

Endava Extended Teams

A cost-effective approach to application development, testing and support.

John Candish, Technical Director of Carrier Services for Cable and Wireless "Endava has taken our requirements and delivered on time and to specification consistently throughout the project."

Endava provides specialist application development, testing & support expertise to supplement and enhance your existing teams. Our near-shore development and support centres provide a real cost advantage for our customers. This means we can help you to achieve your business goals, improve delivery timescales and reduce project risk.



Our service is **packaged commercially** to provide you with long-term commitment - underpinning knowledge retention and offering the ability to "flex" resources to apply the right skills at the right time for the right cost - reducing project risks and budget overruns.

Our **approach to delivery** is based on a proven, blended model using onshore design and project/programme management complimented by "near-shore" delivery from our offices in Eastern Europe - reducing many of the risks traditionally associated with offshore development, whilst still providing the benefits of lower cost delivery.

We **tailor the service** to your specific needs. Endava's Extended Team operates as part of your team, sharing common goals, objectives, deliverables and performance metrics. Our success is measured by the success of your team and their ability to support the needs of your business.

We apply **industry best practice** to deliver projects effectively and to the highest standards, through adherence to Agile development, testing, project management and service management disciplines and the application of Enterprise Architecture Frameworks.

Why Consider an Endava Extended Team?

Endava supports a wide range of customers, across different industries, including: Financial Services, Telecommunications, Media, Technology and Online Services. Many of our customers have shared common issues and challenges:

Critical Development Project: Do you have a critical business project? Can you create the necessary management headroom and free the resources internally to deliver and meet the business expectations? Endava has a demonstrable track record in working with our clients to help deliver successful development projects. Taking full advantage of our near-shore development capability we can ensure that your project is delivered on-time and to budget.

Legacy Applications: Do you have old applications and infrastructure which the business is dependent upon that are becoming increasingly difficult to support effectively? Endava can work with your team to provide the skills necessary to deploy new applications and undertake any migration.

Budget Constraints: Is the rising cost of skilled technical and project delivery staff restricting your ability to compete in your particular business environment? Endava's Extended Teams can help you realise cost savings or deliver increased development capacity whilst working within your existing budget.

Unfilled Vacancies: Do you currently have unfilled vacancies because you are struggling to find the right people with the right skills at the appropriate salary levels? Are timescales an issue for you? Is this impacting your team's ability to deliver? At Endava our whole

business is built around the recruitment and development of our technical staff. Our Extended Team service offers a flexible and cost-effective alternative to your making long-term commitments to expensive resources, while removing the need for costly staff recruitment.

The need for specialist skills: Is it uneconomical for you to maintain specialist skills in-house? Does this create single points of failure? Endava has over 400 technical staff with a wide range of application skills which can be delivered as part of an extended team.

Single points of failure: How reliant are you on key individuals within the team, how much tacit knowledge do these team members hold? What would happen if they weren't available? The team at Endava is very experienced in acquiring knowledge and acclimatising to our clients' particular operational environments, while our best practice methodology ensures that this critical information is formally captured and recorded.

Recognised need for quality management: Are you able to implement a best practice quality management regime to reduce errors and improve the quality of code? Endava has broad experience in this area, with a dedicated Testing Practice to ensure compliance with functional and non-functional requirements thus promoting quality to reduce rework and bug fixes and support overhead while improving productivity and staff morale.

If you share some of these common business issues then please contact Endava to understand how our Extended Team Service can help your business.

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So what are the Benefits?

At Endava we can demonstrate through clear customer examples how our Extended Team Format delivers real value and benefits for our customers. The benefits of the service can be summarised as follows:

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| Cost control | Endava provides a blended rate combining UK resources for onshore management and design with near-shore delivery to deliver the right skills and resources at the right price, enabling many of our customers to achieve : BUDGET SAVINGS WITHOUT SACRIFICING TIMESCALES OR QUALITY OR INCREASED SPEED OF DELIVERY WITHOUT INCREASING COSTS, OR CUTTING CORNERS |
| Flexibility & Improved Agility | Our commercial model and depth of experience ensures that our clients have the Right Skills in the right place at the right time and within budget. |
| Reduced Risk | This ensures that our clients are able to resource with the appropriate skills and experience level without placing unnecessary demands or risks on the project teams. |
| Improved Quality Management | Endava's Extended Team Format gives you the headroom to implement the right disciplines to improve quality, providing a positive impact on morale and overall productivity. |
| Removing Single Points of Failure | Endava's Extended Team format provides the headroom for key members of your team to invest the time to develop key skills and acquire specialist knowledge crucial to developing and owning your own Intellectual Property. |

Endava's Extended Team service has helped our customers address significant business challenges:

Ulf Magnusson, Senior Vice President, CIO, Cision Worldwide "Internally, we would have had real issues with scaling up and finding the resources we need to develop and roll out the new integrated platform, but Endava addresses that issue for us and without this added resource, we would have been forced to conduct the project in bite-sized chunks, instead of rolling it out across Europe in one go", noted Ulf Magnusson.

John Candish, Technical Director of Carrier Services for Cable and Wireless "The Endava team has worked as an integral part of the Cable & Wireless project, enabling Cable & Wireless to respond very rapidly to customer demands and, importantly, keep our service promises to them".

These customer quotations are taken from customer case studies which can be found on the Endava website.

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How does it Work?

We tailor our service to meet the specific needs of the customer. However, in order to deliver the right balance of expertise Endava will typically follow a proven approach to integrating our near-shore team with that of our customer's. The period and mix of onshore resource is driven entirely by the needs of our customer. The diagram below outlines a typical process for implementing an Endava Extended team. There are typically three key stages:

Acclimatisation

Firstly, the new team will work on shore alongside the current development team for an initial period, we call this acclimatisation. This enables synchronisation and allows for greater understanding and encourages team and relationship building.

Build Near-shore Team

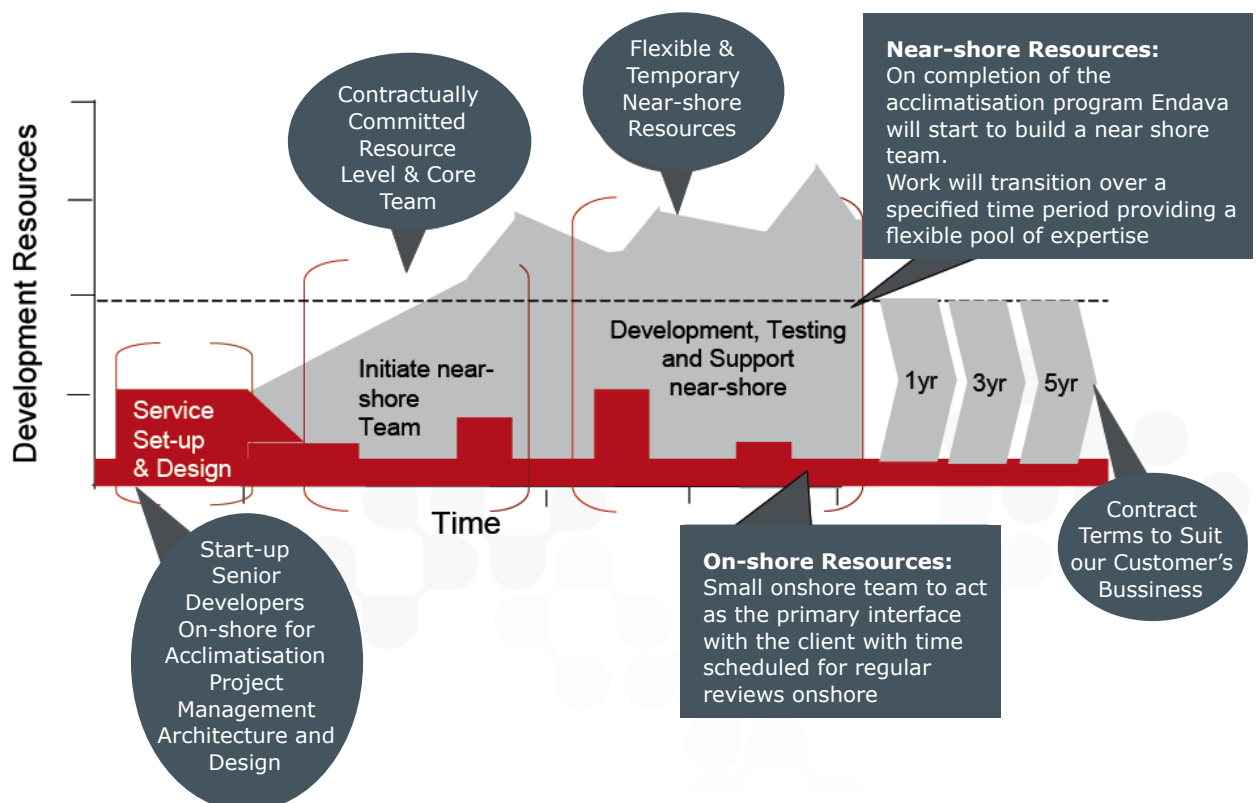
The team will then return to one of our near-shore locations in Eastern Europe to build the team. This will form the core team to support our customer's needs for the life of the contract.

Operate Near-Shore Team

Targets and standards are set and performance and deliverables are continuously monitored. A project manager will typically be based on-shore to manage the Extended Team and act as the primary local interface, where required regular visits to Eastern Europe or the UK can be factored into the working agreement.

The customer can then flex the resources beyond the core team and their contracted commitment.

This working model is viable due to our location and proximity to the UK and our significant experience of working successfully with teams across a dispersed geography. We are able to provide a bespoke solution to all our customers and achieve a cost effective addition to the current development team while keeping risk to a minimum.



Extended Team Process

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Why Endava?

Endava Extended Teams Service enables our customers to benefit from the specific advantages offered by our near-shore operations:

Business model: Our approach and locations lend themselves to supporting rapid cultural and operational acclimatisation, enabling us to rapidly understand the detail of our customers' business requirements. We operate as a single team with a unified approach and a single set of processes, regardless of location; whether in the UK, Romania or Moldova. This enables us to provide cost effective delivery of highly skilled and experienced staff to form a single team "blended" with your existing organisation to provide the highest service quality at the optimum price and with minimal risk.

Commercial Flexibility: Our commercial model provides you with the ability to 'flex' the resources and costs in line with the demands of your business.

Cultural affinity: Customer engagement is led from the UK. Endava's resources in Eastern Europe have excellent language skills and all Endava employees are fluent in English. Romania is now a member of the EU. Other European languages are supported.

Geographic proximity: Meetings with Endava's near-shore delivery teams can be conducted within a day, including travel. Our offices in Romania and Moldova are situated in locations with international airports for ease of access.

Similar time zone: The time zone difference of only 2 hours facilitates daily communication with our near-shore delivery teams to support team working, communication and cohesion, which is crucial for supporting agile development methodologies.

Access to skilled resources: Endava is the largest IT employer in Moldova and a major employer in the most important IT centres in Romania. Our local brand in these geographies allows us to attract the best IT professionals. Endava has significant contacts within the leading Universities in Romania and Moldova allowing us to access the top graduates. We have a track record in the delivery of Web development, PHP, JAVA and .NET projects.

Technical excellence: Our highly skilled developers are recognized worldwide. According to the 2006 Brainbench Global Skills Report, Romania is among the top 5 countries (ahead of the UK) in terms of overall certifications issued.

Creative and motivated staff: The Endava culture and work ethic means that our staff are motivated to promote ideas and suggestions to support continuous improvements. This ensures that the Extended Team remains flexible, working with you to help adapt plans and help suggest improvements.

How can Endava Help?

Endava is a UK-headquartered, privately owned company with over 300 of our 400 employees based at our near-shore development and support centres in Romania and Moldova.

Endava has established a strong track record in designing and delivering business critical systems for a range of clients, across a number of industry sectors, such as: Financial Services, Telecommunications, Media, Technology and Online Services.

We support our customers throughout the IT lifecycle from planning & design, through to implementation, testing and then the operational management of both application code and infrastructure. By blending our IT experience with our local expert domain knowledge and delivery capability from Eastern Europe, we can help our clients achieve the optimum balance between cost and risk when implementing and supporting business critical systems.

For further information

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