Editorial

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Welcome to Volume 6, Issue 2. The year 2010 is off to an amazing start and there are many good things happening. In this issue, we explore an excellent Use Case for a global Digital Asset Management strategy, and interviews with DAM leaders on such topics as the open standard XBRL, DAM and project management, interactive news content and DAM in business process.

Skiff Wager provides a provocative article that is an actual Use Case and Strategic Plan to support a research and marketing company. It was used to define the actual case for the development and implementation of a global DAM strategy. The firm has global multi-line product offerings with both direct to consumer and indirect sales channels. The global environment included multiple production sites that were required to work closely together to build brand consistency, efficiency gains and increase revenue worldwide by reducing time to market. This required a concerted effort by all parties to restructure the organizations to meet the demands of collaborative global production.

Michael Moon interviews Gary Purnhagen, principal of Gary Purnhagen Consulting, on XBRL, the SEC's initiative and the wide spanning implications of the adoption of this open standard on corporate disclosure and financial information supply chain.

How has project management become especially relevant in the business context of today? Michael Moon interviews Glenn Ferrell on the history of project management, strategies for executive decision support and project portfolio management, possible applications of prediction markets, and on the problems of innovation and knowledge/history retention during an economic downturn.

Another interview features Peter Ingram, Founder of BlendedBusiness, on marketing integration and automation within a marketing operations platform. It features a discussion on customer relationship management and how marketers and their agencies are looking for new ways to optimize customer engagement. In addition, Moon and Ingram review current challenges in supply chain management as well as the change management required within organizations to better orient themselves around retail marketing and shopper marketing.

Keith DeWeese from Tribune Interactive covers various topics related to the automated indexing of interactive news content including the cultural implications of transitioning from newspapers to online news in his interview. This includes the impact of declining newspaper readership; applying natural language processing techniques to massive, constantly changing content sets; and the challenges of indexing content of widely varying lengths using frequency-based relevancy.

In a fascinating interview with Michael Moon, Chetan Sayia, CEO of Assetlink Corporation, speaks on the crucial role DAM plays as an integrated part of an in-trend business process all of the way from planning, to workflows, to actual creation, distribution and actual tracking in the distributed environment. From primarily being a tool involved in structuring, organizing and managing the digital content, DAM now bridges the wide gap between a CRM solution and outbound or inbound marketing programs.

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