

Mission-Critical Media Supply Chain Orchestration



Typical Workflows

Ingest & content normalization

Review & approval

Transcoding & delivery automation

QC orchestration

Content localization

Augmentation of

MAM platforms

Metadata management & manipulation

AI-Powered automation

Highly intensive file-based media workflows



Single pane of glass One-view Software-defined

orchestration **Workflow & form designer**

User-centric products with a low-code approach

Seamless integration with the M&E ecosystem:

Adobe, Avid, AWS,

Azure, Codemill, iconik,

Interra Systems, Perifery, Telestream, Speechmatics, and much more! **User-generated &** pre-built tasks

Easily create your own or

select from an integrated library of 200+ common

tasks Flexibility & ownership

Turn any workflow into a task

Personalize your workspace

and themes options for users and roles

Custom dashboards, layouts

Insights at your fingertips Full-visibility into process

observability on all your

performance and

operations **Security by design** Role-based permissions,

SSO support Deploy everywhere

On-premise, hybrid, cloud

High-scale, high availability

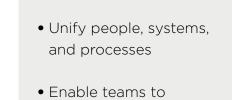
Active Directory support and

Leverage AWS Elastic Kubernetes Service to enable scalability and

Pulse-IT

Key Benefits

efficiency



collaborate on any

management

in the cloud.

business operations

with end-to-end process

• Simply design, automate, schedule, and supervise media supply chains using your existing tools and infrastructure either

on-prem, hybrid or fully

• Low-code functions empowers technical staff to customize integrations autonomously Easily orchestrate and leverage any third-party

DEPLOYMENT **OPTIONS**

SaaS services such as Al.

- High-availability installation with
- Amazon Elastic Kubernetes services

Docker containerized

Docker Compose

version deployment using

process management system. It empowers customers to translate, optimize, execute and monitor any business, broadcast or digital media processes simply and quickly. Design, orchestrate and optimize your business process

EMBRACE Pulse-IT is a media-oriented business

Connect people, processes, systems and deliver end-to-end automation across your entire media supply chain from content preparation to delivery.

Maximize your existing technical and human resources

Optimize every exiting element of your media supply

with software-defined orchestration, easily add external services like AI/ML or Cloud components, improve all operators work experience while reducing risks and managing costs. More channels, more assets, less time and budget?

We've got your back! With the increased demand and consumption of curated

and original content, workflow orchestration and

execution has never been more critical. Accelerate a wide variety of content creation and delivery processes by adding the missing glue between ingest, transcoding, AI-based transcription, metadata mining, asset management, asset utilization, automated content processing or postproduction, packaging, versioning egress, and distribution.

Turn the Media Supply Chain Concept into Reality

The time between concept-production-distribution

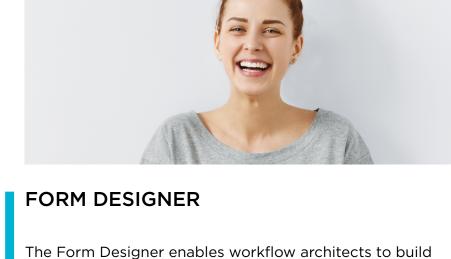
consumption has dramatically reduced, while the processes, workflows, and versions have increased exponentially. Consequently, working as a team is vital, and Pulse-IT renders seamless interactive and collaborative workflows for producers, operators, engineers, and managers. The solution includes simple tools for complex situations

minimal code that can be performed immediately or as scheduled jobs. All execution is managed via comprehensive, real-time, role-based, secure web-based dashboards accessible from where you need it. Pulse-IT excels in breaking down barriers and silos while

built with bundled task templates or extended with

a cohesive workflow that increases throughput and simplifies operator use.

connecting disparate heterogeneous systems to form



user interface and off-the-shelf components that can be customized and configured. Forms are created to use 30+ input controls, selectors and containers, ranging from strings, numbers, text areas, dates, checkboxes, radio buttons, sliders,

knobs, color palettes, icons, ratings, lists, group fields,

The Workflow Designer is used to assemble tasks,

interactive forms within the workflow for data input or

validation. The form designer comes with a WYSIWYG

build task sequences, define logical task execution. The Workflow Designer functionality enables process designers to file upload, manage files local/remote,

uploaders and embedded forms.

WORKFLOW DESIGNER

execute remote workflows/services, register media, download from multiple sources on-prem/cloud, manage process queues, manage sequence equations, and notify via email/Slack/Teams/SMS. The Workflow Designer can integrate with any service or system that supports REST, SOAP, SSH and XML exchange or interfaces. While content can be referenced using either AWS S3, Azure Storage, FTP/SFTP, Dropbox or Google Drive. SEQUENCE DESIGNER The Sequence Designer is used to develop a combination of Workflows and interactive Forms to

or dynamic parameters that help tune the job execution.

Sequence execution can start immediately, scheduled to start, or initiated via either a REST API call or another workflow. Executed Sequences are called 'Jobs' and can be monitored using the Pulse-IT Job Supervision or Administration tool. JOB MANAGEMENT Jobs are managed by job allocation or scheduling jobs. With job allocation, users, location, deadline and allocation date are defined before execution.

Scheduling jobs are handled and monitored using Admin

build a Sequence. Hence, a Sequence is equivalent to a

business process. Sequences can have either predefined

sequence. The same tools can manage job allocations and related execution policies.

Job execution is thoroughly scrutinized in terms of throughput and highlights any bottlenecks in the



graphics supply chains.





CANAL+

euronews.

Sequences.



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SINCLAIR



Since 2015, Embrace has been transforming 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. Embrace aims to unleash creativity and improve performance around video and

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