

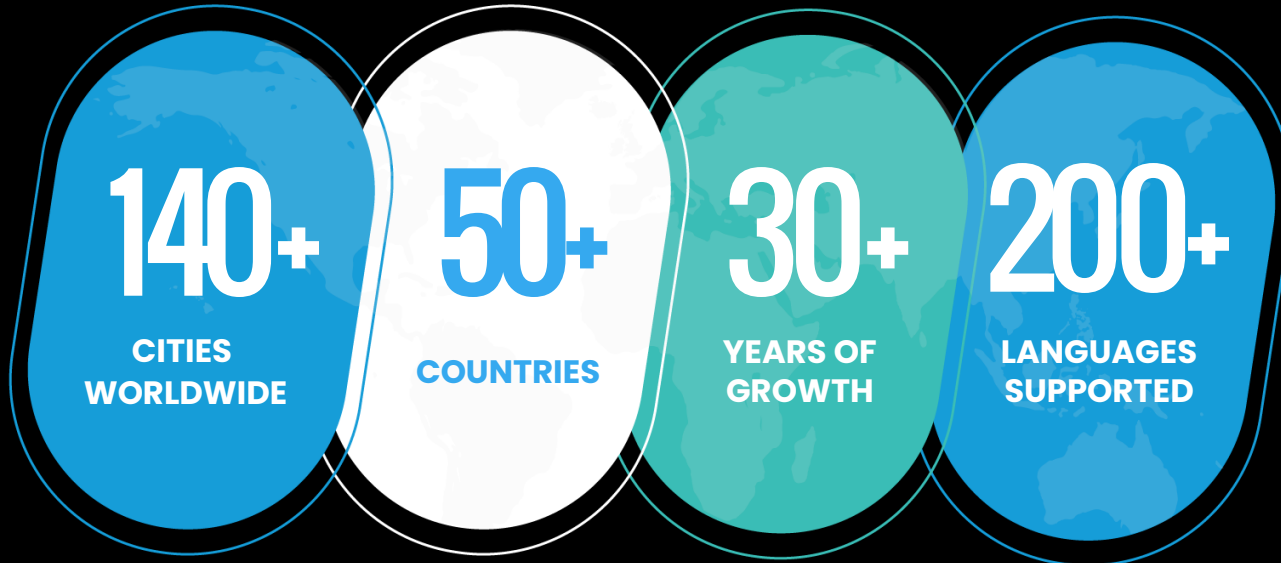
DATAFORCE
BY TRANSPERFECT

AVOIDING BIAS IN AI BY INTENTIONAL DATA STRATEGY

Dorota Iskra

TRANSPERFECT

MAXIMIZING YOUR PERFORMANCE THROUGH TECHNOLOGY AND EXPERTISE.



24 / 7 / 365 LOCAL SUPPORT

\$1.22 BILLION & GROWING

10,000 GLOBAL TEAM MEMBERS

10 STRATEGIC ACQUISITIONS

TECHNOLOGY SOLUTIONS • ARTIFICIAL INTELLIGENCE • SOFTWARE & APP LOCALIZATION
WEBSITE LOCALIZATION • INTERNATIONAL PERFORMANCE MARKETING • INTERPRETATION
TRANSLATION & LOCALIZATION • ACCESSIBILITY SOLUTIONS • DUBBING & SUBTITLING
CONTENT & CREATIVE SERVICES • CONTACT CENTER SOLUTIONS • QA & TESTING



POWERING GLOBAL PERFORMANCE

80% REDUCED
CONTENT
GENERATION
COSTS

50% ACCELERATED
GO-TO-MARKET
TIMELINES

6,000 CLIENTS
TRUST
GLOBALLINK

\$100M INVESTED
IN R&D

90% ACHIEVE ROI ON
TECHNOLOGY
INVESTMENT
IN 12 MONTHS

Translation & Language Services

- Documents Translation
- AI and Machine Translation
- Interpretation
- Language Training and Testing
- Multilingual Staffing



Global Brand Management

- Multicultural Marketing
- International Search
- Global Campaign Management
- Media Monitoring
- Brand Captain Staffing



Content Creation & Management

- Translation Management Technology
- Training and E-Learning
- Content Authoring
- Video Production



Media

- Voiceover and Dubbing
- Subtitling
- Video Production
- Transcription



Customer Support

- Contact Center Support/BPO
- Over-the-Phone Interpretation
- Video Remote Interpretation
- Email & Chat Translation



DataForce

- Data Collection and Annotation for Speech, Text, Image and Video
- LLM Support
- Speech Transcription
- On-Demand Staffing
- User Studies & Testing



Digital Content

- Website Localization
- Software and Mobile App Globalization
- QA, Testing and Accessibility
- Creative and Explainer Videos



TRANSPERFECT FAMILY OF COMPANIES MINDSET



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LLM SUPPORT

Arabic LLM Training Data Study.

Problem

Existing LLMs are trained on general data and do not comply with Arabic values.

Client needing custom training data.

Solution

DataForce recruited native speakers of 4 Arabic dialects.

Based on specified topics contributors created multi-turn conversations (prompt & answer).

All the data was reviewed before delivering to client.

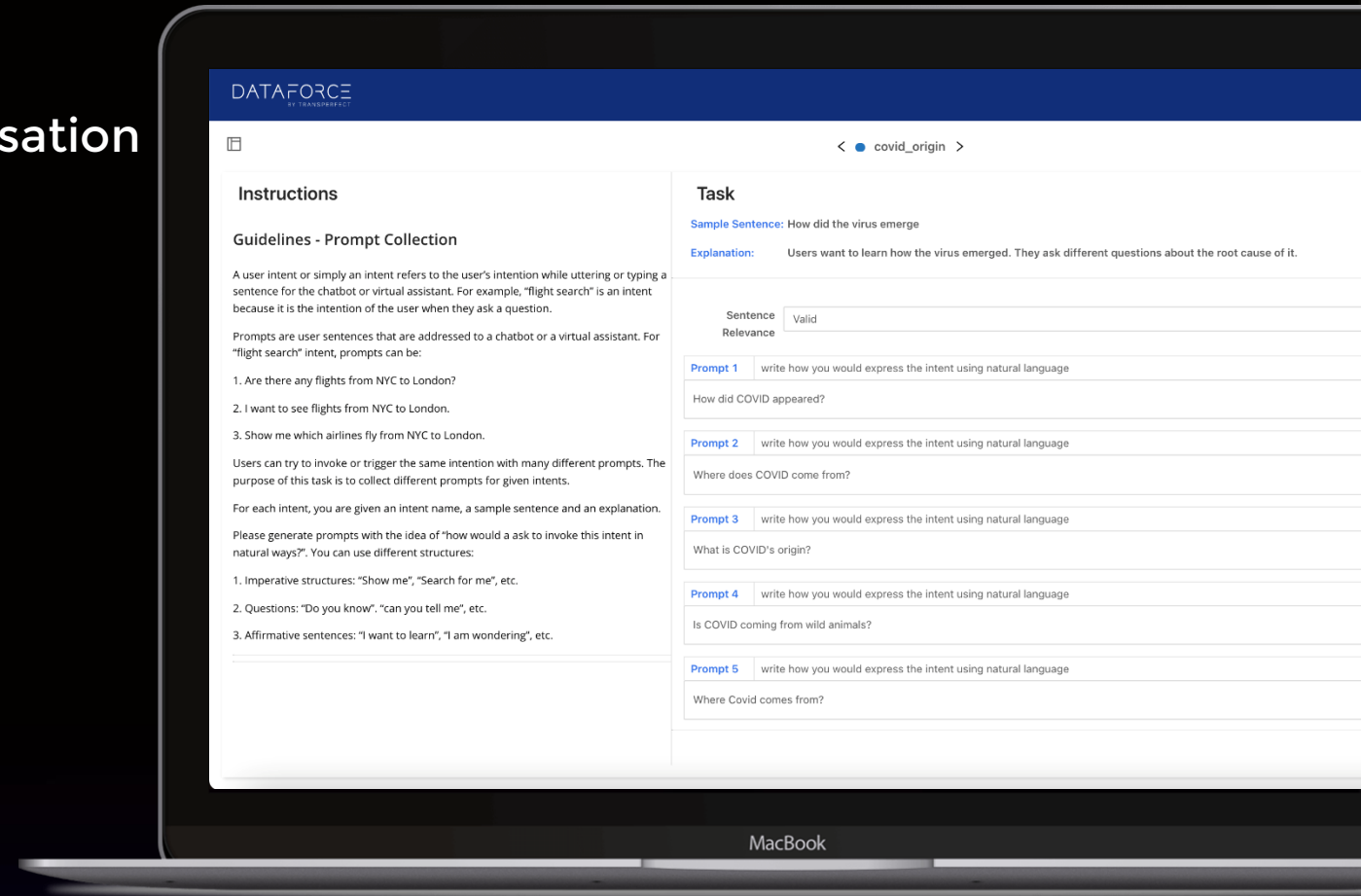
Results

Data proved to be valuable and improved LLM results.



Data Support for LLMs: Training & Evaluation.

- Question and Answer pairs
 - Source doc / spontaneous conversation
- Prompt Engineering
 - Single / multi-task prompts
- LLM Answers
 - Style / adherence to norms
- Output Evaluation
 - Response ranking and validation



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SPEECH DATA
COLLECTION & TRANSCRIPTION

Call Centre Transcription Study.

Problem

Clients have a specific customer and product-related vocabulary.
Generic models need to be tuned.

Solution

DataForce recruits native speaker transcribers.
Delivery model: onsite or in the cloud.
DataForce manages transcribers to quality.

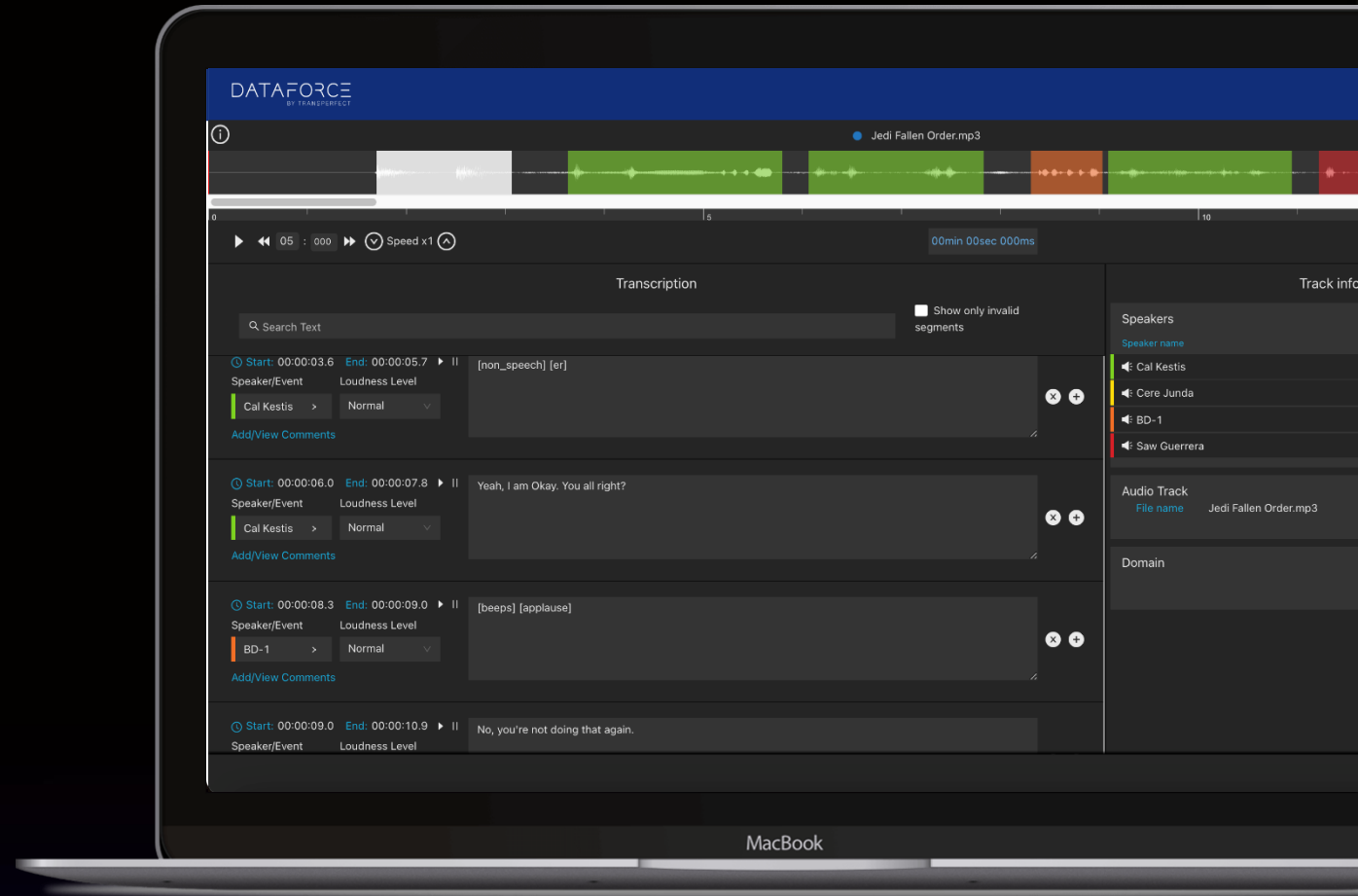
Results

Model accuracy is higher with the additional training data.



Speech and Audio Transcription for ASR.

- Manual transcription from scratch
- Or validation of ASR hypothesis
- Timestamping
- Work done following client guidelines
- Proprietary transcription platform
- Quality Assurance to achieve agreed upon accuracy rates



And More...

- Data Collection and Annotation for Speech, Text, Image and Video
- On-Demand Staffing
- User Studies & Testing

Hello,



WHY DATAFORCE?



SCALABLE

Onboard 1-1000 annotators within weeks of project kickoff, leveraging a global community of over 1.3 million contributors.



SECURE

Your data is secure with SSAE 16 SOC 2, ISO 27001, HIPAA & GDPR. We ensure compliance and prevent fraud.



STRATEGIC

Integrate directly with the DataForce platform, yours or a third party of your preference. Leverage advanced geo-location features.



EXPERTISE

Highly experienced leadership and production teams with decades of experience executing for many global high-tech companies.



FLEXIBLE

From flexible operating models to appropriate pricing models, we create cost-effective solutions that work for our clients.



GLOBAL

Leverage our local knowledge with global presence in 46 countries and execution capabilities across 175+ supported countries.

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