

Product Sheet



Pulse-IT

Media Supply Chain Workflow Orchestration

EMBRACE



Pulse-IT Key Benefits

Faster Time-to-Value

Deploy workflows quickly with 150+ prebuilt tasks and a drag-and-drop, low-code form builder.

Collaborative Web Forms

Unite teams via web forms, alerts, and custom dashboards.

Operational Autonomy

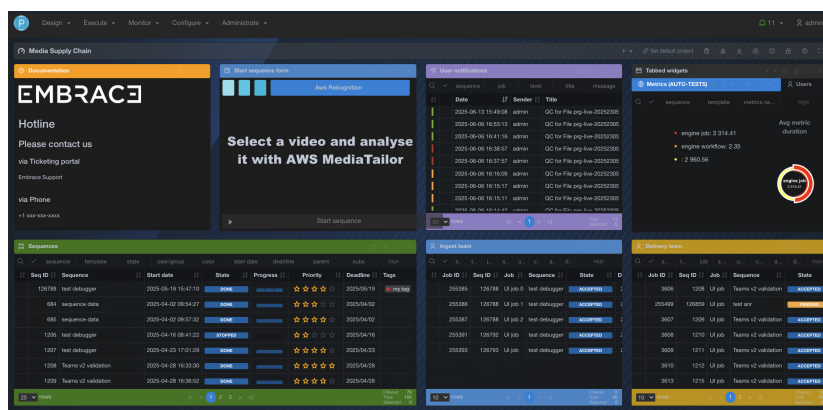
Own your workflows, data, and infrastructure—no vendor lock-in.

AI-Broker for Efficiency

Automate with AI and LLMs: metadata, validations, content generation, and reframing.

EMBRACE Pulse-IT is a modern media supply chain and workflow orchestration solution purpose-built for the Media & Entertainment industry.

Pulse-IT is built to address the needs of today's content-driven world, providing organizations with the tools to collaborate, automate, and oversee business, broadcast, and digital media workflows with flexibility, intelligence, and scalability.



Design, Orchestrate, and Optimize — All in One App

Pulse-IT connects people, systems, and processes to deliver true end-to-end automation across the media supply chain — from content preparation and enrichment to packaging, delivery, and archive.



Pulse-IT Key Benefits

Scalable Anywhere

Deploy and scale on-prem and in the cloud.

Ecosystem Ready

Connect instantly to any MAM, QC, transcoder, and storage.

Full Visibility

Monitor all workflows with real-time status, progress, and alerts.

Business-Friendly UX

Empower users with intuitive, exception-based validation tools.

Secure & Future-Ready

Hybrid-native, with audit trails, SSO, and role-based access control.

With its modern low-code approach, Pulse-IT enables any teams to configure and adapt workflows independently. Seamlessly integrate third-party tools, trigger complex business logic, and supervise operations with full visibility and control, all within a secure web-based interface.

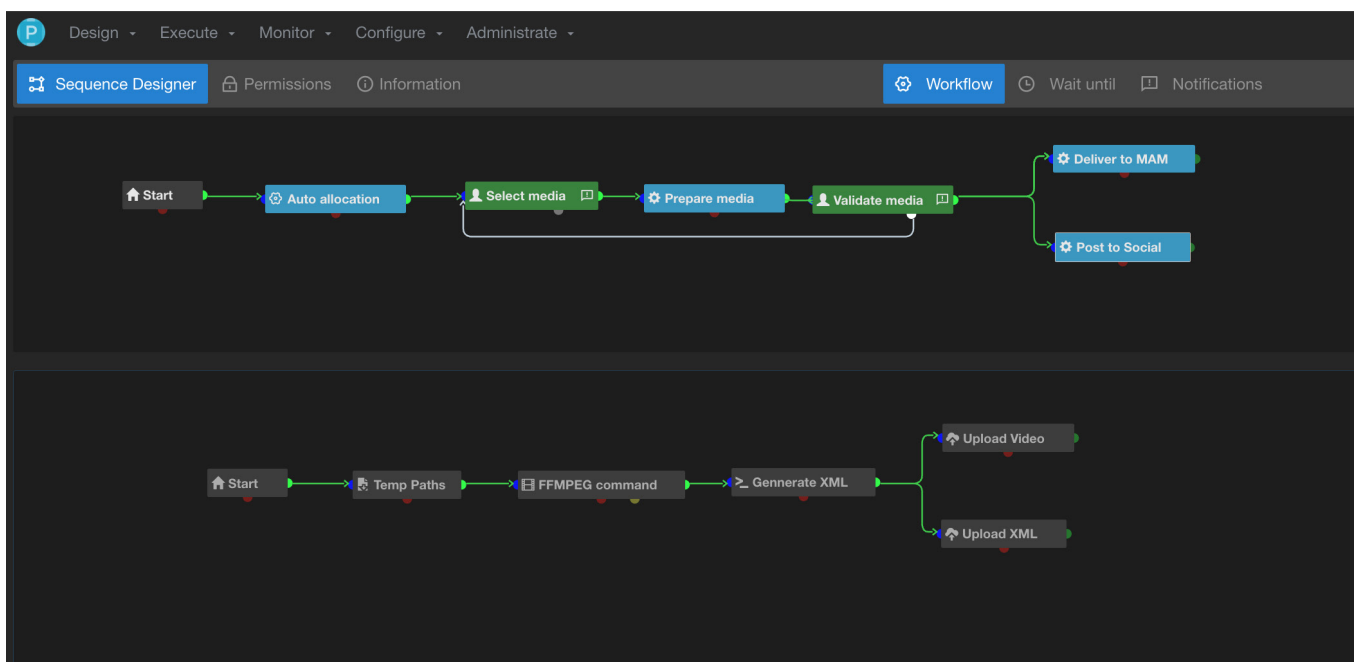
Maximize Technical and Human Resources

Pulse-IT optimizes every element of your infrastructure by abstracting complexity and orchestrating hybrid operations across cloud and on-prem environments. Use or add any component of your existing media tech stack, AI/ML tools, and storage services on demand.

Empower operators and engineers with advanced notifications, role-based dashboards, and automated task allocation — reducing errors, enhancing collaboration, and controlling operational costs.

Built for the Realities of Modern Media

With more content, channels, and formats than ever before, Pulse-IT solves the critical need for speed, flexibility, and coordination. It bridges fragmented systems by integrating ingest, QC, AI-based jobs, metadata enrichment, media transformation, packaging, and distribution workflows into a cohesive, responsive framework.



Low-Code Orchestration Engine

- Intuitive drag-and-drop canvas with 150+ prebuilt tasks
- Build and adapt workflows without heavy development
- Supports dynamic branching, parallelism, retries, and conditional logic
- Encapsulate workflows into reusable building blocks to simplify collaboration and scaling
- Embed custom Python libraries into workflow tasks

Endless Ecosystem Integration

- Proven compatibility with any MAM, automatic QC, transcoding, storage, rights contracts, metadata, and scheduling tools
- Companion Apps: Embrace Avid® Companion App connects with your Avid MediaCentral, Embrace Cantemo™ & Accurate Player™ SDK Companion Apps for native integrations with Codemill solutions
- Full integration support with REST, GraphQL, SOAP, Webhooks, and Watch Folders
- Designed for orchestration across editorial, operational, and AI-driven systems

Cloud-Native & Hybrid Deployment

- Operational resilience via Kubernetes-based scaling
- Job allocation across worker nodes in cloud, hybrid, or on-prem

Enterprise-Grade Security

- SAML & OIDC SSO support via OKTA, Entra ID, Amazon Cognito
- Role-based access control
- Audit trail

Collaborative Business Interface

- Web-based forms tailored for any user role
- Supports 45+ dynamic controls, embedded media pickers, and JS/CSS custom logic via visual interface form designer
- Business processes—triggered manually or automatically via APIs, Scheduler, or Webhooks
- Real-time dashboards and alerts per user or project
- Task notifications via in-app framework, email, Slack, and Microsoft Teams

AI-broker For Media Processing

- Native support for LLM tasks (Amazon Bedrock, Anthropic, DeepSeek, Mistral AI, Open AI,)
- Integrates with services like Adobe Firefly Services, Moments Lab, Qlip, Twelve Labs, Speechmatics, Spherex, and many others for content generation and localization, compliance, and social adaptation

Modular and Extensible Architecture

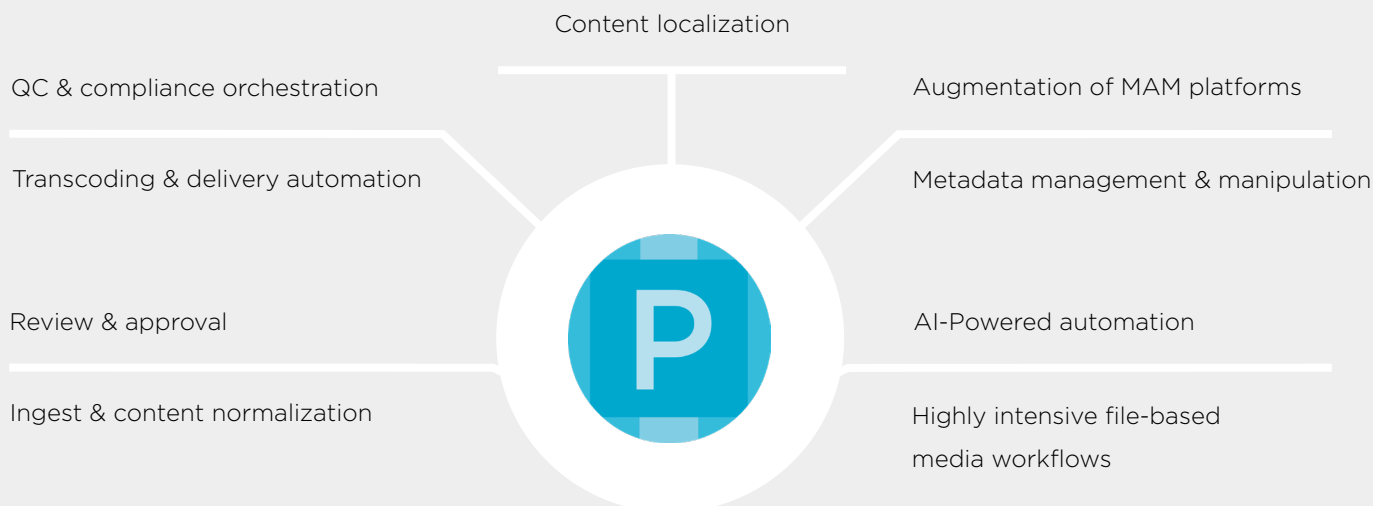
- Server worker-based architecture for enterprise-grade performance
- Built for evolving media supply chains and compliance requirements
- Resource Hub: Upload, store, and share reusable templates, forms, dashboards, and documentation across Pulse-IT instances via integrated S3 storage

Advanced Monitoring & Observability

- Live workflow supervision with tracking, retry handling, and health metrics
- Real-time job dashboards with progress bars, alerts, and performance insights
- Reprioritize and reassign jobs on the fly—manually or via orchestration rules
- Visual traceability, logs, and full audit trail per task, asset, and workflow

Pulse-IT

Typical Workflows



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Deployment Options



High-availability and Auto Scaling
with Kubernetes and Amazon EKS



Standard Deployment
with Docker Compose



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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