Customer Ninja – Dictionary / Glossary / Definition of Terms

Application: A complete software package that allows the user to execute certain functions on a computer. A program. In this case, the application refers to the entire Customer Ninja software package.

Command Line: An older computer interface where the user only types commands and inputs them to the computer. It has much more limited interactivity than GUI (see below).

Data: Information. In this case, digital information used by both the application and the user representing that various aspects of the retail environment.

Database: A software object which stores data in a reliable and easily retrievable way. In this case, the database is locally stored.

Device: A hardware component, typically other than a computer, that can interface directly with a computer. For example: a mouse, a keyboard, or the magnetic card reader/writer.

Functionality: A service provided by the application or system.

GUI (Graphical User Interface): An on-screen interactive representation of the workings of a computer system which allows the user to efficiently use the software on a computer without the need to use older-style command line. Usually takes the form of bordered windows (such as in the common appearance of the most popular operating systems).

Hardware: Physical aspects of a computer system, including the computer and computer components themselves.

Local, Locally: Involving only the computer which is currently running the application. Not networked to any other computer.

Light-Weight: In this context, the abilities of the application to be stored with relatively little space used and to be run with relatively little overhead.

Magnetic Card: A small rectangular plastic card with a programmable magnetic strip, i.e. a credit card or any other swiped card. In this context, used to increase the efficiency of the customer loyalty program.

Manual Sale: Not automated by the database. The ability of trusted users to enter more flexible amounts or prices that may differ from the previously-defined data. Intended for cases where the trusted user may need to quickly handle a problem in an unforeseen manner.

Memory: The electronic means of storing and retrieving data within a computer.

Native: The inclusion of a certain functionality within an application. The lack of a need to rely on outside systems or software in order to function.

Operating System: The software which enables a user to make use of a computer system by handling most low-level functions such as memory management and efficient use of the central processing unit (CPU; see above). Common examples include Microsoft Windows, Mac OS X, Linux, BSD, etc.

Overhead: The inherent resource cost of the application. For example: processing time, memory space, etc.

Persistent: Long-lasting and durable. In this context, persistent refers to the ability of the database to maintain data reliably without the active management of the application (i.e. while the application is terminated; see below)

Package: An interrelated collection of software.

Permission(s): The rights of a user within a computer system or application. The allowed operations of that user.

Reader/Writer: A device that is capable of both reading and writing to a certain medium. In this context, refers to the device which will encode and later read the customer loyalty program identification cards.

Security: The safety of data and other components of an application or system. The ability to prevent unwanted access to the same data and components.

Software: Non-physical data and code which can be executed by a computer. As opposed to hardware.

Store, Storage: To commit to persistent memory (usually in the form of a hard drive). To electronically represent data in a way and place such that the data will not be lost when the computer is turned off or the application terminates.

System: A complex functional object consisting of many different parts which work together to accomplish a task. As used here, system generally refers to the physical hardware system, but may also apply to the software application.

Terminate: The act of an application ceasing to function. To close an application.

Tracking: The use of data to study the long-term trends of customers and purchasing habits.

Tool: An included software function that can be used to accomplish a certain task.

Trusted User: A user (see below) who has been identified as having increased responsibilities and/or trustworthiness, and is allowed access to increased functionality within the application. This option must be set by another already trusted user.

User: The person that is currently making use of the application. In this context, users are intended to be employees, managers, and any members of the retail establishment.

Window: A rectangular frame (possibly of varying size) which displays the graphical components of an application. The most common modern graphical representation of software.