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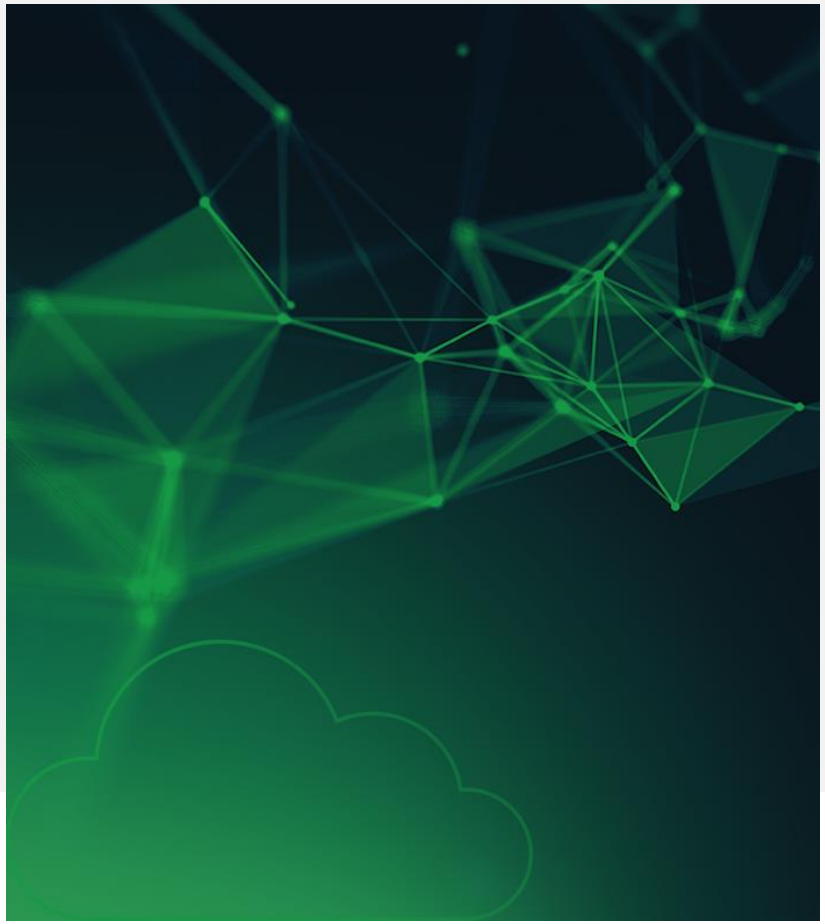
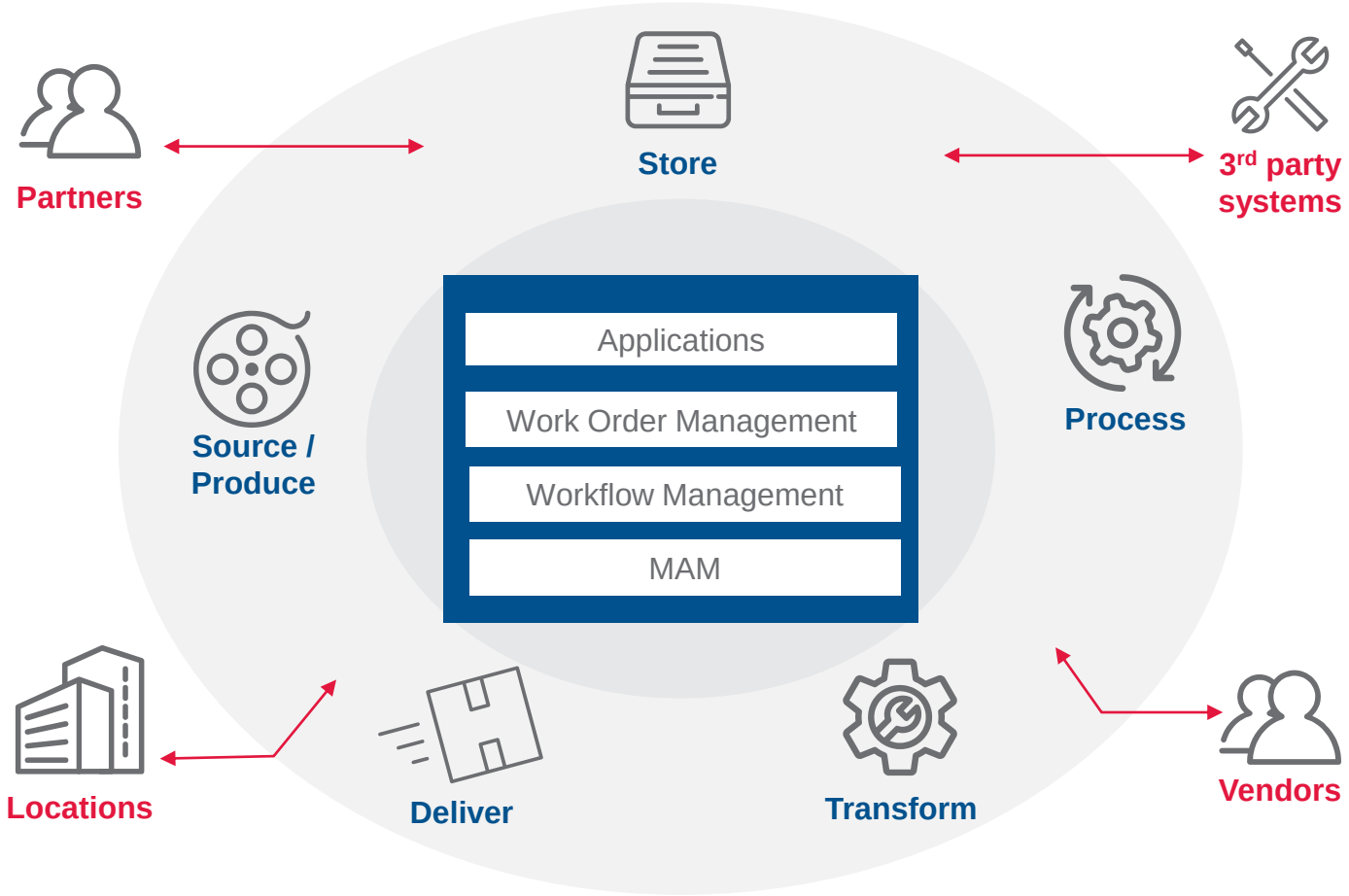
Azure
CLEAR™ Media ERP and Azure



About CLEAR

CLEAR Media ERP – ONE Software across the Enterprise & Supply Chain



ONE SOFTWARE, ONE MAM

- Automates the content supply chain
- Across the content lifecycle – for Production, Broadcast & Distribution
- Across business units, departments and geographies
- File or Live, across storage pools
- Connected supply chain – Partners, vendors, 3rd party systems, all destinations like TV, Radio etc.

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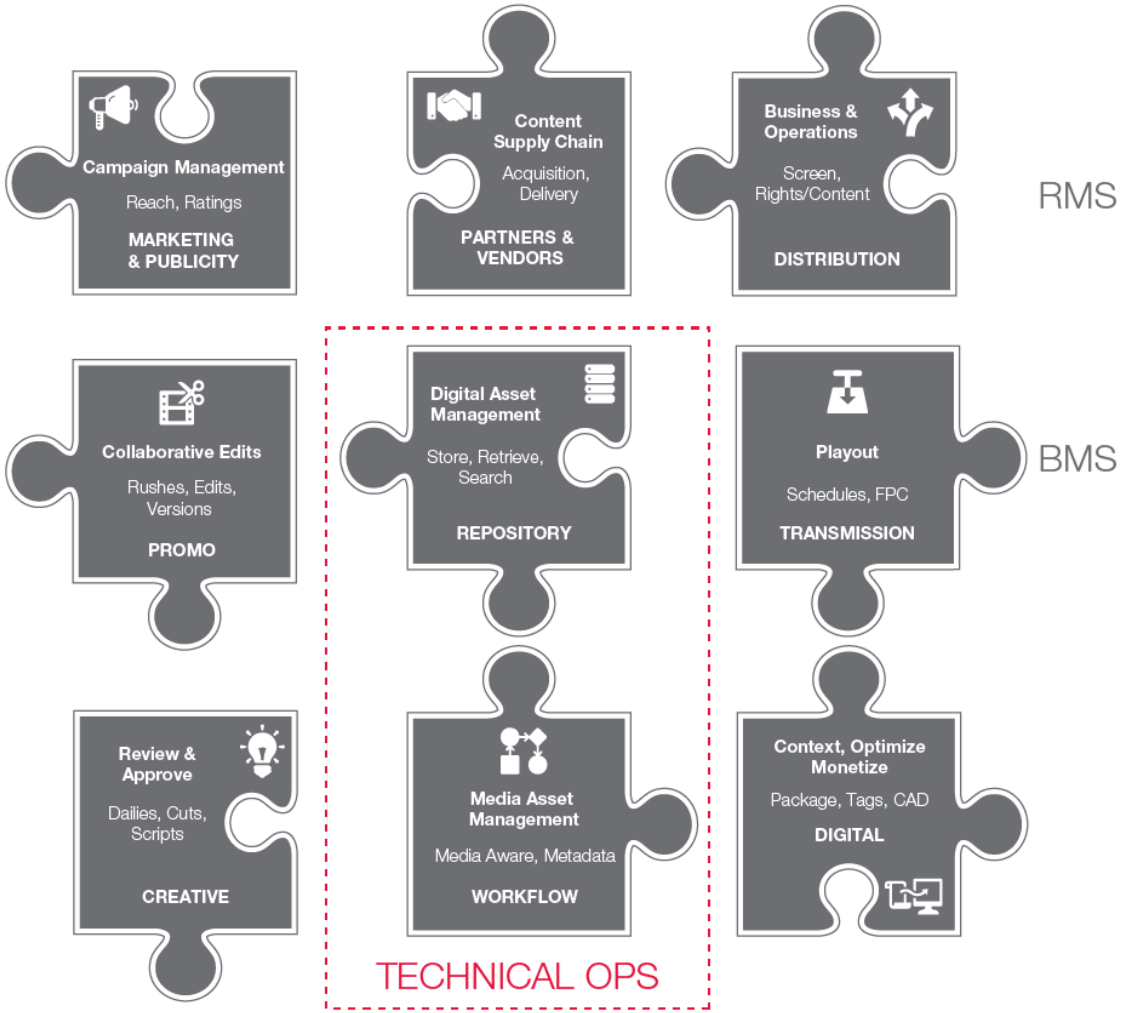
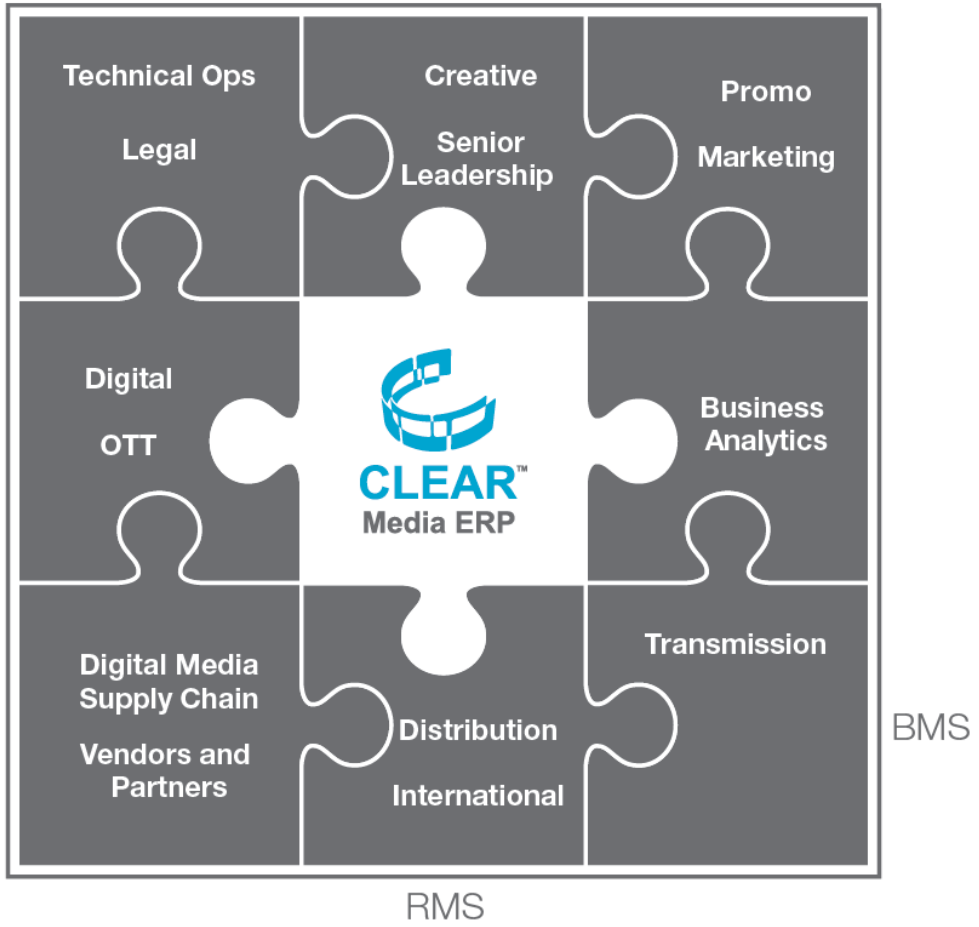
Current Market State & Our Mission

Technology As-Is: Islands of Automation



ONE Software for the Enterprise



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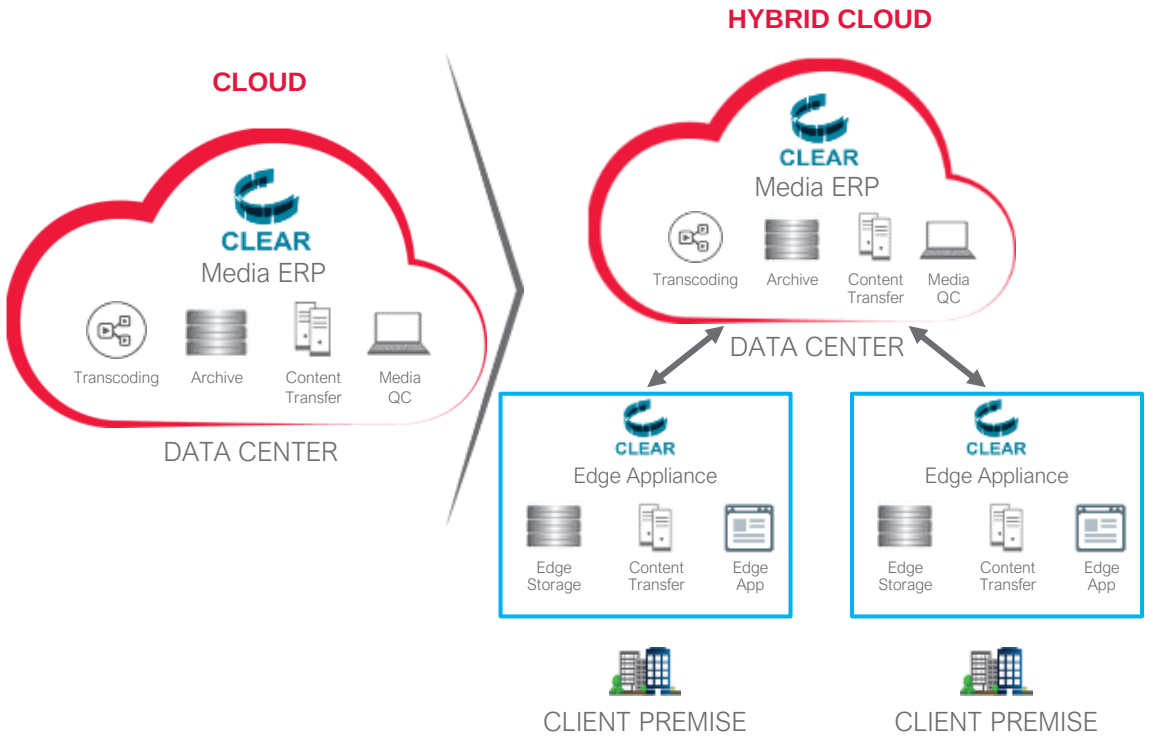
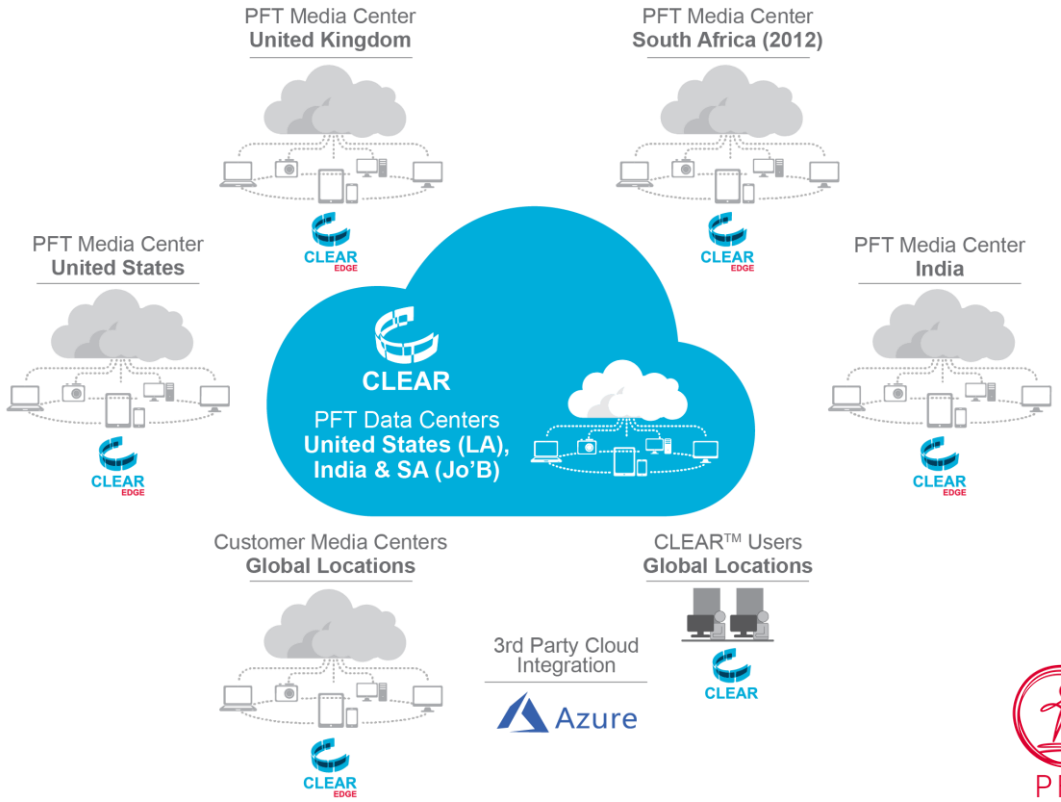
Seamlessly Orchestrating Media Workflows across On-Premise and Cloud

CLEAR Media ERP: World's First and Most Established Hybrid Cloud Platform

Hybrid Cloud Platform - Multi-tenant Architecture



Global Cloud Infrastructure



CLEAR Modules

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CLEAR Modules

Cloud MAM
Automation across content supply chain powered by Work Order

Broadcast Cloud
ONE Software for Broadcast – from Creation to Transformation, Distribution and Exhibition

Operations Cloud
ONE Software to manage Content Store, Processing & Delivery of content

DAX Production Cloud
ONE Software for Dailies and Post Workflows

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CLEAR Features

CLEAR Features

Modular

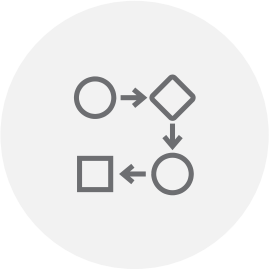
Enterprise Class, Highly Available, Always On

Unique Hybrid Cloud Architecture

Global Infrastructure

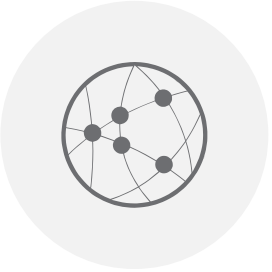
Totally Secure

Proven and Scalable



Workflows & BPM tailored to M&E

Cloud & yet business friendly



Feature rich, Cloud MAM embedded

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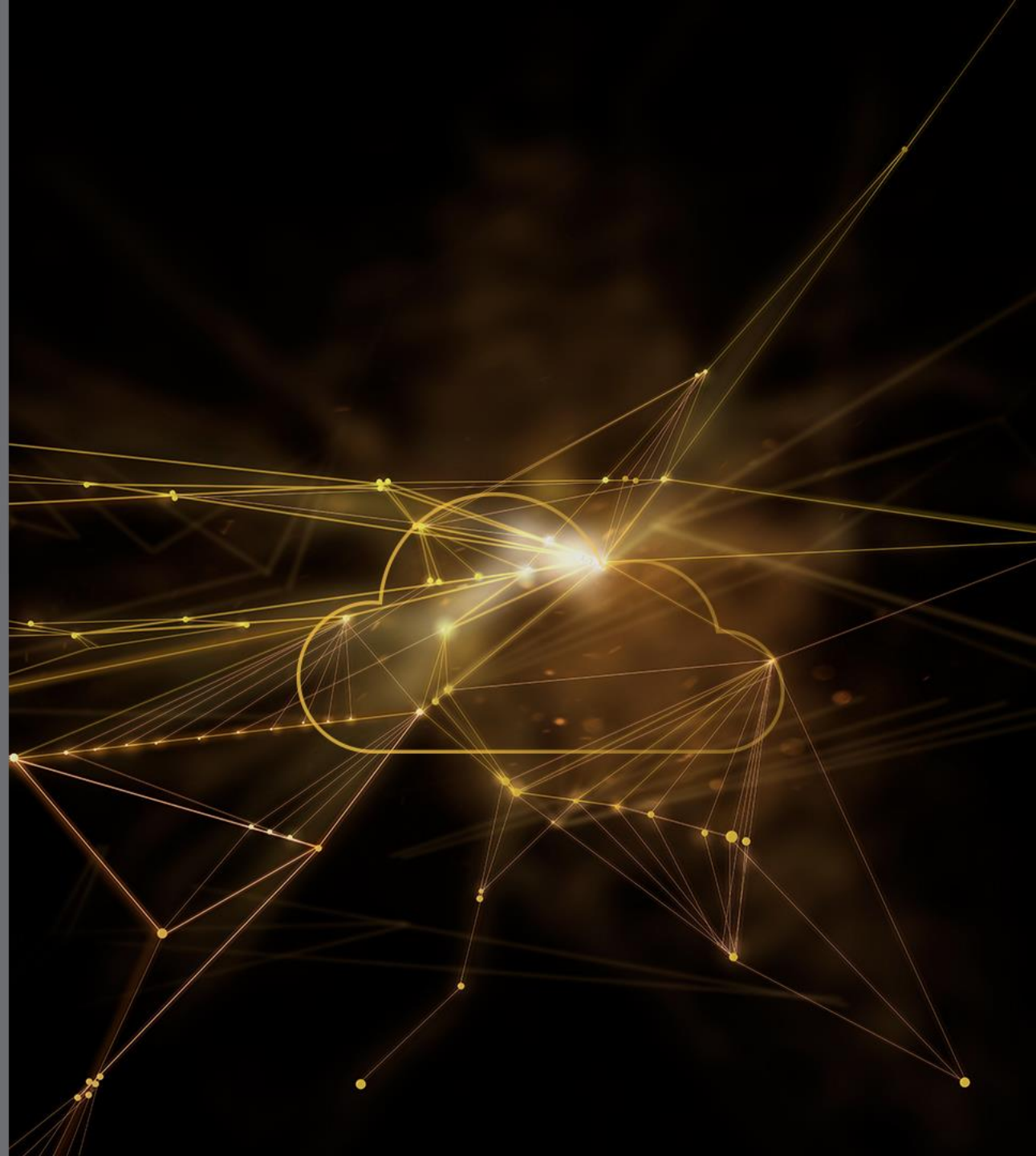
CLEAR Solutions



CLEAR Solutions

Solutions to transform the way you work

Content Acquisition Portal

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

OTT Distribution

Work Order driven OTT Distribution – from Scheduling to Delivery

CLEAR Digital Lab

Your Media Universe® for Production Supply Chain

Centralization

Prep once, distribute globally

With our unique Centralization ROI calculator, your can understand how much you are spending on Promo Operations, Mastering, QC & Compliance; and get a glimpse of how centralization can help you reduce these costs Click here to calculate: http://www.primefocustechnologies.com/centralizationroicalculator/

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Partnership with Microsoft Azure

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Adding Value

Why Azure?

Eliminates the risk of piracy, helps avoid content duplication, reduces manual intervention and drives a host of business benefits through:

- **Lower Costs:** Decreased cost of transcoding, transferring & archiving files
- **Greater creative control:** Faster decision making capabilities leading to shorter turnaround time
- **Lower capex investments, higher scalability:** Lesser infra ownership for customers, choice of compute and storage options to scale infra on Azure
- **Location-agnostic operations:** Ability to shift post activities to any location/vendor
- **Faster TAT:** Quicker recognition of data by Azure's AI tools, leading to a faster turnaround time

Why PFT?

CLEAR Media ERP, the world's first and most established Hybrid Cloud Platform, provides tangible benefits when run on Azure:

- **Workflow Orchestration:** CLEAR offers customers the ability to orchestrate their existing workflow on Azure
- **Interoperability:** CLEAR's interoperability allows customers to expose their APIs and utilize Azure's stack on the incumbent system
- **Faster Time to Market:** Customers can utilize CLEAR's best-in-class solutions on Azure, without having to build
- **Proven Expertise:** PFT's success in solving complicated business problems in the M&E industry will mean seamless integration on Azure for customers

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Contact

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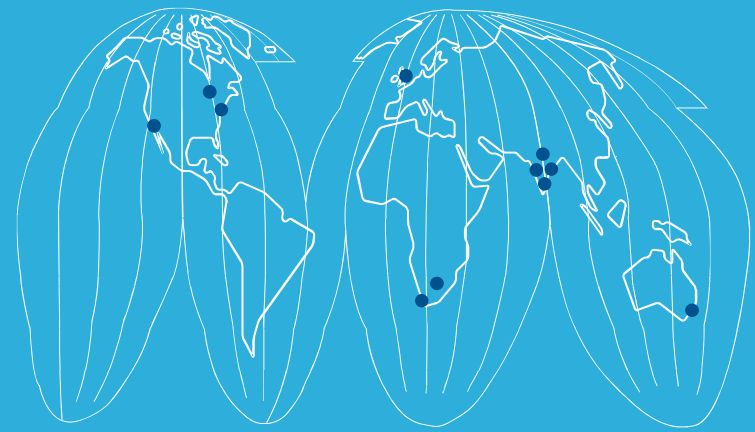
About Prime Focus Technologies

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 Disney, 21st Century Fox-owned Star TV, Hearst, Turner, PBS, Warner Bros., CBS Television Studios, 20th Century Fox Television Studios, Lionsgate, Starz Media (a Lionsgate company), Showtime, A+E 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



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bsi. ISO/IEC 27001 Information Security Management

AICPA SOC 2 Formerly SAS 70 Reports

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