

5

Choice

- compare products
- discuss IT costs
- research products
- recommend products

Web hosting

Speaking 1 Work in small groups. When you shop for IT-related items, how much time do you spend comparing items before you purchase them?

Vocabulary 2 Read this web page and find words that match these definitions.

- 1 a system in which each server has only one client's websites on it _____
- 2 promise to fix any problems _____
- 3 the time when the service is working _____
- 4 the smallest amount or number possible or necessary _____
- 5 the largest amount of data that can be moved _____
- 6 a unique number to identify a computer on the internet _____

HostElite

Do you want better security for your website than you get with shared hosting? Dedicated hosting may be right for you, with your own server in our secure data centre!

Choose from our plans or send us your specifications. We will replace hardware within 24 hours of any problem and we also guarantee 99.99% uptime.

We provide 24-7 support. You can choose between operating systems, which we can install using your licence, or you can purchase a licence from us. Under all plans, you will be able to host an unlimited number of websites and databases. All plans are for a minimum of six months.

	Basic server plan	Standard server plan	Premier server plan
No. of CPUs	1	2	4
CPU specs	Quad core, 3.0 GHz	8 core, 3.2 GHz	16 core, 3.2 GHz
Memory	8 GB	12 GB	24 GB
Disk size	2 × 500 GB	2 × 2 TB	4 × 2 TB
Monthly bandwidth	2 TB	5 TB	25 TB
Dedicated IP addresses	10	25	100
Set-up fee	\$200	\$200	\$200
Monthly fee	\$200	\$300	\$500

Reading 3 Work in pairs. Your manager has asked you these questions. Answer them with information from the web page in 2.

- 1 What can we do if HostElite's standard plans aren't suitable?
- 2 What guarantees and support do they provide?
- 3 Can we use our current server OS licence?
- 4 If we set up another website, can we also host that on the same server?
- 5 Can we try them out for a month or two, to see how good they are?
- 6 How much data can we transfer every month?

Language


Comparatives and superlatives

We use comparatives to compare two things. We use <i>-er than</i> , <i>more ... than</i> or <i>less ... than</i> with adjectives. We use <i>more</i> , <i>less</i> or <i>fewer</i> with nouns.	Servers are more expensive than tablets. Laptops are less expensive than servers. We have fewer servers than desktops.
We use <i>the same (as)</i> or <i>as + adjective + as</i> to show that two things are the same.	The set-up fee is the same for both plans. It's as fast as the other server.
We use superlatives to compare more than two things. We use <i>the ...-est</i> , <i>the most ...</i> or <i>the least ...</i> with adjectives. We use <i>the most</i> or <i>the least</i> with nouns.	This server is the fastest of the three but the least reliable . Which server has the most memory ?

- 4 Look at the table in 2 and complete this product comparison about HostElite's services with the correct form of the words in brackets.

The Premier server's processor is (1) _____ (powerful) of the three. This server has (2) _____ (drives) the Standard server (four instead of two). All have (3) _____ (uptime) guaranteed and they are equally secure. The Basic plan provides (4) _____ (bandwidth) the other two plans, with the Premier plan offering (5) _____ (bandwidth).

All three plans have (6) _____ (set-up fees) but the monthly fee for the Standard plan is (7) _____ (high) the fee for the Basic plan. Overall, the Premier plan has (8) _____ (high) specifications but is (9) _____ (expensive).


- Pronunciation** 5  23 Listen to these sentences and mark the stressed words. Then practise saying the sentences.

- Dedicated hosting is more secure than shared hosting.
- The Basic plan gives you more bandwidth than the Superior plan.
- Websites run faster on dedicated servers than on shared servers.
- Of the three, the Basic plan has the least powerful processor.

- Speaking** 6 Work in pairs. Ask and answer questions about these features of HostElite's services. Use language from the Language box.

bandwidth control panel minimum contract length monthly fee

Which plan has the largest disk capacity?

- Listening** 7  24 Listen to two IT officers talking about the products in the web page in 2 and choose the correct answer, a, b or c.

- For this company, \$200 per month is ____ .
a) cheap b) reasonable c) expensive
- The company is ____ .
a) very small b) medium-sized c) large
- The current website size is ____ .
a) 1 GB b) 1 TB c) 2 TB
- The current monthly bandwidth usage is about ____ .
a) 1 GB b) 1 TB c) 2 TB
- The company ____ processing power.
a) doesn't need much b) needs quite a lot of
c) needs a very large amount of
- The company sells to ____ .
a) other companies b) consumers

IT costs

- Speaking** 1 Work in small groups. Discuss these questions.
- 1 What electronic devices do you own? What electronic devices would you like to have?
 - 2 Are they cheap or expensive?
 - 3 What accessories and services can you buy for them?


- Vocabulary** 2 Complete these collocations relating to IT hardware and services with the words in the box.



battery	card	extended	internet	memory	purchase
software	spare	technical	training	USB	

- | | | |
|-----------------|-----------------|-------------------|
| 1 _____ service | 5 _____ battery | 9 _____ card |
| 2 _____ reader | 6 _____ charger | 10 _____ licence |
| 3 _____ cables | 7 _____ cost | 11 _____ warranty |
| 4 _____ course | 8 _____ support | |

- Speaking** 3 Work in small groups. Discuss these questions.
- 1 For each device you mentioned in 1, which items in 2 go with it?
 - 2 For the accessories and services in 2 that you haven't mentioned yet, think of a device you could use them with.

- Listening** 4  25 Listen to a manager talking about costs. What kind of gadget is she talking about?

- 5 Listen again and complete these sentences. What is the total cost over one year?
- 1 It _____ €1,200 to buy.
 - 2 We _____ €45 _____ some memory cards.
 - 3 That _____ €35 _____ a case.
 - 4 We also _____ €4.50 a month.
 - 5 We'll pay €1,388 _____ total.



Language

Talking about money

When we **talk about money**, we use *cost*, *come to* and *be* when the subject of the verb is an item. We use *spend* and *pay* when the subject is a person, a company, etc.

*How much did it **come to/cost** in total?*
*How much **was** it in total?*
*How much did you **spend/pay**?*

We can also use *cost* as a noun.

*What is the total **cost**?*

Informally, we often say numbers from 1,000 to 1,999 using hundreds, not thousands.

1,250: *twelve hundred and fifty/one thousand two hundred and fifty*

Decimal prices are expressed differently from other decimal numbers.

£1.50: *one pound fifty/one fifty*

- 6 Work in pairs. Ask and answer questions using these prompts.
- 1 how much/you/spend/internet connection?
 - 2 what/be/your total spending/software/last year?
 - 3 how much/you/pay/mobile phone service?
 - 4 what/be/the purchase cost of your computer/in total?

- Speaking 7** Work in pairs. Student A, look at the information on this page. Student B, look at the information on page 70. Follow the instructions.

TCO (total cost of ownership) is the total of all the costs of owning something.

Student A

Your IT manager has asked you and Student B to calculate the total cost of ownership (TCO) of two items over three years. You have the costs for the Sundai TB10.6 tablet and Student B has the costs for the Samiba DR750 laptop. Ask Student B about his/her information and complete the first part of the TCO calculation worksheet below. Then answer Student B's questions so that he/she can complete the second part of the worksheet.

Quotation

Thank you very much for inviting us to quote on this matter. Here is an itemised list of the prices you asked for:

- cost of Sundai TB10.6 tablet: \$499.90
- note-taking apps: \$45 per year
- other apps: total: \$160
- standard warranty: (free) 2 years
- extended warranty (1 year): \$39.90
- online training: \$179 per person
- tech support: free
- protective case: \$35.75

Total cost of ownership calculation worksheet

No. of years: 3

Item	Samiba DR750	Sundai TB10.6
Initial purchase cost		
Software costs		
Warranty		
Technical support costs		
Training		
Other items		
Total cost of ownership		

- 8** Work in pairs. Discuss the differences between the two products in 7. *The laptops cost more than the tablets to buy.*

- Writing 9** Read the email giving the TCO of some mobile devices and answer these questions.

- 1 Which sentence introduces the topic of the email?
- 2 Which word joins similar ideas? Which word joins different ideas?
- 3 Which word indicates a summary?

Inbox

Delete Junk Reply Reply All Forward Print To Do

Hi Katya,

I've analysed the prices of the mobile devices that you requested. Here are the results:

- The Shimatel device is more expensive to purchase than the Kyoseki device.
- Also, software for the Kyoseki device costs less than for the Shimatel device.
- Cases cost about the same.
- However, Kyoseki devices have higher maintenance costs.

Overall, my estimate for the TCO for the Kyoseki is \$1,580 over two years. The Shimatel is a bit more expensive, at \$1,740.

Kind regards, Li Min

- 10** Write an email to your manager giving the TCO over three years of the products in 7. Include appropriate words to join similar ideas, to join different ideas and to indicate a summary.

Product research

Speaking 1 Work in small groups. Last time you bought something, how did you choose what to buy? For example, did you think only about price? Or other things as well? Discuss.

Reading 2 Read the web page and match the pricing models to these features. Which pricing model(s):

- 1 may have advertising inside the program? _____
- 2 includes a regular fee, e.g. monthly? _____
- 3 has large updates that have a price and small updates that are free? _____
- 4 has several different prices for new users? _____
- 5 makes it easier for the vendor to introduce upgrades often? _____
- 6 sometimes costs nothing? _____

cloud computing = software as a service (SaaS)

Common pricing models: a quick explanation

Traditional pricing

This is the pricing model most common in consumer software. If you buy software in a box from a shop, you're probably using this model. Each major version of the software costs money; minor versions are free for licence holders. When a new major version comes out, licence holders have to pay extra but usually less than for a first purchase. Users can often try out the software for free for a short trial period.

Tiered pricing

In this model there are at least two levels (or tiers) of the software product. Each level has a different price and may have a different feature set, or allow a different number of users.

Freemium pricing

This model is just like tiered pricing but the lowest level is free. Often there are a very large number of free users, who act as advertising for the company. If a free user likes the program, they might encourage their employer to use it, who will then pay for premium features.

Subscription pricing

In this the buyer pays a regular fee, usually monthly, to use the software. This includes all updates, which are pushed out to the users. The advantage is that the software company can easily bring out updates frequently. This pricing model is often associated with cloud computing.

Freeware

As its name suggests, this is free software. It might be ad-supported. The disadvantage is that ads may take up space on the screen.

Listening 3  26 Listen to three salespeople describing products. Which pricing model from 2 is described in each?

- 1 _____ pricing
- 2 _____ pricing
- 3 _____ pricing, _____ pricing

4 Listen again and complete these questions.

- 1 Could you tell me _____?
- 2 Could you tell me _____ trial version?
- 3 Can you tell me _____?
- 4 Can you tell me _____ of your staff will use it?

Language


Asking polite questions

We often use **indirect questions** to be polite. The word order is the same as in statements, not questions.

Do you know what the specifications are?

For **yes/no** questions we use *if* or *whether*.

*Can you tell me **whether** it has support for networking?*

Pronunciation 5  27 Listen to three indirect questions and mark the intonation as rising (↗) or falling (↘) in audio script 27 on page 76. Then practise asking the questions.

Reading 6 Read the specification sheets and answer these questions.

- 1 Which pricing model(s) in 2 do Microforce and Jozo use?
- 2 How can you access support in each?
- 3 In how many locations can someone use a) Microforce's Free plan?
b) Jozo Premier with one licence?

Microforce Hypernamic database pricing plans

	Free plan	Standard plan	Enterprise plan
Maximum no. of users	3	10	unlimited
Cost	free (ad supported)	\$10.00/month	\$25.00/month
Trial period	n/a	15 days	15 days
Site licences	1 site	3 sites	unlimited
Support	web only	email	telephone and email
Max no. of records	5,000	20,000	10,000,000
Training	website	access to videos	1 × trainer site visit/year

Jozo Premier database solutions pricing

Maximum no. of users	unlimited (<100 recommended)
Cost	version 5.2: \$699.00 per site; upgrade from version 3 or 4: \$199.00 per site
Trial period	60 days
Support	web, telephone and email
Max no. of records	100,000,000
Training	Contact our sales rep for current prices.

Speaking 7 Work in pairs. Which of the four packages in 6 has the best features for these people? Give reasons for your answers.

- a freelance person
- a small company
- a large government department

8 Work in pairs. Look at the information in 6 again. Student A, you are a customer. Find out about database software from Student B, a software provider. Student B, answer Student A's questions.

Reading 9 Read this email from an IT consultant to the freelance person in 7. Find and correct the mistake.

Inbox
Delete
Junk
Reply
Reply All
Forward
Print
To Do

Hi Maryam,

You asked which database is suitable. I suggest Microforce Hypernamic. They have a free plan which allows up to two users at one site. The best thing is that it's free. It only allows up to 5,000 records but I don't think you'll need more than that. Also, support is via the website only.

Best wishes,
Hülya


Writing 10 Write an email to the manager of the government department or the small company in 7, advising him/her which package from 6 is suitable for that department. Give reasons.

Making recommendations

- Speaking** 1 Work in groups. Think of a device or a software package that you have used. Would you recommend it to someone else? Why/Why not?
- 2 Work in groups. Read this glossary entry for *CAD*. Discuss which of the features in the box might be useful for CAD software.

CAD (Computer Aided Design): using computers to produce drawings and technical specifications during the design process, for engineers, architects and similar. It may also be used for movies.

2-D drawing tools 3-D drawing tools audio recording
 browser capability good compatibility with file formats from other software
 instant chat function network capabilities OCR

- Listening** 3  28 Listen to three people talking about their companies. How big is each company?
- 4 Listen again and take notes on each company's CAD requirements. Then, in pairs, use your notes to decide which CAD software below is best for each company.

Side-by-side product summary: best CAD software of the year

	SuperCAD	CAD 8-8-8	CADmium Pro
Price	free (open source)	\$899.95/licence (one computer)	\$45/user/month
Features	★★★★	★★★★★	★★★★
File compatibility	★★★★★	★★★★★	★★★
2-D tools	✓	✓	✓
3-D tools	limited	✓	✓
Network capabilities	✗	✓	✓
User guide	✗	✓	✓
Email support	✗	✗	✓
Telephone support	✗	\$1/minute	free with subscription
User forums	✓	✓	✗

Language

Recommendations

<i>I think (that)</i> <i>In my opinion,</i>	<i>we should + bare infinitive</i> <i>it's a good idea + to-infinitive</i> <i>it's best + to-infinitive</i>	<i>I think it's best to use open source software.</i> <i>In my opinion, we should use open source software.</i>
<i>I recommend</i> <i>I'd recommend</i>	<i>+ gerund</i> <i>that we + clause</i> <i>+ noun (phrase)</i>	<i>I recommend using open source software.</i> <i>I recommend that we use open source software.</i> <i>I'd recommend open source software.</i>

- Speaking** 5 Work in pairs. Take turns to make recommendations to the people in 3. Use the notes you made in 4 to help you.
- Writing** 6 Write an email to one of the people in 3, giving your recommendations and reasons.

Business matters

Speaking 1 Work in groups. Think about presentations that you've seen or given. Decide on three pieces of advice about giving presentations. Share your ideas with the class.

Reading 2 Double Jam is a company that needs advice about a new website. Read their company profile and the web pages below. Which options do you think are best for the company?

CMS (content management system) = software that makes it easy to edit and manage a website

Double Jam is a medium-sized clothes company that wants a website for marketing purposes. Its clients are mostly young consumers who want lots of exciting content such as video and often use mobile devices to access the internet. They want people to do interesting things on their website, not just read it. It's important that their website is fast.

Server options


Option 1: Dedicated server, 2 × 8 core processors, 2 TB HDD, 2 TB bandwidth/month, \$200/month, free set-up

Option 2: Shared server, 1 × 8 core processor, 200 GB HDD, up to 500 GB bandwidth/month, free set-up, \$34.90/month

Web content management system

Option 1: Open source, supports database, blogs, video and audio. Doesn't automatically support mobile devices. No cost for the software and set-up but most people recommend that new users buy the support package for set-up at \$65/hour.

Option 2: Subscription-based (\$10/month), supports databases, automatically supports mobile devices. Supports blogs and multimedia, including video and audio.

Listening 3  Listen to an IT consultant giving a presentation to Double Jam and check your answers in 2.

4 Listen again and complete this table with the expressions the IT consultant uses to introduce different points in her presentation. Then add any similar expressions you know. Compare answers with a partner.

Part	Expressions in presentation	Your ideas
Introduction	<i>first, I'll give ...</i>	
Body		
Conclusion		

Speaking 5 Work in pairs. Your company has asked you to give advice for a client, Top Safety Consulting. Read their company profile and decide which of the server options and web CMS systems in 2 to recommend. Estimate the cost of each in the first year.



Top Safety Consulting is a medium-sized company that advises companies about site safety. The company's clients access information on many kinds of devices from desktop computers to mobile phones, but content is mostly ordinary web pages with writing and a few pictures; they want to keep costs low. They want their website to look good but it doesn't have to be exciting for younger people: this is a serious website.

6 Prepare a short presentation in which you give your recommendations and reasons. Use the expressions in 4. Then give your presentation. While listening to other presentations, note down the recommendations each speaker makes.