

# Solution Brief



## Make Your Automated Media Supply Chain An Operational Reality

EMBRACE AND TMT INSIGHTS SOLUTION BRIEF

EMBRACE



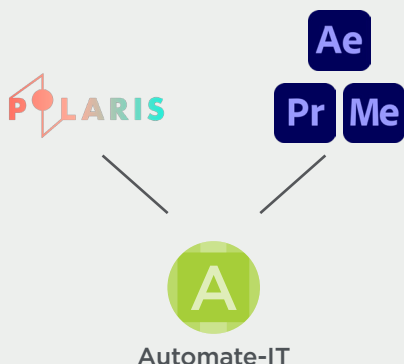
### TMT Insights Polaris

- Campaign Management
- Threaded Communication
- Review & Approval
- Workflow Transparency



### Embrace Automate-IT

- Process Automation
- Promo Versioning
- Content Delivery
- Seamless Integration with Creative tooling



In today's fast-paced media landscape, marketing and advertising groups face an ever-increasing demand for content across diverse platforms and formats. To keep up, these teams need solutions that can handle high volumes, sophisticated versioning, and seamless integration with creative and operational tools.

Collectively TMT Insights and Embrace are offering a transformative solution designed to streamline the media supply chain for content marketing and advertising teams. By combining TMT Insights' Polaris platform and Embrace's Automate-IT, the alliance provides an automated, scalable, and efficient workflow orchestration system to meet the demands of modern marketing campaigns.

## The Path to Collaboration

Leverage the combined expertise from Embrace and TMT Insights to provide a solution that addresses your challenges head-on. Their integrated suite of tools automate and streamline content production and distribution while maintaining flexibility and scalability.

## Challenges

- **High volume of content production:** with campaigns spanning multiple platforms and regions, marketing teams need to create numerous versions of a single asset from different formats, languages, and specifications.

## ABOUT TMT INSIGHTS

A professional services and software development company delivering leading capabilities in the digital supply chain, including cloud technology optimization and system integration alongside their proprietary operational management system, Polaris, to global brands.

TMT's approach to modernizing digital supply chains ensures transparency, consistency, and collaboration across increasingly complex ecosystems.

Learn more at [tmtinsights.com](https://tmtinsights.com)

## 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)

- **Complex workflows:** From creative agencies to in-house production teams, ensuring seamless collaboration and real-time updates across various stakeholders and departments is often a logistical challenge.
- **Lack of integration:** Disparate systems such as traffic systems, MAM platforms, and creative tools (like Adobe® After Effects) are often siloed, making it difficult to manage assets and streamline operations.
- **Resource constraints:** Maintaining manual workflows is time-consuming and resource-intensive, leaving teams with less time to focus on creativity and strategy.

## Collaboration Benefits

Leverage this strategic technology integration to unlock tangible benefits across complex digital workflows. Deploying the right automation technology and workflow orchestration ensures campaigns scale efficiently, whilst providing end to end control and visibility across all campaign stages.

- Increased Efficiency & Agility
- Cost Optimization
- Improved Collaboration
- Scalability
- Faster Time-To-Market
- Campaign Control & Visibility



We are thrilled to partner with Embrace in transforming how premium content is promoted globally. This alliance streamlines the creation, management and distribution of all promotional elements taking these efficiencies beyond the traditional M&E industry. Together, we are forging a new era of collaboration that has until now been limited and bespoke.

**Hannah Barnhardt, COO, TMT Insights**



# 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.

## GET IN TOUCH

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