

SYMANTO BRAIN FOR DATA ANNOTATION PLATFORM

Create efficient annotation capability with
transformer-based programmatic labelling

CHALLENGES

Large quantity of training data need to be annotated to train deep learning NLP model

High manual efforts and project overhead

Annotation process is inefficient as instances are not prioritised by their impact on the target model

ALTERNATIVES

Using heuristics to pre-annotate datasets: heuristics (e.g. keywords, rules) work to certain degree but often fail due to ambiguous sentences and unexpected utterances

Using open source framework to train machine learning model: require large quantity of training data; model in production cannot be easily finetuned without having to annotate much more data.

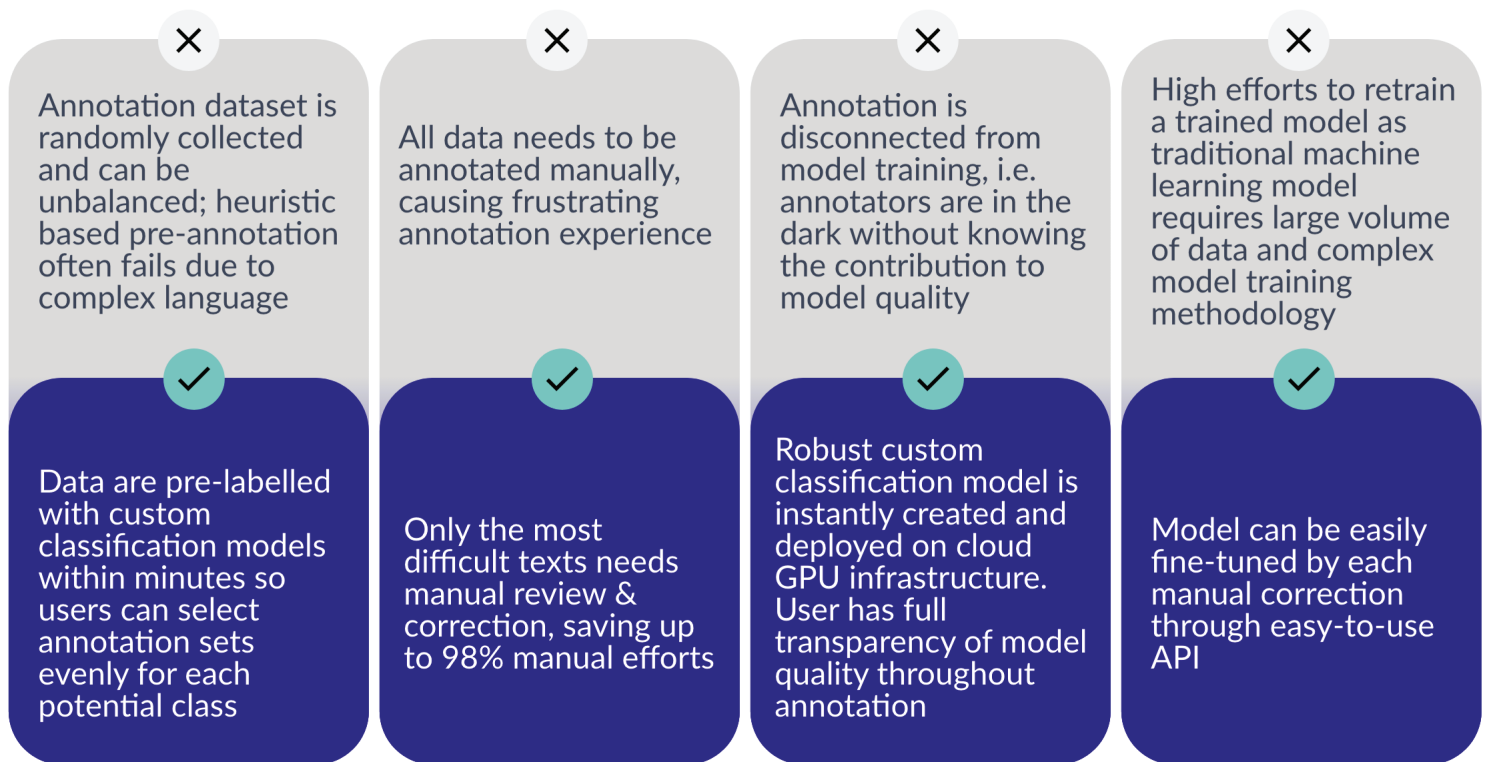
INTRODUCING SYMANTO BRAIN

Symanto Brain is the next generation **NLP engine** that allows users to create their own text classification models **instantly** for over 50 languages. The model can be easily **fine-tuned** with only a **few examples** per class to reach highest accuracy.

WHY SYMANTO BRAIN

- Provide **more efficient and smart annotation experience to users** by providing **high quality auto-labelling feature** and **auto-selection of most impactful instances**, drastically reducing manual annotation effort by 70 - 98%
- Support **programmatic labelling** and **instant model creation** for multiple NLP tasks
- **Easily finetune** model in production by creating feedback loop and providing a few examples per class
- **Capture larger market shares and users with niche languages** by providing NLP solutions for over 50 languages
- **Easy-to-use Rest API** to seamlessly integrate NLP model creation, finetuning and cloud deployment into your platform

CONVENTIONAL DATA ANNOTATION AND MODEL TRAINING PROCESS



SCALABLE AND COST-EFFICIENT ANNOTATION AND MODEL CREATION WITH SYMANTO BRAIN

EXAMPLE TASKS

- Content moderation
- Aspect-based sentiment classification
- Emotion
- Intent
- Content classification (topic classification)
- Sentiment
- Tonality
- Word disambiguation
- ... and more

ABOUT US

Symanto transforms textual data from online sources into meaningful insights about audiences, competitors, company valuation, brand equity, mental health and much more. We help you to really understand human motivations, attitudes and emotions and apply this precious knowledge to your daily business.

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