Brilliant Careers for STEM students in the South West: Daizy

Employees:

50

Location:

Bournemouth and Witney

Industry:

Internet of things (IoT)

What does Daizy do?

Daizy is a tech company that helps companies manage the internet of things and the masses of data that comes with it. Imagine you have something – it could be a building, airport, or even a city – with thousands of sensors, each registering data points every second. Daizy is a platform that lets companies collect, understand and analyse this big data.

Three key questions:

- How do you work with big data?
- How do you build a system that can handle billions of rows of data?
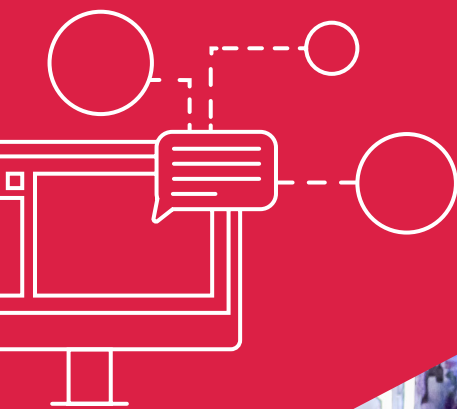- How do you juggle writing code and managing business strategy?

Employee profile: Mark Piper, Chief Technology Officer

How did you come to your current role?

Well, I always say I am a computer programmer, because that is the heart of my job. But I studied physics, which I got into because I had a very good physics A-level teacher. I was fascinated in subjects like astrophysics and quantum mechanics, so I went to study physics at university. After that I worked in finance in Bournemouth for a bit, and after a while started working at Daizy.

What is the most challenging part of your job?

The internet of things is a new technology which changes a lot. Every week we discover a new corner of the IoT universe we didn't know about before! For example, if a company deploys a new chip in a product, I have to research and understand it straight away. But computing is so vast these days you can never know everything: it's always a challenge!

What's your favourite part of your job?

My favourite part of my job is how I get to be hands-on with the system, writing code and getting stuck in. One of the benefits of working at a start-up is that I've seen it grow from a single line of code to the whole platform it is now, which is really satisfying. We've been through some tough times, and we're always rebuilding the programme, so we're always making something that's valuable to our customers, who we work very closely with.

Why did you choose to live in Dorset?

A lot of my family is from Dorset, and I grew up in Somerset. I left the South West for uni but then came back to Somerset after graduating because of the interesting jobs in Bristol, Bath and Bournemouth. I wouldn't leave in a hurry—the beaches, the New Forest, and even if you do want to go to London it's only a couple of hours away.

Do you have any advice for young people interested in careers in STEM?

Software engineering is so vast that you'll constantly be seeing things you haven't heard of, or coming across things you don't understand, and it's easy to feel intimated by this—I've been there. That's why it's important to recognise what you don't know and ask questions, be curious about things.

I interview a lot of junior software developers who tell me about areas they're interested in, but then they haven't been involved in that area. With so much information at your fingertips on the internet, there's no barriers to trying any part of computing. You don't have to be good at it—we've all written code we aren't proud of—but if you never try you'll never know.