

# Solution brief

CODEMILL

## Expand your horizons with Cantemo Media Asset Management



EMBRACE CANTEMO SOLUTION BRIEF

EMBRACE



### Personalized User Experience

Provide a simple UX to all stakeholders to manage different types of workflows and automation functionalities



### Beyond MAM automation

Easily trigger complex end-to-end automation orchestration from Cantemo



### Content flow observability

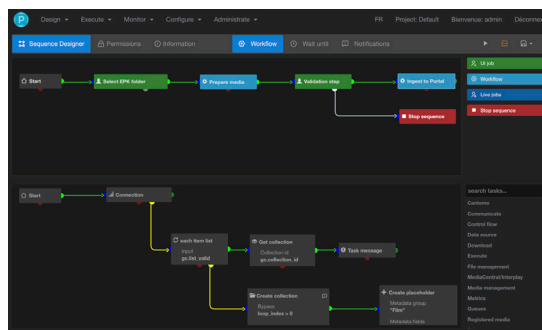
Track and control the progress of tasks through user jobs dashboards

## Pulse-IT adds task management and workflow orchestration to Cantemo

Cantemo Media Asset Management (MAM) is designed as a flexible and usable software for content management that allows easy integration with external systems all through a web interface. Cantemo MAM links islands of content and integrates essential media processing tools. It connects every step from ingest, through content and metadata management, to media distribution.

Nonetheless, as media supply chains become increasingly distributed, hybrid and complex, content owners require an additional layer of control and orchestration to operate and streamline content preparation and delivery workflows inside or outside the MAM perimeter.

Pulse-IT, the media supply chain orchestrator software solution from Embrace, does exactly that. Using Cantemo as a central store and point of reference, Pulse-IT enhances the operator experience, automates your media asset workflows and extends them using your favourite tools.



## ABOUT CODEMILL

Codemill is a leading full stack custom software developer for the Media and Entertainment industry. Codemill's products power the World's leading broadcast, VOD/ OTT and Content Supply Chain platforms and Media Asset Management workflows.

## ABOUT EMBRACE

Embrace produces software that automates systems and connects people. The technology developed by Embrace is used extensively by operational and creative teams around the world to generate videos with graphics automatically and connect the creative departments efficiently with the rest of the production environment.

## FEATURES

**Workflow designer** – 30+ pre-built Cantemo actions to help organizations manage media, metadata and collections on top of 100+ tasks to handle file management, Rest & SOAP calls, clouds services integration, etc.

**Form Designer** - design and add custom UI to enhance operators UX inside Cantemo.

**Schedule and monitor** tasks' progress without leaving Cantemo.

**Improve collaboration** between teams.

**AI integrations make it possible to manage, monitor and populate Cantemo** with metadata, tagging or text transcription in the right place and form, without human intervention.

**Webhooks** - Pulse-IT workflows can be triggered from any external apps (like a file transfer application i.e Aspera, Signant...) via webhooks.

Pulse-IT is powerful add-on to Cantemo MAM with a lot of different integrations modes, low-code capability, native built-in tasks, embedded WYSIWYG custom UI, dashboards and user jobs monitoring. Not only Pulse-IT will make your workflows' development go a lot smoother and faster, but it will also leverage and augment Cantemo MAM to its full capacity.



Embrace is a highly valued Codemill partner, and we're always keen to enhance the compatibility within our ecosystem of solutions. Cantemo MAM was designed as a solution to manage content at scale, and its integration with Pulse-IT deliver unparalleled media asset orchestration.



**Neil Anderson, Chief Revenue Officer, Codemill**

# EMBRACE

Since 2015, Embrace transforms content creation at scale by connecting people, systems, and processes. The company develops advanced automation, orchestration and collaboration solutions for the media entertainment industry and global brands.

## GET IN TOUCH

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