



# “What does that mean?”

## An eBC Guide to e-Business Terms and Acronyms

Don't know the difference between DSL and ISDN? Not sure what B2C stands for? Here's a list of the most common Internet and e-business terms explained in plain English for the rest of us. If you're looking for an acronym or term that's not on this list, check out [www.whatis.com](http://www.whatis.com), [www.wikipedia.org](http://www.wikipedia.org) or [www.webopedia.com](http://www.webopedia.com), three online dictionaries for Internet technology users.

**B2C(Business to Consumer)** The exchange of goods and services between businesses and consumers. In Internet terms B2C is also known as 'E-tailing' which is short for electronic retailing and is the selling of retail goods on the Internet.

**Bandwidth** Literally, the width of a band of electromagnetic frequencies. This is the data that flows along a given transmission path. Both digital and analog signals have a bandwidth. Bandwidth usage on the Internet increases with the amount of data transmitted or received. In terms of e-commerce application, when choosing a web hosting service a user must consider how their website will function, how much bandwidth that requires, and how their web hosting provider can service their bandwidth needs.

**Browser** A software application used to search information posted on the World Wide Web. The two most common applications are Netscape and Internet Explorer.

**Content Management System** An administrative software system that enables a user to add or change content on a website.

**DSL (Digital Subscriber Line)** A technology designed to bring high-bandwidth information to homes and small businesses over ordinary copper telephone lines. Telus high-speed Internet service is an example of DSL.

**E-Business** The use of Internet technologies to conduct or facilitate business.

**E-Commerce** The trading of goods and services over the Internet.

**Firewall** A system designed to prevent unauthorized access to or from a private network. Firewalls are frequently used to prevent unauthorized Internet users from accessing private networks connected to the Internet, especially intranets.

**Home Page** The main page of a website that a user first sees when they connect to a web site.

**HTML (Hypertext Markup Language)** A 'code' used to build web pages. A common language used to share data over the web.

**Hyperlinks** Embedded 'connections' in web pages that allow users to 'jump' from page to page anywhere on the Internet.

**Internet** The decentralized global network of computers, routers and cable connections that enable millions of the world's computers to 'talk' to each other as long as they are both connected to the Internet.

**ISDN** (Integrated Services Digital Network) is a technology designed to provide digital transmission over ordinary telephone copper wire as well as over other media. DSL is quickly replacing ISDN as the preferred method of digital delivery.

**ISP** (Internet Service Provider) Also called Internet Access Provider. An organization that provides access to the Internet either digitally or via analog for a monthly fee.

**LAN** (Local Area Network) Workstations and computers that are connected in a specific work area in the same general location. Most LANs are confined to a single building or group of buildings. LANs are capable of transmitting data at speeds faster than data can be transmitted over a telephone line. Although, the distances are limited, and there is also a limit on the number of computers that can be attached to a single LAN.

**P2P** (Peer to Peer) A form of file sharing communications in which each participant has the same capabilities and either party can initiate a communication session. Napster is an example of P2P.

**Search Engine Optimization (SEO)** as a subset of search engine marketing seeks to improve the number and quality of visitors to a web site from "natural" ("organic" or "algorithmic") search results. The quality of visitor traffic can be measured by how often a visitor using a specific keyword leads to a desired conversion action, such as making a purchase or requesting further information.

**SME** Small and Medium Sized Enterprise under 100 employess.

**Server** A network device that provides services to client PCs, for example file access, print spooling or remote execution.

**URL** (Uniform Resource Locator) The alpha-numeric address used to locate a website.

**VoIP** (Voice over IP: voice delivered using the Internet Protocol) A set of hardware and software that allows users to use the Internet as a transmission device for ordinary telephone calls. A major advantage of VoIP and Internet telephony is that it avoids the tolls charged by ordinary telephone service. A major disadvantage is that currently it does not offer the same level of quality that direct telephone service connections do.

**Web Host** An organization that provides users who do not have their own web servers with server space to 'park' their website and allow others to view it over the Internet. ISPs also host websites and those such as AOL, will allow subscribers a small amount of server space to host