



*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*

Alison Pearce
OCR
Progress House
Westwood Way
Coventry
CV4 8JQ

16th July 2013

Dear Alison,

Ref: OCR Level 2 and Level 3 Cambridge Technicals in IT qualifications

IBM is delighted to be supporting the delivery of these new qualifications and pathways from September 2013.

We believe that the topics covered by the units included in the “Smarter Technology” pathways are a highly appropriate match for the current and anticipated future needs of the UK economy, will enhance the learning experience and equip students with the essential IT and business skills to thrive in today’s workplaces, and will help them stand out from the competition as they progress onto Higher Education, employment, or start their own businesses.

Statistics from High Fliers Research at the start of July highlighted on average there are 46 graduates applying for every role – a daunting figure and prospect for students entering university this academic year, and those submitting their CVs trying to secure their first job at the end of their studies. These qualifications/pathways will help to ensure that students enter the working world savvier about issues at the top of the business agenda today - skills such as mobile technology, business analytics, cloud computing and social business, which according to the latest IBM Tech Trends Report are strategically important to two-thirds of the 1,200 businesses leaders surveyed.

We are pleased to have been fully involved in the process of shaping the structure and content of this new curriculum in a way that reflects the world of work, and which also provides an innovative, inspiring and rewarding learning experience for students in the 16-18 and 19+ age ranges.

As these qualifications are implemented, we will undertake to use our best endeavours to offer support in the following ways, subject to the needs and resources of our business:

- Continuing to shape the curriculum to ensure that it reflects the anticipated future needs of our sector;
- assisting, where required, with the training of staff to ensure that they possess the necessary specialist knowledge and experience to support the delivery of these qualifications;
- providing industry-relevant resources and content that informs and inspires the students;
- through negotiation with individual colleges, facilitating student visits to our specialist facilities, and the occasional use of such facilities by students, as a means of enthusing them about careers within our field.

We're excited about this project and the work we're doing with OCR in utilising technology to enhance the quality of teaching and equipping students with the skills that employers will value now and in the future, and we look forward to contributing to its future success as we approach the new academic year.

Yours sincerely,



Kevin Farrar
IBM Academic Initiative Lead, IBM UK & Ireland

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