

Follow Endava's journey to Asia through trusted networks



Find out how this award-winning software development and agile technology partner is growing its presence in Asia.

HOW IT STARTED

In 2000, Endava started out as a tech startup in London that wanted to reimagine the relationship between people and technology.

In two decades, Endava has built strong trust with their customers through their capabilities in developing dynamic technology platforms. Great technical reputation and customer retention were key to Endava's rapid growth.



HOW IT'S GOING

Endava is now a multinational corporation with more than 8,000 employees in operations across Europe, North and Latin America.

To better serve current and prospective customers, Endava chose Singapore as their first base in Asia.

As a start, Endava will focus on partnering with companies to develop agile technology solutions in areas like crypto-currency trading platforms, digital assets exchanges and real-time payments infrastructure.

The benefits of moving closer to their customers in Asia include:

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Timezone and responsiveness



Customer and partner networks



Close colocation



John Cotterell
CEO, Endava

"The Asia Pacific region has long been a major growth opportunity for Endava because of the dynamic environment, their insatiable appetite for new technology, and business transformation in areas like Insurance, Payments and Fintech."



HOW IT'S GROWING

Eyeing Asia's growth opportunities amidst global volatility, Endava is kickstarting operations in Singapore. Here's how Singapore is helping Endava extend their regional presence.



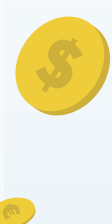
Michael Young
Head of Sales (APAC), Endava

"Singapore's unique combination of strengths make it an obvious location for a regional client-facing unit."

1. Institutional trust

Endava is leveraging Singapore's pro-business environment, reputation for transparency and strong rule of law to grow its regional presence.

Trust in the country also remains high despite global economic headwinds and the COVID-19 pandemic.



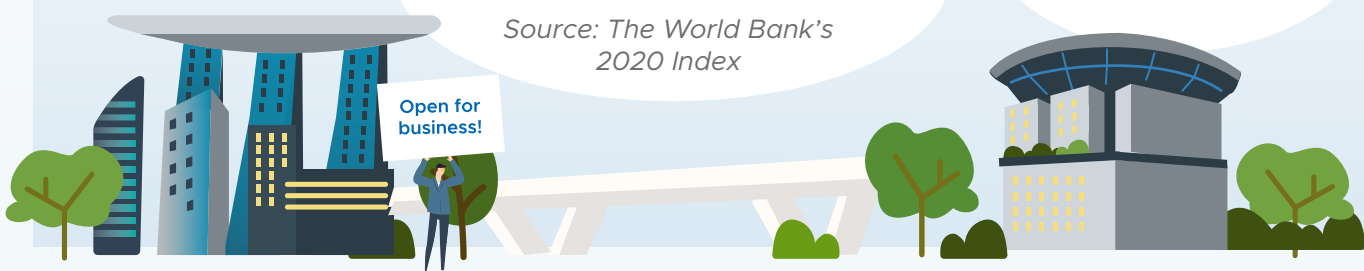
\$17.2b foreign investments in 2020

2nd in the world for **ease of doing business**

Source: *The World Bank's 2020 Index*

Least corrupt country in Asia

Source: *Transparency International's 2020 Index*



2. Interpersonal Trust

Ready partners with strong networks in Singapore give Endava access to local and regional market insights and resources.

Asia Market Entry is a close partner to Endava, helping the company hit the ground running with operational set up and customer network expansion in Singapore and the region.



Steve Dawson
Managing Director and Founder, Asia Market Entry

"We are delighted to be working with such a successful British tech firm to set up their APAC headquarters here. We can see a bright future for Endava in Singapore and beyond."



3. Technological Trust

Since Endava's product offerings are underpinned by technological confidence, Singapore's digital infrastructure, industry connectivity and human capital advantages are a perfect match.

This strong digital ecosystem will support Endava in the years to come when it builds engineering capabilities in Singapore.



Rob Machin
COO, Endava

"To get that scale, we need to be global. We are expanding to geographies where we can find amazing engineers and achieve client base proximity."

1st in digital transformation in Asia

Source: *Economist Intelligence Unit's 2018 Index*



88 of the top 100 technology firms in the world are here in Singapore

Start your growth in Asia with Singapore today.