



smartWork

Next Generation Cloud Native Media
Integration Platform





Challenges

Today's constantly-shifting media landscape requires a rapidly-adaptable content supply chain, not held back by traditional challenges:

- Overly-complex architectures
- Point-to-point integrations (tight-coupling) with various points of failure
- Cost and time inefficiencies associated with moving media data across systems, locations, and clouds
- Heterogeneous integration protocols and methodologies
- Challenges in managing, documenting, troubleshooting and supporting the environment
- Extended project scoping, implementation and testing timelines
- Heavy lift to make even relatively minor changes
- Over-reliance on niche technical skill sets
- Workflows defined exclusively by technical and not end-user requirements



Solution

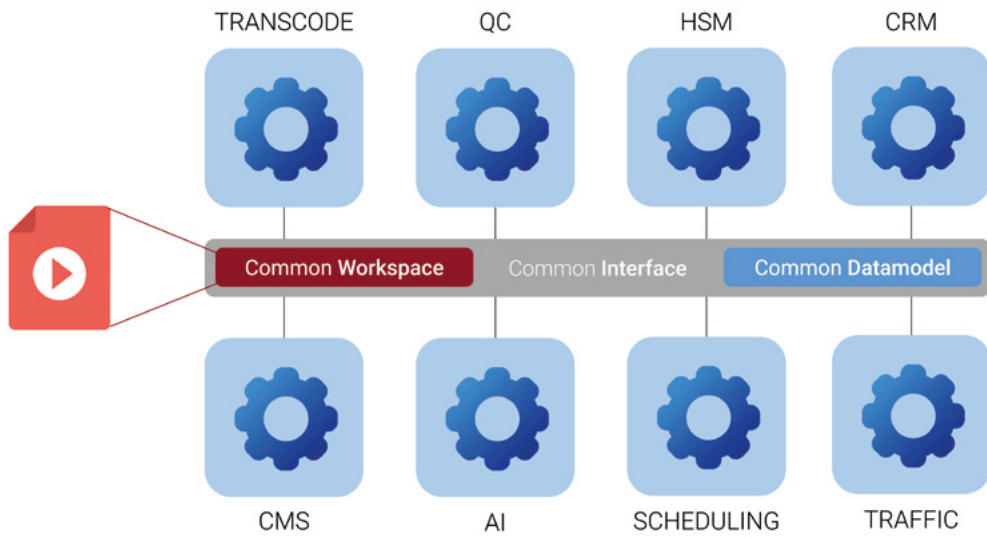
smartWork is Tedral's next generation Media Integration Platform, the result of more than 20 years of experience designing and implementing workflows and integrations for the M&E industry.

smartWork takes a different approach to other integration solutions by the use of:

- A **Common interface** and **common data model**, so applications and systems are directly integrated with the platform in a standardized fashion. This major change simplifies workflow design, as workflows don't directly interface with the specific APIs and datamodels of each component. This level of abstraction makes it simple to swap out specific system integrations within workflows.
- A **media abstraction layer**, so workflows are not dependent on physical location (on-premises and/or cloud) and provides an extra security layer.



Common Interface





smartWork is **natively built with containerized microservices and Kubernetes** to provide future proofing and scalability for media operations and resources. It is designed with a **no-code paradigm** to enhance flexibility and minimise risk in operations. **smartWork** broadens the scope of workflow orchestration into more areas of media operations without increasing complexity, time-to delivery or vendor dependency.

Thanks to the no-code approach, complexity abstraction, and visual tools, **non-programmers (citizen developers) can easily build and manage workflows**. This can include modifying integrations with 3rd-party systems without developer or specialist intervention. This leads to greater self-sufficiency, cost savings, and improved time-to-market benefits for the 21st Century media enterprise.





Product Highlights



Complex made simple.

Simple workflows for complex business challenges



Self-sufficiency.

Abstraction layers, unified interface, common data model, self-validation and extensive documentation.



Cloud Native.

Built with containerized microservices and Kubernetes, cloud vendor agnostic, enhances scalability, elasticity and efficiency



Common Workspace

Applications are housed within a common user interface



Multi-site and Multi-tenant

Can be deployed as clusters in public cloud, private-cloud, on-premises, or in hybrid architectures



No-code

Workflow design without overly-technical and niche skill sets



Monitoring and Business Intelligence

Analytics tools for any and all data-points across the system, immediately available within the UI

Business Benefits

- Increase Self-sufficiency via Citizen Developers
- Rapid Prototyping
- Enhance Collaboration
- Software-Defined Workflows and Infrastructure
- Focus on Creativity, not Technology
- Improve Business Agility and Time-to-Market
- Reduce Total Cost of Ownership
- Maximize Return on Investment



Product Features



User Authentication

Single-Sign On (SAML 2.0), Federated Access, Account Management Console



Swappable Integrations

HSM, Media Transformation, Quality Control, Notification, BPM, Content Management, Packages, AI, Media Transfer



Macros

Similar methods or operations that can be performed with different classes of integration systems. The same methods are used for each class of integrations, enabling swappable products, solutions, and vendors



Checkers

Self-validation for site configuration and workflow design, reducing test and bug-fix cycles



Help Wizards

In-app step by step help wizards for self sufficiency



Help-Centre

Thorough platform documentation with site creation and workflow configuration 'How-To' guides



Workflow Processing Tools

Out of the box pre-built Processes, Building Blocks and Human Activities for common media workflows (Collaborations, Delivery, Enrichment, Ingest, Live, Picklist, Publishing)



NoCode Pipeline Editor

Easy-to-use, quick drag & drop tool to assemble and modify workflows without knowledge of BPM notation



Advanced NoCode BPM Editor

Sophisticated workflow design without the need for advanced technical knowledge



Monitoring Tools

Cancel running activities, change their priority, requeue, skip and troubleshoot

- **Orders Manager:** Real-time operation monitoring of on-going workflows and the global operation
- **Execution Log:** Real-time view of the macros processed in each order
- **Workflow Diagram View:** View Executing orders as a visual BPM diagram



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