Solution Brief

CODEMILL

Extend Cantemo™ MAM with Advanced Orchestration

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™
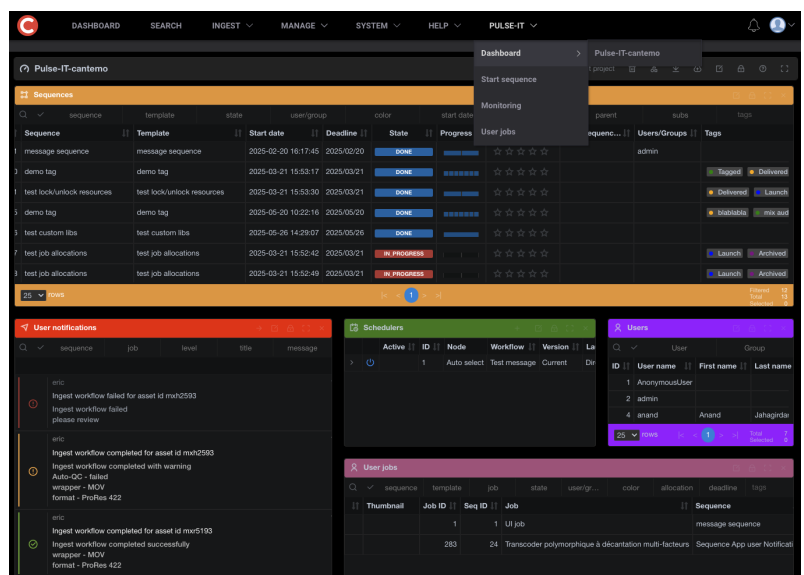
Content Flow Observability

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. 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.

When it comes to coordinating people, systems, and business rules, something more is needed. That's where Pulse-IT and its Cantemo Companion App comes in.

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.

Acting as a native orchestration layer, Pulse-IT enhances Cantemo by automating complex workflows, enabling AI services, and giving teams real-time control over their operations—all within a familiar UI.

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.

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 and processing, integration between systems via API (GraphQL, REST, SOAP) or file-based (JSON, XML, watch-folders, etc.), orchestration of Cloud and AI/ML and LLM services

Form Designer - Design and embed custom UI in Cantemo™. The intuitive interface supports no-code design, allowing users to drag and drop UI elements onto a canvas to visually build forms without writing code. Low-code options let forms dynamically react to metadata, user input, or external data.

Schedule and Monitor tasks and workflow progress across multiple systems—without leaving Cantemo™. A new feature lets you embed custom Pulse-IT dashboards, giving real-time visibility into orchestration and processing progress.

Improve Collaboration - Facilitate seamless collaboration between technical and creative teams. Pulse-IT connects creative and technical teams with shared interfaces, status tracking, and workflow visibility—enabling faster, more aligned collaboration.

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. Pulse-IT also supports LLM tasks that extract metadata from image analysis.

Webhooks - Pulse-IT workflows can be triggered by custom events from Cantemo™ or external sources via webhooks, APIs, or event queues like SNS, SQS, RabbitMQ, or Kafka.

SSO - Users can access both Cantemo™ and Pulse-IT with a single login, providing a unified and secure experience without repeated sign-ins.

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

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 unparallel media asset orchestration.

Neil Anderson, Chief Revenue Officer, Codemill

Pulse-IT is a powerful orchestration layer built to extend Cantemo™ MAM capabilities with a lot of different integrations modes, low-code capability, native built-in tasks, embedded visual interface 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

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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