

Product Sheet



Pulse-IT

Media Supply Chain Workflow Orchestration

EMBRACE



Pulse-IT Key Benefits

One Orchestration Backbone

Pulse-IT acts as the central orchestration layer, coordinating systems, teams, and workflows.

Ecosystem Flexibility

Connect with any media technology through prebuilt tasks and APIs.

Industrialized Production

Workflow Automation and human-in-the-loop coexist to reliably manage large-scale production pipelines.

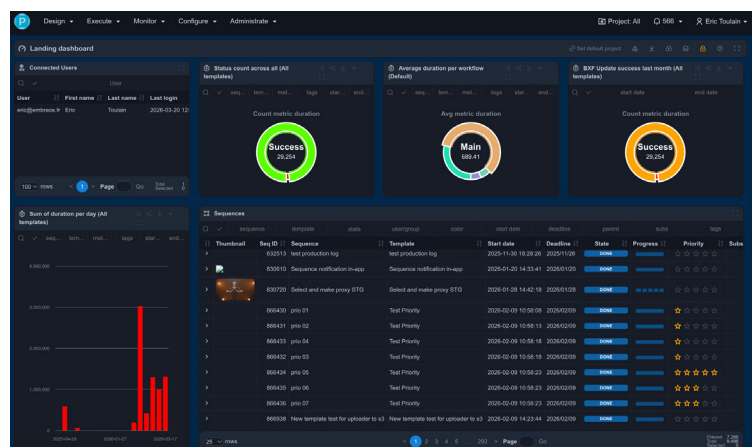
Architectural & Infrastructure Independence

Execute workflows across cloud, on-premise, or hybrid environments.

EMBRACE Pulse-IT is the orchestration backbone of modern media supply chains.

Purpose-built for the Media & Entertainment industry, Pulse-IT automates, supervises, and evolves complex media operations at scale. By design, Pulse-IT combines enterprise-grade security, human-in-the-loop workflow automation and real-time business and operational observability.

Pulse-IT enables teams across departments, from editorial to engineering, to orchestrate business, broadcast, and digital media workflows with flexibility, reliability, and control across hybrid, cloud and on-prem environments.



Design, Orchestrate, and Optimize — All in One App

With its low-code approach, Pulse-IT enables organizations to design and orchestrate workflows



Pulse-IT Key Benefits

Operational Visibility

Proactively resolve issues with dashboards, workflow monitoring, and workload supervision tools.

AI-Driven Media Automation

Automate media operations with AI and LLM services for enrichment, compliance, localization, and content intelligence.

Collaborative Production

Editorial, technical, and operational teams interact through forms, triggers and validation checkpoints.

Operational Autonomy

The low-code orchestration engine allows to design, adapt and supervise workflows independently.

Secure Workflow Governance

Ensure enterprise security with SSO authentication, role-based access control and audit trails.

independently while maintaining production-grade governance. As a result, Pulse-IT connects people, systems, and processes to orchestrate end-to-end media workflows — from ingest and content preparation, to enrichment, packaging, delivery, and archive.

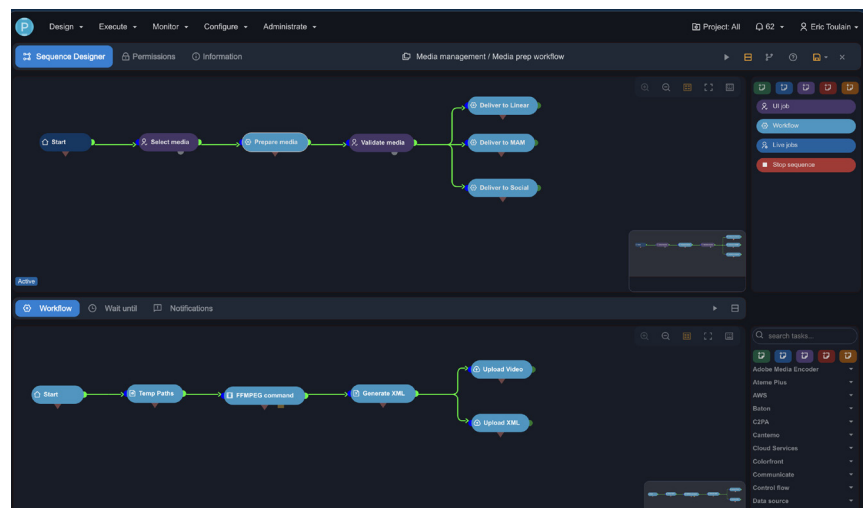
Maximize Technical and Human Resources

Pulse-IT provides a unified orchestration layer across existing media infrastructures. The solution integrates with MAMs, QC engines, AI services, transcoding systems, storage platforms, and other components of the media technology stack while maintaining centralized control and security.

Task management, dashboards, observability tools, and role-based access controls provide real-time insight into workflows, operational data, and system performance. Teams can supervise operations, troubleshoot faster, and optimize resource allocation across distributed infrastructures.

Built for Demanding Production Environments

Pulse-IT unifies card ingest, content enrichment, post-production workflows and content operations within a cohesive orchestration framework. With observability, secure cloud integrations, and media-scale file ingestion capabilities, Pulse-IT enables organizations to automate safely, operate efficiently, and continuously evolve their media supply chains without disrupting production.



Pulse-IT

Features

Low-Code Orchestration Engine

- Intuitive drag-and-drop workflow designer with 150+ prebuilt tasks
- Rapidly build, test, and evolve workflows without heavy development
- Supports dynamic branching, parallel execution, retries, and conditional logic
- Encapsulate workflows into reusable components to ease scaling & collaboration
- Enrich workflow tasks with custom Python

User-Defined And Event-Driven Data Model

- Built-in Simple Tables enable transient data storage and workflow state management
- Trigger workflows automatically on data updates and business events
- Row-level access control and governance policies
- Data export for reporting, analytics, and operational monitoring

Cloud-Native & Hybrid Infrastructure

- Deploy on-prem, in cloud, or hybrid environments
- Kubernetes-based scaling and distributed worker architecture
- Job allocation across compute nodes and infrastructure services
- Media-grade ingest with multipart and resumable uploads for large video assets
- Designed for high-volume media operations

Enterprise-Grade Security & Governance

- SAML / OIDC SSO via Okta, Entra ID, Amazon Cognito
- Role-based access control across workflows, resources, and data
- API authentication via user-based API Key and short-lived JWT Token

- Audit trail traceability
- Integration with AWS Secrets Manager

Collaborative Business Interface

- Web-based forms tailored to each role and workflow stage
- Dynamic controls with embedded media selectors and automation triggers
- Notifications via in-app messaging, email, Slack, and Microsoft Teams

AI-broker For Media Processing

- Native orchestration of AI services across the media supply chain
- Integration with leading platforms: Amazon Bedrock, Anthropic, DeepSeek, Mistral AI, OpenAI
- Automate metadata enrichment, compliance validation, localization, and highlight extraction with Adobe Firefly, Moments Lab, Twelve Labs, Speechmatics, SphereX and more.

Modular and Extensible Architecture

- Server worker-based architecture for enterprise-grade performance
- Easily adapt workflows to evolving media supply chains and compliance needs
- Resource Hub for reusable templates, forms, dashboards, and workflow components

Advanced Monitoring & Observability

- Real-time supervision of workflows, tasks, and business processes
- Live dashboards with operational metrics, usage indicators, and alerts
- Visual traceability with logs and workflow execution history
- Monitor workflow health, performance, and system activity
- Reprioritize, retry, or reassign jobs dynamically

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Typical Media 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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