



# Operations Cloud

## Operational and Business Challenges

- Unable to deliver 'TV Everywhere' due to a lack of capacity
- Cloud resources need manual intervention and additional resources
- Temporary talent is not easy to avail, particularly those with desired experience on specific transcoders
- Unable to package and deliver in spite of transcode farm on the Cloud
- Total cost of servicing is unviable
- Lack of professional help in using Cloud

## What you need

- An application not just to store and transcode, but for end-to-end content operations on the Cloud
- Workflow automation to address operational and temporary staff needs
- Ready-to-deploy pre-canned workflows to facilitate faster time-to-market
- Specialist implementation support & faster time-to-market
- Peace of mind
- No exclusive dependency on 'on premise' applications
- Lowest Total Cost of Operations (TCOP)
- SaaS Model with no upfront CAPEX, so that you can conserve capital and invest it on creating content

## What we offer

With CLEAR™ Media ERP's Operations Cloud, you don't just store and transcode, but perform end-to-end content operations on the Cloud. It is ready-to-deploy with a wide range of preset robots (TVE, Consumer web, Affiliate web, Customer portal, Netflix, YouTube, DPP, iTunes etc.) which lets you enjoy faster time-to-market at lowest costs. All this with pre-defined SLAs and timely counsel.

Operations Cloud offers ONE Cloud platform that does everything including workflow orchestration!

*We are conscious it is a journey – we'll help you every step of the way. Get ready for the 'Journey to the Cloud'.*

## Features of Operations Cloud

- **On-demand content infrastructure** – Access to industry standard content operations on Cloud
  - o Transcode – Branded transcoder options: Rhozet, Elemental, FFMPEG, Telestream; as well as native transcoder
  - o Auto QC – Cerify, Baton for Cloud-based Auto QC operations
  - o Storage for Online – Pay-by-use, pay-by-month options for online storage
  - o Archive – Pay-by-use, pay-by-month options for nearline archive
  - o File accelerators – Signiant, Aspera, File Catalyst, Airship
  - o Forensic watermarking
  - o Packaging
- **Custom workflow orchestration across content processing elements** – Industry's first Cloud-based workflow orchestration that truly addresses end-to-end needs, not just parts of it. Use existing workflow templates or create your own with instant use of primitives
- **Existing workflows can be extended easily to include** –
  - o Broadcast Publish – Publish to broadcast formats with metadata, packaging and delivery preferences
  - o New Media Publish – Multiple platform publish with specific metadata, options for ad placement etc., custom defined for each platform, but published through single-window and single-action flow
- **Instant use of over 450 preset robots for broadcast and new media publish**
  - o Presets for variety of broadcast profiles including DPP and multiple new media platforms simplifying the publish operations to just a couple of clicks without any data entry
- **Professional Services in Implementation** – Setting up content processes requires strong expertise across multiple 3<sup>rd</sup> party applications. This is supported by our experienced team of functional and technical consultants with years of exposure to configuration, execution and troubleshooting of various transcoders, HSMs, Auto QC and file transfer applications

- **Integrated, Bundled Services** — Service enablement features provide access to Metadata Enrichment services like cataloguing, ad contextualization, new media search tag enrichment etc.
  - **Administration** — Self-administration features include BPMN compliant graphical workflow modeler, user management, custom reports and templates
  - **Future Readiness** — Through seamless integration with branded transcoders, you can select from the supported transcoders besides our native transcoder, during any time of your tenancy
  - **Business Process Management (BPM)**
    - o GUI-based, drag and drop modeling tool with BPM standard compliance
    - o Seamless orchestration between human and system tasks, aided by templates, ready-to-use workflow primitives tailored for the Media and Entertainment (M&E) industry
  - **Pre-integrated with industry standard apps**
    - o Transcode — Rhozet, Elemental, FFMPEG, Telestream
    - o Auto QC — Cerify, Baton
    - o Archive Management — Front Porch, Diva, Masstech
    - o File Accelerators — Signiant, Aspera, File Catalyst, Airship
    - o Rights Management — Rights Logic
    - o Broadcast Management System (BMS) — Champs, Jelly Roll, Custom
  - **Smart Tasker**
    - o One console to manage industry standard applications through native API integrations
      - Transcoders (Rhozet, Elemental, FFMPEG, Telestream), Auto QC (Cerify, Baton), Archive Managers (Front Porch Diva, Masstech), File Accelerators (Signiant, Aspera, File Catalyst, Airship)
      - See the status of jobs
      - Change priority — Control the execution flow by pause, resume and re-prioritize
    - o Extensible framework to accommodate future integrations
  - **Deployment Models** — Multi-tenant Cloud platform with the option to have your own space (custom workflows, data models and user preferences) with optional Hybrid Cloud deployment
  - **Highly Available** — Availability of content and high security on the Cloud is achieved through our unique Hybrid Cloud deployment model
  - **Hybrid Cloud** — Seamless integration with your existing 'on premise' infrastructure
  - **SLA-Driven** — Assured service levels on the Cloud, in line with time-sensitivity of media workflows
- Besides these, being a part of the CLEAR Media ERP Cloud Suite, Operations Cloud users also get to leverage the goodness of the core platform — including Library, Search, Workflow Modeler and Work Order Management.
- **Broadcast Publish**
    - o Deliver the right format file to various pre-configured broadcast, studio/network locations
    - o Option to mark in and mark out to partially transcode and publish assets
    - o Option to stitch assets as a single file or deliver as multiple assets
    - o Security — Visual, with a Logo, Text or both; Forensic Watermarking
    - o Output Audio mapping — Map embedded audio tracks from the asset and essence tracks to the output audio tracks
    - o Option to select essences and metadata to be published along with the assets
    - o Alerts for missing assets, essences or metadata
  - **DPP Publish**
    - o Publish in new broadcast standard for UK and Europe — Digital Production Partnership (DPP)
    - o Verify PSE check and view PSE check result auto populate into DPP metadata
    - o DPP publish to embed DPP recommended metadata in the AS-11 file, with DPP Shim
    - o Alerts on non-compliant files due to metadata or non-compliant file format or missing asset
  - **New Media Publish**
    - o Single window publish to popular New Media & OTT platforms — YouTube, Amazon Prime, Hulu, Vimeo, TiVo, Roku and many more
    - o Popular platforms' templates with relevant metadata to fill during publish
    - o Metadata customizable in line with SEO
    - o Option to add Logo and/or Text burnt on the video
    - o Option to add predefined slates or graphic plates before and/or after asset during transcode
    - o Configure ad placement — Pre-roll, mid-roll, post-roll and skip options
  - **Custom Workflows**
    - o Select from a pre-configured list of custom workflows to suit the business or create your own
    - o Submit selected assets to custom workflows with ease
    - o Create custom workflow with ready-to-use workflow primitives commonly used for content processing in the M&E industry

- o Example of Custom Workflows
  - Audio Dub Slap – Adhoc audio dub track insertion to Asset and Publish
  - Standards Conversion – Native frame rate conversion of video and subtitle file and Archival as essence with main asset
  - Subtitle Addition – EBU STL frame rate conversion with Tachyon and storing as essence
- **Storage/Archive**
  - o Ingest high-res content for Archival, Auto Proxy creation
  - o Selectively submit assets from the library for Archival
  - o Option to select storage type (disk/tape) and number of back-ups based on business rules
  - o Pay-by-use or Pay-by-month or opt for fixed storage. Storage options including Online and Nearline storage
  - o Ingest and Archive can be optionally driven by workflow modeling based on file format/content type (e.g. Native Masters, Color Telecast Masters, All masters, Archive)
  - o Indication in library – Archived, partial-restore enabled, archive location, instance
  - o Accuracy on archives – Checksum report as downloadable essence file
- **Restore**
  - o Option to partially restore enabled assets
  - o Option to include associated essences for restore as restore package
  - o Restore at the click of a button to pre-configured locations
  - o User flexibility to define the destination folder for restoration
  - o Display progress (percentage) on the submitted jobs
- **Dynamic Ad Insertion (DAI)** – A scalable feature that embeds SCTE-35 markers for a non-scripted Live stream
- **SOA-based web services API** – Web services API to support integrations with optional REST APIs
- **Infrastructure Extensibility** – Extend seamlessly to 'on premise' and Cloud infrastructure leveraging existing infrastructure
- **Modular** – Extensible to enterprise-wide orchestration of content based activities, stakeholder interactions, supply chain management, partner management and content operations infrastructure, part of the CLEAR Media ERP Suite on the Cloud including Cloud MAM, Broadcast Cloud, Operations Cloud and DAX® Production Cloud modules
- **Managed Services** – Managed services including helpdesk, L1, L2, L3 support for application and infrastructure management support through a fully secure, automated, certified Network Operations Center

## Did you know?

- 7,500 hours of content is processed on Operations Cloud every month
- VoD fulfillment of 10 MN assets takes place annually
- CLEAR manages 1.5 MN hours of content

## Benefits

- Seamlessly integrate Operations Cloud with your existing infrastructure
- On-time delivery
- Lowest Total Cost of Operations (TCOP)
- No increase in staff
- Pay-as-you-use – No need to pay for application licenses and end up under-utilizing them
- Shortest implementation time – Ready-to-deploy
- Increase monetization through faster time-to-market
- SaaS Model, no upfront CAPEX
- Most secure – ISO 27001 and SOC2 certified

## About Prime Focus Technologies

Prime Focus Technologies (PFT) is the creator of Enterprise Resource Planning (ERP) software, CLEAR™ for the Media & Entertainment (M&E) industry. It offers broadcasters, studios, brands and service providers transformational solutions that help them lower their Total Cost of Operations (TCOP) by automating business processes around content and managing their business of content better.

PFT works with major M&E companies like Turner, PBS, Walt Disney-owned Star TV, Hearst, Channel 4, CBS Television Studios, 20th Century Fox Television Studios, Lionsgate, Starz Media (a Lionsgate company), Showtime, A+E Networks, Complex Networks, HBO, IFC Films, FX Networks, Miramax, CNBC Africa, TERN International, Sony Music, Google, YouTube, Novi Digital – Hotstar, Amazon, HOOQ, Viacom's Voot, Cricket Australia, BCCI, Indian Premier League and The Associated Press.

PFT is the technology subsidiary of Prime Focus, the global leader in M&E industry services. For more information visit: [www.primefocustechnologies.com](http://www.primefocustechnologies.com)



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