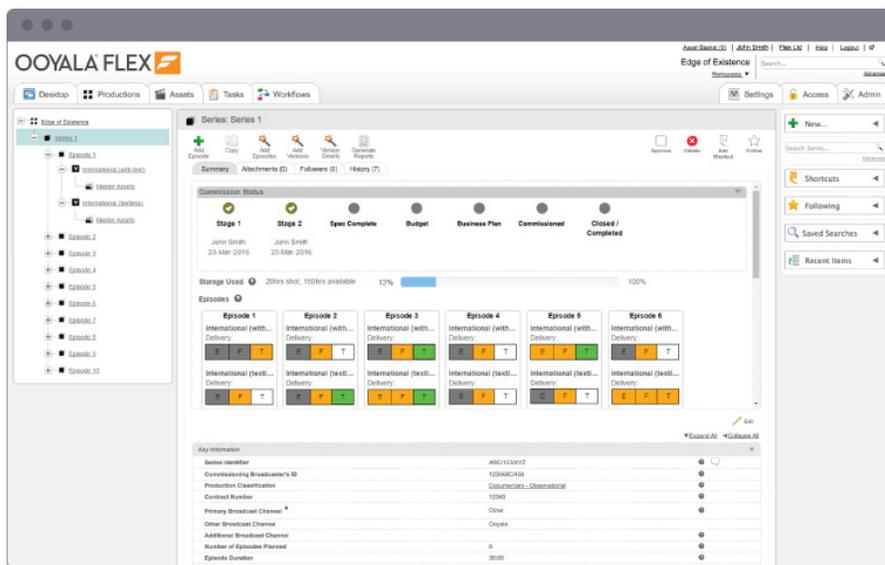# OOYALA®

Ooyala Flex

The media logistics platform for streamlining video production and distribution

Ooyala Flex is tailored to your needs so that you can get content to market faster and more efficiently. It gives you full visibility into your video supply chain and automates your production and distribution workflows, saving you both time and money.

KEY BENEFITS

- Streamline and automate workflows
- Real-time visibility across video supply chain
- Identify and resolve bottlenecks
- Collaboration across teams and regions
- Seamless integration with existing technology
- Manage business and asset data
- Comprehensive analytics and insights
- Configurable by in house teams
- Deploy your way

OPTIMIZE PROCESSES FROM START TO FINISH

Ooyala Flex brings together workflow automation and production and asset management, to help broadcasters, media companies and studios manage and streamline operations from creation through distribution. The first media logistics platform of its kind, Ooyala Flex provides the single source of truth about your video operations by unifying data from workflows, assets and the systems with which it integrates, into a single comprehensive view. With real-time visibility into each link in your video supply chain, you'll maximize the ROI of your current investments and have the information you need to optimize and streamline video production and distribution.

KEY FEATURES

- Advanced Workflow Engine and Visual Designer
- Media Asset Manager (MAM)
- Extensible Data Design and Support
- Production Tool Plugins
- Open APIs, Scripting
- Transfer Upload Tool
- Existing Integrations and Plugins
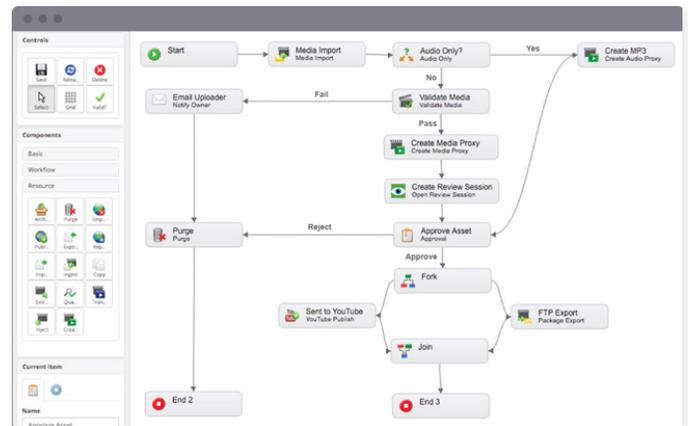- Cloud or On Premise

GAIN VISIBILITY AND TAKE CONTROL

Because data is at the heart of Ooyala Flex, content teams can now track and measure critical project information in real time, as well as manage assets and their associated metadata. Ooyala Flex provides role based permissions and logs all system activity, so you have complete information about decisions and actions taken, or not taken, at your fingertips. With complete visibility into your content processes and user activity, you'll have the data you need to identify bottlenecks and opportunities to increase efficiency.

- **Data Designer** - Create multiple hierarchical metadata schema. Support for validation, access control and commenting on a per-field level.

- **Access Control and Tracking** - Support for fine-grained access control and logging of all activity means that everything that happens in Ooyala Flex is tracked and recorded.

- **Multi-tenant Solution** - Role-based permissions and access control for locations, departments, groups and individual operators, as well as third party service providers, means users see only their specific content and metadata structures, and access and use only their specific workflows and functionality.

- **Tracking and Reporting** - Logging of all activities enables reporting on key KPIs which can be used for workflow optimization and operational monitoring.

- **Integrated Search across Ooyala Flex and 3rd Party Tools** - Seamless integration allows users to search and retrieve content across the entire operation, including data, metadata and assets located in 3rd party systems. Search can restrict access to assets and metadata based on user permissions.

- **MAM** - Modern media asset management for tape, file, and IP-based assets provides the ability to browse, select and annotate assets, perform rough cut edits, and automatically launch workflows to either create a new video or export the EDL to a non-linear editor.

- **Analytics** - Ooyala Flex provides a platform for real-time operational analytics and business activity monitoring. The Analytics module processes event data generated from all Ooyala Flex modules and also gathers data from external systems. Per-user customizable dashboards and reporting enable operational monitoring and workflow optimization.
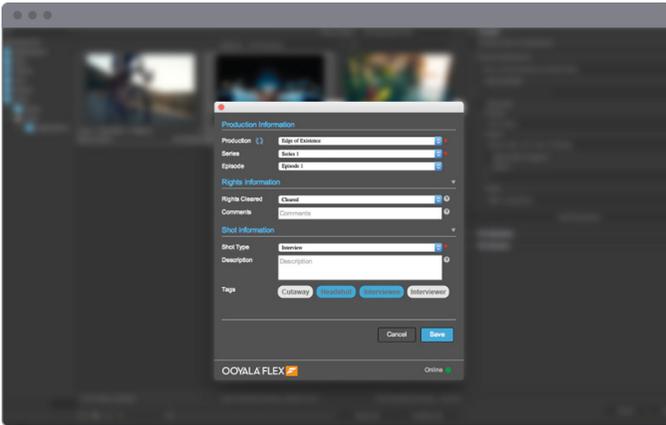
STREAMLINE PRODUCTION AND DISTRIBUTION

Ooyala Flex accelerates content operations by orchestrating the key elements in production and distribution workflows -- your existing tools and systems, technical processes, and manual tasks. Seamless integration with your current production tools like Adobe Premiere and Adobe Prelude, means teams don't need to learn yet another system while ensuring data continuity throughout the process. Technical workflows are automated whenever possible (transcode, QC) and users are alerted and tracked when they need to take action. Ooyala Flex's advanced workflow engine streamlines your content supply chain and lets employees focus on value added work, not tedious administrative tasks.

- **Workflow Management** - Real-time monitoring of end-to-end workflows and alerts in the case of workflow failures

- **Seamless Production Tool Integration** - Integrates with all leading transcode, QC, delivery, storage and HSM solutions from vendors such as Amberfin, Aspera, Ateme, AWS, Elemental, Harmonic, Interra, Quantum and Telestream. Beyond these a rich set of tools are available to create new integrations and enable workflow orchestration and two-way data exchange with 3rd party production tools.

- **Visual Workflow Designer** - Design your own workflows in minutes, right inside your web browser.

- **Orchestrate Machine and Manual Tasks** - Manage jobs to handle transcode and QC as well as manual tasks such as review and approval.

- **Reviewer** - Web based collaboration to securely review, approve, and submit time-coded comments on selected content from anywhere, at any time.

- **Transfer** - Rapidly and securely ingest content from your preferred internal and external sources using Ooyala Flex's file acceleration, plain FTP or HTML5 upload technologies.

ADAPT FASTER

Ooyala Flex is configurable, scriptable and extensible, so you can deploy and update at a pace that suits your needs. Your in-house technical team, or Ooyala, can configure every element of your media operations, including customized workflows. With Rest APIs, scripting, and an open plugin framework, you can integrate with existing systems and production tools and quickly adapt as needed.

- ◆ **Advanced REST API** - Enables rapid creation and deployment of scalable new services and automation functions, including integration with third-party systems, customer applications and administrative or operations user experiences.

- ◆ **Scripting** - In addition to plug-ins and REST APIs, applications and systems can be integrated through the scripting layer. Custom workflow scripts enable workflow orchestration to communicate directly with third party applications and systems. In addition, data fields can be scripted to implement and enforce business rules, such as rejecting ingested video assets with strong adult content rating or sending notification of assets with low QC ratings.

- ◆ **Plugins** - A fully extensible plug-in architecture supports plug-in integration with 3rd party systems, as well as custom workflow actions. Ooyala Flex comes with over 100 pre-built plug-ins integrated with a large array of industry-leading video production products - from QC and transcode to editing, logging, and communications. Should you need more, custom plug-ins can be created using Ooyala Flex's REST APIs or scripting layer.

SUMMARY

Whether you are looking to modernize your end-to-end video process or want to transform a specific workflow, Ooyala Flex can help streamline your media operations. Ooyala Flex brings together workflows, asset management and data to accelerate content creation and distribution.

Ready to streamline your video production and distribution?
Contact sales@ooyala.com to learn more.

www.ooyala.com   sales@ooyala.com