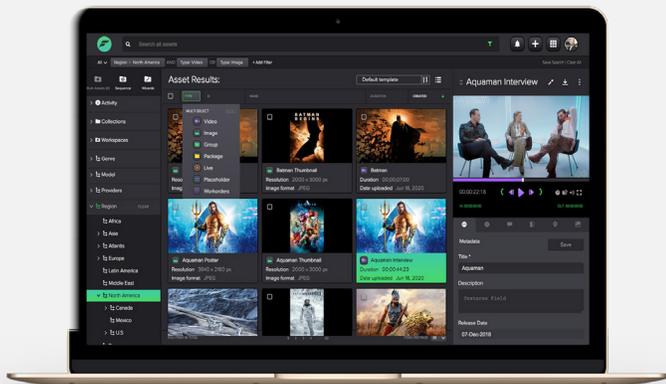


## SOLUTION BRIEF

# Enterprise Content Operations

## Unlock your video potential



Video may not be the principal source of revenue for your company. But it's increasingly important for a number of reasons: you use it to build brand affinity, to communicate key messages internally and externally, or for training.



## SOLUTION

# Take your video strategy beyond the next level

As a replacement for in-person interactions and events like conferences or trade shows, video has become even more crucial to reaching your audiences and employees during the global health crisis.

Do your teams have the tools to keep pace with the ever-changing video landscape? Are they shooting from the hip on social media, or are they planning, saving and indexing everything they produce so they can analyze campaigns and repurpose content efficiently?

If your existing tools and processes are starting to feel scattered and limited now, don't wait for a meltdown, take action.

**We can help you complete 4 times as many projects with the same personnel.**

Dalet Flex gives your teams a single point of truth, with visibility into what everyone is doing, no matter their location. From planning to distribution and analytics, Dalet Flex's sophistication and its superior media management tools bring increased efficiency and brand consistency. The elegance and simplicity of the user interface make it easy to get teams up and running, and the platform's scalability will allow for the constant improvement of your multimedia operations far into the future.

### Major Media Producers Trust Dalet

- We have been in business for 30 years, and leading news, media and sports organizations like Charter Communications, Mediaset and Arsenal Football Club trust Dalet products and services because they consistently make operations more efficient.
- Producing and distributing significantly more digital media is a daunting mission for companies that are not used to it. Dalet, with industry-leading expertise in all aspects of media production, management, and multi-platform distribution, can turn this task from a pain point to a strong point, while keeping costs down.

- Our solutions have already proven effective for organizations outside the media industry. Audi, DuPont Sustainable Solutions and NASA are among the clients whose video processes we have helped optimize.

[Read on to find out how we can help you develop a future-proof video production system to improve engagement with your customers, employees and other stakeholders.](#)





# Unify Your Team

## Gain transparency and flexibility

**CUSTOMER NEED:** “We have videos from outside agencies, in-house marketing and community managers, plus HR and IT for training, often coming from multiple physical locations and on disparate storage. It’s impossible to keep track of it all.”

**Dalet Flex solution:** Assets are all in the same place, whether you choose in-house, cloud or hybrid storage, across your various production locations and offices. Highly sophisticated metadata modelling capabilities help you categorize and find it all. Production analytics keep track of content preparation and distribution. Access rights allow for specific user or team privileges.

**Benefits:** Gain control and visibility across your entire content value chain, with every step and deliverable visible along the way. Search is easy and effective, allowing you to find the content you need quickly, based on useful criteria such as dates, keywords, tags, etc. Root out costly bottlenecks in video creation and distribution, and constantly improve workflows.

## Seamless Integration With Your Favorite Creative Tools

**CUSTOMER NEED:** “Some of our video producers use Adobe Premiere Pro; others use Avid Media Composer. We need a Media Asset Management platform that can play well with either of those.”

**Dalet Flex solution:** Dalet Flex Media Platform integrates with leading Non-Linear Editors (NLEs). It provides an extension for Adobe Premiere Pro, making the editing experience seamless — you just search and select content for editing. Editors can easily trigger workflows and add metadata to their content from within Dalet Flex Panels for Adobe Premiere Pro, without having to switch between applications. This saves time and makes the creative process more seamless and efficient.

Dalet Flex also integrates with Avid Media Composer and the Interplay production environment, with the ability to exchange media and

metadata between systems, so that editors can have all of the content managed within the platform, while keeping all of their creative tools.

**Benefits:** You have the flexibility to work with any partner, no matter what production tools they use. Adding a new agency is as simple as creating a new login, with the appropriate permissions. Hire for skill and creativity, without worrying about costly training.

## ...and Enterprise Applications!

**CUSTOMER NEED:** “We’re looking for a media asset management platform that can tie into third-party enterprise applications like Salesforce and integrate with content delivery systems and online video platforms.”

**Dalet Flex solution:** Our APIs are incredibly open and flexible. We have helped our customers with integrations with Salesforce for internal billing, Adobe Experience Manager to coordinate marketing campaigns, a range of OVPs and video developer tools (Bitmovin, Kaltura, Brightcove...) and more.

**Benefits:** If you have a use-case that requires integrating a third-party application or in-house tool, fear not. If it hasn’t been done already, there’s likely a way to achieve it, thanks to our APIs.





# Unlock efficiency

## Automation saves time and improves consistency

**CUSTOMER NEED:** “In-house video production takes too long and costs too much because workflows are inefficient and time is wasted ingesting and converting files.”

**Dalet Flex solution:** One system drives every element of a project — from commissioning to monetization — with custom workflows and total transparency. Ingest (including file format conversions) and distribution are handled with smart automation.

**Benefits:** More time spent thinking creatively rather than watching progress bars and fiddling with project spreadsheets. Less human error.

Check out these results from return-on-investment analyses carried out with existing Dalet Flex clients:

- 70% time reduction in production and distribution of a new content project
- As many as 4X more projects delivered with the same team
- 76% cost reduction by automating manual tasks and streamlining resource requirements



## Turn live video into a lasting, valuable asset

**CUSTOMER NEED:** “We’re shooting a lot of live video these days for webinars, staff meetings and training sessions. Sometimes we worry that all the effort may not be worth it.”

**Dalet Flex Solution:** with Dalet Brio, our cost-effective video ingest and playout device, you can encode and deliver your live event to the cloud. Or you can store and catalogue your recorded live streams with Dalet Flex. And you can even add the power of Dalet Media Cortex AI indexing for automated metadata tagging, making search and discovery easier. Say you did a series of live webinars and wanted to highlight certain passages. With Dalet Flex platform, you can create a workflow that automatically cuts a clip when someone mentions a certain word, then sends the clips to a creative team for approval before publishing to social media.

**Benefits:** All the live video content you have produced can be easily found and repurposed by team members, no matter where they are. Every minute of video you shoot creates lasting value.

## Create automated workflows and assign roles for approval

**CUSTOMER NEED:** “We need better quality control and a bullet-proof approval process to avoid incidents that could damage our brand image and reputation.”

**Dalet Flex solution:** Custom approval workflows can be created for different types of content. Shared templates, intros and outros help ensure brand consistency. The system is permission-based so that different people have clearly defined roles and responsibilities.

**Benefits:** Brand consistency is preserved. Processes are audited for greater quality. The chance of costly errors getting out in public is significantly reduced.



## Hide complexity with elegance

### Simple and intuitive ux makes being an expert easy

**CUSTOMER NEED:** “Our teams create at a good pace and with good quality. It’s the distribution piece that introduces bottlenecks. We need to deliver to so many platforms and partners that we sometimes get lost in the complexity of it all.”

**Dalet Flex solution:** With Dalet Flex, an intuitive, web-based user interface lets you publish, unpublish, and republish content to a wide range of distribution points, platforms, and social media — and it can integrate with communication tools such as Slack and Microsoft Teams. Dalet Flex can orchestrate workflows to deliver content to OTT platforms at given intervals or following other metadata criteria. You can adjust the content based on pre-set parameters, for example, adding subtitles for different countries, or using a variety of graphic bumpers automatically when delivering to each social media channel.

Our B2C API makes publishing to consumer platforms a snap, automatically populating metadata for searches, resizing images, etc. whilst keeping track of what has been published at all times. Benefit: Deploying Dalet Flex Media Platform is like adding a dedicated team of technical experts to handle distribution. Everything goes where it needs to go, in the correct format, at the right time. An elegant, easy-to-use interface hides the complexity of highly technical workflows.



### An intuitive platform that adapts to you

**CUSTOMER NEED:** “We want greater efficiency and agility, but we do not have the time and patience to train everyone involved in the creation of digital content.”

**Dalet Flex solution:** The platform is user friendly and easy to manage; there is no need to have an ‘admin’ on your side. From day one, you will gain time and transparency, and your Dalet customer success manager will guide you toward even greater gains as you move forward. You will be able to introduce new workflows and more efficient processes with ease. One of our clients, a major international sports organization, is onboarding new creative staff to use Dalet Flex’s asset management tools within 30 minutes, so they can be productive right after joining the team. We can also remotely manage and support the platform for clients who prefer not to get involved with maintaining infrastructure.

**Benefits:** You hit the ground running, with an easy, rapid learning curve — together with your team! Going forward, we help you customize the system to adapt to your changing environment.

## A partner for every unique customer

### We guide you through the hard stuff so you can focus on what matters

**CUSTOMER NEED:** “We feel our use cases are unusual and unique, and we don’t have a strong in-house development team to create a custom solution”.

**Dalet Flex solution:** Every customer is unique to us. Our sales engineers work closely with prospective clients to create the right configuration for their needs, whether on-premises, public or private cloud or SaaS. We can provide professional services to fully manage the technology implementation and maintenance. Or we can hand over the keys and you can do your own development. Dalet’s customer success managers will always be at hand — it’s like having a dedicated project manager, someone you can speak to on a first-name basis, to address (and anticipate) issues every step of the way.

**Benefits:** A partner with 30 years of experience has got your back. Our solutions enable agility, so you can focus on strategy and creativity.

Less work, more flow.



# Transform your content operations with Dalet Flex

Dalet Flex Media Platform makes it easier and less costly to create, manage and distribute content. The core of the platform powers its three central pillars: flexible and configurable workflow orchestration, end-to-end asset and metadata management and powerful operational insights. It automates processes across your entire content lifecycle, so you cut costs and add revenues.

Dalet Flex Media Platform core is built on a microservices architecture that breaks down major functions into manageable services that can be changed, upgraded and scaled individually. That leads to fewer dependencies and enormous advantages over complicated traditional monolithic systems. Microservices make it easy to build the right infrastructure architecture for different needs, such as multi-site support, disaster recovery and hybrid deployments. That's essential if you want to run your business 24/7/365.

## Powerful applications for editorial users

FlexMAM is a highly configurable HTML5-based media asset management application that gives non-technical users and editorial teams the power to perform essential content processing tasks. FlexMAM makes it easy to upload, organize and review assets, search for and update metadata, perform rough cut edits, export EDLs, and trigger workflows.

As an integral part of Dalet Flex Media Platform, FlexMAM can be tailored to match your unique production workflow. That means you can review and collaborate on assets with internal teammates quickly and efficiently.

FlexMAM is accessible via a browser, so you can work from anywhere with a network connection. And it's packed with collaborative features, so you can work on your assets right alongside others in your organization.



## FlexMAM FEATURES

FlexMAM is a highly configurable HTML5-based media asset management application that gives non-technical users and editorial teams the power to perform essential content processing tasks.

### Media Asset Management

- Upload your assets: video, images, subtitles, text, audio files
- Browse through your existing assets, collections, and edits
- Find assets using quick or advanced search, including query-based searches
- Choose user-definable objects to suit your business processes
- Organize your assets into nestable collections
- Make timeline comments based on timecode
- Tag assets
- Create clips and edit rough cuts
- Build collections to curate and prepare content for delivery



## Orchestration and Integration

- Trigger and track workflows through the whole Dalet Flex Media Platform
- Use pre-configured actions and workflows to transcode, archive, approve, copy, delete and publish assets
- Use headless API-based integration
- Import and populate metadata from external systems
- Deliver content to non-linear editing systems (such as Avid and Adobe Premiere) with our best-of-breed integrations
- Integrate with Artificial Intelligence solutions, such as Google Video Intelligence to auto-matically index content and catalog your assets

### Collaborative workflows

- Customized wizards and panels
- User task allocation and management
- Fine-grained access control
- Configurable timelines with customizable timeline markers
- Support for growing files for quick turnaround of live-to-VOD content

## Approval workflows made simple.

Now you can implement flexible review and approval workflows for both internal and external users. Reviewers can collaborate, submit time-coded comments and move content across the supply chain anywhere, any time – effortlessly.

FlexREVIEW is a powerful HTML5-based application which integrates seamlessly with the core of Dalet Flex Media Platform. Use smart workflow orchestration and sophisticated metadata to create new FlexREVIEW sessions manually or from an automated workflow, then invite existing users (internal or external) to participate. You have full control as you track the entire process.



## FlexREVIEW Features

### Orchestration and Integration

- Fully configurable multiple-choice actions based on reviewer's decision
- Definable multi-level approvals: move reviews on to the next level of reviewers based on decisions
- Analytics to identify and remove bottlenecks
- Design your own workflows to decide where assets go next: publish to social media, archive, etc.
- Active Directory integration
- User interface available in multiple languages

### Secure Reviews

- Fine-grained access control to assets and asset fields
- Individual track reviews, so reviewers work only on the tracks they need to
- Permission-based reviews: access control gives access only to specific assets and fields
- Reviewer control: specify reviewers to download assets for review, with watermark as required
- Access control and audit trail of all actions for full security

Finally, configurable real-time dashboards offer complete insight into your content supply chain workflow operations with FlexTRACK. It's easy to review all user activity and manage third-party resources seamlessly. FlexPUBLISH, is a sophisticated B2C API that supports image manipulation, resizing and other helpful publishing features.

# The Need for Engagement



## Keep up with the pace

- Streamline your video workflows
- Easy-to-use tools that are helpful to your users
- Effortlessly communicate across more platforms



## Keep control of your content

- Make informed decisions
- Be opportunistic and experiment with new ideas
- Deliver and track on time-sensitive campaigns
- Exploit new and untapped revenue opportunities



## We've got you covered

- Work from anywhere
- Scale as your team grows
- Simplify complex tasks

## A Solution That Fits

It's time to change the way you create and deliver content to your consumers and your employees.

Dalet's future-proof solutions engage more audiences on more platforms and connect with even more of your consumers. Onboarding new partners, offering unique features and technologies, or publishing to more endpoints, including online platforms, has never been quicker and simpler.

Dalet Flex will unlock your content supply chain and revolutionize the way your enterprise content is managed and distribute throughout its lifespan.



Learn More

Get Started



Find out more: [Contact us](#) | [dalet.com](#)