



Customers at the Core:
**A Driving Force for
Transformation**



Table of Contents

3	Introduction
4	People-centricity by the numbers
7	Technology perspective
8	Generative AI
12	Extended reality
16	Industry perspective
17	Healthcare
20	Financial services
22	Retail
24	Education
26	Promoting customer-centric innovation
30	It's a wrap: customer-centric innovation made possible
32	About Endava

Introduction

Who are you innovating for?

True innovation isn't just about creating something new – it's about creating something meaningful by deeply understanding the people it's meant to serve. It's about identifying and addressing the needs of those impacted by the technology or solution. This requires exploring their journey in all its complexity.

This customer-centric approach is deeply ingrained in the cultures of many successful companies. By prioritising a thorough understanding of the customer and using this to enhance interactions, businesses can integrate technology in a way that creates experiences truly meeting human needs.

Coupled with emerging technologies, this approach has the potential to transform interactions, enabling more creative and engaging customer experiences. These technologies can also free up resources, driving efficiency. However, the success lies in how business leaders choose to approach and leverage these opportunities.

With customer-centricity at the heart of everything we do, we were keen to explore how this value is shaping businesses and industries more broadly.

For this report, we surveyed 1,084 individuals across 31 industries and conducted in-depth interviews with internal subject matter experts. This provided valuable insight into how customer-centric principles are being used alongside emerging technologies to continuously transform industries.

As you read, you'll find examples of how customer-centricity can act as a driving force behind successful innovation. We invite you to explore these stories, uncover fresh perspectives and consider your own experience of using this meaningful approach.

"In innovation, it's crucial to look beyond what we're doing and consider why we're doing it."

Matt Cloke, CTO, Endava

People-centricity by the numbers

Let's dive into the data.

In our survey, we explored people-centricity by examining its perceived impact on business decisions and outcomes. The findings were clear: business leaders consistently recognise people-centricity as a vital foundation for crafting effective strategies and driving digital transformation. Below, we've outlined key data points that demonstrate how prioritising people impacts business outcomes, as well as its connection to organisation size and technological maturity.



The core of business initiatives

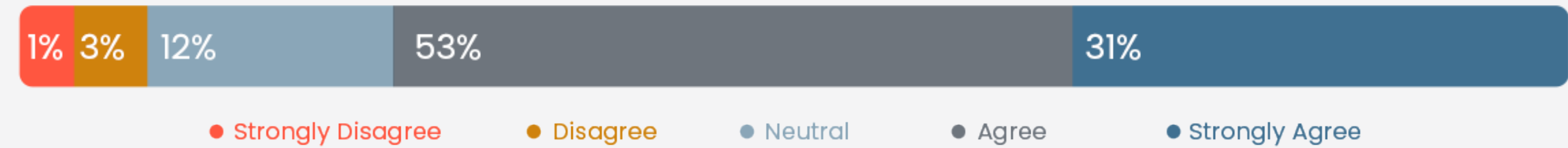
To identify how people-centricity is shaping businesses and their projects, we asked leaders whether the approach was a core component of their efforts. The vast majority of respondent organisations consider it central, with less than 5% disagreeing with its importance. (Figure 3) This sentiment remained true across businesses in different industries, geographies and across those of different sizes and technological maturities.

This consensus is reflected in how people-centric principles are incorporated into projects, business decisions and strategies. Most organisations regularly incorporate user-centric principles. However, 10% rarely or never do so. (Figure 4) It's clear this approach is widely-valued, shaping how businesses operate, make decisions and navigate their digital transformation initiatives.

Fuel for positive business outcomes

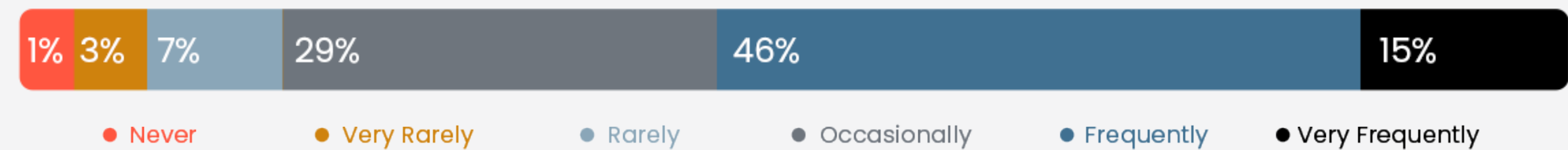
We found that a people-centric approach contributed to positive business benefits with 74% of businesses claiming it does so frequently or very frequently. With such impact, businesses that find early success with this approach are likely to continue implementing it in future projects. (Figure 5)

Figure 3



Question: Rate your level of agreement with the following statement:
"Generally speaking, people-centricity is a major element of any digital transformation effort."

Figure 4



Question: How often are people-centric principles integrated into your organisation's projects, business decisions and strategies?

Figure 5



Question: How often does people-centricity contribute to positive business outcomes?

An evolving approach

When we dug into the data, we found that these user-centric principles are more often applied as an organisation grows larger and finds that those principles result in business wins.

However, the largest differentiation lies in technological maturity. When excluding just 3% of organisations using heavily manual paper-based processes, the research showed that the more advanced an organisation is, the more likely they are to incorporate user-centric principles and find success in them.

Organisations with infrastructure primarily running on modern systems were around 30% more likely to incorporate user-centric principles frequently or very frequently, and 20% more likely to cite them as frequently or very frequently contributing to business success than those using digital, but on-premises, outdated software.

So, what does this mean?

The data reflects one of our core values; a people-centric approach benefits both businesses and customers. To best adopt this, organisations should be supported by modern systems – not only to drive efficiency, but to enable them to implement user-centric principles.

Powered by the right technology and a deeply ingrained people-centric approach, businesses can create meaningful customer experiences and products.

Technology perspective

With a clear link between technological maturity and people-centricity, we were curious to take a closer look at this relationship. This interesting dynamic has two sides – **technology must be implemented with a people-centric approach**; however, technology itself can also support people-centricity.

To delve into this, our survey looked at two technologies – generative AI and extended reality (XR) – to understand the role of people-centric principles in how they are applied and harnessed by businesses.

Why these two?

Generative AI is highly relevant and widely visible for businesses, with rapid adoption across industries. It's a clear example of technology already reshaping interactions between businesses, customers and employees. In contrast, **XR** is an emerging technology brimming with untapped potential. By bridging physical and digital systems, it holds the promise of enabling entirely new ways to interact and meet customer needs, making it an exciting area for exploration.

While at different stages of maturity, both technologies have the power to reshape how businesses prioritise people in the digital age.

Generative AI

What is generative AI?

Generative AI is a subset of artificial intelligence (AI) used to create new images, audio, datasets, designs, text and other media. It uses deep learning and large language models (LLMs) to understand patterns and structures, enabling content generation.



Generative AI has sparked excitement across industries for its potential to support the personalisation of customer experiences. It could also help to make people more productive, giving them time to perform higher-value strategic and creative work. Along with automating routine tasks and back-end processes, it can provide solutions to complex problems and support humans to achieve breakthroughs across all industries where we have previously struggled.

To understand more specifically how this technology might support, or be supported by, a people-centric approach, we dug into the data.

"I firmly believe that generative AI will make a significant impact in society."

— Database Admin Coordinator, Tech, Canada

What does the data show?

Generative AI will...

Revolutionise employee engagement with the workplace within the next 5-10 years

42%

36%

Have a net positive impact on society at large within the next 5-10 years

43%

35%

Revolutionise people engagement with the world within the next 5-10 years

43%

37%

Agree

Strongly Agree

There's little doubt among industries that generative AI will revolutionise how people engage with the world, and employees with their workplaces. The majority of leaders agreed to this large impact taking place within the next five to 10 years, though there's plenty of data to show their confidence in this technology is more immediate.

While technology is frequently leveraged as a means of cost saving or revenue generation, organisations investing in generative AI specifically highlighted its potential to produce human-centered benefits. When we asked leaders about the top benefits of their generative AI initiatives, boosting employee productivity and enhancing customer experiences came out on top. This highlights a clear people-centric drive behind the adoption of this artificial technology. **(Figure 1)**

Generative AI perceived benefits



Question: What primary benefits does your organisation hope to achieve with generative AI investments?

How will generative AI drive people-centricity?

According to the data, businesses appear eager to unlock new opportunities with this technology, improving productivity, enhancing their customer experiences and gaining a competitive advantage in the marketplace. This could take many forms – from streamlining product design and prototyping processes to enabling immersive virtual try-on experiences in industries like fashion and interior design, generative AI is a powerful tool to support accelerated decision-making and enhance customer engagement. Generative AI also helps businesses aid in their creative processes to generate new content, create realistic simulations and train new models.

The speed of AI advancement makes these opportunities ever-changing and ever-growing. Ongoing advancements in underlying LLMs offer increased capabilities, while new agentic patterns reduce the chance of hallucinations.

With measurable returns in sight, the key to success will lie in ensuring a seamless blend of machine efficiency and human insights, keeping a human in the loop while leveraging this highly valuable tool. The human touch will remain vital to ensure that people and their needs continue to remain at the heart of implementation.

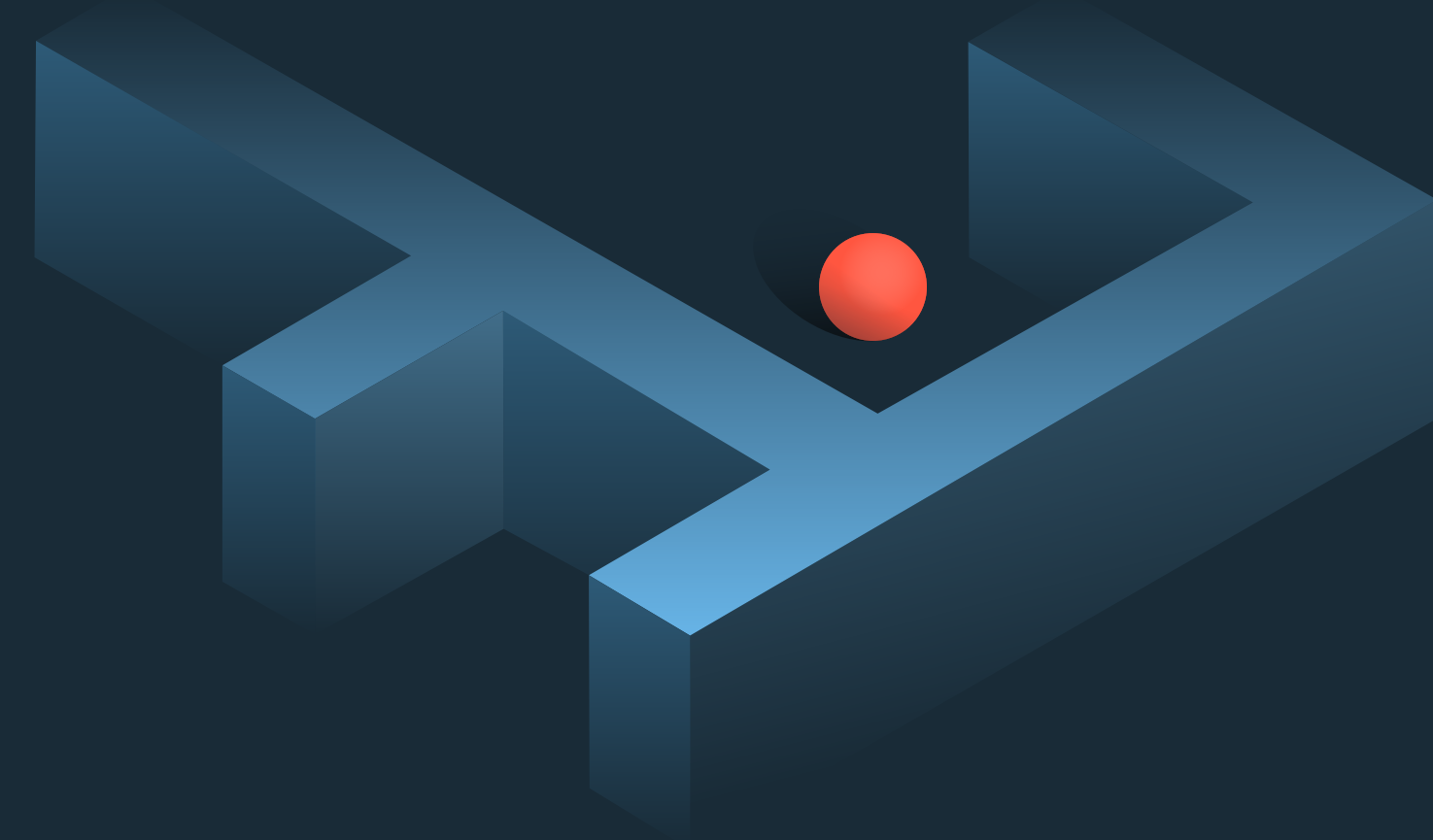
“High-impact use cases are exactly those where AI and humans work together in harmony – we’ve already seen this in areas such as identifying tumours on patient image scans, where AI is used to spotlight areas of concern for humans to investigate.”

Richard Pugh, SVP,
Head of Data and AI Strategy, Endava

Extended reality (XR)

What is extended reality?

XR includes multiple interrelated but distinct technologies. The most common are virtual reality (VR) and augmented reality (AR). A third, mixed reality (MR), combines VR and AR, blending immersive digital elements with the ability to interact with real-world systems in real-time.



With potential entertaining, educational and engaging use cases across sectors, the XR experience involves our human senses to provoke an emotional response to context. It can help to enhance communication or convey something meaningful to the participant by placing them in a virtual environment, overlaying information on physical objects or simulating scenarios.

In combination with other technologies, XR has the potential to become even more powerful. Advancements in generative AI and machine learning have enabled more customisable and tailored interfaces, allowing for greater personalisation. When combined with IoT and applications such as digital twins, XR can spatially locate meaningful data insights and provide the most intuitive and easy-to-consume experience of that data in relation to real-world systems. Again, we looked at the data to examine more specifically how this technology might support, or be supported by, a people-centric approach.

“Extended reality is something that expands the user experience and has endless potential to do so in many positive ways, therefore, it is vital that an organisation like ours invest early.”

— IT Director, Tech, US

What does the data show?

As with generative AI, business leaders are confident that XR is set to revolutionise how people interact with their workplace and the world itself. While there was slightly less confidence in this potential than with generative AI, leaders consistently identified that this technology would have a net positive impact on society at large.

Extended reality will...

Revolutionise employee engagement with the workplace within the next 5-10 years



Have a net positive impact on society at large within the next 5-10 years



Revolutionise people engagement with the world within the next 5-10 years

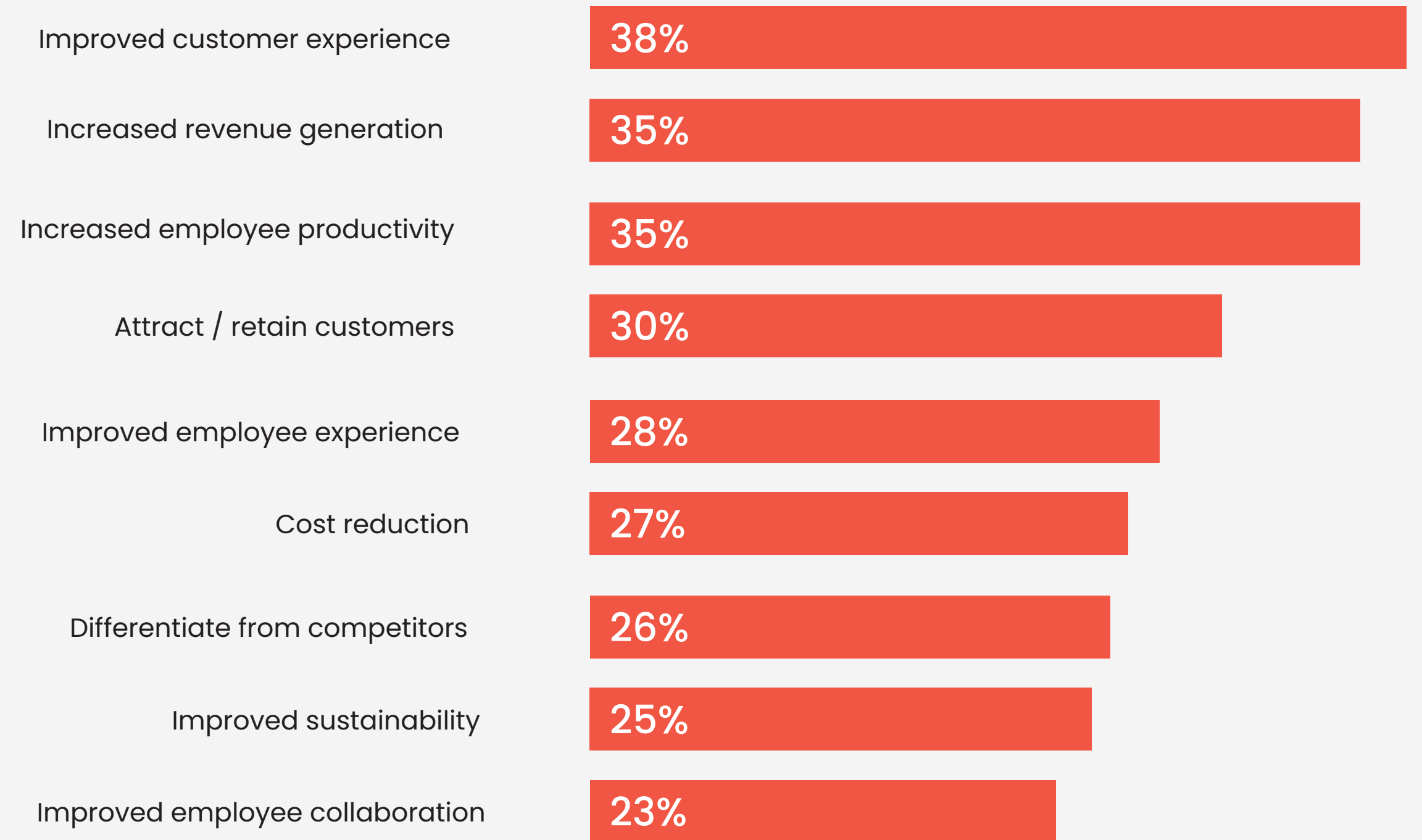


Agree

Strongly Agree

Moreover, leaders showed significant excitement for the potential XR holds in enhancing the customer experience and supporting employees to be more productive. Interestingly, the research showed a higher level of confidence in XR to attract and retain customers, suggesting an increased ability in this technology directly and visibly meeting or exceeding customer needs.

Generative AI perceived benefits



Question: What primary benefits does your organisation hope to achieve with XR investments?

How can XR drive people-centricity?

The limitless possibilities of XR empower businesses to reimagine both external and internal strategies with people at the very heart. By using XR to improve the customer experience, companies can transform how their consumers experience their brand. By using XR to augment employee workflows, companies can transform internal operations. For example, retailers can leverage AR to enable customers to visualise products in their own spaces before purchasing. Internally, business expect XR to increase employee productivity by using it for virtual training, allowing employees to practise skills in a risk-free environment or for remote collaboration, bridging geographical gaps with virtual meetings.

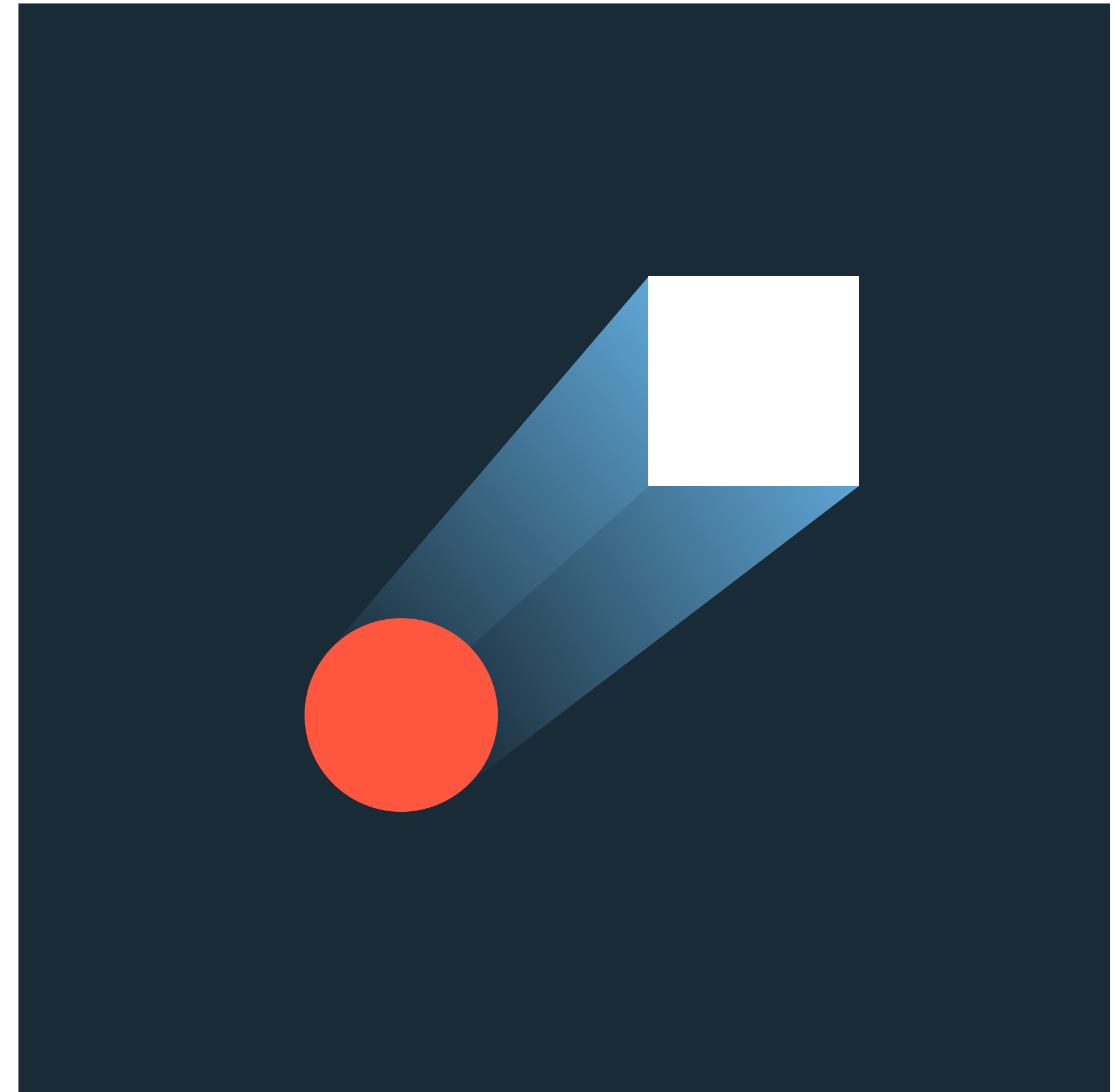
“People-centric XR experiences let you communicate in an immersive and intuitive mode of interaction to maximise engagement by structuring the experience as a well-crafted ‘story’. This enhances the delivery, effectiveness and value of whatever that story carries with it, whether it is data insight, real-world interaction, product awareness or an infotainment experience.”

Jean-Louis Rivard, Global VP XR &
Physical Computing, Endava



Industry perspectives

To find out more about this dynamic relationship between technology and people-centricity and how it shapes real businesses, we sat down with a few Endava industry experts. They shared stories and examples that bring the data to life, showcasing this approach and identifying how it is transforming industries. Below, you'll find insights from healthcare, financial services, retail and education.



Healthcare

Healthcare is undergoing a fundamental shift, integrating person-centred care with the advanced methodologies of precision medicine. Patient-centred care prioritises the patient, focusing on their holistic well-being and emphasising the patient-clinician relationship.

Personalised medicine, also known as precision medicine, tailors medical treatment to individual patient characteristics by integrating clinical, genetic, environmental and lifestyle information to predict and prevent disease and implement targeted treatments. This approach goes beyond genomics, encompassing advanced diagnostics, wearable devices and big data analytics.

The goal is to provide the right treatment to patients at the right time, enhancing healthcare efficacy and efficiency.

As personalised medicine is adopted, it is crucial to maintain a people-centric approach. Technological advancements should enhance, not detract from, the human connection in healthcare. Personalised medicine should support and strengthen patient-clinician relationships, providing tools for more effective and compassionate care.

Looking ahead, innovations such as self-service health tools, generative AI and augmented reality (AR) are poised to further revolutionise personalised medicine. These technologies promise to empower patients and to enhance the accuracy of diagnostics and targeting of treatments, ensuring that each patient receives care tailored to their unique needs.

When we think about people-centric healthcare from the patient's perspective, it means ensuring patients have access to the care they need and to their own health information, empowering them to be active participants in their healthcare journey. However, people-centricity in healthcare isn't just about patients; it can also involve clinicians or researchers working with patient data.

This approach involves incorporating patient feedback into the care process to ensure we continually improve healthcare. It also means providing opportunities to leverage technology to ensure clinicians practise at the top of their licence, do what they were trained to do at their skill level, and minimise the time spent on administrative tasks. Lastly, people-centric healthcare considers patients as individuals, catering to their care needs to help them live their best lives.

Healthcare is dealing with people at their most vulnerable—they are sick, uncertain or scared and are looking for ways to understand what's happening to them or what's about to happen. Patients need to feel cared for, not just another number. Patients value technology that enhances, not obstructs, their interactions with healthcare. The focus should be on the relationship between the patients and their caretakers, not the computer in between the two.

"Innovations in healthcare are increasingly people-centric, ensuring that the relationship between patients and clinicians remains at the core. Technology plays a critical role in enhancing, rather than overshadowing, the human connection central to patient care."

Adrian Sutherland, Principal Architect, Healthcare
and Life Sciences, Endava

Technological innovations like telemedicine have made patient care more effective and helped to enhance the relationship between patients and clinicians. The next step involves expanding self-service options in medicine, allowing patients to manage certain aspects of their care independently with appropriate oversight from clinicians.

While not yet widely available or adopted, technologies like generative AI and XR have the potential to drive this shift. For example, generative AI can enable self-service healthcare, allowing patients to access the healthcare system without having to access their doctors. Other technologies, such as IoT and ML, can support remote patient monitoring, allowing patients to recover at home or monitor everyday conditions.

On the clinician side, generative AI could help clinicians sift through clinical research and information to personalise the medical experience for their patients. Agentic AI models offer a potential opportunity for medical professionals to listen to clinical consultations, summarise them into notes and create alerts for appointment follow-up and prescriptions.

This also frees up clinicians to carry out other tasks, such as conduct quality checks of consultations, make decisions and support less experienced staff to improve patient outcomes.

Both patients and clinicians can use extended reality (XR) to create a more personalised healthcare experience. For example, if a patient has a tumor, they can use XR to look at their scans to see what's happening in their body. From a clinician's perspective, they can use XR to assist in their training and education, such as preparing for surgery.

With the right approach, both technologies have the power to transform the way we care for the most vulnerable in society, enhancing the crucial human connection between patient and clinician.

"We'll always need a clinician in the room; AI is here to support, not replace."

Jessica Rengstorf, Director, Healthcare and Life Sciences Strategy, Endava

Financial services

A key driver of success for **financial services** organisations is maintaining a customer-centric approach when launching their products and services. This focus revolves around accuracy, transparency and ensuring a positive customer experience, which is at the heart of the offering. The goal is to enrich the customer and their lives by helping them manage their finances while educating them on how to manage their money better.

When putting the customer at the heart of what you do, the customer becomes more engaged. When organisations move away from focusing on the end customer and that experience, it negatively impacts customer relationships and business growth.

“Yes, it is about the technology, but if we don’t anchor it on the people and its impact on their lives, any new product or service will not be successful. Technology is a tool and ultimately should be used to enhance people’s lives, and that has to remain the focus of what we do.”

Scott Harkey, Chief Strategy Officer, Endava

One of the major technological trends in financial services is open banking, allowing customer data to be shared across institutions, services and applications via APIs. It’s become a secure way of creating opportunities for customers to expand their relationship with their money. Accessing this financial data via new experiences or existing products they already use builds value for the customer and gives them a better customer experience. It expands the footprint of the tools consumers have access to in an easy, convenient way.

Additionally, AI is becoming a more prominent player in the financial services space. One of the early common applications has been using customer service tools like chatbots to sift through rich backlogs of troubleshooting information and help customer service agents answer frequently asked questions.

The next wave of AI will bring in additional information to help customers make smarter decisions about their money. AI can help analyse spending patterns and offer predictive recommendations to improve financial health. It can also provide insights to help people predict a shortfall in cash or better invest in a surplus they may have. It could help a customer better understand where they are overspending or how they are paying for duplicative services. All these examples scratch the surface of the additional customer value that can be added with the incorporation of AI.

For financial services organisations, the best way to incorporate AI is to provide more information and context while leaving decision-making to employees in the business process. We all intrinsically want to be a part of something that feels human, that feels like we can contribute, and that allows us to add value to the world.

AI tools provide added value and efficiency, but ultimately, they work best when people use them to solve problems, not replace people.

There's still a lot of human-driven decision-making in the financial services industry, as many financial decisions are emotionally driven. Using models to drive decisions can be counterproductive because the models optimise for a good outcome based on the given parameters rather than the emotional impact of that decision.

AI and other technological advancements will undoubtedly profoundly impact financial services in the coming years. The key for organisations that leverage these advancements will be to focus on the human element and keep the customer experience at the center of everything they do.

Retail

Ultimately, **retail** is a customer-driven industry, where people-centricity is paramount. Today this is truer than ever.

In a world where the barriers to entry for starting a retail business are low, a seamless customer experience is key to standing out. Retailers who transform the attitudes of their people, consider the processes that they follow and build technical architecture to support their customers' buying journey are the ones who stand out from the competition. To achieve this, customer-centricity is crucial.

This begins within the organisation when deciding upon strategy and technological investments, which in a competitive market, can be challenging to prioritise. Customer-centricity provides an opportunity to consider what the right thing is to do for the customer. More often than not, the outcome of a decision with this approach is more positive than a decision made based on the bottom line, the economy, or a purely business perspective.

From personalisation to strategic automation, retailers seek to transform attitudes and behaviours by providing enhanced product quality, customer service, fulfillment and more.

To do this, they increasingly leverage emerging technologies. Generative AI is already playing a crucial role in micro-segmenting audiences and creating personalised content and customer experiences that more efficiently appeal to different customer groups, resulting in increased loyalty and sales. For instance, it can identify key demographics and create highly relevant advertising. However, it's important that we balance this personalisation with privacy so AI-driven content doesn't feel overly intrusive.

The customer experience is poised to be further enhanced with XR, merging physical and online shopping. With this technology, customers can use virtual try-ons for clothing or visualise home furnishings in their space, helping bridge the gap between physical and digital shopping. It has also been used for in-store gait analysis, mapping how customers run and recommending the best shoes for them. It will be interesting to see which of these use cases becomes most widely adopted.

In retail, people-centricity also extends to the employees supporting customers and behind the scenes. AI can help eliminate manual input and day-to-day tasks in favour of more fulfilling work, also allowing them to provide a more customer-centric service by freeing them up with time to provide a personal touch for customers. Additionally, XR can streamline employee workflows by providing real-time data for tasks like order fulfillment and stock management, improving efficiency and enhancing customer service. XR glasses, for example, can overlay information on the physical world, guiding employees to efficiently locate stock or manage orders.

Application of these technologies and their specific use cases will depend on the retailer's approach to customer-centricity. In high-end supermarkets, for example, it will be about using this technology to offer customers an experience in line with higher price points.

On the other hand, budget retailers will focus on customer satisfaction driven by low prices, and so application of this technology will likely be around efficiency.

It's hard to predict future trends, but we're seeing a drive towards the desire for human interaction balanced with technology. Self-service check-outs have been widely adopted, as has online shopping, but many customers still want a physical retail experience with human input. Retailers who find success will work to combine data and human insight to make innovative, impactful decisions that benefit their customers.

"Customer-centric retail businesses tailor their approach to put the customer at the centre of everything they do. The best retail businesses are the ones that do the right thing by both their business and the customer."

Paul Maguire, Global Client Director - Retail and Consumer Goods, Endava

Education

People-centricity in **education** comes down to personalised learning. By leveraging AI algorithms for more tailored student experiences, learning can become adaptive, with the AI model assessing a student's learning level and then adjusting the content to meet their needs. This opens the door to allowing education to be customised to everyone depending on skill level, location, technology access, ability, language and culture.

Combined with digital tools such as learning portals, screen readers, subtitles and adaptive interfaces, these personalised learning pathways can make education much more accessible, creating a more inclusive and flexible educational ecosystem. However, learners do not need to be isolated in this personalisation. Cloud-based tools foster collaboration and seamless teamwork inside and outside the classroom, offering an opportunity to build and foster a community around the subject material. Another development in education comes from microlearning, which has been a game-changer for education, especially when paired with the convenience of mobile applications.

Bite-sized lessons with elements of gamification cater to the modern lifestyle, offering short, focused sessions that fit seamlessly into busy schedules. This approach makes learning more manageable and boosts retention and engagement by leveraging gamification principles and immediate feedback. Already it has significantly enhanced language learning and proven itself to be not just a trend, but a sustainable model for lifelong learning.

The success of microlearning highlights its potential to democratise education, making it more accessible and tailored to individual needs.

"As we continue to embrace microlearning as an innovative learning method, it's clear that the future of education lies in personalisation and adaptability."

Hubert Simonis, Senior Client Partner, Education, Endava

With personalised learning at the heart of customer-centricity in education, generative AI offers exciting opportunities. This potential lies less in generating and providing fractional knowledge and more in how educators apply it in practice. Generative AI can help create more personalised learning plans and pathways based on past performance and goals. Additionally, digital portfolios and interactive content creation tools empower students to think critically and expand upon their ideas to create higher-quality outputs. It also gives educators the ability to teach and distribute content at scale

On the other hand, extended reality tools offer more immersive experiences for students to keep them engaged in learning. One example is using XR to create educational tour solutions for cultural institutions so students can immerse themselves in various periods, locations or scenarios.

Combined, AI and XR provide the opportunity for educators to create personalised lesson plans and curriculums with a reality dimension never previously available, offering immersive, engaging content that can be more accessible and adaptable than ever before.



Promoting customer-centric innovation

Regardless of the industry, we've seen inspiring stories of businesses succeeding by prioritising customer needs and using technology as a tool for meaningful innovation with the user in mind. To explore the foundations of a customer-centric approach, we turned to our experts and leaders to share their views on the key factors driving such a culture. Find the key takeaways below.



Fostering a culture of innovation

Empathy is key to fostering a customer-centric attitude, enabling organisations to understand customer pain points and create solutions that deliver real business value. This approach ensures innovation and transformation efforts are focused, impactful and aligned with customer needs, making meaningful change more achievable.

The first step lies in defining the focus of any innovation by involving customers, so they become influential in the process. Then, ensure a multidisciplinary, collaborative approach that brings together stakeholders from different teams and backgrounds. Finally, leaders should remember that creating a culture of innovation means embracing failure. Only some innovations will be successful, but every failure becomes a learning opportunity and motivation to further push boundaries.

“

“Customer-centric innovation is becoming crucial to staying alive in a competitive marketplace; if you aren’t willing to adapt and try to adapt, the marketplace typically innovates for you. As an organisation, you must decide what side of history you want to be on.”

Joe Dunleavy, Global SVP, Head of Dava.X AI, Endava

Prioritising emerging technology projects and investments

Investing in the right use cases for emerging technologies can be a complex challenge. With external pressures, shareholder excitement and the urgency to get to market, companies can risk making significant investments without a clear roadmap for how these technologies will be used across the organisation.

In this haste, it's important that companies don't use technology to solve the wrong problem. Instead, they need to be clear on what they want to achieve from the start. To determine this, business leaders are faced with the challenge of valuing and prioritising different projects. With a customer-centric approach, choosing suitable projects comes down to the people to whom they will benefit; organisations should pursue initiatives that will most impact the end user.

This way, they can be sure they are solving the right problem, creating solutions and investing in technology that addresses customers' needs.



"If organisations aren't designing products and services through the customer's lens, their bottom line will be significantly impacted because customers will be turned away from your products."

Richard Pugh, SVP, Head of Data and AI Strategy, Endava

Creating a culture of customer-centricity

Empathy and communication are key drivers of innovation and transformation. Many transformations falter because organisations lack empathy for customer needs and fail to maintain open communication throughout the process. Change is a gradual process, and transparency is essential to help customers navigate it effectively.

Building a culture of customer-centricity is crucial for driving meaningful innovation and success. This approach requires businesses to develop ideas and design products through the customer's perspective – truly stepping into their shoes and understanding their journey.

“

“As a business, helping your clients achieve their vision and business goals creates a better customer-centric experience overall.”

Lisa Jefferies, Managing Director, Endava

It's a wrap: customer-centric innovation made **possible**

Emerging technologies have the potential to revolutionise customer-centric innovation by enabling personalised, immersive experiences and improving operational efficiency. By combining these technologies with a customer-first approach, businesses can enhance interactions, drive growth, and stay competitive.

At Endava, we empower clients to create lasting impact through technology, fostering trusted partnerships that accelerate their goals. Our focus on customer-centric innovation ensures meaningful change, powered by cutting-edge solutions aligned with strategic objectives.

Get in touch to explore how we can help you unlock the full potential of customer-centric innovation!

The team behind the paper:

Major Bottoms

Senior Research Analyst

Oliver Jackson

Research Analyst

Breanna Wright

Research Analyst

Matt Cloke

Chief Technology Officer

Joe Dunleavy

Global SVP, Head of Dava.X AI

Richard Pugh SVP

Head of Data and AI Strategy

Jean-Louis Rivard, Global VP

XR and Physical Computing

Lisa Jefferies

Managing Director

Scott Harkey

Chief Strategy Officer

Paul Maguire

Head of Retail Delivery

Jessica Rengstorf

Director, US Healthcare Strategy

Adrian Sutherland

Strategy Director, Global Healthcare

Huber Simonis

Senior Client Partner, Education

About Endava

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. By combining world-class engineering, deep industry expertise and a customer-centric mindset, we consult and partner with our customers to create technological solutions that fuel transformation and empower businesses to succeed in the AI-driven digital shift. 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.

Endava's clients span payments, insurance, finance and banking, technology, media, telecommunications, healthcare and life sciences, mobility, retail and consumer goods and more.