

Opinion Piece

A SUPA SOLUTION

**A simple, intuitive
and easy-to-use data
labelling platform
to solve a global
problem**

“SUPA alleviates the human of human tasks but does not eliminate the human from the thinking behind the tasks itself.”

Mark Koh
SUPA Founder and CEO

GIGO

Garbage In, Garbage Out

Automation accelerates operations; the more companies automate, the more they can operate with skill and agility. After all, we humans can only do so much. Data scientists call upon multiple systems and data sources and spend mind-numbing hours on data-related activities. They identify unlabelled items of human interest and painstakingly label data for use as training data models for machine learning. Often, the work is repetitious, energy-draining and prone to mistakes. Arising problems are identified only when the models run and the lethargy of the exercise repeats, all of which affect data quality.

There is no relish in saying that if we input garbage, we should expect to get garbage as an output. As glamorous as artificial intelligence (AI) sounds, it can't do what a human can – abstract reasoning, planning, weighing decisions, and flexibly adapting to changing circumstances. Alleviating the human of human tasks but not eliminating the human from the thinking that happens behind the tasks is what we do at SUPA.

A Data Flywheel

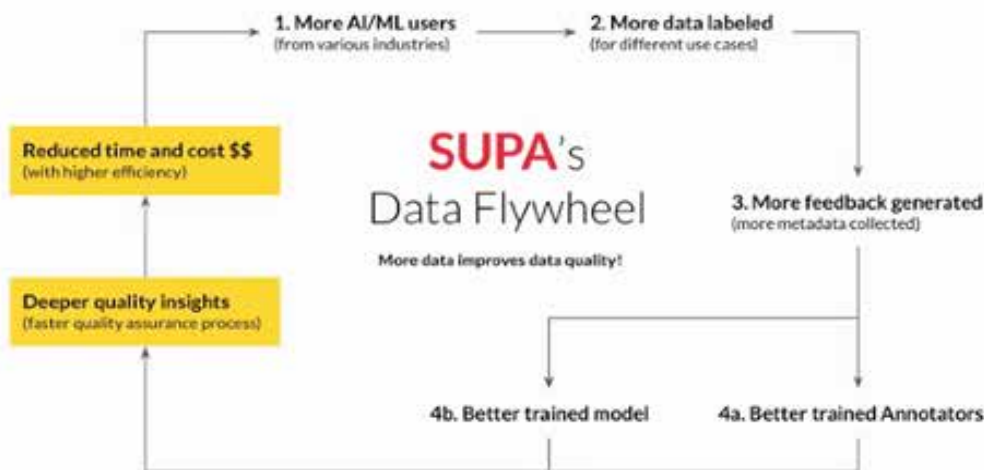
Experts designing for experts on a 'user first' mandate and doing it collaboratively and in real-time is how SUPA sees successful annotation. SUPA collaborates with customers through a real-time feedback loop that identifies the problem as they arise, anticipates kinks in the system, and determines what's working and what's not to accelerate the outcome of high-quality, clean and trustworthy data.

Market Predicament

Data annotation is labelling data (images, text, videos) so that AI applications can add labelled data to training models for machine learning (ML). ML models or algorithms use the labelled data to deliver a user-friendly experience through accurate results, better speech recognition, searchable images, face detection, seamless interactions with virtual assistants, and more. Therefore, if a search engine's AI has enough reliable labelled data, it would likely deliver more relevant results.

Unfortunately, quality data is a prevalent market problem, wrought by cost limitations, workforce inconsistency, the challenge to label at scale and the rising intricacies of subjective or objective data, including confidentiality compliance regulations multiplying worldwide. These, however, are the drivers for SUPA's innovation team, who consistently and coherently work to build and fine-tune a simple, intuitive and easy-to-use data labelling platform to solve a global problem.

With every data point, we get better AI & Annotators



SUPA

This collaborative person-data loop puts the human factor into the critical checkpoints of data annotation and is an inventive way to work on issues when they arise. It is the answer to achieving a more significant impact that translates into speed. Ultimately, more data can be labelled to augment high-value training models.

Something About Tomatoes



The SUPA Data Flywheel empowers collaboration between data stakeholders to create and develop better-trained models. In a project with an agriculture-based organisation, the SUPA technology team, with real-time feedback from peers on the client's side, created a highly-intuitive dashboard for the labelling of tomato plant images. Highly-trained SUPA annotators then use the system to label the different development stages of tomatoes on a plant, with fruits ranging from different stages of growth to various stages of anomalies. This generated speedy, trustworthy and accurate quality data insights that facilitate farm operations, informing workers exactly where and where to maintain, and therefore, enabling better productivity and long-term sustainable cost optimisation. We are still collaborating and discovering new perspectives to annotate tomatoes.

SUPA Annotators

We all know that the chokepoint for digitalisation is, more often than not, volume. Data labelling is a high-volume task and must be done quickly and accurately. Global demand for annotated data and the need for localisation across regions is also a crucial factor. SUPA expert annotators label data after undergoing a stringent series of training courses and assessments. They are remote annotators who work part-time on different projects available via our platform.

Annotators are assigned to projects once they are qualified for the tasks. The SUPA annotator is prepared to leverage the cutting-edge technical capabilities of the SUPA BOLT platform, collaborate with customers and intuitively contribute to resolving issues in last-mile data labelling. Currently, SUPA has 75,000 annotators ready to be trained on the platform.

A Demand

Like the rest of the world, the Asia Pacific (APAC) region has seen a growing demand for data due to the COVID-19 pandemic, which accelerated digital transformation. The global data collection and labelling market was valued at USD1.67 billion in 2021 and is expected to expand at a compound annual growth rate (CAGR) of 25.1% from 2022 to 2030. In 2021, the global data annotation tools market size stood at USD629.5 million, with experts predicting a CAGR of 26.6% from 2022-2030. In APAC, the number stood at USD183.5 million, expecting a CAGR of 28.2% from 2022-2030.

ML has been incorporated by enterprises across the verticals, from entertainment to agriculture and from retail to robotics. SUPA understands annotating complexities and is committed to a human-centred design philosophy. We are here to connect the dots between man and machine to solve the industry's greatest data annotation challenge – TRUST and help companies across the globe access revenue-impacting AI and ML.

END

Boiler plate.

SUPA: Solving Data Labelling's Last Mile Problem, Trust.

SUPA is a data-labelling infrastructure startup escalating the adoption of artificial intelligence (AI) and Machine Learning (ML) for companies across the globe. The SUPA proprietary technology platform powers last-mile annotation of unlabelled data to provide users across sectors high quality labelled data they can trust. SUPA's commitment to enabling real-time visibility is a crucial driver for its growth with clientele, 90 per cent of whom are based in the US.

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