

# High-quality data and human intelligence to test, train and improve AI models

Advance your artificial intelligence (AI) and machine learning (ML) models with high-quality data powered by diverse AI specialists and industry-leading platforms. From data collection and labeling to fine-tuning and validation, we support mission-critical AI programs that enable autonomous driving, generative AI (GenAI) adoption, extended reality applications, insightful search, futuristic customer experiences and more.

## TELUS Digital AI Data Solutions



### Data for Generative AI

Using our platform Fine-Tune Studio, enhance large language model performance for advanced logic and reasoning and mitigate bias and hallucinations. Leverage human-aligned datasets generated by domain experts sourced programmatically from Experts Engine.



### Data Annotation

Transform raw, ambiguous data into contextually-enriched training datasets for your advanced AI and ML models. Leverage automated data labeling from Ground Truth Studio, our specialized data annotation platform optimized for 3D sensor fusion, image, video and audio labeling.



### Data Collection

Diverse multimodal data collection solutions for a variety of industry use cases. We support large-scale crowd-sourced digital collection, onsite moderated projects and complex field operations, all backed by our operational experience.



### Data Validation

Large-scale, specialists-driven data validation and relevance services for business-critical use cases such as ad, search and geo-local evaluation projects. Ensure high levels of model accuracy and precision against real-world data.



### Off-the-Shelf Datasets

Leverage our curated high-quality datasets designed to optimize the training and evaluation of large language models (LLMs), computer vision and audio AI models. Accessible, cost-effective and production-ready to integrate into your AI development.

# Quality data powered by human expertise in combination with tech automation

## 1M+

AI Community

## 500+

Data annotation  
languages and dialects

## 20+

Domains of expertise  
(automotive, coding,  
STEM, logic and reasoning)

## 6B+

Annotations to date

## Improve your AI model performance, accuracy and safety

- Deep AI and ML expertise
- Over 19 years of experience and thriving long-term partnerships in data solutions
- Classical ML projects to GenAI; low-volume, complex endeavors to hyperscale projects
- Nuanced and detailed approach across solutioning, quality and delivery

### Global workforce

- More than 1 million AI Community members spanning over 450 global locales
- Labelers, linguists and subject matter experts, including generalists and specialists
- Flexible workforce models, including managed crowd, remote, secure in-facility and hybrid

### Programmatic quality assurance

- Software- and process-driven quality checks
- Expert human-in-the-loop reviews for high accuracy
- Detailed qualification and verification in contributor sourcing

### Industry-leading technology

- Ground Truth Studio for data labeling
- Fine-Tune Studio and Experts Engine for custom fine-tuning dataset generation
- TELUS Digital AI data collection app

### Data safety and protection

- Secure data handling at every touchpoint
- GDPR, SOC 2 and TISAX compliant platforms
- ISO 27001 certified labeling facilities



## Upgrade your AI

Looking to improve your model performance, accuracy and safety?  
Speak with an AI expert about customizing the exact project to  
meet your complex needs. Get in touch today.

[telusdigital.com/contact/sales](https://telusdigital.com/contact/sales)