



Managing  
The Business  
Of Content™

# Content Acquisition Portal

A central portal for  
managing Content  
Acquisition and  
associated  
processes

# Challenges at Hand



Legacy systems  
& workflows



Inability  
to handle changes  
in formats,  
specifications etc.

Multiple platforms  
to acquire content  
from across the  
global supply chain



Inability to handle  
unexpected peaks  
in volumes,  
no. of users etc.



Changing business  
processes requires  
major customization

# What we Offer



Manage content acquisition remotely from any location, along with evaluation, editorial, enrichment, archival & more



Perform work order-based ingest & automated task breakdown, assign tasks to best-fit resources, track status through unified dashboard

A central portal for managing Content Acquisition and associated processes



Seamless integration with existing systems - Rights Management, BMS, MAM etc.



Best-in-class tools for file transfers, auto QC, full QC, audio & subtitle review, archival

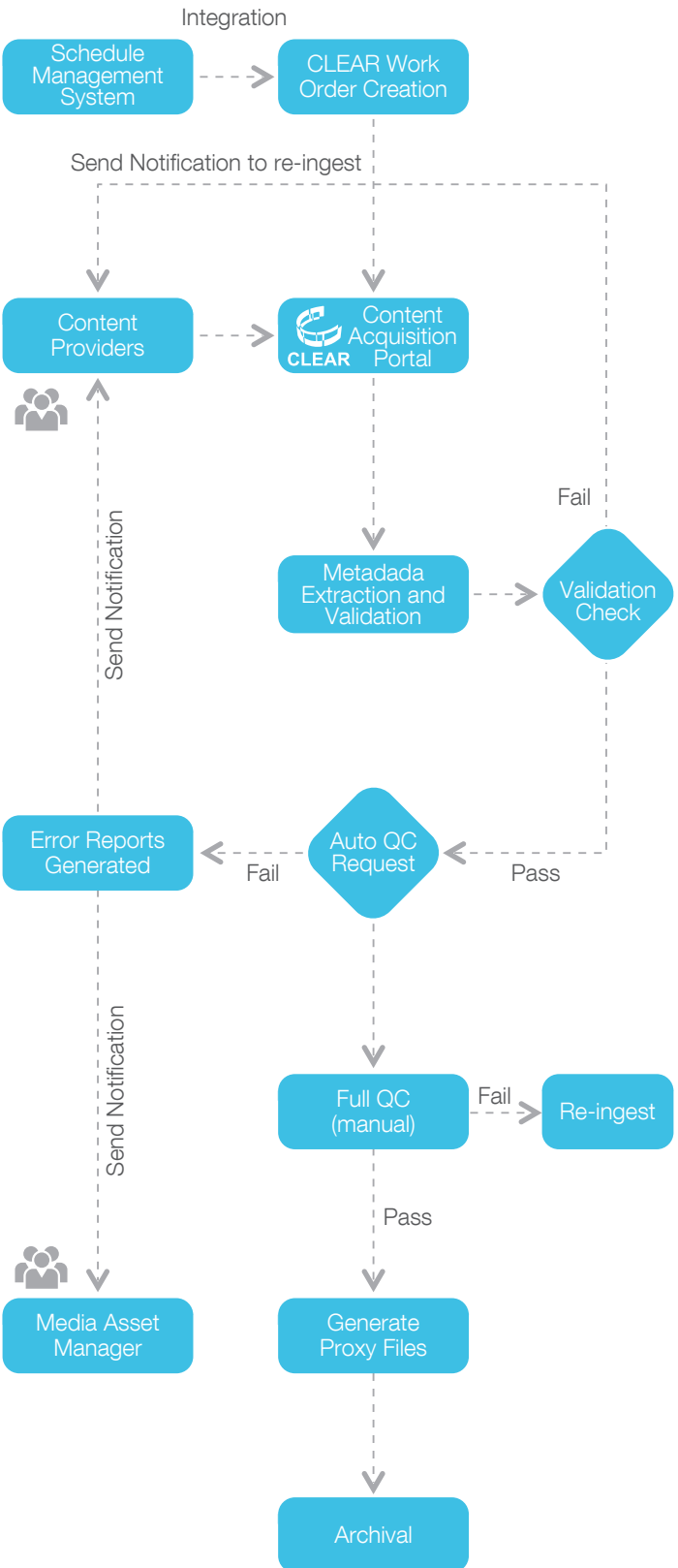
# Key Features

- Auto generated work orders
- Work order driven acquisition and tracking of source material
- Ability to upload/download content directly via Microsoft Azure, leveraging the Azure Events Hubs API
- Hybrid Cloud architecture to manage distributed workflows
- Ability to manage assets, tasks, resources and business process orchestration on ONE software
- Business Process Management (BPM), tailored to meet the needs of M&E enterprises
- Smart resource allocation capabilities for assigning tasks to best-fit resources based on skill, availability, rating and cost
- Smart alerts against work order due dates for any breach of SLA
- Powerful search tool to identify orders based on metadata
- Pre-integrated with automation bots to perform transcodes/transfers/auto QC
- GPU based transcoding for high resolution content
- Provides advanced tools for:
  - Ingest
  - Tagging – including manual cataloguing and Artificial Intelligence (AI) - based auto cataloguing
  - AI-led metadata discovery
  - Auto QC – Integrated with industry standard vendors like Baton & Cerify
  - Manual QC – Integrated with Adobe® Premiere Pro
  - Archival – Integrated with industry standard vendors like Diva/Masstech/S3
  - Work order monitoring
  - Review – For audio essences, language specific dub files and subtitles

# The CLEAR™ Advantage

- Power of ONE: Orchestrate movement of all incoming assets, control prioritization and track operations through a single user-friendly interface
- Business Process Management (BPM) Engine: Customize workflows for remote execution of human and machine-led tasks
- Hybrid Cloud architecture: Perform content operations across multiple global locations with ease
- Auto QC gating: Identify all incoming non-compliant content and automate subsequent actions based on business rules
- Future-ready solution: Manage 4K, 8K, UHD and other advanced content types
- Scalability: Scales automatically to support unpredictable usage patterns
- Disaster Recovery: Highly available application with no single points of failure
- Watertight security: Just-in-time access to content

# How it Works



# What's in it for you?



## Enhanced Operational Efficiencies

Eliminates duplication of content and effort



## Lower Total Cost of Operations (TCOP)

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



## Faster Turnaround Time (TAT)

Schedule driven operations with system generated reminder notifications



## Optimal resource utilization

Work Order Management to assign tasks to best-fit resources based on skill, availability and cost

