Editorial

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In this issue of the *Journal of Digital Asset Management*, Volume 5, Issue 6, we present articles and interviews on Digital Asset Management (DAM) and automation of sales and marketing processes, including marketing supply chain management, Software-as-a-Service (SaaS), data analytics, sales cycle automation and social media.

In lieu of his Cycle Time column, we present an interview with Michael Moon on the topic of marketing supply chain management, with case studies from many different industries. How can they free up resources and money to reinvest for more effective customer engagements?

In this issue, we have articles from Mukul Krishna, Global Director of Digital Media Practice for Frost & Sullivan, and Abdullah S. Al-Mudimigh of King Saud University, and interviews with Bill Franks, Managing Partner of Advanced Business Analytics for Teradata, Mike Fitzsimons, Principal at DeskNet, Igor Beucker, Principal at La Comunidad, and Mike Hardiman, Director of Sales, and Tammy Godin, Project Manager for The Feedroom.

How do you define SaaS? Mukul Krishna has written about the evolution of DAM towards the emerging model of DAM as SaaS. In this article, he details some of the very compelling benefits that are unique to the SaaS model.

Why is customer relationship management (CRM) a crucial business strategy? An article from Abdullah S. Al-Mudimigh evaluates CRM, one of the most important business strategies for evaluating the performance of an organization.

How do you define a customer? We spoke with Bill Franks about the effective usage of sales analytics. Effective analytics depends on each organization thinking through the question ‘how do you define a customer?’ At the end of the day, it’s about context.

How can automating the sales engagement cycle pay off across an entire business ecosystem?

Michael Moon has a conversation with Mike Fitzsimons about the automation of customer communication processes, using examples primarily from the financial industry.

Who owns a brand? Igor Beucker uses examples of Nike, Heineken International and Barack Obama’s US Presidential campaign to illustrate the point that consumers can easily inform and shape a brand, using social media. To build a social media strategy is to have no fear of this power, and to actively engage consumers in a conversation, and to use analytical tools for a sophisticated engagement architecture.

How did Barnes & Noble College Booksellers find a better way to organize and make their digital media assets available to local partners online? Michael Moon interviews Mike Hardiman and Tammy Godin of The Feedroom to provide a glimpse into that process.

We hope you have enjoyed this fifth volume of the *Journal of Digital Asset Management*. Thanks for joining us!

Iris AlRoy
Managing Editor