iMerit

Data Annotation Solutions for Enterprise AI

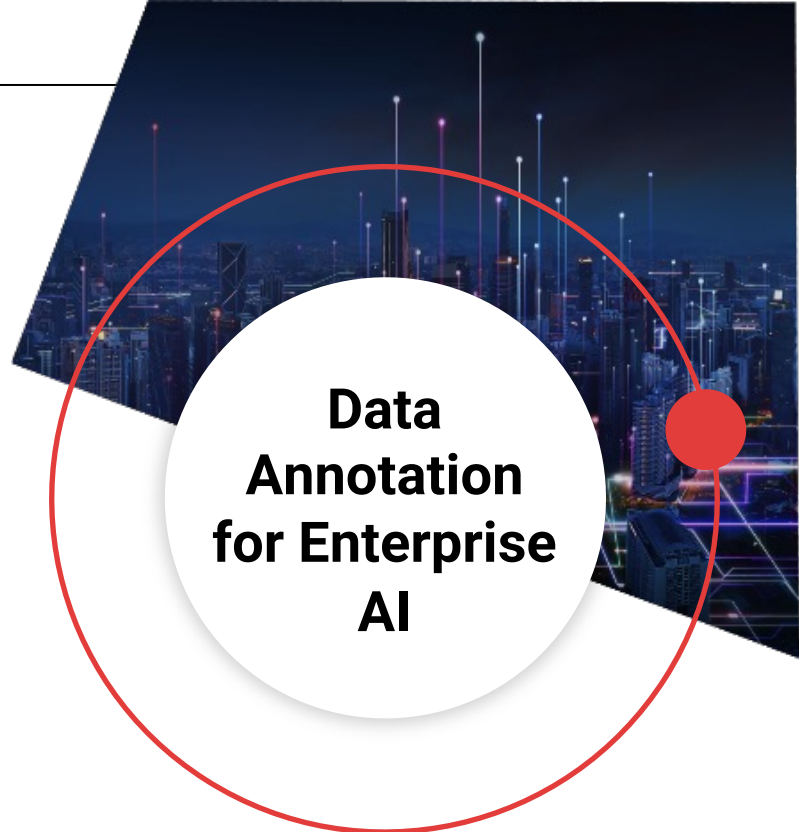iMerit

Today's Agenda

Achieving High-Quality Data

- Who is iMerit?

- Take AI to Production

  - Ango Hub Data Annotation Platform

  - Integrations

  - AI Expertise and Support

  - Analytics & Insights

- MLOps Lifecycle

- iMerit Capabilities

- Appendix

iMerit

Who is iMerit

- Founded by Silicon Valley entrepreneurs in 2013

- Investors: Omidyar Network, Dell.org, Khosla Ventures and British International Investment

- **End-to-End Data Annotation Platform**

  - Purpose-built applications

  - Experts-in-the-loop to deliver high-quality at scale

- Double Bottom Line Company w/ Inclusive Workforce

Data Annotation for Enterprise AI

200+	2+ Billion	2,900	>90%	52%
GLOBAL CLIENTS	**DATAPOINTS LABELED**	**CV & NLP EXPERTS**	**EMPLOYEE RETENTION**	**FEMALE WORKFORCE**

iMerit

How We Create High-Quality Data

AI-powered tools for **automatic object detection, pre-labeling, ML-assisted QC**

AUTOMATE

iMerit

Real-time reports and dashboards for intelligence, KPIs & quick troubleshooting

ANALYZE

ANNOTATE

Leveraging our **in-house tools, your tools, or other third-party tools** for projects of any size in any industry

iMerit
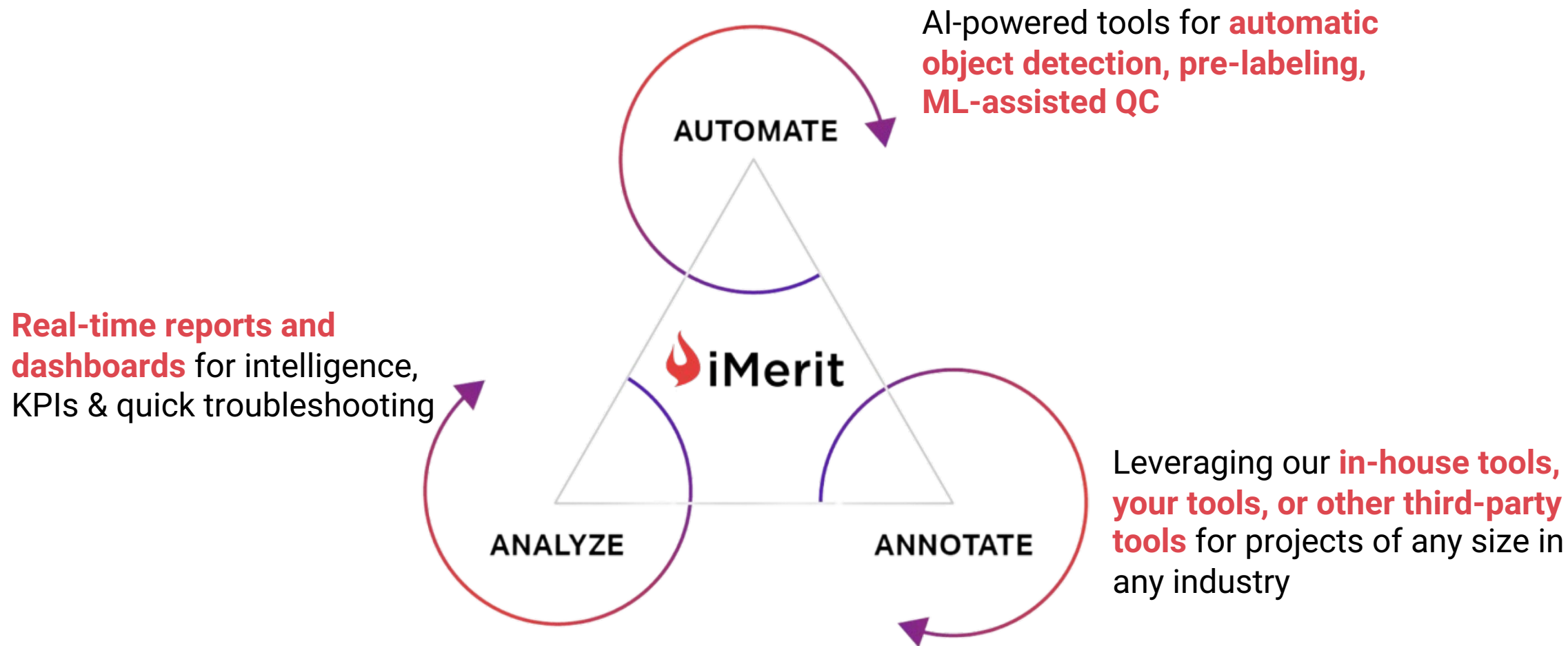
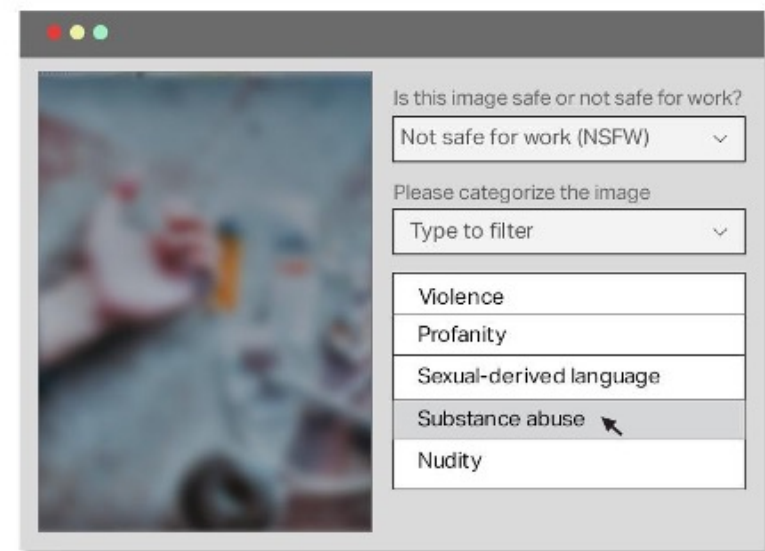# Solutions Overview
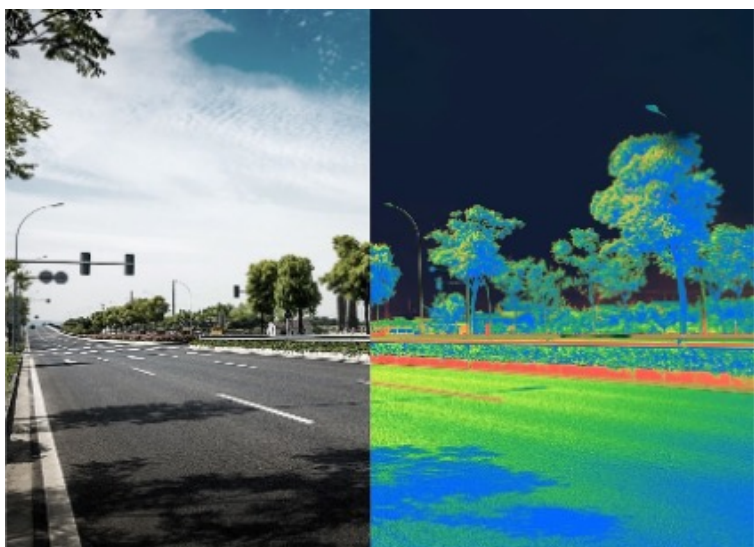
Computer Vision

Natural Language Processing

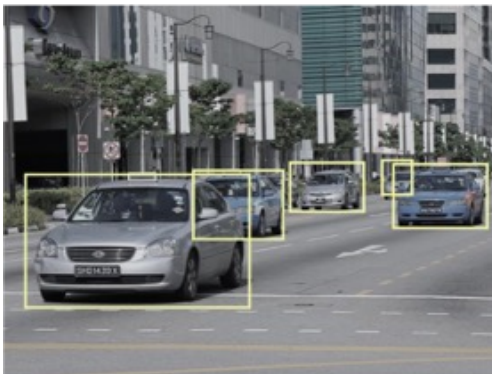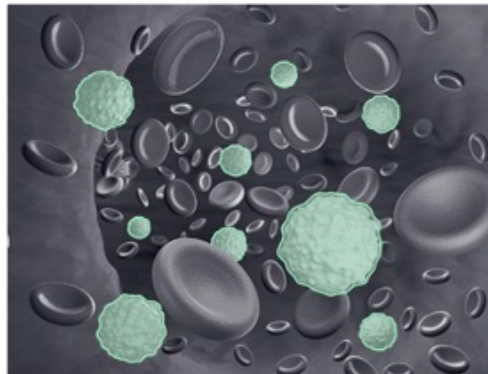**Content Services**

Computer Vision

Bounding Boxes

Polygon Annotation

Image Segmentation

Image Classification
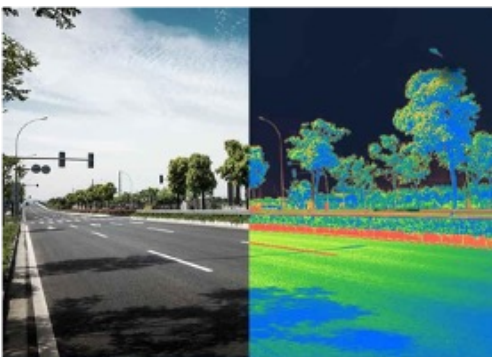
LIDAR Annotation

Keypoint Annotation

Polyline Annotation

Cuboid Annotation

Natural Language Processing

NER & Entity Classification

Sentiment/Intent Analysis

Conversation Analysis

Handwriting Transcription

Topic Analysis
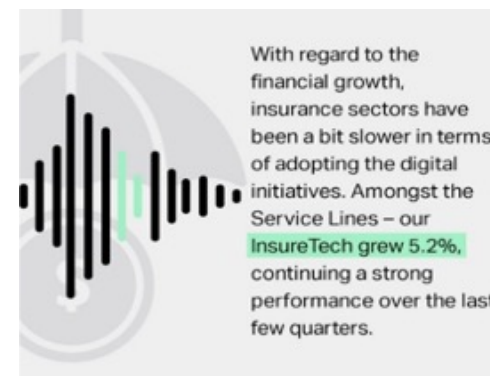
Audio Transcription

Content Services
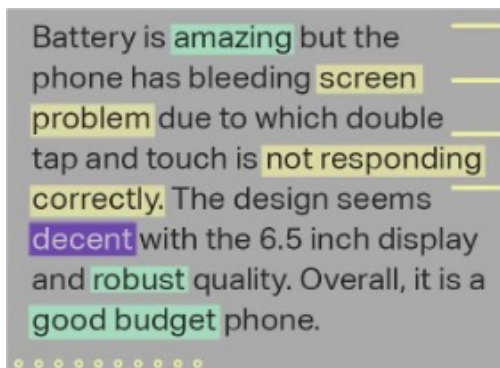
Data Extraction

Data Matching
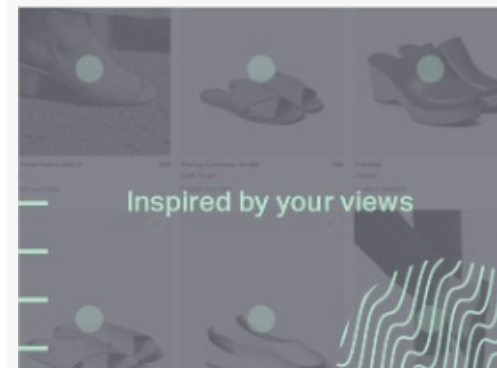
Data Mining & Enrichment
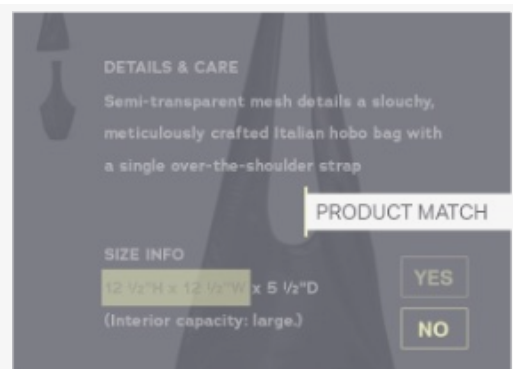
Deduplication
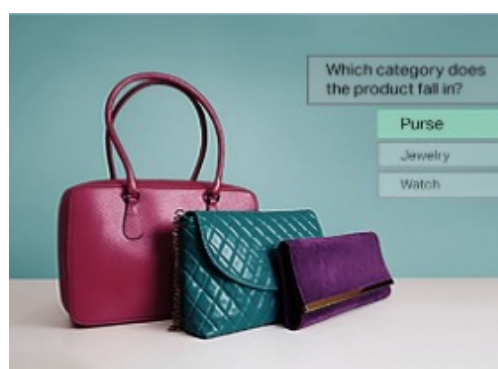
Categorization
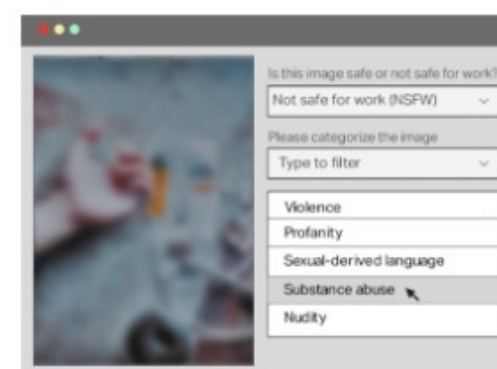
Content Moderation

Ango Hub | End-to-End Data Annotation Platform
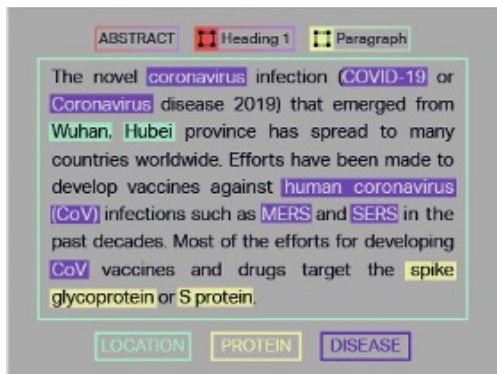
Supercharge your Data
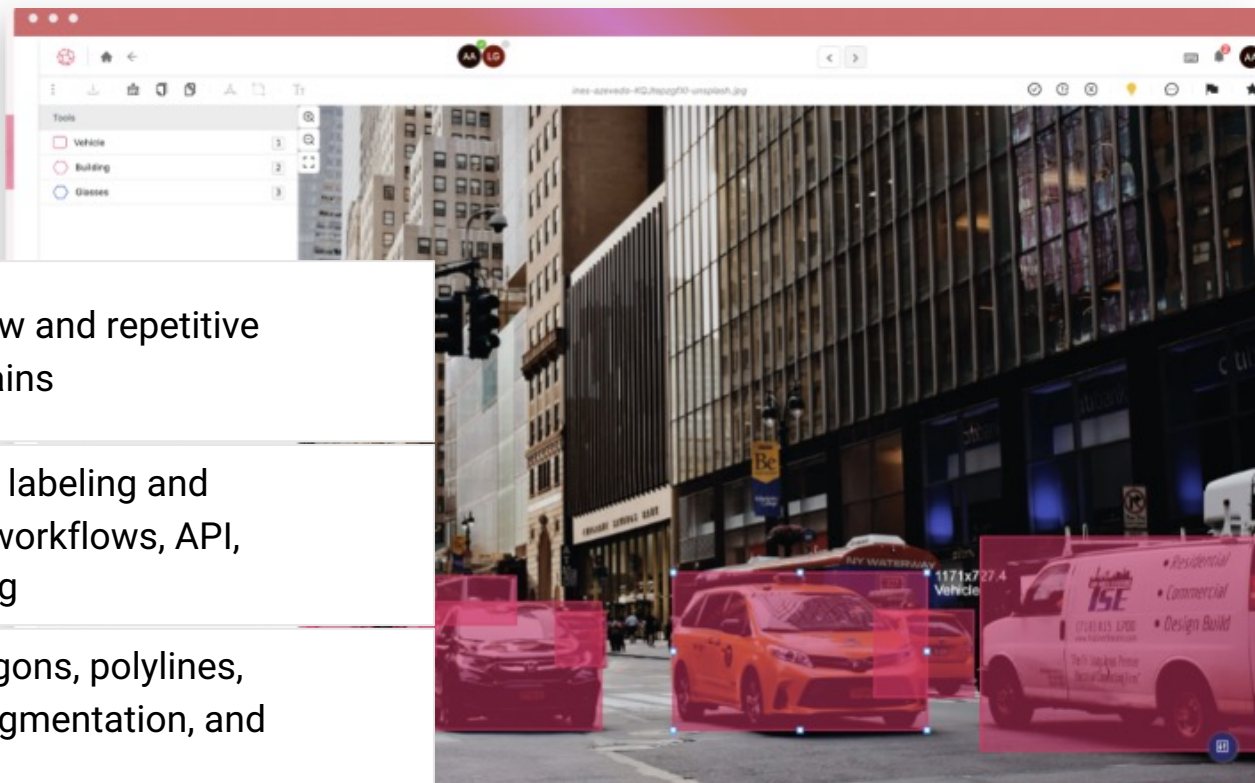
AI Assisted Features	● Automate the workflow and repetitive tasks for efficiency gains
Best-in-class	● Image, video, and text labeling and features like custom workflows, API, webhooks, and tasking
Multiple annotation types	● Bounding boxes, polygons, polylines, keypoint, semantic segmentation, and more
Integrated Plugin Library	● For pre-labeling or bringing custom models into your projects

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AI-Assisted Features **for Faster Turnaround**

Automates the workflow and repetitive tasks and allows annotators to focus on high-quality annotations.
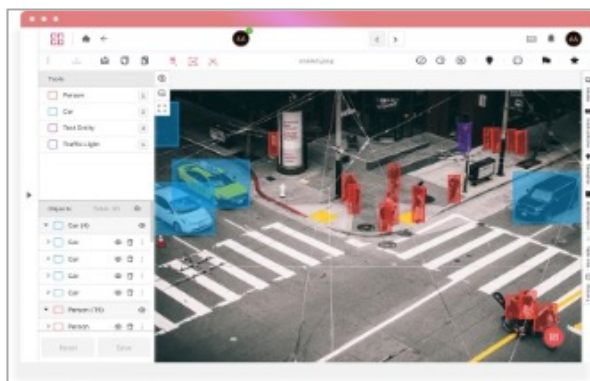
Model Plugin
Auto-labeling with a highly-trained ML model for improved efficiency
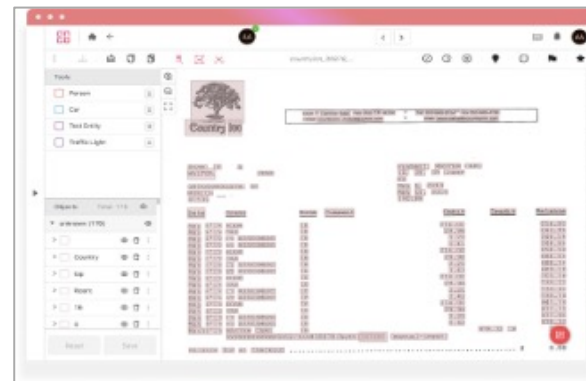
OCR
Detect, transcribe, and localize the text on an image
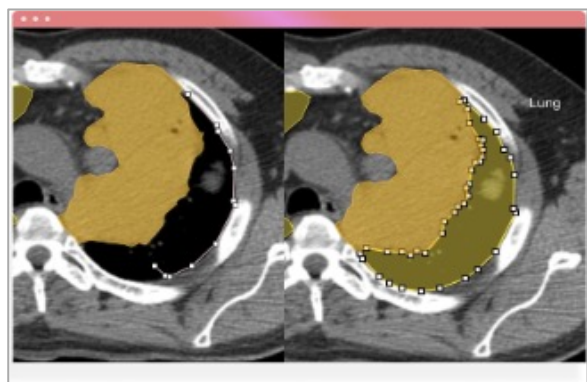
Magnetic Lasso
Encapsulate objects within a polygon to detect object boundaries

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Analytics & Insights for Better Project Management

- **Real-time Monitoring**: Track the no. of labels done, the quality of labeling, and more

- **Performance**: Review annotator performance and get insights on TPT, and accuracy

- **Issue Management**: Ensure all questions, doubts, and outliers are addressed

- **Access Control**: Manage teams access and user permissions by profile or role
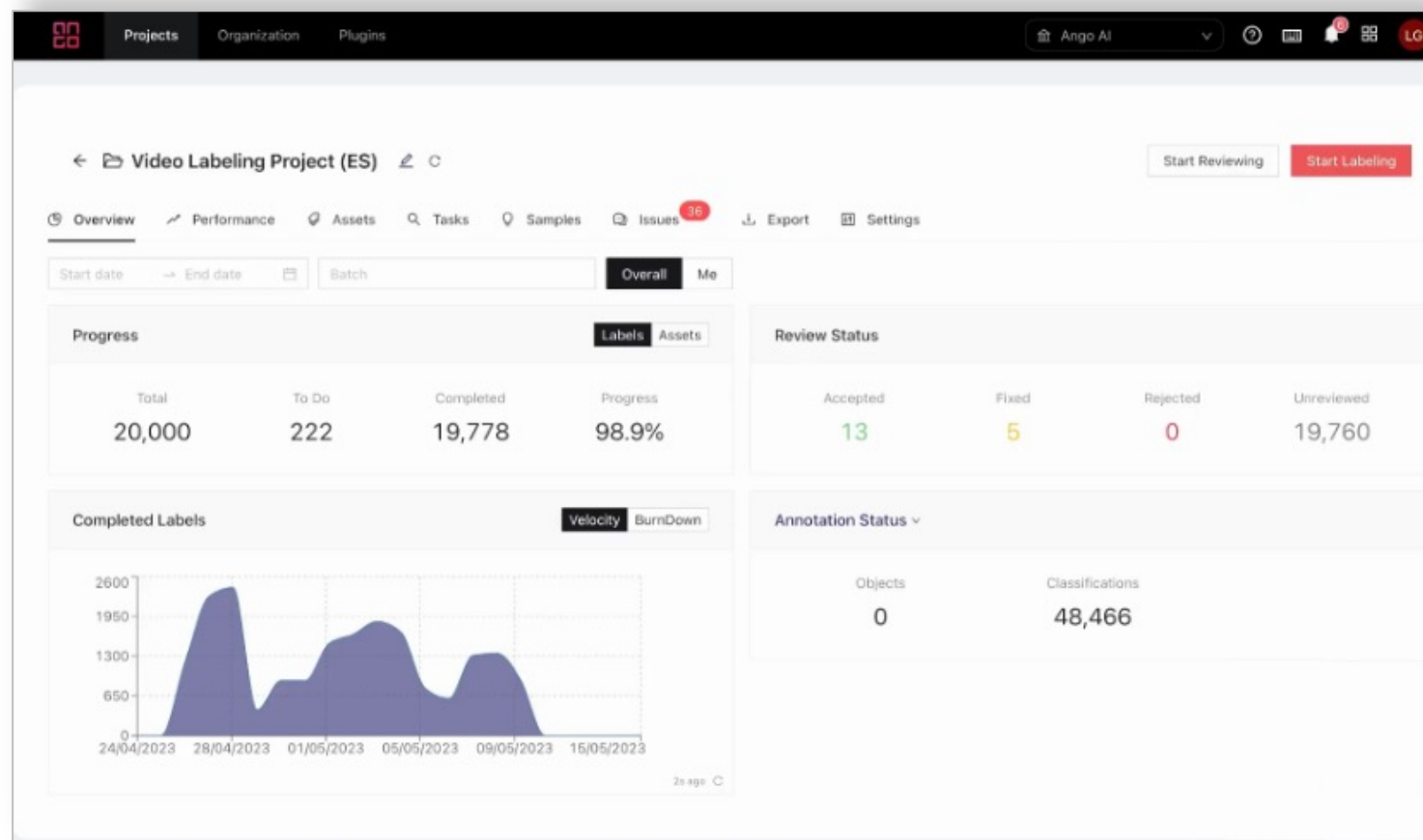
Expertise & Support

Global Workforce

10 Centers - US, India & Bhutan

Los Gatos
California

New Orleans
Louisiana

Kolkata
India

Corporate Headquarters
Los Gatos, California
United States

Professional Services
- Solution Architects
- Customer Success
- Engineering Solutions

**Centers of Excellence
For AI Training Data**
- United States
- India
- Bhutan

India Headquarters
- Engineering
- Learning & Development
- Technical Training
- Resource Mgmt.

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AI Expertise: Human-in-the-loop Teams

Support
Labeling guidelines with real-time project monitoring

Industries
Autonomous Mobility, Healthcare, Technology, Agriculture, and more

10+ Years of Experience in Data Annotation

Rapid Scalability
Edge-case management with 2-step quality control

Customer Success
Resource, task, and performance management

Expert-led
Validations, corrections, and guaranteed SLAs

One Partner, Many Solutions

COMPUTER VISION

- Document AI
- Image Annotation
- Video Annotation
- LiDAR Annotation
- Digital Street Mapping

NATURAL LANGUAGE PROCESSING

- Conversational AI
- Named Entity Recognition
- Entity Linking
- Text Classification
- Sentiment Analysis
- Topic Analysis
- Intent Analysis
- Audio Transcription
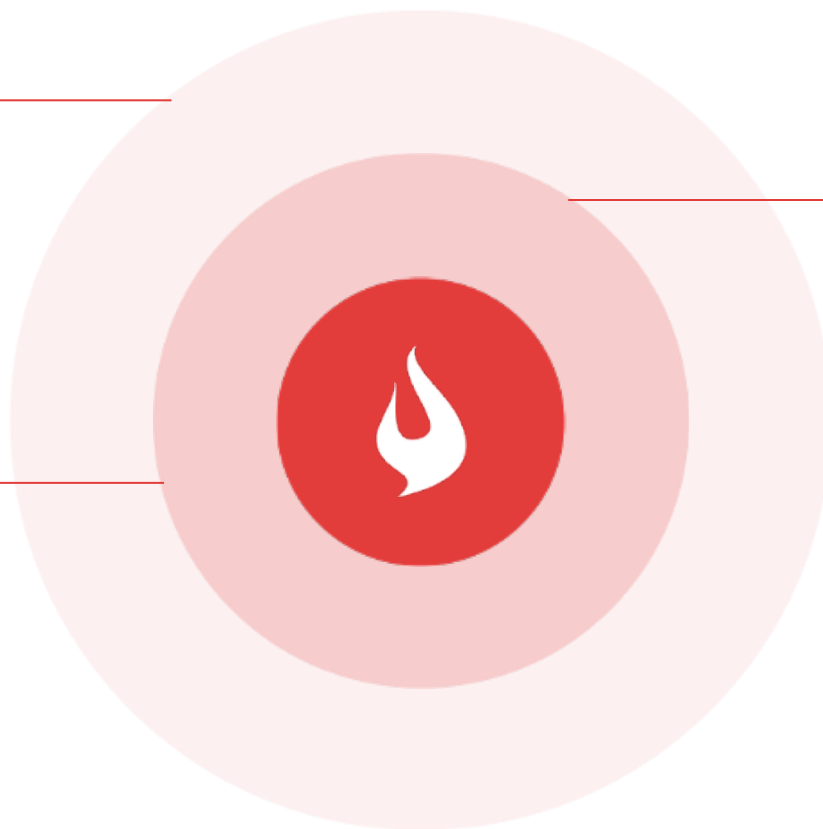
CONTENT SERVICES

- Content Curation, Validation, Classification, and Moderation Services
  - Video, Image, Text, Speech, Map, and Entity Metadata
- Entity Matching and Validation
  - Supply Chain Product Matching
  - Entertainment Content Matching
  - Product/items
  - Map Entity Validation
- Metadata Enrichment and classification
- Product Recommendation Engines
  - Search Relevance Analysis
  - Ad Relevance Analysis

Process for Delivering Quality

Requirement Definition	Tool Selection	Talent Sourcing & Training	Resource Management	Data Annotation	QC & Reporting
iMerit Solution Architects	**iMerit Partnerships & Solutions Architects**	**iMerit One**	**iMPP Platform**	**iMerit Full Time Skilled Workforce**	**iMerit Ground Control & QC Human Oversite**

Requirement Definition
- Solutions Architects with domain expertise work with clients to further refine their requirements, design solutions for workflows and leverage their experience in improve the process for overall outcomes
- Ensures the Technologies, Talent and Techniques for optimal quality and throughput.

Tool Selection
- iMerit's tool-agnostic approach provides deep experience and expertise across 3rd party tools, clients' proprietary tools, and iMerit's own tools
- Identifying the best tool for the job relative to the requirements and tasks being completed.

Talent Sourcing & Training
- Talent sourcing for skilled workforce development

  nudip
  Life. Transformed.

  Deshpande Foundation

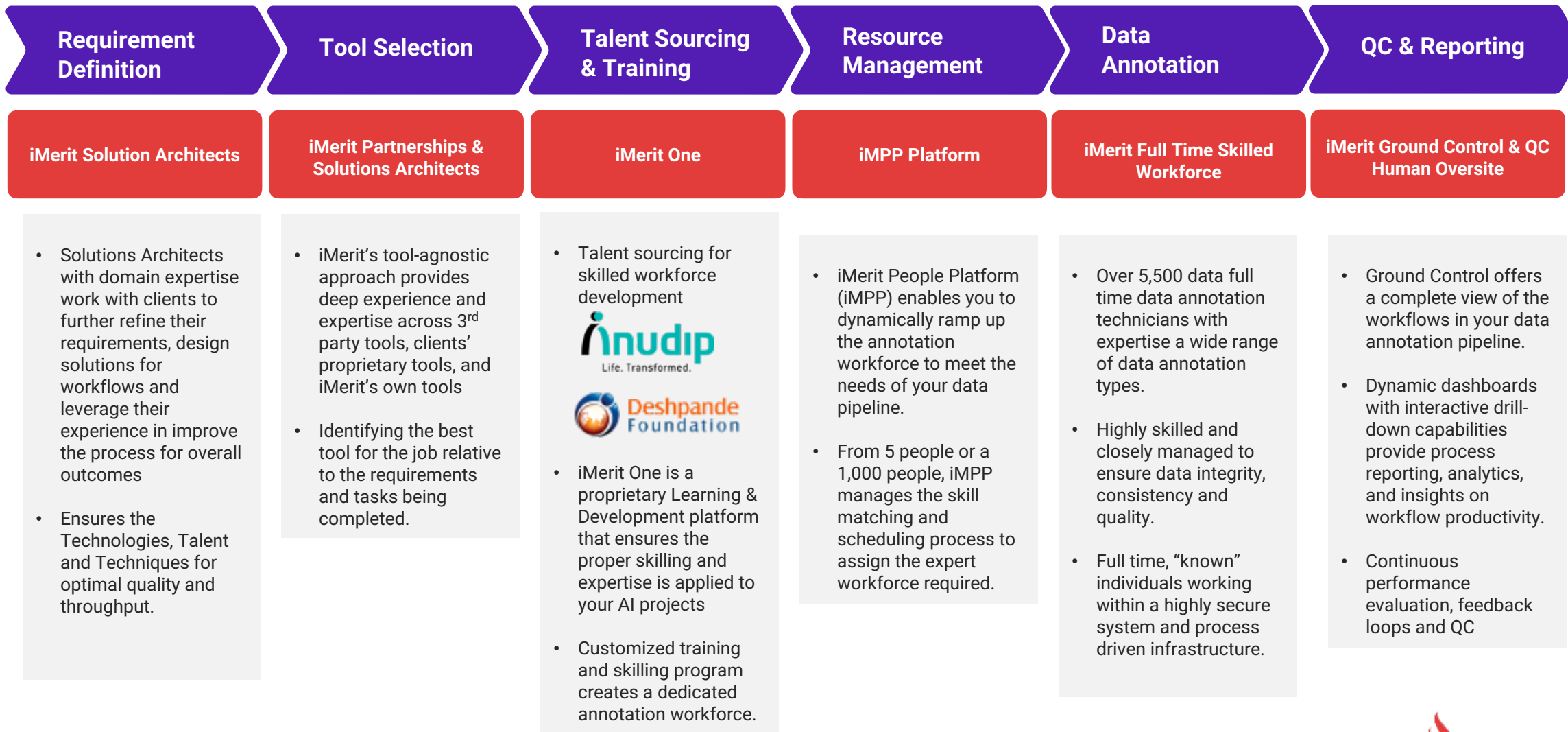- iMerit One is a proprietary Learning & Development platform that ensures the proper skilling and expertise is applied to your AI projects
- Customized training and skilling program creates a dedicated annotation workforce.

Resource Management
- iMerit People Platform (iMPP) enables you to dynamically ramp up the annotation workforce to meet the needs of your data pipeline.
- From 5 people or a 1,000 people, iMPP manages the skill matching and scheduling process to assign the expert workforce required.

Data Annotation
- Over 5,500 data full time data annotation technicians with expertise a wide range of data annotation types.
- Highly skilled and closely managed to ensure data integrity, consistency and quality.
- Full time, "known" individuals working within a highly secure system and process driven infrastructure.

QC & Reporting
- Ground Control offers a complete view of the workflows in your data annotation pipeline.
- Dynamic dashboards with interactive drill-down capabilities provide process reporting, analytics, and insights on workflow productivity.
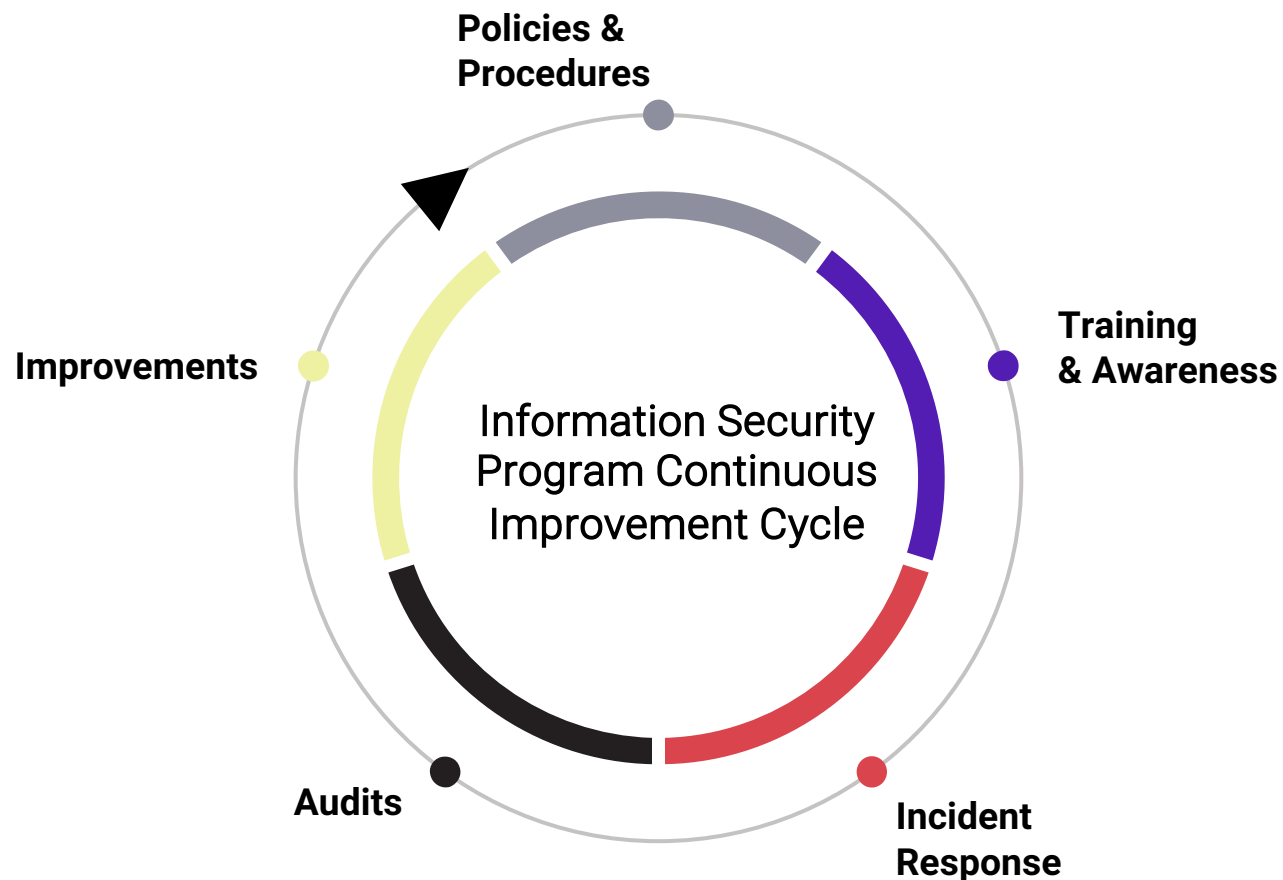- Continuous performance evaluation, feedback loops and QC

iMerit

Data Security

Your data is our best kept secret.

- Full time workforce with known backgrounds
- Physical Security
- Platform Security
- Application Security
- Data Security
- Network Security
- Information Security

Information Security Program Continuous Improvement Cycle

- Policies & Procedures
- Training & Awareness
- Incident Response
- Audits
- Improvements

Thank You

Leveraging human intelligence, expertise and technology to provide the data insights needed to advance AI

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