



## Leveraging an Interconnected Content Pipeline for Efficiency

EMBRACE AND MIMIR SOLUTION BRIEF



### Step-based Task Management

Embrace orchestration with Mimir's AI-driven metadata logging automates tasks, reduces manual intervention and accelerates media processing.



### Collaboration and Efficiency

Fostered collaboration among different teams and better visibility and control over media assets and workflows.



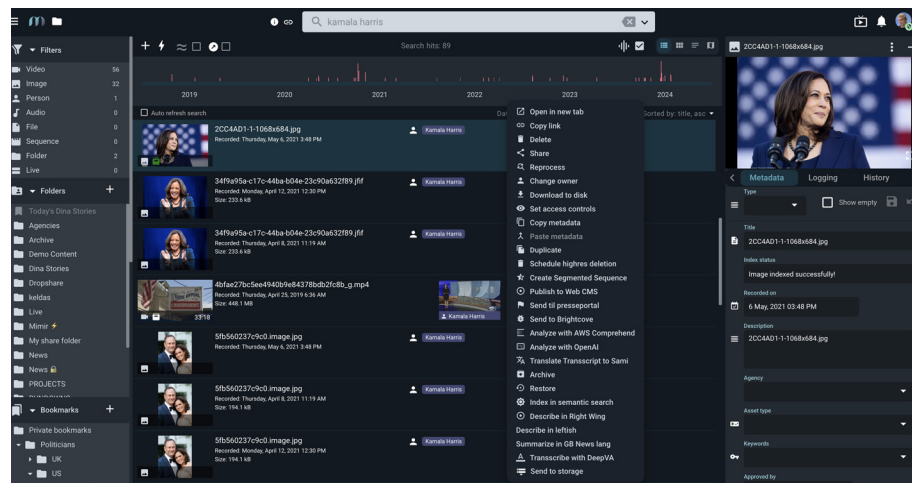
### Scalability and Flexibility

Supports high-volume content processing with cloud-native and hybrid deployment options, allowing for scalability and quick adaptation to varying demands.

## Embrace and Mimir: A Powerful Combination of Media Workflows

Mimir is a cloud video production and collaboration system offering PAM, MAM and DAM functionalities to allow efficient search and discovery of video and image content. With an intuitive interface and advanced search options for speech, persons, objects and more, Mimir automates metadata logging through AI services such as speech-to-text, translations and object recognition.

The company supports both all-cloud and hybrid environments, facilitating high-resolution uploads with proxy versions for editing. However, as media supply chains become increasingly distributed, hybrid, and complex, content owners need an additional layer of control and orchestration to streamline content preparation and delivery workflows both inside and outside the asset management perimeter.



# EMBRACE

## ABOUT EMBRACE

Embrace excels in the market with its powerful specialized business process management technology for media workflow orchestration.

Embrace emphasizes low-code, human integrations, scalability, and sovereignty, making it a trusted solution for the media and entertainment industries. Its widespread adoption highlights its ability to empower all teams to handle complex mission-critical demands effectively.

Embrace provides Business Process Management Software solutions that address this need. By combining Embrace with Mimir, a robust, scalable and efficient media production environment is created. This integration leverages Embrace's advanced orchestration capabilities and Mimir's AI-driven metadata management to streamline workflows, enhance collaboration and optimize media asset management.

Modern media supply chains must be agile, and adaptable. Efficiency in media supply chains requires a deep understanding of costs at every step, enabling the optimization processes. This is where the integration of Embrace and Mimir offers significant benefits.



## End-to-End Workflow Automation

- Pulse-IT's orchestration complements Mimir's AI-driven metadata logging, ensuring seamless workflows from ingest to distribution. Automation, driven by AI and orchestration tools, is crucial for reducing manual intervention and accelerating media processing.
- Automates repetitive tasks, reduces manual intervention and accelerates media processing.

## Enhanced Collaboration and Efficiency:

- The solution fosters collaboration among different teams (creative, IT, broadcast) by breaking down silos and integrating various media tools. Successful media supply chains require cross functional teams that integrate technology and operations, ensuring that all stakeholders work towards common goals and standardized workflows.
- Improved visibility and control over media assets and workflows.

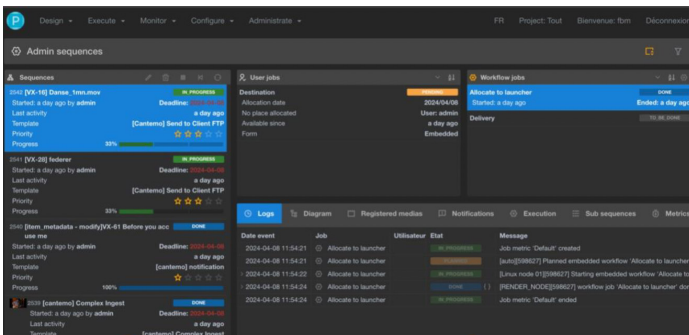
## Scalability and Flexibility

- Cloud-native and hybrid deployment options allow for scalable operations that can adapt to varying demands.
- Supports high-volume content processing and quick onboarding and scalability.

## Advanced Metadata Management

- Leverage Mimir's integration with numerous AI technologies to create truly enriched metadata. This in turn creates brand-new possibilities to both search for and discover content faster and more accurately. AI's role in reshaping media workflows is significant, from enhancing content discovery and contextual advertising to improving metadata management and localization processes.

Pulse-IT's orchestration ensures metadata is consistently updated and managed across all systems.



## Seamless Integration with Adobe and Avid production environments

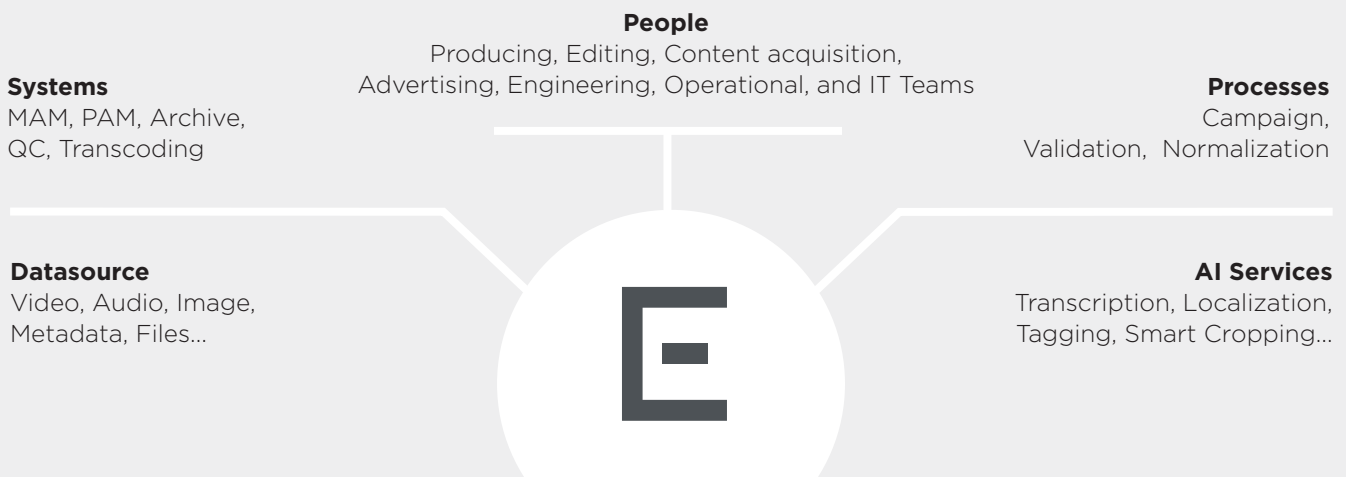
- Direct integration with Avid MediaCentral | Production Management via the Embrace Avid Companion App bring you production capabilities.
- Facilitates efficient interoperability between systems, editing, transcoding and media management across the enterprise.

# mimir

## ABOUT MIMIR

Mimir is a video collaboration and production platform for professionals that runs in the cloud.

Mimir has production asset management, archive, asset management and object-store features. It integrates with a wide range of AI technologies for automatic metadata enrichment. Mimir is used by production companies, broadcasters, digital agencies, schools, organisations and companies worldwide.



## MEDIA WORKFLOWS MAXIMIZED FOR ANY SUPPLY CHAIN ACROSS DATACENTERS, CLOUD AND HYBRID ARCHITECTURES



«The integration of Mimir’s Production Asset Management, Archives and AI-driven Metadata Management with Embrace’s advanced Business Process Management software and Orchestration capabilities marks a significant leap forward in modern media production. This partnership ensures seamless workflows from ingest to distribution, automating repetitive tasks and reducing manual intervention. By streamlining processes and enhancing collaboration, we empower content owners to adapt swiftly to changing demands, ultimately optimizing media asset management and maximizing operational efficiency.»



**Kristian Kim Eikeland, VP of Sales at Mimir**



# EMBRACE

Since 2015, Embrace has been transforming 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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