

AI In Your Media Workflow



EMBRACE AI SOLUTION BRIEF

EMBRACE

Business Impact



60-80% time saved on complex workflow setup



Documentation written at the moment of build



Real-time AI spend, per operation, per model



Cut 30% of troubleshooting time with AI-assisted error diagnostic

Overview

Yes, AI will change media workflows forever, however, Embrace recognizes the challenges media organisations, running AI in production, face. The tools work but the governance doesn't.

Token costs accumulate with no visibility. Model selection is locked by vendors. When something fails, nobody knows who owns it.

Embrace embeds AI directly into the orchestration layer — not as an add-on, but within the same platform trusted to run mission-critical supply chains for CANAL+, Sinclair Broadcast Group, Omnicom, NFL Films, RTL Group, and more since 2015.

GENERATION

- Documentation
- Description
- Workflows
- Forms
- Python script

INSIGHTS

- Workflow errors
- Business metrics
- Infrastructure health

ADMIN & OBSERVABILITY

- LLM Router
- Consumed tokens and costs
- Logs & Traces

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

Generation

Describe a workflow in plain language and Embrace AI builds it – connectors, loops, conditional routing. Forms and documentation generated the same way. 60-80% faster than building manually.

Insights

When a step fails, Embrace AI tells you why. It shows state, value, running time, last contact, in one panel. It gives recommendations on how to fix the error, and to improve the business metrics Bottlenecks surface before they become problems.

Admin & Observability

Every AI call logged with provider, model, tokens used, and cost in USD. The LLM Router lets ops teams choose which model runs for each task – OpenAI, Anthropic, Mistral, Google Gemini, AWS Bedrock, or a local model via Ollama – without rebuilding workflows.

The Embrace Approach

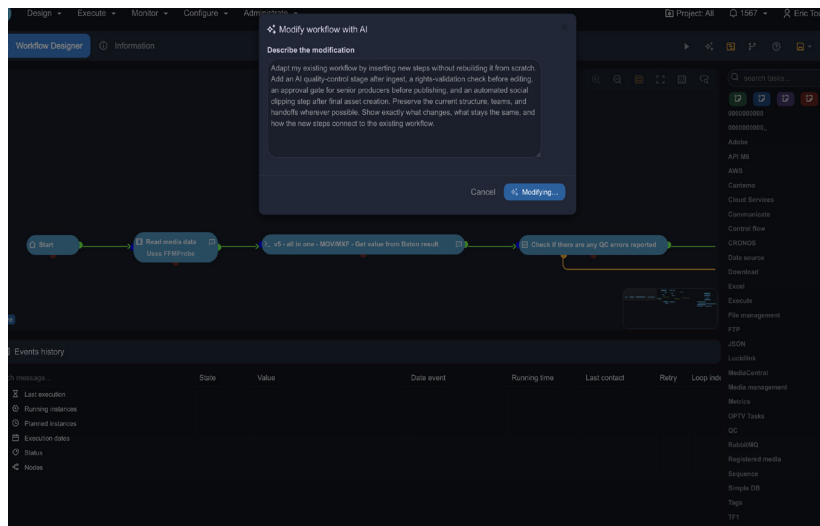
Most companies add AI on top of workflows that were never designed to govern it. Embrace haven't done that.

Embrace has been a pioneer to enable external AI services in production and now AI comes into the product, living inside Pulse-IT and Automate-IT. The platform still acts as an AI broker but now with AI integrated into it as well.

WORKFLOW GENERATION

1. Workflow Generation from Natural Language

Describe a workflow in plain language or paste from an SOW. Embrace AI builds the logic: connectors, loops, conditional routing. 60-80% faster than building manually.

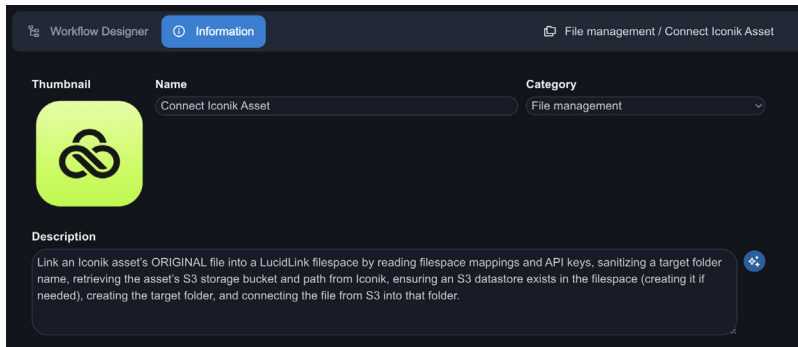


2. Form Generation

Generate operator forms from a natural language prompt. Add or adjust fields in the same interface. No development required. This is core to the Human-in-the loop approach Embrace has.

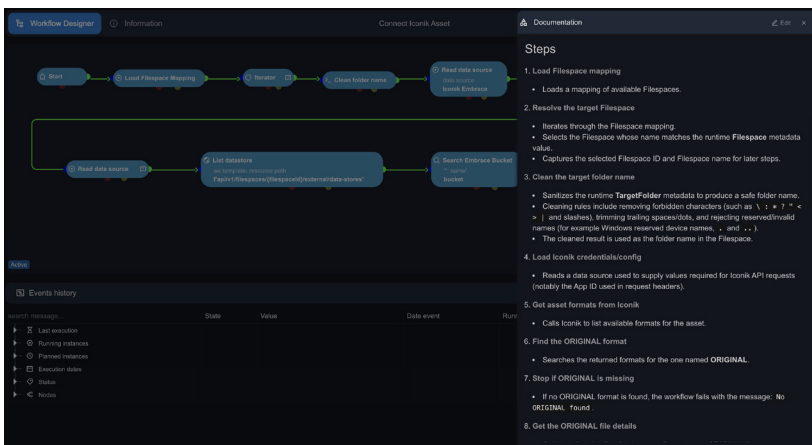
3. Auto-description

Every sequence gets a plain-language description at the moment it's saved. Anyone can understand what a workflow does without opening it.



4. Auto-documentation

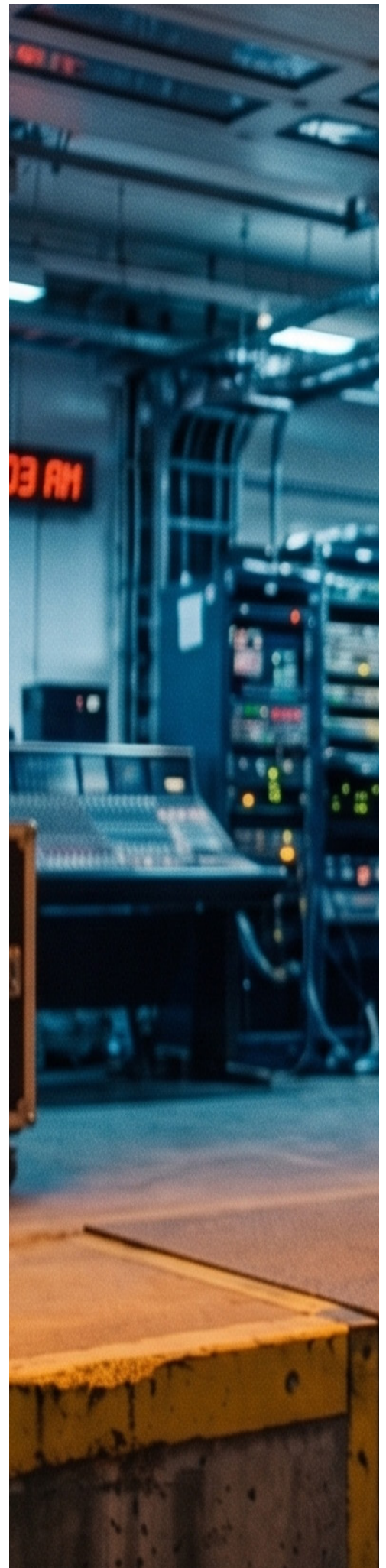
Full step-by-step documentation generated from the workflow itself. Whoever maintains it six months from now doesn't have to reverse-engineer it.



WORKFLOW INSIGHTS

1. Error diagnostics

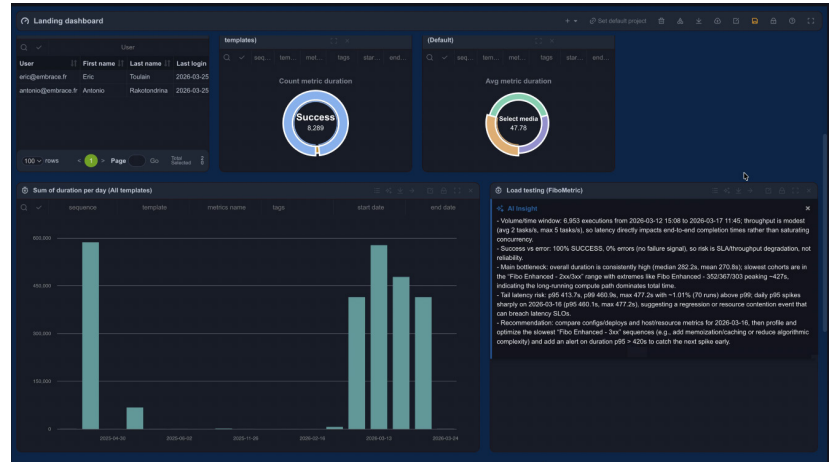
When a step fails, Embrace AI tells you why and how to resolve it. State, value, date, running time, last contact. All in one panel.





2. Business Metrics Insights

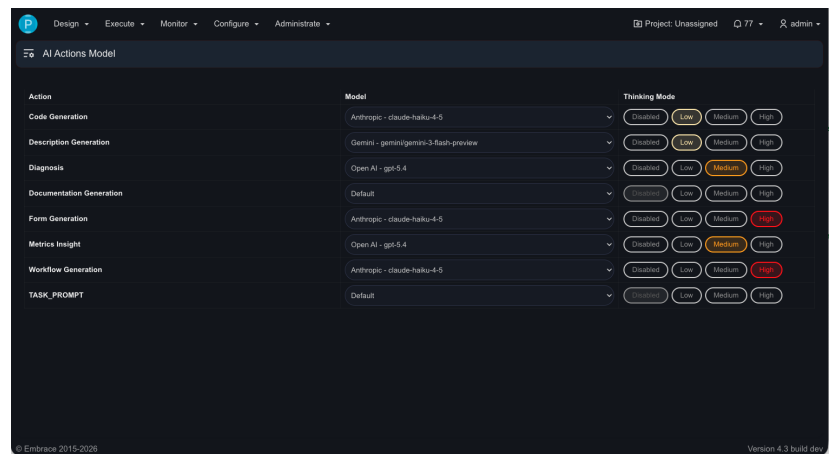
Average duration per workflow, per template, per sequence. Filter by date and tag. Bottlenecks surface before they become problems



ADMIN & OBSERVABILITY

1. LLM Router

Choose which AI model runs for each task. OpenAI, Anthropic, Mistral, Google Gemini, AWS Bedrock, or a local model via Ollama. Switch models without rebuilding workflows. Your choice. Your data policy.



2. Token consumption dashboard

Every AI call logged with provider, model, action, prompt tokens, completion tokens, total tokens, and cost in USD. No invisible AI spend. Track consumption at any point in time or across a range. Max, min, average, sum, count — visualized as pie charts, bars, lines, or tables. Filters persist across views. PAM; and AI-based enhancement, restoration, upscaling, or analysis.

Cost tracking
in real-time, per-operation tracking

Model flexibility
Any model, any provider,
local or cloud

Integrated
natively into Pulse-IT and
Automate-IT workflows

Governance
built into the
orchestration layer

Direct
team control through
low-code features



10 years in production, tier-1 clients

What Makes This Different

Most AI solutions in media target a specific task: transcription, tagging, versioning. They're good at one thing.

Embrace's AI initiative is embedded in the orchestration layer itself.

AI is a participant in the workflow — not an add-on service the workflow calls out to. And it runs on a platform that's been in production for ten years. That combination is new.

Where this goes next

The next phase moves further: workflows that respond to their own performance data, rerouting when a service fails, flagging bottlenecks before they become problems.

And beyond that, agent-based architecture where the platform doesn't just execute a defined path, it determines one. You define the outcome. Embrace AI works out how to get there.

Progress doesn't come from adding more technology, but from staying in control of it. Value comes from orchestrating complexity, not hiding it.

Eric Toulain, CPTO, Embrace



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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