Editorial

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In this issue of the *Journal of DAM* — Volume 4, Number 5, we bring you a series of interviews conducted by *Michael Moon* centering on *business process management (BPM) issues*. BPM is a holistic management approach which centers on methods to define, measure and manage the structured technologies employed to optimize business processes.

In this issue's installment of *Cycle Time*, *Michael Moon* takes a look at the payback for BPM, and examines BPM and DAM in a strategic context.

We spoke with *Skiff Wager*, Principal of *SEW Consulting*, on the importance of a modular approach to process management. *Ismael Ghalimi*, co-Founder of *Intalio*, explains how BPM bridges the gap between business and IT, giving them a common language. We interviewed *Ed Sullivan*, founder of *Aria Systems*, on the importance of customer lifecycle management within a SaaS environment. *Bill Sheeran*, Director of Product Management for *ClearStory Systems*, tells the story of ClearStory's recent embed of a BPM engine into their product. *Mike Beckerle*, CTO for *Oco*, shares some insights on the evolution and current state of business intelligence systems. Lastly, *Peter Gallagher*, Senior Manager for *Deloitte Consulting*, spoke with us on engineering the transition from legacy products to digital workflows and information management systems.

What is the future of the digital supply chain? *Michael Moon* interviews *Skiff Wager* about structured methodologies, effective technology enablers, and how business automation services and marketing measurement contribute to the creation of a modular, flexible supply chain.

How does one pull together an enterprise task force for a large BPM project? *Ismael Ghalimi* advocates first of all the empowerment of the user community: bringing in outside consultants to facilitate the leveraging of BPM tools, involving the different stakeholders, starting small to get first successes under the belt and overall in

dealing with fear of change — which can slow the overall successful adoption of new processes.

What are the stages of the customer lifecycle — and why is it such a crucial piece of successful revenue generation? *Ed Sullivan* spoke with us regarding the tendency of technologists to overlook the importance of customer lifecycle management. As on-premise providers move toward becoming service providers, software is no longer your business — it's about customer experience and monetization mechanisms.

What impact do collaborative platforms and BPM have on the DAM industry? *Bill Sheeran* has seen BPM integrated into ClearStory's product recently — as a simple-to-use interface that supports the assembly and creation of media processes. We spoke with him on this recent BPM integration and also took a look at issues specific to agency and creative service group DAM.

Can business intelligence be delivered via Software as a Service? We recently spoke with *Mike Beckerle*, who provided a historical perspective on business intelligence tools, past failures, present successes and what needs to happen in order to address the data management issues that are often at the root of the problem.

What aspects of digital publishing workflows show impressive growth? *Peter Gallagher* sees clients deploying tools to improve the methods for feeding content into their refineries, utilizing new platforms for transport and distribution, and evolving the way rights management issues are handled.

In our next issue, the last of this volume, we will look at developments in many different aspects of DAM — our DAM Review issue. We will feature interviews with *Mary Yurkovic* of *Playboy Enterprises*, *Seth Earley* of *Earley & Associates*, *Janet Gardner* of *Perspective Media Group*, *Aaron Holm* of *Industrial Color*, *John Theodore* and *Tim Day* of *SV/C*, all with more insights on the continuing evolution of DAM.

Iris AlRoy
Managing Editor