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## GLOSSARY OF TECHNICAL TERMS

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*This glossary contains definitions of certain technical terms used in this document in connection with us and our business. These may not correspond to standard industry definitions, and may not be comparable to similarly terms adopted by other companies.*

“ACD”	Automatic Call Distributor, a telephony system that receives incoming calls, categorizes those calls based on preset conditions, and transfers the call to the most qualified agent, or team, to handle the issue
“active-active dual-cloud architecture”	an architecture where services operate in parallel on two cloud computing platforms and data on the two different clouds are synchronized in real time
“AI”	Artificial Intelligence
“API”	Application Programming Interfaces, enables companies to open up their applications’ data and functionality to external third-party developers, business partners, and internal departments within their companies
“ASR”	Automatic Speech Recognition, a technology that uses machine-learning algorithms to convert spoken language to text
“app” or “application”	application software designed to run on smartphones and other mobile devices
“architecture”	the structure under which an information system’s hardware, software, data and communication capabilities are put together
“BERT”	Bidirectional Encoder Representations from Transformers, a machine learning technique for natural language processing
“BPMN”	Business Process Modeling Notation, a flow chart method that models the steps of a planned business process from end to end
“CAGR”	Compound Annual Growth Rate

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“cloud-based”	applications, services or resources made available to users on demand via the Internet from a cloud computing provider’s servers with access to shared pools of configurable resources
“COVID-19”	coronavirus disease 2019, a disease caused by a novel virus designated as severe acute respiratory syndrome coronavirus 2
“CRM”	Customer Relationship Management, a strategy for managing an organization’s relationships and interactions with customers and potential customers
“CTI”	Computer Telephony Integration, a set of technologies for integrating and managing computers and telephone systems
“data analytics”	the use of advanced analytic techniques against very large, diverse data sets to uncover hidden patterns, unknown correlations, market trends, customer preferences, and other useful information that can help organizations make more informed business decisions
“DDoS”	distributed denial-of-service attack, a cyberattack in which the perpetrator seeks to make a machine or network resource unavailable to its intended users by temporarily or indefinitely disrupting services of a host connected to the internet
“deep learning”	a subset of machine learning that has networks capable of learning unsupervised from data that is unstructured or unlabeled
“DevOps”	a model that combines software development and information system operations to shorten the cycle of building and delivering features, fixes and updates to users while keeping software solutions reliable, scalable and secure
“envelope encryption”	an encryption mechanism that encrypt data with a data key, and then encrypt the data key under another key

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“ERP”	Enterprise Resource Planning, a business process management software that allows an organization to use a system of integrated applications to manage the business and digitalize back-office functions relating to technology, services, and human resources
“grayscale release”	a technique to reduce the risk of introducing a new software version in production by slowly rolling out the change to a small subset of users before rolling it out to the entire infrastructure and making it available to everybody
“IaaS”	Infrastructure as a Service, a category of cloud computing service that provides virtualized computing resources over the Internet
“IDC”	internet data centers, physical facilities that house data servers and other IT infrastructure
“IVR”	Interactive Voice Response, an automated phone system technology to provide or gather information from incoming callers via a voice response system without having to speak to a human agent
“Kubernetes”	an open-source container-orchestration system for automating computer application deployment, scaling, and management
“machine learning”	an AI application that provides systems the ability to automatically learn and improve from experience without being explicitly programmed
“microservices”	an architectural style that structures an application as a collection of services that are loosely coupled and independently deployable
“MLPS”	Multi-Layer Protection Scheme (MLPS) Level III Certification, certified by the Ministry of Public Security of the PRC demonstrating the highest level achievable for non-financial institutions
“MTBF”	mean time between failures, the predicted elapsed time between inherent failures of a mechanical or electronic system, during normal system operation

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“NLP”	Natural Language Processing, AI-powered function to engage in text- and voice-based intelligent interactions
“PC”	Personal computer
“RNN”	Recurrent Neural Network, a type of artificial neural network which uses sequential data or time series data
“robotic process automation” or “RPA”	a software technology used to automate mundane rules-based business processes
“SaaS”	Software as a Service, a cloud-based software licensing and delivery model in which software and associated data are centrally hosted
“serverless architecture”	a software design pattern where applications are hosted by a third-party services, eliminating the need for server software and hardware management by the developers
“SDK”	Software Development Kits, a set of tools used for developing applications provided by hardware and software providers
“SD-WAN”	software-defined wide area network, simplifies the management and operation of a WAN by decoupling the networking hardware from its control mechanism
“SLA”	Service Level Agreement, a documented agreement between a service provider and a customer that identifies both the services required and the expected level of service
“SMS”	Short Message Service, basic communications technology for mobile data transfer and is characterized by the exchange of short alphanumeric text messages between digital line and mobile devices
“softswitch”	software switch, a call-switching node in a telecommunications network based in software instead of specialized switching hardware

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“SQL”	SQL is a domain-specific language used in programming and designed for managing data held in a relational database management system, or for stream processing in a relational data stream management system
“TRUCS”	the Trusted Cloud Services Certification (TRUCS) (“可信雲服務認證”) from institutions accredited by the MIIT
“VPC”	as a special category of public cloud, is an isolated cloud hosted within a public cloud environment and accessed exclusively by one user
“WAN”	Wide Area Network, a telecommunications network that extends over a large geographic area for the primary purpose of computer networking