SASKATCHEWAN
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E-Business Glossary

Glossary

ADSL: Short for asymmetric digital subscriber line. A compression technology that allows voice, data and one-way, full-motion video to be delivered at a speed of 1.5 Mbps over existing copper feeder, distribution and subscriber lines.

Affiliate Program: A network of businesses placing banners or links on each other's Web sites promoting each other's brands and products. Customers are referred to one another in exchange for a sales commission.

Auction: A web site that facilitates transactions among consumers based on the highest bid.

Authentication: The process of identifying a person usually based on username and password. Authentication ensures a person is who they claim to be, but says nothing of the access rights of the individual.

Authorization: The process of giving individuals access based on their identity.

B2B: Short for business-to-business e-commerce.

B2C: Short for business-to-consumer e-commerce.

Bandwidth: The amount of data that can be transmitted in a fixed amount of time.

Banner Advertisement: The "click here" message you see at the top of Web pages that tempts customers into visiting web sites.

Banner Exchange Network: A network of web sites placing banner advertisements on each other's sites.

Bricks-and-Mortar (B&M): A physical store.

Brochureware: A web site with information about a company and its products or services.

Browser: The software you need to travel the Internet.

C2C: Short for consumer-to-consumer e-business, the use of auctions to allow consumers to bid on products.

Chargeback: A credit card purchase is cancelled by the cardholder. In e-commerce, cardholders can chargeback a purchase if they did not sign the sales draft and have a complaint with the product. Cardholders can chargeback any Internet purchase for up to 180 days from the date of purchase.

Clickthrough: The act of a potential customer clicking on a banner advertisement to reach the marketer's site.

Clicks-and-Mortar (C&M): The integration between a virtual store (clicks) and a physical store (mortar).

Connectivity: The idea of a fusion of computing and communications.

Convergence: The coming together of two distinct technologies.

Cookie: A unique identifier sent to your computer by a web server and stored on your hard disk.

Data Mining: The process of taking raw information that your customers have provided and turning it into information that can assist in sale segmentation, product customization, and/or customer.

Digital Certificate: An attachment to an electronic message used for security purposes. The most common use of a digital certificate is to verify that a user sending a message is who he or she claims to be, and to provide the receiver with the means to encode a reply.

Disintermediation: Removing the middleman. The term describes Internet-based businesses that use the World Wide Web to sell products directly to customers rather than going through traditional retail channels. By eliminating the middleman, companies can sell their products cheaper and faster.

Domain Name: A web site's address on the Internet.

DSL: Short for digital subscriber lines. The use of sophisticated modulation schemes to pack data onto copper wires. DSL offers speeds up to 32 Mbps for downstream traffic, and between 32 Kbps to 1 Mbps for upstream traffic.

E-business: Short for electronic business, conducting business on the Internet.

E-commerce: Short for electronic commerce. Incorporating all elements of commerce online including sales, inventory management, and human resources.

EDI: Short for Electronic Data Interchange, the transfer of data between different companies using networks, like the Internet.

EFT: Short for Electronic Funds Transfer, a specific example of how banks use electronic data interchange to transfer funds.

Electronic Commerce: Incorporating all elements of commerce online including sales, inventory management, and human resources.

Electronic Mail: An electronic marketplace where stores pay rent to be associated and therefore generate traffic.

E-mail: Short for electronic mail, the transmission of messages over communications networks. The messages can be notes entered from the keyboard or electronic files stored on disk.

Encryption: the translation of data into secret code. Encryption is the most effective way to achieve data security. To read an encrypted file, you must have access to a secret key or password that enables you to decrypt it.

FAQ: Short for frequently asked questions. A FAQ is a document that answers questions about some technical topic.

Firewall: Software that keeps unauthorized people outside a network. It can also be used to prohibit employees from browsing the web.

FTP: Short for File Transfer Protocol, the protocol used on the Internet for sending files.

Future Consideration Sale: A sale where the product will not be shipped or used by the customer within seven days of the order.

Hit: The retrieval of any item, like a page or a graphic, from a web server. For example, when a visitor calls up a web page with four graphics, there are five hits, one for the page and four for the graphics.

Hosting Company: Companies providing the dedicated high-speed communications line, support staff, equipment, and software. By outsourcing the technical operations of e-commerce sites, businesses can jump online quicker and cheaper.

HTML: Short for HyperText Markup Language. The language that allows users to communicate with web servers and browsers.

HTTP: Short for HyperText Transfer Protocol, the underlying protocol used by the World Wide Web. HTTP defines how messages are formatted and transmitted, and what action Web servers and browsers should take in response to various commands. For example, when you enter a URL in your browser, this actually sends an HTTP command to the web server directing it to fetch and transmit the requested web page.

Hypertext: A system of linking electronic documents. Click on a word or phrase, and you are taken to another page of information about that idea.

Internet Access Provider: Another term for an Internet Service Provider.

Internet Payment Service: A company that allows online stores to accept credit cards without a merchant account. In addition to granting merchant status to online stores, they act as transaction-processing companies, providing secure real-time credit card authorization services to online stores.

ISDN: Short for Integrated Services Digital Network. An international communications standard for sending voice, video, and data over digital telephone lines or normal telephone wires. ISDN supports data transfer rates of 64 Kbps.

ISP: Short for Internet Service Provider.

Internet Service Provider (ISP): A company that provides access to the Internet. For a monthly fee, the service provider gives you a software package, username, password and access phone number. Equipped with a modem, you can then log on to the Internet and browse the World Wide Web and USENET, and send and receive e-mail.

Link Sharing: A network of web sites placing links on each other's sites.

Merchant Account: A bank account that allows your online store to accept credit cards. You need to have a merchant account for each credit card that you want to accept.

Meta Tag: A special HTML tag that provides information about a web page. Many search engines use meta tags to build their listings.

Modem: Short for modulator-demodulator. An electronic device that allows computers to communicate over standard telephone lines.

Online: Connected to the Internet via a modem.

Online store: A company offering its products and services to its customers over the Internet.

Permission Marketing: Customers volunteer to be marketed to, ensuring an interested audience of consumers.

Plug-in: An application that works seamlessly with a web browser.

Portal: A web site providing all-in-one entry to the Internet. It provides search engines, E-mail, chat rooms, free personal web pages, shopping and guides.

Search Directory: A program that searches a directory of keywords that have been registered with each web site.

Search Engine: A program that searches web sites for specified keywords and returns a list of the documents where the keywords were found.

SET: Short for Secure Electronic Transaction, a standard that enables secure credit card transactions on the Internet. By employing digital signatures, SET enables merchants to verify that buyers are who they claim to be. It protects buyers by providing a mechanism for their credit card number to be transferred directly to the credit card issuer for verification and billing without the merchant being able to see the number.

Shopping Cart: A shopping cart is a piece of software that acts as an online store's catalog and ordering process. Typically, a shopping cart is the interface between a company's web site and its deeper infrastructure, allowing consumers to select merchandise, review what they have selected; make necessary modifications or additions, and purchase the merchandise. Shopping carts can be sold as independent pieces of software so companies can integrate them into their own unique online solution, or they can be offered as a feature from a service that will create and host a company's e-commerce site.

Site Optimization: Providing search-engine friendly web sites to search engines and search directories.

Spam: Electronic junk mail.

Spamming: The sending of electronic junk mail.

Speech Recognition: The use of computer systems to recognize spoken words. Voice recognition implies only that the computer can take dictation. Natural language processing recognizes human languages.

SSL: Short for Secure Sockets Layer, a protocol developed for transmitting private documents, like credit card numbers, via the Internet. SSL works by using a private key to encrypt data that's transferred over the SSL connection.

Storefront Software: Software that allows you to create your online store by filling out a template.

T1: A dedicated phone connection supporting data rates of 1.544 Mbits per second.

T3: A dedicated phone connection supporting data rates of about 43 Mbps.

Template Service: By simply filling out a series of forms, a template package creates a store. Template services provide a relatively inexpensive solution for small businesses that want a good-looking store but do not need full control over every aspect of the site's merchandising and technical capabilities. Templates are more appropriate for small-scale stores that do not feature an extensive number of products for sale.

Traffic: The number of hits a web site receives.

Transaction Processing Company: A company that can securely process credit card orders and authorize them in real time over the Internet.

URL: Short for Uniform Resource Locator, the global address of documents and other resources on the World Wide Web. The first part of the address indicates what protocol to use, and the second part specifies the IP address or the domain name where the resource is located.

Viral Marketing: Customers pass information about services to those close to them, including friends, neighbours, and co-workers. In frictionless viral marketing, the customer spreads word simply by using the service. In active viral marketing, a customer actively participates in recruiting new customers.

Virtual Mall: An electronic marketplace where stores pay rent to become members and therefore benefit from the mall's traffic.

Virtual Web Host: A company that provides web hosting services to businesses with the condition that the host's name forms part of the address, like "www.abchost.com/-widgets" instead of "www.widgets.com." They are typically less expensive but offer less control than virtual web servers.

Virtual Web Server: A company that provides web hosting services and allows each business to have its won distinct domain name, like "www.widgets.com." They typically offer more control than virtual web hosting.

Web: Short for World Wide Web. A global online information repository running on top of the Internet.

Web Hosting Company: Companies providing the dedicated high-speed communications line, support staff, equipment, and software. By outsourcing the technical operations of e-commerce sites, businesses can jump online quicker and less expensively. The benefits of web-hosting services include reduced costs, increased functionality, and technical support.

Website: A site or location on the World Wide Web. Each web site contains a home page, which is the first document users see when they enter the site. The site might also contain additional documents and files.

Wireless Network: A network that uses high-frequency radio waves rather than wires to communicate.