

## Workflow Agility & Transparency

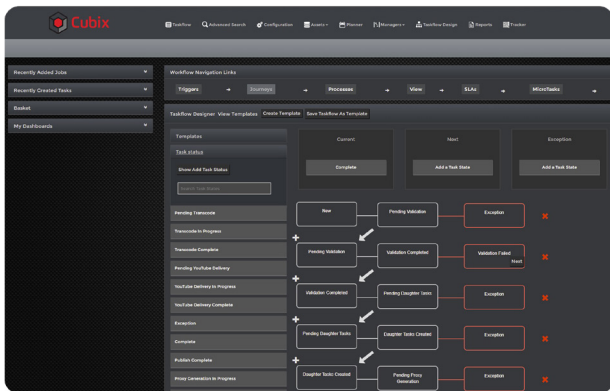
### Taskflow Designer

Cubix was designed to resolve a simple set of frustrations. The cost and timescales involved in deploying a Media Asset Management (MAM) platform, and the constant need to pay for professional services every time a change is required due to the black box nature that so many complex systems suffer from.

To this end, our Cubix workflow engine called Taskflow was created. A solution that allows clients to design, build and deploy workflows themselves, that can drive every element of Cubix in a matter of minutes without the need for any development or platform downtime.

Taskflow allows operators to see in real-time exactly where each task is within the workflow, and what actions are required. By displaying only the required functions for that stage in the workflow, this allows complex tasks to be distributed to less technical resources and allows for a genuine efficiency shift in how your workflows are resourced.

Taskflows can be triggered by a wide range of sources including file import, captures, MRSS feeds, Flexicart's, scheduled times and the SLA's of other Taskflow's. The latter allows for a corrective workflow to be triggered as a result of an SLA being breached either positively or negatively.

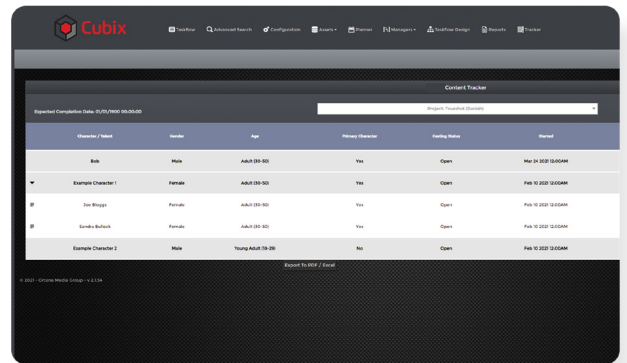


### Content Tracker

However strong and transparent the orchestration layer is, Ortana understands that information needs to be viewed and interacted with by users who may be less technical, or less familiar with the workflow than those operating it. To resolve this, Cubix includes a Tracker module, which provides a live visual representation of the workflow at every stage of its progress.

Able to handle complex multi-language workflows where different elements of the content passes through different complex processes, the Cubix tracker is used today by international broadcasters to track content from acquisition to playout in 'near real-time'.

The tracker clearly shows the status of each asset, including each language, in relation to the key milestones defined. SLA's are tracked and shown in a simple colour grid showing which stages have occurred or are yet to occur, as well as if that stage took place within the allocated time.



The predictive ETA (estimated time of arrival) engine built into Cubix calculates when content is expected to pass each milestone based on the current performance of the workflow. This includes both automated elements such as transcoding and file transfers, as well as manual stages such as runtime QC and compliance. Operational and planning teams are then able to see when content transits through a workflow, and when they can expect it to be completed...

Cubix has been designed to not only replace obsolete systems and workflows but to be 'injected' into your existing ecosystem, providing system continuity across multiple platforms.

### Reporting Module

The Reporting Module of Cubix provides further transparency, allowing users to produce reports in either Excel or PDF format for practically any element of the data stored within Cubix.v

Triggered automatically or from the Cubix UI, reports can cover such details as billing information, throughput, SLA breaches, task queue status and more. Cubix can sit across the entire workflow allowing these reports to be frame/byte accurate and remove the need for manually generated documents.

The agility that Cubix brings to the design and implementation of workflows, and reporting have proven game-changing for our clients

For more information on how Ortana and Cubix can help you, contact us at [hello@ortana.tv](mailto:hello@ortana.tv)