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List of Acronyms

ADD: Application Development and Deployment
ADM: Application Development and Management
APJ: Asia Pacific and Japan
APP: Applications
B2C: Business to Consumer
BI: Business Intelligence
BPO: Business Process Outsourcing
BU: Business Unit
BW: Business Warehouse
CAGR: Compound Annual Growth Rate
CEO: Chief Executive Officer
CIOs: Chief Information Officers
CoE: Centre of Excellence
CPG: Consumer Packaged Goods
CRM: Customer Relationship Management
CSAT: Customer Satisfaction
CTO: Chief Technology Officer
DBA: Diploma in Business Administration
DEA: Data Envelopment Analysis
DIY: Do It Yourself
DVD: Digital Versatile Disc
EAI: Enterprise Application Integration
EI: External Innovation
EMEA: Europe, the Middle East and Africa
ERP: Enterprise Resource Planning
FP: Fixed Price
FSCM: Financial Supply Chain Management
GDM: Global Delivery Model
GDP: Gross Domestic Product
GEMS: Generic Error Modeling System
GVC: Global Value Chain
HCM: Human Capital Management
HR: Human Resources
ICAI: Institute of Chartered Accountants of India
ICT: Information and Communication Technology
IoT: Internet of Things
IP: Intellectual Properties
IT: Information Technology
ITO: Information Technology Outsourcing
KEDB: Known Error Data Base
KPI: Key Process Indicator
KPO: Knowledge Process Outsourcing
KT: Knowledge Transfer
LATAM: Latin America
LSSC: Large Software Services Company
M&A: Mergers and Acquisitions
M2M: Machine to Machine
MDM: Master Data Management
MENA: Middle East North Africa
MNC: Multi National Company
MSV: Market Structure View
MUSD: Million US Dollars
NASSCOM: National Association of Software and Services Companies
NRI: Networked Readiness Index
OECD: Organisation for Economic Co-operation and Development
PC: Personal Computer
PhD: Doctor of Philosophy
POC: Proof of Concept
POV: Point of View
PRP: Project Readiness Plan
PSASV: Package Software Application Services Vendor
R & D: Research and Development
RAM: Random Access Memory
RBV: Resource Based View
RICEF: Reports Interfaces Conversions Enhancements Forms
ROI: Return on Investment
RSM: Response Surface Method
SCM: Supply Chain Management
SFA: Strategic Focus Attributes
SIS: System Infrastructure Software
SIs: System Integrators
SLA: Service Level Agreement
SME: Small and Medium Enterprise
SMSSC: Small and Medium Software Services Company
SOW: Statement of Work
SOX: Sarbanes-Oxley Act
SWOT: Strength, weakness, opportunity and Threat
SSSC: Small Software Services Company
T&M: Time and Material
TCO: Total Cost of Ownership
USD: US Dollars
VAT: Value added Tax
VC: Venture Capitalist
VoC: Voice of Customer
WEF: World Economic Forum
WTO: World Trade Organization
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