

**Butler Group** ▶  
a **Datamonitor** Company



# Business Intelligence

Corporate Performance Management

**April 2009**

# SECTION 9: Glossary

**ActiveX**

Microsoft's suite of object-oriented programming technologies and tools.

**Activity Based Costing (ABC)**

ABC is a method of allocating costs to products and services. It is generally used as a tool for planning and control. It was developed as an approach to address problems associated with traditional cost management systems that tend to have the inability to accurately determine actual production and service costs, or provide useful information for operating decisions.

**ActiveX Data Objects (ADO)**

Microsoft API to provide access to a relational or non-relational database.

**Artificial Intelligence (AI)**

The simulation of human intelligence by machines.

**Analytic Application**

A software application that seamlessly embeds a model, decision rule, or complex analytical functionality within an operational system. Examples include credit scoring and programmatic trading.

**Application Programming Interface (API)**

An interface defined by a program that allows a programmer to make calls to that application from other software applications.

**Application Service Provider (ASP)**

A company offering Internet access to applications and related services in contrast with applications residing on local computers. Also referred to as 'apps-on-tap'.

**Business Activity Monitoring (BAM)**

As the name suggests, BAM monitors events; interprets them within the context of a single process; and sends selective alerts, in near real time, enabling users to react appropriately. BAM aims to improve process performance and is easier to implement than fully integrated BI, since it need not integrate a wide range of data, nor provide a means to 'close the loop'.

**Business Intelligence (BI)**

The process of extracting, collating, analysing, and distributing pertinent data from existing systems to support management decision making.

**Business Process Management (BPM)**

A set of standards, languages, methods, and software applications for managing the automation of IT processes within a business; complementary to SOA.

**Collaborative Business Intelligence (CBI)**

Automated processes, human workflow, and exception handling.

**Component Object Model (COM)**

Microsoft's framework for developing and supporting program component objects. It provides the underlying services of interface negotiation, lifecycle management, licensing, and event services.

**Common Object Request Broker Architecture (CORBA)**

A software architecture for creating and distributing program objects across a network. It allows programs at different locations and developed by different vendors to communicate in a network through an 'interface broker'.

**Corporate Portal**

A design for an Intranet- or Web-based tool that gathers together all the implements necessary to perform a job function.

**Corporate Performance Management (CPM)**

Refers to the use of proactive management interventions to optimise overall financial performance, based on the ability to track key performance indicators over time and predictively model the impact of significant business events and alternative courses of action.

**Customer Relationship Management (CRM)**

This is an information industry term for the methodologies, software, and usually Internet capabilities that help an organisation manage customer relationships in an organised way.

**Common Warehouse Metamodel (CWM)**

Object Management Group (OMG) specification for describing metadata interchange between data management, business intelligence, portal, and knowledge management tools.

**Dynamic HyperText Markup Language (DHTML)**

A term for the combination of new HyperText Markup Language (HTML) tags and options that enable more interactive Web content.

**Enterprise Application Integration (EAI)**

A software framework that enables links between applications on an organisation-wide scale. Provides different types of interface, such as data integration, application integration, and process integration, to cope with the requirements of different software packages.

**Enterprise Content Management (ECM)**

The management of all forms of enterprise content ranging from e-mail messages to Web pages.

**Enterprise Information Portal (EIP)**

A concept for a Web site that serves as a single gateway to an organisation's information and knowledge base for employees and possibly for customers, business partners, and the general public as well.

**Enterprise JavaBean (EJB)**

Architecture for setting up program components in the Java environment. Enterprise JavaBeans offer the advantage of being able to control change at the server rather than having to update each individual computer with a client whenever a new program component is changed or added, and have the advantage of being reusable in multiple applications. To deploy an EJB or component, it must be part of a specific application, which is called a 'container'.

**Enterprise [Class Organisation]**

A generic description for organisations with 5,000+ members.

**Enterprise Performance Management (EPM)**

See Corporate Performance Management.

**Enterprise Resource Planning (ERP)**

A suite of software that aims to support all the core functions of an organisation, including areas such as inventory control, accounting, production, logistics, and human resources.

**Extract, Transform, and Load (ETL)**

ETL refers to the process of moving data from multiple sources into another database or a data warehouse. As part of the move the data is reformatted (transformed) and cleansed prior to being loaded into the data warehouse.

**Extranet**

A private network that uses the Internet Protocol and the public telecommunication system to securely share part of a business's information or operations with suppliers, vendors, partners, customers, or other businesses.

**Generally Accepted Accounting Principles (GAAP)**

Generally Accepted Accounting Principles refers to accounting rules that are used by publicly traded companies in preparing and standardising financial statements.

**Graphics Interchange Format (GIF)**

One of the most common file formats for images found on the Web.

**HOLAP**

Hybrid OLAP.

**HyperText Markup Language (HTML)**

A markup language designed to display material in a Web browser. Like XML, consists of a series of tags, but unlike XML these contain markup information only, and do not describe the data itself.

**HyperText Transfer Protocol (HTTP)**

A protocol used for exchanging files over the Web. Files are requested from a HTTP server using a Uniform Resource Locator, and are then sent to the HTTP client, which typically is a Web browser such as Internet Explorer.

**Secure HyperText Transfer Protocol (HTTPS)**

A Web protocol that encrypts and decrypts user page requests as well as the pages that are returned by a Web server.

**Intranet**

An Intranet is a private network that is contained within an organisation and can consist of many interlinked local area networks; can also use leased lines in the wide area network.

**Independent Software Vendor (ISV)**

A company that develops and markets proprietary software products for running under one or more computer operating systems.

**Java 2 Enterprise Edition (J2EE)**

Recently renamed Java Platform, Enterprise Edition (Java EE), it defines the standard for developing multi-tier applications using Java. Java EE simplifies enterprise applications by basing them on standardised, modular components, providing a complete set of services to those components, and handling many details of application behaviour automatically, without complex programming.

**Java Servlets**

A small Java program that runs as part of a network service, such as a HTTP server and responds to requests from clients. Usually used to generate Web content dynamically.

**Java DataBase Connectivity (JDBC)**

An application program interface specification for connecting programs written in Java to the data in popular databases.

**Java Development Kit (JDK)**

A Java development environment for writing applets and applications. Also known as the Java Software Development Kit (Java SDK).

**Java Server Pages (JSP)**

A technology for controlling the content or appearance of Web pages through the use of small programs that are specified in the Web page and run on the Web server to modify the Web page before it is sent to the user who requested it.

**Latency**

Time delay, e.g., between recording an event or transaction and acting upon it.

**Lightweight Directory Access Protocol (LDAP)**

A software protocol for enabling anyone to locate organisations, individuals, and other resources such as files and devices in a network, whether on the Internet or on a corporate Intranet.

**Mashup**

The exposure of information and data as Web services is enabling a new breed of Web application to be built: the 'mashup'; i.e., a new application assembled from otherwise unrelated Web resources.

**Master Data Management (MDM)**

MDM is a combination of tools, processes, and people to establish an ongoing competency in delivering a single source of truth for key data used within an organisation.

**MultiDimensional eXpression Language (MDX)**

Used by developers for multidimensional data selections and to perform calculations in Microsoft's OLE DB for OLAP.

**Metadata**

Information that describes or defines another piece of data. An XML schema is an example of metadata, as it describes the structure of an XML document.

**Middleware**

A general term for any programming that serves to 'glue together' or mediate between two separate and usually already existing programs. A common application of middleware is to allow programs written for access to a particular database to access other databases.

**MOLAP**

Multidimensional OLAP.

**.NET**

Microsoft's Web services initiative that includes development tools, a runtime platform, and Web-based services such as authentication, personalisation, and security.

**Open DataBase Connectivity (ODBC)**

An open standard API for accessing a database.

**Operational Data Store (ODS)**

A subject-oriented, integrated, frequently updated store of detailed data needed to support transactional systems with integrated data, e.g., the current master customer list shared by several systems.

**On-Line Analytical Processing (OLAP)**

Provides multidimensional views of segments of enterprise data, and supports drill-down from summary level to detail.

**OLE DataBase (OLE DB)**

A Microsoft interface for accessing all types of data sources, including those that are non-SQL databases.

**On-Line Transaction Processing (OLTP)**

Operational systems designed to handle transaction-based data, typically updating one database record at a time.

**Operational Reporting**

Reports, typically standardised, produced directly from OLTP systems, in isolation from other data sources.

**'Out-of-the-box'**

Indicates the concept that the product can be utilised almost immediately without the need for systems integration.

**Personal Digital Assistant (PDA)**

A term for any small, mobile, hand-held device that provides computing and information storage and retrieval capabilities for personal or business use, often for keeping schedule calendars and address book information handy.

**Portable Document Format (PDF)**

A file format that has captured all the elements of a printed document as an electronic image that one can view, navigate, print, or forward to someone else.

**Personalisation**

The techniques of delivering Web-based content that are tailored to an individual user's preferences.

**Predictive Model Markup Language (PMML)**

An XML-based standard used to represent model rules and relationships generated, for example, by data mining tools so that they can be stored or automatically passed to a runtime rules engine.

**Portal**

A term, generally synonymous with gateway, for a Web site that is, or proposes to be, a major starting site for users when they get connected to the Web, or that users tend to visit as an anchor site.

**Portlets**

Software components that deliver specific information into the portal environment.

**Real-time Processing**

Indicates the concept that information is processed immediately, as soon as events occur, i.e., with zero latency. In practice, this can be taken to mean in near real time, i.e., with a latency measured in seconds, minutes, or sometimes hours.

**Repository**

In XML terms, a repository is a central location where schemas and vocabularies can be stored. The repository may be public, to allow any party to reference the information, or may be private, often restricted to a closed trading community. Also sometimes referred to as a Knowledge Base.

**Return On Investment (ROI)**

A term to describe how much of a return, usually profit or cost saving, results from a completed business task.

**ROLAP**

Relational OLAP.

**Software as a Service (SaaS)**

A model of software deployment where an application is licensed for use as a service provided to customers on demand.

**Software Development Kit (SDK)**

A set of programs used by a programmer to write application programs. Typically an SDK will comprise at a minimum an editor, a compiler, a linker, and a Graphical User Interface (GUI) builder.

**Sentinels**

Event monitoring processes running in the background that trigger alerts or other messages when predetermined conditions are detected, usually in near real time. For example, sentinels might be used to detect unusual credit card transactions, which do not fit the cardholder's profile, and notify them to a call centre – perhaps within seconds.

**Small to Medium-sized Enterprise (SME)**

A generic description of organisations of fewer than 1000 members.

**Simple Mail Transfer Protocol (SMTP)**

A TCP/IP protocol used in sending and receiving e-mail. Most commonly, SMTP is used for sending, and either POP3 or IMAP is used for receiving.

**Small Office Home Office (SOHO)**

A short-hand term for the small office or home office, for that type of environment and business culture.

**Single Sign-On (SSO)**

An authentication process for client/server systems that centralises a user logging on to a suite of applications with a single entry of name and password, valid for the duration of the session. Also applicable to Web-based systems.

**Straight-Through Processing (STP)**

The goal of completing a process from start to finish with minimal delay and without human intervention. A desirable feature of settlement systems.

**Uniform Resource Locator (URL)**

The address of a file (or resource) accessible on the Internet. A URL consists of three parts: the name of the access protocol (e.g., http), a domain name (e.g., www.butlergroup.com), and a resource pathname on the source computer.

**Wireless Application Protocol (WAP)**

A specification for a set of communication protocols to standardise the way that wireless devices, such as cellular telephones and radio transceivers, can be used for Internet access, including e-mail and the Web.

**Web Services**

An architecture where software is delivered as a set of Web-based services, which can be called from any application, without regard to the underlying platform or operating system.

**Web Services Interoperability (WS-I)**

WS-I (Web Services Interoperability Organisation) is an organisation set up to promote and support Web services implementation and interoperability. The WS-I profiles have been created to ensure that Web services created on one vendor's SOA platform can be deciphered by another.

**Wireless Markup Language (WML)**

A language that allows the text portions of Web pages to be presented on mobile phones and PDAs via wireless access.

**eXtensible Business Reporting Language (XBRL)**

XBRL is an emerging XML-based standard for defining and exchanging business and financial performance information. It aims to provide a common format for defining and exchanging information from different business domains, notably financial data.

**eXtensible HyperText Markup Language (XHTML)**

A World Wide Web Consortium (W3C) standard for reformulating HTML v 4.0 as an application of XML. This makes XHTML a particular XML standard for displaying Web pages.

**eXtensible Markup Language (XML)**

A World Wide Web Consortium (W3C) standard that defines an extremely simple dialect of SGML (Standard Generalized Markup Language – a generic markup language for representing documents), suitable for use on the Web. The result is a method for richly tagging data using a flexible format that combines data and metadata.

**eXtensible Stylesheet Language (XSL)**

A World Wide Web Consortium (W3C) standard, formerly 'Extensible Style Language', XSL is a language for creating style sheets that describe how an XML document sent over the Web is to be presented to the user.

## This Report reveals:

- The role of Corporate Performance Management (CPM) in controlling costs and optimising the use of resources.
- How Business Intelligence (BI) provides the foundation for CPM initiatives.
- Which scorecarding methodologies can be used to underpin CPM.
- How collaborative BI is the key to achieving and sustaining competitive advantage.
- Why executive buy-in and end-user engagement are prerequisites for CPM initiatives.
- How the integration of Enterprise Search into BI platforms extends the reach of existing investments.
- Why poor data quality and lack of integration are still major barriers to effective CPM.
- How Software as a Service will offer hesitant organisations a lower-risk path to Performance Management.

**Butler Group**  
a **Datamonitor** Company

Analysis without compromise

### Headquarters:

Shirethorn House,  
37/43 Prospect Street,  
Kingston upon Hull,  
HU2 8PX, UK

Tel: +44 (0)1482 586149  
Fax: +44 (0)1482 323577

### Australian Sales Office:

Butler Direct Pty Ltd., Level 46,  
Citigroup Building, 2 Park Street,  
Sydney, NSW, 2000,  
Australia

Tel: +61 (02) 8705 6960  
Fax: +61 (02) 8705 6961

### End-user Sales Office (USA):

Butler Group,  
245 Fifth Avenue, 4th Floor,  
New York, NY 10016  
USA

Tel: +1 212 652 5302  
Fax: +1 212 202 4684