

Sample Assessment Materials (SAMs)

**NCFE Level 3 Technical Occupational Entry in
Digital Support (Diploma)
QN: 610/4005/8**

Contents

Aston Digital Marketing Agency	4
Unit 01 Data systems	5
Task 1: report	5
Task 2(a): presentation.....	5
Task 2(b): user access controls	6
Task 3: information video	9
Unit 02 Data back up and storage	10
Task 1: report	10
Task 2: additional presentation slides	12
Unit 03 Data fundamentals.....	14
Task 1: video	14
Task 2: posters.....	14
Unit 04 Digital information systems	17
Task 1: video	17
Task 2(a): presentation slides.....	18
Task 2(b): videos.....	18
Task 3(a): information guide	19
Task 3(b): video.....	20
Task 4(a): infographic.....	22
Task 4(b): video.....	22
Unit 05 Business operations	24
Task 1: service level agreements and service desk	24
Task 2: vlog	25
Task 3: information poster	26
Unit 06 Communication	28
Task 1: annotated guide	28
Task 2: workbook	29
Unit 07 Professional development and working practices	31
Task 1: information poster	31
Task 2(a): evidence gathering document.....	32

Task 2(b): evidence gathering document.....	32
Task 3: infographic	33
Task 4: consideration of approaches	34
Task 5: CDP document	35
Pathway units	37
Unit 08 Digital application technician (DAT).....	38
Task 1: article	38
Task 2(a): professional discussion.....	39
Task 2(b): issue resolution.....	39
Task 2(c): guide.....	39
Task 3: process document.....	41
Task 4: training video	43
Task 5: video	44
Unit 09 Digital service technician	46
Task 1: discussion.....	46
Task 2(a): question responses	47
Task 2(b): video.....	47
Task 3: poster.....	49
Task 4: report	50
Task 5: report contribution	51
Task 6(a): knowledge-based articles	52
Task 6(b): demonstration of ability	52
Task 7: video	54
Change history record	55

Aston Digital Marketing Agency

Aston Digital Marketing agency is celebrating five successful years as a market leader. Although they are based in the North East of the England, they have a global footprint, meaning they are manned from 07.00 until 22.00 each day. They are looking at ways that they can improve this through digital transformation. Over the years, they have built a strong portfolio of successful projects and satisfied clients. The agency has worked with both small startups and large enterprises, helping them achieve significant growth and success in the digital realm. They pride themselves on their ability to stay ahead of the curve in the fast-paced digital landscape, continuously adapting their strategies to incorporate the latest trends, technologies, and best practices.

Transparency, collaboration, and communication are the pillars of the agency's culture. Aston Digital Marketing believes in forging strong partnerships with their clients, working closely with them to understand their business objectives and develop strategies that drive measurable results. Throughout the engagement, they provide regular updates, performance reports, and insights to ensure their clients are informed and involved in digital marketing.

At Aston Digital Marketing Agency, their mission is to empower businesses with the digital tools and strategies they need to thrive in the online landscape. Aston Digital Marketing are passionate about helping their clients achieve their goals, increase brand visibility, generate leads, and maximise their return on investment. With their expertise and dedication, they aim to be the go-to digital marketing agency for companies seeking to make a lasting impact in the digital sphere.

You have been employed as a digital support technician and as part of your six-month induction period, you will undertake a number of projects related to key parts of your role.

Unit 01 Data systems

Task 1: report

As part of the first project in your new role at Aston, your line manager is interested in finding out how you would use digital automation to enhance their services. They are aware of the data life cycle and want to ensure that any suggestions consider this. You have been asked to create a report which discusses specific examples of how digital automation technologies could streamline and enhance operational efficiencies.

To complete this task, you must create a poster that covers the following **two** areas:

- how Aston could use digital office automation technologies to improve operational efficiency (AC1.1)
- illustrate the steps within the data lifecycle and their use within digital office automation (AC1.2)

Submission

Poster

Assessment:

Learning outcomes (LOs)	Assessment criteria (AC)	Pass	Merit	Distinction
The learner will:		The learner will be able to:	The learner will be able to:	The learner will show evidence of:
1. Understand digital automation technologies	1.1 The purpose and use of digital office automation technologies to improve operational efficiency (for example integration of technology, reduce costs, improve collaboration).	Describe the purpose and use of digital office automation technologies to improve operational efficiency.	Explain how the data lifecycle can be practically applied in digital office automation, using specific examples that highlight the benefits of improved operational efficiency and cost savings.	Analyse how digital automation and effective data lifecycle management work together ensuring efficiency, data integrity and compliance.
	1.2 The steps within the data lifecycle and their use within digital office automation.	Outline the steps within the data lifecycle and their use within digital office automation.		

Task 2(a): presentation

As part of your first project, you have been asked by your line manager to create a presentation which will allow them to assess your current knowledge of data handling and your ability to apply common security controls.

To complete this task, you will need to create a presentation, which covers the following areas. You should create slides for each of the following sections:

- the principles of secure data handling (AC2.1)
- the importance of processes and procedures to support secure data handling and sharing (AC2.2)
- the use of encryption to support secure data transmission (AC2.3)
- the potential consequences of non-compliance with legislation and regulations on secure data handling, in relation to (AC2.4)
 - The Data Protection Act 2018
 - organisational regulations
 - industry specific regulations
- the use of access controls to secure data (AC2.5)
- common security controls used to mitigate risk and data loss (AC2.6)
 - technical security controls
 - administrative security controls
 - end point security controls
 - data loss prevention (DLP) strategy and methodologies
- the application of information security principles to mitigate data loss, in relation to (AC2.7)
 - CIA Triad:
 - confidentiality
 - integrity
 - availability
 - IAAA:
 - identification
 - authentication
 - authorisation
 - accountability

Task 2(b): user access controls

Your line manager wants to make sure that customer data is safe and secure. One area of concern is that staff have access to documents that they do not require for day-to-day operations.

To resolve this problem, they have decided to do a complete review of access rights so that staff only have access to files that they need and they will then need to request additional files as needed. They understand that this change may initially cause some confusion and frustration. Therefore, they want to ensure that all service desk staff are familiar with checking and granting user access as required.

To assist service desk staff with this, your line manager has asked you to create a video that demonstrates the process of creating a group, adding users, and configuring access permissions.

To complete this task, you must create a video that demonstrates:

- installing and configuring a directory service
- creating a group in the directory service

- adding three users to the group
- one administrator
- two standard users
- creating a folder structure for the group created
- applying privilege access to the folder
- read-only access only for one user
- read and write access for the administrator
- no access for one user
- checking access and privileges for all users is fully working

Submission

Presentation and video

Assessment:

Learning outcomes (LOs) The learner will:	Assessment criteria (AC)	Pass The learner will be able to:	Merit The learner will be able to:	Distinction The learner will show evidence of:
2. Understand secure data handling and apply common security controls	2.1 The principles of secure data handling (for example, inventory of data, safeguarding of data).	Identify the principles of secure data handling.	Discuss how principles, processes, and procedures for handling data securely can be implemented using examples that clearly illustrate the consequences an organisation faces when failing to comply with regulations and legislation.	Secure data handling and the application of common security controls, with solid justifications, backed by evidence of research that strengthens any recommendations made. This has been achieved by incorporating relevant examples, with real-world illustration. Evaluate the effectiveness and potential consequence of
	2.2 The importance of processes and procedures to support secure data handling and sharing (for example, encryption).	Outline the importance of processes and procedures to support secure data handling and sharing.		
	2.3 The use of encryption to support secure data transmission.	Describe the use of encryption to support secure data transmission.		
	2.4 The potential consequences of non-compliance with legislation and regulations on secure data handling: <ul style="list-style-type: none"> • The Data Protection Act 2018 	Summarise the potential consequences of non-compliance with legislation and regulations on secure data		

	<ul style="list-style-type: none">organisational regulationsindustry specific regulations	handling (as identified in AC2.4).		data protection strategies, encryption use and layered security controls in maintaining security and compliance.
	2.5 The use of access controls to secure data (for example, role-based access control (RBAC)).	Outline the use of access control methods used when securing data access.	Explain how access controls such as RBAC and various types of security controls (technical, administrative, endpoint, DLP) help mitigate risk and protect data.	
	2.6 Common security controls used to mitigate risk and data loss: <ul style="list-style-type: none">technical security controls (for example, firewalls, antivirus protection)administrative security controls (access controls organisational policies)end point security controls (for example, applied to mobile devices)data loss prevention (DLP) strategy and methodologies	Summarise common security controls (as identified in AC2.6) to mitigate risk and data loss.		
	2.7 The application of information security principles to mitigate data loss: <ul style="list-style-type: none">CIA triad:<ul style="list-style-type: none">confidentialityintegrityavailabilityIAAA:<ul style="list-style-type: none">identificationauthenticationauthorisationaccountability	Outline the application of information security principles (as identified in AC2.7) to mitigate data loss.		
	2.8 Apply common security controls to maintain system security.	Demonstrate the ability to apply common security controls required to maintain system security.		

Task 3: information video

Currently, the service desk does not use any automation and is looking at ways to improve efficiency through the use of automated templates. Additionally, there has been problems with consistency when responses are being sent from the service desk. Your line manager wants you to investigate how email templates can be used to speed up service desk requests.

Due to workload and free time available from your manager, they have asked you to create a short video which they can review. They have asked you to break this video into **two** sections. Firstly, to look at how digital transformation could improve service desk performance. And secondly, how automated email templates would contribute to best working practice.

To complete this task, you must create a video (10 minutes maximum) which covers the following **two** areas:

- the purpose of digital transformation in improving service desk performance (AC3.1)
- the use of automated templates and how that would contribute to best working practices within an organisation (AC3.2)

Submission

Video

Assessment:

Learning outcomes (LOs)	Assessment criteria (AC)	Pass	Merit	Distinction
The learner will:		The learner will be able to:	The learner will be able to:	The learner will show evidence of:
3. Understand digital transformation and the use of templates to support service desk performance.	3.1 The purpose of digital transformation in improving service desk performance.	Describe the purpose of digital transformation in improving service desk performance.	Explain how digital transformation enhances service desk performance and how the use of templates (e.g. email, automated SMS) support best working practices.	Evaluate the impact of a digital transformation initiative and the strategic use of templates to improve efficiency, consistency and quality of service.
	3.2 The use of templates (for example, email, automated SMS) and how they contribute to best working practice within an organisation.	Outline the use of templates and how they contribute to best working practice within an organisation.		

Unit 02 Data back up and storage

A recent internal report has identified that Aston Digital Marketing is not effectively storing or backing up its data. This has been highlighted as a concern by the senior management team (SMT), and they require further information surrounding data backup and storage before they make business decisions. As part of this your line manager has asked you to help contribute towards an internal project to assist the SMT in understanding data backups, storage and the digital architecture used to support this.

Task 1: report

Before looking at backup principles and systems your line manager wants you to produce a report that will provide the SMT with an overview of what digital architecture is. This will be the background information they will need to help them later focus on the best backup system to implement. The report should provide an overview of digital architecture with consideration for the operating systems used and how their current physical systems, compare to cloud-based alternatives implementing the best backup systems. You must write a report which explains the key concepts of digital architecture. You will need to ensure it covers the following **four** areas:

- the concept of digital architecture (AC1.1)
 - agility
 - responsiveness
 - adaptability
- the differences between physical and cloud data storage (AC1.2)
- the function of operating systems (OS) and how they provide an interface for network, computer, and mobile devices (AC1.3)
- the role of servers to support application and data infrastructure (AC1.4)
 - on premises
 - cloud / virtual

Submission

Report

Assessment:

Learning outcomes (LOs)	Assessment criteria (AC)	Pass	Merit	Distinction
The learner will:		The learner will be able to:	The learner will be able to:	The learner will show evidence of:
1. Understand digital architecture	1.1 The concept of digital architecture: <ul style="list-style-type: none"> • agility • responsiveness • adaptability 	Describe the concept of digital architecture, paying particular attention to its agility,	Discuss and examine the factors involved in digital architecture, specifically	Evaluate the importance of digital architecture for an effective system that contributes to

Learning outcomes (LOs)	Assessment criteria (AC)	Pass	Merit	Distinction
The learner will:		The learner will be able to:	The learner will be able to:	The learner will show evidence of:
		responsiveness, and adaptability.	comparing physical and cloud-based solutions. Working examples are provided to help explain any recommended implementation decisions.	business continuity and data security.
	1.2 The differences between physical and cloud data storage.	Outline the differences between physical and cloud data storage.		
	1.3 The function of operating systems (OS) and how they provide an interface for network, computer and mobile devices.	Describe the function of operating systems (OS) and how they provide an interface for network, computer and mobile devices.	Explain the function of operating systems (OS) and how they provide interfaces for network, computer and mobile devices and the role of servers in supporting application and data infrastructure both on premises and cloud virtual.	
	1.4 The role of servers to support application and data infrastructure: <ul style="list-style-type: none">on premisescloud / virtual	Summarise the role of servers to support application and data infrastructure (as identified in AC1.4).		

Task 2: additional presentation slides

Following on from your initial report, SMT asked for further information concerning secure data backups and considerations for deciding upon the best approach. As part of assisting your manager with this internal project you have been asked to create a presentation outlining the key elements that need to be considered when deciding upon an approach to securely backing up data. Your line manager will be delivering the presentation later.

To complete this task your 'presentation' must cover the following **five** areas:

- why it is important for Aston Digital Marketing to securely back up data (AC2.1)
- the considerations to make when backing up data (AC2.2)
 - types
 - size
 - location
 - encryption
- the differences between a range of backup approaches (AC2.3)
- tools and technologies that Aston Digital Marketing could use to schedule and manage backups (AC2.4)
- how to restore data from a backup (AC2.5).

Submission

Presentation slides

Assessment:

Learning outcomes (LOs) The learner will:	Assessment criteria (AC)	Pass The learner will be able to:	Merit The learner will be able to:	Distinction The learner will show evidence of:
2. Understand data backups	2.1 The importance of backing up data securely to an organisation.	Describe the importance of backing up data securely an organisation.	Explain the importance of securely backing up data and the benefits this brings to an organisation, including key considerations when backing up data such as data types, size, location and encryption.	Evaluate the benefits and potential challenges of different back up strategies considering factors such as data types, backup approaches and tools uses, including how effective data restoration possesses contribute to
	2.2 The considerations to make when backing up data: <ul style="list-style-type: none"> • types of data (for example, spreadsheets, databases, emails) 	Outline the considerations to make when backing up data (as identified in AC2.2).		

	<ul style="list-style-type: none">• size• location• encryption			business continuity and data security.
	2.3 The differences between a range of backup approaches (for example, full, incremental, selective)	Describe the differences between a range of backup approaches (as identified in AC2.3).	Explain the differences between various backup approaches (full, incremental, selective) and how each is used. Include the tools and technologies used to schedule and manage backups and the process of restoring data from a backup.	
	2.4 The use of tools and technologies to schedule and manage backups	Describe the use of tools and technologies that can be used to manage and schedule backups.		
	2.5 How to restore data from a backup	Outline how to restore data from a backup.		

Unit 03 Data fundamentals

Aston Digital Marketing deals with a vast amount of sensitive data, including customer information, campaign analytics, and intellectual property. By understanding the fundamentals of data and applying information security principles, the marketing company's sensitive information can be protected and the risk of data breaches reduced.

Task 1: video

You have been asked by your line manager to create a video which will allow staff to understand the concepts and fundamentals of information security principles.

To complete this task, you will need to create a video which covers the following areas. The video should demonstrate:

- how to apply CIA triad principles when transferring, deleting, storing, using, and communicating data to meet requirements (AC1.2)
- whilst completing this task, you should clearly explain the actions you are undertaking and the reasons behind them (AC1.1)

Task 2: posters

To continue raising awareness of information security principles, your line manager has asked you to create a range of posters which can be used around the office. You can decide on the number of posters to create but the following key information must be covered:

- the differences between a range of data types (AC1.3):
 - structured
 - unstructured
 - semi-structured
- how organisations use various types of data (AC1.4)
 - the difference between data stores (AC1.5):
 - database
 - data warehouse
 - data lake
- the considerations when storing and accessing data (A1.6):
 - location
 - access privileges
 - data ownership
 - status
 - size
- the characteristics of organising data (AC1.7)
- the importance of data formats in data analysis (AC1.8):
 - number

- currency
- date
- time
- percentage
- scientific
- the approaches to data entry and maintenance. (AC1.9)

Submission

Video and posters

Assessment:

Learning outcomes (LOs)	Assessment criteria (AC)	Pass	Merit	Distinction
The learner will:		The learner will be able to:	The learner will be able to:	The learner will show evidence of:
1. Understand the concepts and fundamentals of data and apply information security principles.	1.1 The application of the CIA triad principles when transferring, deleting, storing, using and communicating data (for example, when using a mobile device).	Summarise the application of the CIA triad principles when transferring, deleting, storing, using and communicating data.	Discuss the application of the CIA triad principles when transferring, deleting, storing, using and communicating data, including the steps taken to meet requirements.	Evaluate the effectiveness of applying CIA triad principles in real work scenarios, including how these principles ensure data handling during the transfer, deletion, storage, use and communication of data.
	1.2 Apply CIA triad principles when transferring, deleting, storing, using and communicating data to meet requirements.	Demonstrate the ability to apply CIA triad principles when transferring, deleting, storing, using and communicating data to meet requirements.		
	1.3 The differences between a range of data types: <ul style="list-style-type: none"> structured unstructured semi-structured 	Outline the differences between a range of data types (as identified in AC1.3).	Compare the differences between data types, how organisations use various types of data, the differences	Evaluate the effectiveness of different data types, data stores and organisational practices in managing and
	1.4 How organisations use various types of data	Describe how organisations use		

Learning outcomes (LOs)	Assessment criteria (AC)	Pass	Merit	Distinction
The learner will:		The learner will be able to:	The learner will be able to:	The learner will show evidence of:
		various types of data.	between data stores and the key considerations when searching, storing, integrating and organising data.	using data, considering aspects such as access, ownership, location and size, including the impact of data formats and maintenance approaches on the accuracy and reliability of data analysis.
	1.5 The differences between data stores: <ul style="list-style-type: none">• database• data warehouse• data lake	Outline the differences between data stores (as identified in AC1.5).		
	1.6 The considerations when storing and accessing data: <ul style="list-style-type: none">• location (for example, on premises or cloud-based)• access privileges• data ownership• status (for example, live or archived data)• size	Outline the considerations (as identified in AC1.6) when storing and accessing data.		
	1.7 The characteristics of organising data (for example, type of data, file structure).	Describe the characteristics of organising data.	Discuss the characteristics of organising data, the importance of data formats in analysis and the approaches to data entry and maintenance.	
	1.8 The importance of data formats in data analysis: <ul style="list-style-type: none">• number• currency• date• time• percentage• scientific	Summarise the importance of data formats in data analysis (as identified in AC1.8).		
	1.9 The approaches to data entry and maintenance.	Identify the approaches to data entry and maintenance.		

Unit 04 Digital information systems

Aston Digital Marketing has recently embarked upon a new apprenticeship programme and are wanting to create a library of training materials. As they operate multiple information systems across the organisation, they want staff employed to work on the service desk to be aware of all these systems and how they are utilised. To support with this, your department has been approached to create a range of resources that can be used to support new apprentices.

Task 1: video

As part of the range of resources, your line manager has asked you to create a video which provides a brief introduction to the functions and features of information systems and the different types of information systems that are used within an organisation.

To complete this task, you must create a video which covers the following areas:

- the function and features of information systems (AC1.1)
 - hardware
 - software
 - processing
 - data storage
- the types and role of information systems used within an organisation (AC1.2)

Submission

Training video

Assessment:

Learning outcomes (LOs)	Assessment criteria (AC)	Pass	Merit	Distinction
The learner will:		The learner will be able to:	The learner will be able to:	The learner will show evidence of:
1. Understand information systems	1.1 The function and features of information systems: <ul style="list-style-type: none"> • hardware • software • processing • data storage 	Describe the function and features of information systems (as identified in AC1.1).	Explain the function and features of information systems, including hardware, software, processing and data storage and the types and role of information systems used within an organisation.	Evaluate the effectiveness and impact of various information systems, considering their hardware, software, processing and data storage components and their role within the organisation.
	1.2 The types and role of information systems used within an organisation	Outline the types and role of information systems used within an organisation.		

Task 2(a): presentation slides

The service desk is not currently being used as effectively as it could be. People keep calling the desk when there is an issue rather than raising a ticket. This has resulted in many issues being resolved but no record of this being made.

To resolve this issue, it has been suggested that a presentation is delivered to all staff at the next staff training day. Your line manager has asked you to create the presentation in the first instance and they will deliver it at the event.

To complete this task, you will need to create presentation slides for your line manager to present. The slides must cover the following areas:

- the role and function of a service desk (AC2.1)
- the process for managing service desk requests (AC2.2)
- how service desk requests are classified, triaged, and escalated (AC2.3)
- the use of troubleshooting tools and techniques to diagnose stakeholder's digital problems (AC2.4)

Task 2(b): videos

Your line manager has reviewed your presentation slides and has identified that it could be improved by the inclusion of **two** videos.

To complete this task, you must create **two** videos (maximum **four minutes** each) which demonstrate the use of command line tools and techniques and analysis of the data identified and then techniques used to access, use, and share data.

Procedures and legal requirements should be considered throughout.

- in line with procedures and legislation, use your own initiative to apply appropriate troubleshooting tools and techniques, to identify and analyse data accurately to provide recommendations (AC2.5)
- work independently to follow legislation and procedures to securely access, use and share data whilst maintaining a productive and professional working environment (AC2.6)

Submission

Presentation slides, videos

Assessment:

Learning outcomes (LOs)	Assessment criteria (AC)	Pass	Merit	Distinction
The learner will:		The learner will be able to:	The learner will be able to:	The learner will show evidence of:
2. Understand the diagnosis of	2.1 The role and function of a service desk	Outline the role and function of a service desk.	Discuss the role and function of a service desk, the	Evaluate the effectiveness of service desk

stakeholder's digital problems	2.2 The process for managing service desk requests	Summarise the process for managing service desk requests.	process for managing service desk requests and how requests are classified, triaged and escalated.	operations, including classification, triage and escalation of requests, the use of troubleshooting tools and the application of procedures and legislation to provide accurate recommendations and maintain a secure professional working environment.
	2.3 How service desk requests are classified, triaged and escalated	Outline how service desk requests are classified, triaged, and escalated.		
	2.4 The use of troubleshooting tools and techniques to diagnose stakeholder's digital problems (for example, log files, command line)	Describe the use of troubleshooting tools and techniques to diagnose stakeholder's digital problems.	Explain the use of troubleshooting tools and techniques to diagnose digital problems and how to apply them independently following procedures and legislation to accurately analyse data and provide recommendations.	
	2.5 In line with procedures and legislation, use own initiative to apply appropriate trouble shooting tools and techniques to identify and analyse data accurately to provide recommendations	Demonstrate the ability in line with procedures and legislation, to use own initiative to apply appropriate trouble shooting tools and techniques to identify and analyse data accurately to provide recommendations.		
	2.6 Work independently to follow legislation and procedures to securely access, use and share data whilst maintaining a productive and professional working environment	Demonstrate the ability to work independently to follow legislation and procedures to securely access, use and share data whilst maintaining a productive and professional working environment.		

Task 3(a): information guide

To assist the apprentices who have limited knowledge of the functions of the service desk system your line manager has asked you to create an information guide that can be given to them during the induction period.

To complete this task, you must create a concise information guide that will include the following information:

- the function and characteristics of a service desk system (AC3.1)
 - difference between on premises and remote support
 - channels used to provide support
 - internal support or third-party support to multiple businesses
- the components of a service desk (AC3.2)
 - concept of self-help facility
 - end user logging a service request
 - distribution of requests to appropriate contacts within support team
 - dashboard to monitor service level agreements
 - escalation of issues or problem which cannot be resolved by service desk
- the purpose of accessing and maintaining accurate stakeholder information (AC3.3)
- common service desk requests (AC3.4)

Task 3(b): video

Following the creation of the guide, your line manager feels that it would be a good idea to provide an accompanying video to the guide which demonstrates the process for managing service desk requests and using appropriate digital channels to communicate responses. They have asked you to decide which two processes to cover in your video.

For example, your video could comprise of:

- responding to a stakeholder with an update on the progress of their request
- the process for escalating a service desk request (AC3.5)

Submission

Information guide

Video

Assessment:

Learning outcomes (LOs) The learner will:	Assessment criteria (AC)	Pass The learner will be able to:	Merit The learner will be able to:	Distinction The learner will show evidence of:
3. Understand service desk system	3.1 The function and characteristics of a service desk system: <ul style="list-style-type: none"> • difference between on premises and remote support • channels used to provide support (for example, control of device, telephone, online chat) • internal support or third-party support to multiple businesses 	Describe the function and characteristics of a service desk system (in relation to the points in AC3.1).	Evaluate the function and characteristics of a service desk system, including support methods, components such as self-help facilities and request distribution and the role of dashboards and escalations.	Evaluate the effectiveness of service desk systems and their components, considering the role of accurate stakeholder information, common service desk requests and the process of managing and responding to service desk requests to ensure quality support and meet service level agreements (SLAs).
	3.2 The components of a service desk: <ul style="list-style-type: none"> • concept of self-help facility (for example, FAQ's) • end user logging a service request • distribution of requests to appropriate contacts within support team • dashboard to monitor service level agreements (SLAs) • escalation of issues or problem which cannot be resolved by service desk 	Outline the components of a service desk (in relation to the points in AC3.2).		
	3.3 The purpose of accessing and maintaining accurate stakeholder information (for example, internal staff, external customers, suppliers)	Outline the purpose of accessing and maintaining accurate stakeholder information.	Explain the purpose of accessing and maintaining accurate stakeholder information,	

	3.4 Common service desk requests (for example, software bugs, password management, mobile device management)	Outline common service desk requests.	common service desk requests and the process for managing service desk requests using digital channels to provide effective support.	
	3.5 Follow the process for managing service desk requests and use a digital channel to provide support and an appropriate and effective response	Demonstrate the ability to follow the process for managing service desk requests and use a digital channel to provide support and an appropriate and effective response.		

Task 4(a): infographic

As previously identified, there are numerous digital information systems in operation across Aston Digital Marketing. To help raise awareness with staff as to how these systems are used to improve productivity and performance, your line manager has asked you to create an infographic that highlights key information in relation to the application of digital information systems and the benefits these offer in monitoring and reporting.

To complete this task your infographic must cover:

- the application of digital information systems to support functions within an organisation (AC4.1)
 - management
 - finance
 - human resources
 - bespoke organisational systems and database
- the purpose and value of monitoring and reporting productivity and performance (AC4.2)

Task 4(b): video

You have been asked to create a video that can be used to demonstrate the use of a digital information system to identify productivity and performance improvements.

To complete this task, you must create a video showing how to:

- operate a digital information system (as directed by your course leader) to identify productivity and performance improvements, maintaining a professional approach.

Submission

Infographic, Video

Assessment:

Learning outcomes (LOs) The learner will:	Assessment criteria (AC)	Pass The learner will be able to:	Merit The learner will be able to:	Distinction The learner will show evidence of:
4. Understand and operate digital information systems	4.1 The application of digital information systems to support functions within an organisation: <ul style="list-style-type: none"> • management • finance • human resources • bespoke organisational systems and databases 	Outline the application of digital information systems (as identified in AC4.1) to support functions within an organisation.	Explain the application of digital information systems across various organisational functions, the purpose of monitoring and reporting proactively and how these systems can be used to identify performance improvements.	Evaluate the effectiveness of digital information systems in supporting organisational functions and improving productivity and performance while maintaining professional approach to monitoring and reporting.
	4.2 The purpose and value of monitoring and reporting productivity and performance	Describe the purpose and value of monitoring and reporting productivity and performance.		
	4.3 Operate digital information systems to identify productivity and performance improvements, maintaining a professional approach	Demonstrate the ability to operate digital information systems to identify productivity and performance improvements, maintaining a professional approach.		

Unit 05 Business operations

As Aston Digital Marketing works with an extensive range of clients, it is important that staff are aware of service level agreements (SLA) and metrics used for monitoring and reporting on the organisation's performance.

Task 1: service level agreements and service desk

The company uses SLAs within the client contracts which clearly outlines the quality of service they should expect delivered. They need staff to fully understand why SLAs are important and the issues that might occur if they are not fully adhered to.

To complete this task, create a blog post that will be shared on Aston Digital Marketing's intranet. The blogpost should include:

- the purpose and use of SLAs (AC1.1)
- the importance of monitoring and reporting against SLAs to contribute to an organisational performance and customer service (AC1.3)
- the role of metrics in service desk delivery with a focus on quality of service (AC1.2)

Submission

Blog post

Assessment:

Learning outcomes (LOs) The learner will:	Assessment criteria (AC)	Pass The learner will be able to:	Merit The learner will be able to:	Distinction The learner will show evidence of:
1. Understand service level agreements and metrics within a service desk	1.1 The purpose and use of a service level agreement (SLA)	Outline the purpose and use of an SLA.	Discuss the purpose and use of an SLA, the role of metrics in service desk delivery and the importance of monitoring and reporting against SLAs to improve organisational performance and customer service.	Evaluate the effectiveness of SLAs and metrics in service desk delivery, including how monitoring and reporting contribute to improving organisational performance and customer service quality.
	1.2 The role of metrics in service desk delivery (for example, rate of completion, quality of service)	Identify the role of metrics in service desk delivery.		
	1.3 The importance of monitoring and reporting against SLAs to contribute to an organisational performance and customer service	Describe the importance of monitoring and reporting against SLAs to contribute to an organisational performance and customer service.		

Task 2: vlog

The marketing department has been tasked with raising awareness of the organisation's digital presence and brand identity. They have decided that the best approach is to ask a member of staff to produce a vlog as they feel this would be an effective way to demonstrate how all staff should understand this. Your line manager has nominated you for this task.

To complete this task, you will need to create a vlog (5 to 10 minutes in length) outlining an understanding of organisational digital presence and branding, that will cover the following four areas:

- the significance of an organisation's digital presence (AC2.1)
- how an organisation's brand is maintained and safeguarded using contingency planning (AC2.2)
- how systems are used to maintain an organisation's digital presence (AC2.3):
 - online products and services
 - internal infrastructure and support systems
- how service support decisions may impact an organisation's digital presence (AC2.4)

Submission

Vlog

Assessment:

Learning outcomes (LOs)	Assessment criteria (AC)	Pass	Merit	Distinction
The learner will:		The learner will be able to:	The learner will be able to:	The learner will show evidence of:
2. Understand organisational digital presence and brand	2.1 The significance of an organisation's digital presence (for example, business critical systems and operations)	Identify the significance of an organisation's digital presence.	Explain the significance of an organisation's digital presence, including business critical systems and how contingency planning helps maintain and safeguard the organisation's brand.	Evaluate the impact of service support decisions, systems and contingency planning on an organisation's digital presence, considering how these elements protect and enhance the brand, online services and internal infrastructure.
	2.2 How an organisation's brand is maintained and safeguarded using contingency planning (for example, business continuity)	Describe how an organisation's brand is maintained and safeguarded using contingency planning.		
	2.3 How systems are used to maintain an organisation's digital presence:	Identify how systems are used to maintain an organisation's digital presence.	Explain how systems are used to maintain an organisation's digital presence,	

	<ul style="list-style-type: none"> online products and services internal infrastructure and support systems 	(as identified in AC2.3)	including online products, services and internal support systems and how service support decisions influence this presence.	
	2.4 How service support decisions may impact an organisation's digital presence	Describe how service support decisions may impact an organisation's digital presence.		

Task 3: information poster

There has been a lot of concern recently due to the surge in artificial intelligence (AI) applications. Staff are worried that this technology may replace their roles within the organisation. Your

department has been approached to create an informative poster showing how AI is supporting the service desk rather than replacing jobs. You have been asked to create an information poster which can be displayed in all the offices that will provide a detailed understanding of current and emerging technologies within service desks.

To complete this task, you need to ensure that your poster covers:

- the use of the following current and emerging digital technologies and how these may impact a service desk (AC3.1)
 - data technologies
 - AI and machine learning
 - robotic process automation (RPA)
 - augmented reality (AR)

Submission

Poster

Assessment:

Learning outcomes (LOs)	Assessment criteria (AC)	Pass	Merit	Distinction
The learner will:		The learner will be able to:	The learner will be able to:	The learner will show evidence of:
3. Understand current and emerging technologies	3.1 The use of current and emerging digital technologies and how these may impact a service desk:	Identify the use of current and emerging digital technologies (as identified in AC3.1)	Explain the use of current and emerging digital technologies, such as data	Evaluate the potential impact of current and emerging digital technologies on

within service desks	<ul style="list-style-type: none"> • data technologies (for example, trend analysis) • artificial intelligence (AI) and machine learning (for example, development of self-help for users) • robotic process automation (RPA) (for example, resolution of user problems) • augmented reality (AR) (for example, training the user) 	and how these may impact a service desk.	technologies, AI, RPA and AR and how they impact service desk operations, including user support and training.	service desk effectiveness including how each technology (e.g. AI, RPA, AR) improves user support, problem resolution and training processes.
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Unit 06 Communication

Aston Digital Marketing uses various communication channels to effectively deliver service desk support, ensuring prompt and efficient resolution of customer issues and enquiries. Aston Digital Marketing supports the local community and regularly participates in work experience days for students.

Task 1: annotated guide

The service desk regularly supports students coming in for work experience days. It is important that the students understand the different communication channels and the importance of regularly communicating with the end user when responding to a request.

Your line manager has asked you to create an annotated guide that demonstrates:

- the use of a range of communication channels (AC1.3)
- the guide should clearly summarise how the different channels are used (AC1.1)
- explanation of why it is important that end users are updated with progress on their service desk request (A1.2)
- the use of appropriate terminology throughout.

Submission

annotated guide

Assessment:

Learning outcomes (LOs)	Assessment criteria (AC)	Pass	Merit	Distinction
The learner will:		The learner will be able to:	The learner will be able to:	The learner will show evidence of:
1. Understand and use communication channels with deliver service desk support	1.1 The application of communication channels to support service delivery (for example, digital, telephone, face to face)	Identify the application of communication channels to support service delivery.	Compare various communication channels and identify the best suited for a particular situation.	Evaluate the effectiveness of various communication channels in delivering service desk support, considering how well terminology is applied and how communication impacts user experience and service quality.
	1.2 The importance of communicating with end users when responding to a service desk request (for example,	Summarise the importance of communicating with end users when responding to a service desk request.	Explain the importance of communicating effectively with end users during a service desk request and	

	maintaining self-motivation)		how to take responsibility for delivering support using appropriate channels and terminology.	
	1.3 Take responsibility to deliver service desk support using a range of communication channels and apply appropriate terminology throughout the service desk request process	Demonstrate the ability, to take responsibility to deliver service desk support using a range of communication channels and apply appropriate terminology throughout the service desk request process.		

Task 2: workbook

Aston Digital Marketing understands that collaborative working is the key to achieving success. As such, they use collaborative tools and encourage their use wherever possible. These range from online project management tools, shared documents, and video conferencing software.

Your line manager has asked you to produce a workbook that will demonstrate best practices. The students will use this workbook during their work experience days, as it will allow them to take notes and record evidence of the knowledge they have gained.

The workbook should be broken into the following **four** sections:

Section 1

How collaborative tools are effectively used as part of the service desk team and how this supports the end user (AC2.1).

Section 2

How digital automation technologies can be used to collaborate with others (AC2.2).

Section 3

How to identify the most appropriate collaborative tools and automated technologies based on stakeholder requirements and situational needs (AC2.3).

Section 4

Annotated screenshots that demonstrate your ability to use collaborative tools (as directed by your course leader) and industry standard digital technologies to work as part of a team (AC2.4).

Submission

Workbook

Assessment:

Learning outcomes (LOs)	Assessment criteria (AC)	Pass	Merit	Distinction
The learner will:		The learner will be able to:	The learner will be able to:	The learner will show evidence of:
2. Understand and use digital technologies and collaborative tools to work with others	2.1 The application of collaborative tools to work effectively as part of a service desk team and to support end users	Outline the application of collaborative tools to work effectively as part of a service desk team and to support end users.	Explain how digital technologies and collaborative tools are applied to work effectively within a service desk team and support end users, including how digital automation technologies support collaboration.	Evaluate the impact of digital automation technologies and collaborative tools in improving teamwork, adapting to different stakeholders and sharing information and best practice.
	2.2 How digital automation technologies can be used to collaborate with others	Outline how digital automation technologies can be used to collaborate with others.		
	2.3 How to adapt to different stakeholders and situations	Identify how to adapt to different stakeholders and situations.	Explain how to adapt to different stakeholders and situations and how collaborative tools and industry-standard digital technologies are used to work effectively and share information within a team and stakeholders.	
	2.4 Apply collaborative tools and industry-standard digital technologies to work as part of a team and share best practice	Demonstrate the ability to apply collaborative tools and industry-standard digital technologies to work as part of a team and share best practice.		

Unit 07 Professional development and working practices

Aston Digital Marketing recognises the importance of ongoing training and continuing professional development (CPD) and is committed to supporting all staff as they undertake this. Staff are expected to both regularly assess their own development needs and highlight areas within their department where they see that further training is needed or would be of benefit to staff members.

Task 1: information poster

One of the apprentices recently opened a service desk request which identified a problem when a member of staff was using a particular web browser to access their account. This is a problem that the apprentice had not encountered before so they searched online to find a solution. They attempted to implement the fix, but this resulted in further bugs being introduced into the system.

You have stepped in to resolve the issue before it escalated and have reported to your line manager. As a result of this, you have identified numerous ways you would deal with this to ensure that it does not occur again. Your line manager has asked you to create a poster that can be used in the service desk office explaining the importance of using trusted sources when supporting service desk requests.

Your poster should highlight:

- the importance of using trusted sources to support service desk requests (AC1.1) in relation to:
 - currency
 - relevance
 - authority
 - accuracy
 - purpose.

Submission

Poster

Assessment:

Learning outcomes (LOs)	Assessment criteria (AC)	Pass	Merit	Distinction
The learner will:		The learner will be able to:	The learner will be able to:	The learner will show evidence of:
1. Understand trusted sources to support service desk requests	1.1 The importance of using trusted sources to support service desk requests: <ul style="list-style-type: none"> • currency • relevance • authority • accuracy • purpose 	Outline the importance of using trusted sources when resolving a service desk request (as identified in AC1.1).	Explain the importance of using trusted sources to support service desk requests, focusing on factors such as currency, relevance, authority, accuracy and purpose.	Evaluate the impact of using trusted sources, considering factors of currency, relevance, authority, accuracy and purpose in effectively addressing service desk requests.

Task 2

Aston Digital Marketing strives for continuous improvement in its operations, outcomes, and staff development. As part of your role, you are expected to understand and actively contribute to the continuous improvement efforts across the organisation.

Task 2(a): evidence gathering document

Your manager has asked you to support in the creation of a report that has been commissioned by the SMT to investigate the steps involved in continuous improvement in relation to the IT department. They would like you to identify methods for benchmarking current capabilities and techniques for identifying opportunities for improvement.

To complete this task, your evidence must cover:

- the steps involved in performing continuous improvement (AC2.1)
 - benchmarking current capabilities
 - identifying and assessing opportunities for improvement

Task 2(b): evidence gathering document

As an additional part of their report your line manager has also asked you to explore the use of current and emerging technologies and how this can be used to contribute to continuous improvement.

To complete this task, your previous evidence document must be updated to include:

- the use of current and emerging technologies to contribute to continuous improvement (AC2.2).

Submission

Evidence gathering documentation

Assessment:

Learning outcomes (LOs) The learner will:	Assessment criteria (AC)	Pass The learner will be able to:	Merit The learner will be able to:	Distinction The learner will show evidence of:
2. Understand continuous improvement	2.1 The steps involved in performing continuous improvement (for example, ITIL service lifecycle): <ul style="list-style-type: none"> • benchmarking current capabilities 	Outline the steps involved when performing continuous improvement (as identified in AC2.1).	Explain the steps involved in continuous improvement including benchmarking, current capabilities, identifying opportunities for improvement and how current and	Evaluate the effectiveness of continuous improvement steps including the use of technologies like knowledge bases and AI in driving improvements within the service lifecycle.

	<ul style="list-style-type: none"> identifying and assessing opportunities for improvement (for example, trend analysis, costs benefit analysis) 		emerging technologies could contribute to this process.	
	2.2 The use of current and emerging technologies to contribute to continuous improvement (for example, knowledge bases, AI)	Describe how the use of current and emerging technologies may contribute to continuous improvement.		

Task 3: infographic

After reading your line manager's proposal, the SMT has asked for more information about current and emerging technologies and their possible impact on service desk support. The IT department has been chosen to be used as a case study therefore your line manager has asked you to create an infographic that pulls together key information on reducing environmental impact.

To complete this task your infographic must cover:

- the impact of current and emerging digital technologies and possible impacts on service desk support (AC3.1)
 - climate change
 - sustainability
 - moving to net carbon zero

Submission

Infographic

Assessment:

Learning outcomes (LOs)	Assessment criteria (AC)	Pass	Merit	Distinction
The learner will:		The learner will be able to:	The learner will be able to:	The learner will show evidence of:
3. Understand current and emerging technologies	3.1 The impact of current and emerging digital technologies and possible impacts on	Outline the impact of current and emerging technologies (as identified in AC3.1)	Discuss the impact of current and emerging digital technologies on service desk	Evaluate the potential effects of current and emerging digital technologies on

	service desk support: <ul style="list-style-type: none"> climate change sustainability moving to net carbon zero 	and how this may affect service desk support.	support, considering factors like climate change, sustainability and the move towards net carbon zero.	service desk support, with a focus on climate change, sustainability and achieving net carbon zero goals.
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Task 4: consideration of approaches

As a digital support technician in a marketing company, your role is to understand and apply risk assessment practices to evaluate the potential impact of your actions on the service desk environment and take proactive measures to mitigate risks.

As you approach the end of your six-month probation period, you have been asked to reflect on your performance. As part of this, you need to consider different approaches that can be taken to assess the impact of your own actions on stakeholders.

To complete this task, you will need to:

- identify **two** approaches that you would take to risk assess the impact of your own actions on others, giving a rationale for your choice (AC4.1).
- demonstrate how you would apply these **two** approaches to assess the impact (AC4.2).

Your submission evidence will vary depending upon the approaches taken.

Submission

Evidence of the **two** approaches taken

Assessment:

Learning outcomes (LOs) The learner will:	Assessment criteria (AC)	Pass The learner will be able to:	Merit The learner will be able to:	Distinction The learner will show evidence of:
4. Understand and apply approaches to risk assessing the impact of own actions on the service desk environment	4.1 The approaches used to risk assess the impact of own actions on stakeholders within the service desk environment (for example, surveys, key performance indicators (KPIs))	Identify the approaches used to risk assess the impact of own actions on stakeholders within the service desk environment.	Explain the approaches used to risk assess the impact of actions on stakeholders in the service desk environment and the approach taken when applying these to service support decisions.	Analyse the approaches used to risk assess the impact of actions on stakeholders in the service desk environment and the approach taken when applying these to service support decisions.
	4.2 Apply approaches to risk	Demonstrate the ability to apply		

	assess the impact of service support decisions on stakeholders	approaches to risk assess the impact of service support decisions on stakeholders.		
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Task 5: CDP document

Aston Digital Marketing recognises the importance of self-reflection and CPD and as such expects all staff to regularly assess their own development needs. This is a three-step process which is repeated on a yearly basis.

To complete this task, you must complete the following **three** steps (in an appropriate format of your choosing):

1. You should explore how learning techniques such as self-reflection and evaluation support and contribute to your own CPD (AC5.1).
2. You should explore how professional networks and academic journals can be used to improve your own CPD. You should also consider any other sources of knowledge that can be used to improve your knowledge and skills (AC5.2).
3. You should explore the skills and knowledge required for a range of digital support roles and then complete a skills gap analysis that would review your own development needs to meet these roles. You should consider how you would develop these skills over the next 12 months (AC5.3 / AC5.4).

Submission

CPD document

Assessment:

Learning outcomes (LOs) The learner will:	Assessment criteria (AC)	Pass The learner will be able to:	Merit The learner will be able to:	Distinction The learner will show evidence of:
5. Understand learning techniques and use sources of knowledge	5.1 How learning techniques (for example, evaluation and reflection) contribute to continuing professional development (CPD) of digital support occupations	Summarise how learning techniques contribute to CPD of digital support occupations.	Explain how learning techniques contribute to CPD in digital support occupations using a range of relevant sources of knowledge applicable to the field.	Evaluate the impact of learning technologies on professional development in digital support, including the value of various knowledge sources and reviewing
	5.2 A range of sources of knowledge and	Identify a range of sources of knowledge		

	verified information applicable to digital support occupations (for example, professional networks, academic publications)	and verified information applicable to digital support occupations.		personal skills to keep up to date with new technologies in the sector.
	5.3 How to review own development needs to keep up to date with new technologies appropriate to digital support occupations	Outline how to review own development needs to keep up to date with new technologies appropriate to digital support occupations.	Discuss how to review personal development needs to stay current with new technologies and the use of digital sources to enhance knowledge and skills in the digital support sector.	
	5.4 Use a range of digital sources to extend own knowledge and skills appropriate to the digital support sector	Demonstrate the ability to use a range of digital sources to extend own knowledge and skills appropriate to the digital support sector.		

Task 6: video

The role of digital support technician has been identified as one that clearly demonstrates excellent skills in time management and task prioritisation. SMT has identified that these are essential skills that would be beneficial for all staff and therefore, you have been requested to create a video that clearly explains how to effectively manage time and priorities.

To complete the task, you must create a video that:

- explains how to effectively manage time and priorities (AC6.1).

Submission

Video

Assessment:

Learning outcomes (LOs)	Assessment criteria (AC)	Pass	Merit	Distinction
The learner will:		The learner will be able to:	The learner will be able to:	The learner will show evidence of:
6. Understand effective time management and prioritisation	6.1 How to effectively manage time and priorities (for example, prioritising and ranking tasks based on service level agreements (SLA))	Outline methods to effectively manage time and priorities.	Describe how to effectively manage time and priorities in a digital support role.	Evaluate the impact of effective time management and prioritisation on a digital support role.

Pathway units

Unit 08 Digital application technician (DAT)

This pathway will allow learners to gain an understanding of the knowledge and skills associated with the role of a digital application technician. The learner will understand the role of productivity software applications and how digital information systems are used to maintain software application support. The learner will also be able to use appropriate troubleshooting tools and techniques to investigate and resolve software application problems. The learner will go on to understand coaching and how to coach and guide stakeholders to develop software application skills.

Unit 09 Digital service technician (DST)

This pathway will allow learners to gain an understanding of the knowledge and skills associated with the role of a digital service technician. The learner will understand the components within a database management system and the approaches to configuring software applications. The learner will go on to understand how to maintain digital systems. They will be able to select and apply digital tools and techniques to provide support to end users and diagnose system problems. The learner will also understand digital channels and will be able to select appropriate digital channels to provide support to end users.

Unit 08 Digital application technician (DAT)

You have successfully passed your six-month probation period and have been assigned a new role as a digital application technician.

As part of this new role, you will be responsible for supporting, training and coaching staff in a range of productivity applications and using appropriate troubleshooting tools and techniques as required.

Task 1: article

As part of your role, you are expected to understand a range of productivity software applications and how they are used to create, update, edit, manage, and present data. You have been asked to create an article for staff that identifies different techniques that they could use to find support if they encounter problems with the productivity software they are using.

To complete this task your article must:

- productivity software applications that you are familiar with and explain how it can be used to create, update, edit, manage, and present data (AC1.1)
- identify a range of sources of help that can be found within the software application (AC1.2)
- identify a range of external sources of help to support the use of the software application (AC1.3).

Submission

Article

Assessment:

Learning outcomes (LOs)	Assessment criteria (AC)	Pass	Merit	Distinction
The learner will:		The learner will be able to:	The learner will be able to:	The learner will show evidence of:
1. Understand productivity software applications	1.1 The role of productivity software applications (for example, Office applications) and how they are used to create, update, edit, manage, and present data	Summarise the role of productivity software applications and how they are used to create, update, edit, manage, and present data.	Explain how productivity software applications can be used to create, update, edit, manage, and present data.	Evaluate how useful productivity software applications are in presenting data.
	1.2 A range of sources of help within software applications (for example, user	Identify a range of sources of help within software applications.	Describe both internal and external sources of help to support the use of	Analyse the extent of internal and external sources of help to support the

	guides, tool tips, help functions)		productivity software.	use of productivity software.
	1.3 A range of external help to support the use of software applications (for example, online blogs, tutorial videos, books)	Identify a range of external help to support the use of software applications.		

Task 2(a): professional discussion

The digital information systems team are responsible for providing software application support to internal teams and external clients. Your new manager is aware that you have previously worked on projects involving digital information systems and has scheduled in a discussion with you to look at how these can be used to provide and maintain software application support.

To complete this task, you need to prepare for and then undertake a professional discussion that focuses on:

- how digital information systems (for example, a service desk) are used to provide and maintain software application support (AC2.1).

Your course leader will assume the role of your line manager during this discussion.

Task 2(b): issue resolution

A software problem has been identified by your line manager and they want you to investigate this to resolve the issue.

You must complete the following steps:

- identify the software problems (these will be issued by your course leader)
- identify appropriate troubleshooting tools and techniques
- using these tools and techniques investigate and resolve the software application problems
- these must be signed off by your line manager.

Task 2(c): guide

Your line manager suspects that the software problem identified in task 2(b) is due to a configuration problem. They have requested that you create a guide that considers key factors when installing, configuring, and maintaining software applications that will be available to all staff.

To complete this task your guide must include:

- the considerations when installing, configuring, and maintaining software applications:
 - software licensing

- user permissions
- security considerations

Submission

Recording of the professional discussion, evidence of issue resolution (signed declaration), guide

Assessment:

Learning outcomes (LOs)	Assessment criteria (AC)	Pass	Merit	Distinction
The learner will:		The learner will be able to:	The learner will be able to:	The learner will show evidence of:
2. Understand how digital information systems provide software application support and use troubleshooting tools and techniques to investigate and resolve software application problems	2.1 How digital information systems (for example, a service desk) are used to provide and maintain software application support	Identify how digital information systems are used to provide and maintain software application support.	Explain how digital information systems are used to support software applications, the use of troubleshooting tools to resolve problems and the role of application administration in software installation, configuration and maintenance.	Evaluate the effectiveness of digital information systems in maintaining software application support, the impact of troubleshooting tools on productivity and service quality, and the importance of application administration in managing licensing, user permissions and security considerations.
	2.2 Use appropriate troubleshooting tools and techniques to investigate and resolve software application problems to maintain productivity and improve quality of service	Demonstrate the ability to use appropriate troubleshooting tools and techniques to investigate and resolve software application problems to maintain productivity and improve quality of service.		
	2.3 The considerations when installing, configuring and maintaining software applications: <ul style="list-style-type: none"> software licensing (for example, concurrent and non-concurrent licences) 	Outline the considerations when installing, configuring and maintaining software applications (as identified in AC2.3).		

	<ul style="list-style-type: none"> • user permissions • security considerations (for example, using approved software) 			
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Task 3: process document

As part of a digital transformation project, Aston Digital Marketing has identified several software applications that could be implemented by the business although they are aware that this could influence business operations. They have approached the IT team to discuss the process for installing, managing, and training stakeholders in the use of the new software.

Your line manager has asked you to put a process together that would outline the procedure for implementation of the software request. The proposal should contain the following sections:

Section 1

The process of change management to support this digital transformation activity (AC3.4).

Section 2

The impact on business operations when implementing new software applications (AC3.2).

Section 3

The importance of communication during digital transformation and change management in relation to software applications (AC3.6).

Section 4

The different requirements for administering the software applications within Aston Digital Marketing (AC3.3).

Section 5

How policies contribute to the productive use of software applications (AC3.1).

Section 6

The approaches to stakeholder training in software applications: (AC3.5)

- training sessions
- proving advice and guidance on application performance
- signposting to sources of relevant learning

Submission

Process document

Assessment:

Learning outcomes (LOs) The learner will:	Assessment criteria (AC)	Pass The learner will be able to:	Merit The learner will be able to:	Distinction The learner will show evidence of:
3. Understand business approaches to incorporating new software applications and digital transformation	3.1 How policies contribute to the productive use of software applications	Outline how policies contribute to the productive use of software applications.	Explain how policies contribute to the productive use of software applications.	Evaluate the importance of policies to productive use of software applications.
	3.2 The impact on business operations when implementing new software applications (for example, incompatibility with existing systems, training requirements)	Outline the impact on business operations when implementing new software applications.	Explain the impact on business operations when implementing new software applications.	Evaluate the impact on business operations when implementing new software applications.
	3.3 The different requirements for administering specialist software applications within an organisation	Outline the different requirements for administering specialist software applications within an organisation.	Discuss the different requirements for administering specialist software applications.	Analyse the importance of the different requirements for administering specialist software applications within an organisation.
	3.4 The process of change management to support digital transformation activities	Outline the process of change management to support digital transformation activities.	Describe the process of change management to support digital transformation activities.	Evaluate the importance of change management to support digital transformation activities.
	3.5 The approaches to stakeholder training in software applications: <ul style="list-style-type: none"> training sessions (for example, group based, 	Outline the approaches to stakeholder training in software applications as (as identified in AC3.5).	Explain the approaches to stakeholder training in software applications as (as identified in AC3.5).	Evaluate the importance of different approaches to stakeholder training in software applications.

	one-to-one, online) • providing advice and guidance on application performance • signposting to sources of relevant learning			
	3.6 The importance of communication during digital transformation (for example, business optimising processes) and change management in relation to software applications	Outline the importance of communication during digital transformation and change management in relation to software applications.	Explain the importance of communication during digital transformation and change management in relation to software applications.	Evaluate the importance of communication during digital transformation and change management in relation to software applications.

Task 4: training video

Although Aston Digital Marketing value the development of the staff, they do not currently have any training or coaching programmes and they want to investigate the feasibility of implementing this.

As the IT department is more familiar with supporting staff, the department has been approached by Human Resources (HR) to develop a short training video that will introduce the concept of coaching a technique to assist end users in the use of digital applications. HR would also like to see an example of how software application skills can be developed.

To complete this task the video should focus on:

- the purpose of coaching and how coaching can help end users efficiently use digital applications (AC4.1)
- situations where coaching may be required (AC4.2)
- coach and guide stakeholders to develop software applications skills in an application you are familiar with (AC4.3)

Submission

Training video

Assessment:

Learning outcomes (LOs) The learner will:	Assessment criteria (AC)	Pass The learner will be able to:	Merit The learner will be able to:	Distinction The learner will show evidence of:
4. Understand training and support and apply coaching techniques	4.1 The purpose of coaching and how coaching can help end users efficiently use digital applications	Outline the purpose of coaching and how coaching can help end users efficiently use digital applications.	Discuss the purpose of coaching, the situations where coaching is required, and how it can help end users and stakeholders efficiently use and develop software application skills.	Evaluate the effectiveness of coaching in different situations (such as staff training, first line support requests) and its impact on developing end users' and stakeholders' software applications skills.
	4.2 Situations where coaching may be required (for example, staff training, first-line support requests)	Identify situations where coaching may be required.		
	4.3 Coach and guide stakeholders to develop software applications skills	Demonstrate the ability to coach and guide stakeholders to develop software application skills.		

Task 5: video

Aston Digital Marketing understands that monitoring software application usage is a key factor in recommending future improvements. They would like to demonstrate to staff how this is used to influence business decisions, therefore your department has been asked to create a short video to demonstrate how software application usage is monitored.

Your line manager has asked you to complete this task. The video must demonstrate:

- how to monitor the use of software applications and should make recommendations for improvement (AC5.2)
- a clear explanation for a range of tools and techniques to monitor software usage (AC5.1).

Submission

Video

Assessment:

Learning outcomes (LOs)	Assessment criteria (AC)	Pass	Merit	Distinction
The learner will:		The learner will be able to:	The learner will be able to:	The learner will show evidence of:
5. Understand monitoring software and recommend improvements	5.1 The application of monitoring software application usage (for example, log files)	Describe the application of monitoring software application usage.	Explain how the application of monitoring software to track usage, such as through log files can be used to monitor and identify trends or issues.	Justify the recommendation for improving software application use based on monitoring data, including how improvements will enhance performance and efficiency.
	5.2 Monitor the use of software applications and make recommendations for improvement	Demonstrate the use of software applications and make recommendations for improvement.		

Unit 09 Digital service technician

You have successfully passed your six-month probation period and have been assigned a new role as a digital service technician. As part of your role will be expected to understand database management systems and the configuration of software configurations. You will also be responsible for maintaining digital systems and using tools and techniques to diagnose system problems.

Task 1: discussion

You have a new manager who wants to know your level of understanding of database management systems and has arranged for you to participate in a professional discussion.

(The course leader will play the role of the line manager).

To prepare for this discussion your line manager has provided you with the following topic overview:

- the main components and use of a database management system in relation to: (AC1.1)
 - software
 - data
 - procedures
 - query language

Submission

Evidence of this discussion will be in a suitable format

Assessment:

Learning outcomes (LOs)	Assessment criteria (AC)	Pass	Merit	Distinction
The learner will:		The learner will be able to:	The learner will be able to:	The learner will show evidence of:
1. Understand database management systems	1.1 The main components and use of a database management system: <ul style="list-style-type: none"> • software • data • procedures • query language 	Outline the main components and the use of a database management system (as identified in AC1.1).	Explain the main components and use of a database management system.	Analyse the importance of each component, using relevant terminology, in the effective use of a database management system.

Task 2(a): question responses

Aston Digital Marketing uses various systems and software applications that are essential for marketing operations. These systems need to be appropriately configured and regularly maintained to prevent any issues.

They are considering remote working as an option for staff and have asked all departments to consider the impact that this will have on their operations.

Your line manager has approached you in the first instance with **four** questions and has asked you to provide a response.

Questions:

1. What would be the approaches taken to configuring software applications and the impact of this on providing both local and remote technical support (AC2.1) in relation to:
 - master image
 - base image
 - open system?
2. What would be the approaches to configuring hardware and the impact this would have on local and remote technical support? (AC2.2)
- 3.
4. What would be the approaches to configure, update and maintain systems (AC2.3) in relation to:
 - hardware
 - software
 - operating systems (OS)?
5. What would be the approaches to providing local and remote technical support? (AC2.4)

Task 2(b): video

Following your question responses, your line manager has asked you to demonstrate your ability to maintain an end user system both locally and remotely, so that the techniques can be compared at a later date (the task will be supplied by your course leader).

To complete this task you should produce a video which demonstrates your ability to apply appropriate approaches to maintain end user systems (AC2.5).

Submission

Question responses, video

Assessment:

Learning outcomes (LOs)	Assessment criteria (AC)	Pass	Merit	Distinction
The learner will:		The learner will be able to:	The learner will be able to:	The learner will show evidence of:
2. Understand system configurations and apply approaches to configure, update and maintain systems	2.1 The approaches to configuring software applications and the impact on providing local or remote technical support: <ul style="list-style-type: none">• master image• base image• open system	Outline the approaches to configuring software applications and the impact on providing local or remote technical support (as identified in AC2.1).	Explain methods of configuring hardware and software applications, providing multiple solutions based on different requirements and the type of support offered.	Justify the selection of specific approaches for configuring software, hardware and providing technical support, including how these approaches support both local and remote maintenance of end user systems.
	2.2 The approaches to configuring hardware and the impact on local or remote technical support (for example, end user devices, peripherals)	Outline the approaches to configuring hardware and the impact on local or remote technical support.		
	2.3 The use of approaches to configure, update and maintain systems: <ul style="list-style-type: none">• hardware• software• operating systems (OS)	Describe the use of approaches to configure, update and maintain systems (as identified in AC2.3).	Compare approaches used to configure, update and maintain hardware, software and operating systems to provide technical support and maintain end user systems locally and remotely.	
	2.4 The use of approaches to provide technical support: <ul style="list-style-type: none">• local• remote	Explain the use of approaches to provide technical support (as identified in AC2.4).		
	2.5 Apply appropriate approaches to maintain end user systems	Demonstrate the ability to apply appropriate approaches to maintain end user systems.		

Task 3: poster

As Aston Digital Marketing have a culture of sharing best practice and have recently introduced a new initiative. They have asked all departments to create a poster that highlights something that is important to their department.

Your line manager has decided that this should focus on the importance of updating and maintaining digital systems to meet security requirements.

You have been asked to create a poster on behalf of your department.

Your poster should include:

- the importance of updating and maintaining digital systems to mitigate security threats and vulnerabilities in relation to (AC3.1)
 - OS
 - software applications
- the implications of not updating and maintaining end user systems (AC3.2)

Submission

Poster

Assessment:

Learning outcomes (LOs) The learner will:	Assessment criteria (AC)	Pass The learner will be able to:	Merit The learner will be able to:	Distinction The learner will show evidence of:
3. Understand updating and maintaining digital systems to meet security requirements	3.1 The importance of updating and maintaining digital systems to mitigate security threats and vulnerabilities: <ul style="list-style-type: none"> • OS (for example, in line with patching policy) • software applications (for example, mobile application updates, anti-malware) 	Outline the importance of updating and maintaining digital systems to mitigate security threats and vulnerabilities (as identified in AC3.1).	Explain the importance of updating and maintaining digital systems, including operating systems and software applications to mitigate security threats and vulnerabilities and the implications of not updating and maintaining end user systems.	Evaluate the importance of timely updates and maintenance for digital systems, including the risks and consequences of neglecting updates in terms of system security and user protection.
	3.2 The implications of not updating and maintaining end user systems (for example, increased vulnerability to security issues)	Outline the implications of not updating and maintaining end user systems.		

Task 4: report

Aston Digital Marketing want to implement a new Customer Relationship Management (CRM) system but are worried about the impact this will have on staff and operations. Your line manager has asked you to consider the possible impact of introducing this new system and the techniques that could be used to reduce this impact.

There have been **two** terms identified that can help minimise the impact. These terms are impact assessments and risk assessments.

To complete this task, you should produce a report which will:

- consider approaches taken to minimising the impact of required system changes in relation to (AC4.1):
 - impact assessment
 - risk assessment
- identify how effective strategies are used to communicate the impact of required system changes.

Submission

Report

Assessment:

Learning outcomes (LOs) The learner will:	Assessment criteria (AC)	Pass The learner will be able to:	Merit The learner will be able to:	Distinction The learner will show evidence of:
4. Understand the approaches to minimising and communicating the impact of system change	4.1 Approaches to minimising the impact of required system changes: <ul style="list-style-type: none"> • impact assessment • risk assessment 	Outline approaches to minimising the impact of required system changes (as identified in AC4.1).	Discuss ways in which the effects of a risk can be minimised when making a required system change and how effective strategies are used to communicate change.	Justify the use of specific strategies for assessing and communicating the impact of system changes, including their effectiveness in managing risk and ensuring smooth transitions.
	4.2 How effective strategies are used to communicate the impact of required system changes	Identify how effective strategies are used to communicate the impact of required system changes.		

Task 5: report contribution

Aston Digital Marketing want to implement a new CRM system but are worried about the impact on staff and operations. They are particularly interested in exploring the best techniques for communicating with staff throughout this digital transformation and exploring different approaches to training staff in this new system.

Your line manager has been approached by SMT to produce a report that outlines the process involved in implementing the new CRM system. You have been asked to contribute to this report.

To complete this task, you must:

- outline the approaches used to provide training and support to end users for the efficient use of digital systems in relation to (AC5.1)
 - training sessions
 - relevant operating system configuration
 - providing advice and guidance on system performance
 - signposting to sources of relevant learning
- identify the importance of communication during digital transformation and change management in relation to digital systems (AC5.2)

Submission

Report contribution (in a relevant format)

Assessment:

Learning outcomes (LOs) The learner will:	Assessment criteria (AC)	Pass The learner will be able to:	Merit The learner will be able to:	Distinction The learner will show evidence of:
5. Understand training and support for end users	5.1 The approaches to providing training and support to end users for the efficient use of digital systems: <ul style="list-style-type: none"> • training sessions (for example, group based, one-to-one, online) • relevant operating system configuration • providing advice and guidance on system performance • signposting to sources of relevant learning 	Outline approaches to providing training and support to end users for the efficient use of digital systems (as identified in AC5.1).	Explain the importance of communication throughout the digital transformation process whilst comparing different methods of training and supporting end users.	Justify the selection of specific training approaches and communication strategies in the context of digital transformation including the impact on system adoption and user efficiency.

	5.2 The importance of communication during digital transformation (for example, business optimising processes) and change management in relation to digital systems	Identify the importance of communication during digital transformation.		
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Task 6(a): knowledge-based articles

You have been asked to create **two** knowledge-based articles for the selection and application of digital tools and techniques to provide support to end users and diagnose system problems.

To complete this task, the first knowledge-based article should focus on the use of digital tools and techniques to undertake fault finding, recording and resolution (AC6.1). Your course leader will provide specific details around the tools and techniques you should focus on.

The second knowledge base article should then focus on the use of tools and resources that enable end users to resolve digital system problems (AC6.2). Your course leader will provide specific details around the tools and resources you should focus on.

Task 6(b): demonstration of ability

Using the **two** details provided previously for the two knowledge base articles you now need to demonstrate your ability to:

- select and apply tools and resources to support end users to resolve digital system problems (AC6.3)
- select and apply appropriate tools and techniques to investigate and resolve digital system problems to maintain productivity and improve quality of service (AC6.4)

To complete this task, you will need to provide evidence that you have demonstrated your ability in an appropriate format.

Submission

Two knowledge-based articles, evidence of demonstration of your ability in an appropriate format

Assessment:

Learning outcomes (LOs)	Assessment criteria (AC)	Pass	Merit	Distinction
The learner will:		The learner will be able to:	The learner will be able to:	The learner will show evidence of:
6. Understand, select and apply digital tools and techniques to provide support to end users and diagnose system problems	6.1 The application of digital tools and techniques to undertake fault finding, recording and resolution (for example, remote access and control of end user systems, screen sharing, hardware performance monitoring tools)	Identify the application of digital tools and techniques to undertake fault finding, recording and resolution.	Compare a range of tools, techniques and resources and select the most appropriate when undertaking fault finding and resolving digital system problems.	Justify the selection, effectiveness and application of specific tools, techniques and resources to support fault finding and problem resolution to resolve the issue.
	6.2 The application of tools and resources to enable end users to resolve digital system problems (for example, system storage checker, how to guides, knowledge bases, tutorial videos)	Outline the application of tools and resources to enable end users to resolve digital system problems.		
	6.3 Select and apply tools and resources to support end users to resolve digital system problems	Demonstrate the ability to select and apply tools and resources to support end users to resolve digital system problems.		
	6.4 Select and apply appropriate tools and techniques to investigate and resolve digital system problems to maintain productivity and improve quality of service	Demonstrate the ability to select and apply appropriate tools and techniques to investigate and resolve digital system problems to maintain productivity and improve quality of service.		

Task 7: video

As digital channels have been used extensively throughout Aston Digital Marketing it has been highlighted that clients would benefit from knowing how they can use these same channels for support.

You line manager has asked you to create a video that will be used on the company website. The video should demonstrate how digital channels can be used, how to choose the most appropriate channel and should demonstrate one of these in use.

To complete this task, you should create a video demonstrating the use of digital channels when engaging with an end user:

- the digital channels used to engage with end users to provide support for digital systems (AC7.1)
- select the appropriate digital channel and provide support to end users (AC7).

Submission

Video

Assessment:

Learning outcomes (LOs)	Assessment criteria (AC)	Pass	Merit	Distinction
The learner will:		The learner will be able to:	The learner will be able to:	The learner will show evidence of:
7. Understand and select appropriate digital channels to provide support to end users	7.1 The digital channels used to engage with end users to provide support for digital systems (for example, service request management software, email, social media, collaboration software)	Outline the range of digital channels that are used to engage with end users when providing support for digital systems.	Compare a range of digital channels, identifying any features or limitations that could impact upon the support offered to the end user.	Justify the selection of specific digital channels for providing end user support, considering factors such as user needs, channel effectiveness and communication preferences.
	7.2 Select the appropriate digital channel and provide support to end users	Demonstrate the ability to select the appropriate digital channel and provide support to end users.		

Change history record

Version	Description of change	Date of Issue
V1.0	First publication	August 2025