Editorial

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In this issue of the *Journal of DAM*, Volume 5, Issue 2, we continue to look at Digital Asset Operations for the Enterprise.

In this installment of his Cycle Time column, *Michael Moon* introduces the concept of *Engagement Cycle Mastery*: using DAM-enabled processes to effectively engage customers.

Also in this issue, articles from *Ramesh Singh*, Scientist at the *National Informatics Centre* of New Delhi, India, on the India Virtual Herbarium Portal; and *Leo Mullins*, Principal of *Optimiser Digital Management*, with an article entitled *Using Metadata to Support DRM, Trading and Administration of Globally Deployed Digital Products*.

Interviews in this issue include *Doug Liles*, Group Director for Enterprise Solutions of *SGS International*, on Workflow and Asset Management for Retail Marketing and Merchandising in the era of Hyper-Localization and Micro-Messaging; *Chris Glynne*, Managing Director of *Bold Visions, Ltd*, on the Power of Search: Fundamentals of DAM expanded to semantic analysis of digital workflows; and *Jim Cuff*, Vice President of Strategy for *Iron Mountain Digital*, on Key Trends and Developments of Rights Information Management Systems.

We kick off with *Ramesh Singh's* article on implementing an institutional knowledge repository as a digital archive. The Indian Virtual Herbarium portal is proposed to be a customization of the Dspace digital library system for archivists, with a solution architecture based on the digital library product Dspace. Mr Singh also outlines the major missions of the project.

Next, an article from *Leo Mullins* on the next generation of digital product value

builders: service-based and metadata-managed – a metadata platform on which to create commercial applications and content profiles for DRM.

How can excellent digital content delivery reduce risk and strengthen compliance for an enterprise?

Michael Moon and *Doug Liles* discuss the future of digital content delivery for retail marketing and promotion in an ever more mobile and local world.

How will asset management search develop to the point that semantic analysis, performed in real time, is truly feasible? *Michael Moon* interviews *Chris Glynne* on the future of semantic analysis for workflowed DAM.

How does an enterprise seek to strengthen their compliance posture? *Michael Moon* interviews *Jim Cuff* on compliance-related trends and development as it relates to archiving and information management and rights information management systems.

Thanks for joining us! Check out our new *Best Practice Compendia* available from Palgrave Macmillan. Compendia topics include Metadata, Publishing, Marketing, Broadcast and Social Media. All articles are taken from volumes of the *Journal of DAM* and have been specially selected by the Editor, *Michael Moon*. More information online: <http://www.palgrave-journals.com/dam/compendia.html>.

Our upcoming issue will include interviews with *Nic Lund* of *Diagio*, *Sam Moore* of *N-GEN Studios* and *Tom Marine*, ex-of *Hubert* and currently with *Central Restaurant Products*.

Iris AlRoy
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