Editorial

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In this issue, Volume 3, Number 4, we bring our focus to DAM workflow, kicking off with Michael Moon's CycleTime column. We have also compiled a selection of articles, interviews and papers from key industry experts: Andrew Bates, ex-of EMC, now with Flatirons solutions (Implement your Digital Asset Management Solution using Agile Software Development Methodologies); Russ Stanton, of BBDO (Digital Asset Management and How you can aid the Creative Process); Janice Mayo, of OnRequest Images (Security Issues Associated with Shared Files); Laura Patterson of Vision Edge Marketing (Marketing and Sales Alignment for Improved Effectiveness); Guy Powell of DemandROMI (Winning approval to implement DAM and Marketing Workflow Management); and the prolific DAM expert Mukul Krishna of Frost & Sullivan (Realizing the Promise of Enterprise Video Communications). Lastly, Michael Moon's interview with Bill McGee of Saugatuck Technologies (SaaS 2.0: Beyond the Tipping Point).

In this issue's installment of Cycle Time, Michael Moon focuses on tools that DAM professionals use to benchmark various publishing and marcom workflows, featuring several worksheets that he and his team use to map the productivity and potential for efficiency improvements in a marketing organization. These worksheets suggest a quantitative method for calculating current levels of lost productivity and likely productivity gains from a DAM-enabled workflow. For our readers that already have a well-established and operational DAM, he suggests modifying these basic worksheets to benchmark current levels of productivity.

How can Agile Software development methodologies help to ensure the successful deployment of a DAM? Agile methodologies encourage consistent feedback, limit risk and allow for corrections early in the process of an implementation. Andrew Bates presents his take on how agile

methodologies benefit users — the prime stakeholders of a DAM system.

How can DAM benefit the creative process? A recent panel at the Henry Stewart DAM Symposium in NYC explored this concept. Russ Stanton took his insights from this panel and outlined them in this enlightening piece on the challenges of DAM adoption by creative executives, owing to the fluid nature of creativity itself.

How can marketing executives most effectively share, strengthen and cultivate corporate imagery and image assets? Janice Mayo addresses this issue with a case study of an ophthalmic lens company, Essilor, who used On Request Images' OnBrand Imagery solution, have streamlined their custom imagery workflow into a unique, proprietary, automated photography production platform.

Why does the lack of alignment between Marketing and Sales prevent a corporation from meeting their revenue goals? Laura Patterson cites the importance of tightly aligning their focus as a key factor in her revenue formula [$\text{Rev} = (\text{PipeOpp} \times \text{Avg Deal} \times \text{WinRate}) / (\text{CycleTime} \times \text{Sellers})$]. Shifting focus from transactions to customers and shifting the traditional sales funnel into a customer-buying pipeline are two steps she recommends to executives looking to improve their bottom line.

What part does language play in winning approval to implement DAM and MOM workflows? Guy Powell provides a framework with which to evaluate the potential ROI of a DAM/MOM system, which can then be used as justification with the CEO and CFO, providing a few examples of how marketers can frame the arguments in terms the CEO and CFO can relate to.

What is the most effective way for an organization to structure a platform for Enterprise Video Communications? Video has become a "must have" communication tool for

organizations. Mukul Krishna outlines the infrastructure, the drivers and the business challenges of implementing an effective enterprise video communications strategy, with case studies of a Danish bank (Jykse) and a North American university (Lamar University).

What is the future of SaaS? Michael Moon gets the scoop from Bill McNee, CEO of Saugatech Technologies. Bill defines SaaS 1.0 as an environment centered on cost-effective software delivery of stand-alone applications. The next wave of SaaS, he defines as the coupling of these

types of applications with broader enterprise architecture. Mainstream customers will continue to accelerate their adoption of SaaS using SaaS integration platforms to standardize and control deployment of new capabilities from a burgeoning array of providers, along with more mainstream SaaS adoption.

We hope you enjoy this issue, and as always, we welcome your questions and comments!

Iris AlRoy
Managing Editor