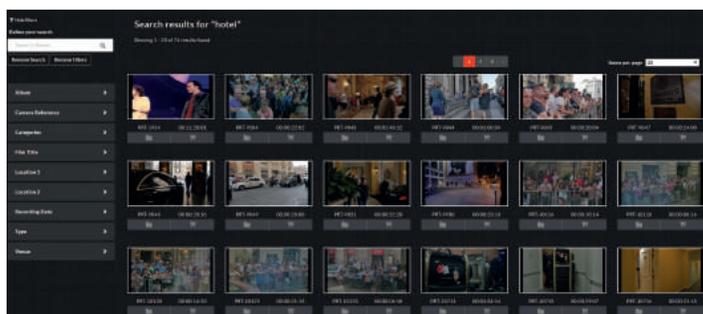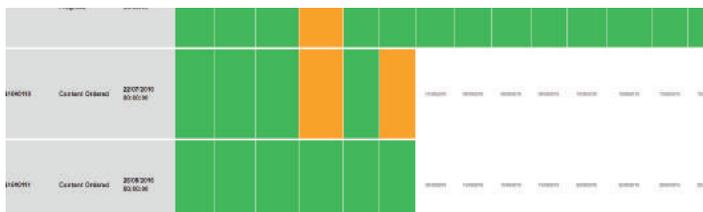Cubix is an "end to end", multi-tenanted asset management, automation, and orchestration platform – designed to be modular, scalable and agile. It's includes close integration with best of breed "on premise" devices as well as cloud services for storage, transcoding and more. Combined with its different portals for user access depending on their needs, and a modular architecture that allows elements to be ran locally, within the cloud or both - makes it a powerful solution for any media environment.

The enterprise nature of Cubix means it can be quickly scaled up and down as projects / clients require, and the modular nature of the platform allows for new device types to be added without impacting on the existing system. Cubix can be deployed fully on site, fully in public cloud environments, or a mixture of both – allowing clients to leverage both local and cloud resources to their best advantage for both cost and speed. Cubix is already deployed in environments for distribution, post, playout, bulk ingest, dailies, DCP management, clip sales and archive.

Cubix is fully AD integrated and multi-tenanted throughout, including the support for complete white labelling of the web portals which are shipped as standard in Cubix. This allows for staff or clients to sign on according to their existing login details, and have both access control and rights applied based on their Active Directory groups.

The orchestration engines of Cubix allows for workflows to be configured that are either entirely manual, fully automated – or a mixture of the two. These workflows can also be easily configured and adapted over time to match changing needs via the Taskflow Designer. This allows for the system to grow and adapt with the client's needs – as well as providing high levels of transparency that allow bottlenecks and issues to be identified quickly and easily.
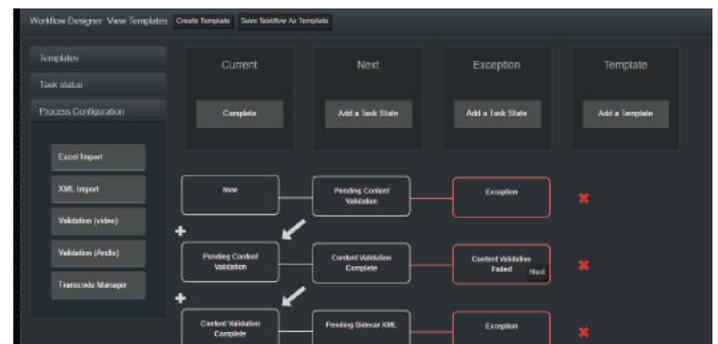

Cubix by design is file and codec agnostic, understanding everything from simple image, audio and video formats through to complex reference files (OPAtom, DCP, DPX, image sequences) and ancillary files such as subtitles, PDFs, ISOs, etc.

The metadata schema within the Cubix asset management system is also completely configurable on a "per client / workflow / studio" basis – and is based on a hierarchy allowing for such features as metadata inheritance. This not only improves the ability to browse and view the content library, it also allows for further metadata to be added and used for research and content monetisation. The seamless nature of the platform when it comes to receiving orders, content and metadata makes the design and operation of workflows for content acquisition, editing and fulfilment as efficient and streamlined as possible.

Taskflow Engine

The Taskflow engine within Cubix is part of the orchestration layer, and is what allows you to create custom "journeys" or workflows for almost any requirement. Taskflows can be triggered by a wide range of sources – ranging from manual triggers and simple file import through to EPG feeds, TX schedules or even tapes in a Flexicart. The journey then processes the content and metadata as defined by you – with the ability to drive every element of the Cubix automation and asset management layers.

Due to the high levels of flexibility within Cubix, almost every element of the taskflow engine can be configured to suit your exact needs. This includes everything ranging from basic items like task status names and saved searches, right through to SLA alerts, escalation, transcode intelligence and more.

The taskflows can also be configured on a per client, per workflow basis to carry any required metadata through – allowing Cubix Taskflow to be used for a very wide range of applications. Any internal or external resources then involved in the operation of the processes can securely login and view the different elements of the workflow via configurable saved searches, searching by any property of the job – e.g. barcode, clip name, house ID and so on. Depending on the state of the task, the UI within the Cubix technical portal – the UI only shows the required interface elements require to complete that step. This prevents the confusion and keeps training down to a minimum.

For more information, or to arrange a demonstration - please contact Ortana Media Group on helllo@ortana.tv.