Glossary

**Application Service Provider (ASP):** Describes the third-party vendors that host a company’s software applications. It’s a form of outsourcing.

**Balanced Scoreboard:** Developed in the early 1990s by international strategy consultant, David Norton and Harvard Business School Accounting Professor, Robert Kaplan. It is a means to measure performance and formulate future strategy for a company. The objectives and measures view organizational performance from four perspectives: financial, customer, internal business process, and learning and growth.

**Browser:** Software application through which users access the Web; these applications communicate via HTTP, manage HTML, and display certain data types for graphics and sound.

**Business Process Reengineering (BPR):** The process of introducing a major innovation into an organization’s structure or business processes, resulting in possible overhaul of the organization’s technological, human, or organizational dimensions.

**B2B:** Abbreviation for “business to business.” It is used to describe software interaction between business partners.
**B2C:** Abbreviation for “business to consumer.”

**Cascade Style Sheet (CSS):** Enhancement of HTML that adds page layout features to Web documents by specifying a template for graphic elements that can be placed on the page.

**Client/Server Architecture:** A form of distributed processing in which several computers share resources and are able to communicate with many other computers. A client is a computer used to access shared network resources, and a server is a machine that is attached to the same network that provides clients with these services.

**Collaborative Filtering:** A personalization service available to Web users that polls their preferences on products and then delivers customized information to the users.

**Competitive Intelligence:** The activities of an organization in gathering information on its competitors, markets, technologies, and government action.

**Customer-Focused Approach:** A business approach that pays close attention to customers and their preferences.

**Data Manipulation Language (DML):** Instructions used with higher-level programming languages to query the contents of a database, store or update information therein, and develop database applications.

**Data Mart:** A database containing data extracted and often summarized from one or more operational systems or from a data warehouse and optimized to support the business analysis needs of a particular unit.

**Data Mining:** A component of business intelligence decision-support process in which patterns of information in data are discovered through the use of a smart program that automatically searches the database, finds significant patterns and correlations through the use of statistical algorithms, and infers rules from them.

**Data Warehouse:** A form of data storage geared towards business intelligence that integrates data from various parts of a company. The data in a
data warehouse is read-only and tends to include historical as well as current data so that users can perform trend analysis.

**Database Management System (DBMS):** The software used to specify the logical organization for database and access it.

**Decision Support System (DSS):** Used in the 1970s and 1980s to describe business systems.

**Distributed Data Management:** Client/server structure in which all three application components are in the client, with database management distributed between the client and the server.

**Distributed Logic:** Client/server structure in which the data management is on the server and presentation logic is on the client.

**Drill Down/Up:** A component of OLAP analysis. The term *drill down*, in the context of data analysis, refers to the process of navigating from less-detailed aggregated information to more granular data. Moving in the opposite direction is called *drill up*.

**EFT/POS:** A form of electronic funds transfer in which the purchaser is physically at the point of sale (POS). Operates using either debit or credit card.

**Enterprise Deployment:** Term used in the computer industry to describe hardware and software configurations aimed to address the corporation as a whole as opposed to a single department.

**Enterprise Network:** The interconnection of multiple LANs and WANs to form a network that completely spans an entire organization.

**Enterprise Resource Planning System (ERP):** It enables a company to integrate data used throughout the organization in functions such as finance, operations, human resources, and sales. This system extends the pool of information for business intelligence.

**Executive Information System (EIS):** Customized views of business data with access limited to the senior executives. These systems were difficult
to build and were expensive, hence, slow to adapt to the rapidly changing modern corporations.

**Executive Support System:** Comprehensive executive information system that may also include analytical communication and intelligent capabilities.

**Extensive Markup Language (XML):** Industry standard for the design and formatting of web documents. More powerful and flexible than HTML.

**External Database:** A database that exists outside an organization.

**Extraction, Transformation, and Loading (ETL) of Data:** Data is selected from the source(s) based on specific criteria and often transformed from its original state. Extracts may be output to various media.

**Extranet:** Variation of the word *Internet.* The company can share information with external customers and/or suppliers through a web-based application.

**Fiber-Distributed Data Interface (FDDI):** Data transmission technology that passes data around a ring at high speeds; based on speed and capacity of fiber optics but can use any transmission medium.

**Firewall:** A security device located between a firm’s internal and external networks; regulates access into and out of the firm’s IT system.

**Fuzzy Logic:** A method of working with “fuzzy” information, that is, incomplete or ambiguous information.

**Group Document Database:** A powerful storage facility for organizing and managing all documents related to a specific team or group.

**Intelligence:** First step in decision-making process where a problem, need or opportunity is found or identified.

**Intranet:** Variation of the word *Internet.* A web-based application that allows sharing information with a firm’s employees.
Knowledge Base: The collection of data, rules, procedure, and relationships that must be followed to achieve value or the proper outcome.

Knowledge-Based System: Also called an expert system. An artificial intelligence system that applies reasoning capabilities to reach a conclusion.

Knowledge Management: Application for any business to create, maintain, and share company knowledge. The challenge of capturing collective experience, core values, and expertise of an organization.

Linking: Data manipulation that combines two or more tables using common data attributes to form a new table with only the unique data attributes.

Local Area Network (LAN): A network that connects computer systems and devices within the same geographical area.

Management Security Service Provider (MSSP): An organization that monitors and maintains network security hardware and software for its client companies.

Metadata: The information a database or application stores to describe an organization’s business data and the applications that support it. Refers to the information used to describe a set of data.

Multidimensional Analysis: A type of analysis by which users combine data from many different perspectives in order to test conclusions or compare alternative strategies.

Net Markets: Also known as ehubs, online trading exchanges. They bring together a huge number of sellers and buyers through the Internet. They also increase the number of choices available.

Online Analytical Processing (OLAP) Method: Developed by Microsoft Corporation. Enables access to data from any application, regardless of which database management system (DBMS) is handling the data.
Online Transaction Processing (OTLP) Database: Refers to databases designed to handle a large volume of concurrent updates from a large number of users.

Open Database Connectivity (ODBC): Standards that ensure that software can be used with an ODBC-complaint database.

Planned Data Redundancy: A way of organizing data in which the logical database design is altered so that certain data entries are combined; summary totals are carried in the data record rather than calculated from elemental data; and some data attributes are repeated in more than one data entity to improve data performance.

Portal: Entry point. Describes the entry point for users to access information available throughout the World Wide Web.

Push Technology: Automatic transmission of information over the Internet rather than making the users search for it with their browsers.

Replicated Database: A database that maintains multiple copies of information in different locations.

Sales Force Automation (SFA): Software that helps management of sales forecast and enables sales teams to coordinate activities.

Semantic Layer: A software layer that insulates business users from the technical intricacies of database. It provides data as familiar business terms.

Set-Based Analysis: A recent method that uses groups of sets. It facilitates the examination and comparison of data.

Slice and Dice: Another term for multidimensional analysis. When data has three (or more) dimensions, it can be thought of as being arranged in a cube (or hypercube), with each side representing a dimension. When the data is analyzed, part of the cube can be “sliced” off or “diced” to get to an individual cell.
**Source Data Automation:** Capturing and editing data, where the data is originally created in a form that can be directly input to a computer, thus ensuring accuracy and timeliness.

**Structured Query Language (SQL):** Industry standard database protocol introduced by IBM.

**Supply Chain:** A complex network that organizations maintain with trading partners.

**Total Quality Management (TQM):** Meeting customers’ expectations through continuous improvement.

**Virtual Private Network (VPN):** A public network that guarantees availability to an organization, but does not provide the organization with a dedicated line or communication media.

**Wireless Application Protocol (WAP):** Industry standard that allows the projection of Internet data onto the small screen on a wireless device such as a cellular phone.