



MediaPulse Media Orchestrator

Automate, integrate and simplify your facility.

Product Overview

MediaPulse Media Orchestrator streamlines and automates content processing workflows and information flow across all departments and vendors. Propelled by intuitive workflow models, both equipment and people are directed to perform their required tasks at the right time.

Media Orchestrator provides comprehensive, natural language workflow scripting. It allows the easy creation of comprehensive workflows. These workflows orchestrate other systems and their automation. Built-in decision making evaluates complex conditions and run your facility automatically. Exceptions requiring intervention are alerted and highlighted to appropriate users.

Xytech's over 30 year history of innovation makes MediaPulse ideal for implementation across your entire facility resulting in one seamless system for maximum efficiency. MediaPulse automates tasks, reduces redundant data entry, produces operational dashboards and manages all resources. No other product offers such breadth of functionality.

Features and Benefits

- Manages manual and automated workflow for your entire facility
- Built in decision making allows for fewer orchestrated workflows
- Launch Order workflows automatically create order for other departments and external vendors
- Configure workflows with easy-to-use scripting
- Emails, alerts and dashboards provide real time updates
- Prioritized queue management for all manual and automated tasks
- Quickly search assets and trigger workflows
- Watch folder workflows manage file movements and functions
- Adapters for common transcode, delivery, QC and DAM systems
- Development Platform for custom adapters
- Audit trail tracks system activity, data changes
- Automatically assign resources to workflows
- Create scheduled workflows through Excel Spreadsheets

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Media Orchestrator

Media Orchestrator automates your workflows. Operational events are created, transmitted to systems and monitored for status. Automated tasks are combined with manual tasks to create a simple-to-operate and powerful platform for managing entire facilities with end-to-end processes. Workflows contain automated operations such as watch folders triggers, transcoding, QC and delivery, as well as manual operations such as captioning, and ingest. These are created and initiated with just a click.

Operations are optionally associated to rates for cost tracking and invoicing, and to resources for scheduling. Seamless integration with MediaPulse MetaVault™ allows access to asset libraries whether physical or digital.

Significant Cost Saving

Our Media Orchestrator clients have already realized significant cost savings and increased throughput, giving them a competitive advantage. Automating entire facilities through adapters to other systems saves thousands of manual tasks per month. Media Orchestrator allows you to get more done with the resources you have.

A key advantage is the seamless integration of modules within the MediaPulse ecosystem. Operational efficiency is accelerated as one system manages orders, assets, workflows, scheduling, video circuits, billing, cost accounting, analytics and reporting.

Rapid Development & Fast User Acceptance

The key to Media Orchestrator's success is the ability to quickly configure the system with new workflows and integrations to other systems. Every screen is configurable to the user's role, reducing training time and eliminating usability issues. The data schema is extendable, allowing you to add fields, rules-driven notification engines and integrations for complex multi-user, multi-system workflows. This technology brings MediaPulse online quickly and cost effectively.

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