

# Telestream & Embrace

## End-to-End Media Supply Chain Orchestration: A Joint Synergy that Breaks Down Technology Silos

### The Combined Power of Pulse-IT & Vantage

#### CORE STRENGTHS

High performance, transcoding, QC, & metadata processing

End-to-end workflow integration & process automation

#### SCALABILITY

Hybrid workflow with Vantage Cloud

Cloud-native orchestration with hybrid support

#### AI & AUTOMATION

AI-driven QC, captioning, & compliance

AI-driven workflow optimization & decision making

### Introduction: The Evolution of Orchestration in Media Supply Chains

In every mid to large-scale media production environment, production processes run across multiple heterogeneous systems that were not originally designed to work together, requiring system integration to automate the necessary system interactions. The traditional system integration approach consists of putting in place a central monolithic «integration system» to accept messages from the production systems, and subsequently transform and route these messages to other production systems in the supply chain. These integration platforms are very complex to maintain, difficult to scale horizontally, and unable to keep pace with the quickly evolving needs of the media industry for efficient, scalable, and intelligent workflows to manage content from production to distribution.

The challenge then lies in achieving true end-to-end orchestration — one that seamlessly integrates highly specialized, automated processing solutions with broader business process orchestration (BPMS).

**This is where Telestream's Vantage and Embrace's Pulse-IT form a powerful synergy.** Vantage provides industry-leading, targeted workflow automation for critical media tasks, while Pulse-IT delivers full-spectrum horizontal business process orchestration that integrates and manages diverse media workflows, ensuring content moves through the supply chain with precision, efficiency, and intelligence.

## Understanding Orchestration, Workflow Automation & Media Processing

Orchestration is not just automation. In complex media environments, the distinction between workflow automation and true orchestration is crucial:

- **Automation** focuses on repetitive tasks within a predefined workflow (e.g., transcoding, QC, captioning).
- **Workflow Management** structures tasks within an ecosystem, optimizing dependencies and resource allocation.
- **Orchestration** delivers an intelligent, goal-oriented system that not only executes workflows but also adapts, optimizes, and provides real-time observability across the entire supply chain.

Many organizations have struggled to build custom workflow solutions, often ending up with brittle, ad-hoc automation that becomes difficult to expand and maintain. Instead, best-in-class solutions combine specialized vertical tools (e.g., Telestream Vantage for media processing) with a broad orchestration layer (e.g., Pulse-IT) that connects and optimizes the entire ecosystem.

### Telestream Vantage: Optimized Media Processing & Workflow Automation



Vantage is an industry-leading, intelligent media processing platform that automates critical tasks including:

- **File and Live Content Ingest:** Extensive format support with metadata preparation and edit-while-ingest capabilities.
- **Transcoding & Encoding:** Optimized for high-performance, broadcast-grade conversions.
- **AI-Driven QC & Compliance:** Automated quality control with Telestream Qualify.
- **Captioning and Metadata Extraction and AI Generation:** Integrated tools for speech-to-text and multi-format subtitle management.
- **Hybrid & Cloud Processing:** Vantage Cloud enables dynamic, scalable cloud-based media operations.
- **Seamless Workflow Automation:** Highly efficient processing pipelines ensure that media is always ready, optimized, and available at each stage of the supply chain.

Vantage is a highly versatile and specialized media processing solution, ensuring that critical media operations run with unparalleled efficiency.

## Embrace Pulse-IT: Business Process Orchestration for Media



While Vantage excels at vertical media processing automation, Pulse-IT provides horizontal orchestration, ensuring all systems, tasks, and stakeholders in the media supply chain work together seamlessly. Key capabilities include:

**End-to-End Process Integration:** From content creation to playout, Pulse-IT connects teams, tools, and workflows.

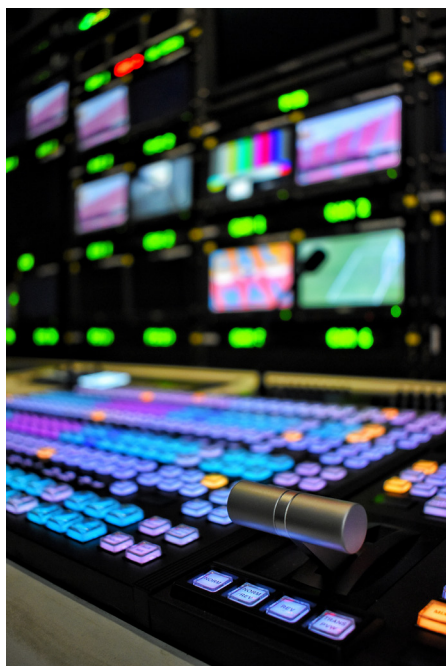
**AI & Decision-Based Orchestration:** Automates business logic, dynamically adjusting workflows based on metadata and real-time conditions.

**Hybrid & Cloud-Native Scalability:** Enables smooth transitions between on-prem and cloud workflows.

**Workflow Optimization & Cost Efficiency:** Ensures media processing (e.g., Vantage) is triggered only when needed, reducing operational overhead.

**Observability & Governance:** Provides a self-documenting execution history, improving monitoring, compliance, and troubleshooting.

By integrating Pulse-IT, organizations unlock complete supply chain visibility, process automation, and seamless collaboration across teams and systems.



### Case Study: Sinclair

One of the most compelling examples of this synergy in action is Sinclair, which selected Pulse-IT as its core orchestration engine for cloud-based media operations. Sinclair's nearly 200 broadcast channels process over 6,000 media assets daily, integrating:

- **Pulse-IT** to orchestrate the entire media workflow lifecycle.
- **Vantage** to automate transcoding, quality control, captioning, media conforming and metadata preparation for playout.
- AWS-native scalability, optimizing cloud resources dynamically.

The result? Improved efficiency, scalability, and cost reduction, setting a new standard for modern broadcast workflow automation.

## Conclusion: Why This Matters to Media Executives

C-level executives in the media industry need scalable, cost-effective, and future-proof solutions. The combined power of Telestream Vantage + Embrace Pulse-IT enables:

- **End-to-end media supply chain automation**, from content creation to distribution.
- **Cost-efficient, metadata-driven workflow execution**, reducing redundant processes.
- **Seamless integration** of best-in-class vertical solutions into a unified media orchestration layer.
- **Scalability** across hybrid and cloud-native environments, ensuring future-ready media operations.

For media organizations seeking resilient, AI-enhanced, and scalable solutions, Vantage and Pulse-IT provide the perfect balance of workflow automation and intelligent orchestration—future-proofing media supply chains for the next generation of digital transformation.



*"Modern media operations require more than workflow automation. They need an enterprise-grade operational layer that connects systems, data, APIs, and real-time events across the entire media supply chain. Together with Telestream, Embrace delivers intelligent orchestration, AI-driven operational decisioning, and end-to-end observability, giving business and operations teams real-time insight and control across complex media workflows. This partnership enables customers to automate faster, optimize resources intelligently, and build scalable, future-ready supply chains across cloud and hybrid environments."*

- Julien Gachot, CEO, 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.

[Learn more at embrace.fr](https://embrace.fr)

Learn more about Vantage:  
[telestream.com/vantage](https://telestream.com/vantage)



Want to schedule a demo?  
Contact us at [telestream.com/contact-us](https://telestream.com/contact-us)