

# DaimlerChrysler Case Study

Submitted to Dublin Core Global Corporate Circle  
December 2005

*Information in this case study was provided by Jennifer Kujawa who is responsible for Metadata Integrity and Standards for DaimlerChrysler Digital Asset Management. For further information, please contact Ms. Kujawa at [jeck75@daimlerchrysler.com](mailto:jeck75@daimlerchrysler.com).*

Several internal DaimlerChrysler groups use Dublin Core as their metadata standard, including the corporate library, interactive communication groups working with brand to consumer web sites, training groups using SCORM (Sharable Content Object Reference Model) as an eLearning standard, and Human Resource groups responsible for maintaining corporate web sites.

The Accelerated Digital Asset Management project specifically has applied Dublin Core at a very high level, that is, at the data dictionary level. It has not been implemented at the database level, where perhaps the greatest benefits of the standard would be realised through indexing and system integrations.

An application that currently maps to Dublin Core is SCORM. Most education and eLearning groups at DaimlerChrysler use SCORM as a standard to ensure metadata is compliant with requirements. SCORM is an application that is easily embraced by most groups because of its metadata tagging the compliance auditing process is automated.

Currently a standardised project methodology and deliverables templates are used to help gather metadata requirements for involved groups. This method is based primarily on paper documentation. It proves to be helpful for project managers when they are gathering metadata. However, it is not an efficient or effective means to manage metadata, since it involves referencing voluminous numbers of documents. As a result, automating this process to provide a centralized view of all project metadata is being investigated. As this endeavour becomes successful, it will offer expansion potential to the entire corporation.

DaimlerChrysler has several controlled vocabularies for several different elements. However, there is not yet a single recognised standard within the corporation to be followed. DaimlerChrysler Corporation is like a state comprised of many cities, or groups. Each city may have a set of standards that works for them and possibly neighbouring cities, but very few standards exist at the state level to which the cities must adhere. Many groups have similar standards, governing similar rules, but the organisation of the standard, or flow of it, varies. A single unified set of standards does not yet exist. This makes metadata management especially challenging on a project that serves the state, or corporation, when the data comes from the cities, or groups, and is based on their local practises. This is where a central corporate level metadata board would help drive a set of standards for all groups to adhere to.

Some Dublin Core metadata terms need to be clearly defined as to how they apply to certain assets. For example, consider a finalised asset that is a compilation of several other assets. The core of the asset, the main graphic focal point, may consist of a wire frame image that has been enhanced by several vendors, such as Graphic Artists, Retouchers, Printers, etc. The asset may contain content that was gathered from a secondary source and perhaps have a background image that was obtained from yet another source. So identifying the author/creator of the asset, as simple as the term itself appears to be, can be difficult. Our goal is to keep metadata simple and not inundate ourselves with an abundance of contributors/publishers and authors related to a single asset. There is a need for some clearly defined and widely accepted guidelines to help govern the use of metadata.