

# Introduction to Agentic Workflows

Last Modified on 06/07/2026 2:16 am IDT

 This article is designated for all users.

## About

**Agentic Workflows** make it easy for administrators to automate content workflows such as moderation, metadata enrichment, content optimization, and content creation. This improves efficiency, streamlines content management, and helps ensure consistent quality across the platform.

Agentic Workflows use AI automation and predefined triggers and actions to automate workflows based on specific conditions or system insights. This helps organizations maintain control over their content, support smarter decision-making, and deliver more personalized experiences at scale.



Looking for more information about this feature? Feel free to contact your Kaltura representative.

## Helpful terms and definitions

- **Workflow** - a rule-based automation that listens for specified triggers, evaluates conditions, and executes actions accordingly
- **Trigger** - a defined event that activates a workflow, such as *Add to category* or *Upload*. A workflow can have multiple triggers.
- **Action** - the task a workflow performs when triggered, such as adding captions, enriching metadata, or creating summaries and chapters

## What admins can do with Agentic Workflows

As the platform administrator, you can:

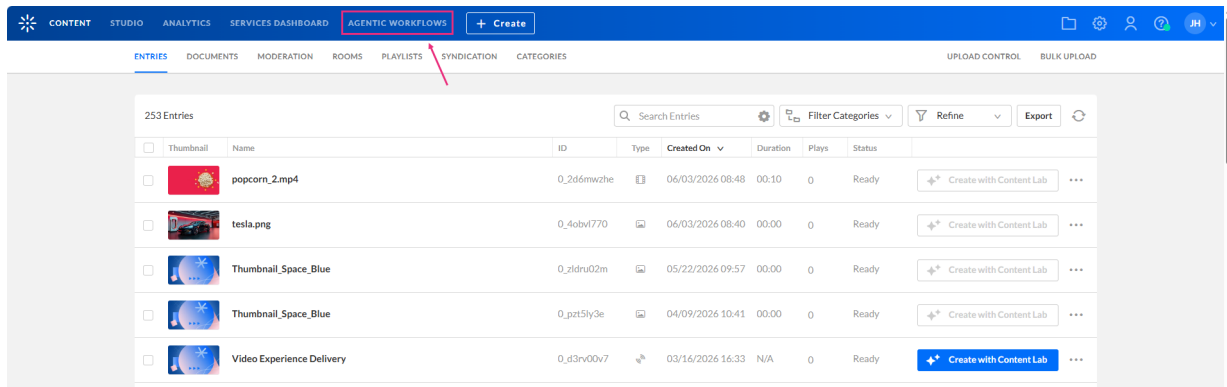
- Configure new workflows by defining triggers (e.g., “low engagement”) and actions (e.g., “optimize metadata”).
- Deploy workflows to specific teams, channels, or categories.
- Monitor workflow performance and results via dashboards.

## Before you start

- Your account must have Agentic Workflows enabled.
- If you want to use **REACH**-based actions (such as captions, translation, dubbing, moderation, audio description, chaptering and metadata enrichment), your account must have an active **REACH** profile and relevant catalog item(s) configured.

## Access Agentic Workflows

1. Log into your Rich Media CMS.
2. Click the **Agentic Workflows** button on the top navigation bar.



The 'Agentic Workflows' screen displays. If you've already created workflows in the past, those workflows will be listed below the **Create new workflow** button.



Ready to start using Agentic Workflows? Check out the following articles:

[Create a workflow](#)

[Edit a workflow](#)



Activate or run a workflow

Monitor workflow activity



Kaltura does not use customer data to train its AI models. To learn more, see [Kaltura's Artificial Intelligence Principles](#).