Editorial

Journal of Digital Asset Management (2006) 2, 263–264. doi:10.1057/palgrave.dam.3650053

In this installment of Cycle Time, Michael Moon addresses the daunting and pernicious problem of developing a large-scale DAM system that meets or exceeds user criteria for value and satisfaction. Hint: you get users and other stakeholders to co-create an organic solution, using immersive, peer-led workshops to provide the remaining 90 per cent of the solution.

Also in this issue: lessons learned from one of the current leading authorities in the design of digital workflow solutions (Pannuto), IT architecture for publishing (Hausken and Heisholt), cost vs performance in measuring the ROI of a DAM (Caldwell), the crucial role of industry standards to maximize the power of metadata (Kennedy), the importance of leveraging business assets in a DAM (Rozciewitz), the media creation value chain (Arthur, Bhattacharya and Scott), the implementation of a DAM at National Geographic (Marks), and, lastly, the automation of print production with JDF-enabled systems (Reese and Van Hoesen).

Dennis Pannuto, former CIO of BBDO, kicks off this issue with a lively look back at some lessons learned in his many years as a corporate CIO on launching a successful DAM. What's crucial? A grounded team, taking the time to step back and let good sense dictate the strategy—in other words, having the gravitas to be willing to step outside of the current when a strategy starts to go wrong.

Peter Hausken and Paul Heisholt, both of J.W. Cappelens Forlag AS, present some case studies from Service-Oriented Architecture. In the case, they cite; they were determined to create a system that would appear as one single application to the professional users in the editorial, marketing and production departments, thus making the DAM system an integrated part

of a toolset which supports many different business processes.

Charles Caldwell, CEO of NextQuarter, contributes a piece on the power of what he calls the Cost/Performance Management Process. His article looks at the evolutionary nature of this new method; calculating the ROI of a project based on the level of efficacy in its leadership in uncovering potential challenges.

Dianne Kennedy, of IDEAlliance, brings some clarity to the various metadata schemas, which are such a crucial starting point in implementing a DAM. Dianne gives a valuable overview of some industry standards for metadata. This paper is a must-read for anyone wishing to gain understanding of metadata standards and their origins.

Ron Rozciewitz is next with a comprehensive paper making the case for DAM implementation in the enterprise, identifying the differences between business and multimedia databases. You may recall Ron's excellent paper from Volume I, Issue 4, entitled "Upstream metadata and the impact of the IPTC schema for XMP and Adobe Bridge".

Magan Arthur, Subhankar Bhattacharya and Edward Scott, of Infosys, contribute a valuable piece exploring the drivers, opportunities, variables and implications of the changing Media & Entertainment landscape. Magan also authored a terrific article for us last year, published in Volume I, Issue 4, entitled, "Expanding the system definitions and configurations".

Next, from Eric Marks, a case study exploring the DAM strategies National Geographic Channels International is deploying and how their business case for DAM considers business model, enterprise adoption rate, and the question of in-house vs outsourced.

And finally, Janice Reese and Paul Van Hoesen of Network PDF, with a piece on the digital workflow of the print industry, diving deep into the use of Job Definition Format (JDF) enabled systems to speed the ease of collaboration between colleagues and reduce labor costs.

A diverse set of problem-solving perspectives. We welcome your comments!

Iris AlRoy
Managing Editor