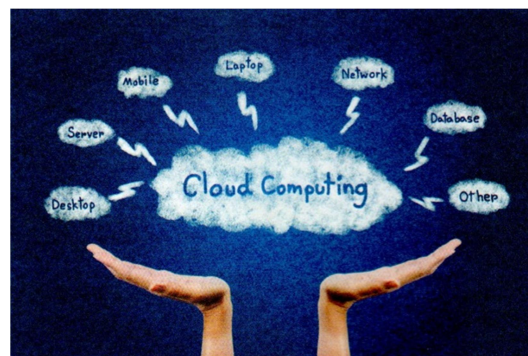


III. WHO CREATES INNOVATION

1. BEFORE YOU READ

A. Look at the picture and read the definition.



Cloud computing enables Internet users to store and access shared data and services online instead of using their personal computers. The cloud is an assemblage of computers and servers accessed via the Internet. It provides hardware and software services online.

Explain in your own words what cloud computing is. Give examples.

B. Name some advantages of cloud computing.

Look at the advantages listed below.

Choose two and make sentences using the prompts.

no data loss – unlimited storage space – improve computer performance –
reduced costs – universal file access

Thanks to cloud computing...

Cloud computing enables you to...

Cloud computing allows you to...

With cloud computing you can...

With cloud computing, there's no need to...

C. Read the heading and the subheading of the article. Guess what the article is about.

2. READ THE TEXT

A. Work on words: find synonyms in the text.

1. encourage:
2. plaintive repetition:
3. intelligent:
4. get ahead of competitors:
5. minor change:
6. major change:

B. Check your understanding of the text.

Paragraph 1

- Identify the two categories of businesses mentioned.
- What is the difference between the two?

HELP

to fail in a recession: go bankrupt
to thrive: prosper, succeed
declining: failing
booming: successful

Paragraph 2

- Find an example of Information Technology (IT) useful to remain competitive. Quote the text.
- Pick out the words or expressions referring to time.
- Now explain the big difference the cloud makes in terms of reactivity and efficiency.

HELP

to gain time
to save time
time-saving
efficiency

Paragraph 3

- Who created innovations in the past?
- Who creates them now?
- Focus on consumers' responses to innovations. Give the two possible reactions consumers have. Quote the text and then rephrase in your own words.
- Find two expressions showing the behaviour of consumers is difficult to anticipate.
- Explain the expression *The consumer is tyrant*.

3. INTERACT WITH THE TEXT

Can you think of other solutions to help businesses stay competitive and be creative?

HELP

resort to: *recourir à*
expand: *développer*
crowdsourcing: contributions from a large group of people
portfolio of services: *offre de services*
bold: *audacieux*

HELP: Expressing suggestion

In order to stay competitive,
companies should + V
they could / might + V
they had better + V

4. PREPARE FOR THE EXAM

Present the document (type, source, date, main topic).

↪ Fiche méthode 7 « restituer un document à l'oral », p 193.

GRAMMAR: USED TO + V, NO LONGER, NOT ANYMORE

Observez la phrase suivante et cochez la bonne traduction :

Innovation is no longer in the hands of middle-aged bearded men. (l. 28-29)

- ☐ L'innovation n'appartient plus aux hommes barbus d'âge moyen.
- ☐ L'innovation appartient toujours aux hommes barbus d'âge moyen.

Observez maintenant les phrases ci-dessous et cochez celles qui ont le même sens :

- ☐ Innovation is not in the hands of middle-aged bearded men anymore.
- ☐ Innovation has never been in the hands of middle-aged bearded men.
- ☐ Innovation used to be in the hands of middle-aged bearded men.

Concluez : Pour indiquer qu'une action ou qu'un fait étaient vrais dans le passé mais ne le sont plus à présent, on utilise ...

Design an innovation-friendly IT management strategy around the cloud

Cloud services play a key role in driving innovation, helping businesses stay competitive



Open the business pages of any newspaper, and you will invariably see two types of story side-by-side. One will be yet another mournful litany of endless recession; the other a company bucking the trend¹ with innovative working practices and remarkable new products. Every business wants to be in the second category, and technology is a very good place to start. [...]

Cliff Evans, Chief Digital Officer at technology consultants, Capgemini agrees that a smart integration of cloud services can help businesses of any size to leapfrog the competition. "What matters is the ability to be adaptable; to move quickly in response to the different needs of consumers. We now have the ability to choose services, join them together, and try things, what we call "test and learn". In the old world you'd spend a lot of time making a plan, evaluating a technology, and then implementing² it. In the new world, you'll string together³ multiple services, test them and learn from it. The

cloud regime gives you lots of opportunity to evolve fast."

The consumer is tyrant

But don't get too comfortable. Innovation is no longer in the hands of middle-aged bearded men in darkened garages. Nor do large companies have a monopoly on good ideas. The consumer is king, and the consumer is fickle⁴, too. They have adopted technologies like mobile and social media, and use them to own outright⁵ their relationship with businesses. Not only can they damage your reputation; they can switch to "the new thing" en masse, without warning: think MySpace or Friends Reunited for big examples. Says Evans, "The choice has been taken away from business owners. It's difficult to predict what the next best thing is, and it won't be a linear change, it could be a step change, so you need to be able to adapt quickly."

July 13th 2013.
www.theguardian.co.uk

1. buck the trend: *aller à l'encontre de la tendance* 2. implement = put into practice 3. string together = combine
4. fickle: *capricieux* 5. own outright: *avoir le contrôle de*