



BI Buzzwords

2Q2008

<i>Buzzword</i>	<i>Buzzword Long Name</i>	<i>Buzzword Description</i>
BAM	Business Activity Monitoring	
BI	Business Intelligence	
BPM	Business Performance Management	
CDI	Customer Data Integration	
CIM	Common Information Model	
CMM	Capability Maturity Model	
CMMI	Capability Maturity Model Integration	
COBIT	Control Objectives for Information and Related Technology	
CPM	Corporate Performance Management	
DA	Data Architecture	The combination of data stores (e.g., ODS, DW, DM) that comprise the data environment.

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DM	Data Mart	Usually similar in structure to a data warehouse, with the data set focused on a business unit or functional group.
DQ	Data Quality	
DW	Data Warehouse	
EAI	Enterprise Application Integration	
EB4A	Eliminate Before You Automate	
ECI	Enterprise Content Integration	
EII	Enterprise Information Integration	
EIM	Enterprise Information Management	Integration information across the organization.
ELT	Extract, Load, Transform	
EMPI	Enterprise Master Person Index	Coined by Initiative Systems
ETL	Extract, Transform, Load	

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ITIL	IT Infrastructure Library	Developed originally for the UK Government, offers a repository of leading IT service management practices.
ODS	Operational Data Store	
Ontology	Ontology	Semantic Integration Technology
OPM	Operational Performance Management	
PDI	Physical Data Integration	Actual movement and integration of data from a source system into an integrated repository.
PPM	Product and Portfolio Management	
Semantic Integration	Semantic Integration	
Semantic Web	Semantic Web	
SOA	Service Oriented Architecture	
SVT	Single Version of the Truth	One source of information for all managerial reporting
VDI	Virtual Data Integration	The use of a software layer that interfaces with the reporting or end-user delivery application