

- *Version.* Version of the file. In the course of editing an image for production, a dozen or more versions may be created, for example.

During Mary's work, she discovers that management has lost touch with its multimedia assets and its intellectual capital. Other than the person directly involved in managing or creating specific multimedia, no one knows the specific processes involved in creating products for market. Management is so focused on company growth through capturing new contracts that existing processes are being ignored.

For example, one of the company's core competencies, the ability to render realistic, three-dimensional (3-D) images of patients, is dependent on one artist who is fluent in a custom software package that is so specialized and complex that it takes months to master. Furthermore, unbeknownst to upper management, Ron has been unable to locate anyone to hire full time to assist the artist. The best that Ron can do is to identify a freelance consultant in Seattle and one in Oakland to handle some of the work. If the in-house artist were to leave, the entire production work of the company would come to a halt.

Since Medical Multimedia specializes in custom work, most of the internal processes parallel those of the artist, in that they are highly person-dependent and only the creator knows exactly how he performs his work. Realizing the potential for disaster, Mary approached the president of the company and suggested that she expand her multimedia asset management project to include the company's intellectual capital. Given her success with the multimedia assets and her experience with similar companies, the president agreed to extend the asset management project. He offers Mary a full-time position with Medical Multimedia, in charge of capturing, cataloging, and managing the company's multimedia and intellectual assets.