

Reading Comprehension & Word Power Module

Applications Programs

STARTER

A. Identify these applications programs and mention the usefulness.



Figure 1: Application Program

Let's read

B. Read the text and understand the vocabulary contextually then fill the meanings of vocabularies in the box.

Application Service Provider

If your hard disk is packed to bursting point, the IT department is far too busy to fix your email problems, and your business can't afford to buy the tools that you'd like to develop the company website, then it's time to think about using an application service provider (ASP). Rather than installing software on each machine or server within your organisation, you rent applications from the ASP, which provides remote access to the software and manages the hardware required to run the applications.

There are a lot of advantages to this approach. The havoc caused by viruses makes the idea of outsourcing your email and office suite services an attractive option. It also gives you more flexibility - you pay for applications as and when you need them, rather than investing in a lot of costly software which you're then tied to for years. Not having to worry about upgrading to the latest version of your office suite or about battling with the complexities of managing an email system, leaves businesses with more time. However, there are some potential pitfalls. To use applications remotely requires a lot of bandwidth, which is only really available from a broadband connection or a leased line to the ASP itself. It is also important to ensure that the ASP will be able to provide a secure, reliable service which will be available whenever you need it. Time to focus on what they do best.

Providing applications and storage space for vast numbers of users requires some powerful technology on the part of the ASP. This includes security controls and data storage as well as providing the physical links to customers. For the most part, ASPs don't own the data centres that store the information. Instead, they lease space from data storage specialists. In this way, they can be confident of meeting customers' increasing storage requirements by buying more space as it's needed.

There's a wide variety of applications available for use via ASPs. Office suite applications and email services are two of the most generic applications available through ASPs. Large, complex business applications such as enterprise resource planning tools like SAP are another popular candidate for delivery through an ASP. Other business services, such as payroll and accounting systems are also available. This is particularly beneficial to small businesses which are likely to grow quickly and don't want to deal with the problems caused by outgrowing their existing system and having to move to a high-end package. ASPs also offer a means of using specialist tools that would otherwise prove prohibitively expensive. Small businesses have the opportunity to use such tools for short periods of time as and when they need them, rather than having to buy the software as a permanent investment.

One of the major barriers for small businesses which want to make a start in e-commerce is ensuring that they have sufficient resources to cope with sudden large increases in customers.

This means not only having adequate storage for all your customers' details, but ensuring that you have the technology in place to handle stock levels, efficient delivery and large volumes of traffic. It's very rare for an e-commerce business to handle all of these elements by itself, making this one of the best-established areas of ASP use. Being able to respond rapidly to changes in the size of your customer base and the type of product that they want to order from your business, demands more flexibility than traditional software can provide.

GLOSSARY

Bursting	:	Reliable	:
Required	:	Barriers	:
Approach	:	Sufficient	:
Outsourcing	:	sudden	:
Costly	:	adequate	:
Pitfall	:	Demand	:

C. Find the answers to these questions from the above text.

1. How do you pay for the applications provided by an ASP?
2. What two main services does an ASP provide?
3. How does an ASP ensure that they have enough storage space for the changing needs of customers?
4. What types of applications are available from ASPs?
5. Why is it useful for a small business to be able to rent specialist tools from an ASP?
6. What is one of the best established areas of ASP use?

D. Using information from the text, mark the following as True or False:

- a. Software from an ASP must be installed locally on a user's computer.
- b. You need a high bandwidth connection to use an ASP service.
- c. ASPs usually use their own storage space for customers.
- d. Using an ASP gives you more flexibility.
- e. An e-commerce business usually provides all of the required technology itself.

Let's speak

E. Work in pairs, A and B. Each of you has a review of a computer game. Find out from each other this information:

1. The name of the game.
2. The company who produce it.
3. The platform on which it's played.
4. The bad points.
5. The good points.
6. The star rating.

LANGUAGE WORK

Instructions/ complex instructions

We make simple instructions using the infinitive:

Click on the appropriate tab.

Enter the search criteria.

We can add an explanation using the to-infinitive or by + -ing:

To find patients, click on the appropriate tab.

Click on the Find button *to start* the search.

Start the search *by clicking* on the Find button.

We can put the instructions in order using sequence words:

First click on the appropriate tab.

Then enter the selection criteria.

Finally click on the Find button.

We can link two instructions and emphasise their order like this:

Having entered the selection criteria, click on the Find button.

Once the selection criteria *have been entered*, click on the Find button.

F. Complete the gaps in these instructions for finding the records of all members of the Green family living in postcode WX14 3PH and registered with any doctor in the practice.

1. First enter the search criteria by
2. To, enter Green in the Surname box.
3. Ensure both male and female members of the family are found by.....
4. select the Address tab.
5. Having, enter the postcode.
6. choose the Registration tab.
7. Once select All doctors.
8. click on Find to.....

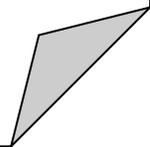
Let's write

G. Choose one of some applications below, then describe its function.



For example:

I usually use Photoshop for _____



Let's have fun

Complete.

① She likes travelling _____ .



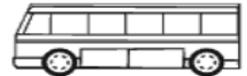
② He often goes to school _____ .



③ They go on holiday _____ .



④ Let's go _____ .



⑤ My grandma goes to work _____ .



Write the sentences.

⑥ on by go car. holiday They

⑦ by I bus. school to go

⑧ goes to on She work foot.

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