# Exemple de corrigé

## BTS SIO – Anglais écrit

<u>Sujet</u> : "All Hail Apple, King of Hardware"

**PREMIERE PARTIE**

Ce document est un article intitulé 'All Hail Apple, King of Hardware', écrit par Mike Halsey et paru dans The Long Climb le 4 septembre 2012. Il évoque les différentes innovations informatiques faites entre autres par Apple sur ces 30 dernières années.

Grâce aux innovations d'Apple apportées ces dernières années, l'usage des PC a été transformé, amélioré. Ceci a poussé à la compétitivité entre Apple et ses concurrents tels que Samsung ou Asus. Il est ici question de course à l'innovation. Par exemple concernant l'évolution des écrans, Apple a lancé l'écran Retina ce qui a engendré une mise à jour de la concurrence. La plupart des technologies actuelles proviennent d'idées venant de Steve Jobs et par conséquent d'Apple (processeur basse consommation, design épuré…), ce qui consolide donc sa place de position dominante dans la technologie au niveau mondial.

Aussi, l'auteur de l'article, bien qu'étant utilisateur Windows, est reconnaissant du travail sur les innovations fait par Apple car il a permis de pousser toutes les entreprises à innover afin de se maintenir dans la concurrence.

Ainsi, l'intérêt de l'article est de nous expliquer que malgré la médiatisation de Windows de nombres innovations proviennent à la source des ingénieurs de chez Apple. Apple, souvent critiqué pour ses tarifs et donc son inaccessibilité pour les entreprises serait tout de même le cerveau de l'innovation technologique.

**DEUXIEME PARTIE**

Dear Mrs X,

Following our first contact on the evolution of your company computer wise you will find hereinbelow our preliminary report on the improvement of your computing equipment and your web development.

Current situation

Two desktop computers for the position of manager and accountant and two laptop computers for the salesmen. No network or website for the company.

Objective

Renew/Modernize the computing equipment of the company and help its development.

Plan

On the first hand, according to the age of your material you might want to consider renewing it. To improve your computer system we advise you to acquire a server to facilitate communication within the company and with your costumers. This server will allow the creation of a network within your company and it will make storage and sharing much easier. Also, your data could be securely stored and easily accessed by whomever you want. Considering the size of your company we advise you to consider investing in a NAS (Network Access Storage) given that a big server would be probably too much and much more expensive. So, The NAS will nicely fit you needs and reassure you regarding security and the loss of data.

On the second hand, it seems necessary for you to consider creating a website for your company. Nowadays it is a real need if you want to keep growing and if you are interested in exporting your goods. You can easily create and manage a commercial website, but if that scares you, you still can get some help from a webmaster, we can direct you towards some interesting professionals if you need. You should pay particular attention to the design and the ergonomics of the website. You company image should be visible and colors have a big impact on the costumers. Make sure the website is easy to use and really reflects your company's image and philosophy. With a good website you can quickly increase your popularity and consequently your sales. The website allows you to add or remove items pretty easily without having to inform all your costumers one by one. It also allows you to advertise your products or to put any other kind of advertisement on the website to help you earn money differently (this decision is completely up to you).

I hope our propositions fit your request and know that we are really glad to collaborate with you.

Cordially,

International Computer Advices Company