

# Media Supply Chain Orchestration



EMBRACE MEDIA SUPPLY CHAIN SOLUTION BRIEF

EMBRACE



### Transform content creation

Connect people, systems, and processes



### Maximize your operations

A user-centric approach optimizes processes and improves collaboration



### Fully automated

Low-code automation allows for easy implementation and personalization

## The modern media supply chain is software and data led

Media travelling from creation, production, ingest, normalization, transformation, localization, archives, packaging, distribution, through to consumption defines what we collectively name the content supply chain. It is a complete process to plan, create, manage, process, and deliver content to desired channels and audiences. At present, when content consumption grows, across multiple geographies and with an increasing number of business and distribution models, numerous solutions become necessary to run operations.

Defining a content chain strategy comes with the immense challenge of producing enough premium quality content to meet ever-increasing demand and distribution complexity: speed to implementation, internal IT expertise and resources, ease of use for operators, simplicity to integrate with existing systems.

At Embrace, we design our solutions and business models considering all these stakes. In fact, all our products meet our mission statement to help companies in their transformation efforts leveraging user-centric applications and low code design for instant adoption by operators and engineers. We strongly believe this strengthens our customers' sovereignty by limiting the dependency on the vendor with faster implementation, instant adoption by users, higher quality of deliverables, predictable and reduced costs to maintain the system in operation and manage constant evolutions.



## **Connect people, systems, and processes**

As the media & entertainment market matures, customers increasingly look to standardize on platforms that handle deep business process automation and workloads. The general-use of low-code development also becomes a must-have integrated capability to simplify the design and deployment of enterprise-wide automated workflows.

What are media organizations and content owners really looking for ?

- Media supply chain orchestration has its roots in business process management, systems designed to handle complex long-running processes. These challenging scenarios have only become more complex, requiring solutions to manage an increasing array of functionality like rules and decisioning for conditional logic, process automation for embedded task management, AI and ML, and content intelligence, to name a few. Managing this interplay of heterogeneous technology and human states requires specialized systems.
- Many organizations will have a small number of sophisticated applications and large number of more straightforward workflows to automate. To handle both, a modern media supply chain orchestration platform must be able to scale out through a combination of simplicity and speed of workflow deployment, web-based interface to encourage broad usage, and hybrid-cloud capabilities to leverage all kind of resources and services.
- Many organizations seek a solution that can address not only critical process needs but also general-use of low-code automation to leverage data-centric applications. As organizations increasingly look to standardize their operations, a solution that can serve as both a business process platform and a low-code platform is a game-changer.

## **A user-centric approach optimizes processes and improves collaboration**

Working as a team is vital. Producers, Operators, Engineers and Managers need to work in full collaboration. Business, broadcast processes and workflows need to be optimized, automated and monitored.

In today's supply chain, media organizations require an orchestration layer to accelerate a wide variety of content creation or broadcast processes from ingesting, transcoding, AI-based transcription, metadata mining, asset management, asset utilization, automated content processing or postproduction, transcoding, packaging, versioning egress to distribution.

## **EMBRACE Pulse-IT for mission-critical media supply chain orchestration**

At the core, Pulse-IT is the orchestration layer accelerating a wide variety of content creation or broadcast processes.

Pulse-IT excels in breaking down barriers and silos while connecting disparate heterogeneous systems to form a cohesive workflow that increases throughput and simplifies operator use.

Pulse-IT enables you to translate, optimize, execute and monitor your business and broadcast processes and workflows. Pulse-IT includes simple tools for complex situations built with bundled task templates or extended with minimal code that can be performed immediately or as scheduled jobs. All execution is managed via a comprehensive, real-time, secure dashboard accessible from anywhere in the world.

## **How does Pulse-IT contribute to the Content Chain process?**

- Main-in-the-middle accelerated workflows orchestration for distributed media processing or movement
- Review & approval or governance chains with built-in QC orchestration
- Multi-architecture
- Multilingual localization
- End-to-end management and supervision of all assets and metadata required for postproduction, local or remote
- Aggregation or augmentation of MAM, PAM platforms
- Remote triggering from other MAMs for transcode and transcript functions
- Appending/extracting metadata from pre-existing archives / archive migration and enrichment management

### **Integrations** we love



CODEMILL



Microsoft



telestream

### Systems

MAM, PAM, Archive, QC, Transcoding

### People

Producers, Content owners, Broadcasters, Operational, and IT teams

### Processes

Campaign, Validation, Normalization

### Datasource

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

### AI Services

Transcription, Localization, Tagging, Smart Cropping...



At Orange Prestations TV, we constantly need to streamline operations, reduce costs and improve our efficiency and experience as a team. From ingest to distribution of media for linear TV, VoD and OTT, Pulse-IT helps us simplify complex workflows, stop repeating work and accelerate our digital transformation journey.

**Olivier Le Galloudec, Managing Director, Orange Prestations TV**



Orchestrating our workflows to include AI services enabled our editorial teams to focus on telling great stories - faster - in high quality. Our journalists instantly adopted the media supply chain innovations we implemented for them. Thanks to Embrace, we are continuously improving our global operational efficiency.

**François Schmitt, COO, Euronews**



# EMBRACE

Since 2015, Embrace transforms 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's aim is to unleash creativity and improve performance around video and graphics supply chains.

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