



# Data Annotation and Labeling (DAL) Solutions for AI/ML – Provider Compendium 2024

May 2024: Complimentary Abstract / Table of Contents

Provider Compendium  
Artificial Intelligence (AI)



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- ▶ Network Services and 5G
- ▶ Oracle Services
- ▶ Outsourcing Excellence
- ▶ Payer and Provider Business Process
- ▶ Payer and Provider Information Technology
- ▶ Price Genius – AMS Solution and Pricing Tool
- ▶ Pricing Analytics as a Service
- ▶ Process Intelligence
- ▶ Process Orchestration
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- ▶ Recruitment
- ▶ Retail and CPG IT Services
- ▶ Retirement Technologies
- ▶ Revenue Cycle Management
- ▶ Rewards and Recognition
- ▶ SAP Services
- ▶ Service Optimization Technologies
- ▶ Software Product Engineering Services
- ▶ Supply Chain Management (SCM) Services
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portfolios

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## Background and scope of the research

Focus on digital transformation post-pandemic and the rise of generative AI is forcing enterprises to scale their AI initiatives. One of the critical parameters for ensuring the success of any AI initiative is access to high-quality curated data to train AI/ML models. Getting access to necessary data and then performing annotation and labeling is a time and cost-consuming activity and is often mired with challenges and issues. As a result, businesses are turning to external DAL service providers to implement DAL solutions. In their quest, enterprises seek partners capable of accelerating their time-to-market by delivering annotation projects at scale and speed without compromising data quality. They prioritize providers who emphasize building strong relationships, cost efficiency, agility, and a steadfast commitment to delivering tangible business impact and Return on Investment (ROI) at every stage of their transformation journey. Providers equipped with trained workforce and annotation platform capabilities can efficiently guide these enterprises through the DAL landscape.

**This report includes the profiles of the following 20 leading Data Annotation and Labeling (DAL) solutions providers:** Akkodis, Appen, Centific, TaskUs, TELUS International, Clickworker, Cloudfactory, CogitoTech, FiveS Digital, iMerit, Innodata, Nextwealth, Sama, Straive, LXT.AI, Desicrew, Digital Divide Data (DDD), Impact Enterprises, Innominds, Welocalize.

Each profile offers a comprehensive overview of the provider's operational overview, delivery locations, solutions offered, investments, and market success.

### Scope of this report

**Geography:** Global

**Providers:** 20 DAL service providers

**Services:** DAL services

# Overview and abbreviated summary of key messages

This report provides detailed profiles of 19 Data Annotation and Labeling (DAL) solutions providers featured on Everest Group's DAL solutions for AI/ML PEAK Matrix® Assessment 2024. Each profile offers a comprehensive snapshot of the provider's operational overview, delivery locations, solutions offered, investments, and market success

## **Some of the findings in this report, among others, are:**

### **DAL services market overview**

- Based on the extent of capability development and service providers' sweet spots within the integrated approach, we see five segments of DAL service providers (further examined in the full report)
- DAL play a crucial role in training AI/ML models and improving their accuracy
- DAL services requires two essential components - workforce and platform
- The DAL market has experienced a significant shift from basic annotation tasks towards high-value use cases, requiring specialized expertise with the rise of Generative AI/LLM models

### **Service provider characteristics**

- Akkodis, Appen, Centific, TaskUs, and TELUS International are the current leaders in the global DAL services market, with several other service providers emerging as major contenders and aspirants
- Leaders are at the forefront of innovation and driving change with organic and inorganic investments, thought leadership, and partnerships. They have also invested in building structured internal talent development programs to ensure the availability of skilled talent
- Major Contenders have shown high confidence in their sweet spots within the DAL services. They also have the vision to develop end-to-end DAL services play and are investing in talent development programs, acquisitions, IP building, and a partnership ecosystem to enable the same
- Aspirants are focused on developing expertise in their preferred annotation use cases / modalities with most investments directed toward workforce management and learning and development (L&D), among others. The differentiate themselves with cost-effective solutions by focusing on low-cost locations

# The Data Annotation and Labeling (DAL) solutions for AI/ML Provider Compendium 2024 report has 20 provider profiles

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## Provider 1 profile (page 1 of 4)

### Overview

**Company overview**  
It is a global digital transformation and product engineering company providing solutions in AI. It provides digital transformation and technology services encompassing product analytics, digital experiences, cloud and infrastructure solutions, quality assurance, and more.

**Key leaders**

- Leader 1, Chairman and Chief Executive Officer
- Leader 2, Chief Operating Officer
- Leader 3
- Leader 4

**Headquarters:** Website: [www.everestgroup.com](#)

**Revenue mix by industry<sup>1</sup>**  
Revenue in US\$ million  
100% = 194

**Revenue mix by region<sup>2</sup>**  
Revenue in US\$ million  
100% = 194

1 All the revenue components add up to a total of 100%  
2 Till June 30, 2023

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## Provider 1 profile (page 2 of 4)

### Solutions, IP, and investments

**Data Annotation and Labeling (DAL) IP overview**  
Provider's Data Annotation platform includes data-specific tools that support annotation validation, leading to better quality data and improved efficiency and consistency. It is the most impactful data points, requiring less data and lower annotation costs to achieve in the AI model.

**Proprietary IP/solutions/frameworks/accelerators/tools developed internally**

Solution name	Solution type	Year launched
Solution 1	Platform (Data annotation)	2022
Solution 2	Platform (Synthetic data)	2022
Solution 3	Accelerator (Data annotation)	2020

**Other investments to enhance DAL services capabilities, e.g., setting up of**

Development	Details
Proprietary IP	<ul style="list-style-type: none"> <li>Invested in annotation capabilities for LIDAR data</li> <li>Invested in smart annotation workflows based on AI</li> </ul>
Training	Invested to upskill the workforce with trainings and certifications
Delivery center	Dedicated delivery center enabled with restricted access

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## Provider 1 profile (page 3 of 4)

### Partnerships

**Top partnerships**

Partner name	Starting year	Details
Partner 1	2016	<ul style="list-style-type: none"> <li>Cloud computing</li> <li>Azure ML platform</li> </ul>
Partner 2	2019	It has build, train and deploy AI models
Partner 3	2023	Integration of AI models

**Partnership ecosystem (logos)**

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## Provider 1 profile (page 3 of 4)

### Case study

[NOT EXHAUSTIVE]

**CASE STUDY 1**  
Enhanced eye scan image analysis with 3D point cloud annotation for an ophthalmic medical device company

**Business challenge**  
The client needed a novel eye surgery method that required deep analysis of the eye scan images before and after the surgery. The current procedure being used to identify the different layers in the eye tissue was time consuming.

**Solution**  
Provider developed an advance automatic annotation of OCT scans that separately annotates different layers. Manual annotation was not preferred. It transformed the 3D point cloud OCT data into hundreds of 2D images using custom-built solutions and developed custom image segmentation method to separate the different tissue layers of the eye scan. It also implemented image augmentation using image flipping, image noising, and blurring to create synthetic images of the scans and developed an AI-assisted annotation workflow.

**Impact**

- Reduced doctors' annotation time by 80%
- Consistent and error-free data

**CASE STUDY 2**  
Improved sentiment analysis with text labeling for a FinTech company

**Business challenge**  
The client wanted a next-generation ML model to assess customer satisfaction in its interaction with customer care. A large dataset of customer interaction needed to be annotated to train the ML models.

**Solution**  
Provider's team did a thorough research on customer interactions with customer care and chatbots in the financial sector to understand the multitude of types of conversations possible. The team labeled text data to identify customer sentiment by assigning labels to the conversations based on the customer feedback, types of customer complaints, and customer queries. Multiple aspects of the customer conversation have been identified and an aspect-based sentiment analysis was done through entity annotation and relationship annotation.

**Impact**

- Improved aspect-based sentiment analysis model
- Accurate training data

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# Research calendar

## Artificial Intelligence (AI)

Published **Current release** Planned

Reports title	Release date
Generative AI: the Next Chapter of Artificial Intelligence	September 2023
Webinar Deck: Untangling the Risks of Generative AI: Solutions to Your Safety Concerns	October 2023
AI Top 50	November 2023
Innovate or Stagnate: the Generative AI Imperative	November 2023
Artificial Intelligence (AI) Services PEAK Matrix® Assessment 2023	December 2023
Data Annotation and Labeling (DAL) solutions for AI/ML PEAK Matrix® Assessment 2024	February 2024
Artificial Intelligence (AI) Services – Provider Compendium 2023	March 2024
Bridging the Data Gap: the Power of Synthetic Data	March 2024
<b>Data Annotation and Labeling (DAL) Solutions for AI/ML – Provider Compendium 2024</b>	<b>May 2024</b>
Data Curation, Annotation, and Labelling for AI and Gen AI – State of the Market	Q3 2024
AI with a Conscience: The Role of Responsibility in AI Development	Q3 2024
Processing the Future: Investigating Trends in AI Hardware	Q3 2024
Artificial Intelligence (AI) Services PEAK Matrix® Assessment 2024	Q3 2024
Artificial Intelligence (AI) Services – Provider Compendium 2024	Q4 2024
From Pilot to Powerhouse: The Roadmap to Enterprise AI Scaling	Q4 2024
Artificial Intelligence (AI) Services State of the Market	Q4 2024

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