GLOSSARY

Action Learning: an approach that holds that there can be no learning without action and no knowing without the effort to practice and implement what is claimed as knowledge.

active benefits realization: a post-modern approach towards benefits management and information system development. In this approach, the participation between the various stakeholders is critical.

administrative management: emphasizes the flow of information within the organization.

Agile Development: promote a disciplined project management process that encourages frequent inspection and adaptation, a leadership philosophy that encourages teamwork, self-organization and accountability, a set of engineering best practices intended to allow for rapid delivery of high-quality software, and a business approach that aligns development with customer needs and company goals.

AJAX: Asynchronous JavaScript and XML or AJAX is a group of interrelated web development for publishing and finding businesses and web services.

Application Service Provider (ASP): a business that provides computer-based services to customers over a network.

ASHEN model: provides a linguistic basis for people to describe how they locate, use and share knowledge and is based on the premises of 'we only know what we know when we need to know it' and 'knowledge can only ever be volunteered'.

benefit realization approach: a typical life cycle approach. This implies that full account is taken of the entire information system life cycle (and the analysis is not restricted to project development) and benefits are evaluated against costs and all other relevant aspects.

blogs: websites containing information, personal diary entries, opinions or links, displayed in reverse chronological order, which can be added to and/or maintained.

British Computer Society (BCS): founded in 1957 and currently has over 50,000 members in 100 countries. The BCS Code of Conduct which all BCS members agree to uphold specifies conduct in four main areas, public interest, and duty of relevant authority, duty to the profession and professional competence and integrity.

bureaucratic management: focuses on rules and procedures, hierarchy and clear division of labour

business alignment: concerned with 'linking and configuring the strategic elements, key organization systems, processes and structure in such a way that their implementation achieves the organization's shared vision and results beyond expectations.

business-to-business (B2B):where the sale of products or services to other businesses

business-to-consumer (B2C) : where the internet can be used for communicating with, and selling products or services to, customers.

Capability Maturity Model Integration: a process improvement approach that provides organizations with the essential elements of effective processes that ultimately improve their performance.

Chief Information Officer(CIO): Executive responsible for development, implementation, and operation of a firm's information technology policy. He or she oversees all information systems infrastructure within the organization, and is responsible for establishing information related standards to facilitate management control over all corporate resources

Cloud computing: Cloud computing is a general term for anything that involves delivering hosted services over the Internet. The name cloud computing was inspired by the cloud symbol that's often used to represent the Internet in flow charts and diagrams

codification strategy: used companies where the competitive strategy required high-quality, reliable and fast re-use of existing knowledge.

communities-of-practice (CoP):, is a term that describes a group of people who share an interest, a craft, and/or a profession

computer-assisted software (or systems) engineering (CASE) tools: a category of software that provides a development environment for programming teams. CASE systems offer tools to automate, manage and simplify the development process.

Contingency theory: recognizes that there can be no fixed management methodology because all of these variables can change.

Control Objectives for Information and related Technology (COBIT): a framework for governance, control and audit of information and related technology, developed by the Information Systems Audit and Control Association. It supports IT governance by providing a framework to ensure that there is a link to the business requirements, IT activities are organized into a generally accepted process model, major IT resources are identified and can be leveraged and management control objectives are defined.

Corporate governance : a set of responsibilities and practices exercised by the board and executive management (through agents) with the primary purpose of providing strategic intent, or direction, ensuring that corporate objectives are achieved, ascertaining that risks are managed appropriately (via risk reduction, risk transfer and risk avoidance) and verifying that the enterprise’s resources are used responsibly.

cost-benefit methods: The term **Co**st benefit analysis is used frequently in business planning and decision support. However, the term itself has no precise definition beyond the idea that both positive and negative impacts are going to be summarized and then weighed against each other. The term also has no universally agreed spelling. It is written as cost benefit, cost/benefit, or cost-benefit, for instance. Because the term "cost benefit analysis" does not refer to any specific approach or methodology, the business person who is asked to produce one should take care to find out what is expected or needed.

creative destruction: Creative destruction occurs when something new kills something older. A great example of this is personal computers. The industry, led by Microsoft and Intel, destroyed many mainframe computer companies, but in doing so, entrepreneurs created one of the most important inventions of this century

critical success factors: are those aspects of a strategy that must be achieved to successfully meet objectives and, if possible, to secure competitive advantage

cross-functional project teams: rather than have each function work relatively independently and pass things 'over the wall' to the next function in the process, people are brought together to work in cross-functional teams.

cultural artifacts: These are the signs and symbols that the organization is recognized by but they are also the events, behaviours and people that embody culture. The medium of culture is *social interaction*, the web of communications

Customer Relationship Management (CRM): refers to the methodologies and tools that help businesses manage customer relationships in an organized way.

data mining: sorting through data to identify patterns and establish relationships

Deontic ethics: the theory that denies consequences as the sole source of moral value and refers instead to absolute rules or principles of virtue, right or duty.

differentiation: a strategy for competitive advantage based on a firm's ability to make the product or service different from that produced by rivals. The difference must add value to customers.

digital democracy: this can be translated into the digital equivalent of 'freedom of speech'.

digital divide: a term coined for the disparity between the "haves" and the "have-nots" in the technology revolution. Many have feared grave consequences for those unable to access the power of the Internet; however, recent reports suggest that this divide is narrowing, rather than expanding

digital economy: A digital economy is an economy that is based on electronic goods and services produced by an electronic business and traded through electronic e-business environment.

disruptive innovations: The disruptive-innovation theory explains why new firms armed with relatively simple, straightforward technological solutions can beat powerful incumbents, often creating entirely new markets and business models.

disruptive technologies: Disruptive technology is a term coined by Harvard Business School professor Clayton M. Christensen to describe a new technology that unexpectedly displaces an established technology.

Distributed Denial of Service (DDos) attacks: this type of technical attack occurs when hackers use specialized software to gain control of multiple computers in order to make a computer resource of a high profile target system such as a bank or airline booking system unavailable to its intended users.

DSDM (Dynamic Systems Development Method): is a software development methodology originally based upon the Rapid Application Development methodology. DSDM is an iterative and incremental approach that emphasizes continuous user involvement. Its goal is to deliver systems on time and on budget while adjusting for changing requirements along the development process. DSDM is one of a number of Agile Methods or developing software, and it forms a part of the Agile Alliance

dynamic capabilities: theory focuses attention on the capacity of the firm to renew existing competencies in a rapidly changing environment.

Earl's Multiple Methodology: The methodology adopts a three pronged approach to strategic information systems development. The first prong involves the top-down analysis of business objectives using Critical Success Factors (CSF), SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis and Porter's five forces. The second prong involves bottom-up analysis of existing systems and the third prong emphasizes the creative use of IT.

e-business: is, in its simplest form, the conduct of business on the Internet. It is a more generic term than eCommerce because it refers to not only buying and selling but also servicing customers and collaborating with business partners.

e-commerce: is the conduct of a financial transactions by electronic means. With the huge success of commerce on the Internet, ecommerce usually refers to shopping at *online stores* on the World Wide Web, also known as ecommerce Web sites. Ecommerce can be business to business (B to B) or business to consumer (B to C).

Electronic government (e-government): "Electronic Government (EGovernment) is the use of information and communication technologies in public administrations - combined with organisational change and new skills - to improve public services and democratic processes and to strengthen support to public policies

encryption: the process of scrambling or encrypting information from plaintext into a form that makes it unreadable to any unauthorized person through the use of an encryption algorithm (a cipher).

Enterprise Applications Integration (EAI): is defined as the use of software and computer systems architectural principles to integrate a set of enterprise computer applications

Enterprise Architecture (EA): is the practice of applying a comprehensive and rigorous method for describing a current or future structure for an organization's processes, information systems, personnel and organizational sub-units so that they align with the organization's core goals and strategic direction.

Enterprise Resource Planning (ERP): a business management system that integrates all facets of the business, including planning, manufacturing, sales, and marketing. As the ERP methodology has become more popular, software applications have emerged to help business managers implement ERP in business activities such as inventory control, order tracking, customer service, finance and human resources

enterprise system (ES): A system that supports enterprise-wide or cross-functional requirements, rather than a single department or group within the organization

ETHICS: ETHICS is an acronym, but the name of this approach is meant to imply that it is a methodology that embodies an ethical position. ETHICS, devised by Enid Mumford is a methodology based on the participative approach to information systems development.

European Union (EU) Directive on Data Protection: on the protection of individuals with regard to the processing of personal data and on the free movement of such data.

eXML: The first and obvious choice is Extensible Markup Language (XML). This is a simplified subset of the Standardized Generalized Markup Language (SGML) and is a 'general-purpose specification for creating custom markup languages.

explicit knowledge: information that can be coded, is objective and can be recorded in electronic format and widely disseminated throughout the organization.

Extreme programming (XP): Extreme programming stresses the role of teamwork and open and honest communication between managers, customers and developers with concrete and rapid feedback.

firewall: a server or router with two or more network interfaces and special software that isolates an organization's private network from a public network by filtering and selectively blocking messages travelling between networks.

Five Forces Model: an outside-in business unit strategy tool that is used to make an analysis of the attractiveness (value) of an industry structure.

functional integration: each functional area in a company needs to be aligned to the overall business strategy.

global information management: the development, use and management of information systems in a global/international context.

Government to Business (G2B): transactions include various services exchanged between government and the business community, including dissemination of policies, memos, rules and regulations.

Government to Citizen (G2C): is the online non-commercial interaction between local and central Government and private individuals, rather than the commercial business sector, G2B.

Green IT/Computing: is the environmentally responsible use of computers and related resources. Such practices include the implementation of energy-efficient central processing units (CPUs), servers and peripherals as well as reduced resource consumption and proper disposal of electronic waste.

incremental innovations: those where there is a marginal improvement in a product or a service.

Industrial Organization (IO: The branch of economics termed Industrial Organization (IO) has always been focused on public sector organizations and the aim of minimizing excess profit.

information economy: is a term that characterizes an economy with an increased emphasis on informational activities and information industry.

Information Engineering: An integrated set of methodologies and products used to guide and develop information processing within an organization. It starts with enterprise-wide strategic planning and ends with running applications.

information management: The discipline that analyzes information as an organizational resource. It covers the definitions, uses, value and distribution of all data and information within an organization whether processed by computer or not. It evaluates the kinds of data/information an organization requires in order to function and progress effectively.

information system (IS): Information systems are the means by which people and organisations, utilising technologies, gather, process, store, use and disseminate information.

information systems development (ISD): a change process taken with respect to object systems in a set of environments by a development group using *tools* and an organized collection of *techniques* collectively referred to as a *method* to achieve or maintain some objectives.

Information Systems Development Life Cycle (ISDLC): A methodology used to develop, maintain, and replace information systems. Typical phases in the SDLC are: Analysis, Design, Development, Integration and Testing, Implementation, etc. SDLC represents a detailed and specific set of procedures, steps, and documents that carry a project through its technical development.

intellectual capital: the knowledge, applied experience, organizational technology, relationships and professional skills that provide for a competitive edge in the market.

Intellectual property (IP): covers inventions, inventive ideas, designs, patents and patent applications, discoveries, improvements, trademarks, designs and design rights (registered and unregistered), written work (including computer software) and know-how devised, developed, or written by an individual or set of individuals.

Inter-organizational networking: rather than attempt to integrate new required skills and competencies into the organizational hierarchy, organizations are increasingly working in collaborative alliances and partnerships with other organizations or using outsourcing arrangements to service particular internal requirements.

IT executive steering committee: the senior group of executives who decide on IT strategy,

IT Governance Council: responsible for delivery of the programme of work agreed by the IT Executive Steering Group.

IT governance: the organized capacity to guide the formulation of IT strategy and plans, direct and/or control the development and implementation of initiatives, and oversee IT operations in order to minimize risk, maximize return and build current and future value.

IT Infrastructure Library (ITIL): a best practice framework that deals with the processes, people and technology of an organization that aid the implementation of a framework for IT Service Management (ITSM).

IT/IS alignment: the degree of 'fit' or the 'support' to ensure the integration of IT into the business strategy by alignment between and within four domains: business strategy; ITstrategy; organizational infrastructure; IS infrastructures and processes.

JAD workshops: This is a facilitated meeting designed to overcome the problems of traditional requirements gathering where users feel they have no real say in decision-making.

KM spectrum: covers the broad range of KM applications and ensuing tools and techniques into six groups or elements. The six elements of the spectrum are: transactional; analytical; asset management; process based; developmental; and innovation/creation.

knowledge creation: includes all those behaviours which enable new knowledge to enter a knowledge-based system.

Knowledge management (KM): the process of identifying, capturing, organising and disseminating the intellectual assets that are critical to the organization's long-term performance

Knowledge Transfer Partnership (KTP): Knowledge Transfer Partnerships (KTP) is a part government-funded programme to encourage collaboration between businesses and universities in the UK

knowledge transfer: covers those behaviours through which agents share knowledge.

knowledge workers: the ones who make decisions concerned with attempting to outstrip competitors in a dynamic environment and, at the same time, are faced with a proliferation of information resources, made available by information technology and driven by the rapid rate of change.

Knowledge-Based View (KBV): considers knowledge as the most strategically significant resource of the firm. Its proponents argue that because knowledge-based resources are usually difficult to imitate and socially complex, heterogeneous knowledge bases and capabilities among firms are the major determinants of sustained competitive advantage and superior corporate performance.

learning cycle: used in explaining the different learning stages (having an experience, reviewing the experience, concluding from the experience, panning the next step) that individual learning should progress through.

legacy system: A computer system that has been in operation for a long time, and whose functions are too essential to be disrupted by upgrading or integration with another system

Luftman's Maturity (IT/IS) Assessment Model: is based on twelve components of alignment which are split into four groups: 'business strategy', 'organisation infrastructure and processes',

Malware: a collective term for malicious software or simply put 'bad ware', common types of which include viruses, worms, Trojans and spyware.

m-commerce: interactive communication for undertaking business using mobile devices. For it to be termed m-commerce, there has to be some economic or business element to the communication.

Merise: a general-purpose modeling methodology in the field of software engineering and project management.

M-government: the extension of egovernment to mobile platforms, as well as the strategic use of government services and applications which are only possible using mobile phones, laptop computers, personal digital assistants (PDAs) and wireless internet infrastructure.

MMORPGS: Short for **m**assively **m**ultiplayer **o**nline **r**ole-**p**laying **g**ame it is a type of game genre. MMORPGs are online role-playing multiplayer games which allow thousands of gamers to play in the game's evolving virtual world at the same time via the internet.
MoSCoW rules: ensure that a critical examination is made of requirements and that no large 'wish lists' are made by users. All requirements have to be justified and categorized.

MySQL: is a fully functional Relational Database Management System (RDMS) which offers excellent security capabilities, multiuser access and a powerful implementation of SQL for database interrogation which can be interfaced seamlessly with web-based applications via embedded scripts written in PHP.

Net Present Value (NPV): the present value of an investment's future net cash flows minus the initial investment. If positive, the investment should be made (unless an even better investment exists), otherwise it should not

network economy: may be viewed from a number of perspectives: transition from the industrial economy, digital and information infrastructure, global scale, value networks, and intellectual property rights.

New Public Management (NPM): a management philosophy used by governments since the 1980s to modernise the public sector.

objective measures: seek to quantify system inputs and outputs in order to attach values to the items.

Offshoring: Shifting a business function from one country to another. For a business, this can entail moving product manufacturing, service centres or operations to a different country. Offshoring is often used to reduce the cost of business, with the company seeking to move parts of operations to countries with more favourable economic conditions.

operational efficiency :modern business relationships are complex, involving a blend of customers, suppliers, service providers and other third parties. By effective alignment of IT/IS to the needs of these relationships, for example in the management and integration of the supply-chain, businesses can improve their operational efficiency, with consequent competitive advantage.

organizational agility: if IT/IS develops in an iterative manner without holistic consideration of current or future business needs, systems are likely to become diverse and incapable of scaling or adapting over time. In contrast, where systems are planned to align with business needs, agility is much improved. This improvement comes not only through standardization, but also from confidence and success in re-using mature components.

organizational change: Leading people on a different path than what they are accustomed to. Associated with business planning, there are three main driving forces - people, technology, and information.

organizational culture: refers to the general culture within a company or organization, and is often also referred to as corporate culture, though that isn't the best description since a large non-profit organization or charity could also have its own organizational culture even though they are definitely not corporations. Here are some of the many definitions of organizational culture that can be found.

organizational learning: is the sum and combination of individual learning, where people are encouraged to learn new skills and ways of thinking and actively managing that individual learning in such a way that it becomes embedded in the organizational structure, processes and strategy

outsourcing: Outsourcing is usually the term used when a company takes a part of its business and gives that part to another company. In recent times, the terms have been most commonly used for technology related initiatives such as handing over the IT help-desk to a third-party. But it can also refer to non-technical services such as handing over the telephone-based customer service department.

Pareto principle: This is essentially the 80/20 rule and is thought to apply to requirements. The belief is that around 80 per cent of an IS's functionality can be delivered with around 20 per cent of the effort needed to complete 100 per cent of the requirements.

personalization strategy: used where the competitive strategy of a company requires creative solutions and rigorous advice on high-level strategic problems (i.e. in the case of consulting companies), generating high profit margins

phishing: tricking people into entering personal details on a fake website masquerading as a well known site such as a particular bank, auction site or popular social networking site..

PHP : a server-side embedded scripting language.

Pioneering innovations: those which change the value proposition of the users. Such innovations typically occur using new delivery channels and/or establishing radically new ways of configuring products or services.

Podcasting: describes the process of using audio files to deliver syndicated website content to a digital audience.

Positioning Approach: presents the generic strategies, five forces and the value chain models as a basis for analysing the external and internal environments of firms that engage e-business

Project Management Office (PMO): coordinate and integrate multiple projects, multiple technologies, multiple applications, multiple teams and multiple business units.

PRojects IN Controlled Environments (PRINCE2): a project management method designed t disciplines and activities required within a project. The focus throughout PRINCE2 is on the business case, which describes the rationale and business justification for the project.

quantitative techniques: try to categorize the costs associated with a proposed system.

Radio Frequency Identification (RFID): tags that are used for identifying and locating items using radio signals.

Rapid Application Development (RAD): a development lifecycle designed to give much faster development and higher-quality results than those achieved with the traditional lifecycle.

resource heterogeneity: refers to a situation where a firm has the same mix of resources as rivals.

resource inimitability: refers to a situation where it is not the resources themselves that create the competitive advantage, but rather the unique attributes created from the use to which they are employed.

Resource-Based View (RBV): is used as a means of identifying specific resources and capabilities that are difficult for rivals to imitate and that enable superior performance in the review business cases and approve major projects, with associated budgets and resourcing.

RSS (Really Simple Syndication): a content delivery vehicle. It is the format used when you want to syndicate news and other web content. When it distributes the content it is called a feed. You could think of RSS as your own personal wire service

RUBY: an object-oriented language which takes the best bits of the languages Perl, Smalltalk, Eiffel, Ada and Lisp to produce both functional and imperative languages.

SAP: The original name for SAP was German: Systeme, Anwendungen, Produkte. It means "Systems Applications and Products." The goal of the company was to provide large enterprise customers with the ability to interact with a corporate database in real-time.

Sarbanes-Oxley Act: introduced in the wake of the corporate and accounting scandals of Enron, Tyco andWorldcom. It was designed to counter the factors which had cost investors billions of dollars when the share prices of the affected companies collapsed and shook public confidence in the nation's securities markets.

scientific management: looks at 'the best way' to do a job

SECI (Socialization, Externalization, Combination, Internalization) model: provides a useful guide to managers in the early days of development of KM theories. The model uses two knowledge dimensions, tacit and explicit, and described four methods by which tacit and explicit knowledge are alternated between the two dimensions throughout an organization

Services Oriented Architecture (SOA): 'a collection of web services that are used to build a firm's software system. These services are able to communicate with each other.

Simple Object Access Protocol (SOAP): an XML-based protocol for exchanging information between computers.

Social Networking: relates to people or organizations using a collection of tools available on the internet such as chat, messaging, email, video, file sharing, blogging, and discussion groups to communicate, socialize and build relationships. There are a number of famous social networking sites emerging (e.g. MySpace, Facebook, Bebo, LinkedIn).

socio-technical system: A socio-technical system is a system composed of technical and social subsystems. An example for this is a factory or also a hospital where people are organized,

Soft Systems Methodology (SSM): A blend of conventional data collection and analysis techniques together with creative thinking tools (e.g. cognitive mapping) used to characterise business problems (with significant social/political content) and hopefully suggest ways in which they can be resolved.

spam: relates to the misuse and abuse of electronic messaging systems such as email, instant messaging, blogs and wikis, to send indiscriminate bulk messages in relation to adverts for a range of products that the majority of people would find annoying and offensive.

SSADM: Short for **S**tructured **S**ystems **A**nalysis and **D**esign **M**ethod, a set of standards developed in the early 1980s for systems analysis and application design widely used for government computing projects in the United Kingdom. SSADM uses a combination of text and diagrams throughout the whole life cycle of a system.

Strategic alignment: in general terms crosses through all major business functions: operations, marketing, sales, finance, human resources, research and development, and regulatory.

strategic fit : not just focused on the inside of the company, but also on its external environment, competitors, suppliers and customers.

Strategic Information Systems : include any information system that can change, support and inform the strategic goals and objectives of a business, or can influence its ability to manipulate the environmental relationships it has (for example, with customers or suppliers).

Strategic Information Systems Planning (SISP): refers to the organizational activity of developing an IS/IT strategy that balances the capacity and capability of information, systems and information systems and the goals, aspirations and objectives of the business.

strategic leadership: the ability to anticipate, envision, maintain flexibility and empower others to create strategic change as necessary.
Strategic management: is the conduct of drafting, implementing and evaluating cross-functional decisions that will enable an organization to achieve its long-term objectives

subjective methods: may give users a sense of participation, ownership and commitment. Subjective methods, which are usually qualitative, rely more on attitudes and opinions of users and system builders.

Supply Chain Management (SCM): is the management of a network of interconnected businesses involved in the ultimate provision of product and service packages required by end customers.

Systems Approach: provides a tool for managers to analyse the dynamics of their organization, without prescribing set ways in which the organization should be managed

tacit knowledge: information, experience, skills and intuition that reside in people's heads
techniques used to create interactive web applications or rich internet applications

The Open Group Architecture Framework (TOGAF): a framework for enterprise architecture which provides a comprehensive approach to the design, planning, implementation, and governance of an enterprise information architecture.

The Profit Impact of Marketing Strategies (PIMS): US research service that provides firms with financial and market performance information from a continuing study of some 3,000 business units of about 500 American firms. These reports summarize the results in terms of profitability, cash flow, and interaction of marketing factors. PIMS is a trademark of Strategic Planning Institute.

timebox development: The IS to be developed is divided up into a number of components or timeboxes that are developed separately. The most important requirements, and those with the largest potential benefit, are developed first and delivered as quickly as possible in the first timebox.

transformational leadership: style of leadership in which the leader identifies the needed change, creates a vision to guide the change through inspiration, and executes the change with the commitment of the members of the group.

UDDI (Universal Description Discovery and Integration): currently represents the discovery layer within the web services protocol stack. It represents a technical specification.

Utilitarian ethics: the theory that claims that the only legitimate principle upon which to judge an action as ethical is that it has beneficial consequences: namely, that it reduces harms and promotes the greatest happiness of the greatest number.

Val IT: Val IT is a suite of documents that provide a framework for the governance of IT investments, produced by the IT Governance Institute (ITGI). It is a formal statement of principles and processes for IT portfolio management.

Value chain model: the sequence of activities a company performs in order to design, produce, market, deliver, and support its product or service. The concept of the value chain was first suggested by Michael Porter in 1985, to demonstrate how value for the customer accumulates along the chain of organizational activities that make up the final customer product or service

Virtual worlds: users of virtual worlds can take part in contextualized social networking. They can create an avatar to explore the virtual world, meet people, purchase virtual land, start a business or build a house, access entertainment and buy, sell and trade via the market place.

Virtue ethics: the theory that ethical conduct should be directed by ideals of the virtues higher than conformity to standards set by duty and law, such as ecological principles.

VOIP (Voice over Internet Protocol): is a technology that allows telephone calls to be made over computer networks like the Internet. VoIP converts analog voice signals into digital data packets and supports real-time, two-way transmission of conversations using Internet Protocol (IP).

waterfall model: A software life cycle or product life-cycle model, described by W. W. Royce in 1970, in which development is supposed to proceed linearly through the phases of requirements analysis, design, implementation, testing (validation), integration and maintenance.

Web 2.0: The term is used to describe the changing nature of the web from a passive, read only medium to a medium where content is created and shared by many. It can be used to describe a range of services, technologies and applications such as blogs, wikis, podcasts, RSS feeds, social networks, forums, multimedia sharing services, tagging and social bookmarking.

Web strategy: this is where organizations cluster around a particular technological standard or customer segment to deliver collectively unique customer value: e.g. Microsoft.

Wetware: Non-technical attacks, which are sometimes referred to as social engineering attacks,

Wikis: collaborative software that allows users to collaboratively create, edit, link and organize the content of a website' (https://techtactics.wikispaces.com/wiki). The underlying philosophy of wikis is that all users can edit the content and style thus guiding its direction.

Wireless networks: Refers to any system of transmitters and receivers that sends radio signals over the air, such as a Wi-Fi local network, cellular network or satellite network.

WSDL: an XML grammar for specifying a public interface to the web service.

Zachman Framework: is a classification structure for expressing the architecture of an enterprise that has received worldwide recognition and adoption. The Framework, as it applies to enterprises, is a logical structure for identifying and organizing the descriptive representations (models) that are important in the management of enterprises and to the development of the systems, both automated and manual.