

**Daisy
Identity Guide
September 2021.**

At Daisy, we're firmly focused on the future.

Time to show a face to the world that reflects who we are and where we're headed.

We're binning the typical "corporate" look and feel and breaking from the preconceptions of our sector. So, no more blue-and-grey, oh-so-generic images that you see everywhere.

Our new identity reflects the real Daisy: a dynamic, relationship-focused business with a deep commitment to the planet – free, full of vital, creative energy, and in a continual process of transformation.

We're comfortable in the beautiful unpredictability of our world.
And we help our customers thrive there too.

Let's embrace that with pride.

Mission:

Making a positive difference, together

Vision:

To make our planet our business

Strapline:

**Focused on the future of....
technology, sustainability and people**

Values:

People. Planet. Partnerships.

Master logos – Primary

The Daisy is our primary logo, it's unique and our most recognisable asset. It represents our company and it's how our customers identify our products and services.

The logo may be used in any of our primary colours, including blue, green and purple.

The logo must always appear in the fixed relationship shown, never re-create the logo and only use approved master artwork.

What logo should I use?

The three primary colours of our Daisy branding were designed to each reflect one of the three business focuses identified in our strapline.

The general rule of thumb to follow is that in the main anything relating to technology should be presented in blue; anything relating to people should be in purple, and anything to do with the planet or sustainability should be in green. However, we know that this won't always be possible and could also end up with only one colour being used, so it is fine to mix it up colour wise where needed.



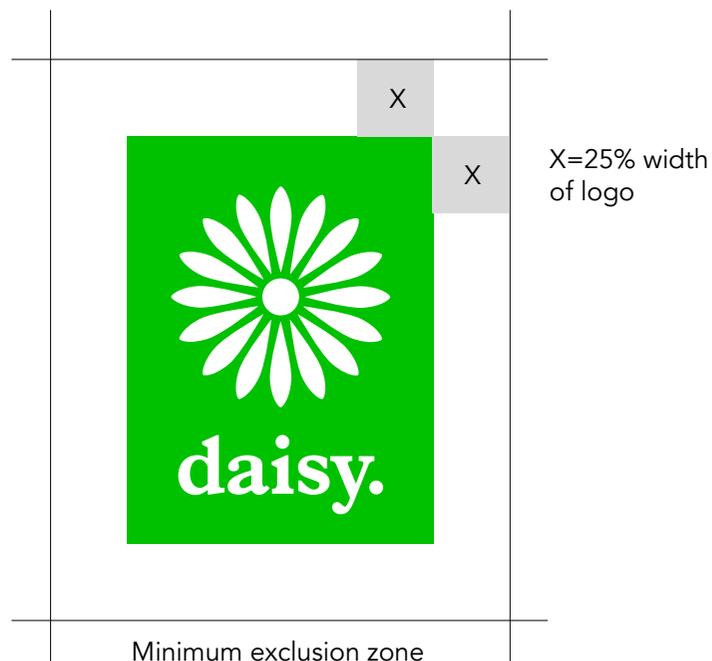
Exclusion zone

To ensure visibility our logo must have sufficient free space around it. Make sure that any graphics and text do not encroach into the 'protected area' shown.

Aim to maintain a clear space around our logo as shown by the exclusion zone, and only in extreme cases the absolute minimum amount may be used.

To maintain legibility do not use the logo smaller than the minimum size shown below.

Always aim to place our logo in the upper left corner where ever possible.



Minimum size

When reproducing the logo at a small size we recommend the width of the logo box is not smaller than 10mm in size



Strapline.

We have created a detailed messaging grid, and at the top is our strapline. The strapline is free standing and not attached to our logo, it is to feature clearly and prominently in communications as shown. Do not separate the words out, always use the full strapline as shown.

**FOCUSED ON
THE FUTURE OF
TECHNOLOGY
SUSTAINABILITY
PEOPLE**



Example of colour strapline on an image

Colours.

Primary Colours

Our colour palette reflects the digital business we are, with three bright and vibrant colours that are to be used in conjunction with white. Having three colours allows our communications to feel exciting and constantly changing.

Use white in equal amounts to the three primary colours, as too much colour can be overpowering, aim for a nice balance between bold colours and clean simple white space.

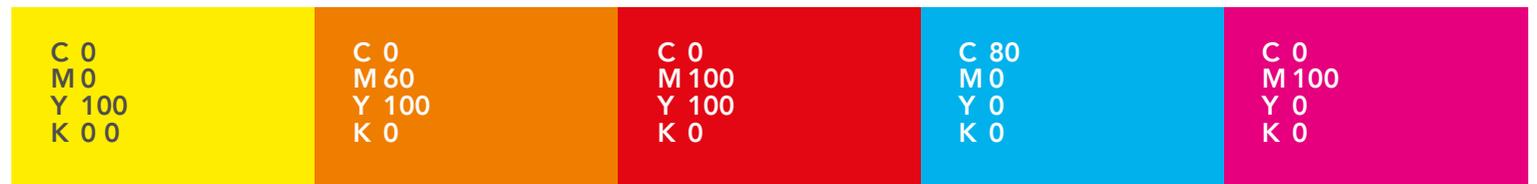
Most of our communication assets and collateral are to be viewed on screen so in this case use the RGB colours.

When printing, the CMYK values are to be followed and in special cases the Pantone colours may be required.



Secondary colours

Our secondary colours are also bright and dynamic, but are to be used sparingly. They can be used to highlight messaging by filling a box, or used within tables and charts, but limited use only.

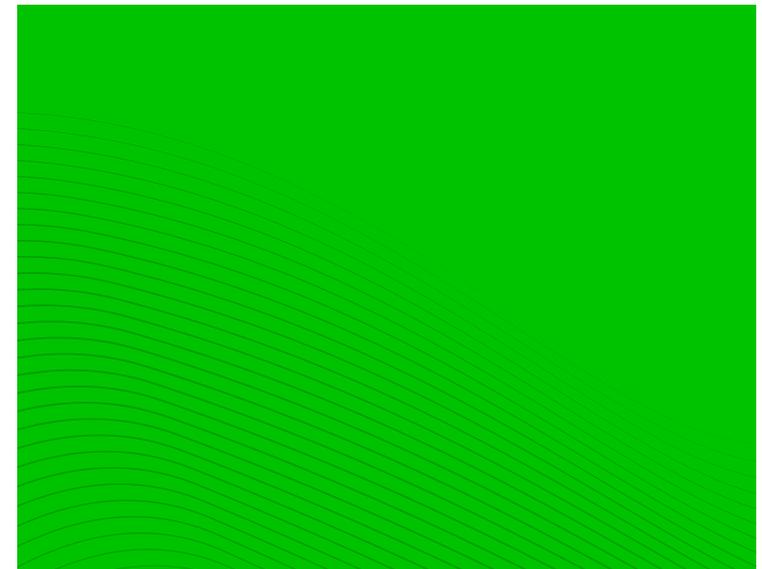
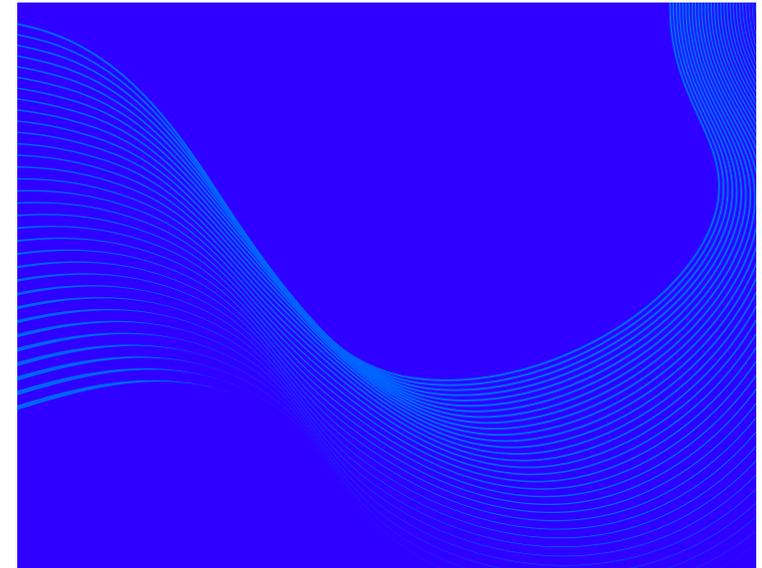


Backgrounds.

Coloured backgrounds

We have created a set of unique wave backgrounds to be used throughout our communications. They create subtle movement within our identity and are to be used in a big and bold way.

Do not download backgrounds from the internet, or create your own, use the master backgrounds in all cases. Chose from the suite of backgrounds shown on page 9.



Backgrounds.

Master backgrounds

Our backgrounds are subtle yet striking and bring a sense of movement to our communications. There are nine backgrounds to choose from, use them in a big bold way, with white text placed on top.

The backgrounds can be positioned alongside imagery but must not overlap them, and they can be cropped to add further variety.

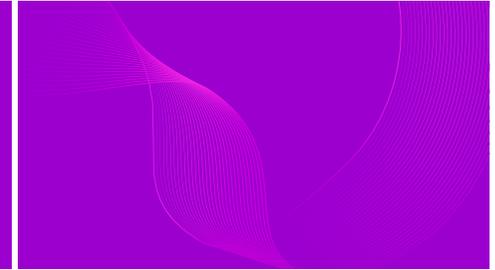
Purple 1



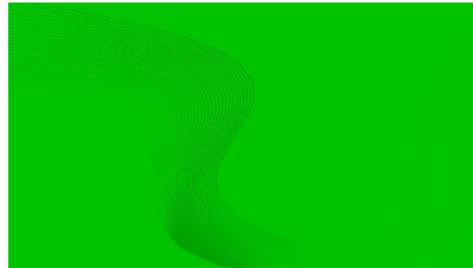
Purple 2



Purple 3



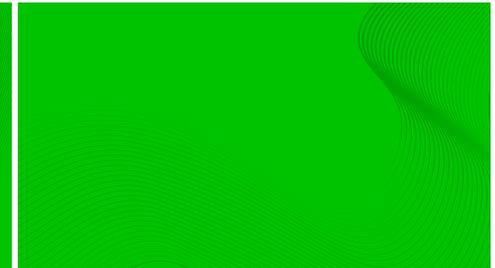
Green 1



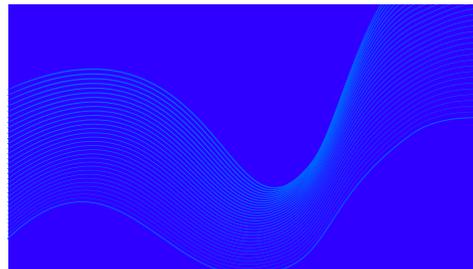
Green 2



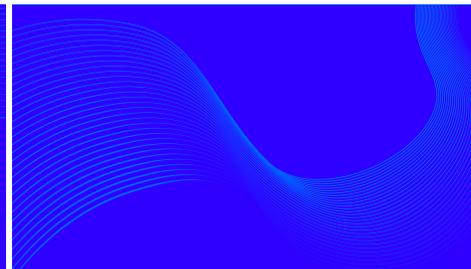
Green 3



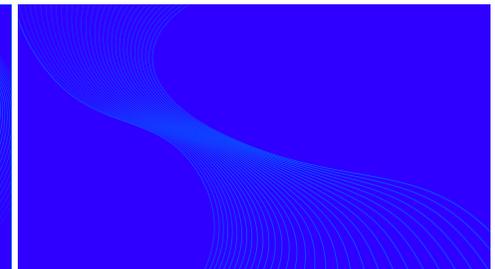
Blue 1



Blue 2



Blue 3

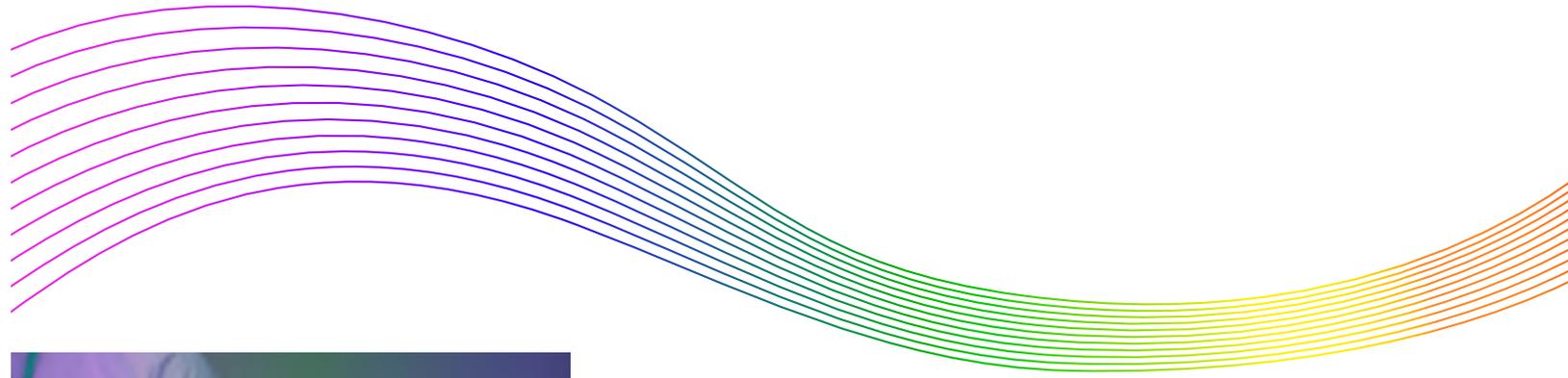


Rainbow swoosh.

The Rainbow swoosh device is to be placed onto imagery as shown. The device is to be used in its entirety so each of the rainbow colours are visible.

Consider placement of the device making sure that important parts of the image are not obstructed e.g. avoid placement on people's faces.

Do not use the Rainbow swoosh device on an image when the image is placed next to a background.



Fonts.

Avenir font family

Throughout our identity we use just one font family - Avenir. It's a strong, clean font that's very legible, the font weights we use in particular are shown.

Avenir Black is to be used for titles and headings and used in capital letters only without any full stops at the end.

Avenir Heavy is for subheadings and is to be used in sentence case.

Avenir Book is our small text font and can be used for highlight copy where necessary.

System font

Our system font, for use in PowerPoint and Word, is Avenir Next LT Pro and is readily available on modern computers, otherwise it can be downloaded for free from the internet.

In extreme cases where Avenir is not available use Arial.

Avenir Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

Avenir Heavy

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

Avenir Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Avenir Next LT Pro Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

Avenir Next LT Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Fonts.

Example usage

Avenir Black is our heading font, we use it in capital letters only and without any full stops at the end.

When creating headings follow the leading rules shown in the example below. Headlines are to be reproduced in white or black with the second, or following lines in our yellow colour from the secondary palette.

When producing long form text, use Avenir Heavy for sub-headings and Avenir Book as the body text, both in black. Bullet points are to be round and in the same colour as the text following them. They should be centred on the depth as shown in the example.

For headings the Leading should always be set 15% greater than font size. For example;

Font = 100pt / Leading = 115pt

Font = 50pt / Leading = 57.5pt

Font = 25pt / Leading = 28.75pt

HEADLINES IN AVENIR BLACK UPPERCASE

Sub headings are in Avenir Heavy

Body text is Avenir Book. Dipsant quas et aut et fugit laut fugiam, cum nonsequ aerrupta tectas id quid quissen estiaspero tem facero tem eaquia illupta tincide occus ex estrum ex exerovidit, am ulparum si ommolla cepero con nonseque non pro beaquatus simagni hiliquam lique cusanditi con porios pos delit velique si quid expelesci di vella doluptume dolluptatur.

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Photography.

Our brand photography

Our photography consists of special chosen library images. The images are bright, open and create a positive, dynamic atmosphere. They feature people who are focused on the future, people that are benefiting from technology.

Gradient overlay

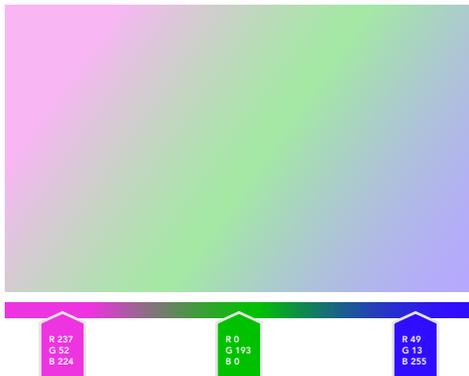
We utilise a unique gradient overlay effect on all of our imagery, that subtly reflects our brand colours. This gradient must be applied to all imagery and applied once the image is cropped in place, so the full gradient can be seen.



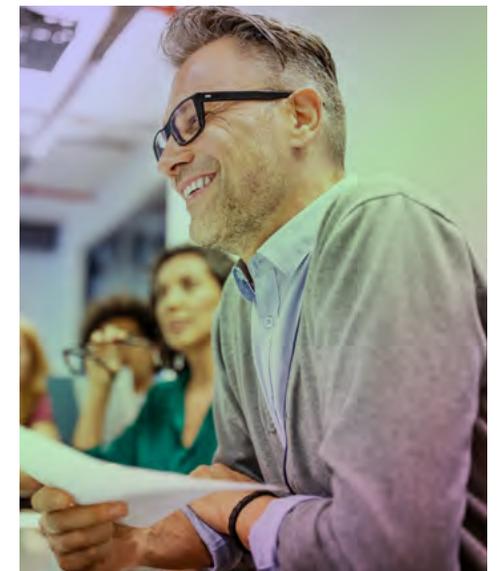
Master image 1



Master image 2



Master image 3



Master image 4

Photography.



Master image 5



Master image 6



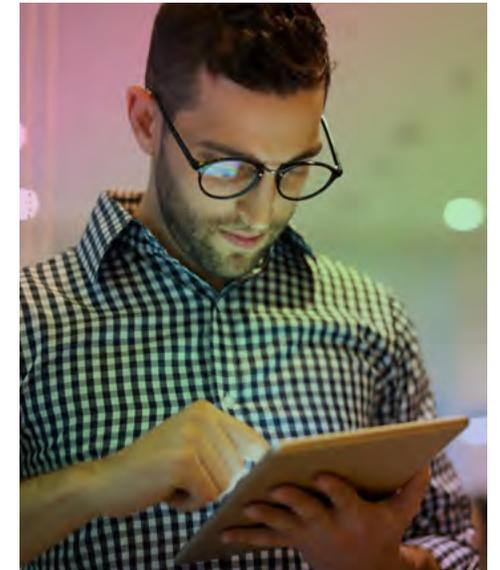
Master image 7



Master image 8



Master image 9



Master image 10

Photography.



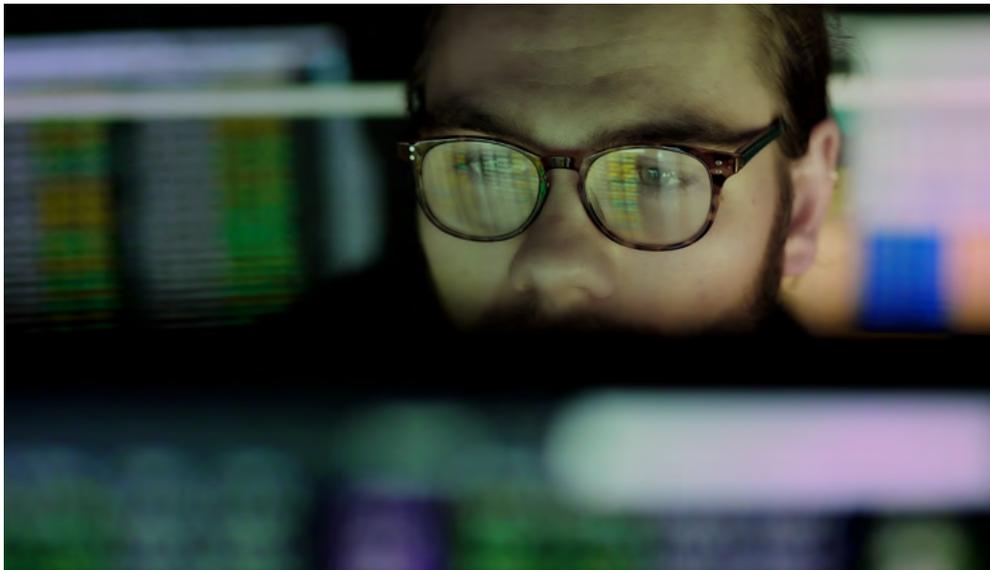
Master image 11



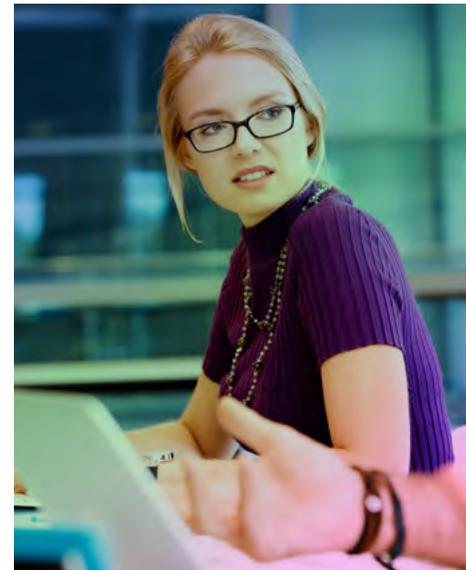
Master image 12



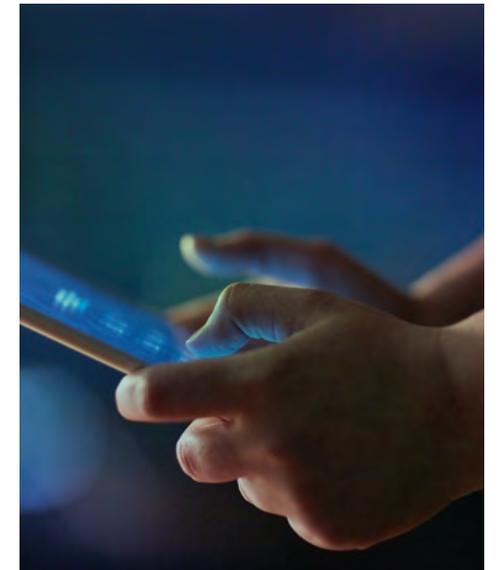
Master image 13



Master image 14



Master image 15



Master image 16

Photography.



Master image 17



Master image 18



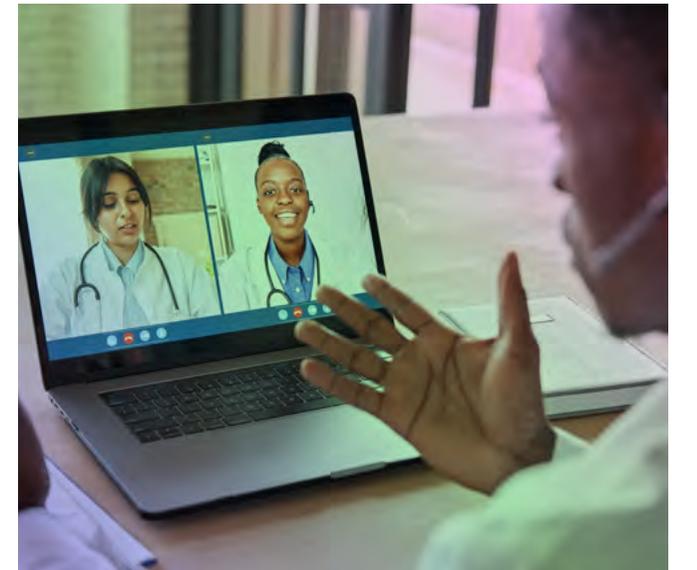
Master image 19



Master image 20



Master image 21



Master image 22

Photography don'ts.

These examples show the types of images that don't belong in our identity. For instance fake business scenarios with 'techy' graphics on top. Or overly busy backgrounds where there is clearly too much going on. And the fake concept style image where photos are combined with graphics.

Our imagery is bright, open, realistic and creates a positive, dynamic atmosphere.



Icons.

Master icons

We have created our own style of icons, that are clean and simple, for our Solutions, Services, and Businesses that we operate in.

Do not create your own icons always use the master icons.

Solutions



Unified Communications



Connectivity



Cyber Security



LAN & WiFi



Servers, Storage & Virtualisation



Mobile



Cloud & Desktop



Lines & Calls



Business Continuity



Workplace Computing

Business



Construction



Health



Logistics



Education



Manufacturing



Technology



Retail



Government



Finance



Professional Services

Services



Professional Services



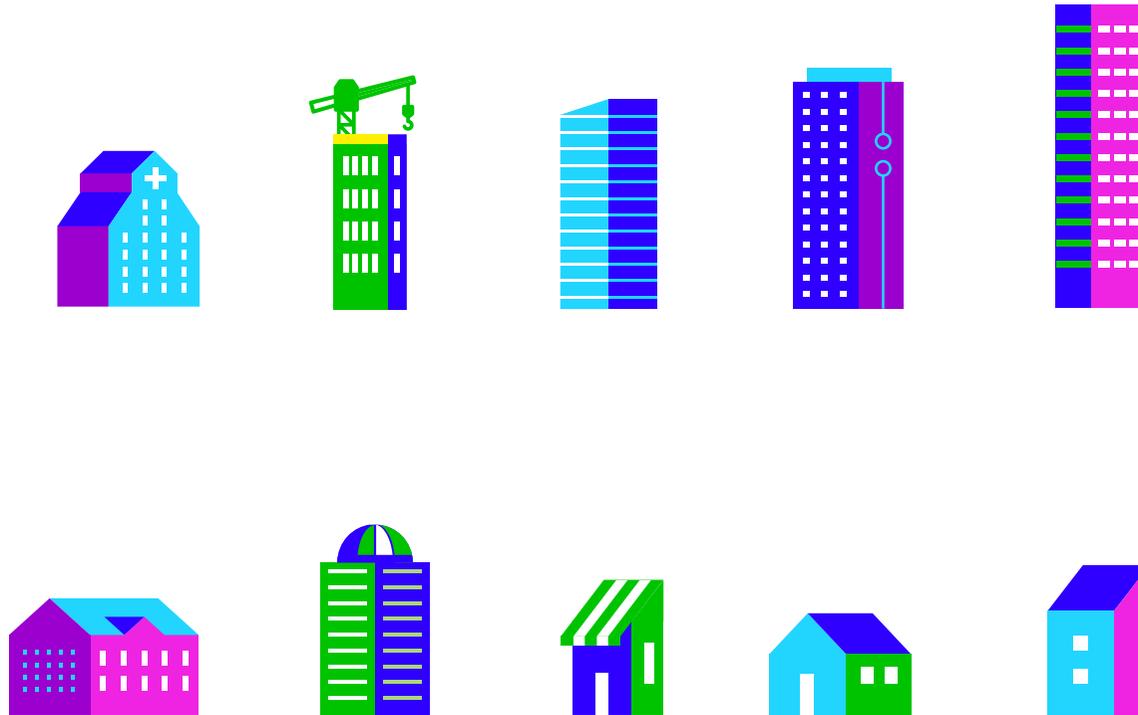
Supply Chain Services



Support & Managed Services

Illustrations.

Our illustration style is bold and simple, and utilises both primary and secondary colour palettes as required. The illustration style has been specifically chosen, it uses a style that is readily available from royalty free image libraries. Once you find a relevant illustration, download it and introduce our colours as shown.



Our brand in action.

Letterheads



Daisy
Lindred House,
20 Lindred Road,
Brierfield,
Nelson
BB9 5SR

0330 024 3333
daisyuk.tech

Dear Lorem Ipsum,

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Nulla sed vulputate velit

Donec facilisis

Our brand in action.

Example slides from external powerpoint

FOCUSED ON THE FUTURE OF TECHNOLOGY SUSTAINABILITY PEOPLE

DAISY / TECHNOLOGY / SUSTAINABILITY / PEOPLE

Part of the Daisy Group
Founded in 2001

Choosing Daisy means choosing more than a technology partner. It means connecting with the broadest range of services, a family of top global tech providers and a **profound desire to do good in the world.**

VISION:
To make our planet our business

MISSION:
Making a positive difference, together

DAISY / TECHNOLOGY / SUSTAINABILITY / PEOPLE

Our expertise and focus

Store >15 Petabytes of data for our customers	Widest coverage of BC centres, plus 7,500 VME units	Manage >250,000 business mobile connections	4,000 backup jobs per day	Manage business 999 contact centre platform in Europe	Keep Custom's 5,000 employees collaborating
Support all 20,000 phones on the London Underground	Provide communications for 47% UK colleges and universities	First contact in 83% (Industry standard 75%)	Best of breed network 100% coverage	Cl at 13 top air Network Services 2 Network	Support the command and control systems for major UK airports

DAISY / TECHNOLOGY / SUSTAINABILITY / PEOPLE

Making technology work for you

Empower your employees
Collaborate anytime, anywhere, on any device

Always-on business
Your critical business applications are too important to fail - ensure availability 24/7

Connect and protect
Bring all parts of your business together with our seamless, secure end-to-end network

DAISY / TECHNOLOGY / SUSTAINABILITY / PEOPLE

Helping our people grow...

In the last 12 months...

1,100	6,526	>3,000	>1,000
Active users on the platform	Completed courses	Learning hours	Average classroom hours per quarter

du
daisy

DAISY / TECHNOLOGY / SUSTAINABILITY / PEOPLE

Our solutions

Cyber Security

- Security Insights
- Network Security
- Cloud Security
- Security Response
- Endpoint Security

OUR KEY PARTNERS

DAISY / TECHNOLOGY / SUSTAINABILITY / PEOPLE

Enabling our customers

Manage billing

- Analyse, download and review all your invoices
- Manage your mobiles, compare SIM offers, low entitlement, add alerts
- Manage and organise your call centres

Manage tickets

- Ability to view and monitor existing tickets
- Case management - single and clear instruction
- Access to useful information, tips, how to guides, and practical help

Procurement & Provisioning M365

- Provision and manage services like Microsoft 365 subscriptions from a single portal
- View usage of storage, virtual network, compute and more
- Help to forecast future spend and usage costs

DAISY / TECHNOLOGY / SUSTAINABILITY / PEOPLE

People, community, planet

Using the force of our business to make the planet a better place...

Reducing carbon emissions

Enthusiastic STEM Partnership / Ambassadors

Entrepreneurs for Knowledge (EK)

DAISY / TECHNOLOGY / SUSTAINABILITY / PEOPLE

na
mothercare

Reliable collaboration powering a connected supply chain and the move to flexible homeworking

ISSUE:

- HQ offices relocation
- Disparate mix of communications platforms
- Urgent need to pivot from office-based to homeworking model

SOLUTIONS:

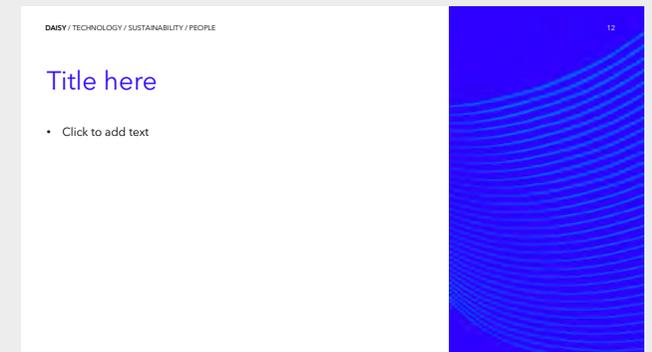
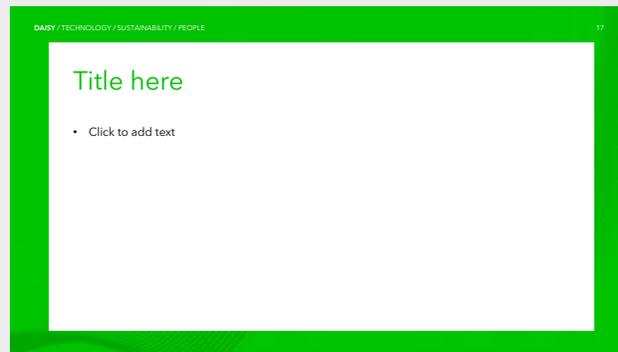
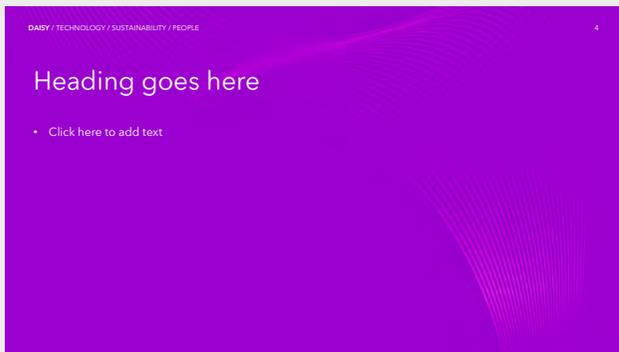
- Unified Communications

BENEFITS:

- Improved and effortless collaboration between home-based colleagues
- Microsoft Teams solution compatible with video conferencing technologies within offices
- Mobile phone usage has decreased by almost 50%
- Overall cost and efficiency savings

Our brand in action.

Example slides from powerpoint template



Our brand in action.

Datasheets

OMNI-CHANNEL CLOUD CONTACT CENTRE DELIVERS ENHANCED CX

What will your contact centre be like post lockdown?

Is a question many businesses are thinking about. Many contact centre leaders will be reflecting on the changes they had to make, and are now thinking about their priorities for the future.

Solution Overview
Partnering with Cirrus, we can help you leverage the best cloud-based omni-channel Contact Centre as a Service (CCaaS) solution.
Cirrus operates on a true real-time basis with unlimited scalability and the highest level of resilience and security.
Cirrus conforms to PCI, ISO 27001 and Cyber Essentials standards, ensuring both the customer and their customer data is secure. Operating over triple-redundant data centres to back up redundancy that has enabled a 99.999 service level. Cirrus is highly configurable out of the box with a pay as you need approach to licenses and functionality, so you can be up and running in no time.

This solution gives customers the ability to leverage technology (big, big, big), email, social media and chatbots to meet their business needs, rather than adapting their business needs to the technology.

Daisy has chosen to partner with Cirrus to deliver a public cloud contact centre offering which can integrate with Daisy's Cirrus and Microsoft Teams solutions to create a link between back and front office to deliver a seamless customer experience. These services along with Daisy's wider portfolio provide solutions to address the challenges customers are facing by providing remote, agile services to enable home working and hybrid working environments.

Cirrus operates on a true real-time basis with unlimited scalability and the highest level of resilience and security.



Unified Communications

CONTROL, UNDERSTANDING AND GOVERNANCE TO ENSURE SERVICE VALUE

When you choose to have a third party deliver some or all of your IT services on your behalf, you are asking for them to care about your business as much as you do, to be as passionate as you are when ensuring that your desired business outcomes are achieved, and how you want them to be achieved.



Support & Managed Services

You need a services partner that is not only aligned with best practice processes in delivery, but which also has the relevant resources and capabilities to oversee the delivery with the right governance in place. This gives you the assurance that you need that your partner has everything in place and will do everything it can, acting as an extension of your own internal delivery resources.

Overview
Daisy's Service Management is a customer-focused approach to delivering IT services, focused on providing value through the delivery of service excellence and continual service improvement.
Daisy has more than 30 service managers who are either ITIL v4 qualified or actively working towards qualification. Daisy's Service Management provides governance, control and ownership for the delivery of your contracted services. Service managers are supported by the technical delivery teams within Daisy in the day-to-day operational delivery of the services.

The service manager is responsible for the successful delivery of your services and is empowered to make decisions to ensure continued high standards of delivery, including the ability to call on the necessary resources when required.

- Daily Management Services**
- Tiered service options deliver greater flexibility so that we are able to meet your specific requirements within our service framework, without the cost of bespoke solutions
 - Leverage our resources - enjoy our capabilities and the benefits of our scale, without compromising quality
 - Accredited staff aligned with industry best practice
 - Relationship management that ensures there is appropriate and professional engagement at all levels based on integrity and trust
 - Appropriate qualified and experienced personnel manage our relationship with you across the two principal areas of account and service management, ensuring productive and long-term relationships

IMPROVING YOUR NETWORK FROM A SINGLE CONTROL AND COMMAND CENTRE

Intent-based networking is a new approach to networking that captures and translates business intent into network policies which can be automated and applied consistently across the network. The need for intent-based networking is growing as more companies depend on reliable, secure digital networks.

Overview
Cisco DNA Centre is the foundational controller and analytics platform at the heart of Cisco Digital Network Architecture (Cisco DNA). Cisco's intent-based network architecture.

fundamental management task to simply running your network. It is the only centralised intent-based network management system to bring all this functionality into an integrated controller and present it through a single pane of glass.



Connectivity



Making the virtual contact centre a permanent capability

Enabling digital transformation in the contact centre:

More customers than ever before have turned to digital channels and they prefer it, on average, customer satisfaction ratings are almost twice as high for live chat as they are for voice calls. This is changing priorities for contact centres and accelerating their shift to digital to drive efficiencies and keep pace with customer expectations.

Turning negativity into positivity over social media:
As the main influencer on customer experience, contact centres have to be proactive, listen to social channels, spot those negative posts, and equip agents with the tools they need to respond quickly and turn a negative into a positive.

Giving email a make-over in your contact centre:
According to Forrester, email is the preferred channel of communication after voice with over two-thirds of customers turning to email when they can't or do not want to call. This channel seems to be the one that contact centres ignore and agents are left to struggle with basic email tools that are simply not fit for purpose.

Chat bots are not just for customer service; they also help your agents:
For one, they help your agents feel they have added real value, they will take 20 or even 30 calls where they are asked one of the standard 20 questions. It is not surprising that it is difficult to motivate and retain staff and that churn rates can get as high as 40% in contact centres. So why wouldn't you consider introducing virtual chatbots into your contact centre?

What does this service deliver?

- Single view of the customer - Ability to see all interactions over time of a single customer
- Super agent - Enables a single agent to service customer contact across all communication channels and reach customers wherever they may be
- Highly configurable - Enables you to create as many customer journeys as you need
- Highly resilient - Market leading resilience and continuity (60 second RTO and RPO)
- Great voice quality - with 150 million voice latency
- Excellent SLAs - Better than 99.999 with 100% service level for 5 years

Daisy can provide:

- Sophisticated routing capabilities for better customer engagement
- Superior call recording capabilities
- A range of productivity tools and real-time reporting
- Enhanced caller satisfaction with our presence integration feature
- Back-up, protection and recovery of critical data
- Transport for staff to Daisy recovery sites across the UK
- Replacement equipment or computer room during an IT outage
- Standby contact centre ready for use in emergencies

Why Daisy for Cirrus Contact Centre?

- Daisy has more than 30 years' experience of delivering contact centre solutions with a range of partners.
- Daisy's experts can help discuss your requirements and ensure that you get a solution that's the best possible fit for your organisation.
- With access to the broader market and expert knowledge of contact centre solutions, we can wrap this solution into any of our other products and services ensuring you have the bandwidth and the confidence to enable future-proofing.
- Dedicated support desk - with options for 24/7 or 8am-5pm support
- More than 300 voice and data field and maintenance engineers
- Experienced in public sector deployments and registered on many PSN frameworks as preferred supplier.

Have you thought about...?

- Connectivity**
We can also help you with cost effective, managed and flexible connectivity. Our SD-WAN and MPLS-based networks deliver quality of service over the core network so that applications and data can be prioritised according to its importance within the business.
- Mobile**
We have the most competitive commercial for mobile solutions in the marketplace today for devices, smartphones and accessories with flexible payment methods that let you pay and receive direct debits (M2M) solutions.
- Unified Communications**
Offering multiple collaboration solutions such as Teams and Cirrus based solutions which can be used alongside Cirrus Contact Centre, generating a seamless customer experience.

Find out more about Cirrus Contact Centre, speak to one of our sales specialists today.
0344 863 3000

By choosing one of Daisy's Service Management options, you're investing in a single point of contact who is accountable for the contact governance and end-to-end service provided by all areas of Daisy. Your Daisy service manager is a trusted advisor someone you can contact regarding any aspect of your service.

With four tiers access our service management offerings, we have a package to fit your reporting and review process requirements.

Daily Management Services

Daisy holds the ISO/IEC 20000 certification in IT Service Management and is committed to providing first-class service management throughout our solutions portfolio of IT infrastructure services, communications, business continuity and the cloud. Like every Daisy client, we aim to ensure that you receive a first-class service. Our ability and willingness to scale from light-touch to dedicated service management sets us apart from other providers and means that we can deliver you the right level of service at the right price point, without sacrificing on quality.

	Standard	Enhanced	Premium	Dedicated
Scale / Complexity of Services from Daisy	Single Tower	Single Tower	Multiple Tower	Bespoke
Recommendation of tier based on number of Daisy technology towers procured.				
Meeting Frequency	Quarterly conference call	Quarterly F2F and monthly conference call	Monthly F2F	Bespoke
Service Review Meeting	Quarterly	Quarterly F2F and monthly conference call	Monthly F2F	Bespoke
Service Elements				
Service Review Meeting	Quarterly	Single Tower	Single Tower	Single Tower
Lifecycle Management	Annual	Single Tower	Single Tower	Single Tower
Service Improvement Plan	As required	As required	As required	As required
Continual Service Improvement	-	Yes	Yes	Bespoke
Operational Manual Maintenance	Standard	Enhanced	Enhanced	Bespoke
Escalation Management	Included	Included	Included	Included
Proactive engagement and management of new customers into live services	Included	Included	Included	Included

F2F = face-to-face meetings

Find out more about Daisy Service Management, speak to one of our sales specialists today.
0344 863 3000

What does Cisco DNA Centre deliver?

Cisco DNA Centre is the difference between doing thousands of tasks manually and having an automated system that helps you focus your time on core business goals.

- Secure access. Translate business intent into zero-trust policies and dynamic segmentation of endpoints based on usage behaviour
- Simplify management. Policy-driven provisioning and guided remediation increase network uptime and reduce time spent managing network operations
- Ensure network integrity with analytics. Artificial Intelligence (AI) machine learning (ML) network insights increase network uptime and reduce time spent managing network operations
- Extend ecosystem. Extend domains with integrated services and applications that benefit from this intelligent network optimisation

Why Cisco DNA Centre?

You need a network that is continually learning, adapting, and protecting. This is the future of networking. With Cisco DNA Centre, we can help you simplify network management so IT teams can move more quickly, using automation to lower costs, assurance and analytics to improve network performance, and security to reduce risk. Cisco DNA Centre is also a totally open and extensible platform, which means you do not have to have an exclusive Cisco network.

Why Daisy?

- Certification: Daisy is a Cisco Gold Certified Partner with major specialisation in cloud and managed services, and is one of the only UK Managed partners to have a Meraki Masters certification in our team
- End-to-end expertise from data centre to device across cloud, connectivity, communications and business
- Expert assistance: support from 1,500 skilled engineers throughout the UK
- Expertise and experience: Daisy has a long and successful history of delivering connectivity solutions, developing our offering as business demands change
- Fit for purpose: our network is built to deliver business-grade connectivity with appropriate service levels for corporate and enterprise customers

Have you thought about...?

- Cyber Security**
Delivering against cyber security threats with EDRs protection and threat services, or improving your security posture with Secure by Design solutions
- LAN & WAN**
Providing your customers, visitors, and staff with the seamless wireless experience they expect when they connect to your network through either our public-facing or internal networks
- LAN & WAN**
Enabling help from LAN experts who can proactively monitor the network for you with a choice of LAN Management support packages to suit varying budget requirements and business needs

Find out more about Cisco DNA Centre, speak to one of our sales specialists today.
0344 863 3000

Our brand in action.

Battle cards

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EVERYTHING AS-A-SERVICE

Daisy's CloudBridge is for customers anywhere on their cloud journey and can empower them to make informed decisions and optimise their experience across costs, risk and performance. Everything they need can be delivered by Daisy end-to-end and wrapped in Daisy's CloudBridge Managed Services.

AUDIENCE: TARGET MARKET/CUSTOMER

- Who we are targeting: CEE customers and target customers that want to keep data and applications on site on dedicated hardware, but also want the consumption-based pricing and the digital transformation services offered by the public cloud
- Good to know for public sector customers: HPE has signed an MOU with the UK's Crown Commercial Services to put the complexity of cloud adoption by the public sector. Effective immediately, the agreement allows existing public sector devices to benefit from research agreed discounts on a range of HPE technologies, including HPE GreenLake cloud services, which powers Everything-as-a-Service.

The latest addition to the CloudBridge portfolio is Everything-as-Service, powered by HPE GreenLake

- On-site dedicated hardware
- Consumption-based cloud offering
- Digitally transform the applications and data that can't move into the public cloud

It's a very advanced, innovative offering from HPE and we're pretty excited to add it to the portfolio.

Everything-as-a-Service key messages

- Bring the cloud to you:** Bring cloud-driven digital transformation to your data and applications, wherever they are.
- Pay per use:** Boost financial flexibility, free up capital, better control and align costs to business outcomes with a cloud-like experience in an edge to cloud platform.
- Scale up and down with ease:** Scale resources up and down as needed and always have capacity ahead of demand.
- Unify and simplify your operations:** Management and governance services to operate the infrastructure for you, to free up staff for more value-added work, to stay safe, and to deliver insights to control cost and risk with hybrid cloud.

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EVERYTHING AS-A-SERVICE

Top customer business benefits of Everything-as-a-Service

- Increased net new revenue from faster time to market
- Eliminate overprovisioning and preserve cash flow
- Capacity available ahead of demand
- Align IT spending to business goals
- Visibility and control across all your clouds
- Less time spent "keeping the lights on"
- Environment stays current, compliant and secure
- Reduced costs of support and professional services
- Increased IT team and business productivity

Marketplace – 451 Research

- Multi-cloud is a mainstream strategy adopted by 57% of enterprises today, but public cloud and private cloud are still different beasts in terms of scalability, cost optimisation and agility
- On-premises deployments are still chosen for security, data protection and compliance reasons but come with their own set of provisioning, agility and planning challenges
- Consumption-based pricing for on-site deployments can provide the flexibility of public cloud with the reassurance of data control

451 Research Black & White Paper, October 2019 Having your Cake and Eating it Too: Bringing the public cloud experience to the on-premises data centre

Competitors

- HPE GreenLake part**
 - The service from HPE GreenLake is so advanced compared to other vendors that our main competition is other HPE partners selling HPE GreenLake.
 - Our competitive advantage is what Daisy brings to all our customer relationships, and our hybrid cloud experience and portfolio.
- HPE Public cloud**
 - There is the perception that public cloud is always a cheaper option. But if customers are guided to ask the right questions around total cost of ownership, Everything-as-a-Service/HPE GreenLake is on a par or cheaper than most hyperscalers.
 - Plus customers aren't faced with the high data egress costs that public cloud providers often charge.

Features

Everything-as-a-Service, powered by HPE GreenLake, delivers the modern cloud experience for all apps and data, everywhere

Edges	Colocation/data centres	Clouds
-------	-------------------------	--------

Everything-as-a-Service/HPE GreenLake Central

Container	Virtual machines	Machine learning
Private cloud	Data protection	Big data
Compute	Storage	Networking
SAP HANA	Managed cloud services	
HPE performance	Disaster preparedness	
VM	Compliance & management	

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EVERYTHING AS-A-SERVICE

FAQs

How can Everything-as-a-Service save me money?
 Firstly, you only pay for the capacity you use. Further, right-sizing IT environments means reduced IT spend on software licences, maintenance contracts, power, cooling and resources sitting idle and depreciating.

What about buffer capacity?
 Everything-as-a-Service has actively managed, pre-provisioned buffer capacity ready to use when you need it. This removes the burden of capacity planning and can save up to 30% of capex spend by avoiding over-provisioning.

Does Everything-as-a-Service support multi-cloud?
 It truly supports a multi-cloud/hybrid strategy as it enables you to determine the best destination for the applications and the right mix of public, private, hybrid cloud without lock-in or tethering.

What metering flexibility is available?
 Everything-as-a-Service offers unparalleled metering flexibility and payment per outcome delivered. Customers can meter per core, per GB of storage, per VM, per network port, per container node, whatever fits the business.

What about data egress costs?
 Everything-as-a-Service does away with expensive data egress costs by delivering cloud services for on-premises data intensive applications.

I have cloud native and traditional apps. Is that supported?
 Nearly two-thirds of all infrastructure-as-a-service workloads are still non-cloud native. Everything-as-a-Service for containers is designed for both cloud native and distributed non-cloud native apps, with open-source Kubernetes. This enables true hybrid cloud operations across any location.

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EVERYTHING AS-A-SERVICE

Customer Drivers

These are the issues we hear from customers that Everything-as-a-Service addresses:

- BUSINESS AGILITY**
I need to move a lot faster and put IT ahead of business initiatives for once.
- SIMPLER IT**
If I could get help and expertise with the routine stuff, our people could do so much more.
- LOWER IT COSTS**
I need to align my costs to business benefits, and I'm constrained by our capital budget.
- PROPER CONTROL**
I'm worried about our ability to control performance, security, compliance, and our data.

Key business challenges that customers face:

- Staffing challenges**
 - IT focused on maintaining current operations, not high-value initiatives
 - Pressure to reduce IT staff and budgets
 - Desire for self-service and provision on demand
 - Lack of sufficient IT team bandwidth
- Financial challenges**
 - Increased overprovisioning cost
 - Slow to create new revenue streams
 - Transparency across usage and consumption
 - Managing budgets
 - Lack of sufficient IT team bandwidth
 - Spikes in spending
 - Capital outlays for multi-year investments
- Infrastructure and security challenges**
 - Slow provisioning times for new projects
 - Desire to better leverage data to improve customer experience
 - Increasing data to store and access
 - Resources available when needed

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Objection handling

Objection: "It sounds expensive."
How to handle:
 Everything-as-a-Service allows you to right-size your IT environment to only pay for necessary infrastructure (subject to a minimum commitment). Capex savings average 30% according to Forrester Consulting, and upfront savings can be put to work on revenue-generating projects.

Objection: "We're a public cloud-first company."
How to handle:
 Everything-as-a-Service lets you view cloud as an experience, not a destination. This avoids excessive data ingress and egress costs, enables faster app development at a lower cost, plus ensures security.

Objection: "This sounds like the lease XYZ company is offering."
How to handle:
 There are huge differences between Everything-as-a-Service and regular lease offerings. Advanced metering analytics means you only pay for what you use, unlike a lease which is the same every month irrespective of what you use.

Objection: "I'm worried about my customers' security."
How to handle:
 Privacy, data sovereignty and compliance are all covered by the security of an enterprises solution, but you also get the flexibility and scalability of cloud.

Objection: "We don't need hardware right now."
How to handle:
 Why don't we conduct a consumption workshop for you to figure out the potential cost savings of Everything-as-a-Service for your organisation. This can be a useful guide for deciding when you'll need additional infrastructure.

Objection: "I really just need the new hardware."
How to handle:
 With Everything-as-a-Service you get the new hardware you need, but you only pay for the capacity you use. So you no longer need to maintain more equipment than you use.

Daisy differentiators

- Daisy has been delivering comprehensive IT solutions as an HPE Gold Partner for more than 15 years
- HPE Gold Partner

GOLD
• Gold Storage Specialist
• Gold Server Specialist
• Gold Cloud Buffer Specialist
• Gold Service Provider Specialist
• Gold Services Specialist
SILVER
• Silver Networking Specialist

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EVERYTHING AS-A-SERVICE

In partnership with HPE

HPE Gold Partner

Daisy has been an HPE Gold Partner for more than 15 years. We offer an extensive IT solutions portfolio - from converged infrastructure solutions to managed services, all delivered through world-class professional services and supply chain management capabilities.

We have over 130 HPE certifications and our solutions include: servers, storage, networking (wired and WiFi) and network software. This provides the foundational technology which underpins our customer's ability to transform to a hybrid infrastructure, protect their digital enterprise, empower the data-driven organisation and enable an agile workforce.

Everything-as-a-Service is powered by HPE GreenLake and brought to customers by Daisy Corporate Services.

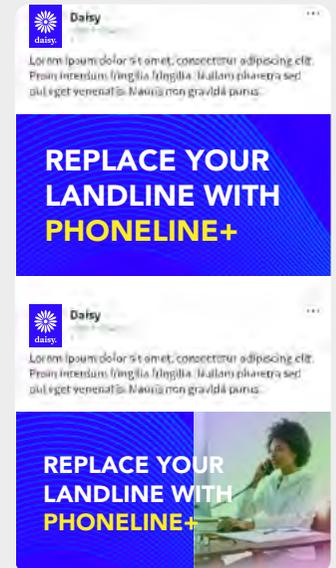
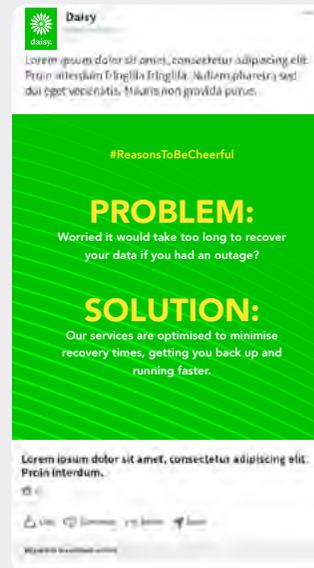
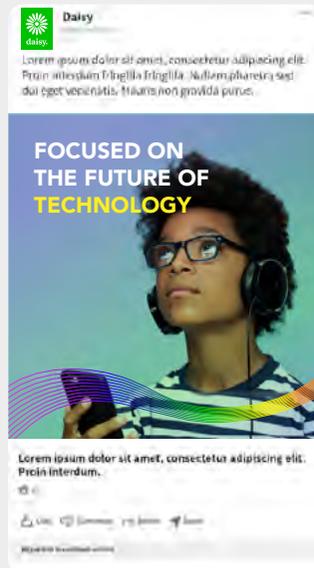
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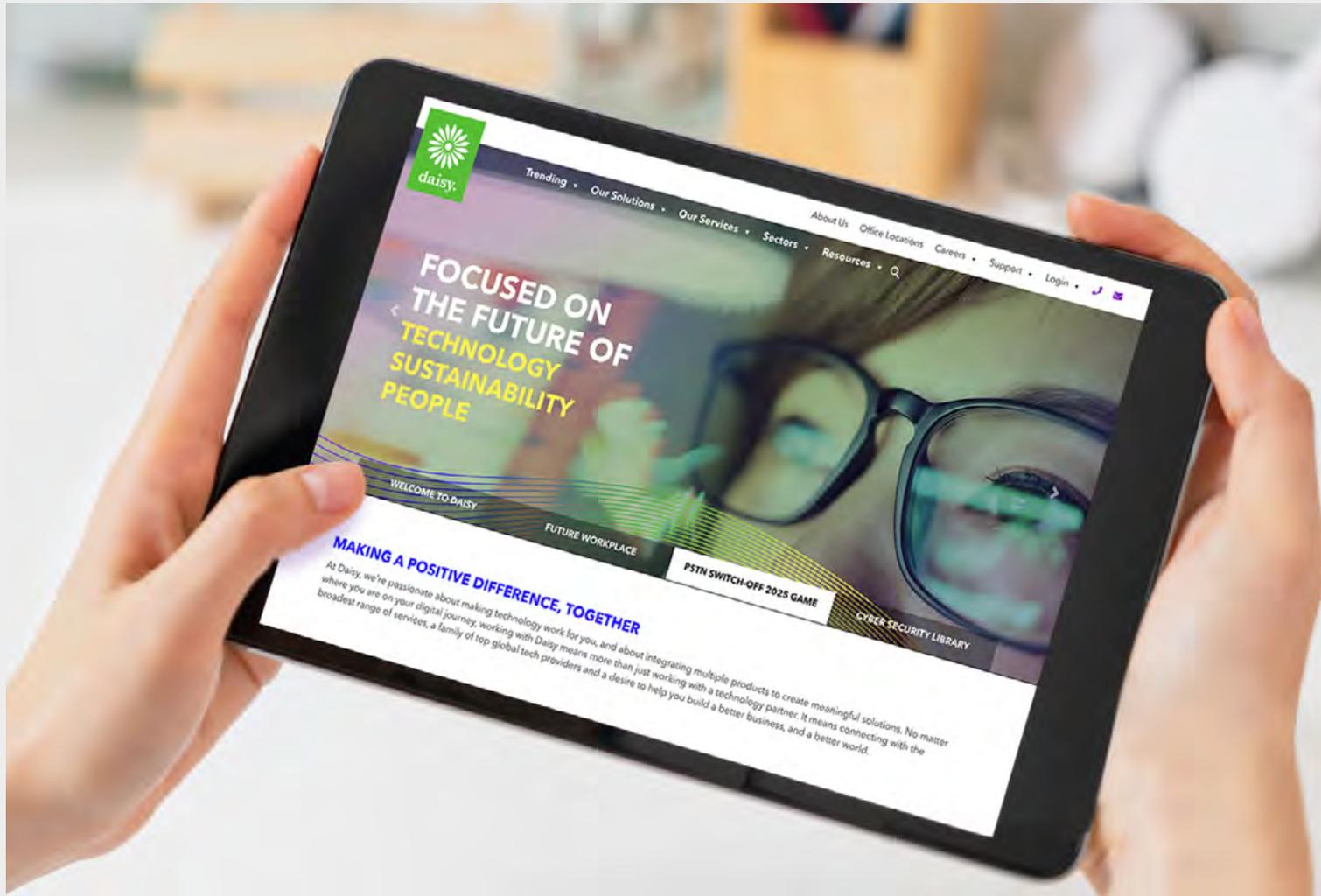
Our brand in action.

Banner ads



Our brand in action.

Website home page



Contact us.

If you require any master logos,
templates or further assistance,
please contact the Marketing Team at:

dcsmarketing@daisyuk.tech