

Greater KL accelerates the technological revolution



Waves of technological change are disrupting the nature of competition in every industry worldwide. The advantage of new technologies is that companies can be nimble, innovative, data-driven and focused on user experience.

According to International Data Corp, the worldwide market for digital transformation services is expected to expand at a compound annual growth rate of 15.5% from 2020 to 2023 and is expected to approach US\$6.8 trillion (RM32 trillion).

Digital transformation in Malaysia is supported by the government via the Shared Prosperity Vision 2030. In addition, the launch of the Malaysia Digital Economic Blueprint, or MyDigital, in 2021 provides a roadmap to the digital economy's role in the country's economic recovery. These initiatives drive the country's digital landscape and businesses can expect heightened opportunities for innovation, growth and acceleration.



Endava Plc is a leading global provider of digital acceleration, agile development, and intelligent automation services. With more than 20 years' experience and a team of the industry's best engineers, Endava empowers businesses of all sizes to use next-generation technology to capture opportunities for innovation, growth and acceleration in Asia's digital business landscape.

■ CAPABILITIES:

Business analysis

- Data and analytics
- Digital product strategy
- Private equity value enhancement
- Programme management

Technology strategy

- System architecture
- Extended reality (virtual reality and augmented reality)
- Machine learning and artificial intelligence
- Product design

User experience design

- Visual design
- Automated testing
- Cloud native software engineering
- Continuous delivery

Distributed agile delivery

- Intelligent automation
- Secure development
- Agile application management
- Cloud infrastructure

Devsecops (continuous and cross-functional collaboration between development and operations)

- Service delivery
- Smart desk
- Telemetry and monitoring
- Organisational optimisation

■ NEARSHORE LOCATIONS:

- **European Union:** Bulgaria, Croatia, Romania and Slovenia
- **Central European:** Bosnia and Herzegovina, Moldova, North Macedonia and Serbia
- **Latin America:** Argentina, Colombia, Mexico, Uruguay and Venezuela
- **Asia Pacific:** Malaysia

■ CLIENT SEGMENTS:

- Payments and financial services
- Technology, media, and telecom (TMT)
- Consumer Products
- Retail
- Mobility
- Healthcare



Established: **2000**



Headquarter: **London, UK**



Global presence: **59 cities**
26 countries



Our expansion here allowed us to tap into Malaysia's senior and highly skilled experts in both traditional and niche technologies. This is critical for us. Malaysia's vibrant businesses ecosystem nurtures investment growth and we believe that we are in a good position to support business by accelerating their technology and digital advancements locally and in the region.

— Radu Lazar, regional manager of Endava Malaysia



Listed: **New York Stock Exchange, 2018**



2022 FINANCIAL PERFORMANCE:

- Revenue of £654.8 million (RM3.5 billion); year-on-year growth of 46.7%
- Profit before tax of £102.4 million, from £54.4 million in 2021
- Cash and cash equivalents of £162.8 million as at June 30, 2022



TALENT POOL:
11,853 employees
as at June 30, 2022



2021 ESG HIGHLIGHTS

- **48%** renewable energy used in delivery centres in Central Europe
- **35%** line managers are women
- **35%** of employees are women
- **55%** of employees are accommodated in eco-certified buildings
- Six new partnerships with NGOs and charities



■ ENDAVA MALAYSIA

Endava Malaysia helps businesses of all sizes to utilise next-generation technology in the best way possible. With this, companies can acquire opportunities for innovation, growth and acceleration in the digital business industry. Endava Malaysia is a hub that develops more efficient systems and drives successful growth for Endava's customers in the region.



■ SOLUTIONS:

As a digital provider, Endava Malaysia can provide strategic counsel across a variety of verticals and Endava's technology is applicable for businesses regardless of industry.

• A technology strategy

Endava Malaysia can build technology change portfolios, for short- and long-term scenarios, and digital imperatives to provide businesses with immediately executable steps to implement a digital strategy and leverage new technological trends.

• Continuous delivery

Endava Malaysia's continuous delivery engineering practices streamline the idea-to-production cycle in a safe, fast, reliable and repeatable manner.

Lead times are improved by architecting for continuous delivery and automating pipelines, deployment, testing, data migration, infrastructure and monitoring.

• Product design

To mitigate risk and validate propositions and design decisions, Endava Malaysia creates, tests and iterates on proof of concepts and prototypes. Performance is measured against established success metrics while data is used to continuously improve customer products.



Established: **August 2022**



Headcount: **35 local talents** recruited in a few months — most are high-value technical talent such as developers, testers, business analysts and project managers.

■ GROWTH PLANS:

- Hiring and growing skilled IT engineers in Malaysia allows Endava Malaysia to tap into the region's local nuances and ensure solutions are for customers.
- Collaboration with local universities for internship and graduate programme in 2023.
- Continue expanding and position the company as an employer of choice in the industry.
- Connect various teams of different disciplines to work with clients using appropriate technology to design, build and deploy technology for each business

■ BUSINESS BENEFITS OF BEING IN GREATER KL AND MALAYSIA:

- The office in Greater KL is Endava Malaysia's hub for future expansion in the region
- A strategic location that enables Endava Malaysia stay connected with clients
- Multimedia Super Corridor incentives and status enhance Malaysia's value proposition
- Malaysia has a robust digital infrastructure and a dynamic talent pool
- Endava Malaysia is closer to regional customers and able to provide the right technological expertise
- Endava was able to establish its hub as planned in 2022 despite the lockdown during pandemic, thanks to the instrumental support from InvestKL.



Digital prowess and technological advancements are significant drivers of transformation and sustainable progress. Industries must embrace innovation and leverage data to seize new opportunities and remain competitive. The government's digital framework supports this and Endava's footprint in Greater KL will accelerate a technology-enabled Malaysia and empower businesses to integrate efficient digital platforms as part of their growth strategy.

— Muhammad Azmi Zulkifli, CEO of InvestKL

