

Glossary of Intranet Terms

Business Rules

A business rule is typically referenced in conjunction with personalization engines. Business rules determine which users are delivered a specific type of content. Business rules typically use a Broadvision or ATG supplied interface to match content with user groups. A sample business rule: any user working in the high-tech industry should see content related to new Web technologies. Business rules can be stored in a database (Broadvision) or file system (Microsoft, ATG) and are evaluated at run-time by a personalization engine.

Certificate Authority

An issuer of security certificates used in SSL connections.

Extranet

Network connections to a partner's network using secure IP and other Internet Protocols to do business.

Frame

Frames are a way to organize and structure HTML documents, creating compound views that the user sees within the main window of Internet Explorer. Each frame is itself a unique window within the main window. The same concept of dividing a main area into distinct subareas can be done with a variety of techniques. Not only "Frames" can produce the look of separate frames; Tables can also deliver the same end result.

GIF

(Graphic Interchange Format) -- A common format for image files, especially suitable for images containing large areas of the same color. GIF format files of simple images are often smaller than the same file would be if stored in JPG format, but GIF format does not store photographic images as well as JPG.

Hovering

Hovering is the word to describe the color, attributes, and text that are displayed when the mouse is on top of an area of text just prior to clicking the mouse to navigate.

HTML

Hypertext Mark-up Language. HTML is not a programming language, but a way to format text by placing marks around the text. For example, HTML allows you to make a word bold or underline it. HTML is the foundation of most Web pages.

HTTP

Hypertext Transfer Protocol. A Protocol that tells computers how to communicate with each other. Most URLs begin with `http://`

Internet

The Internet is a collection of networks that provide worldwide connectivity based on the IP Protocol. World Wide Web servers and browsers are among the most popular applications on the Internet

Intranet

An Intranet is a privately owned network that makes use of Internet technology and applications to meet the needs of an enterprise.

JPG

(Joint Photographic Experts Group) -- JPG is most commonly used as a format for image files. JPG format is preferred to the GIF format for photographic images as opposed to line art or simple logo art.

MouseOver:

This class highlights a control as the mouse is dragged over it. It is also referred to as MouseOver event. This is also referred to as Floating Tips or Rollovers.

Personalization

The process of matching categorized content with different end users based on business rules. This personalization process occurs upon page request to a Web server and is handled by either (a) a general application server (b) a specialized one-to-one application server or (c) a specific personalization engine.

Security Certificate

A piece of information (often stored as a text file) that is used by the SSL protocol to establish a secure connection.

A security certificate contains information about whom it belongs to, which a unique serial number or other unique identification, valid dates, and an encrypted "fingerprint" that can be used to verify the contents of the certificate issued it.

In order for an SSL connection to be created, both sides must have a valid security certificate.

SSL

(Secure Socket Layer) -- A protocol designed by Netscape Communications to enable encrypted, authenticated communications across the Internet. SSL is used mostly (but not exclusively) in communications between Web browsers and Web servers. URLs that begin with `https` indicate that an SSL connection will be used.

SSL provides three important things: privacy, authentication, and message integrity.

In an SSL connection each side of the connection must have a security certificate which each side's software sends to the other. Each side then encrypts what it sends using information from both its own and the other side's certificate, ensuring that only the intended recipient can decrypt it, and that the other side can be sure the data came from the place it claims to have come from, and that the message has not been tampered with.

URL

(Uniform Resource Locator) -- The standard way to give the address of any resource on the Internet that is part of the World Wide Web (WWW). A URL looks like this: <http://www.pragmatic-systems.com>