

“Fight the Credit Crunch with IT”

Glossary of Terms

This glossary provides some helpful definitions for the terms used in this briefing.

Aged Debt Report	A report that shows a company's unpaid invoices, normally categorised by how long they have been overdue.
Bad Debt	A debt that is not collectible and is therefore worthless to the creditor.
Blog	A blog is a website page where entries are made in journal style and displayed in a reverse chronological order. Blogs are typically updated daily using software that allows people with little or no technical background to update and maintain the blog. The term blog is a shortened form of the term web log.
Cashflow	The movement of money into and out of your business. Managing Cashflow is generally considered to be a vital aspect of keeping your business liquid, and generally involves paying creditors as little as possible while collecting as much as possible from debtors.
Creditor	A person or party to whom money is owed.
CRM	Acronym for Customer Relationship Management. CRM includes recording and managing all aspects of interaction a company has with its customers and prospects, whether sales or service related.
Cross-Selling	Encouraging customers to buy additional products, often items that complement past or current purchases.
Dashboard	A small, defined set of key metrics used to provide a quick, often visual, evaluation of a project or process status.
Debtor	Someone who owes money to someone else.

Direct Referral	A referral is when someone, particularly a satisfied customer, suggests or recommends your products or services to other buyers. A direct referral is when the referring party has directly been involved in making the referral. The opposite of this is an indirect referral, where the referring party was not specifically involved. These terms are often used when websites link to one another.
Embedded Link	Often used to describe a web link that has been embedded into the words in a document or on another website. Users of the document or website containing the link can click the link to access the relevant target website.
Google Adwords	A Pay Per Click advertising solution by google that displays related sponsored listings along with the normal listings in a google search result.
Google Analytics	A free service offered by Google that generates detailed statistics about the visitors to a website. Its main highlight is that the product is aimed at marketers and business people as opposed to webmasters and technologists, from which the industry of web analytics originally grew.
Google Optimiser	A service provided by Google that allows potential improvements to a website, such as different landing pages, to be trialled by showing them to a sample of users of the website. The quantifiable results of the changes are then captured and can be analysed to see whether a positive effect has been achieved.
Google Webmaster Tools	A set of tools provided by Google allowing website administrators to control and monitor various aspects of how Google sees and uses their website.
Macro	A macro is a set of commands that can be executed as one single command. Macros can be built to perform frequently used, as well as complex, operations.
Mail-merge	The automated process of combining a standard document, letter or email, with a set of names, addresses, and other information, to create many letters that appear to be individually written.
Network	Multiple computers and other devices connected together to communicate with each other, share information and share resources.

Pay Per Click	A type of advertising price structure where the advertiser pays depending on the number of times the published ad is clicked on, not on how many times it was shown on a Web page. Advertisers bid on "keywords" that they believe their target market would type in the search bar when they are looking for their type of product or service.
Pivot Table	A feature that enables you to summarize and analyze data in lists and tables. Among other facilities, they can automatically sort, count, and total the data stored in one table or spreadsheet and create a second table displaying the summarized data.
Raw Data	Data or information that is in its raw form, i.e. has not been formatted or processed.
Sales Ledger	A record of a company's daily sales.
Server	A computer on a network that can be accessed by other computers on the same network; a server can hold software for several people to use and/or space for people to save and access files.
Smartphone	A phone with advanced features like e-mail and Internet capabilities, and/or a full keyboard.
Social Networking	The process of meeting and networking with people through the use of specific networking websites.
Spam	Spam is the term widely used for unsolicited e-mail; spam is also referred to as junk mail. Spam is usually sent indiscriminately to hundreds or even hundreds of thousands of e-mail addresses simultaneously.
Spreadsheet	A type of software program used for managing, analyzing, and presenting information. Spreadsheets allow information to be sorted or displayed in a chart or graph as well as perform calculations on the information entered.
Up-selling	Up-selling is offering other options to existing customers that he or she may not have considered previously.