

Quadrant Resource Data Labeling Capabilities



QUADRANT RESOURCE



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Quadrant Overview

Our vision is to become the number one choice of any customer for all IT services globally.

We are a Premier Cloud & Data Technology Services Organization established in 2004. We have a proven delivery track record and enjoy a trusted partner status with several Fortune 1000 companies. We are a Global Delivery Team with a Vision to be your Local Partner. Inc 500 and Geekwire have recognized us as the #1 fastest growing company in the US Northwest region based on our exponential growth.

Best in Class Talent



Team of over 1,300
Experienced Professionals

Our Global Presence



Offices in Redmond WA, Dallas TX,
Vancouver BC, Bengaluru and
Hyderabad (India)

Fortune 1000 Clients



Several Fortune 1000 clients
across industries

Industry Recognized Performance



Inc 500 2019 Rank - #183
Deloitte's Fastest Growing
2020 Rank - #59

Comprehensive Service Portfolio



Data Preparation, Data
Annotation/Labeling & Model Testing
Services for Machine Learning & Data
Science; Broad portfolio of other
technology services

Strong Partnerships



Partnerships with some of
the biggest technology firms

Quadrant Data Labeling/Annotation Capabilities

- Global spending on AI & ML expected to hit **\$97.9 billion** in 2023, growing **28%** annually (per IDC)
- **Data Labeling & Obtaining Large Training Data Sets** identified as **top two limitations** for the growth of Artificial Intelligence by McKinsey

▪ **600+ FTE Data Annotators & growing**

▪ **40,000+ Crowd Annotators Globally**

▪ **2.0+ Million Hours of Data Annotation Services Delivered**

▪ **70+ Million Annotation Tasks Completed**

▪ Virtual 24x7 operation to accelerate time to value

▪ Multi-language capabilities (15+ languages – Japanese, French, German, Spanish, Chinese & others)

▪ Upstream and downstream data integration capabilities

▪ Choice of data annotation tools – custom or ready-to-use (including UHRS)

▪ Strong data quality assurance & data management capabilities

▪ Technology integration expertise

▪ Cloud Integration Capabilities

▪ Clientele includes world's largest retail & technology giants

Data Annotation/Labeling Services – Service Portfolio

We have delivered highly complex data annotation engagements across several Industry, Machine Learning and Application domains.

- Classification – tag a picture as a family pic, a video as a movie etc.
- Recognition – recognize text, objects, people, brand names etc.
- Semantic Segmentation – mark objects within a picture as people, cars etc.
- Audio/Video Segmentation – break audio, video into parts

Intent/Purpose



- Images
- Audio
- Video
- Text – Structured, OCR, Transcribed
- IoT/Telemetry Sensor Data
- 3D/LIDAR Sensor Data

Content



- Bounding Boxes
- Polygons
- Lines
- Cuboids
- Point Clouds
- Raster marking
- Painting
- Super Pixeling
- Label Entry
- Visual Tagging
- Audio/Video Segment Marking

Utilities



- Autonomous features in cars
- Voice assistant improvements
- Automated damage detection for auto/home insurance
- Search engine enhancements
- Automated crop fertilization
- Check-out-less retail stores
- Customer service improvements

Use Cases



Judgment Based Annotation for a Technology Client

Client	A Large Technology Giant
Client Business Context	Enhance the relevance, correctness and quality of audio and video responses delivered via smart device voice assistants (such as Cortana, Alexa, Google Voice & Siri, to search queries)
Data Labeling Engagement Summary	<p>Audio</p> <ul style="list-style-type: none"> ▪ Assess whether a search query is devised/constructed properly (Yes/No Response) ▪ Judgement based rating of response to each search query (based on authenticity, correctness, relevance etc.) on a 5-pointing rating scale (Excellent, Very good, Acceptable and so on) ▪ Issue Tagging (selecting multiple tags to identify an issue with responses to queries – examples could be ‘long answer’, ‘invalid query’ (query doesn’t make sense sometimes), ‘speech issue’ (poor audio quality or unintelligible speech etc.) <p>Video</p> <ul style="list-style-type: none"> ▪ All the above ▪ Correctness of understanding query (whether the displayed text is exactly the question/query posed by the user) (Yes/No Response)
Value Delivered by Quadrant	<ul style="list-style-type: none"> ▪ Average annotation accuracy quality score of 90% ▪ Average Audio task throughput of 30-35 queries per hour; 40K queries per month ▪ Average Video task throughput of 25-30 queries per hour; 30K queries per month

Content Annotation for a Technology Client

Client	A Large Technology Giant
Client Business Context	Ensure the results of a search query are relevant and are ranked based on objective criteria.
Data Labeling Engagement Summary	<ul style="list-style-type: none"> ▪ Analyze search results and rate each of them on multiple attributes (5-6 rating parameters such as freshness, location context, credibility/authoritativeness etc.) on a 5-point rating scale based on guidelines (180 pages of guidelines) ▪ Evaluate the Landing Page for each search result and rate the same on a 5-point rating scale based on estimated user satisfaction ▪ Verify freshness, location, credibility and authority attributes.
Value Delivered by Quadrant	<ul style="list-style-type: none"> ▪ Average annotation accuracy quality score of 80%-100% ▪ Average task throughput of ~35-45 tasks per hour

Comparative Annotation for a Technology Client

Client	A Large Technology Giant
Client Business Context	Validate whether a recommended website is indeed an authoritative source of information for a given topic based on guidelines provided.
Data Labeling Engagement Summary	<ul style="list-style-type: none"> ▪ Perform the search in another search engine; Look up another topic-specific website to assess authoritativeness of results in client’s search result set (considering the language/region context) ▪ Evaluate the results from a cultural / regional / contextual relevance ▪ Rate the result on a 5-point scale based on guidelines provided
Value Delivered by Quadrant	<ul style="list-style-type: none"> ▪ Average annotation accuracy quality score of 85% - 95% ▪ Average task throughput of ~50 tasks per hour

Judgment Based Content Annotation for a Technology Client

Client	A Large Technology Giant
Client Business Context	Enhance the quality, accuracy and relevance of content provided in response to a search query/question
Data Labeling Engagement Summary	<ul style="list-style-type: none"> ▪ Analyze the answer paragraph generated for the user query to assess the quality, accuracy and relevance of the response content (Labeler sees only a paragraph and a link as a response to a query) ▪ Evaluate the query response on a rating on a scale (based on extensive guidelines – 150 pages) – evaluation is a multi-step decision-tree based assessment/judgement – however the rating is a summary level rating.
Value Delivered by Quadrant	<ul style="list-style-type: none"> ▪ Average annotation accuracy quality score of 90% to 95% ▪ Average task throughput of ~40-50 tasks per hour

Product Tagging for a Global Footwear Giant

Client	Global Footwear Giant (through their Global Cloud Technology Partner)
Client Business Context	Client needed to capture the consumer perception of the aesthetics, comfort and value of their footwear products from a sample audience to use as an input to a product recommendation engine.
Data Labeling Engagement Summary	<ul style="list-style-type: none"> ▪ Project involved image annotation for a large gallery of product (footwear) images. ▪ Each annotator is shown 1,000+ product images sequentially and the annotator is required to select certain checkboxes and radio buttons on the screen as well as enter text into specified fields, corresponding to the color, feel, style and other product attributes. ▪ Each annotation task (annotating one product) needed to be performed within the SLA time of 30 seconds. ▪ Annotation tasks needed to be performed on the client’s technology partner cloud platform.
Value Delivered by Quadrant	<ul style="list-style-type: none"> ▪ Quadrant assembled and deployed a team of 100 annotators over a weekend ▪ Delivered over 127,000 tasks beating the SLA requirement (average task performance time of 27 seconds)

OCR Data Collection for a Vision Solutions Client

Client	A Fortune 500 Vision Solutions Client (through their Data Labeling Platform Partner)
Client Business Context	A Fortune 500 Vision Solutions Client needed training data for their OCR solution to automate the process of reading, comprehending and capturing data from handwritten healthcare forms.
Data Labeling Engagement Summary	<ul style="list-style-type: none"> ▪ Project involved printing provided dummy forms, filling out the forms, scanning the forms, uploading the forms into client’s data labeling platform and annotating specific fields on each form. ▪ Each annotator is required to print, fill out, scan and upload 10 distinct forms. ▪ Specific fields on the scanned form needed to be annotated using bounding boxes with a certain level of precision (bad ones are rejected).
Value Delivered by Quadrant	<ul style="list-style-type: none"> ▪ Quadrant put together a team of 80 annotators in less than a week. ▪ Trained the team in using the client’s data labeling platform and in performing precise bounding boxes. ▪ Delivered all assigned forms (and all the annotation tasks) meeting client quality requirements in less than a week.

Speech to Text Validation for a Specialist Data Labeling Firm

Client	A Specialist Data Labeling Firm in Asia
Client Business Context	Validate the accuracy of automated speech to text conversion for a large volume of audio files (English audio in multiple regional accents across the globe – US, European, African & Asian)
Data Labeling Engagement Summary	<ul style="list-style-type: none"> ▪ Listen to each audio file and compare the converted text to the spoken words/phrases ▪ Modify/correct the converted text per the guidelines provided (to correct missing punctuation, capitalization, spacing etc.) ▪ Submit the converted text as-is or with modifications
Value Delivered by Quadrant	<ul style="list-style-type: none"> ▪ Average annotation accuracy quality score of over 95% ▪ Average Audio task throughput of 3,000 tasks per hour; Over 500,000 audio files processed in a month



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Thank You