



*IBM United Kingdom Limited  
PO Box 41  
North Harbour  
Portsmouth  
Hampshire PO6 3AU  
Telephone: +44 (0) 23 9256 1000  
Fax: +44 (0) 23 9238 8914*

19 August 2015

Mark Whitehouse,  
City and Guilds of London Institute  
1 Giltspur Street,  
LONDON  
EC1A 9DD

Dear Mark,

IBM is a leading employer of college leavers and apprentices that employs over 20,000 people in the United Kingdom working in IT Services supporting clients in all industries and sectors.

I would like to support the following City & Guilds qualification and the 6 pathways within the qualification as being both relevant and significant to the IT Services sector and related digital industries.

- City & Guilds Level 3 Advanced Technical extended Diploma in Digital Technologies (720)

6 pathways in:

- systems infrastructure
- application development
- web development and social media
- cyber security
- business analysis
- telecoms/unified communications.

The qualification has been developed with the needs of the industry/sector in mind and therefore before advancing onto one of 6 pathways the learner would be expected to achieve all the mandatory subject areas such as:-

- Project management
- Information security
- Networking fundamentals
- Digital business communication
- Software development fundamentals
- Collection and analysis of data
- Enterprise technologies

I have been involved in the design and development of qualifications (teaching and assessment) for a range of City & Guilds Digital Technologies certificates and diplomas. That experience has allowed me to gain a clear understanding of how City & Guilds engage employers and relevant third party organisations (Sector Skills Council, professional bodies, Further Education Colleges) to ensure that qualifications are designed and developed with the needs of employers – delivering skills that are in demand.

I believe that that once the learner has gained this qualification which covers the skills and knowledge needed for the Digital Industry they could take an entry level position as a:

- Network technician
- Software developer / analyst
- Web developer
- Cyber security co-ordinator
- Business analyst
- Telecoms (VOIP) technician

*Registered in England: No. 741598  
Registered Office: PO Box 41, North Harbour,  
Portsmouth, Hampshire PO6 3AU*

Respectfully yours,

A handwritten signature in black ink, appearing to read 'P. Jagger', with a stylized, cursive script.

Paul D Jagger, MSc PgDMS CITP FBCS  
Business Area Manager for IBM Learning Development (Europe)  
Certified IBM Professional (Learning & Development)