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ESSENTIAL BUSINESS TECH
(Современные бизнес технологии)

**Методическая разработка по обучению аннотированию
и реферированию по английскому языку**



Владимир 2014

Министерство образования и науки Российской Федерации
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Рецензент:

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Цель методической разработки - развитие навыков чтения, аннотирования и реферирования на основе переработки информации оригинальных американских текстов и системы коммуникативно-ориентированных упражнений.

Предназначено в качестве основного материала на занятиях по английскому языку на 3-ем и 4-ом курсах специальности 38.03.05 «Бизнес информатика».

Владимирский государственный университет 2014

UNIT I

I. Read the passage and say what it is about.

ENTERPRISE STORAGE OPTIONS

Storage is one of the cornerstones to the infrastructure foundation companies work so hard to build. But enterprises storage options now stretch far beyond traditionally used **hard drives** and tape drives and extend to virtualized environments on **shared storage** and cloud services where data is **hosted** entirely off-site. With so many choices, it can be difficult to narrow down which types of solutions fit certain use cases.

It all starts with cost because if all storage was the same price, you'd put it all on main memory or **solid state** and **be done with it**. But that's not how the business world works, and companies have to be concerned with their budgets and **bottom lines**. For that reason companies should choose storage solutions based on their industry and the types of application they use. Where instant messaging and email may be mission-critical for one company, it might be of relatively little importance to another. That's why it's worthwhile to look at all available options and compare them on a case by case basis to determine whether or not they fit your company's specific needs.

II. Suggest a suitable title for each paragraph of the passage.

III. Answer questions to the text.

1. What enterprise storage options are there?
2. What difficulties may companies encounter with so many storage options?
3. While choosing the type of storage what are companies concerned with?
4. What else does the choice of storage depend on?
5. What should companies do before they choose the storage?

IV. Study a special cliché for writing abstracts and summaries.

1. *General characteristics of an article (text, passage): The paper (article) under discussion (consideration) is intended (aims) to describe (explain, examine, survey) ...*

2. *Tasks set by the author: The author outlines (points out, reviews, analyses)...*

3. *Estimation of results obtained: The results obtained confirm (lead to, show)...*

4. *Summarizing (conclusion): The paper summarizes, in summing up to author, at the end of the article the author sums up...*

V. Write the abstract to this text using the expressions given below.

The article deals with ...

As the title implies the article describes ...

The paper is concerned with...

It is known that...

It should be noted about...

The fact that ... is stressed.

Vocabulary

1.	hard drive	жёсткий диск
2.	shared storage	совместно используемое запоминающее устройство; память
3.	to host	размещать
4.	solid state	твёрдотельные диск, твёрдотельные накопитель
5.	to be done with it	быть удовлетворённым этим
6.	bottom line	чистая прибыль



I. Read the following two passages.

Local storage

Local storage is the most common traditional form of enterprise storage. It consists of direct-attached spinning disks or other media that are only connected to one server or one piece of infrastructure. But a series of direct-attached solutions can be unable to communicate efficiently or at all. Still, there are proper uses for local storage, especially if your application or server just needs the simplest storage.

Shared storage or virtualization

Shared storage is where probably 95% of workloads will fit. In fact, shared storage is good for **file shares**, data-base support, server virtualization, and many other uses. Plus, there are many benefits to moving away from DAS (direct-attached storage) to a shared or NAS (network-attached storage) model for performance and consolidation.

Shared storage solutions and virtualization are very popular in the IT industry and their growth is expected to continue for the foreseeable future. In fact, the efficiency and performance of virtualized environments have changed the way companies compare and evaluate storage options. And businesses are virtualizing more data and applications than ever before. As consolidation and virtualization efforts have **matured**, we've seen both increases to the density of virtual machines supported on physical hardware, as well as the virtualization of more **mission-critical** workloads.

II. Identify the main idea of each paragraph.

III. Answer questions to these 2 passages of the text.

1. What does local storage consist of?
2. What is the disadvantage of a series of direct-attached solutions?

3. In what case is local storage used?
4. What purposes is shared storage mostly used for?
5. What have the efficiency and performance of virtualized environments changed?
6. What have consolidation and virtualization maturity resulted in?

IV. Write down the abstract to these two passages using the expressions given below.

A mention should be made about ...

It is spoken in detail about...

It is reported that ...

The text gives valuable information on...

Much attention is given to...

It is shown that....

Vocabulary

1. spinning disks	вращающиеся диски
2. direct-attached storage	система хранения данных с прямым подключением); запоминающее устройство, непосредственно подключенное к серверу или рабочей станции без помощи сети для хранения данных.
3. file share	файлообменник
4. to mature	вполне развиться
5. mission-critical workloads	для решения важных, ответственных нагрузок
6. network-attached storage	это система хранения данных, предоставляющая клиентам файловый доступ и подключенная к сети.

I. Read the following two passages and say what they are about.

Public cloud storage

Cloud storage is beneficial to companies for many reasons, but to tie it back to local shared storage, it can be used to back up of non-premises data storage devices to great effect. In addition to backing up your on-premises storage, it can also be used directly as primary storage for collaboration purposes, like file-sharing.

Backup is a perfect use for cloud storage, but that due to **latency** issues, it might not be the best fit for more intense use such as **hosting applications** that require fast response times. The cloud is a great solution for **disaster recovery** because it's much less expensive **to stand up** a copy of your data in a cloud in case something happens than it is to set up a remote data center somewhere.

Although, the three biggest benefits of cloud storage are anywhere access, agility and capital savings, many have found that the long-term total cost of storing data or hosting applications persistently in the cloud is greater than keeping it in-house. For that reason, some companies are trying to move their solutions back on-premises, whether that's through the NAS or other types of cloud environments.

Private cloud storage

In addition to the public cloud, companies also have the option of building their own internal, private clouds. Many companies are building **scale-out, white box** storage, which is essentially a group of direct-attached disks connected via **nodes** that create a very **resilient, scalable** storage environment. And one of the best aspects of the private cloud is you use software to control the system, so you can build it on inexpensive commodity storage.

Private cloud storage, in addition to storage in public and hybrid environments, is a great solution for providing good, distributed access for mobile devices, so that no matter where somebody is they can access their file or **holder**. Private clouds also offer companies much more control over their data, because even though data appears to be in the cloud, it is still readily accessible on-site or at a company-owned facility.

II. Express the main idea of each paragraph in one sentence.

III. Answer questions to these two passages.

1. What two purposes can cloud storage be used for?
2. Why is backup not a perfect use for hosting applications?
3. Why is the cloud a great solution for disaster recovery?
4. What are the three biggest benefits of cloud storage?
5. What is the disadvantage of cloud storage?
6. How do companies avoid great long-term total cost of storing data in the cloud?
7. How do companies create their own private clouds?
8. What is one of the best advantages of the private cloud?
9. In what way do private clouds give companies much more control over their data?

IV. Write down a summary of these two passages using expressions given below.

The paper is devoted to (is concerned with)

The paper deals with

The investigation (the research) is carried out

The experiment (analysis) is made

The measurements (calculations) are made

The research includes (covers, consists of)

Vocabulary

1. (to) back up	резервировать, дублировать; резервное копирование данных
2. latency	задержка отклика от сервера
3. hosting application	хостинг приложение; приложение главной ЭВМ производственной системы
4. hosting	программно-аппаратный комплекс
5. disaster recovery	ликвидация сбоя
6. to stand up	сохранить, оставить
7. scale-out storage	система, позволяющая организовывать «облачную»

	среду хранения данных и хранить петабайты данных
8. white box	не марочной сборки
9. mode	метод, режим
10. resilient	устойчивый, гибкий
11. commodity	оборудование
12. scalable	расширяемый, наращиваемый
13. holder	носитель

I. Read the text and say what it is about.

Flash storage

Another type of storage is **flash storage**, employed in SSDs (solid state drives). Flash storage is **lauded** for its high capacity, high speed, and overall excellent performance relative to other physical media, but it's also much more expensive on a capacity basis. For that reason, some solutions are built as **all-flash arrays** and in server-attached forms, but flash isn't typically seen as a pure replacement for spinning disks or HDDs. Flash storage is commonly used for caching or auto-tiering purposes.

Some vendors offer SSDs as **a tier** of storage in an array in combination with automatic tiering capabilities that move **hot data** from spinning disk up to flash and **cold data** back to spinning disk. Others use SSDs or other flash devices as **a cache** to maintain a copy of that data on fast storage, while a primary copy of the data is maintained on disk. From a buyer's perspective, these are really just different approaches to the same problem. At the end of the day, there are some advantages of each approach, but both will meet the needs of most organizations.

When companies move some active input/output to flash they may well get an economic benefit for the entire system. Companies are also **sidestepping** the need for additional spinning disks and using solid state for extra **bandwidth** instead. In the end, it's important to learn up front what uses are best for solid state in order to get the best ROI.

II. Suggest a suitable title for each paragraph of the text.

III. Answer questions to the text.

1. What are the advantages of flash storage?
2. Why are some solutions built as all-flash arrays?
3. What other purposes is flash storage commonly used for?
4. What is the first approach to using SSDs?
5. What is the second approach to using SSDs?
6. Will both approaches meet the needs of most companies?
7. Why do some companies replace spinning disks by solid state?
8. What should companies do first to get the best ROI?

IV. Write down an abstract to this text.

Vocabulary

1.	to laud	превозносить
2.	all-flash array	массив всех флэш
3.	(to) cache	сверхоперативная память, кэш; прятать про запас
4.	to sidestep	обходить
5.	bandwidth	пропускная способность
6.	flash storage	флэш-накопитель, флэш-память
7.	auto-tiering	автоматическое соединение, автоматическое распределение по уровням
8.	a tier	хранящее звено
9.	hot data	обновлённые данные
10.	cold data	малоиспользуемые данные

I. Read the text and say what it is about.

Mainstays&future innovations

There's one thing most storage analysts agree on, it's that the price of flash storage drop, and flash density will continue to increase. However, flash will not replace spinning disk. The reason for this is because current and projected data growth exceeds current projected decreases in the price of flash. That's why it's important not to jump on trends too quickly and over **commit** to new, unproven technologies. Still, there are now other

storage technologies and approaches companies should at least be aware of.

One storage solution that is growing in popularity is storage delivered by SaaS (software as a service). This space consists of file-sharing sites and services that most consumers are already familiar with. These solutions allow users to unload files to a central **cloud-based hub** and have access to data anywhere, anytime, from any device. However, companies need to be more aware of how employees use these services and ensure sensitive company data isn't shared without authorization.

Another new approach, dubbed SDS (**software-defined storage**), is part of the emerging trend of giving almost anything in IT involving software (including networking) the software-defined label. SDS is the reintegration across all of IT where companies are now **following a convergence path** rather than trying to keep everything separate. With SDS companies can keep the distributed consumption of material and the local and mobile ability to use data, but also make sure that the data center is properly consolidated.

Perhaps one of the most promising new enterprise storage options for companies that need scalable storage is **converged** infrastructures. These are modular building blocks where the server, enterprise-class storage, and **hypervisor** are **bundled** together and are available in multiple configurations, depending on your needs. But the best part about converged infrastructure solutions is that they **scale out** quickly and easily without requiring additional capacity purchases.

You can simply add more boxes to your environment as it grows, and this underlying **storage layer** will expand automatically. The storage layer in these solutions also expands out as you add to it. One of the nice things about these solutions is that they tend **to deduplicate** internally and by doing that, you can reduce your external costs for WAN optimization, backup, and for a host of other ancillary stuff you might have to do. It creates a LEGO building block, and these things are so simple and bring so much value to the table. And because they're so **wrapped up**, your support, staffing, and all your other costs really come down.

II. Find a statement or sentence in each paragraph that can be a title to it.

III. Answer questions to the text.

1. Why will not flash replace spinning disk?
2. What storage solution is growing in popularity?
3. What does SaaS include?
4. What does SaaS allow users to do?
5. What do companies need to be careful about?
6. What companies mostly use SDS?
7. What can companies do with SDS?
8. What is meant by converged infrastructures?
9. What should you do for expanding storage layer?
10. What will the expansion of storage layer result in?

IV. Write a summary of this text using expressions given below.

It gives a detailed analysis of...

It draws our attention to...

It is stressed that...

The article is of great help to ...

The article is of interest to ...

Vocabulary

1. mainstay	основа, поддержка
2. to commit	связывать себя, быть приверженным
3. cloud-based hub	облачный узел сети
4. sensitive	конфиденциальная, секретная
5. dubbed	дублированный
6. software-defined storage	программно-определяемое хранилище
7. to follow a convergence path	идти по пути схождения, сведения в одну точку
8. to converge	сходиться, сводиться в одну точку
9. hypervisor	монитор виртуальных машин;

	программа управления операционными системам ; гипервизор
10. to bundle	связывать
11. to scale out	увеличиваться, расширяться
12. storage layer	слой (уровень) памяти, хранилища
13. to deduplicate	передублировать
14. ancillary	вспомогательный
15. stuff	вещи, предметы, устройства
16. to wrap up	оформить, скомплектовать

UNIT II

I. Read two passages and tell what they are about.

Communicate Now

Not long ago, the market predicted becoming a more flexible, **empowered**, and innovative company on the type of business the company was and the type of structure **instilled** in it. In the last three or four years it is being discovered that it's not the structure that makes the difference, it's the people that make the difference. In other words, what counts most is getting the right people, not getting people in the same place.

One result of this shift in many industries is that workforces are geographically **dispersed**, and companies are adopting **collaboration-minded software** and services to enable these employees to work as harmoniously as possible. The trick is **unlocking** and affording employees the opportunities to do what people do best, which is collaborate and work together to solve problems. To basically make their lives better and in doing so, make the company they're working for better. Adopting solutions

alone isn't enough, however. Effectively prompting their usage and promoting their continued use is also key.



Look inward

Before implementing a collaboration solution companies should first look at their organizational structure and pinpoint any **roadblocks** that are preventing employees from communicating effectively, **silos** that are isolating some employees from others, and pain points that might exist within existing communication solutions or practices. This type of self-analysis will put companies in a better position to move forward in assessing what kind of solutions are available on the market that can make them the better company they **envision** themselves becoming.

For company owners and executives who question why initiating better collaboration and communication is worth the effort there is the benefit of saving travel costs via collaboration software that lessens the amount of time involved in **moving** people **around**.

II. Find a statement or sentence in each paragraph that can be a title to it.

III. Answer questions to the text.

1. What did the establishing and development of the company depend upon not long ago?
2. How did this situation change in the last three or four years?
3. Why are companies adopting collaboration-minded software?

4. What is the final result of usage of collaboration software and services?
5. What should a company first look at before implementing a collaboration solution?
6. In what way will better collaboration and communication be beneficial for companies?

IV. Write down a summary of these passages.

Vocabulary

1. instilled	установленный, введённый
2. dispersed	расседоточенный, распределённый, рассеянный
3. collaboration-minded software	программное обеспечение коллективной работы; программное обеспечение для сотрудничества
4. prompting	продвижение, осуществление
5. roadblocks	препятствие
6. silo(s)	индивидуальное хранилище информации в несвязанных приложениях (против интегрированного хранения для использования откуда угодно
7. to move around	передвигаться, перемещаться, ездить в командировку
8. to unlock	открывать, выявлять, раскрывать, найти ключ к чему-либо
9. to envision	представить, представлять, вообразить, представить себе, мечтать, воображать

I. Read the following two passages and say what they are about.

Apply the tools

Among tools companies have available for prompting collaboration/communication are **blogs, wikis**, and corporate social networks, all of which enable **information sharing**. Activity streams allow employees to post questions and share information, including links to news, photos, and videos. Cloud-based file-sharing tools, meanwhile, enable colleagues to easily access, edit, and comment on current versions of presentations, **spreadsheets** or other files, regardless of location. Elsewhere, **social task management tools** help teams collaborate on projects, and Web conferencing and chat tools enable collaborating in real-time. **Ultimately**, the more integrated these tools are, the more effective they tend to be.

Make tools relevant

Picking the right collaboration tools is rarely a company's toughest challenge. More challenging is making tools relevant to those employees who are expected to use them on a daily basis. Businesses should work towards viewing collaborative technologies as part of how employees do their job and not provided as destinations that people are encouraged to visit from time to time. This requires understanding things like organization's roles. Who do people in these roles communicate or collaborate with? What information do they need? Or what triggers the need to collaborate with others?'

II. Express the main idea of each paragraph in a single sentence in English.

III. Answer questions to these two passages.

1. What tools do companies have available for collaboration and communication?
2. What do Activity streams allow employees to do?
3. What do cloud-based file-sharing tools allow colleagues to do?
4. What do social task management tools enable teams to do?
5. What is the most difficult task in choosing the collaboration tools?
6. What is it required to choose the right collaboration tools?

IV. Write a summary of these passages.

Vocabulary

1. blog	блог, веблог ; сетевой дневник, "живой журнал", ЖЖ
2. wikis	вики, руководство, справочные материалы
3. information sharing	совместное использование информации
4. Activity stream	"Activity stream", лог действий пользователя, т.е. создание записей, написание новостей, добавление картинки, создание опроса и т.д.
5. spreadsheets	электронные таблицы
6. ultimately	в конечном счёте, в конце концов
7. to trigger	вызывать
8. social task management tools	средства управления социальными задачами

I. Read the following two passages and say what they are about

Set expectations

It's almost unavoidable that most teams and communities working within organizations become dispersed over time. Market expansion, mergers and acquisitions, employees working from home, and hiring the best people for the job are among the many factors that can impact the geography of a company's workforce. Even collocated teams have collaboration and communication challenges. Thus executives should set expectations for how people work together. Given a choice, individuals will almost always do whatever is in their own best interests.

Focus on key business processes

For collaboration to work, it has to have a purpose. If organizations simply install these tools and expect people to use them, they're bound to be disappointed. They should start by focusing on key business processes, such as sales, marketing, or support, and create **online communities** where people share information and best practices. Collaboration tools work by

allowing for a very structured sort of **crowdsourcing** of knowledge that can be seen in conjunction with the business processes within a company. By **tying** collaboration platforms **to line-of-business applications**, companies end up doing more than simply making employees more efficient. Because process streamlining is involved, companies end up enabling employees to stay within an application to carry out various tasks and, more importantly, **capture** all that **information**.

Companies that are successful in implementing collaboration solutions make it part of the employee's job responsibility to actually use the solution. It's expected from you to participate in this social network because the understanding is that you have value as an employee, and that value will translate back into the company by your usage of this system. These systems become more effective the more people who use them.

II. Find a statement or sentence in each paragraph that can be a title to it.

III. Answer questions to these two passages.

1. What factors influences the geography of a company's workforce?
2. Why should executives set expectations for how people work together?
3. What should organizations start with for collaboration to work?
4. In what case collaboration tools work?
5. What participation is expected from you if your company is successful in implementing collaboration solutions?

IV. Write a summary of these passages.

Vocabulary

1.	collocated	связанный
2.	online communities	онлайн сообщества
3.	crowdsourcing	Краудсорсинг, передача некоторых производственных функций неопределённому кругу лиц, решение общественно значимых задач силами добровольцев

4.	to capture information	собирать информацию
5.	to set expectations	определить, установит виды (планы) на будущее
6.	to tie to	связывать, привязывать
7.	line-of-business application	производственная прикладная система; производственное приложение

I. Read the following three passages and say what they are about.

Create rewards

“**Gamification**” techniques such as **leaderboards** and rewards may be considered as possibility for motivating employees to use collaboration tools. Rewards should not be monetary. Instead, organizations should focus on more creative incentives, such as using an executive parking spot for a week or getting to work from home for a day.

Keep employees engaged

Establishing an environment that **nurtures** effective collaboration and communication requires keeping employees engaged in the conversation. If someone asks a question and doesn’t get an answer, they most likely won’t come back. If people share information and don’t get comments, they may not post again. A community group or social media manager should be designated to route questions to the right experts, share information news or images, and post **polls** and **surveys**. These and similar practices may strike some as **unnecessary** measures, but actively encouraging participation not only keeps employees interested, it also channels their energies and provides a clear path for engagement.

Enlist leaders

Some companies that have proven particularly successful at incorporating collaboration tools into their business processes **assign** (and often pay) employees to serve as leaders, mentors, and evangelists for appropriate use of the tools. In doing so, companies with a very structured, top-down, **mandatory** but supported philosophy are finding they’re able to get that elusive ROI (Return on Investment) **on the other end of the spectrum** with things like making the company more innovative.

One danger of implementing a corporate social network is that executives can get too deeply involved. It's best to be cautious with top-level involvement because it can potentially interrupt the free flow of information taking place among employees.

II. Express the main idea of each paragraph in a single sentence in English.

III. Answer questions to the text.

1. How can employees be motivated to use collaboration tools?
2. What form should rewards take?
3. How can environment for effective collaboration and communication be established?
4. For what purpose should a community group or social media manager be designated?
5. How did some companies achieve success at incorporating collaboration tools?
6. What can deep involvement of executives into a corporate social network lead to?

IV. Write the abstract to these three passages.

Vocabulary

1. Gamification	«геймификация», перенос игровых техник и методик в неигровые области (например в приложения)
2. leaderboard	таблица лидеров
3. to nurture	способствовать, питать, воспитывать
4. to post	посылать вопрос, публиковать
5. polls	опросы
6. surveys	отзывы
7. unnecessary	лишний, ненужный, необязательный
8. to assign	назначать

9. evangelist	пропагандист
10. top-down	нисходящий с верху вниз
11. mandatory	обязательный, принудительный
12. elusive	труднодостижимый
13. on the other end of the spectrum	с другой стороны

I. Read the following passages and say what they are about.

Avoid mass email

To communicate with employees directly about company directions, competition, product launches, and other topics crucial to business executives should use **blog posts** rather than mass email. In addition to providing more permanence, doing this enables employees to leave comments, which should receive responses in order for employees to feel part of the conversation. Another possibility is holding a monthly open **town hall** via the social network to answer questions in real time.

Don't settle for workarounds

Rather than settle for **workarounds**, particularly those that rely heavily on mail create environments that foster effective collaboration and communication. There is an unbelievable amount of intellectual capital that get shared in email but never reused because no one can find it. Additionally, seek out cases in which people rely too much on **spreadsheets** to track information vs using a central system that everyone can contribute to.

Avoid create noise

Integrating core business systems with enterprise social networking can help reduce the barriers that departmental applications form. For example, by broadcasting new **leads** into the company activity stream, the sales team may get assistance from a colleague who never would have known about the lead if it remained only in their **CRM** system. The **pitfall** here is that if too much information (from too many systems) is added to the company's stream/**newsfeed**, then it will get too noisy and employees won't pay attention.

II. Express the main idea of each paragraph in a single sentence in English

III. Answer questions to the text.

1. What should executives use for direct communication with employees?
2. What are the advantages of using blog posts?
3. What should be created for effective collaboration and communication?
4. What is the disadvantage of using mail?
5. What will integrating business systems with enterprise networking allow?
6. What danger can arise here?

IV. Write a brief abstract to these passages.

Vocabulary

1. blog post	сообщение в блоге
2. town hall	мэрия, муниципалитет
3. workarounds	искусственный прием; обходной путь; «вылизывание» (программы) (с целью максимального устранения недоделок)
4. spreadsheet	электронная таблица, приложение
5. lead	сообщение
6. CRM	управление взаимодействием с клиентами
7. pitfall	ошибка, опасность
8. newsfeed	"податчик новостей", сервер, передающий статьи новостей для другого сервера

UNIT III

I. Read the following passages and identify their main idea.

The Ideal Modern IT Department

Cloud computing could easily be nick-named “the great transformer” due to the way it’s altering how companies operate their businesses. A growing number of enterprises are seeking out cloud providers to deliver and maintain infrastructure and applications, effectively taking over many of the tasks that internal IT departments have traditionally **shouldered**.

For IT personnel, the increasing reliance on the cloud is resulting in a **sea change of sorts** in terms of the new cloud-centric knowledge and skills they’re now expected to possess. In short, as companies actively **architect for** cloud, IT must manage data in new ways; establish and operate new public, private, and hybrid cloud environments; integrate **disparate** cloud services with internal infrastructure and applications; and work more closely with their company’s business units in a strategic **capacity**.



The ideal

Much evidence indicates that IT departments in companies of all sizes will likely feel the cloud’s impact in years to come. **Given that** cloud

adoption is occurring, what does the ideal modern IT department look like, particularly in SME? **Overall**, the modern IT department guides an appropriate balance between internally delivered services and externally provided services and takes full responsibility regardless of the choice.

The IT department's role isn't necessarily **to implement** and maintain technology but to explore and assess how technology can help the business. By offloading responsibility for labor-intensive tasks like routine infrastructure maintenance to a partner, the IT department frees up resources **to explore** the **explosion** of new technology available on the market.

IT staff's role shifts from being "technical gurus working on implementation, **patching**, and upgrading" to offering advice on options available, which will "require a greater level of understanding of the business itself, and for the business, to have its own **risk profile** defined so that the options provided by the IT group can be fit in with the profile." If a SME needs document-sharing abilities, for example, IT would provide the information (cost, risk levels, etc.) about internal and externally **hosted systems** on which the company can base a decision. IT would then implement and manage the solution with any integration, etc. as required.

II. Express the main idea of each paragraph in a single sentence in English

III. Answer the questions to these two passages.

1. Why could cloud computing get nick name "the great transformer"?
2. What is expected from IT personnel?
3. Why are new skills and knowledge are required from IT personnel in companies relying on the cloud?
4. What is the present responsibility of modern IT department?
5. What is the general role of IT department?
6. What are additional responsibilities of IT department?
7. In what direction does IT staff's role shift?
8. What does a new role require?
9. What will IT do if a SME need document-sharing abilities?

IV. Write a summary to these two passages.

Vocabulary

1.	to shoulder	брать на себя
2.	a sea change of sorts	перелом качества, характера
3.	disparate	несовместимый, в корне отличающийся, несопоставимый
4.	capacity	должность, качество
5.	to architect for	разработать архитектуру для
6.	to explore	исследовать, изучать
7.	to implement	внедрять, выполнять
8.	overall	в общем и целом
9.	explosion	бурный рост
10.	patching	исправление, вносимое в объектную программу (в виде набора машинных команд), а не в текст на языке программирования
11.	risk profile	параметры, профиль риска
12.	hosted systems	хост системы
13.	to maintain	поддерживать, обслуживать
14.	given that	учитывая что

I. Read the following text and say what is the key point that it is making about coming changes.

Coming changes

Companies already using cloud services have likely undergone transformations in their IT departments. In the future, these will increase, influencing size, management, funding, and other traits.

There will be three key areas of change for IT. First, IT departments must acquire **solid** vendor management and business analysis abilities, as IT is still accountable for the performance of external suppliers and the **communication** of specifications. Second, service costs previously hidden in overall IT budgets will become transparent. Making successful business cases becomes more challenging, and there is increased **pressure** to make internal costs more transparent to compare them to market prices. Third,

internal staff member numbers will generally drop, typically driving an intelligently managed downsizing requirements (при разумном сокращении).

However, while staff decreases are often **touted** as a cloud-related benefit, some companies are not downsizing but using staff productively. There's less time spent crawling on the floor to replace parts and more time spent assessing new applications and building business cases. Another change involves **line** of business managers increasingly budgeting and purchasing SaaS apps without IT involvement. Impatient LoB [Line-of-Business] managers are happy **to sidestep** what they often consider IT **hurdle**; and often the overburdened IT department sanctions or turns a blind eye to this behavior rather than deal with an unhappy **constituent**. LoB managers, however, are rarely equipped to assess business risks associated with various SaaS services. To support initiatives and protect the business, IT is suggested to establish internal app stores.

Increased cloud reliance means there is no need for ubertechies (сверхтехника). Implementing, patching, and upgrading **chores** now fall to the cloud provider. Internal IT's role becomes more strategic, involving selecting the right cloud provider and determining if it can **deliver on premises**, offers a stable model, provide offerings open enough to integrate with other cloud services, and more.

II. Make a plan to the given text.

III. Answer questions to the text.

1. What is the first key area of change for IT?
2. Why will service costs become more transparent?
3. What is the third area of change for IT?
4. What is the other relation of some companies to downsizing of staff?
5. How can companies use IT staff more productively?
6. What is the fourth change concerning IT department?
7. What problem may arise in this case?
8. What is suggested to be done to support initiatives of LoB managers and protect the business?
9. What functions fall to the cloud provider?
10. What will be internal IT's role?

IV. Write a brief summary to this text.

Vocabulary

1. business case	бизнес кейс (технико-экономическое обоснование или бизнес план)
2. solid	надёжный
3. challenging	требующий конструктивных, созидательных решений; требующий напряжения
4. pressure	воздействие, напряжение, необходимость
5. downsizing	сокращение
6. line	направление, специализация, группа, партия
7. overburdened	перегруженный
8. unhappy	неудачный, неблагоприятный
9. to sidestep	обходить, отступать в сторону, уступать дорогу
10. chores	рутинные операции
11. to turn a blind eye	закрывать глаза на что-то; притвориться, что не видишь
12. to tout	рекламировать, расхваливать
13. hurdle	препятствие, трудность, барьер
14. communication	передача информации, сообщение, передача, снабжение
15. constituent	составная часть
16. to deliver on premises	поставить на площадку заказчика

I. Read the following passage and say what it is about.

Redefined skills

As IT departments increase their use of outsourcing or cloud or managed services, key skills will include **incisive** business analysis and effective vendor management. It will be essential to create integration

between **disparate services** as most SaaS solutions address only part of an organization's application requirements. **Conversely**, application development skills are becoming less important as package software or SaaS replaces internally developed applications. **Elsewhere**, simple technical jobs will decrease as organizations move to managed services and platform as a service. On both the vendor management and analysis side, smart organizations are establishing specialized positions or departments to carry out these responsibilities better. The transition to the cloud is moving slowly enough that retraining IT should not be a major challenge.

IT must understand how sales, marketing, operations, finance, and other functions work, in addition to knowing the company's market, regulatory climate, and customer needs. The unique combination of business knowledge and technical expertise will allow IT to play a strategic role in initiating technology-enabled business solutions, rather than react to requests from other departments. IT in many SMEs already possesses the business **mindset**, creativity, and drive to develop business-enhancing initiatives.

II. Read the text once more and underline the arguments in favor of business knowledge and technical expertise for IT staff.

III. Answer questions to the text.

1. Why will it be necessary to create integration between disparate services?
2. Why are application development skills of IT staff becoming less important?
3. What new positions will organizations establish in IT department?
4. What will be key skills of IT staff?
5. What aspects of business must IT staff understand

IV. Write a brief abstract to this text.

Vocabulary

1. redefined	переосмысленный, переоценённый
2. incisive	проницательный, наблюдательный
3. disparate	несовместимый, несопоставимый, в корне отличный

4.	elsewhere	где-то в другом месте, куда-то в другое место
5.	mindset	мышление, мировоззрение
6.	conversely	наоборот, с другой стороны

I. While reading the text, decide which paragraphs could be given the following headings

- Provision the right options for business departments
- IT as a strategic organization
- The cloud for identifying opportunities
- IT as a partner to lines of business
- The importance of technology for business success

Developing relationships

Different business units have different needs, but cloud computing **magnifies** this fact, meaning IT has a chance to help decide the direction various units take. IT has an opportunity like never before to establish itself as a strategic organization fully **aligned** with business goals. IT departments show other departments how they can benefit from fast **time-to-market, scalability**, and low costs with the cloud.

Good IT departments use the cloud to extend the IT-related options and capabilities they can propose to improve performance. Weak departments fall behind the business in identifying opportunities and lose control to the business if the business initiates the opportunity rather than IT.

Operations-wise, IT can only provide the right options if it fully understands what the business does now and what it proposes to do in the future. IT should be in strategic planning meetings with line of business departments and the CIO (or equivalent) should be involved with board-level decisions so that technical options can be included as early as possible.

The cloud may present only a slight change for some companies' IT operations but may be much larger in others, impacting the department's behavior and the business processes of the entire company. This is the reason for the momentum behind having IT become more of a partner to the lines of business than a supplier. The ability to use technology through

the cloud can **streamline** the way IT is provided, but can also streamline a business. By combining thorough technical knowledge with operational procedure and strategic objectives IT can be a major player in moving a business forward.

Total elimination

Is it possible SMEs might adopt cloud services so greatly in the future they eliminate their IT departments completely? Overall, though few businesses will eliminate IT entirely, nor should they. Because technology is more critical than ever to business success, businesses of all sizes need on-staff experts to understand and drive the value of technology solutions, including collaboration, social business, data analytics, and new solutions forthcoming. SMEs will partner with experts to manage infrastructure, platforms, and software but will retain responsibility for growing its business securely and cost-effectively. That's where IT will always have a role.

II. Answer questions to the text.

1. What kind of opportunity does IT department have like never before?
2. What can IT department show other departments?
3. In what way do IT departments fall behind business and lose control to the business?
4. In what way can IT provide the right options?
5. How can IT occupy the position of a major player in moving business forward?
6. Why should not businesses eliminate IT entirely?
7. Where will IT always play a role?

III. Write a brief summary to these two passages.

Vocabulary

1.	to magnify	увеличивать, усиливать
2.	aligned with	в соответствии с
3.	time-to-market	время выхода на рынок
4.	scalability	масштабность, универсальность
5.	to streamline	оптимизировать, ускорить, модернизировать
6.	forthcoming	появление, приближение

UNIT IV

- I. **Have you ever heard about cloud computing? Explain in your own words how you understand this notion.**
- II. **Read the following passage and say what it is about.**

Control Your Cloud

Cloud computing can be a great solution for companies looking to ease the burdens on their internal infrastructures or to add a little extra capacity when necessary. But the cloud can also come with control issues that may make you question whether or not it was worth it to invest in the technology. The simple fact that SaaS (software as a service) involves **off-site** computing can cause companies to feel a loss of control almost immediately. Cloud computing also brings security issues to the **forefront**, because businesses may feel like they are "losing control of ownership of the data" while the IT team may feel as though they are "losing control over how technology decisions are made in general"

No company wants to feel like they have little or no control over a solution or service, which is why it's important to do research **up front**. But if you have already implemented a cloud environment and want **to tighten the reins**, it's not too late. You can still pinpoint where any issues originate and institute new solutions or policies that will help you to regain control.

III. Answer the following questions to the text

1. What goals do companies integrating cloud computing pursue?
2. What kinds of problems does the cloud computing bring?
3. What must a company do before implementing cloud environment not to lose control?
4. How may the company implementing cloud environment regain its control?

IV. Write an abstract to this passage.

Vocabulary

1. forefront	передний план, важнейшее место
2. to tighten the reins	контролировать более тщательно
3. up front	заранее, вперёд
4. off-site	внесистемный

I. Read the following passage and say what it is about.

Improve your overall cloud integration

Company-wide integration may be added to the list of factors that lead to loss of control. With application integration, you may move some applications to the cloud and leave others within the organization, possibly as part of a hybrid cloud environment. Then, you may **realize down the road** that you need these two applications to communicate with one another in order for them to work properly. You've already paid for the capacity you need to house that application in the cloud, so you have to decide whether to pull it back, move your other application to the cloud, or **figure out a way to patch them together** after the fact. **When it comes to** data integration, "you may have data in a cloud service" as well as "related data internally, so now you have two **silos** of data." Your data then becomes fragmented and it's difficult to know which one is your single version of the truth.

The last piece of integration that can cause problem revolves around **identity and access management**. If the employee, having separate **sign-on credentials** for an internal application and another housed in the cloud, leaves and you remove his access to the internal application, he may still have access to the cloud based solution. This type of situation can open the gates to troubling security issues and leave company vulnerable to data loss or theft.

The best way to prevent these issues is to look at your internal systems and determine how they will integrate with the cloud services of a third-party provider. For data and application integration, you have to make sure they can communicate across environments and fully interact with one another. And for identity and access management, you should set up an integrated access management solution that creates one username

and password for every application. But you also need to speak to the service provider to make sure that your access system will integrate well with the vendor’s existing management tools

II. Express the main idea of each paragraph in a single sentence in English

III. Answer the following questions to the text

1. What does a hybrid cloud environment imply?
2. What should you do if you want two applications to communicate with one another?
3. Why is it sometimes difficult to know which data is your single version of the truth?
4. What another situation can open the gates to security issues?
5. What three actions should you undertake?

IV. Write a brief summary of the text.

Vocabulary

1.	to realize down the road	в будущем, впереди
2.	to figure out	ВЫЯСНИТЬ
3.	to patch together	СКОМПОНОВАТЬ
4.	when it comes to	когда дело доходит до
5.	silos	хранилище
6.	sign-on credentials	мандат для предъявления пароля для входа в систему
7.	to move to the cloud	перемещать в облако
8.	identity and access management (IAM)	система управления идентификацией и доступом (СУИД)

I. Read the following passages and say what they are about.

Be careful with cloud-based file sharing

Cloud-based file sharing services are very popular in the consumer space, which is fine, but if your employees decide to bring these services into the workplace without your knowledge, “who knows what you’ve done to your security environment?” That’s why you need to establish

controls that will limit the types of data that can be placed on **file sharing** sites and prevent sensitive information from **exiting** the company.

Some file sharing services are better than others when it comes to integration and control. One such service **features** an enterprise version that can be integrated into “**Active Directory management for access**” as well as **share point**. This not only unlocks file sharing functionality in other applications, but also gives the company much more control over the data that can be moved into the cloud or **downloaded** from the cloud.

However if you integrate a file sharing service into your business and put the appropriate controls **in place**, you may still encounter instances where those controls aren't working and “you're finding that people are coping sensitive data up into the **cloud instances**. If this is the case, you may need to reevaluate those workloads and determine whether or not they are a good fit for a cloud environment.

II. Express the main idea of each paragraph in a single sentence in English

III. Answer the following questions to these passages.

1. How can you prevent sensitive information from exiting the company when you use cloud-based file sharing services?
2. Which service gives the company much more control over the data that can be moved into the cloud?
3. What should you do if people are still coping sensitive data up into the cloud instances?

IV. Write a brief summary to the passages.

Vocabulary

1.	file sharing	общий доступ к файлам
2.	file sharing sites	файлообменники
3.	to exit	выходить
4.	to feature	отображать, представлять, показывать, иметь характерную особенность
5.	to download	скачать
6.	in place	в наличии, готовый к использованию

7.	cloud instance	экземпляр облака
8.	cloud-based file sharing services	облачные службы общего доступа к файлам
9.	Active Directory management for access	Active Directory для управления доступом
10.	Share point	служба SharePoint, система SharePoint

I. Read the following passage and say what it is about.

Know what data belongs & implement usage policies

Some data and applications are a perfect fit for the cloud, while others simply **don't belong**. For instance, “**systems of engagement**,” such as **Web presence systems** that allow companies to interact with customers, are great for the cloud because you can launch them quickly, you don't have to buy a **bunch** of new infrastructure to build out a new offering, and the kind of data you put on there generally isn't that sensitive.

However, systems of record, like transaction, accounting, and ERP systems are probably not the best first fit for the cloud because they contain sensitive data. Plus, these solutions are often **high-performance database applications** that require a lot of processing power. It may seem attractive **to move these to the cloud** to save money on internal resources, but that it's probably not worth the loss of control to put it up there, since your business is really based on those systems being secure.

Sensitive data and applications are always in danger of being moved to the cloud because of human error or lack of employee education. To help counteract this, companies can put cloud usage policies in place to limit access to certain types of data as well as help you segment your workforce into much more manageable groups.

It makes sense to think about developing cloud usage policies and doing it for different business groups. This business group may have one set of policies and this other business group might have another because they're not **customer-facing** and they don't touch sensitive data. A great way to get control over cloud in the organization is to start thinking about what your cloud usage policies should be.

II. Suggest a suitable title for each paragraph of the passage.

III. Answer the following questions to this part of the text.

1. Why are Web presence systems a perfect fit for the cloud?
2. What are two reasons why systems of record are not the best fit for the cloud?
3. In what way can companies counteract moving sensitive data and applications to the cloud?
4. Why does it make sense to develop cloud usage policies for different business groups?

IV. Write a brief summary to the text.

Vocabulary

1. a bunch	куча, совокупность, несколько, группа
2. don't belong	не принадлежит к их числу
3. sensitive data	конфиденциальные данные; данные, требующие защиты
4. systems of engagement	системы взаимодействия
5. Web presence systems	системы веб-наличия
6. to move to the cloud	перемещать в облако
7. customer-facing	с клиентами
8. high-performance database applications	приложения баз данных с высокой производительностью

I. Read the following passage and say what it is about.

Communicate with service providers & vendors

Speaking to your service provider about **identity and access management** is crucial, but you also need to discuss SLAs (**service level agreements**) as well as what you can expect from the cloud provider in terms of security and transparency, how things are run, what geography data will be kept in, and what **certifications** the service provider has **to date**. Big service providers are always actively getting more and more **certifications** so that they can **handle** more and more **sensitive data**, so you may want to talk to them first to see what kinds of certifications they have **in place**.

When it comes to SLAs, it is common for cloud providers to do their best to give you a certain number of **nines of availability** (referring to the

number of nines in an availability percentage), but if for any reason they don't **hit the goal** detailed in your SLA, you need to know what the compensation will amount to. You will feel much more in control of the cloud if you know where you stand with your service provider. You need to know if they'll give you money back in the event they don't hit a certain availability figure or if they'll own the problem and try to fix it.

If you are working with a private cloud or want to build one, then service providers won't be involved but vendors will be. **Private clouds** can come with their own control and management issues, so that's why that many **virtualization vendors** offer suits of management tools that can help you turn a set of virtual resources into a **cloud environment**. But they can also help you manage things like security and **multi-tenancy**. You may want to invest in licensed or open source cloud tools that not only let you build clouds on top of your existing virtualized infrastructure, but also help you isolate groups from one another and automatically allocate resources as people request them.

II. Express the main idea of each paragraph in a single sentence in English

III. Answer the following questions to the text.

1. What do you need to discuss with your service provider?
2. Why do big providers try to get more and more certifications?
3. What will you be given if providers do not hit the goal detailed in your agreement?
4. Will providers be involved if you are working with a private cloud?
5. In what way can virtualization vendors help you to build a private cloud?

IV. Write a brief summary to the text.

Vocabulary

1. identity and access management (IAM)	Система управления идентификацией и доступом (СУИД)
2. service level agreement	соглашение об уровне предоставления услуг
3. to date certification	обновлять сертификацию
4. virtualization vendors	поставщики виртуализации

5.	cloud environment	облачная среда
6.	multi-tenancy	multi аренды
7.	nines of availability	девятки доступности
8.	to hit the goal	выполнять задачу, достигать цели
9.	to handle sensitive data	обрабатывать конфиденциальные данные
10.	private cloud	Частное облако (инфраструктура, предназначенная для использования одной организацией, включающей несколько потребителей)

UNIT V

I. Read the following passage and say what it is about.

Cloud Computing Reconsidered

There's a growing **awareness** of cloud computing and cloud services from the executive level on down. In some ways it's still very early days in terms of **deployments**, especially if you're talking about infrastructure as a service. Work still remains in specially **pinpointing** what "constitutes a cloud," as some services that aren't really cloud services have been **rebadged** as such.

In addition, complications still exist from a technical standpoint concerning deployments and "the concept of moving into environment where you have the ability to move **workloads** between and among different clouds. Who will play a brokering role? Who has the capability to ensure workloads are migrated efficiently, and if there's appropriate degree of security and stability?

Positively, businesses have done considerable work in determining if on-demand computing or storage can fit into their environments and in trying to devise enterprise-wide cloud strategies. But there are also many organizations taking a wait-and-see approach.



II. Answer the questions to the text.

1. What work concerning cloud computing still remains?
2. What other complications still exist?
3. What positive work have businesses already done?

III. Write a brief abstract to the text.

Vocabulary

1.	awareness	понимание, осознание
2.	deployments	размещение
3.	workloads	рабочие нагрузки
4.	to pinpoint	определять
5.	to rebadge	изменить название

I. Read the following passage and say what it is about.

SaaS vs IaaS

Traditionally, SaaS has topped IaaS in interest level due primarily to its longer **legacy**. Between 2010 and 2012 IaaS drew much closer in terms of deployment. IaaS has benefited recently from a growth of server consolidation and virtualization inside enterprises and an increased interest in hybrid cloud approaches that combine **agile** internal IT infrastructures with moving some infrastructure to external service providers.

Numerous organizations have used SaaS as a replacement or **adjunct** to existing applications, including messaging and collaboration. SaaS is well-suited for commodity business services that require little to no **customization**, such as HR systems and **CRM**. IaaS, meanwhile, has proven a good option for **startups**, R&D, and temporary projects that have a set timeframe and where long-term investments don't make sense. Retail organizations, for example, typically have busy seasons for which they can **leverage** IaaS to run services and then **scale back** as demand decreases.

The cloud's "agility and elasticity" and "**pay-as-you-go metered aspects**" are its most **compelling** traits for businesses. Any business launching a new project faces the initial **hurdle** of determining how much resources to buy and **provision**, and if the project succeeds, how much more to buy. Conversely, if the project fails there's a question of what to do with the purchased capacity. When you look at the project from the cloud economics, those questions go away. What's attractive about the cloud is the **getting up fast** in terms of capital cost.

Typically, when charting out the total accumulative costs of **an on-premise**, non-cloud approach vs a cloud approach, costs start off quite a distance apart. The cloud is almost zero at the start, and the non-cloud will have a considerable capital investment. But over the time, those two lines start to converge.

II. Read the text again and write a short heading for each paragraph.

III. Answer the questions to the text.

1. Why has SaaS topped IaaS in interest level?
2. What are two reasons that IaaS drew much closer to SaaS?
3. What are the benefits of SaaS?
4. In what cases has IaaS proved to be a good option?
5. What are the cloud's most attractive traits for businesses?
6. What can you say about accumulative costs of an on-premise, non-cloud approach vs a cloud approach?

IV. Write a brief abstract to the text.

Vocabulary

1. legacy	функционирование, использование
2. agile	гибкий, подвижный, динамичный
3. customization	специализация, выполнение по спец заказу, модификация в соответствии с требованиями заказчика
4. startups	запуск, загрузка, стартап
5. leverage	эффективно, максимально использовать
6. to scale back	снижать, уменьшать, свернуть
7. compelling	убедительный, неотразимый
8. hurdle	препятствие, барьер, трудность
9. provision	резерв, обеспечение, условие
10. to get up	вставать, усиливаться, восстанавливаться
11. on-premise	установленное на площадке заказчика, «онпремис»
12. pay-as-you-go metered	плата за фактическое время доступа к приложению, система оплаты за реально использованный ресурс
13. adjunct	приложение, дополнение
14. to chart out	составить точный план
15. CRM (Customer Relationship management)	полное сопровождение клиента
16. IaaS (Infrastructure as a service)	облачное предоставление услуг

I. Read the text and say what its main idea is.

Common concerns

Despite the business benefits the cloud offers, numerous concerns remain. Among the concerns are issues regarding security, **lock-in**, and higher costs relative to internal solutions. Some clients have expressed concerns that cloud services aren't much different from traditional **outsourcing**, leading to worries concerning lock-in, long-term costs, and high **exit costs** if they should want to switch providers or move IT services back in-house. One of the big things that lacks is just a general, industry-wide standard of what is good enough cloud security for not necessarily an

application that involves a lot of secret and private data, but an application that is still important to an organization. The Cloud Security Alliance is working on specifications and standards for cloud security but there's nothing really providing a good **base-line** for most private-sector enterprises to really evaluate whether the security provider has the capabilities they need to ensure that the application is not only stable but protected or whatever the IT service it is that is being delivered via the cloud.

Other concerns include cloud pricing models and how they compare to traditional licensing models and SLAs (service level agreements) in regard to standards and what should be considered acceptable, **Server uptime** and network availability receive considerable attention but there's also a question of whether different availability-related **guidelines** for the cloud and particular applications should exist and what they should include.

Data and processing mobility in terms of companies handing their data to SaaS providers are also concerns. May be in a year you find another cloud provider that's better or decide on-premise is a better approach. How hard is it to get that data back? That is a concern because there are many cloud-based service providers, and there isn't a baseline standard for integration or migration.

II. Read the text again and write a short heading for each paragraph.

III. Answer the questions to the text.

1. What concerns can you encounter while using the cloud?
2. What worries may the clients have if they want to switch providers or move IT service back in-house?
3. Why are specifications and standards being developed by the Cloud Security Alliance?
4. What question arises concerning server uptime and network availability?
5. What concerns arise in terms of data and processing mobility?

IV. Write a short summary to this text.

Vocabulary

1. lock-in	делать информационный объект недоступным
2. outsourcing	«аутсосинг», привлечение сторонних ресурсов
3. base-line	линия отсчёта, базовая линия
4. server uptime	это процентное соотношение времени работы сервера за определенный промежуток времени
5. The Cloud Security Alliance	некоммерческая организация по разработке стандартов, рекомендаций, направленных на повышение безопасности и защищённости использования облачных вычислений
6. guideline	норма, правило

I. Read the following passage and say what it is about.

The cloud's impact

Interestingly, before an organization purchases a cloud service its **perception** of the service and of what the provider should make available, have likely already been **impacted**. And a lot of this is driven by the economy, but it's also the understanding that people just aren't satisfied with the sort of static model of IT service delivery. Companies are looking for more flexibility and agility in contracting models. Much more flexibility must be built into service contracts even if the services delivered are static. Companies are looking for providers to not **overbill** them, and they are looking for ways to most effectively use the capacity they're purchasing to get optimal use from what they are paying for.

There is an increasing comfort level among companies using a **third-party service** as an **adjunct** to internal IT services. Organizations are starting to see, and what smart providers are starting to do is put more control in the hands of the buyers **in terms of** self-provisioning, something that gives buyers a sense of being able to use exactly what they need on a **supplemented** basis and not necessarily having to go to a third-party for everything. Additionally, a change in companies thinking about **out-**

tasking vs outsourcing is impacting the cloud in that purchasing organizations are starting to expect more control over all services. They want more capabilities in their hands, in their **dash-boards**, being able to see more of what's happening with their services, getting more reports, and getting options for ordering things.

II. Answer the questions to the text.

1. What is organization's perception of a cloud service impacted by?
2. What kind of providers are companies looking for?
3. What may give the buyers the sense of being able to use exactly what they need?
4. Why are companies thinking more now about out-tasking and outsourcing?

III. Write a short abstract to the text.

Vocabulary

1. impact	воздействовать, влиять
2. perception	восприятие, оценка, понимание
3. to overbill	переплатить
4. dash-boards	программа «dash-board», приборная панель, доска, щиток
5. to supplement	дополнять
6. in terms of	с точки зрения
7. capabilities	возможности системы

I. Read the following passage and say what it is about.

The cloud's future

As security and **compliance** concerns diminish with time cloud computing adoption is expected to continue to increase at a steady rate. In five years everything would be cloud-based. The cloud would be natural home for certain key applications and processes. Some applications and infrastructure will likely remain in-house whether due to **cost-effectiveness** or other reasons, but this is where more interest in hybrid or federated clouds will result.

In the foreseeable future, there will be internal infrastructure but that internal infrastructure will be more cloud-like. But then you're going to see

more of a hybrid future where it really comes down to sort of **commodity metrics**. What is the cost per unit of storage or processing to use this application in our internal cloud vs externally? Those sort of business decisions will **be behind** where those things live. In five years and beyond we'll see a significantly larger percentage of IT needs met through the cloud although it is unlikely that this wider adoption of IT services will ever reach a majority.

II. Answer the questions to the text.

1. Why will cloud computing adoption increase?
2. Why will some applications and infrastructure remain in-house?
3. What kind of internal infrastructure is predicted in future?
4. Will IT needs met through the cloud reach majority?

III. Write a short abstract to the text.

Vocabulary

1.	commodity metrics	товарные показатели
2.	to be behind	отставать, оставаться позади
3.	compliance	соответствие стандартам, правилам; «комплаенс»
4.	cost-effectiveness	экономическая эффективность

UNIT VI

I. Read the following passage and say what it is about.

Compliance and the Cloud

Moving some or most of your data to the cloud is a good way to reduce costs and minimize the amount of physical infrastructure you have within your **facility**. However, some companies have concerns regarding cloud computing that they can't **reconcile**. While some of these worries are related to security or accessing data, one aspect that no company should overlook is **compliance**.

Whether you work in the healthcare, financial, pay card, or other industries, there's a good chance your data is regulated in some way and needs **to adhere to** certain standards. It's difficult enough to maintain compliance when everything is stored in-house, but when you move data to the cloud, it can become more difficult to manage. Luckily, the cloud is maturing, and there are multiple ways to ensure your data is safe even when it's **hosted** in a third-party data center. The key to managing your data and ensuring it is secure in the cloud is to understand what standards apply to your company and how to keep that data compliant.

It's nearly impossible to find a cloud service provider that can support your industry's regulation and help you maintain compliance if you don't know or fully understand what's expected of you.

With a clear understanding what **regulations are placed** on your business, you can find cloud providers that support that type of compliance.



II. Make a plan to the given text.

III. Answer the questions to the text.

1. What are the advantages of moving your data in the cloud?
2. Besides security and accessing data what is the other problem that may arise?

3. What needs appear when you move your data in the cloud?
4. What are the ways of managing your data and insuring it is secure?
5. In what way can you find cloud providers that support compliance to your business regulations?

IV. Write an abstract to the given text.

Vocabulary

1.	facility	учреждение, аппаратура, оборудование
2.	to reconcile	примириться
3.	compliance	«комплаенс», соответствие стандартам, правилам, требованиям
4.	to adhere to	придерживаться чего-либо
5.	to mature	развиваться
6.	to host	размещать
7.	regulation	регулирование, правило, инструкция, предписание, норма
8.	to place	предписывать, налагать

I. Read the following passage and say what it is about.

Compare vendors and put a focus on transparency

When it comes to placing data of any kind in the cloud and trusting it to a third-party provider, it's important to make sure the vendor is transparent in its process and is able to answer any and all questions you may have. The first question a company should ask is "can a provider give adequate information to a potential buyer so that buyer can conclude it's suitable for his purposes?" This is a huge **challenge** right now and you need to be **vigilant** when comparing vendors and make sure they are the best fit for your specific needs. That it ultimately come down to asking the right questions and getting the right answers. "Can they report to you where the data is located and what it is? Can they report or allow you to report on user access, identity, and justification as to why this particular identity can access certain data?" You also have to be aware of location-based issues if your company is multinational. For example, French law requires that the data physically **reside** within French borders in many instances. In that specific case, you would need to search for a provider

located in France that is certified to handle your type of data in order to stay in compliance.

II. Answer the questions to the text.

1. What is very important when placing data in the cloud and trusting it to a third-party provider?
2. What questions should a buyer ask a provider?
3. Why is it important to take into account location-based issues?

III. Write an abstract to the given text.

Vocabulary

1.	challenge	проблема
2.	vigilant	бдительный
3.	to reside	находиться

I. Read the following passage and say what it is about.

Seek out vendors with monitored certification

Many cloud service providers claim they are certified for one type of compliance or another, but that doesn't necessarily mean that they truly support a regulation in their current state. In some cases there's been an independent audit and the data center where the cloud service hosted has a signed certification saying that when it was audited, it met all of the requirements to be complaint with that **framework**. Although this is a good thing, the audit could have been performed two months ago or two years ago, which may not be enough to give you peace of mind.

If you want to make sure the data center that will be hosting your data is up-to-date with its certification, then you need to make sure it has **monitored certification** where the data center is continually tested for its compliance. After all, if you place your data in the cloud believing that the data center is under compliance due to a signed attestation but without monitored certification, you can't be sure that your data is compliant. For companies in specific industries, that's simply not an option, which is more than enough reason to seek out a cloud vendor that updates its certification on a regular bases.

II. Suggest a suitable title for each paragraph of the passage.

III. Answer the questions to the text.

1. What must service providers have?
2. What does a signed certification say?
3. What must service provider have to give you peace of mind?
4. What does monitored certification mean?

Vocabulary

1. monitored certification	отслеживаемая, контролируемая сертификация
2. to seek out	искать
3. peace of mind	душевное спокойствие
4. framework	интегрированная среда

I. Read the following passage and say what it is about.

Establish proper slas upfront to avoid future issues

Once you find the right provider for your specific situation, it's time to negotiate the terms of your partnership and design an in-depth SLA (service level agreement) that clearly defines what you expect from the provider. SLAs not only ensure you get everything you pay for, but they also help you avoid potential problems down the road.

The company signs with a service provider and then is asked to prove its compliance years later. It needs a list detailing where the data is stored and who has access to it, but the cloud provider simply replies with, "that's your problem, not ours". The company had not signed an SLA, so it would now have to spend quite a bit of money to get information the **regulator** required and potentially **negate** any cost saving from moving to the cloud **in the first place**.

The vendor needs to be able to run a report for you in case of regulatory request; have compliance as one of their competitive advantages over other companies; or give you access to a self-service portal where you can run reports yourself. But the only way to get the guarantees you need is to develop an SLA with your service provider that clearly lays out every detail.

II. Express the main idea of each paragraph in a single sentence in English.

III. Answer the questions to the text.

1. Why is it necessary to design an in-depth SLA with your provider?
2. If a company doesn't have an in-depth SLA with the provider what may it lead to?
3. What requirements must the vendor meet?

Vocabulary

1.	regulator	регулирующая инстанция
2.	to negate	отрицать
3.	in the first place	в первую очередь

UNIT VII

I. Read the following passages and say what they are about.

Speed Up Slow Computers

Speed is the key to making sure you can be as efficient and productive as possible. It's also important if you need to run the newest software and applications. But sometimes a variety of factors can affect your computer's performance and make it harder and more time-consuming to complete even the simplest tasks.

Luckily, there are many ways to either increase your computer's speed or remove the barriers that are preventing it from performing up to its potential. Here are a few tips and tricks that may help you get **back up** to speed.



Clean up your hard drives

In some cases, a slow computer could be the result of a full **hard drive**. Computers not only use **on-board memory** (RAM) to **run** software and applications, they can also use portions of the hard drive. If you're **running out** of storage space, then your computer won't have access to these additional resources and you might notice a decrease in speed as a result. It's easy to find some unneeded documents and files to delete, but you may also be able to delete entire programs if your company doesn't use them anymore.

Windows has a built-in tool called Disk Cleanup that will help you find non-essential files to delete. On Windows 7, go to the Start menu and click All Programs, Accessories, System Tools, and Disk Cleanup. It will let you know how much space you can free up. You also have the option to see what Disk Cleanup wants to delete, so it won't automatically remove important files.

When an otherwise **decent** computer starts running slowly, you should check to see if there are any programs running in the background. Some applications start running in the background as soon as you turn on your computer; preventing unnecessary programs from doing this will also help your PC's speed.

II. Make a plan to the given text.

III. Answer questions to the text.

1. Why must your computer's performance be efficient and productive?

2. What can computers use for running software and applications?
3. What may happen if your computer is running out of storage space?
4. What will help you find non-essential files to delete?
5. How does Disk Cleanup operate?
6. What else prevents your computer from running speedily?

IV. Give a brief summary to this text.

Vocabulary

1. back up	вспомогательные средства, помощь, поддержка
2. on-board memory	Вычислительная техника: бортовое запоминающее устройство, внутриплатная память 2)Автоматика: внутриплатное ЗУ
3. RAM	оперативная память
4. to run	выполнять, запускать
5. decent	хороший
6. to run program in the background	запускать программу в фоновом режиме
7. to run out	не хватать, кончиться
8. hard drive	жѐсткий диск

I. Read this passage and say what it is about.

Scan computers for viruses

Some of those programs running in the background could actually be viruses. Many **malicious** applications appear to be **legitimate** programs, so you may not recognize them at first. **Malware, spyware**, and other viruses can slow down your computers in addition to posing a security threat, so it's a good idea to run an antivirus scan if your computer isn't as efficient as it could be.

There are many antivirus programs available and some of them are free. We suggest searching online to find the latest versions from their original sources or from reputable vendors, don't click to download what looks good without checking it out first. Also, investigate user reviews wherever possible to make sure that (1) the software works well and (2) the latest version is at least as good as what came before it, because sometimes a

great software title can take a sudden turn for the worst. When there are free and paid versions of an anti-malware solutions available, try the free version first to make sure it will operate the way you expect.

II. Answer questions to the text.

1. Why can't you sometimes recognize malicious applications?
2. What can viruses do with your computer?
3. How can you struggle against viruses?
4. But what should you do first before acquiring antivirus programs?
5. What version of antivirus programs should try first?

III. Write a short abstract to this text.

Vocabulary

1.	malicious	вредоносный
2.	legitimate	легальный, законный
3.	malware	вредоносная программа
4.	spyware	шпионская программа
5.	review	отзыв

I. Read these passages and say what they are about.

Extra tools to help increase speed

If you have already tried cleaning your hard drive and scanning for viruses but your computer still isn't as fast as you'd like, there are a few free tools you can try that may help. One of these tools is called Windows ReadyBoost which uses additional memory from **flash drives** or memory cards to increase the speed of your Windows 7 computer.

All you need is a flash drive or memory card with at least 1GB of free space (recommended) that can be dedicated to ReadyBoost. After you connect the flash drive or memory card to your computer and set it up, ReadyBoost will use that extra memory to run software and applications. Some memory devices indicate on the packaging that they will work with ReadyBoost.

Periodically run disk defragmenter

Another option for boosting your system's performance is to periodically run Disk Defragmenter. The hard drive stores data in fragments. These fragmented files can clutter the drive and cause the

system to become **sluggish** over time, because your computer must search the entire drive for all the necessary parts before it can open a file or program. Disk Defragmenter will rearrange the data fragments and organize them in a manner that is more logical so programs and files will open quicker. Click Start; select All Programs, Accessories, and System Tools; and then click Disk Defragmenter. Select a drive and click the Analyze Disk button to determine whether the drive needs defragged. If the percentage in the Last Run column is greater than 10%, proceed with the defragging process on that drive.

II. Answer questions to the text.

1. What tools can you use to increase the speed of your Windows 7 computer?
2. How can you know that memory devices work with ReadyBoost?
3. How does Disk Defragmenter work?
4. In what case can you proceed with the defragging process on the drive?

Vocabulary

1. flash drives	внешнее запоминающее устройство, флешка
2. ReadyBoost	функция ReadyBoost разработана для устранения проблемы нехватки памяти на компьютере; программная технология фирмы Microsoft, позволяющая компьютерной операционной системе увеличивать быстродействие компьютера за счет памяти флеш-накопителя
3. to clutter	загромождать
4. sluggish	медленный
5. defragging process	процесс дефрагментации
6. Disk Defragmenter	дефрагментатор жёсткого диска

I. Read these passages and say what they are about.

Update or upgrade your operating system

Something that you may not initially think about when you first notice your computer is slowing down is whether or not the operating system and all of the software is up-to-date. Software companies release regular updates for their products, and many operating systems have downloadable service packs that can improve performance and may even help your computer use resources more efficiently.

There may be some situations where an update won't help because your operating system is simply outdated. If your company uses the latest and greatest software or you have been using the same OS for more than four or five years, it may be time for an upgrade. This is a good alternative to replacing entire computing systems if you know your hardware is capable of running the software and applications your computer needs.

Evaluate your hardware

If you have exhausted all other options, then the reason for your computer's slow-down may be hardware related. All software titles show the minimum and recommended system requirements for them to run on your computer. If your desktop's specs don't match up, then it may be possible to upgrade components. IT personnel may be able to install extra RAM, graphics cards, or other components in aging system.

However, if your computer is five or more years old, it may not be compatible with certain components and new parts may not do enough to increase performance. And it isn't always easy or possible to upgrade laptops. In that case, it may be time to invest in new systems that have the latest hardware, software, and OS.

II. Express the main idea of each paragraph in a single sentence in English.

III. Answer questions to the text.

1. How can performance of operating systems be improved?
2. In what case will not an update help improve performance of an operating system?
3. What should the company do in this case?
4. In what case is it possible to upgrade components?
5. When may your computer not be compatible with new parts?
6. What should you do in that case?

IV. Write a brief summary to these two passages.

Vocabulary

1.	update	новинка
2.	hardware	аппаратура
3.	to upgrade	обновить, модернизировать
4.	downloadable service pack	скачиваемый пакет обновлений
5.	desktop	настольный компьютер
6.	to match up	подходить, соответствовать
7.	specs (specifications)	технические спецификации

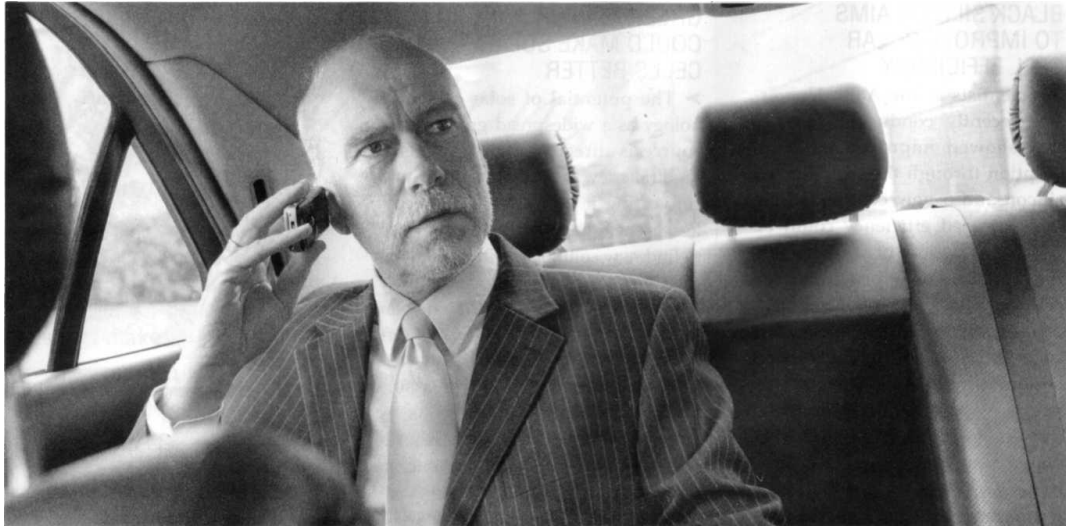
UNIT VIII

I. Read the following passages what its main idea is.

Mobile Business Intelligence

Business intelligence is nothing new to many organizations, and **desktop-based** solutions have been around for quite some time. One thing is new, though: Vendors that have built out their desktop BI offerings have also been working on mobile-based solutions. These mobile BI solutions take advantage of features specific to smartphones and **tablets** to provide information where and when it's needed.

Almost every BI vendor has a mobile BI solution which means that companies today have plenty of options. Some solutions are more generic and others zero in on specific uses, but all of them provide beneficial information for companies in almost every industry.



Mobile BI use cases

Companies that will get the most out of **mobile business intelligence** are those that understand the many different applications for the technology as well as the best **interaction** for their needs. It's not what kind of information they can use, it's what they will do with the mobile BI solution and what the use case is.

One particular use case consists of using mobile BI as a management **dashboard**. Management dashboards provide a wealth of information for a variety of different topics, such as data center performance or even warehouse **workflow**. By using mobile BI to **leverage** these types of tools, you can give users an interactive and **engaging** visual experience that we expect from a mobile device, but now with business information.

A similar use case allows companies to optimize the business processes of workers in the field. For example, a taxi driver may use business intelligence to determine when his shift should end and how many more fares he would need to reach his revenue goal.

Another example of a mobile BI use case is content mobilization. This is much less complex than creating management dashboard or other tool for mobile use, and instead is designed to merely make sure that the BI content you already have is mobilized and accessible on tablets, smartphones, and other mobile devices.

The last use case is for companies that want to use mobile BI for analytics or as a part of other mobile applications. For instance, you can **embed** business intelligence into your existing applications or take

advantage of BI tools built into **CRM** (Customer Relationship Management) and other commonly used programs. These tools will provide the same types of information you might expect from any other BI solution, but help **gear** it more toward that specific application.

Information access & location-based BI

The great thing about mobile business intelligence is that there really isn't a type of information you can't get on a mobile BI platform that you can get with a traditional desktop. You can still grab crucial customer information, data about industry trends, and other data that can be used to push your company forward and provide new business opportunities. And depending on your device's network connection, you can access this information almost as quickly on a mobile device. Plus, mobile BI can also provide other types of information in ways that can't necessarily be done on desktop platforms.

What you get is added **geolocation** data for the device being used. You can put that information into context of the analytics. If a customer is using their smartphone and you know the location, you can make location-based service options. If a sales rep or customer service member is using a core device, you know not only location but also the identity of the sales rep's patterns. Both of these can be added into the **equation** where a static desktop solution tells you more about what city or ZIP code the analysis is being performed in.

Suites vs. specialized solutions

Many vendors offer mobile versions of their desktop-based business intelligence solutions, some of which are simply **mobile views** while others are **native** applications, so that would be a good place to start. But depending on what types of information you are trying to collect, you might wonder whether or not you can get the functionality you need from a packaged BI **suite** or if you'll need to invest in individualized solutions.

The truth is that there isn't one solid answer, because it ultimately depends on your specific use case, but luckily there are multiple options available. There are all-in-one solutions that cover both traditional desktop and mobile BI. However, there are solutions that can meet special

requirements for connectivity – for example, special hardware with radio **connectivity** – that meet particular needs.

Most mobile BI solutions available on the market are for a **generic** purpose, which means they can be implemented in a variety of use cases. But some tools are better designed to support certain types of information gathering than others. For the two main use cases, **pretty** much every tool will deliver management dashboard and worker **reporting**. It's not limited by the tools, but instead by the strategy that company has and the objectives that it's trying to achieve. If you need mobile analytics or other use cases, then you would need to look deeper into the tool's capabilities to make sure it fits your needs.

Customize the user experience

If for any reason a mobile business intelligence solution just doesn't quite fit, keep in mind that most of these tools offer some form of **customization** that may move them closer to your requirements. And most vendors also offer different versions of their solutions dependent on operating system, so those solutions are specifically designed to work both with devices deployed by your organization and devices introduced as part of a BYOD (bring your own device) policy. Additionally, many mobile BI solutions offer customization options so users can quickly access data and know exactly what they're looking at. It all comes down to what your employees are comfortable with.

A fit for almost any company

The ultimate goal of mobile business intelligence is to not only provide mobile workers with easy access to information, it is also about providing an experience that will convince your workforce to take advantage of the BI solutions your organization has invested in.

Mobile BI is more about ease of use, easy access, and information **pervasiveness** than mobility. You don't need to be a company with people working on the road or with large warehouses where people move around to use mobile BI. It's a great way of increasing the return on investment of existing BI platforms because with these tools and due to their ease of use, they'll be able to attract new users and that's always good for a BI environment.

II. Make a plan to the given passages.

III. Answer questions to the text.

1. What is new now about business intelligence?
2. What are the advantages of a mobile BI solution?
3. In what case can companies get the most out of mobile business intelligence?
4. What does the first use case of mobile BI consist of?
5. What do dashboards provide?
6. What is meant by content mobilization?
7. How can you use mobile BI for analytics or as a part of other mobile applications?
8. What is three advantages of mobile BI comparing it with a traditional
9. desktop?
10. What benefits can you get from geolocation?
11. What does the choice between a packaged BI suite and individualized solution depend upon?
12. What solution can cover both traditional desktop and mobile BI?
13. What is meant by using mobile BI solution for a generic purpose?
14. What are two main use cases of every tool?
15. Why do vendors provide different versions of their solutions dependent on operating system?
16. What are these different versions designed for?
17. What two goals does mobile business intelligence achieve?
18. Why can we say that using mobile BI is a great way of increasing the return on investment of existing BI platforms?

IV. Write a summary to the given passages

Vocabulary

1. desktop-based	на основе настольного компьютера
2. tablet	планшет
3. smartphone	смартфон
4. generic	общий, универсальный
5. mobile business intelligence	мобильное управление компанией.
6. interaction	взаимодействие

7.	dashboard	приборная панель, щиток управления, панель управления
8.	workflow	технология, технологический процесс
9.	engaging	привлекательный
10.	intelligence	аналитика
11.	embed	внедрить, вставить
12.	CRM (Customer Relationship Management)	система управления взаимоотношениями с клиентами
13.	gear	приспосабливать, связывать
14.	geolocation	геолокация (предоставляет информацию о местоположении пользователя на основе его IP адреса)
15.	equation	уравнение, формула
16.	mobile views	мобильный просмотр
17.	native	родной, собственный
18.	suite	комплект
19.	connectivity	соединение, связь, подключаемость
20.	pretty	довольно, достаточно
21.	reporting	сообщение
22.	customization	настройка, адаптация, персонализация, подгон под потребителя
23.	pervasiveness	распространенность
24.	to leverage	использовать

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