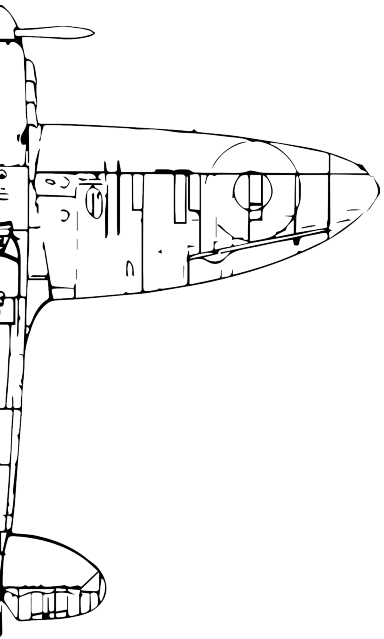




# Navigating the Digital Technology Landscape:

A Technical Terminology Guide



# Core Technology

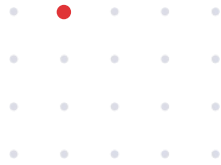


- **CRM (Customer Relationship Management)** – A system for managing interactions and keeping track of relationships with current and potential customers, making it easier to stay organised and streamline processes.
- **HubSpot** – A cloud-based CRM platform that offers tools for marketing, sales, and customer service—all aimed at helping businesses grow.
- **ERP (Enterprise Resource Planning)** – Software that centralises business processes across departments to improve efficiency and coordination across the board.

# Marketing and Content

- **CMS (Content Management System)** – A platform that helps create, edit, and manage content without needing to have any coding expertise.
- **Content Hub** – A central place within HubSpot CRM to create, manage, and distribute content, making it easier to keep your brand messaging consistent across channels.
- **SEO (Search Engine Optimisation)** – Strategies and techniques to improve content visibility on search engines, increasing web traffic and audience reach.

# Sales



- **SQL (Sales Quality Lead)** – A lead identified by the sales team as being ready for follow-up, moving them closer to a sale.
- **ML (Marketing Quality Lead)** – A lead that meets marketing criteria, and shows interest indicating readiness for the next stage of engagement.
- **TTV (Time to Value)** – The time it takes for a customer to start seeing benefits from a product or service.

# Data and Analytics

- **BI (Business Intelligence)** – The process of analysing data to make smarter, more informed business decisions.
- **KPI (Key Performance Indicator)** – A measurable goal that helps track how well a team, project, or strategy is doing.
- **CDP (Customer Data Platform)** – A system that collects and centralises customer data from multiple sources, creating a comprehensive view of customer interactions.

# Data and Analytics



- **ETL (Extract, Transform, Load)** – The data integration process for taking data from different sources, preparing it, and loading it into a database for easy access and analysis.
- **SQL (Structured Query Language)** – A language used to interact with databases—essential for organising and retrieving data.

# Development and Integration



- **API (Application Programming Interface)** – A set of rules and protocols that allow different software programs to communicate and share data with each other.
- **iPaaS (Integration Platform as a Service)** – A cloud-based solution that facilitates the connection of different applications and data sources.
- **PaaS (Platform as a Service)** – A cloud-based development environment that offers developers everything they need to create and deploy custom applications.

# Development and Integration



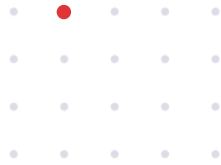
- **SaaS (Software as a Service)** – A cloud-based software delivery model where software is hosted online and accessed via the internet, like Google Workspace.
- **AWS (Amazon Web Services)** – A popular cloud platform offering various services, from storage to computing power, often used to build and host applications.
- **UI (User Interface)** – The design and layout of a software application that users see and interact with.
- **UX (User Experience)** – The overall ease and satisfaction users experience when navigating a digital product, from start to finish.



# Customer Service

- **CX (Customer Experience)** – The holistic perception and overall impression customers have of a brand, influenced by every interaction, from initial contact to customer support.
- **CTI (Computer Telephony Integration)** – Technology that connects phone systems with computer networks, helping customer service teams handle calls more efficiently.
- **SLA (Service Level Agreement)** – A contract that outlines the expected service standards and performance metrics a customer can expect from a provider.

# Customer Service



- **CSAT (Customer Satisfaction Score)** – A metric used to measure how satisfied customers are with a product or service.
- **NPS (Net Promoter Score)** – A measure of customer loyalty, indicating how likely customers are to recommend your brand to others.

# Project Management



- **Agile** – A project management methodology focused on making continuous, iterative progress through collaboration and flexibility.
- **Kanban** – A visual workflow management method of managing tasks that helps teams keep track of progress and avoid taking on too much work at once.
- **Sprints** – Short work cycles in Agile project management, where teams focus on completing specific tasks to move projects forward quickly.

# Project Management



- **POC (Proof of Concept)** – An early test or prototype used to assess if an idea, product, or project has potential, often done on a small scale before a full rollout.
- **UAT (User Acceptance Testing)** – The final testing phase where actual users try out a product to make sure it works as expected.

# Security and Compliance



- **GDPR (General Data Protection Regulation)** – A European Union regulation that sets strict standards for data protection and privacy.
- **SSL (Secure Sockets Layer)** – A security protocol that encrypts data exchanged over the internet to ensure secure transactions.
- **WAF (Web Application Firewall)** – A security tool that monitors, filters, and protects against attacks on web applications.
- **DDoS (Distributed Denial of Service)** – A cyberattack aimed at overwhelming a network, causing disruptions, making it unavailable to users.

# Emerging Technology



- **AI (Artificial Intelligence)** – Technology that enables machines to carry out tasks that typically require human intelligence, like recognising patterns, like problem-solving, or decision-making
- **ML (Machine Learning)** – A branch of AI where machines get better at tasks by learning from data and algorithms without being explicitly programmed.
- **AR (Augmented Reality)** – Technology that overlays digital information onto the real world, enhancing your experience with immersive visuals.