

FeedRoom's ActiveMedia Workflow Automation solution is a powerful suite of capabilities that automate digital media creation, management and delivery.

More than a tool for creative routing, review and approval, ActiveMedia Workflow Automation incorporates an enterprise-class, commercial-grade business process management (BPM) engine to fully or partially automate processes at every point in the digital media supply chain, and to extend digital media into a broader enterprise workflow.

WORKFLOW AUTOMATION

ActiveMedia's Workflow Automation capabilities include:

- Routing, review and approval with notification to both ActiveMedia users and non-users;
- Full project management, including scheduling tasks and grouping assets into projects with defined rules, roles and activities;
- Schedule tracking against expected milestones with history across all current and completed projects;
- Content delivery in required formats or secure e-mail links;
- Automated system actions and asset management functions, such as asset expiration and embargo; and
- Commercial-grade workflow engine that can scale and extend workflows to the enterprise.

A BETTER RETURN

Digital Asset Management (DAM) provides value and return on investment in its ability to catalog, transform and manage digital media with network-friendly browsing and version control. The addition of true workflow automation to DAM enhances its value by lessening, or entirely removing, the administrative functions and manual processes typically associated with DAM. Workflow automation can achieve:

- A reduction in labor-intensive, manual upload and ingestion processes;
- Streamlined creative, production and fulfillment processes;
- Reduced review and approval cycles;
- Automated management of assets and metadata values such as expiration dates, embargoed content, and notification of completed materials;
- Publishing assets or notifying extended teams of completed materials without human intervention; and
- Use of corporate media assets that have been underutilized.

Workflow Automation Features	
Template Creation and Storage	<ul style="list-style-type: none"> Define and store workflow routing templates for rapid launch of repeatable or recurring workflows Initiate project-centric workflows as needed containing assets, participants, steps, transitions and notifications Move a set of assets through a pre-defined workflow with a series of manual or automated actions against the assets
Routing, Review and Approval	<ul style="list-style-type: none"> Enable internal and external routing, review and approval workflows from ActiveMedia Extend workflows across geographically distributed participants Create multiple approval steps with any number of approvers Establish routing rules for re-work of disapproved or rejected assets Add annotations or comments (in metadata) to assets Set polling rules for single or multiple approvals, majority, one of group or unanimous, or add new custom polling/voting rules
Project Management	<ul style="list-style-type: none"> Rapidly determine project status via visual cues Track project status and history across all current or completed projects
Automated Actions	<ul style="list-style-type: none"> Fully or partially automate ingestion, management and delivery or distribution processes for digital assets within the ActiveMedia/Enterprise Media Server™ suite Automate transformation, rendition creation, copy, move, delivery, metadata changes, lock, unlock, change permission, expire or embargo assets
Notifications	<ul style="list-style-type: none"> Timely delivery of project task and system event notifications via email and/or ActiveMedia Inbox to all participants and project managers Users can subscribe to event-driven notifications that prompt them to take action Notifications to all affected parties ensure key events are acted upon in real time
Ingestion and Upload	<ul style="list-style-type: none"> Apply rules to automate application of metadata, assign collections, etc. Send notification to system users or external users when new assets are ingested Approval or review can be triggered automatically upon asset ingestion
Media Processing	<ul style="list-style-type: none"> Create fully automated processes that invoke media server functions on assets (e.g., to transform, transcode, move, copy, deliver, index, change permissions on assets, change metadata)

ABOUT ACTIVEMEDIA

ActiveMedia provides a powerful, enterprise-class solution for managing the digital media supply chain – from creation to consumption. With unsurpassed performance and scalability, ActiveMedia allows global teams to easily manage video, multimedia, images, graphics and compound documents. ActiveMedia handles all commonly used file types and can easily extend to accommodate new file types as they emerge.

ABOUT THE FEEDROOM

The FeedRoom is a pioneer in on-demand video communication, and a market leader in live video and rich media asset management. With an unparalleled commitment to customer service, The FeedRoom provides flexible online solutions that optimize business and marketing communications for the enterprise, government and media. Industry-leading organizations, such as Autodesk, Barnes & Noble, Boeing, Bristol-Myers Squibb, Hewlett-Packard, MetLife and The Pentagon rely on The FeedRoom's industry expertise to help engage audiences, build brands, monetize content and manage digital media assets more efficiently.