



Strategic Services for Today's CIO

IT Glossary for Executives

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Unless otherwise noted, the definitions are from Webopedia at www.webopedia.com.

Basic IT Components

Data

Distinct pieces of information usually formatted in a special way.

Database

A collection of information organized in such a way that a computer program can quickly select desired pieces of data. You can think of a database as an electronic filing system.

Traditional databases are organized by:

- **Field**
A single piece of information;
- **Record**
A complete set of fields; and
- **File**
A collection of records.

Data warehouse

A collection of data designed to support management decision making. Data warehouses contain a wide variety of data that present a coherent picture of business conditions at a single point in time.

Data mining

A class of database applications that look for hidden patterns in a group of data that can be used to predict future behavior. For example, data mining software can help retail companies find customers with common interests. The term is commonly misused to describe software that presents data in new ways. True data mining software doesn't just change the presentation, but actually discovers previously unknown relationships among the data.

Program

An organized list of instructions that, when executed, causes the computer to behave in a predetermined manner. Without programs, computers are useless. A program is like a recipe. It contains a list of ingredients (called variables) and a list of directions (called statements) that tell the computer what to do with the variables. The variables can represent numeric data, text, or graphical images.

Software

Software

Computer instructions or data. Anything that can be stored electronically. Software can be divided into two general classes:

- **Systems software**
Consists of low-level programs that interact with the computer at a very basic level. This category of software includes operating systems and utilities for managing computer resources; and

- **Application software**

A program or group of programs designed for end users, also called end-user programs, that include database programs, word processors, and spreadsheets. Figuratively speaking, applications software sits on top of systems software because it is unable to run without the operating system and system utilities.

Operating system

The most important program that runs on a computer. Every general-purpose computer must have an operating system to run other programs. Operating systems perform basic tasks, such as recognizing input from the keyboard, sending output to the display screen, keeping track of files and directories on the disk, and controlling peripheral devices such as disk drives and printers.

Search engine

A program that searches documents for specified keywords and returns a list of the documents where the keywords were found. Although search engine is really a general class of programs, the term is often used to specifically describe systems like Google that enable users to search for documents on the World Wide Web.

COTS

Short for **commercial off-the-shelf**, an adjective that describes software that is ready-made and available for sale to the general public. For example, Microsoft Office is a COTS product that is a packaged software solution for businesses. COTS products are designed to be implemented easily into existing systems without the need for customization.

Custom software

Designed around a company or organization's processes to make those processes more efficient. It is distinct from COTS, which approaches problems in a general way so that the product can be sold to more than one customer.¹

Middleware

Software that connects two otherwise separate applications. Middleware is sometimes called plumbing because it connects two sides of an application and passes data between them.

Open Source software

A program in which the source code is available to the general public for use and/or modification from its original design free of charge that sprouted in the technological community as a response to proprietary software owned by corporations. It is typically created as a collaborative effort in which programmers improve upon the code and share the changes within the community.

Mash Up

A new breed of Web-based applications created that mixes at least two different services from disparate, and even competing, Web sites. A mash-up, for example, could overlay

¹ Wikipedia at en.wikipedia.org

traffic data from one source on the Internet over maps from Yahoo, Microsoft, Google or any content provider.

Rich Internet Applications

Abbreviated as RIA, Web-based applications that function as traditional desktop applications but Web browsers (or clients) are required for access. Unlike traditional applications, software installation is not required. However, depending on the application ActiveX, Java, Flash, or similar technologies must be installed on the client machine.

Agent

Small software application that runs on a server, desktop computer or other network hardware to facilitate reporting of status, often for monitoring configuration management purposes.²

Legacy

An application in which a company or organization has already invested considerable time and money.

Application service provider (ASP)

Third-party entity that manages and distributes software-based services and solutions to customers across a wide area network from a central data center.

Software as a Service (SaaS) – A mechanism for providing application capabilities to an organization without the related acquisition of hardware and software to operate it; software is instead provided by a vendor on a per-usage or other basis.³

Cloud Computing

A general concept that incorporates software as a service (SaaS), Web 2.0 and other recent, technology trends, in which the common theme is reliance on the Internet for satisfying the computing needs of the users. The cloud is a metaphor for the Internet and it is a style of computing in which IT-related capabilities are provided as a service, allowing users to access technology-enabled services from the Internet without knowledge of, expertise with, or control over the technology infrastructure that supports them.⁴

Customer Relationship Management (CRM)

Entails all aspects of interaction a company has with its customer, whether it is sales or service related. Computerization has changed the way companies are approaching their CRM strategies because it has also changed consumer buying behavior. With each new advance in technology, especially the proliferation of self-service channels like the Web, more of the relationship is being managed electronically. Organizations are therefore looking for ways to personalize online experiences (a process also referred to as mass customization) through tools such as help-desk software, e-mail organizers and Web development applications.

² Baschab, John & Piot, Jon, *The Executive's Guide to Information Technology*, Second Edition, Wiley, 2007.

³ Ditto

⁴ Wikipedia at en.wikipedia.org

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.

Supply chain management (SCM)

Deals with the planning and execution issues involved in managing a network of facilities and distribution options that perform the functions of procurement of materials; transformation of these material into intermediate and finished products; and distribution of these finished products to customers.⁵

Back-office

Applications that support internal business functions such as finance and human resources.⁶

Front-office

Applications which support core business functions which will vary according to business type and range from order entry to customer management. Also known as customer facing applications.⁷

Instant Messaging (IM)

Software that allows messages to be sent over the local network or internet to other users; typically in real-time but can be on a delayed basis; often used as an alternative to phone calls and e-mail.⁸

Short Message Services (SMS) and Text Messaging

Sending short text messages to a device such as a cellular phone, PDA or pager. Text messaging is used for messages that are no longer than a few hundred characters. The term is usually applied to messaging that takes place between two or more mobile devices.

Wizard

A utility within an application that helps you use the application to perform a particular task. For example, a TurboTax uses a wizard to guide users through completing a tax return.

⁵Wikipedia at en.wikipedia.org

⁶ Baschab, John & Piot, Jon, The Executive's Guide to Information Technology, Second Edition, Wiley, 2007.

⁷ Ditto

⁸ Ditto

Hardware

Hardware

Refers to objects that you can actually touch, like disks, disk drives, display screens, keyboards, printers, boards, and chips.

Central Processing Unit (CPU)

The CPU is the brains of the computer. Sometimes referred to simply as the processor or central processor, the CPU is where most calculations take place.

Memory

Internal storage areas in the computer. The term memory identifies data storage that comes in the form of chips

Disk storage (hard drive)

A round plate on which data can be encoded. Disks hold on to data even when the computer is turned off. Consequently, disks are the storage medium of choice for most types of data.

Smart Phones/Devices

A mobile phone offering advanced capabilities, often with PC-like functionality. While an industry standard definition does not exist, the term is used for a phone with capabilities ranging from complete operating system software providing a standardized interface and platform for application developers to simply a phone with advanced features like e-mail and Internet capabilities, and/or a full keyboard.⁹

Operations

Fault tolerance

The ability of a system to respond gracefully to an unexpected hardware or software failure. There are many levels of fault tolerance, the lowest being the ability to continue operation in the event of a power failure. Many fault-tolerant computer systems mirror all operations -- that is, every operation is performed on two or more duplicate systems, so if one fails the other can take over.

Clustering

Connecting two or more computers together in such a way that they behave like a single computer. Clustering is used for parallel processing, load balancing and fault tolerance. Clustering is a popular strategy for implementing parallel processing applications because it enables companies to leverage the investment already made in PCs and workstations. In addition, it's relatively easy to add new CPUs simply by adding a new PC to the network.

Redundant

Used to describe a component of a computer or network system that is used to guard the primary system from failure by acting as a back up system. Redundant components can

⁹ Wikipedia at en.wikipedia.org

include both hardware elements of a system -- such as disk drives, peripherals, servers, switches, routers -- and software elements -- such as operating systems, applications and databases.

Virtualization

The partitioning of a physical server into smaller virtual servers. In server virtualization the resources of the server itself are hidden, or masked, from users, and software is used to divide the physical server into multiple virtual environments, called virtual or private servers. Instead of requiring a separate computer for each server, dozens of virtual servers can co-reside on the same computer.

Disruptive technologies

New technological innovation, product, or service that eventually overturns the existing dominant technology in the market, despite the fact that the disruptive technology is both radically different than the leading technology and that it often initially performs worse than the leading technology according to existing measures of performance.¹⁰

Architecture

Refers to either hardware or software, or to a combination of hardware and software. The architecture of a system always defines its broad outlines, and may define precise mechanisms as well. An open architecture allows the system to be connected easily to devices and programs made by other manufacturers. Open architectures use off-the-shelf components and conform to approved standards. A system with a closed architecture, on the other hand, is one whose design is proprietary, making it difficult to connect the system to other systems.

Open architecture

An architecture whose specifications are public. This includes officially approved standards as well as privately designed architectures whose specifications are made public by the designers. The opposite of open is closed or proprietary. The great advantage of open architectures is that anyone can design add-on products for it. By making an architecture public, however, a manufacturer allows others to duplicate its product.

Service Oriented Architecture (SOA)

A software architecture where resources on a network are made available as independent services that can be accessed without knowledge of their underlying platform. SOA can help businesses respond more quickly and cost-effectively to changing market conditions.¹¹

Proprietary architecture

Privately owned and controlled. A proprietary design or technique is one that is owned by a company. It also implies that the company has not divulged specifications that would allow other companies to duplicate the product. Increasingly, proprietary architectures are seen as a disadvantage. Consumers prefer open and standardized architectures, which allow them to mix and match products from different manufacturers.

¹⁰ Baschab, John & Piot, Jon, *The Executive's Guide to Information Technology*, Second Edition, Wiley, 2007.

¹¹ Ditto

User interface

The keyboard, mouse, menus of a computer system that allow the user to communicate with the system.

Integration

Use of software and architectural principles to bring together a set of computer applications. Without integration, enterprise computing often takes the form of islands of automation, where the value of individual systems is not maximized because they are working in partial or full isolation.¹²

Interoperable

Characteristics that allow products to work together to accomplish tasks, usually by standard file formats or network protocols.¹³

Scalable

A popular buzzword that refers to how well a hardware or software system can adapt to increased demands. For example, a scalable network system would be one that can start with just a few nodes but can easily expand to thousands of nodes. Scalability can be a very important feature because it means that you can invest in a system with confidence you won't outgrow it.

Configuration

The way a system is set up, or the assortment of components that make up the system. Configuration can refer to either hardware or software, or the combination of both. Many software products require that the computer have a certain minimum configuration. For example, the software might require a graphics display monitor and a video adapter, a particular microprocessor, and a minimum amount of main memory.

Enterprise

In the computer industry, the term is often used to describe any large organization that utilizes computers. An intranet, for example, is a good example of an enterprise computing system.

Information Technology Infrastructure Library (ITIL)

A set of standards and processes oriented to effective IT operations and infrastructure management.¹⁴

Total Cost of Ownership (TCO)

Representing how much it actually costs to own a [piece of technology]. The TCO includes original cost of the computer and software, hardware and software upgrades, maintenance, technical support, and training. Most estimates place the TCO at about 3 to 4 times the actual purchase cost.

¹² Ditto

¹³ Ditto

¹⁴ Baschab, John & Piot, Jon, The Executive's Guide to Information Technology, Second Edition, Wiley, 2007.

Networking

Network

A group of two or more computer systems linked together. There are many types of computer networks, including:

- **Local-area networks (LANs)**
The computers are geographically close together (that is, in the same building);
- **Wide-area networks (WANs)**
The computers are farther apart and are connected by telephone lines or radio waves;
- **Campus-area networks (CANs)**
The computers are within a limited geographic area, such as a campus or military base; and
- **Metropolitan-area networks (MANs)**
A data network designed for a town or city.

Backbone

The main wire that connects nodes. The term is often used to describe the main network connections composing the Internet.

Server

A computer or device on a network that manages network resources. For example, a file server is a computer and storage device dedicated to storing files. Any user on the network can store files on the server. A print server is a computer that manages one or more printers, and a network server is a computer that manages network traffic. A database server is a computer system that processes database queries.

Client

Typically, a client is an application that runs on a personal computer or workstation and relies on a server to perform some operations. For example, an e-mail client is an application that enables you to send and receive e-mail.

Node

In networks, a processing location. A node can be a computer or some other device, such as a printer. Every node has a unique network address.

SAN

Short for **Storage Area Network**, a high-speed sub-network of shared storage devices. A storage device is a machine that contains nothing but a disk or disks for storing data. A SAN's architecture works in a way that makes all storage devices available to all servers on a LAN or WAN. As more storage devices are added to a SAN, they too will be accessible from any server in the larger network.

Bandwidth

A range within a band of frequencies or wavelengths or the amount of data that can be transmitted in a fixed amount of time.

Fiber Optic (fiber)

A technology that uses glass (or plastic) threads (fibers) to transmit data. A fiber optic cable consists of a bundle of glass threads, each of which is capable of transmitting messages modulated onto light waves.

Narrowband

Restricted frequency band, usually for a single user or used for a single purpose (channel).¹⁵

Broadband

A type of data transmission in which a single medium (wire) can carry several channels at once. Cable TV, for example, uses broadband transmission.

Wireless

Type of network that uses high-frequency radio waves rather than wires to communicate between nodes.

802.x

Refers to a family of specifications developed for wireless LAN technology.

Wi-Fi

Short for **w**ireless **f**idelity and is meant to be used generically when referring of any type of 802.11 network.

Wi-Max

A more powerful version of Wi-Fi that can provide wireless Internet access over wider geographic location such as a city.¹⁶

Mesh Network

Also called mesh topology or a mesh network, mesh is a network topology in which devices are connected with many redundant interconnections between network nodes. In a true mesh topology every node has a connection to every other node in the network.

WAP

Short for the **W**ireless **A**pplication **P**rotocol, a secure specification that allows users to access information instantly via handheld wireless devices such as mobile phones, pagers, and two-way radios.

WEP

Short for **W**ired **E**quivalent **P**rivacy, a security protocol for wireless local area networks defined in the 802.11b standard. WEP is designed to provide the same level of security as that of a wired LAN.

WPA

Short for **W**i-Fi **P**rotected **A**ccess, a Wi-Fi standard that was designed to improve upon the security features of WEP. The technology is designed to work with existing Wi-Fi products that have been enabled with WEP (i.e., as a software upgrade to existing

¹⁵ High-tech Dictionary at www.computeruser.com/resources/dictionary

¹⁶ Glossary at <http://www.bnet.fordham.edu/carey1/glossary.htm>

hardware), but the technology includes two improvements over WEP: improved data encryption and user authentication, which is generally missing in WEP.

Bluetooth

A short-range radio technology aimed at simplifying communications among Internet devices and between devices and the Internet. It also aims to simplify data synchronization between Internet devices and other computers. Products with Bluetooth technology must be qualified and pass interoperability testing by the Bluetooth Special Interest Group prior to release. Bluetooth's founding members include Ericsson, IBM, Intel, Nokia and Toshiba.

RFID

Short for **R**adio **F**requency **I**dentification, a technology similar in theory to bar code identification. With RFID, the electromagnetic or electrostatic coupling in the RF portion of the electromagnetic spectrum is used to transmit signals. An RFID system consists of an antenna and a transceiver, which read the radio frequency and transfer the information to a processing device, and a transponder, or tag, which is an integrated circuit containing the RF circuitry and information to be transmitted.

Peer-to-peer

A type of network in which each workstation has equivalent capabilities and responsibilities. This differs from client/server architectures, in which some computers are dedicated to serving the others. Peer-to-peer networks are generally simpler, but they usually do not offer the same performance under heavy loads.

Virtual Private Network (VPN)

A network that is constructed by using public wires to connect nodes. For example, there are a number of systems that enable you to create networks using the Internet as the medium for transporting data. These systems use encryption and other security mechanisms to ensure that only authorized users can access the network and that the data cannot be intercepted.

Internet

Internet protocol (IP)

Specifies the format of packets of data and the addressing scheme. Most networks combine IP with a higher-level protocol called Transmission Control Protocol (TCP), which establishes a virtual connection between a destination and a source. IP by itself is something like the postal system. It allows you to address a package and drop it in the system, but there's no direct link between you and the recipient. TCP/IP, on the other hand, establishes a connection between two hosts so that they can send messages back and forth for a period of time.

VoIP

Short for **Voice over IP**, the routing of voice conversations over the Internet or any other IP network. The voice data flows over a general-purpose packet-switched network, instead of the traditional dedicated, circuit-switched voice transmission lines.¹⁷

Web browser

A software application used to locate and display Web pages. The two most popular browsers Microsoft Internet Explorer and Mozilla Firefox. Both are graphical browsers, which means that they can display graphics as well as text. In addition, most modern browsers can present multimedia information, including sound and video, though they require plug-ins for some formats.

Web services

A standardized way of integrating Web-based applications using open standards over an Internet protocol backbone.¹⁸

Wikis

A collaborative Web site comprised of the perpetual collective work of many authors. Similar to a blog in structure and logic, a wiki allows anyone to edit, delete or modify content that has been placed on the Web site using a browser interface, including the work of previous authors. In contrast, a blog, typically authored by an individual, does not allow visitors to change the original posted material - only to add comments regarding the original content.

Web 2.0

The term given to describe a second generation of the World Wide Web that is focused on the ability for people to collaborate and share information online. Web 2.0 basically refers to the transition from static HTML Web pages to a more dynamic Web that is more organized and is based on serving Web applications to users. Blogs, wikis, and Web services are all seen as components of Web 2.0.

Social Networking

A broad class of Web sites and services that allow you to connect with friends, family, and colleagues on-line, as well as meet people with similar interests or hobbies. Many, such as the popular Facebook and MySpace, let you create a profile where you can post photos, information about yourself like location, hobbies, and relationship status, and send and receive correspondence with on-line contacts.¹⁹

RSS feed

Short for Really Simple Syndication. A file that contains frequently updated information, such as news headlines, blog posts, and in the case of podcasts audio and video, that is specially formatted in a way that allows it to be subscribed to using a variety of programs called feed readers or aggregators. Many sites provide RSS feeds of their most recently-updated content, and a feed reader can subscribe to many feeds (thousands or even millions) at once, allowing you to view the most recent information from a variety of sources without visiting all of the originating web sites.²⁰

¹⁷ Wikipedia at en.wikipedia.org

¹⁸ Ditto

¹⁹ <http://www.tucows.com/article/1903#terms-s>

²⁰ Ditto

Cookie

Identifies users and possibly prepares customized Web pages for them. When you enter a Web site using cookies, you may be asked to fill out a form providing such information as your name and interests. This information is packaged into a cookie and sent to your Web browser which stores it for later use. The next time you go to the same Web site, your browser will send the cookie to the Web server.

XML

Short for **Extensible Markup Language**. A specification designed especially for the web that allows designers to create their own customized tags, enabling the definition, transmission, validation, and interpretation of data between applications and between organizations

Intranet

A network based on TCP/IP protocols (an internet) belonging to an organization, usually a corporation, accessible only by the organization's members, employees, or others with authorization. An intranet's Web sites look and act just like any other Web sites, but the *firewall* surrounding an intranet fends off unauthorized access.

Firewall

A system designed to prevent unauthorized access to or from a private network. Firewalls can be implemented in both hardware and software, or a combination of both. Firewalls are frequently used to prevent unauthorized Internet users from accessing private networks connected to the Internet, especially intranets. All messages entering or leaving the intranet pass through the firewall, which examines each message and blocks those that do not meet the specified security criteria.

Extranet

A buzzword that refers to an intranet that is partially accessible to authorized outsiders. Whereas an intranet resides behind a firewall and is accessible only to people who are members of the same company or organization, an extranet provides various levels of accessibility to outsiders. You can access an extranet only if you have a valid username and password, and your identity determines which parts of the extranet you can view. Extranets are becoming a very popular means for business partners to exchange information.

Blog

Or weblog; a running commentary on a specific topic (or variety of topics) usually operated by an individual. Sometimes affiliated with a company or organization.²¹

Twitter (Micro Blog)

A form of multimedia blogging that allows users to send brief text updates (say, 140 characters or fewer) or micromedia such as photos or audio clips and publish them, either to be viewed by anyone or by a restricted group which can be chosen by the user. These messages can be submitted by a variety of means, including text messaging, instant messaging, email, MP3 or the web. The content of a micro-blog differs from a traditional

²¹ Baschab, John & Piot, Jon, The Executive's Guide to Information Technology, Second Edition, Wiley, 2007.

blog due in that it is typically more topical, smaller in aggregate file size (e.g. text, audio or video) but is the same in that people utilize it for both business and individual reasons.²²

Risk Management

Back up

To copy files to a second medium (a disk or tape) as a precaution in case the first medium fails. One of the cardinal rules in using computers is back up your files regularly.

Archive

To copy files to a long-term storage medium for backup. Large computer systems often have two layers of backup, the first of which is a disk drive. Periodically, the computer operator will archive files on the disk to a second storage device, usually a tape drive.

Disaster recovery

The ability to restart operations after a disaster. While many of today's larger computer systems contain built-in programs for disaster recovery, standalone recovery programs often provide enhanced features. Disaster recovery is used both in the context of data loss prevention and data recovery.²³

Hot site

A fully operational offsite data processing facility equipped with both hardware and system software to be used in the event of a disaster or for disaster recovery.

Business continuity

Holistic management process that identifies potential impacts that threaten an organization and provides a framework for building resilience with the capability for an effective response that safeguards the interests of its key stakeholders, reputation, brand and value creating activities.²⁴

Encryption

A process that uses a mathematical algorithm to alter information so it is unrecognizable to electronic eavesdroppers or other unauthorized individuals. An encrypted document looks nothing like the original and cannot be interpreted without a digital key both the user and sender possess for the purpose of decryption.²⁵

Biometrics

Generally, the study of measurable biological characteristics. In computer security, biometrics refers to authentication techniques that rely on measurable physical characteristics that can be automatically checked.

Hacker

A slang term for a computer enthusiast, i.e., a person who enjoys learning programming languages and computer systems and can often be considered an expert on the subject(s). Among professional programmers, depending on how it used, the term can be

²² <http://en.wikipedia.org/wiki/Microblog>

²³ Wikipedia at en.wikipedia.org

²⁴ Ditto

²⁵ Austin, Robert, The World Wide Web and Internet Technology, HBS, February 13, 2003.

either complimentary or derogatory, although it is developing an increasingly derogatory connotation.

Phishing

The act of sending an e-mail to a user falsely claiming to be an established legitimate enterprise in an attempt to scam the user into surrendering private information that will be used for identity theft. The e-mail directs the user to visit a Web site where they are asked to update personal information, such as passwords and credit card, social security, and bank account numbers, that the legitimate organization already has on file. The Web site, however, is bogus and set up only to steal the user's information.

Pharming

Similar in nature to e-mail phishing, pharming seeks to obtain personal or private (usually financial related) information through domain (website name) spoofing. Pharming poisons the domain server by infusing false information, resulting in a user's request being redirected elsewhere. Your browser however will show you are at the correct Web site, which makes pharming a bit more serious and more difficult to detect.

Spam

Electronic junk mail or junk newsgroup postings. Some people define spam even more generally as any unsolicited e-mail. However, if a long-lost brother finds your e-mail address and sends you a message, this could hardly be called spam, even though it's unsolicited. Real spam is generally e-mail advertising for some product sent to a mailing list or newsgroup. In addition to wasting people's time with unwanted e-mail, spam also eats up a lot of network bandwidth.

Spyware

Any software that covertly gathers user information through the user's Internet connection without his or her knowledge, usually for advertising purposes. Spyware applications are typically bundled as a hidden component of freeware or shareware programs that can be downloaded from the Internet; however, it should be noted that the majority of shareware and freeware applications do not come with spyware.

Trojan horse

A destructive program that masquerades as a benign application. Unlike viruses, Trojan horses do not replicate themselves but they can be just as destructive. One of the most insidious types of Trojan horse is a program that claims to rid your computer of viruses but instead introduces viruses onto your computer.

Virus

A program or piece of code that is loaded onto your computer without your knowledge and runs against your wishes. Viruses can also replicate themselves. All computer viruses are manmade. A simple virus that can make a copy of itself over and over again is relatively easy to produce. Even such a simple virus is dangerous because it will quickly use all available memory and bring the system to a halt. An even more dangerous type of virus is one capable of transmitting itself across networks and bypassing security systems.

Worm

A program or algorithm that replicates itself over a computer network and usually performs malicious actions, such as using up the computer's resources and possibly shutting the system down.

Denial of Service Attack

An attack technique designed to shut down all transactions on a website, wherein automated programs direct huge amounts of apparently legitimate traffic to a target web site, sometimes from many locations at once.²⁶



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²⁶ Ditto