Editorial

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In this issue of the *Journal of DAM*, Volume 5, Issue 3, we have several articles and interviews exploring themes around metadata and asset management in what he calls the *global business ecosystem*.

The concept of the business ecosystem was introduced by James F. Moore in the May/June 1993 issue of the *Harvard Business Review*. Moore defines this as ‘an economic community supported by a foundation of interacting organizations and individuals – the organisms of the business world.’ Companies operating with this business model leverage partners to execute all their business functions except for their core patented products and core business strategy.

In this installment of his Cycle Time column, Michael Moon introduces the concept of *Centers of Excellence in Digital Supply Chains* – a particular configuration of individuals, groups and organizations that use technology to maximize value creation, bringing distinctive value to a global business ecosystem.

Also in this issue, articles from John Broomfield, Manager of Media Production and Copyrights for Museum Victoria (Melbourne, Australia), with a paper entitled *Digital Asset Management Case Study – Museum Victoria*; and Professor Malcolm McDonald, Emeritus Professor at the Cranfield University School of Management, with his paper, *Linking Intangible Assets to Share Price*.

Interviews in this issue include Bob Kennedy, Sales Director for Tealeaf Technology, on *Customer Experience Management*, Andrew Gregory, Principal Consultant for eMedia Concepts, on *Asset Management and Metadata Workflow* and Ulrich Knocke, CEO of Canto GmbH entitled *Reviewing the Innovations of Cumulus 8*.

How does a world-class museum establish an initial framework for the development of consistent, interrelated systems to manage and preserve images and audio–visual material? John Broomfield has been on the forefront of Museum Victoria’s strategy to transition from analog to digital and contributes this extensive case study.

Traditional accounting methods are biased towards tangible assets, for this is where the wealth used to reside. However, recent estimates of companies in the United States and in the United Kingdom show that over 80 per cent of the value of companies resides in intangibles. Can intangible assets be measured?

Professor Malcolm McDonald’s paper illustrates some methods for assessing the risks associated with including value estimations for intangible assets in strategic planning.

What does the future hold for web analytics? Michael Moon speaks with Bob Kennedy on Tealeaf Technology and trends in web analytics and interactive marketing.

What is the current state of metadata workflow? Michael Moon interviews Andrew Gregory on the dynamic role of metadata in workflows for print and broadcast media.

Canto Cumulus has long been well known as a scalable DAM solution. How has it evolved? Michael Moon interviews Ulrich Knocke on the recent release of Cumulus 8.

Our upcoming issue – Volume 5, Issue 4 – will include interviews with James Kober of *Neusday*, Sharad Verma of *Digital Cement*, and Rus Littleton of *Media Equation*, among others.

Thanks for joining us!

Iris AlRoy
Managing Editor