

EBLA’s AI-Powered Media Content Management Solution

Executive Summary

As digital media continues to expand at unprecedented rates, media organizations and government entities are under pressure to manage, search, and utilize video content effectively. EBLA, a trusted regional IT leader, presents the AI-Powered Media Content Management Solution, built on Microsoft Azure and powered by Azure Video Indexer. This intelligent, cloud-native platform revolutionizes how organizations handle media, delivering automated content indexing, real-time insights, and intelligent search capabilities — all tailored to regional languages, regulations, and operational needs.

About EBLA

EBLA is a premier provider of enterprise IT solutions across the Middle East, with decades of experience in content management, digital transformation, and Microsoft technologies. EBLA brings the expertise required to customize and deploy AI-powered video solutions that align with local compliance standards and organizational goals.

Solution Highlights

The **EBLA AI-Powered Media Content Management Solution** delivers the following capabilities:

| Sector | Objective |
|-------------------------------------|---|
| Automated Video Indexing | Uses Azure AI to detect faces, speakers, objects, text, sentiment, and scenes in both stored and live video |
| Real-Time Video Processing | Provides transcription, keyword extraction, closed captioning, and translation during live broadcasts |
| Natural Language Search | Enables users to search using human language, e.g., “Find all interviews with female scientists discussing climate change.” |
| Content Personalization | Generates video summaries and targeted recommendations based on viewer behavior |
| Multilingual & Arabic NLP Support | Supports transcription and translation for Arabic and other regional languages |
| Integration with EBLA ECM Solutions | Seamless connection with existing enterprise content management systems (SharePoint, FileNet, OpenText) |

Use Case Scenarios

| Sector' | Application |
|-----------------------|--|
| Media & Broadcasting | Auto-tag and archive live shows, produce highlight reels, identify on-air talent. |
| Government Ministries | Transcribe, tag, and search video recordings of press conferences, parliamentary sessions, and public addresses. |
| Education & Training | Annotate and index lectures, create multilingual learning repositories. |
| Legal & Compliance | Archive and search surveillance footage with face and voice recognition. |
| Marketing Agencies | Track brand mentions, sentiment, and product visibility in ads and broadcasts. |

Value Delivered by EBLA

| Localization | Customization | Security & Compliance | Support & Training |
|--|---|--|---|
| <ul style="list-style-type: none">• Solutions tuned for Arabic language processing and regional regulations. | <ul style="list-style-type: none">• Workflow automation, metadata modeling, and UI adjustments to fit existing systems. | <ul style="list-style-type: none">• Designed for data residency, access control, and audit compliance. | <ul style="list-style-type: none">• Comprehensive support, documentation, and training tailored to your organization’s needs. |

Implementation and Support

EBLA provides comprehensive implementation and support services to ensure the success of the AI-Powered Media Content Management Solution

- **Planning & Design:** Requirements gathering, solution architecture, and integration with existing ECM/MAM systems.
- **Deployment:** Azure setup, configuration of Video Indexer, custom workflows, and metadata models.
- **Training:** User enablement, Arabic/local language support, and operational handover.
- **Go-Live Support:** Testing, rollout assistance, and documentation

With deep regional expertise and certified Microsoft engineers, EBLA ensures smooth implementation, seamless integration, and ongoing operational excellence.

EBLA

Why Microsoft Azure?

Be future-ready

Continuous innovation from Microsoft supports your development today, and your product visions for tomorrow. With 1,000+ new capabilities in the past year, you can build on the latest advancements in AI, blockchain, Kubernetes, containers, and databases to keep you ahead of the curve.

Our enterprise grade analytics solution outperforms the competition, costs less, and is fully compatible with your existing development, BI, and data-science tools

Operate hybrid seamlessly

On-premises, in the cloud, and at the edge—we'll meet you where you are. Integrate and manage your environments with tools and services designed for hybrid cloud.

Enhance security, simplify access, and set smart policies across your different environments with a single-identity platform trusted by 90% of enterprises globally.

Build on your terms

You have choices. With a commitment to open source and support for all languages and frameworks, build and deploy how you want to. Take advantage of the full-featured, integrated development environments with built-in support Visual Studio and Visual Studio Code, the most popular IDEs trusted by 15M+ developers.

We embrace open source, drive innovation through collaboration, and contribute back to the community.

Trust your cloud

Get security from the ground up, backed by a team of experts, and proactive compliance trusted by enterprises, governments, and startups.

With a \$1B+ investment in security R&D and 3,500 cybersecurity experts, security is foundational for Azure.



Microsoft Azure is an ever-expanding set of cloud computing services to help your organization meet its business challenges. With Azure, your business or organization has the freedom to build, manage, and deploy applications on a massive, global network using your preferred tools and frameworks.

Learn more at
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