

SYMANTO BRAIN FOR DATA ANNOTATION SERVICE

Provide high-quality and cost-efficient
annotation service with next-gen NLP engine

CHALLENGE

1. **Unbalanced** dataset that leads to inefficient annotation (only very few data can be labelled for a niche class even when large quantity of data is annotated)
2. High **manual efforts** and **project overhead**
3. Difficult to coordinate taskforce for annotation in **niche or mixed languages**
4. Annotation process is **inefficient** as instances are not prioritised by their impact on the target model
5. **Ethical concerns** of monotonic work condition for human annotators to label large quantity of data

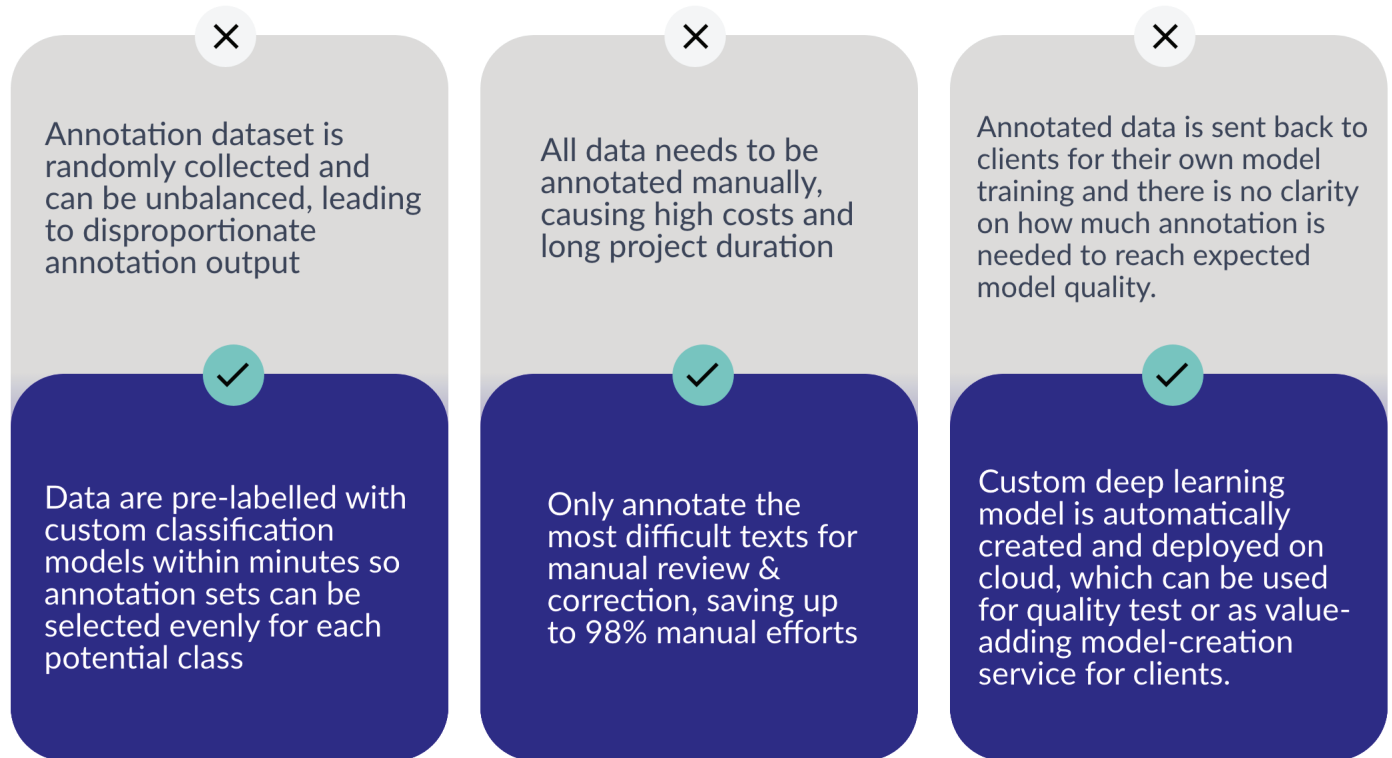
INTRODUCING SYMANTO BRAIN

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

- **Instant programmatic labelling** of datasets for any custom defined labels **without training** to balance annotation datasets
- **High quality auto-labelling** texts for multiple NLP tasks in over 50 languages, **drastically reducing manual annotation effort by 70 - 98%**
- **Smart annotation** to auto-select most impactful instances for efficient model fine-tuning
- **Rest API** to integrate Symanto Brain into your existing annotation platform, or use **web app** to easily annotate data and finetune models without coding

CONVENTIONAL ANNOTATION PROCESS FOR ANNOTATION SERVICE PROVIDERS



SCALABLE AND COST-EFFICIENT ANNOTATION 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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