

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

X

Annotation dataset is randomly collected and can be unbalanced, leading to disproportionate annotation output



Data are pre-labelled with custom classification models within minutes so annotation sets can be selected evenly for each potential class X

All data needs to be annotated manually, causing high costs and long project duration



Only annotate the most difficult texts for manual review & correction, saving up to 98% manual efforts

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Annotated data is sent back to clients for their own model training and there is no clarity on how much annotation is needed to reach expected model quality.



Custom deep learning model is automatically created and deployed on cloud, which can be used for quality test or as valueadding model-creation service for clients.

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.

Are you interested in a free trial? **GET IN TOUCH WITH US!**

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