



# Content Acquisition Portal

Automated Work Order to manage planning, acquiring, evaluating, cataloguing and scheduling content

# Challenges at Hand

- Lack of ONE platform for acquiring incoming content from all internal and external content providers across the global supply chain
- Operational inefficiencies on account of legacy workflows and systems
- Making any changes within businesses processes requires major customization
- Lack of future readiness to manage potential changes across formats, specifications and technologies
- No ONE interface to track acquisition operations across the content supply chain
- Inability to manage scale in terms of unexpected increase in content volumes, number of users etc.

# What we Offer

CLEAR™ Media ERP's Content Acquisition Portal serves as a secure entry point for all media and ancillary files remotely from any geographical location across the global supply chain, without the need of a VPN. Once ingested onto the portal, users can either trigger further downstream actions manually, or automate these actions based on business rules. Powered by Work Order Management, the solution enables users to perform work order-based ingest, assign tasks to relevant resources/vendors and track the status of all tasks conveniently through a unified dashboard. It is equipped with best-in-class tools for content acquisition operations like file transfers (via Aspera/Signiant), auto QC (pre-integration with Baton/Cerify), full QC (pre-integrated with Adobe® Premiere Pro), content enrichment (cataloguing/subtitling) and archival. CLEAR's Content Acquisition Portal can seamlessly integrate with other, existing IT systems like Rights Management, BMS, MAM etc.

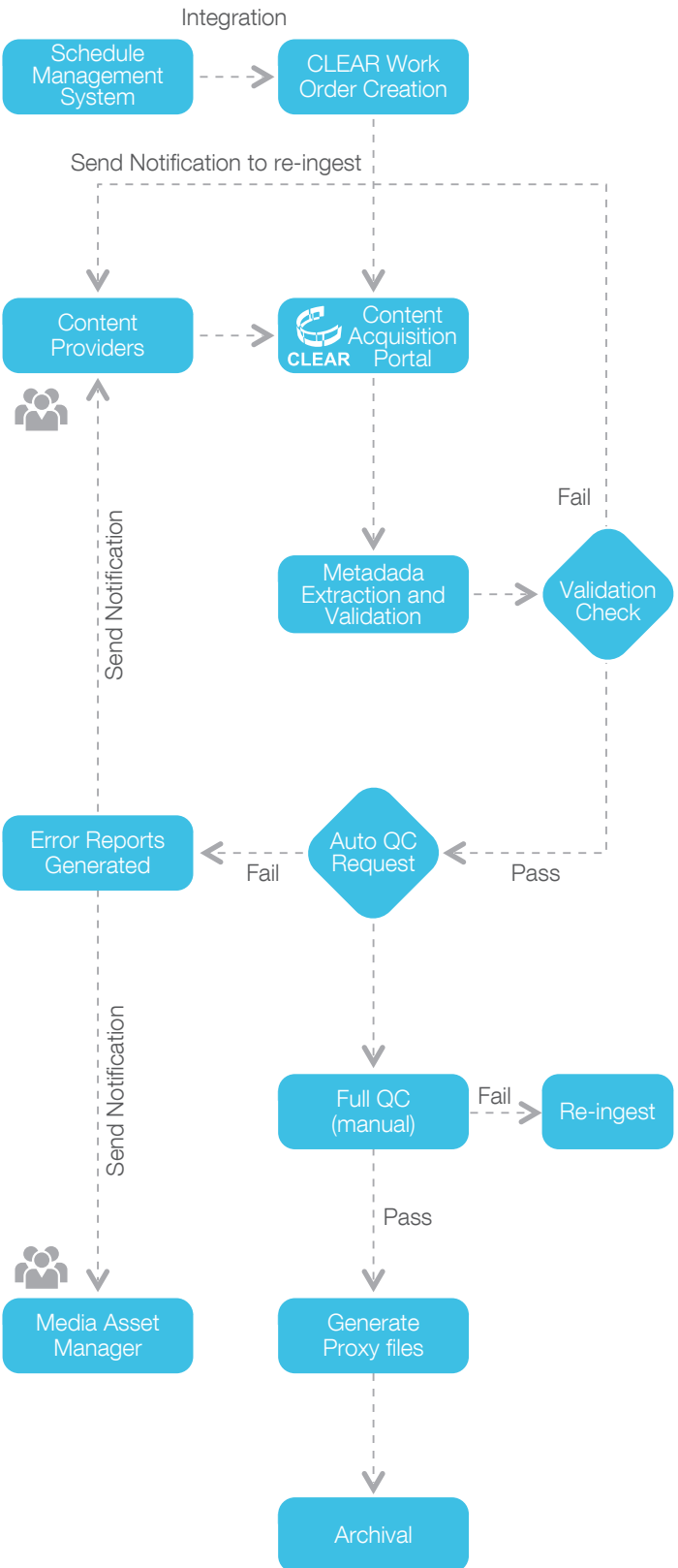
# Key Features

- Auto generated work orders
- Work order driven acquisition and tracking of source material (including video content, audio tracks, subtitles, captions etc.)
- Hybrid Cloud architecture to manage distributed workflows
- Business Process Management (BPM), tailored to meet the needs of M&E enterprises
- Rules-based work assignment for assigning tasks to best-fit individuals
- Reminder notifications for individually assigned tasks
- 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
- Provides advanced tools for:
  - Ingest
  - Cataloguing – including manual cataloguing and Artificial Intelligence (AI) - based auto cataloguing
  - 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

# The CLEAR™ Advantage

- Power of ONE: Provides a single system, with a user-friendly interface to orchestrate movement of all incoming assets, control prioritization and track operations
- BPM 2.0 compatible work bench: Rich set of primitives to customize workflows for remote execution of human and machine-led tasks
- Hybrid Cloud architecture: Helps orchestrate, execute and monitor hybrid workflows across multiple global locations
- Auto QC gating mechanism: Enables users to identify all incoming non-compliant content and automate subsequent actions based on business rules
- Future ready solution: Has the ability to manage 4K, 8K, UHD and other advanced content types
- Scalability: Designed to balance workloads across multiple servers and scale automatically to support unpredictable usage patterns
- Disaster Recovery: Highly available application with no single points of failure

# How it Works



# Business Benefits



## 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

