



**DAISY  
APPRENTICESHIPS:  
YOUR FUTURE  
STARTS HERE**



# ABOUT DAISY

## OUR VALUES...

### PEOPLE

Everything we achieve, we achieve with people, and for people. Our customers. Our colleagues. Our suppliers. Our families and neighbours. The communities where we live, work and do business. Our whole, wider, interconnected world. That's what drives us.

### PLANET

Whether we're creating dynamic, less resource-hungry systems, helping you reduce travel miles, or championing greater energy efficiency, what's good for the planet tends to be good for your business. We also invest in sustainable projects through our foundation, Daisy Unites.

### PARTNERSHIPS

We're stronger when we work together. To our customers, we're more than a supplier, we're a trusted partner.

Thanks to our supply chain and partnerships with the world's top technology vendors, we're able to blend solutions in ways that redefine excellence and sustainability.

# ABOUT DAISY

Founded in 2001, Daisy knows a thing or two about making technology work for big businesses – and we're passionate about it too. Combining multiple products to create meaningful solutions, more than 1,000 employees across 25 UK locations work with more than 2,000 UK businesses across all sectors, shapes and sizes. We're all interconnected, and so by combining people, systems, processes and creative thinking, we can make a positive difference, together.

## What we do



### Lines & Calls

Simple line and call packages with call routing options, highly competitive tariffs and brilliant customer service.



### Mobile

The best tariffs and the latest handsets, smartphones, tablets and accessories – all at competitive prices.



### Connectivity

Broadband, Ethernet and managed WAN solutions designed for business. Secure and great value.



### LAN & WiFi

Wired and wireless networks that can help you work efficiently and improve the experience of your customers.



### Unified Communications

Enable your people to work and collaborate easily, in real time – wherever they are, on any device.



### Workplace Computing

Low-cost product supply, from laptops to printers through to hardware configuration and lifecycle services.



### Cloud & Desktop

Deliver more agile communications and IT with our mix of secure private and public cloud solutions.



### Cyber Security

Minimise risk through securing communications and data through state-of-the-art controls.



### Business Continuity

Essential resilience to keep your key services available when any incident threatens to disrupt your business.



### Servers, Storage & Virtualisation

Delivering the right technology infrastructure to build your business success.

# ABOUT DAISY

## Who we do it for

Daisy's solutions help keep Great Britain's utilities powered, its transportation moving, its cities trading, and its high streets open for business. And thanks to us, our citizens are kept in good health, well-entertained and provided with some of the best teaching in the world. In fact, Daisy solutions are what our futures are built on...



## Who we do it with

Our ability to build solutions for our customers is thanks to many of the world's best vendors and service providers, where we hold some of the highest levels of accreditation.



Fancy being a part of all this? Visit [daisyk.tech](http://daisyk.tech) for more information about us.

# WHY CHOOSE THE APPRENTICESHIP ROUTE?

We know that college or university isn't for everyone. We all learn in different ways and work in different ways, which is why you'll find people from all backgrounds at Daisy. If you're the sort of person that wants to jump straight into work, earn a wage and learn some real skills in the process (whilst avoiding student debt), then an apprenticeship might be the right route for you – and we'd be happy to have you.



## Meet our Apprentices

I feel like I am part of a community being a Daisy Apprentice. I get to be a part of an innovative group of engineers with a lot of experience in the Telecoms industry. Although the pandemic has forced many people to work from home, including me, I have still always felt united with my colleagues.

Camille – Apprentice Unified Communications Technician



# WHY A DAISY APPRENTICESHIP?

Daisy is a brilliant place to work. We know it already – but we want you to know it too. Combining a relaxed working environment, outstanding professional development and really great perks, our people being happy is what keeps us happy.

Your Daisy Apprenticeship comes with a whole host of great benefits:

- A competitive salary
- 33 days holiday – increasing each year
- Holiday purchase scheme (because we really LOVE holidays)
- Paid birthday day off (who wants to work on their birthday?!)
- A paid day off for your wedding or civil partnership
- 3 paid days off per year to volunteer (because we love to do really nice things for the world)
- Pension scheme (that may seem ages away, but...)
- The Exchange – fantastic savings at a variety of retailers exclusively for Daisy staff
- Personalised induction programme
- Access to Daisy University for virtual or classroom-based learning
- Regular support and progress reviews
- Dedicated 'Daisy Apprentices' Teams channel
- Fabulous prospects and progression opportunities
- Tailored on-the-job learning
- Recognised professional qualifications
- Real industry experience
- Brilliant support and guidance from experts
- The opportunity to join a dynamic, caring and forward-thinking company!



# MORE THAN “JUST A TECH COMPANY”

We sell tech, that much is true. But in order to do that, it takes a whole load of people with a whole load of different skills and expertise. That's why we offer various opportunities across the business; from the technical to the financial, from people to projects and even how we wrap that all up and market it.

## Example apprenticeships offered\*:

- HR
- Marketing
- Customer Service
- Finance
- Legal
- Sales
- Project Management
- Software Development
- Technical Operations

## Got what it takes to be a Daisy Apprentice?

We look for people who have that special something, someone who:

- ✓ is passionate about learning new things
- ✓ is keen to contribute their own ideas and get involved
- ✓ displays self-motivation and drive to succeed
- ✓ possesses plenty of energy, enthusiasm, kindness – and bags of positivity!

\*This is just a selection of our Apprenticeship opportunities – check out our website for current opportunities!



## Meet our Apprentices

“ I joined the Marketing team in July 2019 as Apprentice Graphic Designer whilst working towards a Level 3 qualification in Digital Marketing. Since then I have been involved some amazingly rewarding projects, including the recent brand refresh, and have developed skills outside of design that help me to better understand the key workings of a busy marketing team for a big company.

Ruby – Apprentice Graphic Designer

## HUMAN RESOURCES

Our HR team handle day-to-day queries and provide advice ranging from recruitment all the way through to retirement.

### HR Support Roles

**Typical Course Duration:** 18 months + 3 months EPA\*

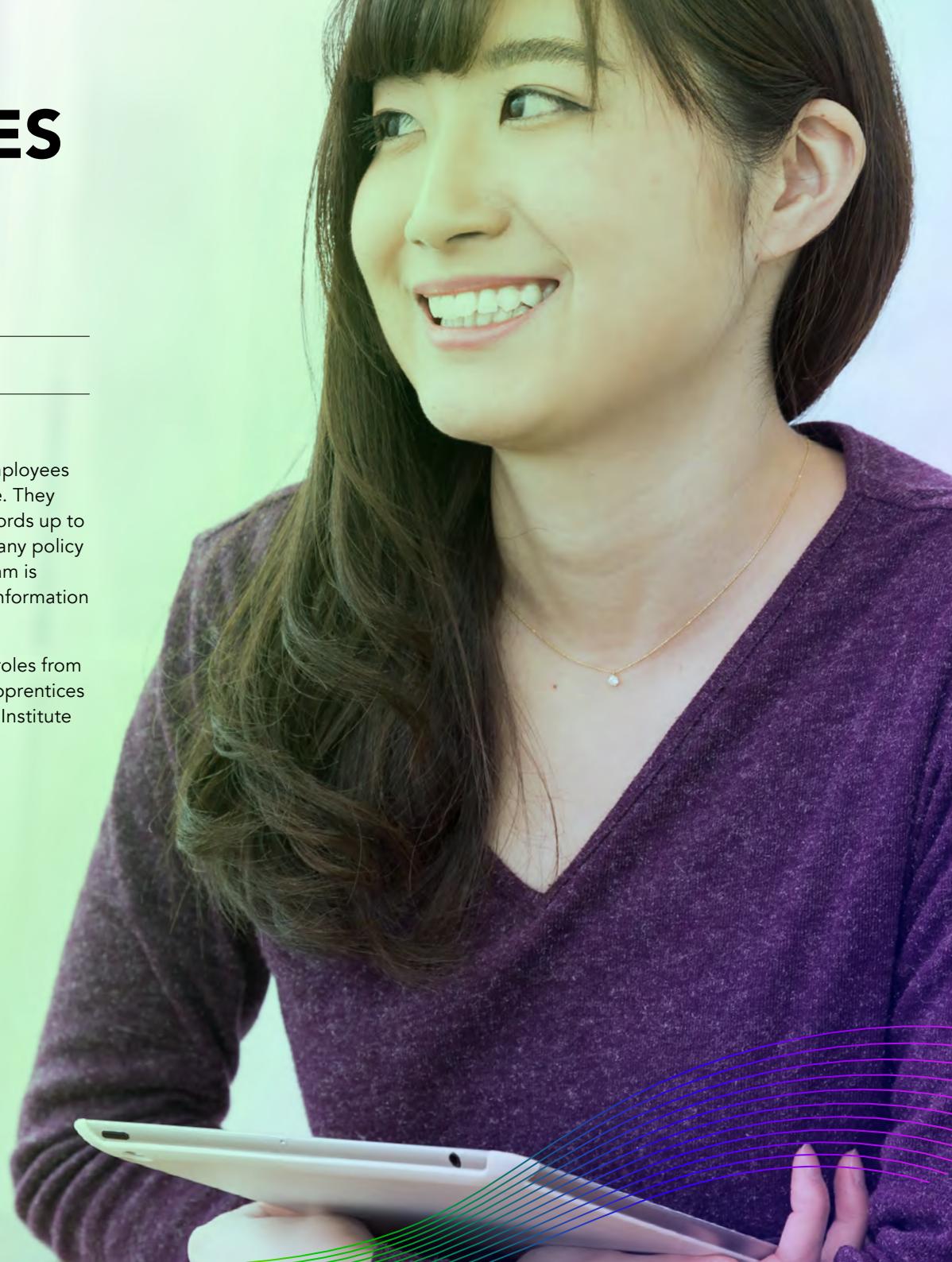
**Role Overview:** HR support staff are responsible for looking after our employees and work on a range of processes that span across the employee lifecycle. They deliver support and advice to our employees who have queries, keep records up to date and ensure that managers are advised on how to comply with company policy and employment law. From recruitment through to retirement, our HR team is responsible for maintaining records of our workforce and reporting that information to the business. Our Apprentice HR Administrators support this process.

**Career Prospects:** An apprenticeship in HR Support can lead to various roles from HR Administrator to HR Advisor, HR Partner or HR Manager. Successful apprentices may also be eligible to apply for Associate membership of the Chartered Institute of Personnel and Development (CIPD).

**Module Examples:**

- Developing professional practice
- Understanding the business and the role of HR
- HR Legislation and policy
- Supporting good practice in managing employment relations
- HR Systems and processes

\*End-point assessment



# MARKETING

Not only do our Marketing team manage our brand, they also take care of all public relations and social media, events, customer communications and internal communications. They lead our marketing campaigns and support our Sales teams with lead generation. We offer apprenticeship opportunities for Digital Marketers and Marketing Assistants.

## Digital Marketing Roles

**Typical Course Duration:** 18 months + EPA\*

### Role Overview:

Our Digital Marketers utilise various online platforms to create and implement effective online campaigns that boost customer engagement, acquisition, and retention. Digital Marketers work within our Marketing team and are responsible for various elements of our marketing strategy.

### Course Module Examples:

- Principles of coding
- Site development
- Marketing principles
- Digital marketing business principles
- Social media strategy
- Google Analytics

## Marketing Assistant Roles

**Typical Course Duration:** 18 months + EPA\*

### Role Overview:

As part of the Marketing team our Marketing Assistants contribute to the implementation of our Marketing strategy. They are responsible for delivering day-to-day marketing activities across a variety of platforms, channels and systems that are essential to the Marketing function and activities of our company.

### Course Module Examples:

- Marketing theories, concepts and principles
- Current technologies
- Legislations and frameworks
- Internal dependencies
- Brand theory
- Primary and secondary research

**Career Prospects:** Marketing apprenticeships are a great foundation for a successful marketing career and can lead to roles such as Brand Assistant, Content Manager or Marketing Manager.

## CUSTOMER SERVICE

Our service desks are our frontline when it comes to communicating with our customers. Collectively, they provide expert knowledge and support across our entire line of solutions, products and services, to more than 2,000 customers 24 hours a day, 7 days a week, 365 days a year.

Our Service Desk operation is based across the UK and consists of a number of shared and dedicated teams primarily focused upon incident management and request fulfilment. Our teams also collaborate across the wider business to support other teams and processes to ensure that the customer experience remains at the heart of all we do.

### Customer Service Roles

**Typical Course Duration:** 12-15 months + EPA\*

**Role Overview:** Customer Service Advisors are the vital link between our organisation and our customers. As the face and voice of our company, naturally we are looking for confident and passionate people who really want to excel in customer service and can communicate effectively. We support customers through three main channels; Telephone, Online Portal and Email. Our objective is to provide excellent service that exceeds expectations and aids in the on-boarding of future and retained custom.

**Career Prospects:** Customer Service Apprenticeships are a great springboard into either Customer Service or Service Desk areas. Qualifications can make you eligible to join the Institute of Customer Service, either at an individual or professional level, where you can then further your studies into management should you wish. You may also wish to pursue a Team Leader or Manager role.

### Course Module Examples:

- Business knowledge and understanding
- Customer experience – internal and external
- Service delivery and brand promise

\*End-point assessment



# FINANCE

Daisy's Finance team covers the administration of contracts, credit control, purchase ledgers, revenue assurance and billing resolution. Our Accounts Assistants sit within the Finance department and support the Management Accounts team.

## Assistant Accountant Roles

**Typical Course Duration:** 18 months + EPA\*

**Role Overview:** Our Accounts Assistants support our Management Accounts team with monthly revenue reconciliation, processing customer invoices or credit notes and reviewing supplier invoices.

**Career Prospects:** Credit Controller, Tax Accountant, Management Accountant. You can also further study to Level 4 and beyond (up to L7 ACCA/CIMA) which Daisy can support.

### Course Module Examples:

- Business awareness
- IT systems and processes
- Ethical standards
- Financial accounting and reporting
- Management accounting

## Data Analyst Roles

**Typical Course Duration:** 24 months + EPA\*

**Role Overview:** Our Data Analysts collect, organise and study data that helps to provide our business with recommendations to improve performance. They have a good understanding of our database systems, data structures and useful analytical tools as they conduct analytical studies in which they accumulate, cleanse, and manage data.

**Career Prospects:** A Data Analyst Apprenticeship can lead to a number of different roles such as Data Analyst, Head of Insight, Data Manager, Data Scientist, Data Architect and Data Engineer.

### Course Module Examples:

- Types of Data
- Quality Data
- Data Analysis Tools Data Analysis Concepts
- Compliance & Audit Considerations
- Database Design, Implementation & Maintenance

# TECHNICAL

Our **Information Communications Technicians (ICT)** provide support to internal and external customers, by using tools or systems to problem solve and trouble-shoot routine and non-routine problems. This supports our customers with their systems. They achieve this through monitoring and maintaining the systems and platforms to maximise productivity and user experience.

An Information Communications Technician Apprenticeship trains our apprentices to implement and maintain IT systems. Our options include pathways for Support Technician, Network Technician or Digital Communications Technician. Knowledge, skills and behaviours will be developed to build, install, maintain and secure multi-vendor platforms both in software and hardware.

## Information Communications Technical Roles

**Typical Course Duration:** 15 months + 3 months EPA\*

**Support Technician** – desk-based resolving system user queries and resolving faults in a helpdesk environment

**Network Technician** – usually desk-based but may involve visits to client's premises to resolve issues

**Digital Communications Technician** – may be desk or field-based resolving faults and issues with communications systems.

**Career Prospects:** First & Second Line Support, Help Desk Support, IT Support Officer, Service Desk Specialist. On completion of Level 3 Apprenticeships, progression routes include:

- Level 4 Network Engineer
- Level 4 Cyber Security Technologist
- Level 6 Digital and technology solutions specialist (integrated degree)

## Network Engineer Roles

**Typical Course Duration:** 24 months

**Role Overview:** Our Network Engineers design, install, maintain, and support network communications within and between organisations, ensuring that maximum performance and availability is provided to our users. A Network Engineer must understand cloud services, monitoring tools, network administration and configuration to be able to provide technical advice and guidance to our clients when required.

**Career Prospects:** A Network Engineer apprenticeship will enable you to progress to various roles including Network Technician, Network Engineer, Senior Network Engineer, Systems Engineer.

### Course Module Examples:

- Network principles
- Network systems and architecture
- Network Security
- Windows administration
- Cyber security

\*End-point assessment

## TECHNICAL

### Software Development Roles

**Typical Course Duration:** 18 months + EPA\*

**Role Overview:** Our Apprentice Software Monitoring Technicians work as part of a software development team, to build simple software components (whether web, mobile or desktop applications) to be used by other members of the team as part of larger software development projects. They interpret simple design requirements for discrete components of projects under supervision. They also assist in the responsibility for functionality, fault, configuration and performance of the tooling platforms.

**Career Prospects:** Software Development Technician, Web Developer, Software Monitoring Team Leader/Manager.

#### Course Module Examples:

- Business context and market environment for software development
- Structure of software applications
- Software development lifecycle
- Configuration management and version control systems
- Testing code
- Methodologies used for software development

\*End-point assessment



### Meet our Apprentices

I started my journey with Daisy in 2019 as a wide-eyed 17-year-old fresh out of college. I was taken into the Tech Ops team and made to feel at home from my very first day. I always knew that I wanted to work for a leading technology company, but I couldn't have dreamed of a better opportunity!

Alex – Network Engineer Apprentice

## SALES

Our IT Technical Salespeople sell our technologies and services to customers. They are also responsible for maintaining great relationships with them in order to gain repeat business. As a Sales Apprentice you will learn to understand our entire product portfolio and maintain your knowledge of current and emerging technologies. You will develop the confidence and industry expertise to approach new customers and persuade them to invest in our services.

### IT Technical Salesperson Roles

**Typical Course Duration:** 12 months practical + 3 months EPA\*

**Career Prospects:** An apprenticeship in IT Technical Sales can lead you to various positions such as Sales Executive, Sales Engineer, Telephone Account Manager, Junior Account Manager and Account Manager. Progression to a Level 4 Sales Executive Apprenticeship is a popular route.

#### Course Module Examples:

- Communication
- Customer service
- Data security
- Problem-solving
- Project management
- Sales process

\*End-point assessment



### Meet our Apprentices

I joined Daisy as their first Sales Apprentice aged 18 straight from college, studying Level 3 IT Technical Sales. My dream has always been to become an Account Manager. The team have taken me under their wing and supported me every step of the way, making me feel so welcome!

Stanley – Apprentice Sales Support



- ✓ ACHIEVE A RECOGNISED PROFESSIONAL VOCATIONAL QUALIFICATION
- ✓ GAIN VALUABLE INDUSTRY EXPERIENCE AND TECHNICAL SKILLS
- ✓ REAL PROSPECTS AND CAREER PROGRESSION OPPORTUNITIES