

# DISCOVER ZEN3

INDUSTRY-LEADING TECHNOLOGIES | PROVEN BEST PRACTICES | GLOBAL REACH

## HIGH-QUALITY DATA AT SCALE

ENHANCE YOUR MACHINE LEARNING MODELS



 **ZEN3**  
INFOSOLUTIONS  
A Tech Mahindra Company







# ABOUT US

An AI first, data driven, and cloud native organization, Zen3 supports several Fortune 100 and many other globally renowned companies in the areas of application development and support, content localization, machine learning and analytics, and speech services.

We support the most innovative companies in the world with the creation of training data sets for their AI/ML models. With a presence in five countries, Zen3 is a 1500+ employee-strong data services organization that is consistently growing.



## Global

We have experience in supporting global customers. We have presence in five countries and have three major delivery centers in the USA, UK, and India.



## Inclusive & Diverse

We are a workplace which promotes inclusion and diversity. We are a woman-owned and operated enterprise. Women professional represent 30% of our workforce.



## Proven

We have been a preferred partner for several large-scale organizations for delivering technology support, content, localization, and analytics services.



## Scalable

We specialize in delivering multiple projects at scale. Our team of 1200+ data professionals globally continues to grow.



# THE ZEN3 ADVANTAGE



## Proven Quality

With over 150 million annotations done for clients in the past three years, we have maintained a robust quality assurance process that drives 95% accuracy. Training ensures consistent analytical standards, bringing individual disagreement rate below 5% across projects.



## Talent Advantage

Human-powered data pipelines require committed personnel. We have maintained a 0% attrition rate for HIL middle management over the last three years, all while scaling up hiring to support data pipelines across the US, Europe, and Asia. Our dedicated talent acquisition teams based in Seattle, Singapore, Hyderabad, and Delhi ensure continued access to premium talent.



## Value-Focused

Our HIL projects center on proven cost-management practices, with prices 30-50% below leading competitors. An absolute dedication to process improvement has led to a consistent long-term throughput acceleration across all data annotation efforts. We have even proactively identified new efficiencies for large-scale labeling efforts by suggesting workflow improvements to our clients.



## Deep Expertise

With 130+ editorial resources with rich digital and print media experience engaged currently, we have the expertise needed to support even the most complex media-rich data pipelines. Our subject matter expertise is coupled with deep knowledge of the content management tools to administrate these efforts efficiently.

# DATA SERVICES PROGRAM

Our data services program has been designed for accuracy and scale and covers all media types. We can collect, annotate, analyze, and deliver data entities., no matter how complex the problem statement.

Our comprehensive data support services include collection, translation, labeling, annotation, quality-check and model building.

In addition to annotating all data types, we offer content localization, moderation and contextualization services. Our content moderation services are designed to help ensure that data on your platform follows your content and advertisement policies.



150 Mn+  
Data Tasks Delivered



1300+  
Team of Experts



20+  
Languages



13+  
Markets

## OUR INFRASTRUCTURE



Access controlled with  
biometric authentication



Security & compliance



Realtime monitoring



Strong IT governance



Business continuity

We have the robust toolkit and in-house expertise needed to handle the full gamut of multimedia data types.

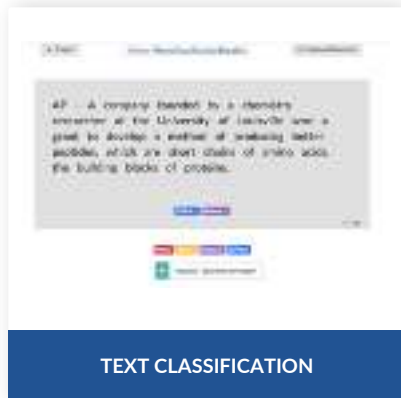
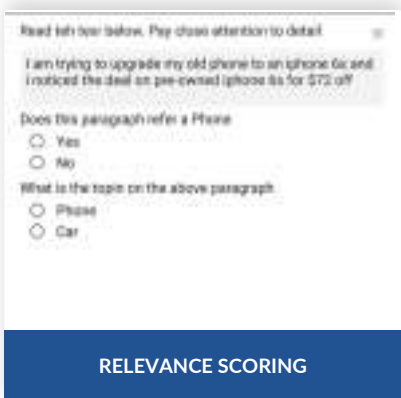
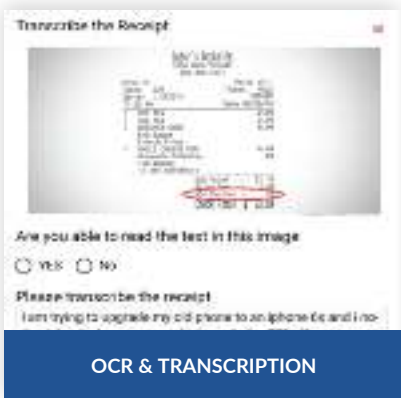
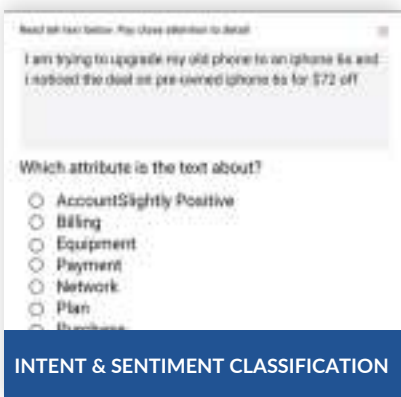
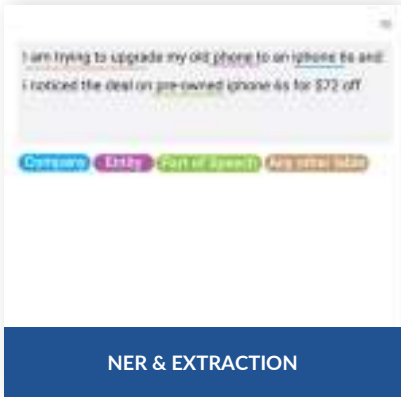


# TEXT AND NATURAL LANGUAGE PROCESSING

Even the simplest document may contain a depth of information about the state of mind, intent, and motivation of the author. At Zen3, we apply advanced machine learning automation to collect, process, label, and analyze your text data sets according to your unique data needs.

Our end-to-end text annotation services also include translation, transcription, and text moderation.

- Named entity recognition and information extraction using NLP
- Intent and sentiment classification
- Utterance collection
- Optical character recognition (OCR) and transcription
- Relevance scoring
- Text categorization



# IMAGE, VIDEO & COMPUTER VISION

Our highly trained and experienced human analysts leverage industry-leading practices, customized tools, and machine learning automation to unlock insights from your image and video data. We also help you develop enterprise-grade self-learning platform to create intelligent computer vision models.

- Human intelligence + cutting-edge ML tools
- Enterprise-scale categorization
- Classification based on quality, product type, image content or any other judgments
- Accurate labels using tooling that includes bounding boxes, polygons & line labels
- Custom ontologies with support for multiple classes
- Pixel-level labeling for computer vision
- Custom landmark detection jobs using dots



**BOUNDING BOX**



**POLYGON SEGMENTATION**



**LANDMARK ANNOTATION**



**SEMANTIC SEGMENTATION**



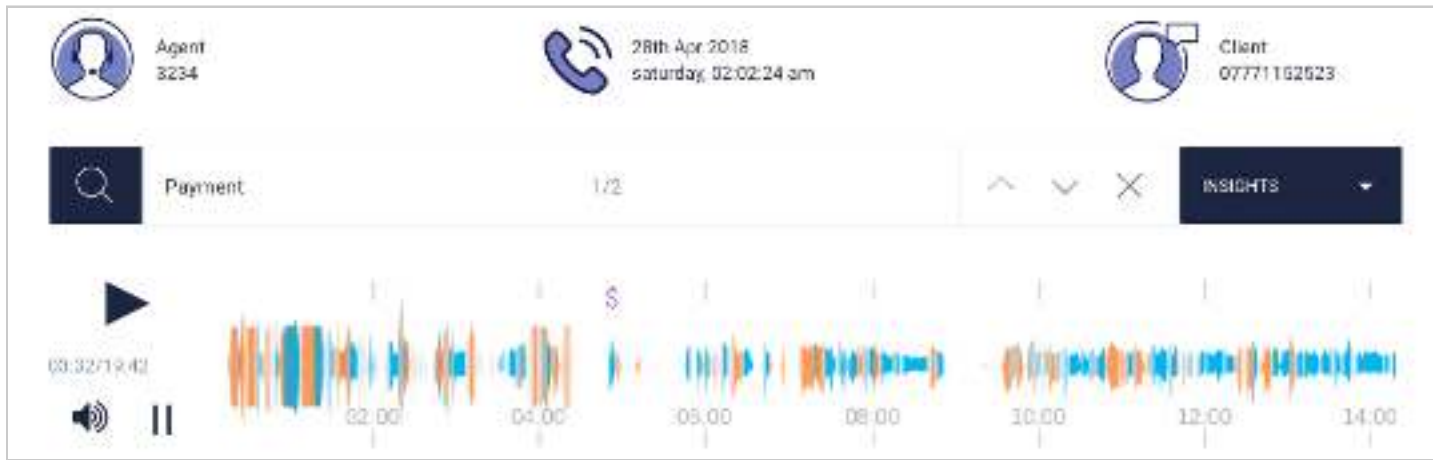
**3D POINT CLOUD ANNOTATION**



**VIDEO OBJECT TRACKING**

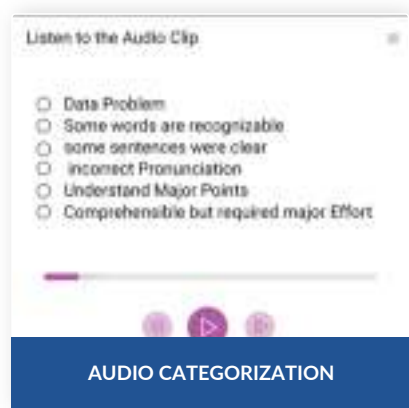
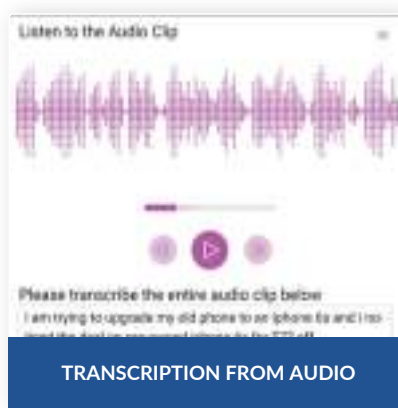
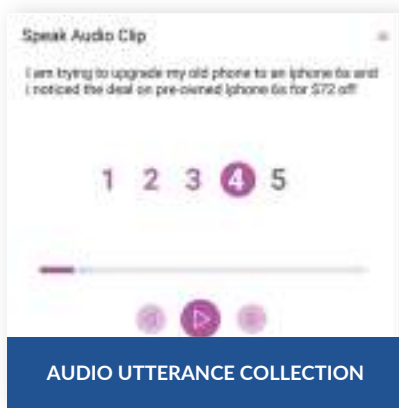


# AUDIO & SPEECH RECOGNITION



Speech is an information-rich source of data. However, a mere static, uncategorized audio recording is of little use. We annotate and contextualize your speech data to integrate with broader analytics so that it fulfills your specific business criteria.

- Experience in managing large utterance collection, transcription and labeling services for clients
- Audio collection in various formats including direct collection, in-car audio, studio recording, contact center recordings and crowdsourced utterance collection at scale
- In-house team of linguists and transcribers for European & Indic languages
- Easily accessible private crowd of 700+
- Custom ontologies with support for multiple classes
- In-house automated speech recognition engine with current capabilities in multiple languages
- Simulation of domain-specific conversations





# MAPS ANNOTATION SERVICES

Maps are location-rich data sets that contain valuable insights into the behavior, experience, and expectations of your customers and enterprise users. It takes deep domain knowledge and advanced tools to analyze the complexity of maps. Our experts use proven methodologies to select map data sources for client-specific goals and build efficient data pipelines at scale.

- On-demand collection of data sets
- Custom labeling
- Marking venues
- Annotation of mixed media
- Collection of rich attributes
- Side-by-side analysis
- Relevance measurement
- In-house real-time validation & QA



MIXED MEDIA CURATION



INDOOR VENUE MAPS



COMPETITOR COMPARISON



GEO QUERY INTENT



GEO RESULT RELEVANCE



LANE GUIDANCE LABELING

# GOVERNANCE FRAMEWORK

We have a through governance mechanism in place which ensures delivering extraordinary value to clients.

## Delivery Quality Assurance

- Working closely with client delivery teams
- Root cause analysis on issues
- Internal audits
- Identifying training needs
- Building internal knowledge base
- Recommendations to address process issues

## Program Management

- Internal & external stakeholder communication
- Weekly review of key metrics
- Quarterly business review
- Scorecards/dashboards
- Ramp up/down decisions
- Continuous improvement
- Value-adds to customer

## Team Management

- Strong hiring processes
- Effective knowledge percolation through robust training
- Effective collaboration
- Daily scrums
- Performance management
- Attrition reduction
- SLA focus

# PROCESS

Zen3's data services team follows a stringent process to ensure the highest quality data delivery for ML teams to get the best possible output. From collection to annotation to analysis, we have SLAs that cover all aspects including annotator screening and training, SLA management, change management, project management, reporting, and delivery.

- On-demand collection of unstructured data
- Defining objectives and scope
- Finalizing SLAs
- Training bootcamps for annotators
- Downloading ML-Ready data and reports
- Annotation program launch (human intelligence + ML)
- Allocation, settings, targets & project management
- Access to 'golden hits' & set benchmarks







## OUR CLIENTS



## OUR PRESENCE



### SEATTLE HQ

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