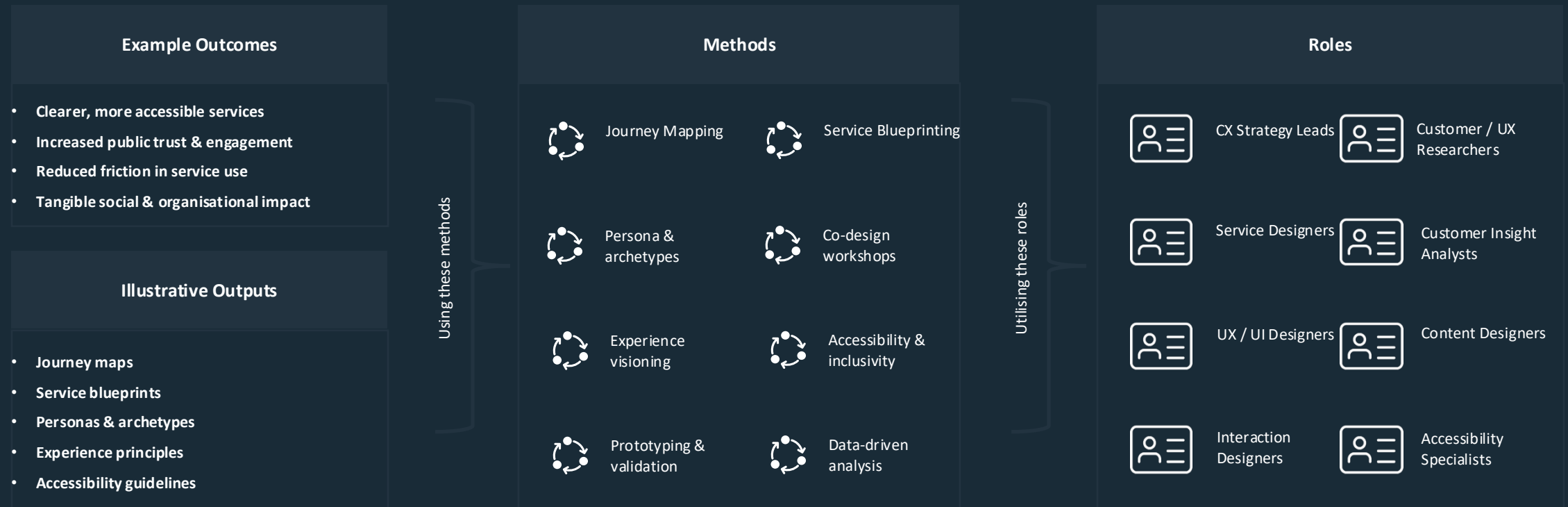


↔

We typically recommend an agile ways of working when defining Digital Strategy, checking progressing and pivoting on a fortnightly basis

Deep dive: Customer Experience Strategy and Design

Designing services that are accessible, inclusive, and citizen-centred, making it easier for people and organisations to engage confidently with public bodies. Using evidence and human-centred design, we turn policy into clear, trusted, and effective service experiences.



Deep dive: Technology Strategy and Design

Designing technology strategies that are secure, scalable, and future-ready, enabling public bodies to modernise services, reduce risk, and unlock innovation. We use evidence, architectural thinking, and design-led approaches to ensure technology choices deliver value, resilience, and long-term public benefit.



Deep dive: Data Strategy and Design

Designing data strategies that are responsible, interoperable, and insight-driven, enabling public bodies to unlock value, improve decisions, and build trust. Through governance, evidence, and design-led approaches, we turn data into a strategic asset that drives better services and measurable impact.



Using AI, we help our customers **accelerate growth**, navigate **complex challenges** and **drive** success in rapidly evolving markets

600+

Data & AI professionals

950+

Data projects delivered

100+

AI projects delivered

90%+

CSAT scores

1 of only 7 strategic OpenAI partners



How we incorporate innovation into Digital Strategy and Transformation

Core capabilities

- Product Strategy
- Service Design
- Customer Research
- Product Design
- Creative Technology
- Solution Architecture
- Data Platform Design

Tools



AI-augmented innovation

Research & Synthesis

AI helps us analyse large volumes of structured and unstructured data to surface facts, patterns, trends, and outliers more easily.

- ✓ NLP reveals sentiment trends and summarises feedback to highlight what resonates with users.
- ✓ Topic modelling and clustering compare customer, competitor, and internal language to expose misalignments or whitespace.
- ✓ Insights are captured and organised into an evolving library, making strategic knowledge accessible across the business.

Ideation

AI accelerates early-stage creativity by turning idea input into actionable themes.

- ✓ Tools like Miro AI can automatically group submissions by topic, goal, or sentiment.
- ✓ LLMs can generate summaries, naming directions, or opportunity statements.
- ✓ Similar ideas are flagged to reduce duplication and surface fresh thinking.

Concept Design

AI tools help bring ideas to life earlier and with more clarity.

- ✓ Figma Make and Miro Create turn prompts into quick mock-ups and testable prototypes.
- ✓ AI code editors generate 'vibe code' for low-effort, early-stage exploration.
- ✓ Concepts become real, fast - giving delivery teams something concrete to build from.

Validation

AI helps teams make better decisions, faster.

- ✓ Early concepts can be scored for alignment with customer needs, market context, or strategic fit.
- ✓ LLMs flag overlap with past work, spot edge cases, or highlight weak signals.
- ✓ Triage becomes smarter, reducing wasted cycles and increasing confidence to invest.

Our commitment to Social Value

We aim to make a positive difference in the communities where we live and work through strong strategic partnerships with NGOs. By concentrating on education, health, environmental and humanitarian aid, we focus on areas where we can have the greatest impact.

Endava Tech Campus

We support diverse educational projects to nurture the next generation of engineers and scientists. Through trusted partnerships with NGOs, we assist various programmes covering science, technology, engineering and mathematics.

Technovation Girls

In FY2024 we were a national co-sponsor of **Adfaber**, an NGO in Romania, helping support Technovation Girls, an international programme empowering young women (ages 8-18) to develop technical skills to solve real-life problems in their communities.

Closing the technology skills gap

We have a partnership with **Niya**, an NGO focused on training refugees and matching them with work opportunities around the world. In FY2024 we supported our fifth cohort, providing AI technology scholarships.

Volunteering & fundraising

Our Giving approach underlines how we bring our values to life by caring for the communities we belong to. We support a variety of volunteering and fundraising programmes globally.

Be a Lifeline campaign

Our annual campaign makes it effortless for Endavans to donate blood. In partnership with organisations, we have mobile donation units at some of our office locations and provide transportation to local blood banks.

Meaningful Miles campaign

As part of our annual Meaningful Miles campaign, 11 teams worldwide participated in a virtual race to raise money for Médecins Sans Frontières.

Endava Thank You Forest

Our tree planting project, is rooted in our belief that each of us can positively impact the environment. This project is part of our internal recognition programme, where we plant a tree for each e-Thank You message Endavans send to each other.

Project milestones

Since the project’s inception in November 2021, by partnering with NGOs in our locations, we have planted over 100,000 trees in 5 countries in 2 continents.

Thank You Forest Goes to School

In FY2024, we launched a new project in partnership with the NGO, Planting Good Deeds (Plantam Fapte Bune), which engages young students and Endava volunteers in tree-planting projects to raise awareness on environmental issues.

Further details

- Access [“Social impact” section](#) in our 2024 sustainability report
- Visit [“We Care/ Social impact”](#) page on our website

Our commitment to ESG

Our board shares collective responsibility for the long-term success of the Endava group . The Nominating and Corporate Governance Committee is responsible for ESG oversight.

Our core ESG team is working closely with the various business functions and subject matter experts (SMEs) across the organisation

ESG Commitments

- We maintain relevant **certifications** to ensure our clients and partners have the highest level of confidence that we are aligned with industry best practices and deliver innovative, secure and sustainable solutions.
 - >> ISO 9001 - Quality Management System
 - >> ISO 14001 - Environmental management system
 - >> ISO 37001 - Anti-Bribery & Anti-Corruption Policy
 - >> ISO 27001 - Information Security Management System
 - >> ISO 22301 - Business Continuity Management
- We have been making environmental disclosures to **CDP** since 2022
- We were awarded the **EcoVadis** bronze medal in February 2025
 - >> top 10% of companies rated by EcoVadis in our industry
 - >> top 35% of all companies assessed by EcoVadis in the past 12 months
- We are a **UN Global Compact** signatory and align with UN SDGs
- In July 2024, our near-term, long-term and overall net zero targets were approved by the **SBTi**. Endava plc commits to reach net-zero greenhouse gas emissions across the value chain by FY2050.
- We conducted a Double Materiality Assessment (DMA) between October 2023 and March 2024 and we prepare to comply with the **CSRD** for FY2028 (was previously FY2026 and now pending EU legislation updates)



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