Capgemini

DATA LABELING SERVICES

Deliver data at scale through leveraging frictionless end-to-end data labeling operations

GET THE FUTURE
YOU WANT

Increased scalability · **Improved data quality** · **Increased speed** · **Enhanced flexibility** · **Reduced cost**

The challenge of delivering quality data at scale

The growing integration of tools based on intelligent process automation and artificial intelligence (AI) is enabling organizations to unlock value from their business operations.

Leveraging a digitally-augmented workforce at scale is helping organizations drive enhanced workforce productivity, operational efficiency, customer satisfaction, revenue, and agility.

However, organizations are being hampered by the availability of project-specific data, the cost of skilled human resources to prepare data efficiently, and the time and complexity required to scale resources up and down.

Indeed, up to 40% of all AI project effort is spent on data preparation, while 96% of machine learning and AI projects don't succeed due to lack of quality data.

The Frictionless Enterprise

The Frictionless Enterprise seamlessly connects processes and people, intelligently, as and when needed. It dynamically adapts to your organization's circumstances to address each and every point of friction in your business operations.

At Capgemini, we have applied the Frictionless Enterprise to enhance cohesion across our entire suite of products and services. This enables us to respond rapidly to your changing requirements and deliver your specific business outcomes in a value-focused way.

We implement ways to detect, prevent, and overcome frictions – leveraging our latest thinking, organizational design, and intelligent solutions to achieve our goal of effortless operations.

Leverage scalable, frictionless data preparation to drive accelerated development and implementation of AI solutions

Capgemini's **Data Labeling Services** enables scalable, end-to-end data labeling and annotating operations that drives enhanced agility and business outcomes to your organization.

Our solution leverages a low cost, frictionless data preparation process to deliver a high volume of AI-ready data, created or cleaned, labeled, and augmented with security, privacy, and scale-ready focus. This enables you drive accelerated development and implementation of AI solutions at scale to deliver:

- **Increased scalability** – match your annotation workforce with varying demands for data
- **Improved data quality** – leverage high quality datasets to improve the accuracy of your AI models
- **Increased speed** – accelerate the annotation of your data to drive faster business outcomes from AI
- **Enhanced flexibility** – customize the solution design to overcome a business challenge
- **Reduced cost** – leverage a managed service that takes care of your end-to-end, data labeling requirements at the optimal pricing.

In turn, this helps you to transition to – what we call – the Frictionless Enterprise.

Leverage end-to-end data labeling services

- Scalable and project-certified resources with global and 24/7 delivery
- Machine learning-assisted and synthetic data generation
- Security built in by design
- Full audit trail and privacy assurance for annotated data
- Machine learning engineering to generate value from annotated data

Drive enhanced value from your data through leveraging intelligent automation

Our solution provides data at true scale through delivering data labeling managed services across all three tiers of the maturity curve:

- **Manual data labeling** – deploy project-certified resources with the minimum ramp-up time, scale your resource pools with the minimum commitment, and bring your own software or leverage project-customized software
- **Machine learning-assisted labeling** – extend your human workforce with dedicated tools or models to reduce annotation time:
  - **Assisted** – data labeling operator receives new data that supports a decision
  - **Pre-labeled** – task is run by the automated solution, and augmented by a data labeling operator
  - **Automated** – task is automated with a predictable outcome, and reviewed by the data labeling operator
- **Synthetic data generation** – leverage generative adversarial network (GAN) solutions to create new datasets, and overcome the challenge of security, privacy, and wide datasets.

Data Labeling Services is part of the Capgemini Group's Perform AI – a comprehensive portfolio of AI and Analytics services that provides your organization with the ability to leverage the full transformative power of data and AI at scale.

Activating data and insights at the heart of your business, in your everyday decisions and actions, enables you to augment your organization's intelligence, and amplify the business outcomes you expect from data and AI.

By leveraging the full capabilities of the entire Group – from strategy and design through to global implementation and management – Perform AI helps you:

- Define the right strategy with industrialization, operationalization, and scale in mind
- Take the right approach to finding actionable, trusted insights for your teams, as well as including them in your transformation journey
- Build and implement the right solutions for your business, with the right continuous deployment and operations to maximize their positive impact.

Drive continuous improvement of your data labeling processes

Capgemini's renowned Digital Global Enterprise Model (D-GEM) platform encompasses the tools and techniques for reshaping and streamlining your data labeling processes to deliver increased efficiency, faster time to market, and an enhanced, customer experience.

By dynamically adapting to your organization's circumstances to address each and every point of friction in your business operations, D-GEM leverages our ESOAR methodology (Eliminate, Standardize, Optimize, Automate, Robotize) to reimagine your data labeling requirements in the light of intelligent automation, enabling you to implement straight-through processing and automated solutions while delivering the best impact and outcomes to your business users.

ESOAR identifies opportunities to eliminate processes up front if necessary, and enhances your existing investments in technology, setting the agenda for a holistic approach to transformation of your business operations.

Why Capgemini?

As one of the world's leading technology providers, Capgemini has a long and rich history of transformation and deep operational knowledge, with a renowned, market-leading portfolio of innovative services, tools, and methodologies underpinned by a strong tradition of innovation powered by intelligent automation.

This combination of technology, methodology, and scalable global resource pool of dedicated data annotators enables us to work with you in a truly collaborative manner to deliver accelerated value and minimized risk to your business in the digital age. We leverage a dedicated training curriculum created for each project, project-certification to ensure an appropriate level of context behind each task, and serve both generic and advanced annotation tasks.

We also leverage a realistic, pragmatic approach to intelligent automation, which is aligned with the expectations, aspirations, and outcomes of our clients' businesses, and our strong reputation as a trusted partner that focuses on transparency, privacy, and security precedes us.

More importantly, we're done it before.

" *Capgemini has emerged as a Leader and Star Performer in Everest Group's PEAK Matrix® for Intelligent Process Automation (IPA) solutions in 2022. In addition to its strong partner ecosystem in Intelligent Automation, it also offers a wide range of packaged solutions across different process areas. Capgemini's extensive library of use cases and pre-trained implementation accelerators, and varied consulting frameworks, differentiate and position it well for success."*

Ashwin Gopakumar
Practice Director, Everest Group

Annotating manufacturing defects for a leading automotive manufacturer

This leading automotive manufacturer needed to improve its product quality and improve process efficiency by identifying and fixing manufacturing defects in its products.

Capgemini designed and implemented an AI-based solution to annotate the organization's huge data set and implemented high-quality data to train its machine learning model. This included:

- Custom workflow for data labeling to ensure quality checks at each stage with rule-based validations
- A team of experienced and highly skilled resources
- Project-specific training and certification
- Close collaboration to ensure alignment between expectations and deliverables
- Continuous improvement through re-training, updating guidelines, and standard operating procedures as required.

In turn, this enabled the client to implement an AI-based, data-driven solution to fix manufacturing defects and deliver a range of business outcomes, including:

- A fully managed service requiring minimal intervention and effort
- Reduction in process time to < 1min
- Reduced administrative and inspection costs
- Improved process quality

We are winners!

Everest has positioned Capgemini as a "Leader" in its PEAK Matrix® for Intelligent Process Automation Providers 2022 due to our extensive expertise in this area. While Avasant has positioned Capgemini as Leader in its Intelligent Automation Services 2021–2022 RadarView™ report.

To learn more about how Capgemini's Data Labeling Services helps you deliver data at scale, contact:
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About Capgemini

Capgemini is a global leader in partnering with companies to transform and manage their business by harnessing the power of technology. The Group is guided everyday by its purpose of unleashing human energy through technology for an inclusive and sustainable future. It is a responsible and diverse organization of 325,000 team members in more than 50 countries. With its strong 55-year heritage and deep industry expertise, Capgemini is trusted by its clients to address the entire breadth of their business needs, from strategy and design to operations, fuelled by the fast evolving and innovative world of cloud, data, AI, connectivity, software, digital engineering and platforms. The Group reported in 2021 global revenues of €18 billion.

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