



# MICROSOFT APPRENTICESHIP PROGRAMME RESEARCH

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EDELMAN BERLAND FOR MICROSOFT

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## ABSTRACT

This research looks at the impact the Microsoft Apprenticeship Programme has on the Apprentices and employers who take part in it. The overriding impression is that the programme is having a positive and lasting impact on both Apprentices and businesses, delivering a wide range of benefits. For Apprentices, it helps them kick-start their professional careers (88%), leading to the perception that they can become financially independent earlier than their peers studying at university (85%). It also provides them with the opportunity to gain the relevant skills for their job and industry (86%). Meanwhile, businesses see tangible value to the programme in allowing them to grow their business cost effectively, as well as seeing a return on investment within the first year of participating in the programme. Beyond the financial reward, businesses also highlight the fact that it helps young, ambitious people with the skills and knowledge to make a real impact both on their business and the IT industry at large (90%). It also allows them to shape new talent around their company culture (84%) whilst employing individuals who have obtained commercially valuable skills (86%).

## EXECUTIVE SUMMARY

This research presents the results of quantitative surveys carried out among Apprentices and businesses who are going/have been through the Microsoft Apprenticeship Programme.

It builds on other research such as “*Productivity Matters: The impact of apprenticeships on the UK economy*”, published in March 2013 by the Centre for Economics and Business Research (Cebr). This research established that apprenticeships will contribute a huge amount to the economy over the next decade. Between 2012-13 and 2021-22, the Cebr predicts that 3.8 million people will have completed an apprenticeship, contributing £3.4 billion to the UK economy in net productivity gains. The report also shows that apprenticeships help boost businesses’ productivity through enabling them to grow their skills base.<sup>1</sup>

This study aimed to understand the true impact of the Microsoft Apprenticeship Programme, and subsequently paints an overwhelmingly positive picture of the impact apprenticeships has on individuals, businesses and the IT sector at large. This report, therefore, provides analysis of how the Microsoft Apprenticeship Programme is perceived by both businesses and Apprentices, as well as its impact in terms of “hard” facts and “softer” metrics.

### Advantages to Businesses

With SMEs accounting for 71% of the total business sample<sup>2</sup>, the report’s insights are largely representative of the programme’s perceived value in allowing companies to grow their business and expand their skills base without incurring the associated and sometimes overwhelming financial burden of alternative junior recruitment strategies. On average, businesses estimated the monetary value impact of the Microsoft Apprenticeship Programme to be just under £12,000 per year – an impact that rises according to how long they have been part of the programme. For instance, businesses who started taking on Microsoft apprentices in 2012 or earlier, estimate the average monetary impact rising to just under £19,000 p.a. compared to around £7,000 for those who started taking on apprentices after 2013. Consequently, a businesses’ return on investment can be shown to increase over time, as well as being immediately perceived within twelve months of joining the Microsoft Apprenticeship Programme.

From the outset, employers are moved by a real belief in the value of training and supporting young people. They also believe that joining the programme can genuinely contribute to addressing the skills gap and help fill the future IT workforce by bringing in young people – both seen as hugely beneficial. Another key benefit for around 90% of employers is in equipping young, ambitious people with the skillset and knowledge needed to make a real impact in their respective businesses, thereby improving the profile of the whole industry.

Beyond offering a tangible return on investment for the business, employers also value the contribution Microsoft-trained Apprentices make to company culture. By having an Apprentice-intake, they receive improved employee engagement levels both from Apprentices and existing employees, as well as 84% claiming it allowed them to shape new talent around their company culture. In addition, businesses praise the quality of apprentices and of the training they receive with 86% agreeing the programme produces commercially valuable skills and 84% appreciating that the training provided was relevant to their business.

*“Our Apprentice’s enthusiasm, commitment and willingness to learn knows no bounds and he was quickly an integral member of the team. The value for money of apprenticeships and especially Microsoft Apprenticeships for the IT sector is excellent.”*

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<sup>1</sup> Center for Economics and Business Research, “Productivity Matters: The impact of apprenticeships on the UK economy”, (Cebr), 2013.

<sup>2</sup> In this report, SMEs refer to companies with 1 to 249 employees in line with the UK government and the European Commission’s definition.

## Advantages to Apprentices

For Apprentices, the Microsoft Apprenticeship Programme represents a real journey of empowerment from which they gain commercially valuable skills, increased confidence and other perceived benefits over peers in their age-group. For instance, the programme is a powerful career starter (88%), with 89% saying it improved their career prospects. They also feel the apprenticeship gives them the opportunity to contribute to the businesses they work for in a meaningful way. On a personal level, the programme is a real game-changer, increasing their sense of purpose and self-worth.

Apprentices also feel the training they receive is relevant to their business and working needs, enabling them to perform well and grow in confidence from the outset of their professional careers. Furthermore, just as employers see real monetary value in the programme, Apprentices also seem to be driven by the tangible financial gains it yields, particularly in helping them to achieve financial independence early in their lives. Apprentices estimate that their salary is 38% higher than if they hadn't undertaken a Microsoft Apprenticeship or equivalent. As a result, 83% of apprentices would recommend the Microsoft Apprenticeship Programme to others.

*“My Apprenticeship has given me the best start in life. It has really shaped me as an individual and allowed me to show my strengths as well as grow and mature whilst in a professional working environment.”*

## Advantages to the IT Industry

Key to the appeal and success of the programme is the importance of Microsoft accreditation upon completion of the Apprenticeship. Three out of four Apprentices and 72% of businesses say the Microsoft certification provides the core value of the programme. It is also seen as invaluable insurance to young people starting out in their careers, as a large majority (71%) of Apprentices consider achieving Microsoft certifications to be a safety net for the future.

On balance, the report clearly demonstrates the value of the Microsoft Apprenticeship Programme in creating a platform that caters to the needs of both Apprentices and Businesses, especially SMEs, with advantages that increase over time. Consequently, it is hugely valued as a compelling opportunity for the UK IT industry to train and equip the next generation of IT experts with the relevant knowledge and skills to strengthen the sector's competitiveness – a success that can only grow through increased awareness of the programme. Apprentices and businesses would both like to see more outreach to raise awareness of apprenticeship programmes in general and suggest improving relationships with secondary education to encourage more people to apply and increase interest in the IT sector.

## BACKGROUND & METHODOLOGY

### Background to the Microsoft Apprenticeship Programme

Microsoft Apprenticeships are a core strand of Microsoft UK's Youth Initiative Get on; Microsoft's programme to help 300,000 young people Get Inspired, Get Skilled and Get a Job.

They are designed for and developed by Microsoft Partners to help bring new talent into the industry. Comprising of Advanced and Higher Apprenticeship versions, the programme currently covers 5 areas: Infrastructure Support, Database Support, Developer, Technical Sales and IT Applications/Business Administration. It is delivered by 8 core learning partners across England and Scotland.

The programme was rolled out nationally in 2010 and since then has grown from strength to strength. Over 2,100 Apprentices started their careers in Microsoft Partners and Customers in 2013/14, and a further 3,500 are expected to start in 2014/15.

Delivery methods range from traditional face-to-face classroom and residential 'bootcamps' as well as fully remote using Microsoft Technology (Lync) as a virtual classroom and assessment tool. The programme is split between training and applying the knowledge in the workplace. Learning is front-loaded to build the Apprentices usable skillset as quickly as possible whilst maintaining time in the workplace with all Apprentices working towards relevant Microsoft Certifications.

### Methodology of the research

Research was commissioned by Microsoft, and conducted by Edelman Berland in January 2015, to establish the long term socio-economic impact for both Apprentices and partner businesses who have participated in the Microsoft Apprenticeship Programme.

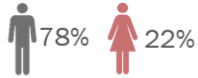
Prior to conducting quantitative online surveys, Edelman Berland reached out to key engaged members of the apprenticeship community (former Apprentices and current partner businesses) to conduct a 1 hour in-depth interview with them. These interviews helped inform the quantitative questionnaires.

Two bespoke online surveys were then conducted. One was sent to Apprentices, past and present, who have taken part in the Microsoft Apprenticeship Programme through the specialist training provider, QA. The other was sent to businesses who have taken part in the programme through both QA and another training provider, IT Skillsman.

Fieldwork was carried out by market research partner, Toluna between the 7<sup>th</sup> and the 30<sup>th</sup> January 2015. QA provided the complete sample of Apprentices and both QA and IT Skillsman provided sample for businesses. All interviews were carried out online using a computer-assisted web interviewing (CAWI) system. A total of 258 Apprentices and 109 employers completed the surveys. Sample details are as follows:



## 258 apprentices



17 years old or less	10%
18 years old	19%
19 years old	25%
20 years old	22%
21 years old	13%
22 years old or more	11%

Currently participating	57%
Completed	43%

Applied to other apprenticeships at the time?

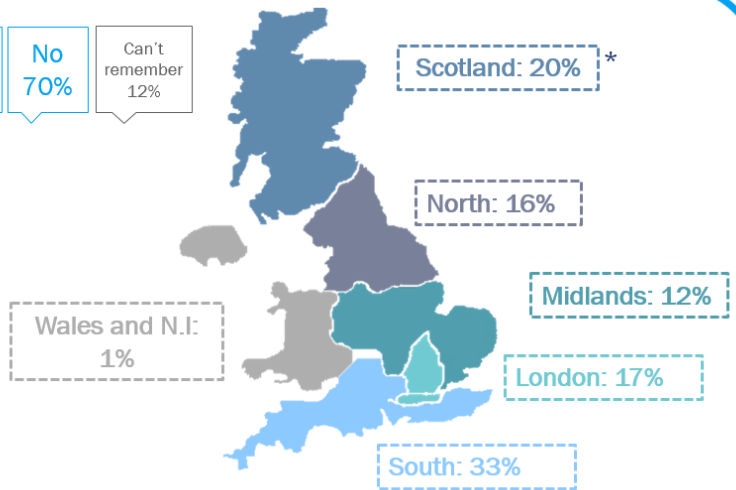
Yes 18%

No 70%

Can't remember 12%

Started in 2010	1%
Started in 2011	5%
Started in 2012	13%
Started in 2013	33%
Started in 2014	49%

Support systems and networking	51%
Software and web development	25%
Business administration	12%
Other areas	12%



## 109 businesses

Company size:

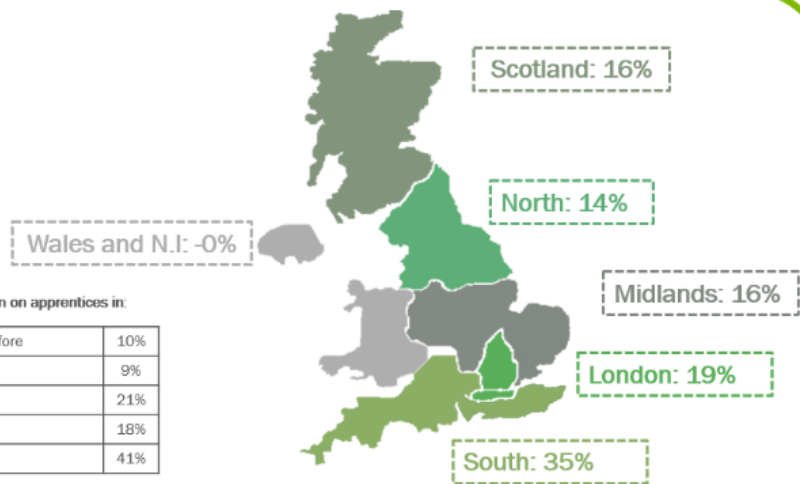
SMEs	1-249 employees	71%
Larger enterprises	250+ employees	28%

### Involvement with Microsoft apprenticeships:

The majority of businesses in our sample take on 1-2 apprentices a year

### Have taken on apprentices in:

2010 or before	10%
2011	9%
2012	21%
2013	18%
2014	41%



## DETAILED ANALYSIS

### Drivers for joining the programme

As context for assessing the impact of the programme, we explored the reasons for joining the programme in order to understand the expectations that both Apprentices and businesses are arriving with. There are many drivers to join for both parties, reflecting the multitude of benefits they expect the programme to deliver. By and large, Apprentices are focussed on their future career prospects and getting out into the working world whilst Businesses have a dual aim: supporting the future IT industry, but also cost efficiency.

Apprentices' main reason for applying to the programme is that it offered promising career prospects (64% agreed). This is followed by the fact that work-based learning (60%) was better suited to them than classroom learning as well as wanting to get into the working world as soon as possible (56%). The prospect of gaining Microsoft certification (52%) comes in fourth as a reason for Apprentices to apply.

For businesses, the main reason for joining the programme comes from a personal conviction in training and supporting young people (77%) followed by the prospect of growing the business in a cost efficient way (67%). Another strong reason for taking part in the programme stems from a wider concern for the sustainability of the IT industry in the UK. Businesses believe that joining the programme can contribute to addressing the skills gap and help fill the future workforce in the IT industry by bringing in young people (54%).

### Impact and benefits of the programme

Overall, the Microsoft Apprenticeship Programme delivers many benefits and has a positive impact on both Apprentices and businesses. 81% of businesses say the impact of the programme has been positive with close to a third (32%) describing it as having a very large positive impact and 76% of Apprentices say the programme got them "a great job".

#### Apprentices

The benefits and impact of the programme on Apprentices are numerous but can be divided into professional and personal impacts, and categorised according to different themes: for instance, the programme's ability to fast-track their careers. It provides Apprentices with relevant knowledge and skills both for their jobs and the industry. It also facilitates a personal growth journey during which Apprentices gain confidence in themselves as individuals and in terms of the professional contribution they can make to their future employers.

Of all these various impacts – both professional and personal – the biggest for Apprentices is that it improved their career prospects (89%), with 88% agreeing it allowed them to jump-start or fast-track (79%) their careers. This impact is especially relevant to Apprentices when comparing their trajectory with other pathways young people can go through, such as University education. In that sense, 79% say they feel ahead of the curve compared to other people their age. This translates into different dimensions: work experience as well as useful knowledge and financial independence. 78% of Apprentices say going through the Microsoft Apprenticeship Programme gave them a head start over their friends still studying at University and 75% say it provided them with professional opportunities they would not have otherwise encountered had they been to University instead. In addition to starting their career earlier, the programme also gave them financial independence compared to others their age (85%).

*"I have been in my role for 6 months now, and I already feel like I have taken more valuable experience away from it than any work experience university could offer me"*

Furthermore, the study explored the impact of the Microsoft Apprenticeship Programme on Apprentices' salary and more specifically how much more they think they are earning now compared to if they hadn't



completed the Microsoft Apprenticeship Programme. On average, Apprentices estimate that they earn 38% more on their annual gross salary.

The other major impact the programme has on Apprentices' professional lives is the knowledge and skills they acquire. 90% feel they have learned and acquired knowledge during their Apprenticeship. 86% say it gave them a strong knowledge base and 84% agree the programme provided them with the relevant skills for their job and the industry. The relevance of the training acquired is a real advantage of the programme with 86% agreeing that trainings are relevant to the IT industry while 78% agree the training content was modern and up-to-date.

Beyond the direct impact on Apprentices' professional lives, the programme also significantly impacts their personal development. 83% say the programme allowed them to grow as an individual and become more mature. 81% also agree that it really developed them as a person.

*“My Apprenticeship has given me the best start in life. It has really shaped me as an individual and allowed me to show my strengths as well as grow and mature whilst in a professional working environment.”*

Moreover, going through the Microsoft Apprenticeship programme boosts Apprentices' confidence, first in the workplace (80%) but also in life generally (77%). 69% of Apprentices agree going through the Microsoft Apprenticeship Programme showed them anything was possible if they set their mind to it.

*“The Apprenticeship really opened my eyes. I would say I am a confident .NET programmer now which is fantastic as it really has set me up and made me secure in the job market.”*

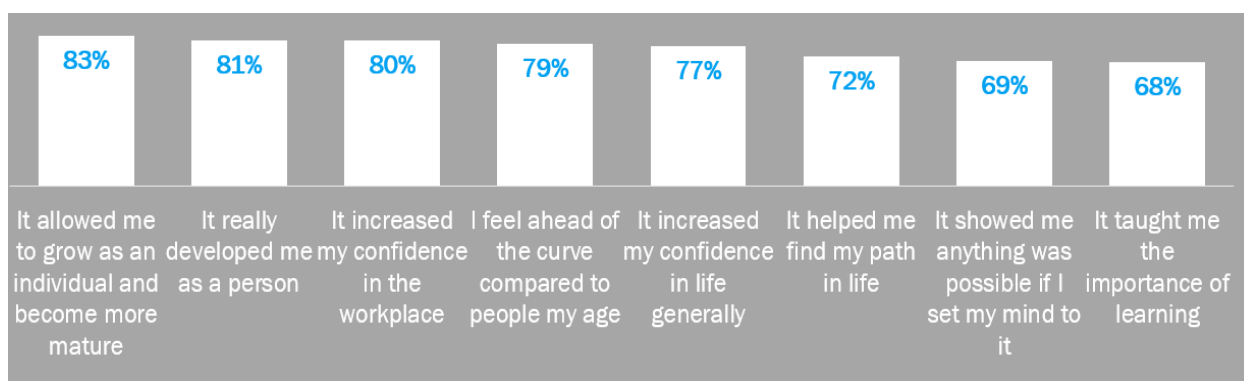
*“I started my Apprenticeship when I was 16 years old. I wasn't the most confident of people. My Apprenticeship helped me develop the confidence and skills that I wanted. My employer knows I am very capable and I can be trusted with a heavier work load, therefore achieving my goals quicker and enjoying my job at the same time.”*

This confidence, added to the strong knowledge and skills base Apprentices have received translates into a positive perception of their contribution to their employer company: 82% feel they bring value to the business they are working at and 81% feel they really contribute to their team.

*“After my training, I was immediately put into my first project where I excelled and became a core team member and established developer over the course of 2 years. I have now moved on to complete more work placed training and become a lead developer on a small project as well as on the accelerated track within the organisation.”*

### Graph 1. Impact on self and personal development – Apprentices

Q10 (A). In what ways has the Microsoft Apprenticeship Programme had an impact on you?



## Businesses

Employers also see many benefits for taking part in the programme. The quality of the members of staff gained through the programme is especially well regarded by businesses who feel the programme produces well rounded employees that can inspire the rest of the team. For businesses, Apprentices make for great employees having gained broad (73%) and commercially valuable skills (86%) and being highly committed members of staff (71%). The majority of employers agree that taking in Microsoft Apprentices has increased productivity in their business.

*“Our Apprentices are productive and motivated employees. They have given us the resources we need to continue to grow as a business.”*

*“We took on a young person who went from knowing little about computing and now sits next to me designing and developing software. Financially the software he developed under our guidance was one of the factors that allowed us to win a huge project for our company.”*

Another advantage that links up with businesses’ initial reasons for joining the Microsoft Apprenticeship Programme is that taking on Apprentices can be a cost effective way to grow the team. 67% of businesses were looking to take on junior employees in a cost efficient way (second highest reason for joining the programme) and when asked about the benefits the programme delivered for their business, 74% agree that the Microsoft Apprentices enabled them to grow their team without too much of a financial burden. On average, businesses estimated the monetary value impact of the Microsoft Apprenticeship Programme to be just under £12,000 per year. Interestingly, the longer businesses have been taking on Apprentices, the more this number rises. For businesses who started taking on Microsoft Apprentices in 2012 or earlier, the average estimated monetary value impact per year rises to just under £19,000; compared to around £7,000 for those who started taking on Apprentices in 2013 or later.

*“I had doubts about taking someone on at 16 and expecting him to work successfully alongside mainly graduates after 2-3 years, but I have been proved wrong. Our apprentice is now demonstrating how cost effective the programme is.”*

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84% also agree that the benefit of the programme includes giving them the ability to recruit raw talent and shape them around company culture. Just over half of businesses feel that the Microsoft Apprentices inspire the rest of the team, and nearly 1 in 2 businesses feel that other employees are more motivated after taking on Microsoft Apprentices.

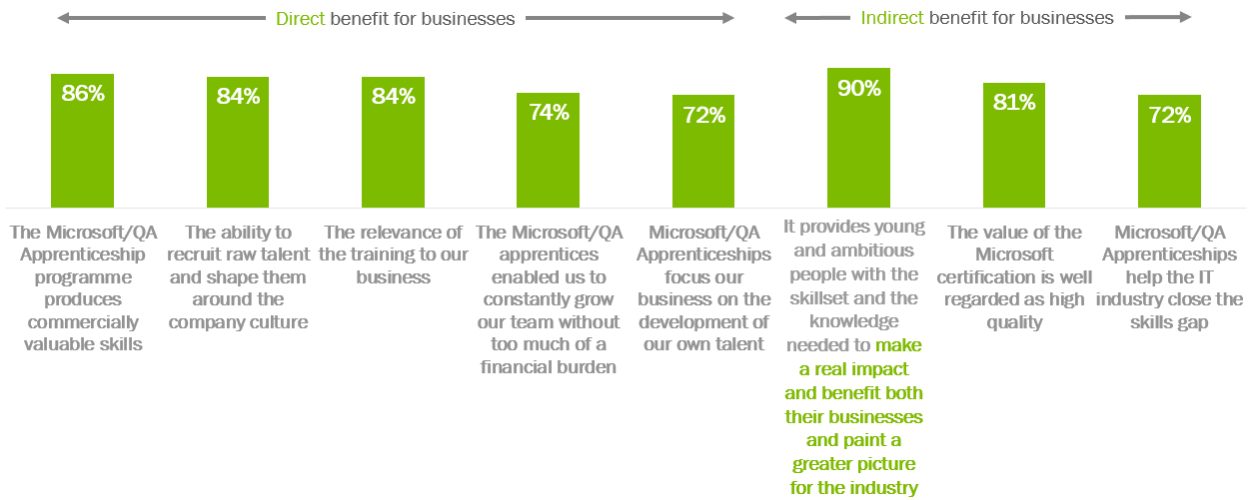
*“Our apprentice is very driven and has brought some new ideas to the company. He has integrated with the existing staff who are much older and he is very flexible. He has been a positive impact on the business.”*

Beyond what we could call the more ‘direct’ benefits for businesses, employers also recognise and particularly value the more ‘indirect’ benefits derived from the programme. 90% of businesses agree that one of the benefits of the Microsoft Apprenticeship Programme is that it provides young and ambitious people with the skillset and knowledge needed to make a real impact and benefit both their businesses and paint a better picture for the industry. Businesses also see the value of the apprenticeships in contributing to the IT industry as a whole by helping train individuals with the necessary and relevant skills with 72% agreeing that Microsoft Apprenticeships help the IT industry close the skills gap.

*“Our apprentice’s enthusiasm, commitment and willingness to learn knows no bounds and he was quickly an integral member of the team. The value for money of apprenticeships and especially Microsoft Apprenticeships for the IT sector is excellent. I will definitely be hiring another Microsoft Apprentice in the future.”*

## Graph 2. Benefits the programme delivers to businesses

Q4 (B) - Which of the following benefits do you think the Microsoft Apprenticeship Programme delivers for your business?



## The value of the Microsoft brand and certification to the programme

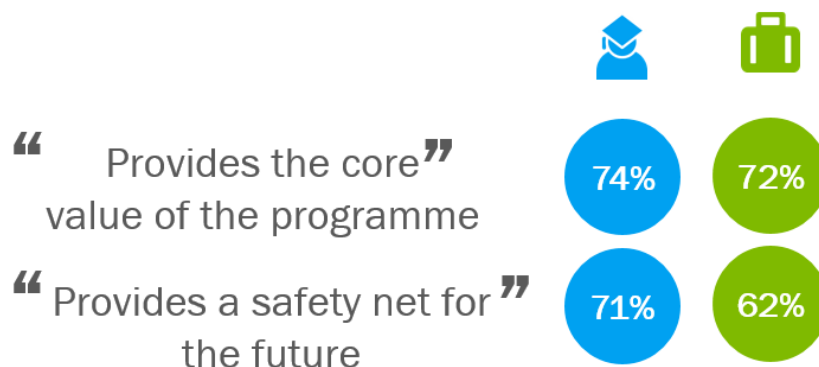
Being able to leverage the Microsoft Partner Network and acquiring the Microsoft certification were particularly appealing for Apprentices. 75% of Apprentices agree that receiving your experience within the Microsoft Partner Network involves you in key aspects of the industry straight away leading to a better understanding of the industry.

The value of the Microsoft brand and accreditation is also a key differentiator from other programmes and token of success for both Apprentices and businesses. Three out of four Apprentices and 72% of businesses say the Microsoft certification provides the core value of the programme. In addition, 71% of Apprentices consider that obtaining Microsoft certification provides a safety net for the future. Two thirds of Apprentices also believe that the Microsoft programme gives you a lot more upwards options than other programmes.

For 73% of businesses, the Microsoft accreditation means the programme is held in higher regard than other apprenticeship programmes. In addition, the inclusion of and focus around Microsoft accredited certifications is what makes the programme unique for 71% of businesses. 79% of Apprentices and 85% of businesses believe the Microsoft certification is well recognised in the job market and 77% of businesses, the Microsoft certification has a strong reputation in the job market.

### Graph 3. Apprentices' views on the value of the Microsoft certification to the programme

Q8. (A) - Thinking about the value of the Microsoft certification to the programme, to what extent do you agree with the following statements?



Beyond the value Microsoft certifications bring, the support received during their Apprenticeship is also particularly highlighted by Apprentices. 67% felt Microsoft are proactively pushing them in the right direction certification wise, in order to get all the right certificates to do their job. This is combined with a great appreciation of the support and investment received from their employers. 89% of Apprentices felt their employer wanted them to succeed and 83% felt their company really invested in them and in their future.

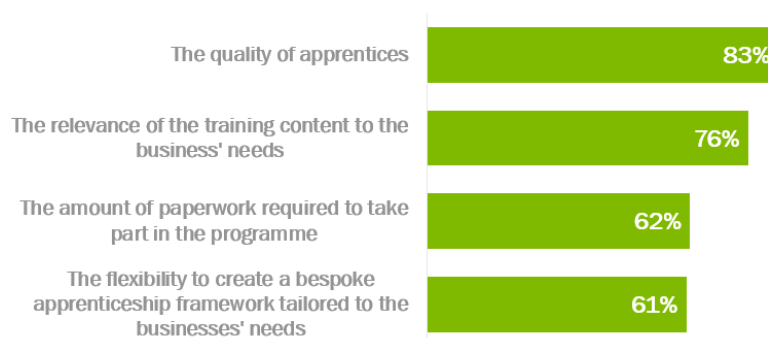
*“With my Apprenticeship, I managed to find a good job at a very well respected company. The team I work with are great, and have made me feel valued. They always offer me opportunities to add to the company.”*

This appreciation is mirrored by business' satisfaction with key aspects of the programme such as the quality of Apprentices with 83% saying they are satisfied and 65% saying they are very satisfied with the quality of Apprentices. 76% of businesses also highlight the relevance of the training provided as 76% are satisfied with the relevance of the training content to the business' needs, echoing Apprentices' feelings.

“At the end of the programme, both our Apprentices were taken on full time. They were excellent staff members and at times their senior counterparts were amazed by their understanding and knowledge of computer systems. In 2014, 4 Apprentices started and they all look capable of matching their predecessors.”

#### Graph 4. Satisfaction with key aspects of the Microsoft Apprenticeship Programme – Businesses

Q3 (B) - How satisfied are you with the following aspects of the Microsoft Apprenticeship Programme?



#### Future focus of the programme

We wanted to explore metrics related to the future of the Microsoft Apprenticeship Programme, and understand what both Apprentices and businesses desired for the future. Reflecting the high level of satisfaction with the programme, figures of ‘what could be improved’ are lower than for other questions relating to impact or benefits. In fact, 1 in 10 Apprentices, and a similar number of businesses, can’t think of anything they would like to change about the programme.

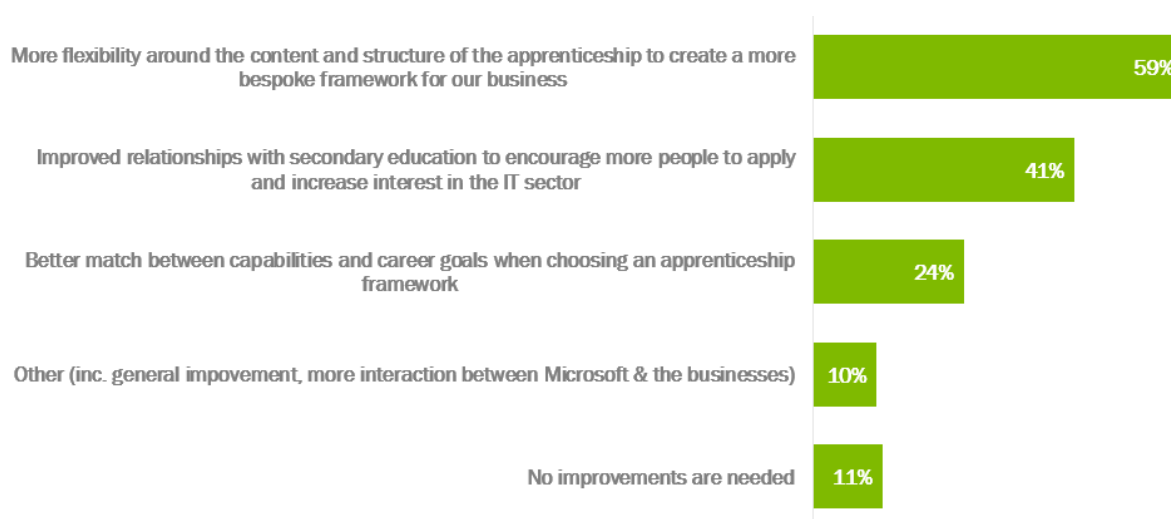
Broadly, both Apprentices and businesses are aligned in the measures that could be taken to further improve the programme in the future. 47% of Apprentices would like to have more flexibility to choose modules relevant to their job and 59% of businesses would like to have more flexibility around the content and structure of the Apprenticeship to create a more bespoke framework.

In terms of going forwards, more outreach to young people is another dimension raised. With 34% of Apprentices saying they stumbled upon the Microsoft programme by accident, there is a real opportunity to expand the halo of positivity surrounding the programme. In the future, both Apprentices and businesses would welcome efforts to increase awareness of a programme. 40% of Apprentices would like to see more outreach to increase awareness of apprenticeship programmes and 41% of businesses suggest improving relationships with secondary education to encourage more people to apply and increase interest in the IT sector. 37% of Apprentices would also like to see more outreach to increase awareness of the technology industry for young people.

The fact that 83% of Apprentices are likely to recommend the programme to others (with close to half – 48% - saying they would be very likely to recommend it) suggests that with more outreach and information, the programme could grow further in the future. It could deliver the professional and personal benefits highlighted by this research to more young people and businesses in the UK. Increasing awareness of the Microsoft Apprenticeship Programme is key to attract new generations of talent to the IT sector. Moreover, because of its success, raising awareness has implications for the wider apprenticeship community in the UK. Reaching out to businesses and young people to help them understand they can enter into a mutually beneficial partnership will benefit all those involved (particularly those who may have thought that university education was the only credible pathway to starting a rewarding career).

## Graph 5. Businesses' views on what could be improved about the programme

Q5. (B) - Which of the following should be improved in the future, to make the Microsoft Apprenticeship Programme better for your business?



## Conclusion

The Microsoft Apprenticeship Programme represents a considerable opportunity for both Apprentices and businesses to develop themselves and become meaningful contributors to the IT industry in the UK. Overall, the programme has a positive impact on both Apprentices and businesses, delivering a wide range of benefits, both professional and personal.

The programme helps Apprentices get a foot on the ladder and kick-start their professional lives earlier than their peers at university. It provides them with financial independence as well as with the opportunity to gain the relevant skills and learn a skilled job. On a personal level, going through the programme is also a game-changer, increasing Apprentices' sense of self-worth and confidence – in themselves and in the workplace.


Businesses see the value of the programme in allowing them to grow their business in a cost effective way. It also allows them to expand their organisation's skills base and employ individuals who have obtained commercially valuable skills. Apprentices also bring value to the business through their commitment, engagement and wider positive impact on the rest of the team.

The Microsoft certifications gained upon completion of the Apprenticeship are key to the appeal and success of the programme, providing its core value for close to three quarters of Apprentices and businesses. Both Apprentices and businesses consider it essential to the programme as it has a good reputation and is well recognised in the job market.

In summary, the Microsoft Apprenticeship Programme creates an overwhelmingly positive opportunity for both businesses and Apprentices alike, catering to the most pressing needs of each. It is also seen as a great opportunity for the UK IT industry at large to cost-effectively train and equip the next generation of IT experts with the relevant knowledge and skills, thereby strengthening the industry's competitiveness. This success could be further leveraged through increasing awareness of apprenticeships and what a properly funded, designed and validated programme can achieve for ambitious young people and committed businesses.

## KEY FIGURES

- 64% of Apprentices chose to apply to the Microsoft Apprenticeship Programme because it offered promising career prospects
- For 77% of businesses, the main reason for joining the programme is because they believe in training and supporting young people
- 67% of businesses were also looking to take on junior employees in a cost efficient way
- For 89% of Apprentices, the programme's key impact is that it improved their career prospects
- A further 88% agree it was a real opportunity for them to jump start their careers
- 85% of Apprentices say the programme gave them financial independence compared to others their age
- On average, Apprentices estimate that they earn 38% more on their annual gross salary than if they hadn't undertaken a Microsoft Apprenticeship
- 84% of Apprentices agree the programme provided them with the relevant skills for their job and the industry
- 83% of Apprentices say the programme allowed them to grow as an individual and become more mature
- 81% of businesses say the impact of the programme on their business has been positive
- 90% of businesses agree that one of the benefits of the Microsoft Apprenticeship Programme is that it provides young and ambitious people with the skillset and knowledge needed to make a real impact and benefit both their businesses and paint a greater picture for the industry
- 86% of businesses agree that the Microsoft Apprenticeship programme produces commercially valuable skills
- 74% of businesses say that the Microsoft Apprentices enabled them to grow their team without too much of a financial burden
- 72% of businesses believe Microsoft Apprenticeships help the IT industry close the skills gap
- 74% Apprentices and 72% of businesses say the Microsoft certification provides the core value of the programme
- 71% of Apprentices consider that obtaining Microsoft certification provides a safety net for the future
- 40% of Apprentices would like to see more outreach to increase awareness of apprenticeship programmes and 41% of businesses suggest improving relationships with secondary education to encourage more people to apply and increase interest in the IT sector
- 83% of Apprentices are likely to recommend the Microsoft Apprenticeship programme to others



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