

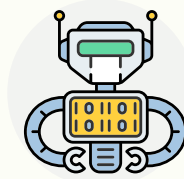
# THE ICT TERMINOLOGY

## YOU NEED TO KNOW IN 2020



### Mixed Reality

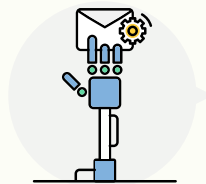
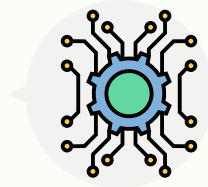
Combination of virtual reality and augmented reality. It is also known as **hybrid reality**.



### Robotic Process Automation (RPA)

Copies the actions of a human being by interacting with the **user interface** of a computer system.

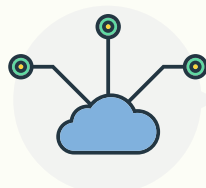
**Business Intelligence**  
Applications and tools that allow access to and analysis of information **to optimise decisions** and business performance.



### Marketing Automation

Process through which different stages of marketing are automated using **software platforms**.

**Smart Contracts**  
Contracts that execute themselves, i.e. without intervention, and are written in **programming language**.



### Edge Computing

Computer model that puts **data storage** closer to where it is needed, to improve response times.