

ACRONYMES

ACD = Automatic Call Distributor
ADSL = Asymmetric Digital Subscriber Line
ANI = Automatic Number Identification
API = Application Programming Interface
ASP = Application Service Provider
ATM = Asynchronous Transfer Mode
B2B = Business to Business
B2C = Business to Consumer
B2D = Business to Distributor
BD = Data Base
CHAID = Chi carré Automatic Interaction Detection
CRM = Customer ou Citizen Relationship Management
CTI = Customer Telecom Interaction = Computer Telephony Integration
DID = Direct In Dial
DLL = Dynamic Link Library
DNIS = Dial Number Information Service
ERP = Enterprise Resource Planning
HTML = Hyper Text Markup Language
IDC = International Data Corporation
IIS = Internet Information Server
ISO = International Standard Organisation
IT = Information Technologies
IVR = Interactive Voice Response
LAN = Local Area Network
ODBC = Open Data Base Connectivity
OLAP = On-Line Analytical Processing
PIM = Personal Information Manager
PRN = Partner Relationship Management
RAS = Remote Access Service
RMA = Return Merchandise Authorization
RNIS = Réseau numérique à intégration de service
ROI = Return on Investment
SFA = Sale Force Automation
SQL = Search Query Language
TAPI = Telephony Application Programming Interface
TCP-IP = Transmission Code Protocol Internet Protocol
VPN = Virtual Private Network
WAN = Wide Area Network
WAP = Wireless Application Protocol