



End-to-End Media Supply Chain Orchestration: A Joint Synergy That Breaks Down Technology Silos

TELESTREAM VANTAGE & EMBRACE PULSE-IT

EMBRACE

The Combined Power of Pulse-IT & Vantage



Core Strengths

- High performance, transcoding, QC, Metadata processing
- End-to-End workflow integration, process automation.



Scalability

- Hybrid Workflow with Vantage Cloud
- Cloud Native Orchestration with Hybrid support.



AI & Automation

- AI-driven QC, captioning, compliance
- AI-driven workflow optimization & decision-making.

Introduction: The Evolution of Orchestration in Media Supply Chains

In every mid to large-scale media production environment, production processes run across multiple heterogeneous systems that were originally not designed to work together, requiring system integration to automate the necessary system interactions. The traditional system integration approach consists of putting in place a central monolithic «integration system» to accept messages from the production systems, and subsequently transform and route these messages to other production systems in the supply chain. These integration platforms are very complex to maintain, difficult to scale horizontally, and unable to keep pace with the quickly evolving needs of the media industry for efficient, scalable, and intelligent workflows to manage content from production to distribution.

The challenge then lies in achieving true end-to-end orchestration — one that seamlessly integrates highly specialized, automated processing solutions with broader business process orchestration (BPMS).

This is where Telestream's Vantage and Embrace's Pulse-IT form a powerful synergy. Vantage provides industry-leading, targeted workflow automation for critical media tasks, while Pulse-IT delivers full-spectrum horizontal business process orchestration that integrates and manages diverse media workflows, ensuring content moves through the supply chain with precision, efficiency, and intelligence.

ABOUT TELESTREAM

For nearly thirty years, Telestream has been at the forefront of innovation in the digital video industry. The company develops products for media processing and workflow orchestration, live capture, production, live streaming, video quality assurance, virtual events and video hosting, content management and video and audio test solutions.

Available on-premises or in the cloud as well as hybrid combinations, Telestream solutions make it possible to reliably get video content to any audience, regardless of how it is created, distributed or viewed. Telestream is privately held with corporate headquarters located in Nevada City, California.

Learn more at www.telestream.net

Understanding Orchestration, Workflow Automation & Media Processing

Orchestration is not just automation. In complex media environments, the distinction between workflow automation and true orchestration is crucial:

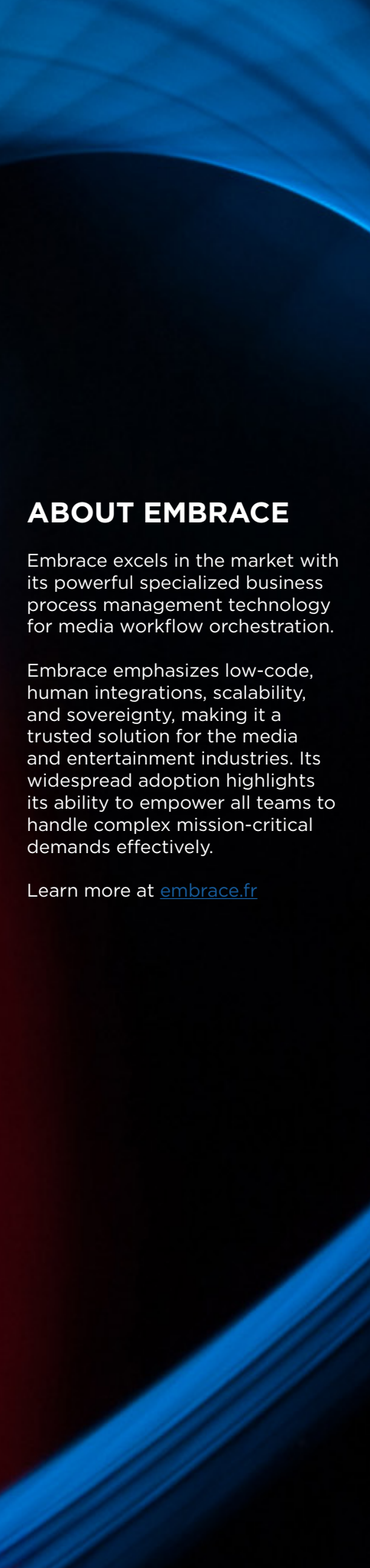
- **Automation** focuses on repetitive tasks within a predefined workflow (e.g., transcoding, QC, captioning).
- **Workflow Management** structures tasks within an ecosystem, optimizing dependencies and resource allocation.
- **Orchestration** delivers an intelligent, goal-oriented system that not only executes workflows but also adapts, optimizes, and provides real-time observability across the entire supply chain.

Many organizations have struggled to build custom workflow solutions, often ending up with brittle, ad-hoc automation that becomes difficult to expand and maintain. Instead, best-in-class solutions combine specialized vertical tools (e.g., Telestream Vantage for media processing) with a broad orchestration layer (e.g., Pulse-IT) that connects and optimizes the entire ecosystem.

Telestream Vantage: Optimized Media Processing & Workflow Automation

Vantage is an industry-leading, intelligent media processing platform that automates critical tasks including:

- **File and live content ingest:** extensive format support with metadata preparation and edit-while-ingest capabilities.
- **Transcoding & Encoding:** optimized for high-performance, broadcast-grade conversions.
- **AI-Driven QC & Compliance:** automated quality control with Telestream Qualify.
- **Captioning and Metadata Extraction and AI generation:** integrated tools for speech-to-text and multi-format subtitle management.
- **Hybrid & Cloud Processing:** Vantage Cloud enables dynamic, scalable cloud-based media operations.
- **Seamless Workflow Automation:** highly efficient processing pipelines ensure that media is always ready, optimized, and available at each stage of the supply chain.



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

Vantage is a highly versatile and specialized media processing solution, ensuring that critical media operations run with unparalleled efficiency.

Embrace Pulse-IT: Business Process Orchestration for Media

While Vantage excels at vertical media processing automation, Pulse-IT provides horizontal orchestration, ensuring all systems, tasks, and stakeholders in the media supply chain work together seamlessly. Key capabilities include:

- **End-to-End Process Integration:** from content creation to playout, Pulse-IT connects teams, tools, and workflows.
- **AI & Decision-Based Orchestration:** automates business logic, dynamically adjusting workflows based on metadata and real-time conditions.
- **Hybrid & Cloud-Native Scalability:** enables smooth transitions between on-prem and cloud workflows.
- **Workflow Optimization & Cost Efficiency:** ensures media processing (e.g., Vantage) is triggered only when needed, reducing operational overhead.
- **Observability & Governance:** provides a self-documenting execution history, improving monitoring, compliance, and troubleshooting.

By integrating Pulse-IT, organizations unlock complete supply chain visibility, process automation, and seamless collaboration across teams and systems.

Case Study: Sinclair

One of the most compelling examples of this synergy in action is Sinclair, which selected Pulse-IT as its core orchestration engine for cloud-based media operations. Sinclair's nearly 200 broadcast channels process over 6,000 media assets daily, integrating:

- Pulse-IT to orchestrate the entire media workflow lifecycle.
- Vantage to automate transcoding, quality control, captioning, media conforming and metadata preparation for playout.
- AWS-native scalability, optimizing cloud resources dynamically.

The result? Improved efficiency, scalability, and cost reduction, setting a new standard for modern broadcast workflow automation.

Systems

Adobe After Effects,
MAM, PAM, Traffic

People

Design, Production, Programming,
and Information Systems

Processes

Deadlines, Versioning, Validation

Datasource

Data, Template,
Media, and Schedule

Delivery

Broadcast, Digital,
Apps and Social media



Modern media organizations need to rethink their supply chains to stay competitive in a fast-evolving digital landscape. Our partnership with Embrace reflects this vision — combining Telestream's powerful media processing with Embrace's intelligent orchestration to unlock the full potential of the modern Media Supply Chain.

Together, we're enabling our customers to move faster, operate smarter, and prepare their operations for what's next

**Benjamin Desbois, Chief Growth
and Strategy Officer at Telestream.**



Conclusion: Why This Matters to Media Executives

C-level executives in the media industry need scalable, cost-effective, and future-proof solutions. The combined power of Telestream Vantage + Embrace Pulse-IT enables:

- **End-to-end media supply chain automation**, from content creation to distribution.
- **Cost-efficient, metadata-driven workflow execution**, reducing redundant processes.
- **Seamless integration** of best-in-class vertical solutions into a unified media orchestration layer.
- **Scalability** across hybrid and cloud-native environments, ensuring future-ready media operations.

For media organizations seeking resilient, AI-enhanced, and scalable solutions, Vantage and Pulse-IT provide the perfect balance of workflow automation and intelligent orchestration—future-proofing media supply chains for the next generation of digital transformation.

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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