Editorial

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In this issue Volume 3, Number 6, we bring our focus to *Social Media*, with a number of interviews and articles on the power of DAM 2.0 technologies. Throughout Volume 3, we've covered the concept of DAM 2.0; the creation, management and stewardship of metadata — the critical difference between DAM and content management. In this issue, the last in this volume, we focus on where we are now, and what some of the new challenges are for these dynamic new technologies.

Read on for a selection of interviews and papers from top industry consultants and new social media enterprises: an interview with *Joseph Bachana*, President of *DPCI*, an interactive technology agency; an interview with *Eric Hoffert*, Chairman of *Versatility Software, Inc.*, and CEO of *ShareMethods*; an interview with *John Landwehr*, Director of Security Solutions and Strategy at *Adobe Systems*; *Julia Grinham*, Commercial Director at *Cogenz Social Bookmarking*; *Henry Hon*, CEO and *Todd Lane*, Marcom Director, from *Vyew*; and a paper from *Soumitra Mallick* of the *Indian Institute of Social Welfare and Business Management*.

In November, I attended the Henry Stewart DAM/MOM Symposium in Los Angeles on behalf of the Journal. In my *Letter from the Henry Stewart DAM/MOM Symposium*, I take you along and give a wrap-up of what I learned on the exhibitor floor.

In this issue's installment of *Cycle Time*, *Michael Moon* covers the principle of cycle time in depth, emphasizing a need for a digital services infrastructure with DAM as the central orchestrating force — expanding a DAM to include a new type of asset — *social assets* — to define, induce and drive self-directed brand interactions.

In the past, publishers had DAM systems in which they stored print images. Now they want to be able to interact. How does DAM technology address these new challenges? We recently interviewed *Joseph Bachana* on how to use technology to take advantage of the new opportunities that result

from the integration of new, social media-influenced web technologies, which moves companies from simple repositories to integrated workflows.

Content creation, content management and content sharing are colliding and converging into a single collaborative experience and platform. Where have we come from and where are we going? We spoke with *Eric Hoffert* on how Ajax metrics are becoming a new class of DAM.

How does Adobe Livecycle server address rights management issues? We spoke with *John Landwehr* on what differentiates Adobe's solutions in this area as they continue to expand the Adobe family of applications.

How is social bookmarking as a "folksonomy" being utilized for business technology? *Julia Grinham* of *Cogenz* explains how a corporation can leverage the use of social bookmarking on a private network to categorize and share information, and how building structure from the bottom up in this fashion can influence corporate culture.

How can online collaboration technology make a significant contribution to a business in terms of cycle time, cost and quality improvement? In our interview with *Henry Hon* and *Todd Lane* of *Vyew*, we zoom in on some case studies — how companies have pulled information directly from their digital libraries to share on *Vyew's* collaboration platform, adding visuals and multimedia to enhance internal social networking for businesses.

How can a centralized production model improve the ROI for publishing multiple websites? *Soumitra Mallick* presents a case study from the Indian Institute of Social Welfare, on how the management of the *Econometric Society* websites was accomplished.

We look forward to bringing you many new insights in Volume 4 of the *Journal of DAM*!

Iris AlRoy
Managing Editor