Editorial

A long road brings us back to where we started

Welcome to the inaugural issue of the *Journal of Digital Asset Management* (DAM), the world's only journal dedicated to the practice of digital asset management and how this practice has become a foundation for the modern enterprise.

What is digital asset management? Our contributors set out to define it in numerous ways. As you will read, DAM touches almost every aspect of commerce and the enterprise. This makes defining it a challenge: it all depends on your point of view and where in the world of commerce and organizations you start “connecting the dots” and drawing your conclusions.

My regular column introduces a fundamental of productivity — cycle time in asking or answering questions of other knowledge workers — and links the contributions of DAM to knowledge worker productivity.

Mukul Krishna's ‘Analysts’ Perspective’ provides an overview of the DAM market, reaching the upbeat conclusion that the future for DAM solutions is bright and full of potential.

Dennis L. Pannuto, CIO of BBDO and a regular columnist, provides a stunning and simple observation: every company produces what he calls an “ultimate asset” — a digital object that defines or encapsulates the essential value of the company. The ad spot constitutes the ultimate asset for advertising agencies. Dennis goes on to define DAM as optimization of workflows for the production of ultimate assets, and the business case for DAM as a story well told about how DAM enhances a company's ultimate assets, in a crisp, cogent, clear and practical definition of DAM.

Ben Howell Davis places DAM in a larger historical context and gets right to what makes it so difficult to comprehend: the sheer complexity

of digital assets, or what makes a digital file an asset. He introduces a very useful architectural model from the J. Paul Getty Trust's *Thesaurus of Art and Architecture* (AAT), showing how this architecture can clarify a mind-numbing web of “network issues” — an excellent theoretical foundation for DAM.

Derek Fine and Tamarie Johnson examine the application of DAM in the public sector, specifically the Bonneville Power Authority and the US Bureau of Land and Mines. They show how the application of concrete and practical DAM solutions can increase the level of constituency services. Starting projects on a small scale and getting a quick “win” with modest but meaningful economic benefits ensures that you will be invited to “do more”.

Bret Waters, a venerable Silicon Valley entrepreneur and visionary, takes up the cause of software as a service and frames it as the fourth great wave of information technology. He argues with persuasion and grit that renting DAM software not only speeds time-to-value, but software as a service enjoys a considerably lower total cost of ownership. While controversial, Bret's case resonates with the emerging trends of “utility computing” and “outsourcing”.

Skiff Wager continues where Dennis Pannuto left off, delving into the fundamental principle — DAM constitutes a business strategy for the media-centric enterprise: production, operations, and sales. He further refines DAM to three basic services: ingest, management, and distribution. This approach helps clarify DAM as an issue for senior management.

Irwin Marcus, an industry veteran who has deployed many DAM systems, examines the flora and fauna of the DAM industry, classifying DAM technology and discussing the strengths and weaknesses of each. He takes on the thorny

issues of a well-defined statement of work and the ins and outs of various licensing terms.

Leo J. Mullins extends DAM to rights management, e-commerce, management best practice and, alas, taxation and other financial implications. In particular, Leo links DAM and digital rights management to the creation and management of intellectual property, what he calls digital management.

Perry Weinstein sums up our inaugural issue with a thought leadership piece about how DAM will not only continue to survive but thrive, now the market has finally caught up with the technology. Customers now understand the basics and seek out providers of solutions to

very specific business opportunities and problems.

Enjoy this issue and by all means send us an email about what you liked, what you would like to read in future issues, and to which of your colleagues we can send a complimentary copy! Finally, thanks to the team at Henry Stewart Publications for believing in our cause, the tireless support of Kieron Osmotherly, Robert Udoh and Oliver Blackwell of the DAM Symposia, and Iris AlRoy, DAM's Assistant Editor and colleague of mine at GISTICS.

Michael Moon
Managing Editor