**Writing Activity 9.** write the essay *“Is it convenient for end users to use software-based services provided by the ASP (Application Service Provider)?”*

"Are users comfortable using the software services provided by ASP (Application Service Provider)?"

Before answering this question, you need to first figure out what ASP is. An Application Service Provider (ASP) is a company that offers individuals or businesses Internet access to applications and related services that would otherwise need to reside on their personal or corporate computers. It is anticipated that ASP services will generally become an important alternative not only for small companies with low IT budgets, but also for large companies as a form of outsourcing and for many services to individuals as well.

Why is it profitable to use ASP services? Many companies have already realized the benefits of ASP. In fact, their appearance meant a fundamentally new organization of relations between the service provider and the consumer, the need for which arose as if by itself as the market developed.

Today, the services of companies - providers of various services are steadily popular both among large IT companies and small firms that seek to reduce the costs of maintaining the internal computer structure of an enterprise or maintaining their own representation on the Web, and among personal users. Application rental services are clearly in demand in the market today.

Using the services of ASP-providers gives undoubted advantages, the main one of which is a significant reduction in the company's operating costs: now there is no longer the need to develop and implement and pay for the maintenance of an expensive system, as well as the need to purchase expensive equipment and software and maintain qualified IT personnel.

As a result, the user gets access to the latest technologies he needs, and without the risk, significant costs and administrative responsibility associated with the development and maintenance of an appropriate IT infrastructure.

To summarize, I want to say that it will be convenient for users to use the software services provided by ASP.