

Production pipeline management

Automates production pipeline management from project initiation to delivery, orchestrating asset creation, review cycles, and distribution across multiple platforms. Streamlines collaboration between creative teams while maintaining quality control and deadline tracking.

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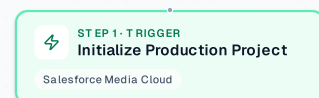


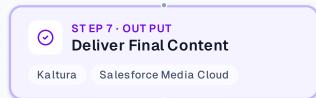
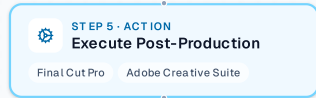
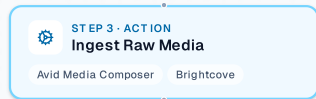
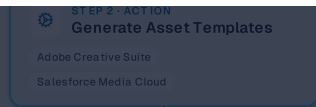
WORKFLOW TRIGGER

New production project is created in Salesforce Media Cloud

Visual Flow

Each node represents an automated step. Connections show how data and decisions move through the workflow.





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Step-by-Step Breakdown

Detailed explanation of each automated stage in the workflow.

1

⚡ TRIGGER

Initialize Production Project

A new media production project is created in Salesforce Media Cloud with defined deliverables, timeline, and team assignments. Project metadata and requirements are captured to kickstart the automated pipeline.

2

 ACTION

Generate Asset Templates

Automatically creates standardized project templates and folder structures in Adobe Creative Suite based on project type and deliverable specifications. Sets up collaborative workspaces for team members.

Adobe Creative Suite

Salesforce Media Cloud

3

 ACTION

Ingest Raw Media

Imports and organizes raw footage, audio files, and other source materials into Avid Media Composer shared storage. Applies automatic transcoding and metadata tagging for efficient asset management.

Avid Media Composer

Brightcove

4

 DECISION

Evaluate Content Approval Status

Checks if current work-in-progress content has received required approvals from stakeholders. Routes approved content to post-production or sends rejected content back for revisions.

Salesforce Media Cloud

5

 ACTION

Execute Post-Production

Triggers automated editing workflows in Final Cut Pro including color correction, audio mixing, and effects application. Generates multiple format versions for different distribution channels.

Final Cut Pro

Adobe Creative Suite

6

 ACTION

Prepare Distribution Assets

Converts final content to platform-specific formats and uploads to Kaltura for content management. Creates distribution packages with appropriate metadata and delivery specifications.

Kaltura

Brightcove

7

 OUTPUT

Deliver Final Content

Publishes completed content to designated distribution channels and notifies stakeholders of project completion. Archives project assets and generates production reports.

Kaltura

Salesforce Media Cloud



Outputs

- Completed media content in multiple formats

- Distribution-ready asset packages

AI Business OS



Key Metrics

- Production cycle time
- Asset approval rate
- On-time delivery percentage



Tools & Integrations

- Salesforce Media Cloud
- Adobe Creative Suite
- Avid Media Composer
- Brightcove
- Final Cut Pro
- Kaltura

AI Business OS

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