

Ecommerce Glossary

A

ActiveX

This set of technologies from Microsoft provides tools for linking desktop applications to the World Wide Web. Using a variety of programming tools--including Java, Visual Basic, and C++ developers can create interactive Web content. For instance, ActiveX technology can allow users to view Word and Excel documents directly in a browser.

Authorization

Process by which the credit card company and/or bank permits the payment transaction to proceed. See also Pre-authorization.

C

Card-Not-Present Account

A merchant account that is established for businesses where credit cards are primarily accepted by phone or by mail, and therefore are "not present". Sometimes known as a Mail Order/Telephone Order (MOTO) account.

Chargeback

When a consumer contests a purchase that appears on his/her banking statement they charge it back to the merchant.

Clearing or Settlement

The process whereby financial institutions collect or pay out for items drawn on, or paid into, accounts in their institution. Some payment gateways settle according to the credit card companies' agreements with banking institutions.

COM (Component Object Model)

COM makes it easier to create components (pieces of code) or use pre-existing components that can interact with other components and applications (using the object model). A plus is that these components can be written using a variety of computer languages.

CTR

Customer Transaction Report. Depending on which payment gateway you use, the CTR receipt is issued upon completion of a transaction. It states the business name and has an authorization number.

D

Data Transfer

Any outward-bound traffic from a Website (excluding email). Each time a web page is visited by an end user, a data transfer is generated.

Digital Certificate

Digital certificates are a password protected file that is issued from a Certificate Authority (CA). The CA validates information on a company or person and then issues a certificate. This certificate identifies and provides information such as name, email address, and encryption key so that people can be more certain that the information provided on a Web site is genuine.

Discount Rates

This rate is charged on credit card sales of merchants by the credit card issuers (bank).

E

EasySiteWizard Pro

A do-it-yourself professional site builder with drag-and-drop design tool that is included with all of Windstream's Web hosting packages. Includes hundreds of highly customizable templates and library of 30,000 images.

E-commerce

Conducting business activities - buying, selling, and other transactions - via communications and computer technologies. It includes transactions done by telephone, fax, ABM, credit card, debit card, television shopping, EDI and the Internet.



Encryption

Encoding and securing information by converting its format for transmission. Receivers of the encrypted message have to decrypt it to read it.

F

Firewall

A system between networks that filters data passing through it and removes unauthorized traffic, thus enhancing the network's security.

G

Gateway

A gateway is a program or piece of hardware that passes data between networks.

I

Internet Merchant Account

The type of merchant account necessary to accept credit cards over the Internet. It is a variant of a Card-not-present account. See also Merchant Account.

IP (Internet Protocol)

The Internet protocol defines how information gets passed between systems across the Internet.

Internet Service Provider (ISP)

A company that provides individuals and businesses with access to the Internet. Many ISPs also provide Web site hosting services.

J

Java

Sun Microsystems' Java is a programming language that adds animation, graphics and actions to Web sites.

JavaBean

A component technology for Java that lets a developer creates reusable software objects.

L

Linux

A freely distributed, Intel-processor-based alternative to UNIX. Linux is an operating system that is an inexpensive solution when compared to UNIX. Linux has become increasingly popular worldwide.

M

Merchant Account

The necessity for anyone wanting to take payments/sales via credit cards, for their e-commerce business. Regular merchant accounts differ from "card not present" or Internet merchant accounts. See Internet Merchant Account and Card Not Present.

Microsoft Site Server

Microsoft's Web site development software.

P

Payment Processing

Another phrase for transaction processing.

Perl (practical extraction and report language)

A popular programming language used for Web server applications. It can be used for creating interactive forms and CGI programs.



Point of Sale (POS)

In the brick-and-mortar business, this is the point at which a product is paid for. Merchant Sales are conducted by credit card-swipe terminal. On the Internet, this is the software that enables the merchant to accept transactions on their online store (see 'ePOS' above).

Pre-Authorization

Method by which an amount of funds is reserved for a period of time, to await sales completion.

R**Real-time**

Events and actions are taking place "as it happens". The time frame is "now".

S**SET**

Secure Electronic Transaction, is a protocol under development with MasterCard and Visa, as a method to secure payment card transactions over the Internet.

Settlement

When money is deposited into the various accounts related to a purchase with a credit card, this is settlement.

Shopping Basket or Shopping Cart

When you shop online, you collect the items you are going to buy in a shopping basket or cart, so that you can check your list when you are ready to purchase them.

SSL (Secure Sockets Layer)

A widely used public security protocol, SSL creates a secure link between a Web server and the browser. With SSL all data sent is encrypted.

T**Transaction Processing**

Process that enables the clearing of purchases in an electronic environment, such as the Internet.

U**UNIX**

UNIX is general-purpose operating system. UNIX has become popular again since much of the Internet is hosted on UNIX systems.

V**Virtual Point of Sale (vPOS)**

A Point of Sale device, where people can ring through sales online.

W**Web Hosting**

Hosting your site means a company provides the means by which people can locate your Web site on a computer or server. Many ISPs and E-commerce Solution Providers offer Web Hosting.

Web Storage

The amount of space available for storing data in memory, designed in bytes.

Web Storefront

A Web site store such as Miva or EasyStoreMaker Pro.

