



AI Data Services

Leverage high-quality AI data to bring smarter, faster, and safer products to market

AI data trains and optimizes the AI algorithms and models that support meaningful user experiences, making it a powerful tool for enterprises – when it's applied responsibly. For all the stories on AI's potential, there are examples of AI biases creeping into online experiences that offend customers, hurt company reputations, and create legal risks.

Without quality training data, using AI can be a gamble.

Centific's AI Data services improve AI model accuracy to enable bias-free data, now and in the future. Powered by OneForma, our proprietary human-in-the-loop AI training platform with a talent pool of 1M+, our services help enterprises avoid AI bias risks and realize the promise of AI-driven products.

21%

of businesses lack well-curated data:

According to data and analytics decision-makers, well-curated data for training AI systems is one of their biggest challenges.

SOURCE: Forrester Analytics Business Technographics® Data And Analytics Survey, 2021

85%

of AI projects eventually fail:

Gartner reports that most Machine Learning (ML) projects fail due to bias in data, algorithms or responsible teams.

SOURCE: Cognalytica 2022, Top 10 Reasons Why AI Projects Fail

How Centific Helps

Deploy AI confidently at scale with reliable and responsible training data from OneForma.

Our AI Data Services



Source the right data for your global AI needs by tapping into our in-house labs and talent pool of 1M+ experts.

- Photo + Video + Audio Collection
- Speech Recording
- POI Location Data Collection
- Off the Data
- Synthetic Data
- Query Collection
- Ego-Centric Data



Enhance your training data value with diverse, bias-free data sets from 230+ global markets.

- Labeling
- Annotation
- Classification
- Transcription
- Translation
- 3D Fusion Annotation



Improve model accuracy and AI data analytics with human intervention at critical points in the process.

- Multi-modal Evaluation
- AI Model Optimization
- Model Iteration
- Model Experience Assessment

Benefits/Outcomes Overview

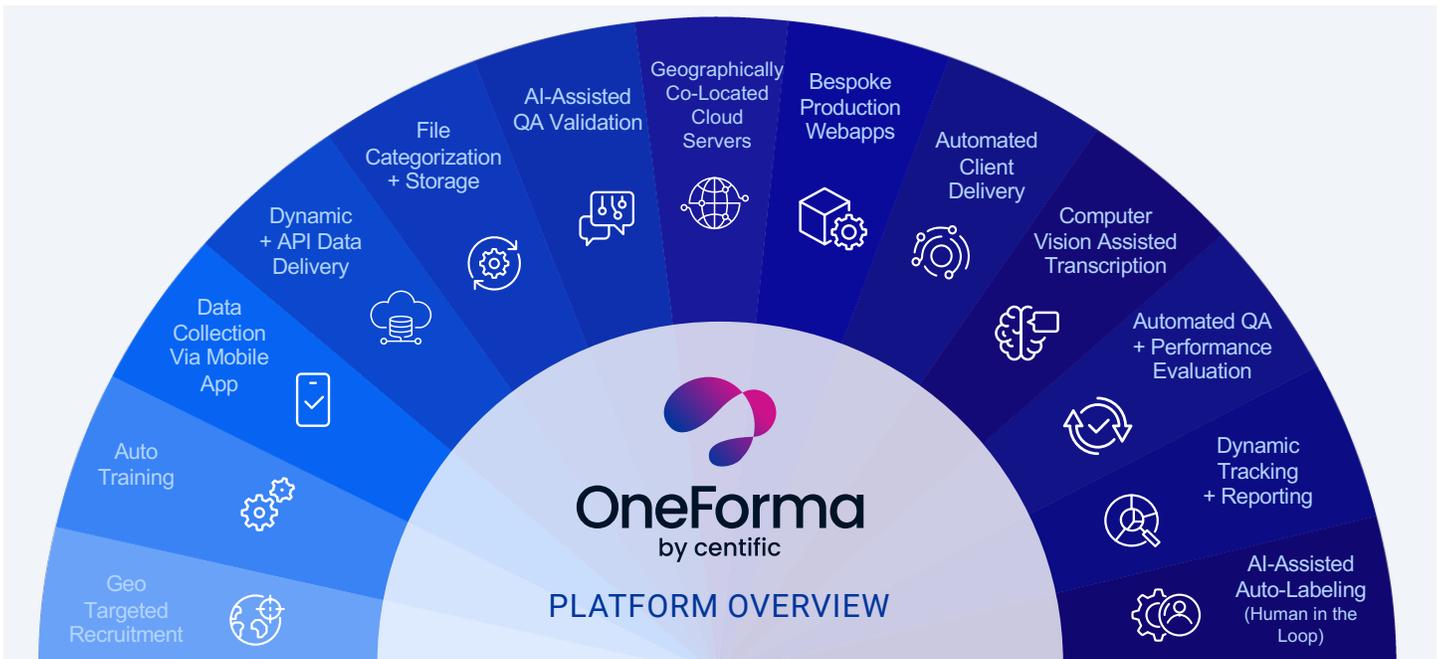
- Improve time-to-market of your new AI products while effectively addressing bias at scale.
- Accelerate innovation with swiftly deployed pilot programs in our high-tech labs.
- Reduce costs and effort of global AI projects with a trusted and experienced Data + AI partner.

Use Cases

- Computer vision
- Speech
- NLP + Language
- Search Relevance
- Personalization
- Maps
- Autonomous Driving
- AR + VR
- Knowledge Graph

Benefits of Using OneForma

- **Reduce effort and increase speed** with our simplified data flow
- **Easily set up and manage** your own AI and data projects
- **Control onboarding and prototyping** at every project phase
- **Access deeper insights** into your customer and business needs
- **Tap skills and experience across domains and markets** to enhance data quality



Human-Powered Data + AI for Enterprises

OneForma is an enterprise-grade AI enablement platform, leveraging more than 1M+ users in 230+ markets.

Case Studies

Supporting patient safety with smart medication tracking.

MEDICATION TRACKING FOR A MEDTECH FIRM

Computer Vision for Healthcare

The Challenge:

Our MedTech client wanted to develop a product to help patients use medications safely. But enabling the AI data necessary to seize this opportunity required too much budget and effort to generate internally.

Solution:

- Trained the client's Computer Vision Model from a curated collection of medicine photos based on specific interaction-related guidelines.
- Integrated curated and labeled medicine photos with critical business applications.
- Implemented technologies to ensure data diversity and easily collect photos through native OneForma apps.

Results: Centific experts designed a machine learning process to grow the client's health apps that support Medication Tracking, enabling users to scan a medication bottle's label to determine if dangerous interactions might occur with their current medications.

Optimizing global experiences with predictive text engines.

A LEADING GLOBAL TECH COMPANY

Consumer Electronics for Globalization + NLP

The Challenge:

Our leading global tech client saw an opportunity to grow its business in new markets. But it lacked the language expertise and resources to deliver in-market experiences at scale.

Solution:

- Created 1,300,000+ SMS/Message data points from 3,608 resources.
- Included consideration for emojis, kaomojis, & local slang.
- Provided AI data collection services in across 10 Languages distinct languages.
- Translated the output of (16.5M Mil words) of the output into 21 Languages additional languages.
- Implemented technology to ramp up resources, perform data collection through OneForma, and improve AI data analytics to ensure data diversity and feed back.

Results: Our Predictive Text Engines now optimize suggestions to end-users when emojis or slang are used, adapting to the user's writing style language to enable a more relevant and accurate experience.

STREAMING CONTENT SUGGESTION ENGINES FOR A LEADING MEDIA STREAMING COMPANY

Media & Entertainment for Search Relevance

The Challenge:

A media streaming leader needed to provide relevant content suggestions to users in order to stay competitive. But it was challenged with coming up with the resources to provide more targeted AI data for training.

Solution:

- Recruited a resource pool of people with interests in Movies & TV Series.
- Evaluated 35K Movies/ and TV Series with "affinity scoring".
- Reduced time and effort by integrating internet movie data bases to gather additional media information.
- Created an end-to-end workflow for ramping up the resources, scraping content, grading, & QA.

Results: By providing relevant suggestions for TV shows and movies customers would enjoy based on collected behavioral data, streaming service client was able to increase user engagement and streaming service client was able to increase user engagement and establish market dominance.

Want to learn more? Drop us a line at solutions@centific.com