

*This Glossary of eBusiness and Internet terms will help you understand any technical definitions, acronyms and terms used to describe hardware, software and processes.*

### **3G (Third-generation technology)**

Advanced wireless technology and a faster version of GPRS. Expected to reach maturity between 2003 and 2005, when 3G technology promises to keep people constantly connected to the Internet.

### **Adobe Acrobat Reader and Portable Document Format (PDF)**

Acrobat Reader is a software that allows you to open and view PDF files - a popular format for documents on the internet. The Acrobat Reader can be downloaded free from [www.adobe.com](http://www.adobe.com).

### **ADSL (Assymetric Digital Subscriber Line)**

A telecommunications technology which is able to use standard telephone lines to send data at high speeds (mbps).

### **Affiliate marketing**

Advertisers that sell goods online can develop a network of "affiliates" that put up banners or other links on their own websites in return for a proportion of the business generated (also known as partnership marketing).

### **ASP (Application Services Providers)**

A software provider that allows an organisation to rent software applications for a fee. Applications are then distributed through a network to many customers in exchange for ongoing smaller payments (as opposed to one fixed, upfront price).

### **Attachment**

A computer file - for example, a document, spreadsheet or image - that is sent accompanying an email message. Sending files as email attachments allows people to exchange files quickly, without having to use floppy disks to transport the files between computers or circulate hard copies on paper.

### **Authorisation**

The process by which credit card orders are checked with banking institutions to see if the

transaction should be accepted. An online order is therefore similar to a standard EFTPOS or credit card transaction, where a person or machine reads your credit card and checks with the bank whether it will authorise the payment.

### **Bandwidth**

The capacity of an information channel such as a telephone line. If information were water, bandwidth would be the size of the pipes that it runs through. A small pipe means not much water can get through. If you access the Internet through a modem, you are using a fairly small pipe - the ordinary telephone line.

### **bps (bits per second)**

A term used to indicate the speed of transmission along a telecommunications link. Most commonly used to indicate the speed of a modem. Usually used as kbps - kilobits (thousands) per second or mbps - megabits (millions) per second.

### **Banner Advertising**

A hypertext link with graphical elements, which has the ability to bring a potential customer directly to an advertiser's website.

### **Bluetooth**

A type of wireless technology providing short-range radio links, enabling users to connect a wide range of computing and telecommunications devices without the need to buy, carry or connect cables.

### **Broadband**

A type of Internet connection that allows permanent access between a computer and an ISP without using a dedicated telephone line. Very high bandwidth and mbps communications technologies used to increase speed of access to the Internet. These technologies include cable (using a cable modem), ADSL, microwave and satellite.

## Browser

Computer software used to view and navigate documents on the Internet. Examples include Netscape Communicator and Microsoft Internet Explorer. Many browsers are provided free of charge. A browser might have email capability built into it.

## Business automation

A contact manager, job activity and job tracking system that allows fast and flexible communications with a mobile workforce.

## Business-to-Business (B2B)

Interaction between businesses either in an established supply chain, or with trading partners. An area which didn't get as much publicity as the business-to-consumer activities, but one now gaining more recognition and maybe the more valuable activity for many businesses. The ability to electronically link your business with that of your suppliers could lead to faster restocking times, lower stock levels, and lower costs. If you have been considering engaging in business-to-consumer eCommerce, give some thought also to ways in which you could lower costs or increase your efficiency by engaging in business-to-business eCommerce.

## Business-to-Government (B2G)

Ability to complete planning applications, GST returns, income tax, intellectual property registration and other transactions online. In addition, governments are using the Internet to replace a number of different ways of purchasing, some paper-based, and some that are automated. Businesses are joining government procurement programs. Refer to the Victorian Government Purchasing Board for more information - [www.vgpb.vic.gov.au](http://www.vgpb.vic.gov.au).

## Business-to-Consumer (B2C)

Sell selected consumer products to Internet-using consumers willing to buy online. Small businesses can succeed in this area without an online selling capacity, simply by improving the marketing of their products to potential customers.

## Business to Employee (B2E)

A new way that businesses are using their online networks. Larger companies are leading the way in

creating business-to employees systems that let staff deal with their own employment records, or create an interactive self-service work environment. Services could include direct staff access to training, finance and travel information, industry news, stock quotes and e-commerce.

## Cable

A device that uses television cables to connect a computer to a local cable television line and receive data at higher rates than a 56k dial-up.

## Chat Group

A chat group is formed when Internet users talk to each other via their browser or another application. Several applications exist for chat groups including I Seek You (<http://www.icq.com>) and Internet Relay Chat.

## Click

Used to designate a single instance of a user pressing down on a mouse button to select a hyperlink on a website or other document and access the linked information. Clicks and bricks is a related term sometimes used to describe a new business style combining the old (bricks to indicate a traditional business and its office, shop or factory) and the new (clicks to indicate the new online way of doing business).

## Click-through rate

The click-through rate defines those visitors who click on an online advertisement as a percentage of the number of times that the advertisement appears. The cost per click (CPC) is the cost paid per click-through.

## Clickstream

The sequence of clicks or web pages requested as a visitor explores a website. An analysis of clickstreams can help improve the navigation and function of a website.

## Content Management System

A software package that creates and maintains *content* on a website by providing a set of tools for creating, editing and publishing the webpages and directories that makes up a website.

## Cookies

A cookie is a small amount of information that a website sends to your browser when you access information at that site. Your browser saves the information on your hard disk (unless your browser doesn't support cookies). Each time you use your computer to access that same website (for example, when purchasing a selection of books from an online bookshop), the information that was previously received is sent back to the website by your browser.

Most commonly used browsers support the use of cookies.

For more information - [www.privacy.gov.au](http://www.privacy.gov.au).

## CPM (Cost per thousand)

Cost per Thousand (Roman M) impressions is the price paid by advertisers to a website to display a banner advertisement one thousand times.

## CPA (Cost Per Acquisition)

Determines how much it costs to acquire a new customer, measured by the number of qualified customer actions such as sales or registrations against advertising costs.

## Cyberspace

A phrase used to describe the world of the Internet. Browsing the World Wide Web you could think of yourself as traveling through cyberspace, but it's not in any sense a serious technical term!

## Database

A collection of data or information stored in a structured format so that it is easy to search. A simple example might be your personal address book. You keep it in alphabetical order to make it easy to locate the name you want. It might have separate columns for the address and the phone number, again so that it is easy to quickly scan and get the information you want.

## Digital

Refers to technologies that represent information as strings of binary digits (ones and zeros). Sounds, images (still and moving), text and other data can all be represented in this way. Digitisation has revolutionized the way we store, transmit and

manipulate information. Computers and the latest mobile phones are common digital technologies.

## Digital Certificate

Identification cards issued by a third party prove that the sender is the person they claim to be.

## Digital Signature

In much the same way as our normal signature is accepted as a sign of authentication with handwritten documents and transactions, a digital signature is used to authenticate electronic documents and transactions. Each person's digital signature is unique. A digital signature can also be used to ensure that the contents of an electronic document have not been tampered with after it was signed.

For more information - [www.privacy.gov.au](http://www.privacy.gov.au)

## DSL (Digital Subscriber Line)

Enables high-speed transmission of digital data over copper telephone lines. In addition to providing a faster connection, DSL allows you to be online and on the phone at the same time.

## Domain Name

A unique name address that identifies a website. Domain names always have two or more parts, separated by dots - e.g. vic.gov.au. Domain names usually contain the name of a business, government agency or other organisation, and an ending such as .com or .com.au or .biz or .net.

## Downloading

The process of copying computer files from the Internet to your own computer. Copying a file of your own up on to the server is called uploading.

## eBusiness

eBusiness presents a broader dimension of eCommerce as it represents the use of electronic technology, especially web and other network technology, for business.

## **eCommerce (Electronic commerce)**

The exchange and processing of business transaction information using computers connected through the Internet. Transactions include selecting, ordering, invoicing or paying for goods via the web.

## **eCRM (electronic Customer Relationship Management)**

An integrated sales, marketing and service strategy that is used to identify, attract and retain an organisation's customers through innovative technology.

## **Electronic Data Interchange (EDI)**

The proprietary exchange of standardised document forms between computer systems for business use, such as purchase orders and invoices is becoming less common.

## **eFinance (electronic finance)**

An online financial, business or banking service that allows real-time access to account information and enables financial transactions via the Internet.

## **Electronic Funds Transfer (EFT)**

The electronic transfer of funds from one account to another.

For more information - [www.bankers.asn.au](http://www.bankers.asn.au)

## **Email (electronic mail)**

Email (or email) the exchange of computer-stored messages using telecommunication equipment. Although the body of a message is encoded in ASCII text, you can send non-text files, such as graphic images and sound files, as attachments in binary streams. Email was one of the first uses of the Internet and is still the most popular single use.

## **eMarketplace (electronic marketplace)**

An online trading forum where companies buy and sell products and services using different trading and purchasing mechanisms, including catalogues, auctions, reverse auctions, requests for quote (RFQ) and requests for tender (RFT).

## **Encryption**

A secure way of sending information such as credit card numbers over the Internet. The payment details pass through a complex mathematical process so information is coded before it is sent and received.

## **eProcurement (electronic procurement)**

A business-to-business (B2B) purchasing system that offers electronic purchase order processing and enhanced administrative functions for buyers and suppliers.

## **Ethernet**

A local-area network (LAN) architecture developed which supports data transfer rates of 10 Megabits per second. It is one of the most widely implemented LAN standards.

## **Extranet**

An intranet partially accessible to authorized outsiders. Whereas an intranet resides behind a firewall and is accessible only to people who are members of the same company or organisation, an extranet provides various levels of accessibility to outsiders.

You can access an extranet only if you have a valid username and password. Your identity determines which parts of the extranet you can view and what you can do.

## **Firewall**

Software installed on a computer network that prevents unauthorized access to or from a private network by examining each message and blocking those that do not meet the specified security criteria.

## **FTP (File Transfer Protocol)**

A protocol used to upload files from a workstation to a server or download files from a server to a workstation. Most FTP servers require the user to log on in order to transfer files. When "ftp" appears in a URL, it means the user is connecting to a file server, not a Web server.

**FAQ** Frequently Asked Questions.

### **GPRS (General Packet Radio Service)**

Next generation in mobile network technology providing a path to 3G networks. With GPRS, data is sent and received in small packets far more efficiently than on GSM networks, delivering significant improvements for users.

### **GSM (Global System for Mobile communication)**

A digital wireless telephone system commonly used in Europe and Australia.

### **Hacking**

The process of gaining unauthorised access to computer systems for the purpose of tampering and or stealing personal and financial information.

### **Hit**

The number of individual files downloaded, such as text or graphics, from a website. When a visitor arrives at the destination website their computer sends a request to the website's computer to start displaying pages. Each element of a page (including graphics, text and so on) is recorded as a 'hit'. As page designs vary from site to site, the number of hits bears little relationship to the actual number of pages viewed or visits to the site.

### **Home Page**

A home page is the first page presented at a site or presence on the World Wide Web. The usual address for a website is the home page address, although you can enter the address (URL) of any page and have that page sent to you.

### **HTML (Hypertext Markup Language)**

The authoring language or code used to create documents on the Web. HTML defines the layout and architecture of a Web page by using different tags and attributes.

### **HTTP (Hypertext Transfer Protocol)**

Used to transfer files from a Web server onto a browser in order to view a Web page online.

When "http" appears in a URL, it means the user is connecting to a Web server, not a file server.

### **Hub**

Another term for a web portal, where visitors can enter one point and then access linked website destinations - based on the analogy of the hub of a wheel.

### **Hyperlink**

Highlighted word or a graphic on a page on the World Wide Web which, when clicked, leads to other documents or sites. Often abbreviated to link.

### **IM (Instant Messaging)**

Generally quicker than email, this service allows you to see whether a chosen person is online and, if they are, to exchange instant messages. In order for IM to work, both must be using the same instant messaging program.

### **Internet**

A worldwide network of computers that facilitates data communication services such as remote login, file transfer, electronic mail, newsgroups and the World Wide Web.

### **Internet Service Provider (ISP)**

A business that offers Internet access to customers, generally for a set cost per hour or per megabyte of data transferred. The same company would generally also offer email services. If you are using a modem to connect to the Internet, your computer will dial the phone number of your ISP to connect. Some popular ISPs include AOL, Telstra Bigpond, OptusNet and Connect.

### **Intranet**

A collection of private computer networks within an organisation, accessible only to members of the same organisation. It sits behind a firewall so computers cannot be reached directly from the public Internet network. An intranet uses all the same tools as the Internet, such as servers to store information, and browser software to let workers view the information.

## **IP Address (Internet Protocol Address)**

Every computer that communicates over the Internet is assigned a numeric IP Address that identifies the device and distinguishes it from other computers on the Internet. Every website on the Internet actually has its own unique four-part identification number called an IP address, which might look like this: 217.18.234.22.

## **ISDN (Integrated Services Digital Network)**

A suite of standards for digital communication over the public telephone network. ISDN delivers a five-fold speed improvement over modems and provides close-to-perfect transmission reliability.

## **Kbps (Kilobits Per Second)**

A measure of data transfer speed, usually used to indicate how fast the modem transfers data. The higher the number, the faster you can surf.

## **Local Area Network (LAN)**

A network of computers communicating over short distances in restricted areas, such as a campus of a university. Many LANs have connections to larger networks.

## **M-commerce**

The use of a wireless terminal, such as a mobile phone or personal digital assistant (PDA), and a network to access information and conduct transactions that result in the transfer of value.

## **Meta Tag**

An item of HTML code. Meta tags can be used to flag all the words a business wants search engines to use when indexing its website.

## **Modem (MOdulator-DEModulator)**

A device that allows a computer or terminal to transmit data over a standard telephone line. It converts digital pulses from the computer to audio tones that an analog telephone line is set up to handle and vice versa.

## **Online**

You are online when your computer is connected to the Internet. An online service is one that operates over the Internet.

## **Online advertising**

Online advertising encompasses many forms of interactive advertising including banner advertisements on websites, sponsorship buttons, keyword and classified listings, links, text within emails, branding chat group and optimising search engine results. Online Advertising can be in a graphic, audio or video format.

## **Online Banking**

Accessing a virtual bank branch on your computer so you can manage your finances online at any time. You can pay bills, transfer money, and look at your balances and past transaction information.

## **Online Directories**

Electronic versions of directories of information which are accessible on the Internet.

## **Online networking**

Uses Internet, intranet and extranet technology to collaborate amongst certain groups of users, such as employees or partners.

## **Online purchasing**

A system where products and services are viewed via the Internet, items are selected for purchase and an electronic transaction is completed with a credit card or other form of payment.

## **Passwords**

A word or code that functions as a security measure, to protect against unauthorised access to data. The word or code is entered in order to acquire access to the data.

## **Portal**

A term given to websites that acts as gateways to the web. They are web destinations that Internet users visit to find links to other websites or the answers to their online needs, primarily because they provide structure and convenience through comprehensive content.

## PGP (Pretty Good Privacy)

A specific, public form of cryptography, developed by Phil Zimmerman, which is often used to encrypt email

## PKI (Public Key Infrastructure)

The policies and procedures that exist for establishing a secure method for exchanging information within an organization, an industry, a nation or worldwide. It makes use of certification authorities and digital signatures, as well as all of the hardware and software used to manage the process. This infrastructure creates a system of trustworthy Certification Authorities, consisting of policies, legislation, and facilities.

## POP (Point of Presence)

A telephone number that enables dial-up access. ISPs generally provide POPs in a range of locations so that a user can make a local call to gain Internet access.

## Permission marketing

An online direct marketing technique that requires the consent of the customer before distributing targeted marketing information (also known as opt-in email marketing).

## PDF (Portal Digital Format)

The file format used for transferring Adobe Acrobat files over a TCP/IP network such as the Internet.

## RAM (Random Access Memory)

The memory your computer uses to perform calculations. Not to be confused with hard disk space, where it stores data.

## Satellite

An Internet connection using microwave radio spectrum to send and receive data to a computer through a satellite dish.

## Search engine

A program that indexes documents and then generates relevant matches to it when a user requests a search. Examples of search engines include Google, Alta Vista and Yahoo.

## Security

Measures to prevent unauthorised access to the information stored on our computers - passwords, encryption, antivirus software and firewalls.

## Server

Any computer connected to a network that performs specific tasks for people (clients) using the network is a server. Web servers provide World Wide Web services to their clients.

## SMS (Short Messaging Service)

A service for sending messages of up to 160 characters to mobile phones that use Global System for Mobile (GSM).

## Software

The programs and applications that run on a computer. There are two basic types of software - the operating system (Unix, Macintosh OS, DOS, Windows) that controls the basic workings of a computer, and the application software that allows you to do particular jobs.

## Sound card

A device that allows a computer to play sounds.

## Spam email

Unsolicited or unwanted emails sent to a recipient's email address. Considered by some to be one of the most serious breaches of Internet mail usage because of its intrusive and offensive nature (also referred to as junk email).

## SSL (Secure Socket Layer)

A protocol designed for secure communication over the Internet. These protocols encrypt data transmissions, making it almost impossible for someone to interfere with electronic transmissions. When connected to a web server using one of these protocols, a gold lock icon will appear on the bottom right hand side of the browser status bar. HTTPS is a term used for exchanging files on the web via an SSL server.

## Surfing

Slang for the process of moving around the web.

## Uploading

The process of copying computer files from your own computer to a computer on the Internet.

## URL (Uniform Resource Locator)

The address of a file accessible on the Internet, such as a web page. The URL describes the resource's location and access method. For example, <http://www.mmv.vic.gov.au> describes the access method being used (HTTP) and the server location which hosts the Multimedia website ([www.mmv.vic.gov.au](http://www.mmv.vic.gov.au)). Email addresses are also URLs.

## Virtual Private Network (VPN)

Provides end-users a way to privately access information on a corporate network (e.g. Intranet).

## Virus

Malicious pieces of computer code that make unauthorised changes to a computer. A virus can be transmitted as an attachment on an email, by downloading infected programming from other websites, or through a floppy disk or CD.

## WAP (Wireless Application Protocol)

A global, open standard giving mobile users access to Internet services through handheld devices, without the need to connect to a separate laptop or data-enabled device.

## Web hosting

Houses, stores and maintains website files on computer servers in return for a monthly or yearly fee. Most websites are hosted on a dedicated web server at the external Web hosting provider's location.

## Website

A related collection of web pages on the Internet, comprising of files that are organized into a hierarchy. Each file or document contains text or graphics that appear as digital information on a computer screen.

## Web portal

A hub website that offers the ability (a) to search for a product or service from any company registered with that hub, and (b) to link straight to any website linked to the hub. The hub may include a buying or selling capability, and other member services.

## Wide Area Network (WAN)

A network of computers not limited to systems in close proximity. A WAN often links a number of LANs together.

## Wi-Fi

Short for wireless fidelity and is meant to be used generically when referring of any type of 802.11 network, whether 802.11b, 802.11a, dual-band, etc. Any Wi-Fi product using the same radio frequency (for example, 2.4GHz for 802.11b or 11g, 5GHz for 802.11a) will work with any other Wi-Fi product.

## Wireless

A type of technology that uses automated interactive devices without physical connectivity, such as wires or cabling.

## World Wide Web (the web or 'WWW' )

A global hypertext system that uses the Internet as its transport mechanism. In a hypertext system, you navigate by clicking hyperlinks, which can call up another document, a graphic image or a sound file. The links can be to files on the same computer, or on a computer on the other side of the world. The web was conceived in 1989 when Tim Berners-Lee proposed the development of a system to enable scientists to browse each other's papers, to the European Particle Physics Laboratory (CERN) in Switzerland. The language and protocol he developed led to the World Wide Web we know today.

## XML (Extensible Markup Language)

A programming language that allows Web developers to create customized tags that will organize and deliver Web content more efficiently than HTML.

## Can't Find the Term You Are Looking For?

Refer to the following glossaries available on the Internet:

[www.business.vic.gov.au](http://www.business.vic.gov.au) — *What is E-commerce?*

[www.matisse.net/files/glossary.html](http://www.matisse.net/files/glossary.html)

[www.pcwebopedia.com](http://www.pcwebopedia.com)

[www.techdictionary.com](http://www.techdictionary.com)

[www.e-businessguide.gov.au](http://www.e-businessguide.gov.au) – Click on the 'Glossary' link

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