Cloud MAM
Automation across content supply chain powered by Work Order
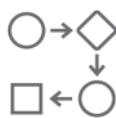
Challenges
at Hand

Manual task allocation across MAM.
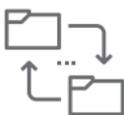Tracking is time consuming and inefficient,
affecting Turnaround Time

Tens of thousands of assets not on the MAM
platform leads to confusion between departments

Multiple MAMs across geographies
lead to bigger confusion

Continued manual workflows post
'on premise' MAM implementation

Hand-off from one department to the other
causes issues with naming, search and
duplicate files

Hand-off from Edit/Play-out to new media
platforms is a manual process,
requiring multiple tools to deliver assets

Constant IT intervention and
CAPEX needed to use a simple MAM

What we Offer

PFT's flagship product, CLEAR™ is the world's first, proven Hybrid Cloud-enabled Media ERP Suite that brings content to the center of business and automates the content supply chain.

CLEAR Cloud MAM is a single, holistic MAM solution, which enables Media & Entertainment (M&E) companies to build a truly connected enterprise with digital workflows. With work order automation to manage tasks efficiently across the supply chain, Cloud MAM offers much more than a traditional MAM system. It is a single MAM with media management capabilities across global sites, that integrates production, distribution, broadcasting and OTT related business activities. Cloud MAM extends beyond the Technical Operations teams and is usable by creative, marketing, legal, operations, sales and senior executive leadership teams. It helps content enterprises digitize media management processes (Mastering, Compliance etc.), handle clip-based workflows, distribute screeners, manage & version On Air Promos, and collaborate seamlessly across with multiple stakeholders. Moreover, the solution's Hybrid Cloud architecture gives content owners the peace of mind that their content is secure with them while the applications run on the Cloud.

Cloud MAM is ready-to-deploy and pre-integrated with industry standard applications and expert implementation support. Equipped to facilitate seamless orchestration between manual and automated tasks, it powers ingest, metadata and digital library management, and also enables easy content discovery.

Work Order Manage ment

embedded with MAM

Cloud MAM's Work Order Management functionality automates the end-to-end process of defining, assigning and executing work across the content lifecycle. It enables users to manage all of the following on ONE software:

- Assets, with associated metadata and essences

- Resources, including internal and freelance resources, as well as 3rd party vendors

- Tasks, including generation, timeline estimation, scheduling, assignment and execution (using tools within or outside CLEAR)

- Orchestration of content workflows across the content supply chain

With Work Order Management, users can track every incoming work request including all of its associated processes, tasks and deliverables, through completion. Additionally, its Resource and Task Assignment modules enable assignment of manual tasks to best-fit resources based on skill, availability and cost.

You can assign tasks across your pool of internal, vendor and freelance resources, thus ensuring optimal resource utilization in alignment with business objectives. This lays the foundation for enhancing efficiencies across core processes like Acquisition, Review & Approval, Cataloguing, QC, Mastering, Distribution, Promos and Localization.

Key
Features

Content Operations
- Work Order Management
- Business Process Management (BPM): Specifically tailored for content operations
- Smart Tasker: Single console to manage (view, pause, resume, reprioritize) 3rd party resources
- Industry standard BOTS

Metadata
- Hierarchical Metadata Management
- Asset/Essence Metadata Management
- Powerful tools for Search & Cataloging

Administration
- Custom metadata and workflows, as native as 'On Premise'; manage users, rights, workflows, reports, notification templates/rules

Integration with Adobe® Premiere Pro (NLE)
- MAM library within Adobe Premiere Pro
- Adobe Premiere Pro-based QC tool

Player
- Secure, frame-accurate, multi-track, ABR ready player with live/VOD streaming capabilities

Security
- Integration with OKTA, secure streams, instream/forensic watermarking, content-based access, secure desktop player and more

MAM Tools
- Pre-integrated with industry standard applications: Transcode, Archive, QC, File Acceleration and many more
- Tools for search, publish, restore, cataloging, subtitling and collaboration (review/comment/activity feed/chat)
- Story Teller: Create, sharpen and share incisive stories on-the-fly and in-the-moment
- Mobility: Collaborative review Fine-tuned for iPad, iPhone and Android

Support for Interoperable Master Format (IMF)
- World's first IMF media player for playback over streaming proxies
- Ability to create deliverables for different platforms (Netflix, iTunes etc.) and specifications (like DPP) from an IMF package

Artificial Intelligence (AI) support
- Integration with AI providers like GrayMeta/Azure/Google for Optical Character Recognition (OCR), Speech-to-text etc.

Business
Benefits

Lower Total Cost of Operations (TCOP)
Enterprise-class MAM on the Cloud

Improved operational efficiencies
ONE MAM for the enterprise across geographies,
departments and businesses

Pay-as-you-go
SaaS model, no upfront CAPEX

Faster time-to-market
Seamless orchestration between
manual and automated tasks

Did
you know?

CLEAR Cloud MAM…

- Has been successfully deployed for the last 10 years

- Manages 1.5 million hours of content annually

- Powers 400 TV shows a day

- Manages content across 183 physical sites across the globe