Product Sheet

Pulse-IT

Orchestration and Control for Media Operations

EMBRACE

Pulse-IT Key Benefits

One Orchestration Backbone
Pulse-IT coordinates systems, teams, AI services, and workflows through one orchestration backbone.

Ecosystem Flexibility
Connect and evolve your ecosystem through prebuilt tasks, APIs, and MCP.

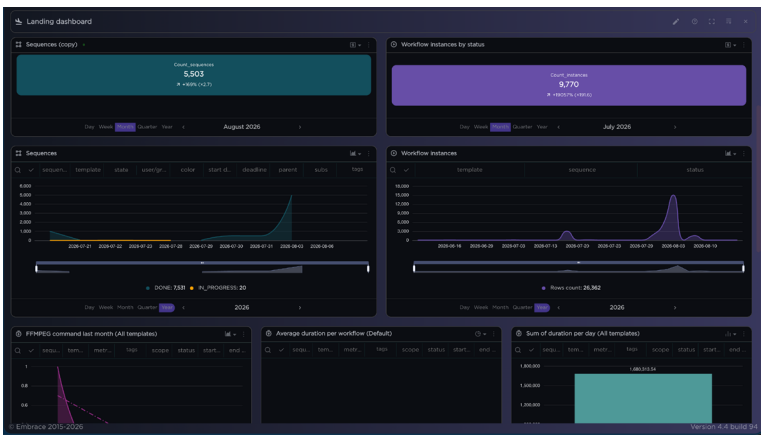
Industrialized Production
Combine workflow automation and human decisions to reliably manage large-scale production pipelines.

Architectural & Infrastructure Independence
Execute workflows across cloud, on-premises, or hybrid environments.

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

Purpose-built for the Media & Entertainment industry, Pulse-IT enables organizations to automate, supervise, and continuously improve complex operations at scale. It combines enterprise-grade security, human-in-the-loop automation, and real-time visibility across workflows, decisions, and performance.

Pulse-IT enables teams across departments—from editorial and operations to engineering—to coordinate people, AI, cloud infrastructure, and specialist media systems with flexibility, reliability, and control across hybrid, cloud, and on-premises environments.



Design, Orchestrate, and Optimize — All in One App
With its low-code approach, Pulse-IT gives organizations greater autonomy to design and evolve workflows

Pulse-IT
Key Benefits

Operational Visibility
See workflows, workloads, and performance in real time.

Governed AI and Automation
Use AI and LLM services across media operations with control, traceability, and human oversight.

Collaborative Production
Editorial, technical, and operational teams collaborate through forms, triggers, and validation checkpoints.

Operational Autonomy
Design and evolve workflows, forms, and dashboards faster with governed low-code tools.

Secure Workflow Governance
Ensure enterprise security with SSO, role-based access control, and audit trails.

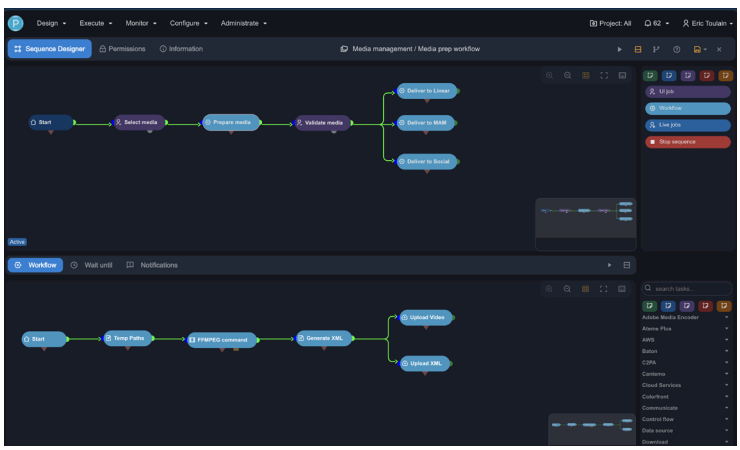
while maintaining production-grade governance. Pulse-IT connects people, technology, and processes across end-to-end operations—from ingest and content preparation to enrichment, packaging, delivery, and archive.

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

Task management, dashboards, observability tools, and role-based access controls provide real-time insight into workflows, operational data, and system performance. Teams can identify issues faster, coordinate action, and make better use of resources across distributed infrastructures.

Built for Demanding Production Environments
Pulse-IT brings ingest, content enrichment, post-production, and content operations into a cohesive orchestration framework.

With secure integrations, media-scale processing capabilities, and end-to-end operational visibility, Pulse-IT enables organizations to automate safely, operate efficiently, and continuously adapt their media operations as business and production requirements evolve.



Pulse-IT
Features

Low-Code Orchestration Engine

- Intuitive drag-and-drop workflow designer with 150+ prebuilt tasks
- Contextual menus, shortcuts, automatic layout, and task-output autocomplete
- Dynamic branching, parallel execution, retries, and conditional logic
- Reusable workflow components for scaling and collaboration
- Custom Python and output ports for advanced logic

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 scaling with configurable min/max nodes per cluster
- Distributed workers with tagged-node allocation controls
- In-app AWS EKS pod details and logs
- Large media asset transfers with multipart and resumable uploads

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

Collaborative Business Interface

- Role-specific forms with media selectors and automation triggers
- Faster form and dashboard design with contextual menus and drag-and-drop
- Notifications via in-app messaging, email, Slack, and Microsoft Teams

AI Broker & Agent Integration

- Native orchestration of AI services across the media supply chain
- Embrace MCP Server for AI agents with granular tool permissions and audit trails
- Integrations with Amazon Bedrock, Anthropic, DeepSeek, Mistral AI, OpenAI, Adobe Firefly, Moments Lab, TwelveLabs, Speechmatics, SphereX, and more for enrichment, compliance, localization, and highlights

Modular and Extensible Architecture

- Server worker-based architecture for enterprise-grade performance
- Embed Pulse-IT jobs and forms in third-party applications
- Resource Hub and import/export for reusable forms, dashboards, and workflows

Advanced Monitoring & Observability

- Real-time supervision of workflows, tasks, and business processes
- KPI dashboards with derived series, goal lines, and event markers
- Centralized, filtered logs with real-time error visibility
- Workflow health, performance, and system activity monitoring
- Manage priorities via UI, API, and events; retry or reassign jobs

Pulse-IT
Typical Media Workflows



Pulse-IT
Deployment Options

High Availability and Auto Scaling
with Kubernetes and Amazon EKS

Standard Deployment
with Docker Compose

EMBRACE

Embrace is the operating layer for media, 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.

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