Product Sheet

Automate-IT

Industrialized Video Graphics Generation

EMBRACE

Automate-IT Key Benefits

Scale Content Promotion & Versioning
Automate the generation of promos, highlights, weather forecasts, and fan engagement videos across multiple languages and screens, while ensuring consistent brand quality.

Data-Driven Video Creation
Generate graphics and personalized outputs using scheduling data and operational inputs.

Faster Creative Execution
Preview, trigger, and generate outputs instantly while Automate-IT handles assembly, rendering and delivery workflows.

EMBRACE Automate-IT is a promo versioning and automated content generation solution for broadcasters, content owners, and brands.

Automate-IT connects people, systems, and processes to run nimble on-air, digital and social promotion supply chains, enabling data-driven personalized video creation at scale.

Built to industrialize Adobe® After Effects rendering workflows, Automate-IT enables teams to scale graphics production on-premises or in the cloud. Powered by web-based forms, users can modify templates and trigger outputs without opening After Effects compositions.

Automate-IT powers content promotion supply chains, enabling automated promo production, social video creation, and personalized content delivery at scale. Beyond graphics rendering, it orchestrates the entire promo production workflow — from content preparation and template selection to versioning, validation, and delivery.

It also brings collaboration to creative, editorial, broadcast, IT, and digital teams, enabling scalable production of on-air, digital, and social video content.

Automate-IT
Key Benefits

AI-Powered Content Automation
Connect AI services for clipping, reframing, compliance validation, metadata generation, and enrichment.

Seamless Adobe® integration
Control Adobe® After Effects and Media Encoder without opening project files and templates.

Collaborative Promotion Workflows
Coordinate creative, editorial, and broadcast teams through forms, approvals and workflow orchestration.

Real-Time Workflow Visibility
Monitor workflows status and progress through custom dashboards with alerts, logs and notifications, ensuring visibility across operations.

Enterprise-Grade Governance
Ensure brand consistency, rights management and compliance across all outputs with structured access and controls.

Empower creative teams
Automate-IT enables teams to focus on storytelling and design while maintaining brand consistency across formats, channels, and regions. The creative process becomes structured, supervised, and scalable, enabling faster content delivery without compromising quality.

Designed for demanding production environments
Automate-IT connects programming and traffic systems (or data sources like Excel), MAM platforms, and Adobe® After Effects templates to automate the full promo versioning and delivery lifecycle.

Content is automatically gathered, templates selected, variables applied, and video versions generated through workflows triggered by schedules, metadata, or external events.

Fast, reliable, and scalable creative execution
Automate-IT industrializes video production across broadcast, digital, and social — delivering versioned content faster and at scale. Operators preview, trigger, and generate outputs directly in workflows, accelerating feedback and eliminating bottlenecks. Data-driven automation powers personalized, multi-format delivery across regions, languages, and channels.

Configuration tools ensure controlled selection of After Effects projects, scripts, and Media Encoder presets, reducing setup errors and ensuring consistent execution across creative pipelines.

Enterprise-grade architecture and ecosystem integrations
Automate-IT integrates seamlessly with existing media infrastructures. The solution connects with MAMs, QC systems, transcoders, storage platforms, review and approval platforms, marketing campaign and creative tools through APIs and prebuilt tasks. Companion applications support integrations with Avid MediaCentral | Production, Codemill Cantemo and Codemill Accurate Player.

Automate-IT also integrates with AI services such as Adobe Firefly, Moments Lab, TwelveLabs, Speechmatics, and SphereX, enabling content enrichment, localization, compliance validation, and social adaptation workflows.

Automate-IT
Features

After Effects Automation

- Adobe® After Effects and Media Encoder rendering automation on-premises and in the cloud
- Adobe ExtendScript support: After Effects scripting with JavaScript
- Automated previews and workflow generation directly from user forms

Low-Code Orchestration Engine

- Drag-and-drop workflow designer with contextual menus, shortcuts, and automatic layout
- Control After Effects templates via user forms
- Dynamic branching, parallel execution, retries, and conditional logic
- Reusable workflow components for scaling and collaboration
- Custom Python and configurable output ports

Extensive Ecosystem Integration

- Integrations with MAMs, QC systems, transcoders, storage, and scheduling platforms
- Import Postman collections, OpenAPI, and Swagger definitions
- Webhooks, GraphQL, SOAP, watch folders, and REST API support
- Companion Apps for Avid® MediaCentral, Cantemo™, and Accurate Player™

Collaborative Business Interface

- Role-specific web forms with 45+ dynamic controls and media selectors
- Faster form design with widget drawers, contextual menus, drag-and-drop, and JS/CSS logic
- Business processes triggered via APIs, Scheduler, or Webhooks
- Notifications in-app, by email, Slack, and Microsoft Teams

Enterprise-Grade Security & Governance

- SAML/OIDC SSO with account mapping via Okta, Entra ID, and Amazon Cognito
- Bulk group and role management
- Role-based access control across workflows, resources, data, and dashboards
- User API keys and short-lived JWT tokens
- Audit trails and AWS Secrets Manager integration

AI and Agent Orchestration

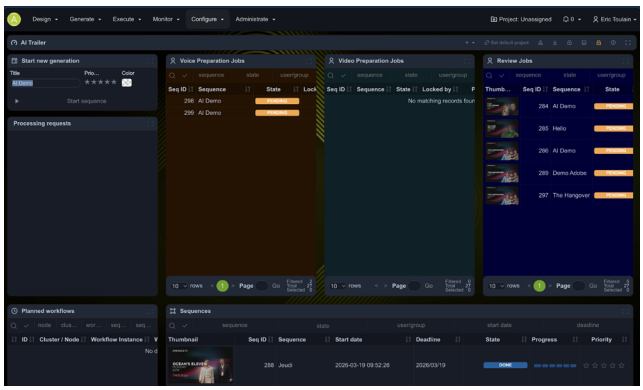
- AI services integration for clipping, enrichment, reframing & automation
- AI and LLM tasks plus MCP agent access with granular permissions and audit trails
- Integrations with OpenAI, Amazon Bedrock, Anthropic, Mistral AI, DeepSeek, TwelveLabs, Speechmatics, Adobe Firefly, and more for content generation, localization, compliance, and social adaptation

Modular and Extensible Architecture

- Server worker-based architecture for enterprise-grade performance
- Resource Hub and import/export for reusable forms, dashboards, and workflows

Advanced Monitoring & Observability

- KPI dashboards and centralized logs for real-time monitoring and error visibility
- Workflow priority via UI, API, and events



Automate-IT
Typical Content Operations

Promo, weather and social content versioning

Orchestrated media pipelines across MAM, PAM and CMS

Avid® MediaCentral integration with alpha channel support

Template-driven content personalization

Automated Adobe® After Effects rendering

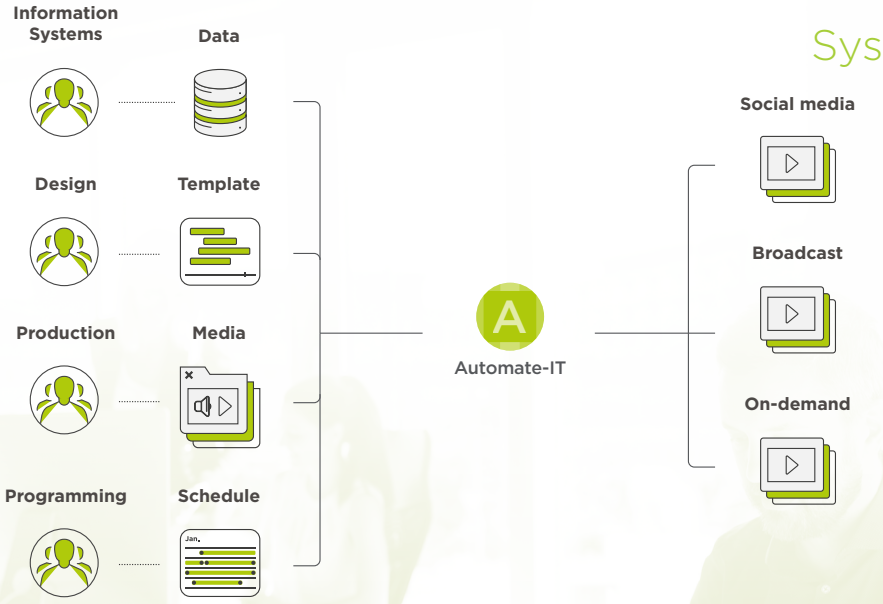
Transcoding, packaging and delivery

Data-driven video generation at scale

Multi-platform distribution across broadcast, OTT and social

AI-assisted clipping, reframing and enrichment

Automate-IT
System Overview



EMBRACE

Embrace is the operating layer for media companies, connecting people, technology and processes since 2015. Pulse-IT and Automate-IT enable operations teams to orchestrate, automate and continuously improve complex media operations.

From content creation to supply chain and distribution, Embrace brings control to complexity—connecting existing systems, coordinating work end to end, and giving teams the visibility and flexibility to operate, adapt and scale on their terms.

GET IN TOUCH

3 rue Castéja
92100 Boulogne-Billancourt
France
+33 1 49 05 46 21
contact@embrace.fr
https://embrace.fr

BOOK A DEMO