

# Breaking down IT jargon

Amarjeet Dangi

In the face of rapid technological advancements, clear communication has become increasingly important. It is essential to translate complex technical concepts into straightforward language so that non-technical executives can understand and communicate effectively. This involves not only decoding intricate technical terms into simple, accessible language but also crafting messages that resonate with and are valued by all stakeholders. The goal is not just to grasp the nuances of modern technologies but also to convey information in a way that is comprehensible to those who may be less familiar with them.

Technical jargon can create a significant barrier between businesses and clients, potentially hindering clients' ability to fully grasp and value the services being offered. This lack of understanding can lead to confusion, disinterest, or disengagement, which may harm a company's reputation. For example, clients who are not familiar with platforms like SAP Commerce Cloud or CCV2 might struggle to see how these tools can enhance e-commerce operations. SAP Commerce Cloud offers a scalable and flexible solution for managing digital commerce, while CCV2 enhances cloud deployment efficiency with rapid optimisation features. Clear explanations of these platforms' benefits can help clients appreciate their value and functionality.

The term API (Application Programming Interface) might seem daunting

to those unfamiliar with IT, but its core concept is straightforward. An API is essentially a set of rules that enables different software programs to communicate with each other. To simplify, you can compare an API to a waiter in a restaurant: the waiter takes orders from customers and delivers them to the kitchen, facilitating communication between the two. Similarly, APIs allow different systems and channels to integrate and work together seamlessly, just as OCC uses APIs to connect and streamline various commerce environments.

Similarly, using relatable analogies can make terms like firewall and server easier to understand. A firewall can be likened to security personnel at a building who controls access and keeps unwanted visitors out. A server, on the other hand, can be compared to a post office that receives, sorts, and distributes mail or a librarian who organises books for readers.

Even seemingly straightforward terms like Deep Learning and Large Language Models might be unfamiliar to those new to AI. Deep Learning refers to neural networks with multiple layers that allow computers to learn from extensive datasets, much like a

child learning to recognise objects by viewing numerous pictures. Generative AI, on the other hand, is trained on a vast amount of text to produce human-like language, similar to how a person learns a language by reading books and engaging in conversation. These models underpin Conversational AI, which enables machines to have natural, fluid conversations with users.

Understanding concepts like SAP Composable Storefront is vital in the e-commerce domain. This term

specific needs—similar to choosing different pieces to build a custom wardrobe. This flexibility allows businesses to quickly adapt to evolving market demands and customer expectations.

To further simplify these concepts, take the term encryption: although it may sound technical, it essentially means transforming data into a code to protect it from unauthorised access, similar to sending a secret message that only the intended recipient can read. Likewise, latency refers to the delay before a data transfer starts after an instruction is given, much like the time it takes for a letter to be delivered after it has been mailed.

Employing clear language and familiar analogies allows businesses to help clients grasp complex technical concepts more easily.

This approach minimises the risk of miscommunication and fosters stronger relationships based on transparency and trust.

Clarity and simplicity are essential for effective communication, particularly when conveying complex information. It's crucial to minimise the use of technical terms or abbreviations that might confuse the audi-

ence. For example, describing a SaaS platform as 'software that you use over the internet' and explaining data synchronisation as 'keeping your information up-to-date across all your devices' makes the concepts more accessible.

Another effective approach to enhance comprehension is to break down information into smaller, more manageable parts. For instance, when explaining a Virtual Private Network (VPN), start with a general overview of the tool as a protector of internet connections and then proceed to detail how encryption ensures the safety of data during transmission.

Recognising your audience's needs is crucial for effectively presenting technical information. Tailoring explanations to match the client's level of expertise demonstrates respect and appreciation. It ensures the information is appropriately challenging—not overly simplistic or excessively complicated—thereby promoting understanding and respect. Additionally, showing patience and involving the client in the learning process further underscores their importance and makes them feel valued.

In summary, the key skill is the ability to explain technical terms in simple language. Businesses should focus on making information accessible and understandable to their audience to boost customer satisfaction, build trust, and achieve better outcomes. In today's tech-driven world, effective communication is essential for transforming customers into brand advocates.

The writer is the Founder & CEO of Clavrit Digital Solutions

