Editorial

Journal of Digital Asset Management (2010) 6, 1. doi:10.1057/dam.2010.2

Welcome to Volume 6, Issue 1 and to the year 2010; a decade of new possibilities, change and growth in digital asset management (DAM).

In this issue, we explore topics as varied as DAM and curriculum design to the effectiveness of leveraging DAM systems, to the state of the DAM industry with Xinet, Zimmer and the Fifth Channel.

John E. Merritt, from Tata Consultancy Services, presents an insightful discussion on how companies today are facing the stark reality that despite all the insight through many of their other listening avenues, they are missing out on the holy grail of information – information obtained through real-time streaming of assets from their digital asset repositories to the engaged customer and back. Merritt argues that without a clear understanding of how or why to leverage existing DAMs to create this strategic advantage, companies preparing to embark and engage in today's highly evolved media space will have no chance of succeeding as truly engaging brands and also fail in their primary and sole objective as a company, to attract and retain their own customers.

In his article on DAM curriculum design, John Horodyski discusses the elements of educational design used in the creation of a curriculum for a graduate level course on DAM within the School of Library and Information Science at San José State University, San José, California. It will also reveal the limitations commonly found in most instructional programs and provide insight into adaptations made necessary to maintain the integrity of the

original design as well as to advance the curriculum design and improve the course experience in perpetuity.

Scott Seebass, co-founder of Xinet® in 1991, has written articles for the trade press and is frequently quoted by journalists seeking his straightforward opinion on the industry. After the release of Xinet WebNative Suite 16 and Video 3 for WebNative Suite, Michael Moon interviewed CEO Scott Seebass about the new releases, the state of the DAM industry today and where Xinet and the industry are heading.

Daniel Duncan, Sr Instructional Designer with the Global Quality Systems organization at Zimmer, Inc., provides the primary project leadership for the Zimmer On-Demand Information Access strategic project. In his interview, Daniel provides great insight into DAM at Zimmer, a pure-play orthopaedic device manufacturer.

Carlos Gaviria of the Fifth Channel, is a leading marketing technology and database-marketing expert, having held leadership positions in many facets of computer technology. He is a recognized thought leader in marketing automation, database integration, warehousing, marketing and analytics, retail shopper marketing and insight-driven engagement solutions and Performance Management with Kaplan and Norton's Balanced Scorecard and Strategy Maps. His interview with Michael Moon details the trials and tribulations of agency transformation.

John Horodyski
Contributing Editor