

## Solution Brief

# iconik

BY BACKLIGHT

## Elevate Your Media Workflows with Embrace and iconik



EMBRACE AND ICONIK SOLUTION BRIEF

EMBRACE

### Comprehensive Workflow Automation



#### Promo Versioning at Scale

Automate the creation and distribution of promos for multiple regions and platforms while maintaining brand consistency.



#### Content Localization

Streamline the production of multilingual versions of content for global distribution, reducing the time & effort required to manage localized media.

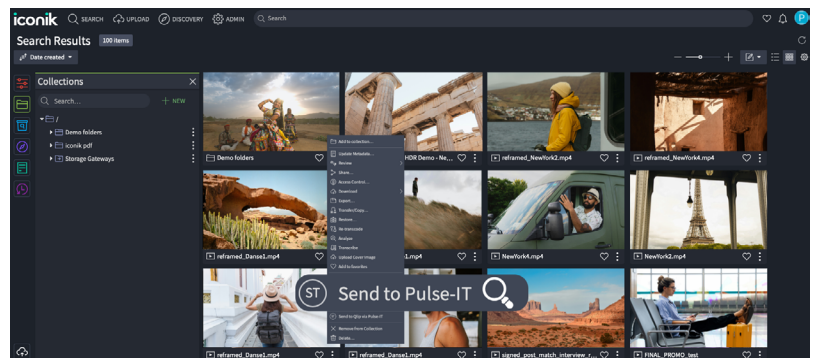


#### AI-Driven Metadata Management

Enrich media assets with automated tagging and transcription for faster content discovery and more efficient management of large media libraries.

### OVERVIEW

The integration of Embrace and iCONIK, a media management and collaboration platform from Backlight, is designed to revolutionize enterprise media workflows by combining powerful low-code automation, AI-enhanced orchestration, and flexible media asset management capabilities.



This solution streamlines the entire media supply chain from ingest to distribution while providing unprecedented control, scalability, and customization. By seamlessly managing content across both cloud and on-premise environments via a single interface, organizations can optimize their workflows with a solution that adapts to their unique needs. iconik offers a hybrid, cloud-native media management platform that allows users to manage, access, and review media assets, across multiple cloud and on-prem locations, via a single interface, making it easy to organize and collaborate on media projects. Paired with Embrace's Pulse-IT and Automate-IT solutions, organizations can enhance their media workflows through automation and customization, unleashing new levels of efficiency and flexibility.



## Embrace and iCONIK: Key Benefits

- **End-to-End Workflow Orchestration:** With Embrace Pulse-IT, automate every stage of the media supply chain – from content ingest and AI-based metadata tagging to transcoding, localization, and distribution. Automate-IT adds the ability to scale data-driven graphics processes, such as promos versioning, across multiple channels, geographies, and formats.
- **Low-Code Flexibility and Customization:** iconik's media management can be tailored using Embrace's low-code orchestration capabilities, enabling media organizations to easily design, customize, and automate workflows according to their unique needs without heavy development overhead.
- **Hybrid and Cloud-Native Management:** with iconik, teams can organize, find, and collaborate on assets across multiple cloud and on-prem locations. iconik cuts down the time spent searching and managing files and empowers distributed teams to collaborate on their work.
- **AI-Driven Automation:** Enhance your media workflows with AI-powered capabilities such as automated metadata logging, tagging, and object recognition, ensuring faster content discovery and contextual data for enriched workflows.

## STREAMLINED WORKFLOW INTEGRATION

Embrace Pulse-IT delivers seamless integration with iconik to simplify the management and orchestration of complex media workflows. From content creation to distribution, Pulse-IT automates repetitive tasks and provides real-time visibility into workflow performance. This solution offers the flexibility to automate across various platforms, ensuring smooth content processing with minimal manual intervention.

### Typical Workflows Include:

- **Ingest and Content Normalization:** Automate the content ingest process while normalizing media files for immediate use across the organization.
- **Review and Approval:** Implement AI-based metadata management and review processes to accelerate decision-making and content approval.
- **Content Localization and Distribution:** Localize media content for different geographies and automate the distribution across multiple platforms.

## ABOUT iCONIK

iCONIK is the media management and collaboration platform that helps teams organize, find, and collaborate on assets across multiple cloud and on-prem locations via a single interface.

Designed for the hybrid cloud and offering advanced AI, extensive customization, and flexible billing, iCONIK cuts down the time spent searching and managing files and empowers teams to scale as their media libraries grow.

Learn more at [iconik.io](https://iconik.io)

## ABOUT EMBRACE

Embrace excels in the market with its powerful specialized business process management technology for media workflow orchestration.

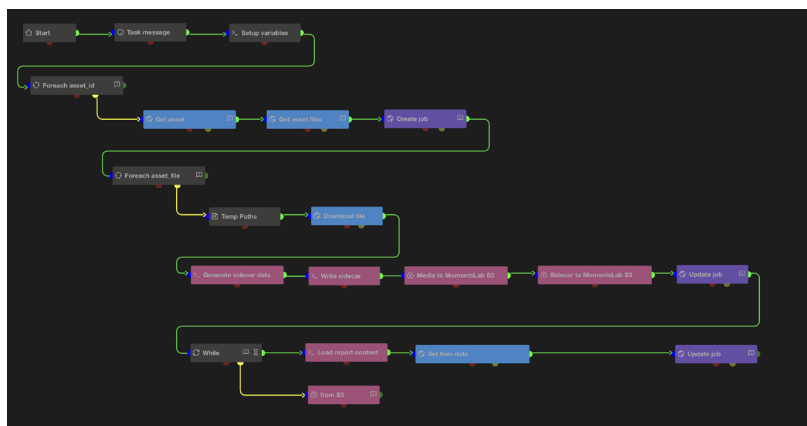
Embrace emphasizes low-code, human integrations, scalability, and sovereignty, making it a trusted solution for the media and entertainment industries. Its widespread adoption highlights its ability to empower all teams to handle complex mission-critical demands effectively.

Learn more at [embrace.fr](https://embrace.fr)

## Tailor-Made Workflow Design

With Automate-IT, users can customize data-driven graphics workflows by selecting from a library of over 200 pre-built tasks or creating their own through a simple, web-based interface.

Whether working on promo versioning, trailer localization, or automated fan engagement content processing, Automate-IT connects disparate systems, like Adobe® After Effects, other PAM platforms, traffic systems, CMS and iconik to automatically generate and distribute media assets.



### Features Include:

- **Data-Driven Graphics:** Manage high-volume media production, versioning and distribution workflows for different formats, languages, and platforms with ease.
- **Form Designer and Workflow Monitoring:** Build interactive forms to streamline metadata input and manage task progress through custom dashboards.
- **Multi-Channel Publishing:** Automatically generate and publish media assets across broadcast, digital, and social platforms, ensuring brand consistency and compliance with graphical guidelines.

## Enhanced Collaboration and Visibility

### Cross-Team Collaboration:

Embrace and iconik eliminate silos between creative, editorial, IT, and production teams. With real-time updates and centralized dashboards, teams can track and control their tasks without leaving the Iconik platform.

This approach fosters collaboration and improves efficiency throughout the media lifecycle.

## Systems

Adobe After Effects,  
MAM, PAM, Traffic

## People

Design, Production, Programming,  
and Information Systems teams

## Processes

Campaign, Versioning, Validation

## Datasource

Data, Template,  
Media, and Schedule

## Delivery

Broadcast, Digital,  
Apps and Social media



### Content Flow Observability:

Monitor task progress and workflow execution through user-friendly dashboards. Both Pulse-IT and Automate-IT provide full visibility into the entire media supply chain, allowing teams to track each step from content creation to final delivery, reducing risks and ensuring seamless collaboration.

### Scalability for Enterprise Media Operations:

Embrace and iconik cater to the needs of media enterprises with their scalable architecture, supporting both cloud-native and hybrid deployments. Whether handling high-volume media workflows or managing multiple localized content versions, this integration provides the flexibility and security needed for mission-critical operations.



“Combining iconik with Embrace delivers a transformative media workflow solution. This partnership empowers teams to seamlessly manage content across cloud and on-prem environments, automating every stage of the media supply chain.

The result is enhanced control, scalability, and efficiency — making it a standout solution for modern media operations.”

**Benjamin Desbois, Chief Operating Officer at Backlight.**



# EMBRACE

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 graphics supply chains.

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