

# Your AI is only as good as your data lifecycle partner

## Realize the next era of AI development

### One platform, one mission

- Our platform has the potential to help you unlock yours. With data collection, data curation, and data labeling capabilities, we're raising standards across the AI data lifecycle.

### High quality, high confidence

- Agility and security are built into our process—and our MICROMODEL™ technology allows us to meet your needs while maintaining accuracy, quality, and transparency that's at the forefront of the industry.

### Real people, real expertise

- Our human-in-the-loop philosophy is built on an ethical, dedicated, high-retention workforce that has already tackled challenges like yours. You'll work with people you know and trust, and have an expert partner who gets to know your business.

***We make it easy to tap into the power of AI. Our integrated platform lets you realize the full potential of ideas and technology to bring your vision to life.***

Not long ago, big data and analytics held the keys to business success. Today, artificial intelligence (AI) and machine learning (ML) are the driving forces behind competitive advantage and product differentiation. That's why companies around the world are turning to Sama. We start with industry-leading 95% data annotation accuracy and wrap it with an integrated platform and seamless experience that has the potential to unlock yours. With thousands of projects under our belt, we're uniquely positioned to deliver the tools and expertise you need to get and stay ahead.

## Harness the power of learning

Information is changing the world around us, with innovations happening better and faster than ever before. Everything from catalog searches, food safety, and drug discoveries to disease identification, robotics, and autonomous vehicles is propelled by AI. Underneath it all, machine-learning models are the engines that make it hum.

Getting ML models to work in the lab is one thing. Getting them trained with enough data to ensure applications work in the real world is another. At Sama, we strive to standardize and professionalize AI development with an integrated platform and tools that are readily accessible. Our breakthrough approach can help all lines of your business use data for better decision making, create products that respond to their environments, and launch a new generation of computer vision-based solutions.

## Predict, validate, and maximize efficiency

Evaluating whether an AI model meets expectations requires metrics that are elusive. It takes a combination of machine learning, human insight, and an iterative approach to hone in on and develop high-quality data sets and models that work in the real world. The process is time-consuming, and success depends on people with advanced ML knowledge and annotation skills that are often out of reach for most organizations.

At Sama, we're changing all that. Our innovative platform and in-house expertise deliver high-quality training data and fast iteration with data scientists. By reducing bottlenecks and streamlining processes, you can focus on what you do best: crafting datasets and refining models that solve problems and deliver better results in less time.

## Unlock your data, unleash your business

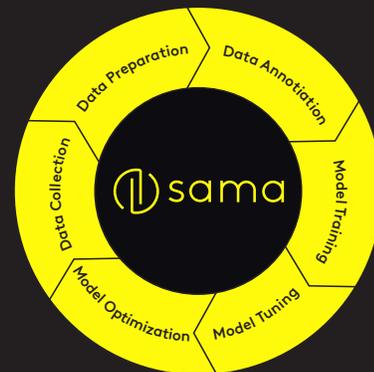
Having data that works for you can mean the difference between mediocre results and more efficient ML models that meet your business needs on your schedule. Unlike traditional solutions that offer fragmented tools and incompatible data formats, our data training platform, development tools, and human-in-the-loop validation techniques streamline processes and let you unlock hidden business value.

When you work with Sama, you don't have to imagine the possibilities. You can work with a trusted partner and:

- **Simplify:** Our integrated platform helps you at every step, from data collection and preparation to model optimization.
- **Innovate faster:** Your AI practitioners can test new project ideas quickly and scale to production in less time with data-driven, results-based insights. With the capability to ramp and train new agents quickly, execute multiple models simultaneously, and eliminate reprocessing, your teams can get projects to completion faster than ever.
- **Create more effective applications:** Our experts deliver precise data labeling and annotation (starting at a 95% quality SLA) to substantially increase AI accuracy. You can rest easy knowing that your models are based on high-quality, consistent datasets that are diverse and help reduce bias.
- **Increase productivity:** Accurate data labeling and annotation results in fewer iterations. That means you don't have to worry about churn and project delays due to mis-trained models. Plus, eliminating tedious data transformation and manipulation tasks allows your data scientists to focus on important work and new initiatives.
- **Gain efficiency:** With Sama, you don't have to deploy new systems or revamp your data center. Our platform seamlessly integrates with your existing infrastructure. Built-in quality assurance (QA) features mean you don't have to construct new testing capabilities.
- **Have confidence:** With Sama, you eliminate the need for multiple vendors, reducing the likelihood of kinks in your vendor supply chain that slow time to market. Thousands of customers around the world have experienced how our AI models with human intelligence deliver better results.

## Accelerate your projects with our integrated AI training data platform

Every AI project has its own challenges. With the right tools, you can focus more on getting your models and products delivered on time and less on the mechanics of data management and annotation. Our integrated platform helps you at every step, from data collection and preparation to model optimization.



You no longer have to assemble tools and translate data formats. We've got what you need:

- **Self-service features** for research and experimentation
- **ISO certified delivery sites** with biometric security to help keep your data secure
- **ML Assisted Annotation** powered by MICROMODEL technology, which expedites data labeling by tapping into a library of models trained on specific use cases
- **Powerful APIs** that shorten the quality feedback loop to bring models to production in less time
- **An API and CLI** that provide an easy way to send data assets (pre-annotations, images, video, 3D assets) to our platform, without having to write code
- **Access, visibility, and transparency**, with the ability to create tasks, initiate annotation, and monitor results
- **Flexibility** to work with data that resides on premises or in the cloud
- **Access to validation** performed by Sama's expert human workforce, resulting in fewer iterations and up to 8x faster AI development
- **Full transparency** on expected delivery times, so your teams can access data as soon as it is accurately annotated (starting at a 95% quality SLA)



## Learn more with high-quality training data

Data scientists agree that today's biggest impediment to AI projects is a lack of high-quality training data. Accuracy takes time, and getting it right on the first try is difficult to achieve. Our comprehensive AI development platform uses a multilevel process to consistently deliver quality training data at scale.

You can trust our platform to transform training data into your competitive advantage so you can:

- **Improve data quality:** By using our iterative process, you benefit from multiple levels of quality checks that deliver high-quality datasets every time.
- **Expand your data:** Sama MICROMODEL technology uses innovative ML-assisted annotation and improves the amount, variety, and quality of data to help your models learn better, faster.
- **Reduce bias to enhance accuracy:** We give you the insight you need to detect and correct bias in training data, pinpoint problems, and adjust datasets. With finely tuned information, your models and applications can work as intended with real-world data.
- **Scale effortlessly:** Agile and iterative workflows quickly hone in on data accuracy and help you scale to meet demand. Our integrated platform adapts to changing workflows for seamless delivery.
- **Keep data secure:** Sama's platform, people, and processes follow best practices for security, from technology to collaboration to physical spaces. Plus, our MICROMODEL technology can remove identifiable artifacts to help keep sensitive data secure.

## Get better results, faster and with less risk

There's nothing worse than missing development deadlines and losing business opportunities. That's why more than 25 percent of the Fortune 50 trust Sama to deliver demanding quality SLAs. With more than a decade of experience working on thousands of successful AI/ML projects, our tools and expertise have led the way.

We're uniquely positioned to help you avoid the pitfalls that can put your project behind schedule. Work with us to:

- Collaborate with experts who can help your teams get to the right results in less time
- Accelerate the data management lifecycle and better tackle the never-ending job of training data preparation, interactive model refinement, and optimization
- Meet your service-level agreements (SLAs) by engaging our well-trained talent pool
- Reduce risk with an approach and team that can help you predict schedules and outcomes
- Get access to streamlined, compatible, concierge-level assistance and support at every step of the AI training data lifecycle



## Expertise you can trust

At Sama, we've always had a mission. Our high standards for social and environmental performance as well as technical excellence form the foundation for everything we do. We've built the most professional and ethical workforce in data annotation—real people with real skills who solve real problems. Now, we're building a platform that will revolutionize the AI development lifecycle, and we want you along for the ride.

Our breakthrough data platform and transparent, ethical approach to AI is designed to help you realize the full potential of your ideas and technology. Whether you want to develop and test models on your own or tap our pool of experts, our technology and talent are ready to guide your project to success. Your data is handled with care and maintained in compliance with data protection standards. Once you link your data to our platform it is securely isolated from other clients, so your success is yours alone.

Are you ready to bring your AI models to life? Head over to [sama.com](https://sama.com) and take our platform for a test drive. You'll be glad you did.



[sama.com](https://sama.com)  
[sales@sama.com](mailto:sales@sama.com)

Suite 301, 2017 Mission St  
San Francisco, CA 94110