CLEAR™ Media ERP
Automating the Content Supply Chain

PFT

PFT's flagship product, CLEAR is the world's first, proven Hybrid Cloud-enabled Media ERP Suite that automates the content supply chain. CLEAR helps Media & Entertainment (M&E) companies drive creative enablement, enhance efficiencies, realize new monetization opportunities and reduce Total Cost of Operations (TCOP) like no other. It brings content to the center of the business and provides ONE software across the enterprise, allowing broadcasters, studios and service providers to build a connected ecosystem. With Work Order Management embedded with Media Asset Management (MAM), CLEAR is now more powerful than ever. It enables seamless management of human led tasks and machine enabled tasks, facilitating faster decision making and quicker time to market.

CLEAR Solutions to transform the way you work

Content Acquisition Portal — Automated Work Order to manage planning, acquiring, evaluating, cataloguing and scheduling content

CLEAR's Content Acquisition Portal serves as a secure entry point for all media and ancillary files remotely from any geographical location across the global supply chain, without the need of a VPN. Once ingested onto the portal, users can either trigger further downstream actions manually or automate these actions based on business rules. Powered by Work Order Management, the solution enables users to perform work order-based ingest, assign tasks to relevant resources/vendors and track the status of all tasks conveniently through a unified dashboard.

OTT Distribution — Work Order driven OTT Distribution – from Scheduling to Delivery

CLEAR OTT Distribution addresses the growing need for improved content distribution and publishing to VoD platforms. Leveraging automation, it uses an extensive data model to create packages, transcode in multiple formats and deliver to different OTT platforms. Built on Work Order Management, the solution includes 450+ API bots for delivery to popular platforms, advanced tools for review & approval, a unified dashboard for tracking task status, and seamless integration with Scheduling and Rights Management Systems. With OTT Distribution, users can manage all tasks and operations involved in OTT distribution from start to end, securely, on ONE system.

CLEAR Digital Lab — Your Media Universe® for Production Supply Chain

CLEAR Digital Lab automates the content supply chain, connects the production ecosystem, and acts as the Media Universe for secure content operations from content acquisition through distribution and archiving. It brings together the various stakeholders and suppliers engaged in the production and post production processes with supply chain vendors for various tasks, such as editorial, VFX, post production, sound, localization, mastering and downstream distribution to connect the entire ecosystem. Built around CLEAR's Primetime Emmy® award winning DAX® Production Cloud and Cloud MAM software modules, CLEAR Digital Lab is well equipped to handle scripted, unscripted, short form and digital content genres. It has the capability to manage files of different resolutions, content types, help review and collaborate, track jobs and manage media logistics including distribution of varied content types across the production supply chain.

Cloud MAM — Automation across content supply chain powered by Work Order

Cloud MAM is a single MAM with media management capabilities across global sites, that integrates production, distribution, broadcasting and OTT related business

activities. With work order automation to manage tasks efficiently across the supply chain, the solution offers much more than a traditional MAM system. It extends beyond the Technical Operations teams and is usable by creative, marketing, legal, operations, sales and senior executive leadership teams. Cloud MAM helps content enterprises digitize media management processes (Mastering, Compliance etc.), handle clip-based workflows, distribute screeners, manage & version On Air Promos, and collaborate seamlessly across multiple stakeholders. It powers ingest, metadata and digital library management, and also enables easy content discovery.

Centralization — Prep once, distribute globally

Today, the need for speed and reducing operating cost have become a pertinent issue for broadcasters like never before. Typically, broadcasters have decentralized operating models. Each territory creates its own on air promos of the shows as well. Add to that, program scheduling operations and creating metadata of the same show or movie in each of the locations. The outcome is rampant duplication of effort, heavy investment on in-house capex infrastructure and increase in outsource spends in the local territories. Adopting centralization with CLEAR helps broadcasters reduce the global effort involved in operations like Content Download, Compliance Editing, QC, Mastering, Archival and Promo Versioning. It helps lower Total Cost of Operations (TCOP) drastically, while fostering a higher level of collaboration, flexibility and speed over existing systems.

The CLEAR Advantage

- **Hybrid Cloud Architecture** – Gives content owners the peace of mind that their content is secure with them while the applications run on the Cloud

- **Business Process Management (BPM)** – Specifically tailored for content operations

- **Pre-integrated with industry standard applications** – Transcode, Archive, QC, File Acceleration and many more

- **Work Order Management** – Enables users to manage assets, resources & tasks on ONE system

- **Watertight Security** – Integration with OKTA, secure streams, instream/forensic watermarking, content-based access, secure desktop player and more

- **Disaster Recovery (DR)** – Always on, site-to-site application DR with support for content and application for business continuity

- **Support for Interoperable Master Format (IMF)** – World's first IMF media player for playback over streaming proxies, ability to create deliverables for different platforms (Netflix, iTunes etc.) and specifications (like DPP) from an IMF package

- **Artificial Intelligence (AI) support** – Integration with AI providers like GrayMeta/Azure/Google for Optical Character Recognition (OCR), Speech-to-text etc.

Business
Benefits

Lower Costs
Decreased cost of infrastructure and resources involved in content operations

Greater creative control
Faster decision making capabilities, greater visibility of operations across the supply chain

Lower capex investments, higher scalability
Lesser infrastructure ownership for customers, choice of compute and storage options to scale infrastructure on Azure

Faster turnaround time
Quicker recognition of data by Azure's AI tools

Increased monetization
Easy content discovery, quicker fulfilment, faster time-to-market

Why
we win

Innovation and technology excellence
PFT is the creator of ERP software, CLEAR; with four patents for media content collaboration systems across the production process

Proven
CLEAR has 1.5 million hours of content under management across 183 physical sites, 70% of US production use our product

Extensive experience
PFT has 2 decades of experience in creative services, and highly experienced editorial and processing staff

Trusted partner
PFT is MPAA® audited, SOC2 compliant and ISO 27001 certified. Azure has the largest portfolio of compliance offerings in the industry, and is trusted by 90% of Fortune 500 companies

Hybrid Cloud-enabled solution
CLEAR is hosted in multiple data centers around the world catering to global needs. CLEAR's native hybrid architecture, coupled with Azure's hybrid consistency in application development, security management and identity management is an unbeatable combination

Powered
by Microsoft Azure

Azure's scale, reach and unparalleled AI capabilities help implement CLEAR Media ERP across geographies with extreme reliability, scalability, performance, and global accessibility. Leveraging Microsoft Azure's best-in-class cloud services, CLEAR gives you advantages of security, privacy, transparency and scalability. Integration with Azure empowers YOU with the freedom to choose from multiple compute and storage options to scale infrastructure with very minimal capex investment.

CLEAR 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 leverage 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