P Pulse-IT

Mission-critical media supply chain orchestration

EMBRACE

Typical workflows

Man-in-the-middle media workflow

Review & Approval orchestration

Governance chains with built-in QC orchestration

Content localization

End-to-end management and supervision

Augmentation of MAM platforms

Appending metadata from pre-existing archives

Remote triggering from other MAMs for transcoding and transcript functions

EMBRACE Pulse-IT is a media-oriented business process management system. It empowers customers to translate, optimize, execute and monitor any business, broadcast or digital media processes simply and quickly.

Design, orchestrate and optimize your business process
Connect people, processes, systems and deliver end-to-end automation across your entire media supply chain from content preparation to delivery.

Maximize your existing technical and human resources
Optimize every exiting element of your media supply with software-defined orchestration, easily add external services like AI/ML or Cloud components, improve all operators work experience while reducing risks and managing costs.

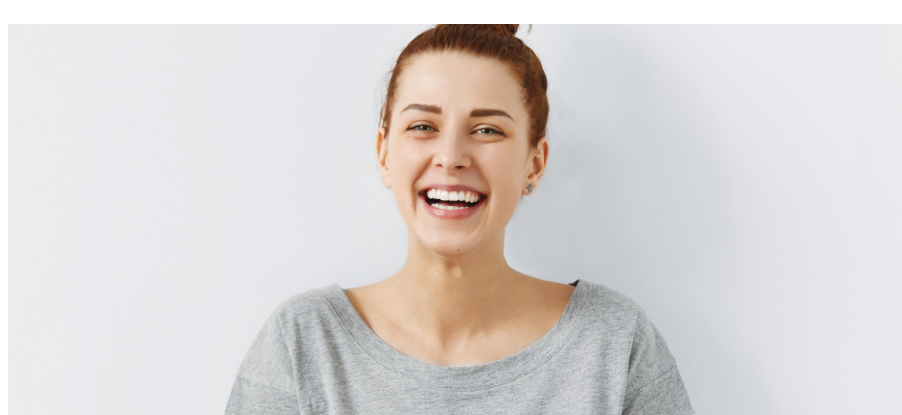**More channels, more assets, less time and budget? We've got your back!**
With the increased demand and consumption of curated and original content, workflow orchestration and execution has never been more critical. Accelerate a wide variety of content creation and delivery processes by adding the missing glue between ingest, transcoding, AI-based transcription, metadata mining, asset management, asset utilization, automated content processing or postproduction, packaging, versioning egress, and distribution.

Pulse-IT features

Single Pane of Glass
One-view Software-defined orchestration

Workflow & Form Designer
User-centric products with a low-code approach

Seamless integration
with the M&E ecosystem: Adobe, Avid, Telestream, Cantemo, Accurate Player, AWS, Azure, iconik, Object Matrix

Pre-built tasks and connectors
Integrated library of 200+ common functions

Flexibility and Ownership
Turn a workflow into a task

Powerful Monitoring
Custom dashboards for roles

Advanced Supervision
Full-visibility on availability and performance

Advanced Security
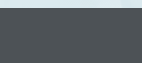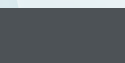Role-based permissions & Active Directory support

Unify and take action
Rapidly build data-powered tasks and workflows

JSON & XML Support

Deploy Everywhere
On-premise, hybrid, cloud

Pulse-IT key benefits

- Unify people, systems, and processes

- Enable teams to collaborate on any business operations with end-to-end process management

- Simply design, automate, schedule, and supervise media supply chains using your existing tools and infrastructure either on-prem, hybrid or fully in the cloud.

- Low-code functions empowers technical staff to customize integrations autonomously

- Easily orchestrate and leverage any third-party SaaS services such as AI.

Turn the media supply chain concept into reality

The time between concept-production-distribution consumption has dramatically reduced, while the processes, workflows, and versions have increased exponentially. Consequently, working as a team is vital, and Pulse-IT renders seamless interactive and collaborative workflows for producers, operators, engineers, and managers.

The solution 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 comprehensive, real-time, role-based, secure web-based dashboards accessible from where you need it.

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.

FORM DESIGNER

The Form Designer enables workflow architects to build interactive forms within the workflow for data input or validation. The form designer comes with a WYSIWYG user interface and off-the-shelf components that can be customized and configured.
Forms are created to use 30+ input controls, selectors and containers, ranging from strings, numbers, text areas, dates, checkboxes, radio buttons, sliders, knobs, color palettes, icons, ratings, lists, group fields, uploaders and embedded forms.

WORKFLOW DESIGNER

The Workflow Designer is used to assemble tasks, build task sequences, define logical task execution. The Workflow Designer functionality enables process designers to file upload, manage files local/remote, execute remote workflows/services, register media, download from multiple sources on-prem/cloud, manage process queues, manage sequence equations, and notify via email/Slack/Teams/SMS.
The Workflow Designer can integrate with any service or system that supports REST, SOAP, SSH and XML exchange or interfaces. While content can be referenced using either AWS S3, Azure Storage, FTP/SFTP, Dropbox or Google Drive.

SEQUENCE DESIGNER

The Sequence Designer is used to develop a combination of Workflows and interactive Forms to build a Sequence. Hence, a Sequence is equivalent to a business process. Sequences can have either predefined or dynamic parameters that help tune the job execution. Sequence execution can start immediately, scheduled to start, or initiated via either a REST API call or another workflow. Executed Sequences are called 'Jobs' and can be monitored using the Pulse-IT Job Supervision or Administration tool.

JOB MANAGEMENT

Jobs are managed by job allocation or scheduling jobs. With job allocation, users, location, deadline and allocation date are defined before execution. Scheduling jobs are handled and monitored using Admin Sequences.
Job execution is thoroughly scrutinized in terms of throughput and highlights any bottlenecks in the sequence. The same tools can manage job allocations and related execution policies.

EMBRACE

SCHEDULE A DEMO

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.