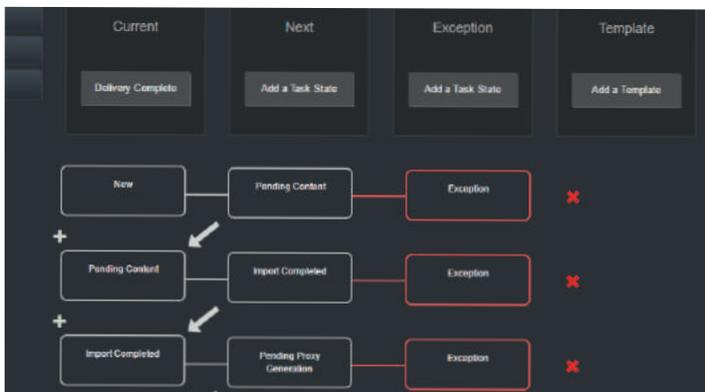




Taskflow Designer

Cubix was built to resolve a simple set of frustrations - the cost and timescales involved in deploying a MAM, the need to pay for significant professional services every time a change is needed - and the “black box” nature so many systems suffer from.

To this end, our workflow engine that we call Taskflow was born - a solution that allows clients to design, build and deploy workflows that can drive every element of Cubix in a matter of - minutes without the need for any development or platform down time. Providing not only a UI designer that is simple and intuitive to use, it also handles real-world failure scenarios in an elegant fashion.



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

Taskflows can be triggered by a wide range of sources - including file import, captures, MRSS feeds, flexicarts, scheduled times and SLA's of other taskflows. The latter allows for corrective workflow to be triggered as a result of a SLA being breached either to the positive or negative.

Content Tracker

However, as strong and transparent as our orchestration layer is - Ortana understands that this information needs to be viewed and interacted with by users who are less technical, or less familiar with the workflow than those operating it. To resolve this, Cubix now includes our new Tracker module - that provides a live visual representation of the workflow.

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. SLAs are tracked and shown in a simple colour grid showing what stages have occurred or yet to occur, and if that stage took place within the allowed time.

The predictive ETA engine of Cubix allows the timescale for when content is expected to pass each milestone based on the current performance of the workflow. This takes into account both automated elements such as transcoding and file transfers, as well as manual stages such as runtime QC and compliance. This allows for operational and planning teams to see as soon as content begins in a workflow when they can expect it to be ready, and how that matches against their first use date.

Cubix is easily integrated with multiple existing internal systems - both in house developed and market offerings - consuming this raw data and presenting it via the Taskflow orchestration layer and the Content Tracker.

Reporting Module

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

Triggered from the Cubix UI, the reports can cover such details as billing metrics, throughput, SLA breaches, task queues and more. Given that Cubix is across the entire workflow, these reports become frame / byte accurate - and remove the need for most manually generated Excel documents.

The agility that Cubix provides to design and implement workflows, and the transparency provided into them have proven game changers for our clients - why not see if we can do the same for you. For more information, or to request a demo - please contact us on hello@ortana.tv.