

# BREVET DE TECHNICIEN SUPÉRIEUR

**Assistant de gestion de PME-PMI**

**À RÉFÉRENTIEL COMMUN EUROPÉEN**

Épreuve de langue vivante étrangère

U21 – Compréhension de l'écrit et expression écrite

ANGLAIS

SESSION 2019

Durée : 2 heures

Coefficient : 2

**Matériel autorisé :**

- LE DICTIONNAIRE UNILINGUE EST AUTORISÉ  
(à l'exclusion de tout dictionnaire électronique)
- CALCULATRICE INTERDITE

Dès que le sujet vous est remis, assurez-vous qu'il est complet.

Le sujet se compose de 3 pages, numérotées de 1 à 3.

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## Using unlicensed software could cost you more than you think

If customers asked you to give your products away for free, what would you say? Understandably, you wouldn't be too open to the idea. But every day, small businesses expect popular software providers to do just that. Based on the recent Global Software Survey, the Business Software Alliance (BSA) estimates that around 18 per cent of software installed on personal computers in Australia is unlicensed.

The issue isn't just an ethical one. Small businesses that use this software are actually putting themselves at increased risk, specifically from security attacks, malware and data breaches. You may not have realised it, but getting rid<sup>1</sup> of unlicensed software is the single easiest way to mitigate your risk of cyberattacks and protecting the long-term success of your business.

Software has become one of the most ubiquitous and essential tools businesses use to perform their most fundamental tasks — from tracking sales, maintaining books, and communicating with customers — and to improve the way they do business, reach new markets, and obtain a competitive advantage. But many businesses also see these efforts hampered by crippling security threats, including exposure to malware.

Malware threats are now at an all-time high with eight new threats appearing every second. And criminals aren't just targeting large businesses. In fact, 43 per cent of cyberattacks worldwide in 2015 were against small businesses with less than 250 workers. These attacks are also becoming more expensive and difficult for business to handle.

Security attacks don't just cost businesses valuable time and resources. They can also result in decreased productivity, lost business data and can also seriously damage your business brand and reputation. Just think about it — would you want to do business with a brand that didn't protect your personal information or credit card details?

That's why many small businesses are now following the lead of larger counterparts in developing stronger software management plans — with great results. The simple act of using only registered, licensed software can dramatically reduce your security risks, mainly because the software can be patched with the latest updates to defend against malware incursions and data breaches.

Opting to use unlicensed software may seem like the easy route for small-businesses owners, especially those looking for ways to maximise cashflow, cut down on expenses and increase profit. But the reality is you are exposing your business to unnecessary security risks and could end up hurting your bottom line<sup>2</sup>. So how much is that "free" software really going to cost you? I hope you don't find out.

Adapted from *insidesmallbusiness.com.au*, July 5, 2018

<sup>1</sup> getting rid of: eliminating

<sup>2</sup> hurting your bottom line: damaging your results

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## A. Compréhension de l'écrit (10 points)

Vous rédigerez en **français** le compte-rendu de ce document en 180 mots (+ ou – 10%).

Vous indiquerez **impérativement** le nombre de mots utilisés.

## B. Expression écrite (10 points)

Vous êtes Chris FISHER et vous travaillez comme assistant(e) de gestion dans la PME australienne *Glengarry Digital* (252 Station Road, Lansdale WA 6065), spécialisée dans la fabrication et la vente de composants électroniques pour téléviseurs. L'entreprise vient d'être victime d'une cyber-attaque : un virus malveillant a endommagé un logiciel sans licence officielle.

Votre PDG, Sam GLENGARRY, vous demande de contacter en son nom la société australienne de sécurité informatique *SoftAudit* (22 Timber Lane, Cannington WA 6987).

Vous rédigerez **en anglais** une lettre de demande d'informations.

- Vous présentez rapidement votre entreprise et les raisons de votre courrier.
- Vous souhaitez connaître :
  - les prestations que *SoftAudit* propose en matière de sécurité numérique ;
  - les délais d'intervention ;
  - les possibilités de formation ;
  - les tarifs.
- Vous désireriez rencontrer dans les meilleurs délais un de leurs consultants dans vos locaux.
- Vous les remerciez par avance de l'aide qu'ils pourront vous apporter.

Formules et présentation d'usage.

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