- describe trends
- describe benefits of video conferencing
- give meanings of e-commerce concep
- process requests for training

Enterprise social media

Speaking **1** Work in pairs. How do you communicate electronically with friends and family? Which types of communication do you think are better for a) communicating information and b) being friendly?

Vocabulary **2** Match websites 1–3 to types a–e. There are two extra types. Can you give other examples of each type?

1 Dropbox
2 Facebook
3 Twitter

a) microblogging system
b) internet forum
c) file sharing service
d) social networking
e) blog

Speaking **3** Work in pairs. Look at the websites in 2 and discuss these questions.

1 What are some of the differences between the systems?
2 How are they used differently in a work environment from a social environment?
3 In a company, what security and privacy issues might each lead to?

Listening **4** ▶ 🔊 30 Listen to five people describing trends and match them to graphs A and B.

A

B

1 ___   2 ___   3 ___   4 ___   5 ___
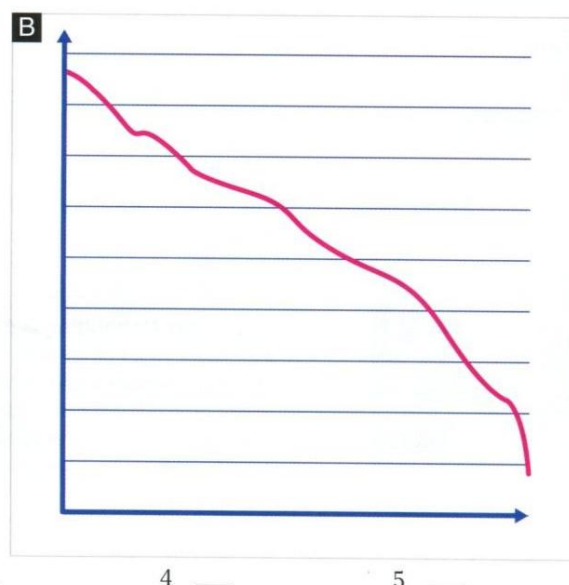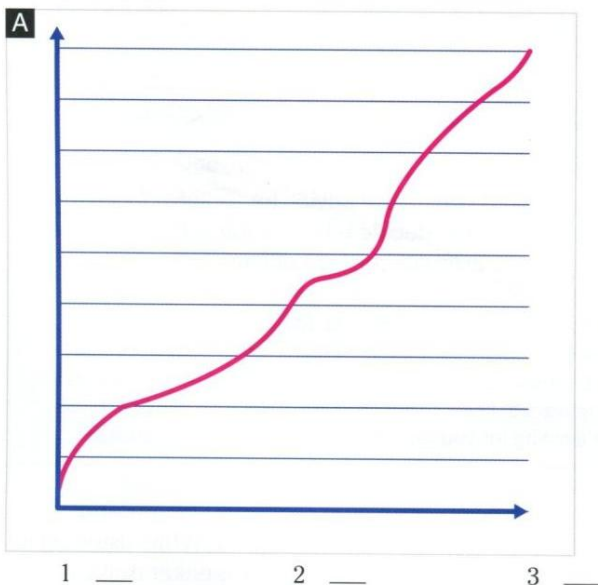
Language

Describing current changes	
We often use the present continuous to describe changes happening now. We can use *more and more* + noun or comparative + *and* + comparative.	We're **having more and more visitors** in the forum. Smartphone applications **are getting cheaper and cheaper**.
We often use *get* and *become* with comparative adjectives.	Our website **is becoming/getting** more popular.
We can also use verbs such as *increase, decrease, go up* and *go down*.	The number of bloggers is **increasing**.

5 Look at audio script 30 on page 77. Underline the parts of the sentences showing change.

6 Complete these short conversations about trends. Use the present continuous and comparative adjectives.

1 A: _____ (hard drives/get/cheap)
   B: I think we should wait a bit before buying more of them.
2 A: _____ (our website/get/slow)
   B: Maybe we need a faster server.
3 A: _____ (our forum/become/popular)
   B: Great! That's just what we want!

Listening **7** ▶ 🔊 **31** Listen to a general manager talking to an IT officer about replacing the company's social networking system. Will it be easy or difficult to get the features the manager wants?

8 Listen again. Tick ✓ the correct column to show which features the company has now and which the manager wants in the new system.

	Current system	New system
1 instant messaging		
2 forums		
3 document management system		
4 comments feature		
5 mobile phone access		
6 basic security features		
7 encryption		
8 speech-to-text capability		

instant messaging = chat

9 Listen again. What trends are mentioned? Mark these items ↗ or ↘ to show an upward or downward trend.

1 using the current system ___
2 spending time on emails ___
3 working with overseas departments ___
4 needing data access at home ___
5 importance of security ___
6 popularity of voice recognition ___

Language **10** Work in pairs. Write a sentence to show the trend for each item in 9 using language from the Language box. Then compare your answers with audio script 31 on page 77.

Speaking **11** Work in groups. Think of as many answers to these questions as you can. Use language from the Language box. Which group can give the most answers?

1 What are some current trends in IT?
2 In what ways can enterprise social networking systems help a company?

Video conferencing

1 Work in pairs. Discuss these questions.

1 Which method of communicating do you prefer: face-to-face, by video or by telephone?
2 Look at the photo. Have you ever used a video conferencing set-up? If so, describe the situation.
3 What do you think are the advantages of video conferencing over face-to-face meetings?

2 Which of these items can you see in the photo? Mark the items on the photo.

cables	control panels	high-definition monitors	local participants
microphones	remote participants	speakers	video cameras

3 ▶ 🔊 **32** Listen to two technicians talking about video conferencing technology. Which two types of system does the woman talk about?

MCU = multipoint control unit

4 Complete these glossary definitions with the words in the box.

(data) compression	dedicated system	MCU	remote control

Glossary of video conferencing terms

1 _____: a system that is used for only one purpose, e.g. for video conferencing only, nothing else
2 _____: a device that can control the video conferencing system from a distance, without wires. It can be passed from person to person easily.
3 _____: a device that allows video conferencing systems to use more than two locations
4 _____: a way to fit audio or video into a smaller space and use less bandwidth

Second conditional

We use the **second conditional** to talk about something that is not true now or is unlikely to happen in the future.	**If** we **were** a big company, we **would buy** an expensive video conferencing system. **If** we **got** a video conferencing system, our travel costs **could go down** a lot.

5 Look at audio script 32 on page 77 and underline all the examples of the second conditional. Which tense do we use in the *if* clause? In the main clause?

Listening 6   ▶ 🔊 **33**   Listen to five people talking about video conferencing. Do they think the situation is likely or unlikely? Tick ✓ the correct column for each speaker.

	Likely	Unlikely
Speaker 1		
Speaker 2		
Speaker 3		
Speaker 4		
Speaker 5		

Speaking 7   Work in pairs. Look at audio script 32 on page 77 and complete this table. Then discuss the advantages and disadvantages of having each system.

	Dedicated video conferencing system	Videophone
How many locations of participants?		only two
How many participants in each location?		only one
Cost?		less expensive
Room		any room is OK
Equipment needed		only the videophone

If we had a videophone, we could save a lot of money. But we wouldn't be able to have meetings with lots of people.

8   Work in pairs. What would happen if you wanted a video conferencing system but didn't have these items? Complete this table. Then take turns to say complete sentences.

Item	Problem without this item
1 encryption	*wouldn't be secure*
2 warranty	
3 a high-speed internet connection	
4 an MCU	
5 training	
6 a dedicated room for the equipment	
7 data compression	

If we didn't have encryption, our video conferences wouldn't be secure.

9   Work in pairs. Student A, you are a general manager. You want a video conferencing system but want to save money. Student B, try to persuade Student A, your manager, to have one of the features in 8. Then swap roles and repeat the activity.

10   If these people could use video conferencing facilities, how would their lives be different? Discuss. Use language from the Language box.

   1   a deaf person
   2   a child who lives a long way from any school
   3   doctors working in a small hospital a long way from a city
   4   a company director who doesn't have time to visit her clients overseas

E-commerce

1 Work in pairs or small groups. Do you buy things on the internet? Why/Why not? What are the advantages and disadvantages of internet shopping? Discuss.

2 Read this magazine article about Dalya's job. What are three parts of an e-commerce system? Which does Dalya find most difficult to set up?

shopping basket (BrE) = shopping cart (AmE)

Internet shopping: the inside story

Dalya Rahman specialises in setting up e-commerce systems. Here, she tells 'New Careers' magazine about her job.

I work with B2B (business-to-business) e-commerce systems as well as B2C (business-to-consumer) systems and integrate all the components: the user interface, the shopping basket and the payment system. The user interface is the part that shoppers see on their screens. For this, I work closely with designers to make it look good; it's important that customers enjoy using it.

When customers see an item that they want to buy, they put it in their shopping basket. To set this up, I usually integrate standard software packages with the company's website. This software uses small files that the browser puts on the user's computer, called cookies, to track the items in the basket. This stage isn't too difficult – mostly I just match up the code with the client's website.

The next step is the payment processing system. This takes the customer's information – delivery address, credit card number, etc. It processes the payment and outputs the details so that the company can send out the order. This component is more complicated: I have to integrate it into several different systems, including the company's accounting system. Fortunately, there's a special data format, EDI, that is Electronic Data Interchange, which makes this easier. EDI is standard in e-commerce systems so that other kinds of software, such as accounting systems, can accept data from it.

My job is fun because every project is different and I use my technical skills as well; a great combination!

3 Find words in the article in 2 that match these definitions.

1 put together two or more things so that they work well together (paragraph 2) _____

2 smaller parts of something bigger (paragraph 2) _____
3 computer programming instructions (paragraph 3) _____
4 taking a series of steps to do something (paragraph 4) _____
5 the place to send goods (paragraph 4) _____
6 the items that a customer wants to buy (paragraph 4) _____
7 looking after money in an organisation (paragraph 4) _____

4 Read the article in 2 again and answer these questions.

1 For which component is appearance important?
2 Which component involves integration with something else?
3 What do e-commerce websites use cookies for?
4 For which component is programming mentioned?
5 Which item involves integration with more than one other component?
6 Where does the company get delivery information from?
7 Why is EDI useful?

5 There are three acronyms in the article in 2. Underline them and their meanings.

Language

Giving meanings of technical words	
To explain technical words, we can: • give the meaning in brackets. • use *called* + the word(s) between commas. • use *be*. • use a separate sentence. • use a relative clause.	... EDI **(Electronic Data Interchange)** *format ...* *We use small data files,* **called cookies,** *to ...* *We use EDI. EDI* **is** *a way of sharing data between components of a ...* *We use EDI,* **which** *is a way of sharing data between components of a ...*

Speaking 6 Work in pairs. Student A, look at the information on this page. Student B, look at the information on page 71. Follow the instructions.

Student A

1 Student B will read the definitions of some words to you. Give him/her the correct acronym or phrase from the box for each definition.

> bricks and clicks   DRM   NFC

2 Read these definitions to Student B. He/She will give you the correct acronym or phrase for each definition. Write it in the gap.
   a) a data security system which is used over the internet and other open networks _____
   b) buying and selling between business and government _____
   c) a real shop, not an online one _____

Listening 7 ▶ 🔊 34   Listen to a telephone conversation between a customer and a salesperson talking about a new product. What is the product? What problem does it solve?

8 Listen again and answer these questions.
   1 How do online customers use the product?
   2 How do customers use it in real (bricks and mortar) shops?
   3 What is a further benefit for the company?

Speaking 9 Work in pairs. What is an e-wallet? Write a definition. Then compare answers with your partner. Discuss any differences and create a new definition combining your ideas. Share your ideas with the class.

10 Work in pairs. Would you be happy to use an e-wallet? Why/Why not? How secure do you think it is? Discuss.

11 Work in pairs. Write definitions for three words from the text in 2 but do not show your partner. Then read your definitions to your partner. Can he/she guess the words?

Training users

1 Work in pairs. Discuss these questions.

1 When a company buys new technology, how important is it to train users?
2 What do you think are the advantages of e-learning over face-to-face learning?

Vocabulary **2** Match words 1–8 to definitions a–h.

sync = synchronise/
synchronisation

1 smartphone ___
2 threaded view ___
3 tagging ___
4 announcement ___
5 policies and procedures ___
6 syncing ___
7 instant messaging ___
8 archiving ___

a) documents showing standard ways of doing things in an organisation
b) adding keywords to a file (e.g. a document or photograph) to make it easier to find
c) a type of mobile phone that can also use data
d) a way of viewing emails and comments so that all messages in the same conversation are grouped together
e) saving an old file in a special place because you don't use it very often but might want to use it later
f) making the data from two places match, e.g. making two calendars match
g) an important message for many people, giving new information
h) a system for having conversations using short written messages on the internet

Listening **3** ▶ 🔘 35 Listen to six employees asking for training on an enterprise social networking (ESN) system. Tick the areas/features the employers need training in.

Training needs analysis: Enterprise social networking system

Specific areas/features	Training needed	Specific areas/features	Training needed
• instant messaging	☐	• finding messages	☐
• increasing efficiency	☐	• smartphone syncing	☐
• document collaboration	☐	• threaded view	☐
• policy and procedure access	☐	• archiving of old messages	☐
• company announcements	☐	• tagging of messages, files and documents	☐

Language

Making requests

For requests, we can use polite questions such as indirect questions (e.g. *It would be great to know ..., I'd like/love to know ..., Could someone tell me ...*) or the modal verbs *can* and *could*.	*It would be great to know* how syncing works. *Could someone tell me* how to use the ESN system? *Could* we learn about tagging?

4 Write a polite request for training in each of these areas.

1 instant messaging
2 document collaboration features
3 document archiving
4 finding information

Speaking **5** Work in pairs. Choose one of the words in the box and roleplay a conversation requesting a training session. Then swap roles and repeat with another word.

| CAD software | databases | networks | spreadsheets |

Business matters

1 Look at the headings in this report. What are the main points of the report?

Current issues for BDL Limited and possible IT solutions

Introduction

Our last year has been good. The new overseas office is doing well and our B2B and B2C sales are increasing quickly. Our sales team is working hard and our four bricks and mortar shops are also doing well. However, there are some issues that we need to deal with so that we can continue to do well in the future. Some new technology might help with these.

Problems: communication and internet sales

We have found two problems that the IT Department could help us with. These are:

- Communication between our different country offices and departments in different locations isn't very efficient, especially for our international locations. We are collaborating more and more between different locations, so it's important to make this easy for people.

- Internet sales are going down. There are several reasons for this. The main one is that customers don't like using the current online shopping system. We need a system that's easier to use so that customers don't give up before they finish their transactions.

Recommendations for IT solutions

The first step should be to find out whether technology can help with these problems and, if so, how it can help. If this is successful, next we should find out about prices and features of appropriate systems.

2 Read the report in 1 and answer these questions.

1 Does the company have locations in one country or more than one?
2 What problem do they have with communication?
3 What problem do they have with e-commerce?
4 What two steps does the company want to take next?

3 Work in pairs. Think about the technology that you talked about in this unit. Which items could help the company in 1? If the company had the item(s) now, how would things be different?

4 Look at the report in 1 and answer these questions.

1 Which features of the report clearly show the main points?
2 Which section of the report:
   a) gives the background information?
   b) gives details?
   c) talks about future actions?
3 In each section, where is the main idea: at the beginning, in the middle or at the end of the section?

5 Write a short report explaining your decisions in 3. Use these headings:

- Introduction
- Suggestions and benefits
- Recommendations for next steps