

Solution Brief



Accelerating Cloud-Native Media Operations

EMBRACE AND MIMIR SOLUTION BRIEF



Step-Based Task Management

Embrace orchestration with Mimir's AI-driven metadata logging automates tasks, reduces manual intervention and accelerates media processing.



Collaboration and Efficiency

Fostered collaboration among different teams and better visibility and control over media assets and workflows.



Scalability and Flexibility

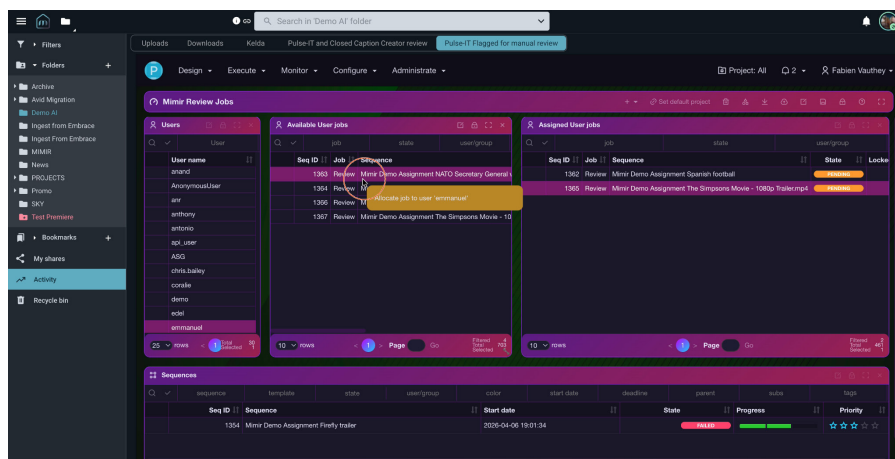
Supports high-volume content processing with cloud-native and hybrid deployment options, allowing for scalability and quick adaptation to varying demands.

The Connective Layer for Modern Media Supply Chains

Modern media supply must be adaptable and agile. Content, metadata, and decisions move across ingest, storage, production, QC, localization, and distribution, spanning both cloud and on-prem tools. The challenge isn't a lack of technology, it fragmentation: inconsistent metadata, manual handoffs, and limited end-to-end visibility. To overcome these barriers, organizations need a unified operational layer capable of connecting content, workflows, systems, AI services and teams across the entire media lifecycle.

Together, Mimir and Embrace deliver that foundation. Mimir provides cloud-native production, collaboration and content intelligence capabilities, while Pulse-IT orchestrates the processes, integrations and automation that transform content operations into streamlined business workflows.

Built on open APIs and extensible integration frameworks, the combined solution enables organizations to connect existing investments, AI services and future technologies without disrupting established workflows.



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

The result is a more agile, scalable and cost-efficient media ecosystem that accelerates content delivery, improves operational visibility and enables organizations to adapt quickly to evolving business and audience demands.

End-to-End Workflow Automation

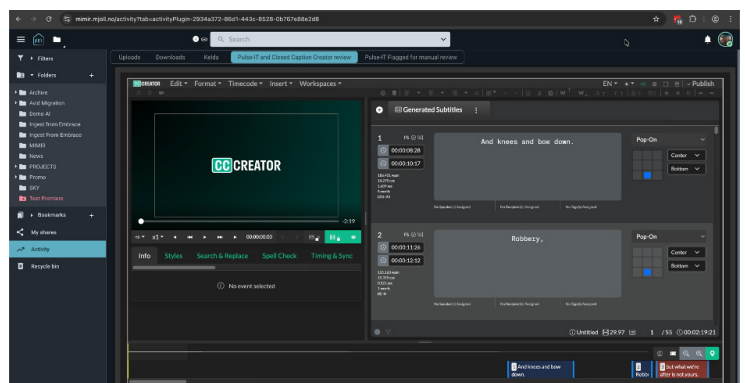
Pulse-IT extends automation beyond the Mimir environment by orchestrating workflows across ingest, production, AI services, quality control, transcoding, archive, distribution, and delivery systems.

Event-driven automation coordinates people, systems, and AI services, reducing manual handoffs and accelerating content movement from acquisition to publication.

Enhanced Collaboration and Efficiency

Modern media operations depend on effective collaboration between people, systems and processes. The combined Embrace and Mimir solution provides a unified operational framework where automated workflows and human interventions work together seamlessly.

By connecting creative, production, engineering, business and operational teams across the media lifecycle, organizations gain greater visibility into operations, clearer accountability and the flexibility to automate repetitive tasks while keeping critical decisions under human control.



AI-Powered Content Intelligence and Metadata Management

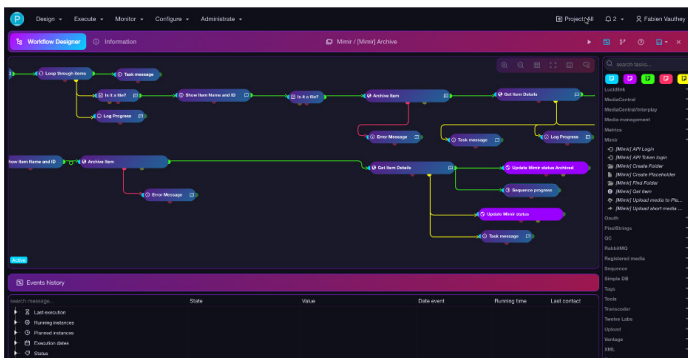
Mimir enriches content through AI-powered metadata generation, semantic search, transcription, speaker identification and integration with leading AI technologies such as TwelveLabs and other specialized services.

Pulse-IT ensures metadata, business rules and workflow decisions remain synchronized across systems, enabling more intelligent automation and faster content discovery.

Scalability and Flexibility

Cloud-native and hybrid deployment options allow organizations to scale resources dynamically according to business demand.

Whether supporting rapid-turnaround news production, large-scale content libraries, archive modernization or distributed multi-site operations, the platform scales to meet evolving operational demands.



Seamless Integration with Production Environments

The joint solution integrates seamlessly with Adobe, Avid, EVS, archive platforms, AI services, cloud services and third-party media processing systems.

Through capabilities such as the Embrace Avid Companion App, organizations benefit from efficient interoperability between production, editing, transcoding, media management and business systems, enabling seamless collaboration across the media technology ecosystem.

AI-Powered Content Intelligence and Metadata Management

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ABOUT MIMIR

Mimir is a cloud production platform that combines media asset management, production tools, and AI-powered search in one system.

Find any clip instantly - search by what's said, who's in frame, or just describe what you need. Then jump straight into editing, all from one platform. Customers include The New York Times, Bloomberg, NewsUK, Philadelphia Eagles and Hilton.

Learn more at <https://onemimir.com>

Systems

MAM, PAM, Archive,
QC, Transcoding

People

Producing, Editing, Content acquisition,
Advertising, Engineering, Operational, and IT Teams

Processes

Campaign,
Validation, Normalization

Datasource

Video, Audio, Image,
Metadata, Files...

AI Services

Transcription, Localization,
Tagging, Smart Cropping...



MEDIA WORKFLOWS MAXIMIZED FOR ANY SUPPLY CHAIN ACROSS DATA CENTERS, CLOUD AND HYBRID ARCHITECTURES



Most teams don't have a tooling problem, they have a workflow drift problem. As more teams and systems touch the same content, handoffs multiply, rules change, and "the way work gets done" slowly breaks. Mimir keeps the stack connected with shared asset context and metadata across your environments. Embrace keeps execution consistent – standard by default, and customizable when you need to adapt steps, approvals, and exceptions as requirements change.



Kristian Kim Eikeland, EVP Product and Global Sales, Mimir



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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