



INFOLKS



Outstanding Outsourcing

A knock to the future

INFOLKS GROUP

Infolks group is an Indian based corporate started in 2016 with the idea of outsourcing services. Image annotation, the technical support for AI project is the salient service at Infolks. We have also enabled our services in much broader areas like BPO, outstaffing, etc.

With a count around 250 talented minds, we continue to satisfy rising demands in all types of outsourcing solutions. Be it any service, we ensure quality and prompt services at the cheapest rate in the market.



Purpose

We stand ourselves as an entity by reforming our village and inspire the world with tireless youth through outstanding outsourcing. For over 3 years, we have outsourced effectively to make our mission successful by showcasing best quality services.

Future sights

The demand for employment among youth is increasing immensely. By enlarging our area apart from the image annotation we provide more job opportunities to young talents making our campaign “employed India” a great success. We also aim at ensuring quality services at a decent rate.

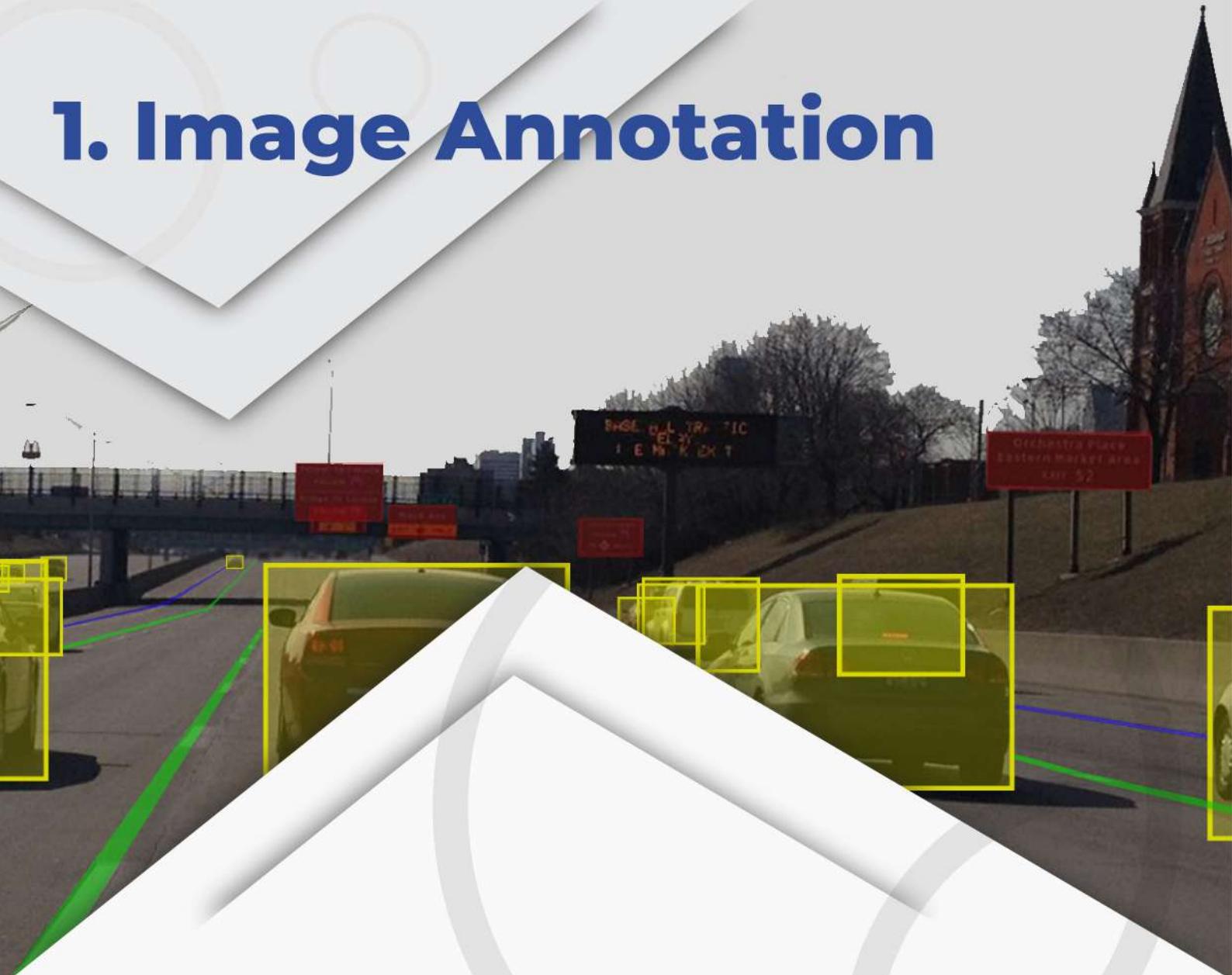


Services

We have consistently worked with the goal of extending our services to satisfy all your outsourcing needs in India. Being an adept in the field, our workforce expertise ranges through various areas of applications that can be tedious and time-consuming. Around 250 young vibrant minds are trained and processed to ensure quality services at your reach. Some of the solutions that we have expertise are:

- Image annotation
- Outstaffing
- Redaction
- Business Process Outsourcing

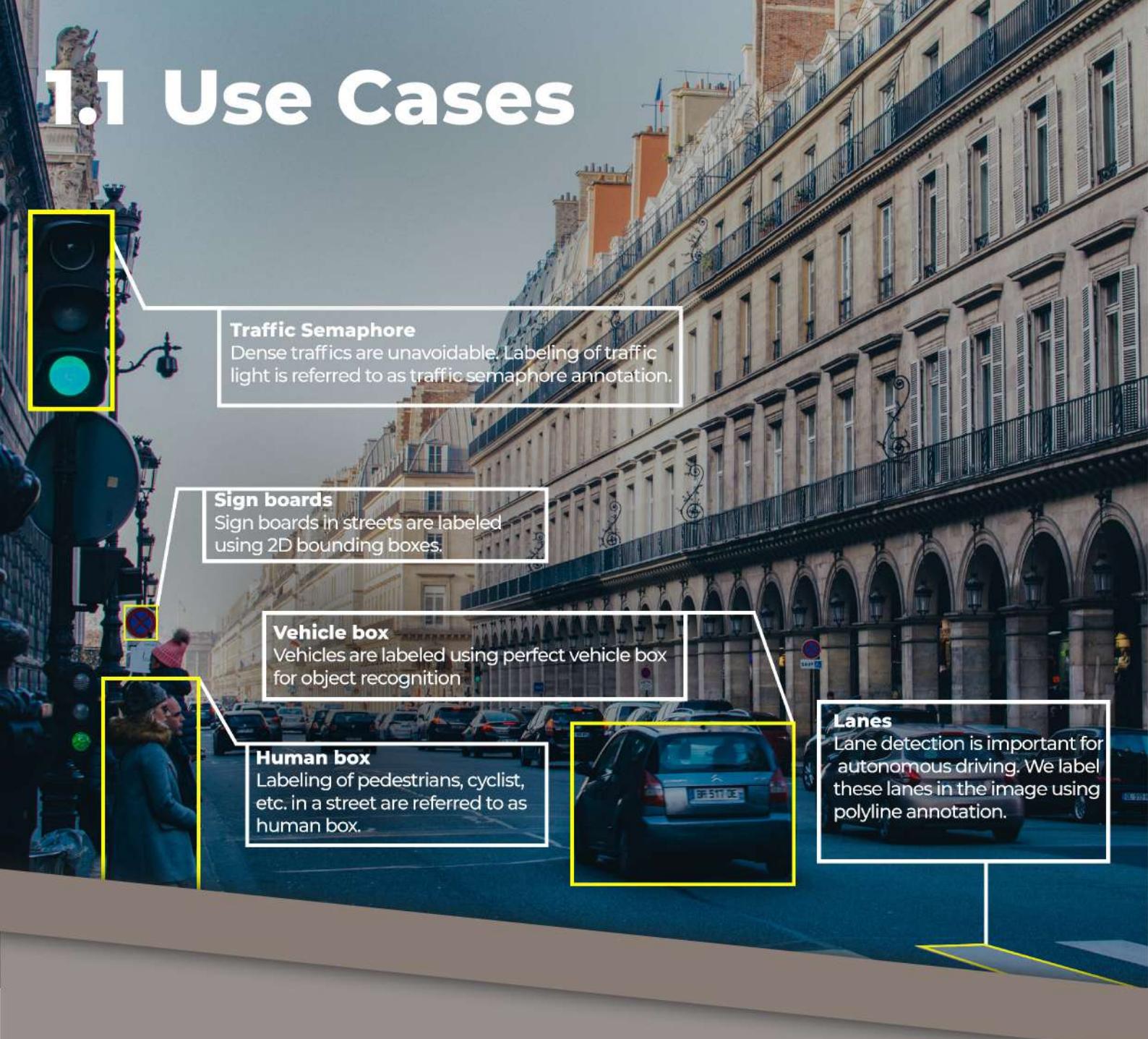
1. Image Annotation



Artificial Intelligence is currently trending in the market. Being an innovation enthusiast, we are very much concentrated on outsourcing its secondary needs. Hence, image annotation is one of the main services that one can avail from Infolks. We process quality training data from both images and videos.

Our men possesses expertise in all the annotation techniques like bounding box, contour/polygon, semantic segmentation, etc. For over a triennium we have processed precise datasets for various projects across the globe among which vehicle perception being the most.

1.1 Use Cases



Autonomous Vehicle

Object Detection & Recognition

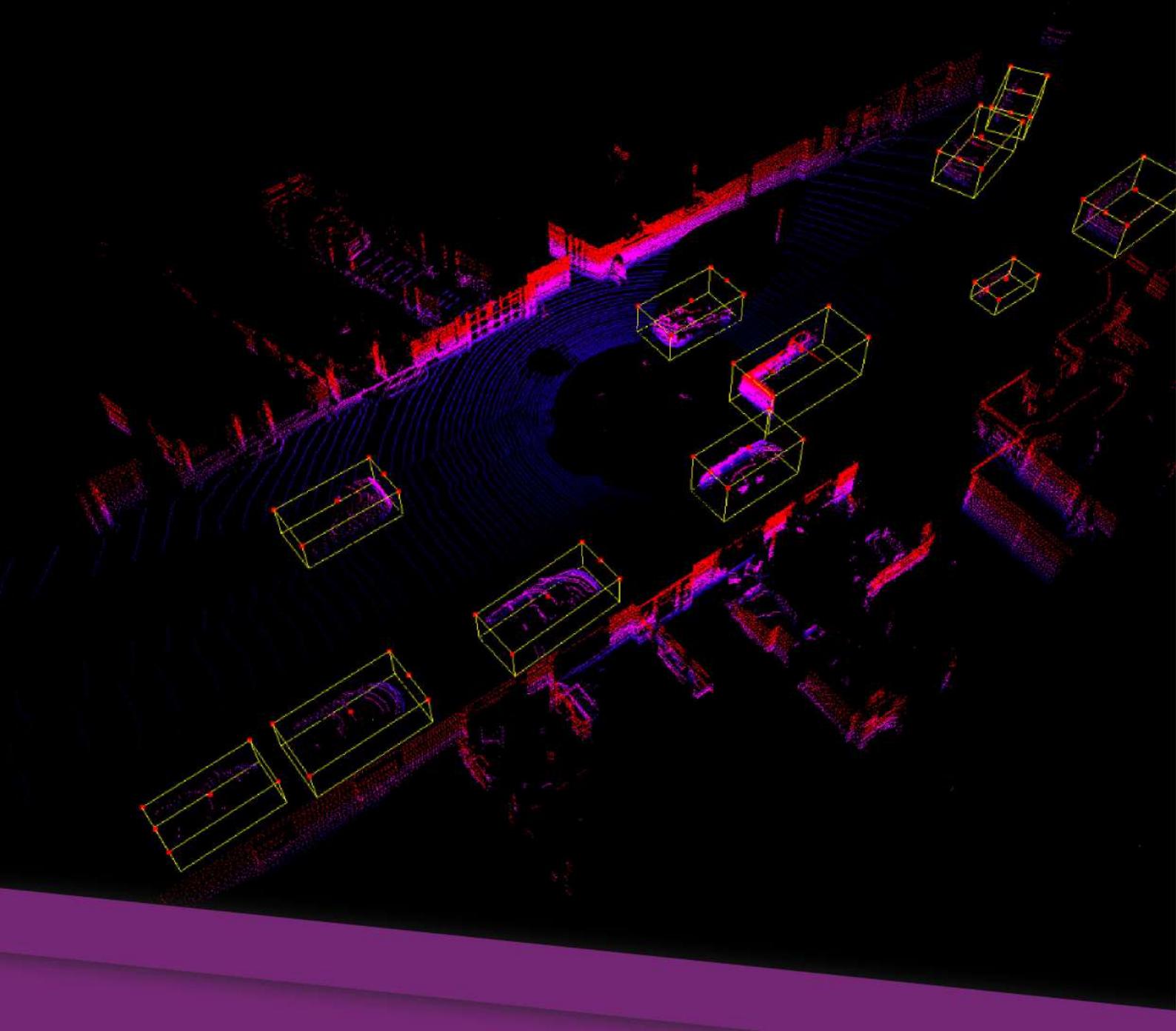
Development of perception models like autonomous vehicles & ADAS system have made a big impact on the future of mobility. Object detection and recognition can be a primary requirement in establishing such a feature. We process precise ground truth data for training these models enhancing its application. Our recent work in the field was to annotate these images using the bounding box and contour technique.



Autonomous Vehicle

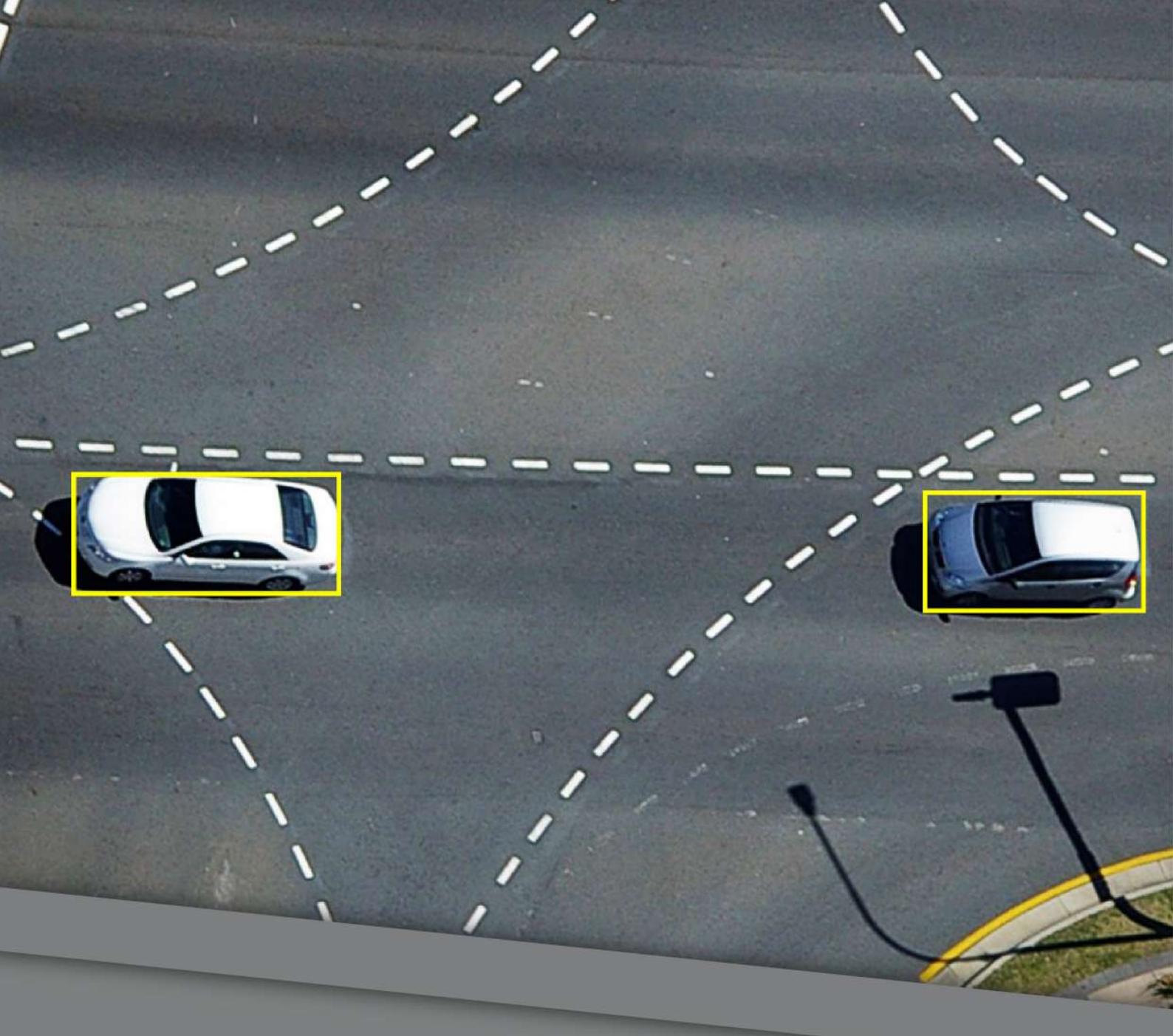
Segmented Street View

Another recent project in the field was to process training data for autonomous vehicles using semantic segmentation. This technique is employed in training modules to derive a much deeper understanding on what the data holds.



3D Point Cloud

A group of points representing an object in 3-dimensional space is referred to as a 3d point cloud. These data points are collected using various types of sensors like Lidar, etc. Lidar helps in detecting and distance ranging of any obstacle in the vicinity of the sensor. Lidar images can be 3D or 2D and we have experience annotating both. Recently, this device had found wide application in vehicle safety & ADAS systems.



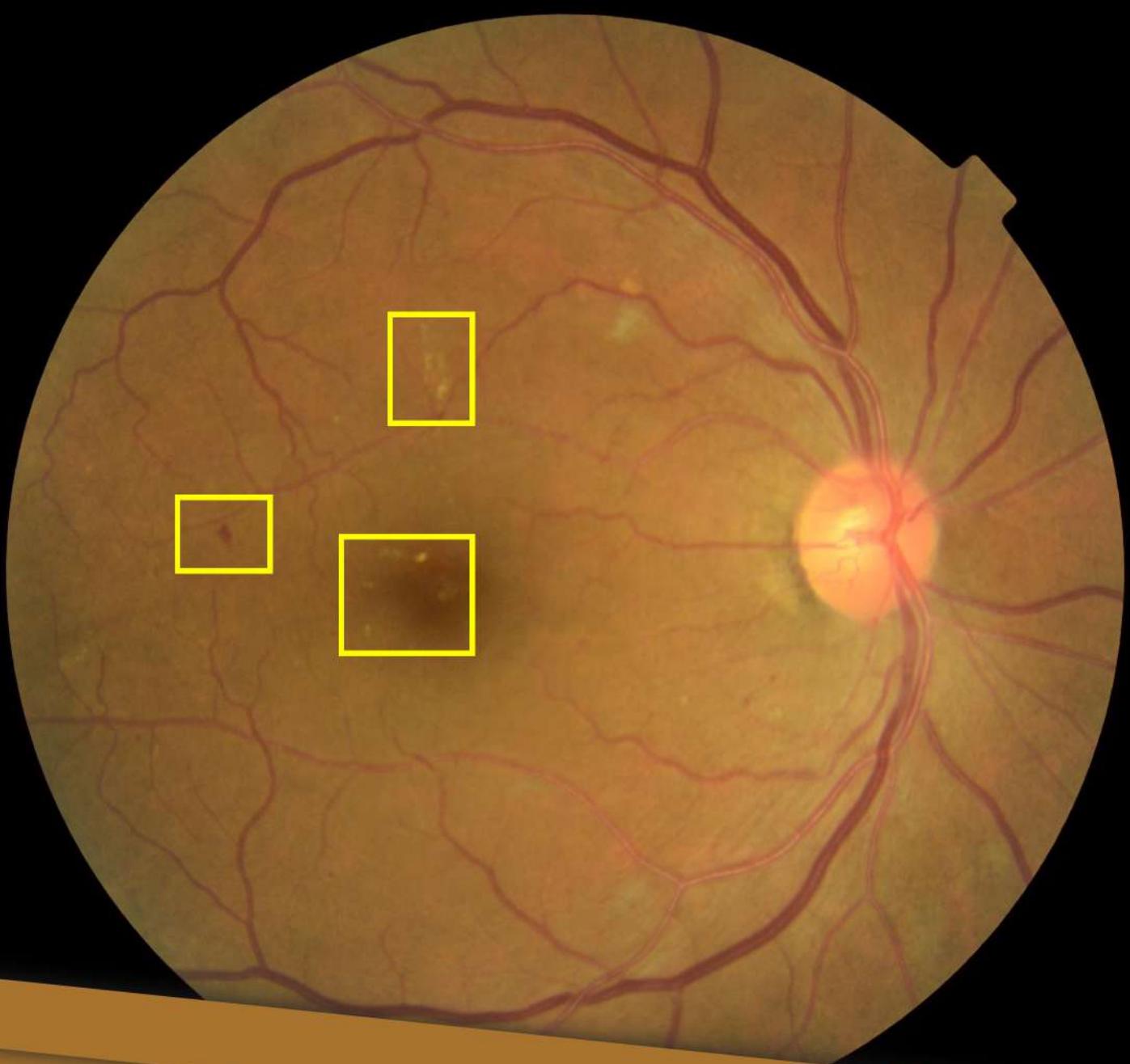
Monitoring From Sky

Perspective can change the very fundamental meaning, and this happens, when we try seeing the world from the sky. Aerial images carry a wide range of information in it that help in training smart modules used for aerial inspection. We have experience in annotating geospatial images, processing precise data sets utilized for validating computer vision techniques.



Smart Logistics

Logistics is one of the areas where artificial intelligence is currently leveraging. Warehouse applications like package handling, delivery, and transportation can be a tiresome task when handled manually. However, computer vision has automated these activities reducing its workload. We have annotated barcodes and boxes producing precise datasets used for training smart detection and tracking modules.



Medical Vision

The introduction of artificial intelligence in the healthcare industry has taken off stress from medical associates. With increased amount of medical data, its analysis was also a cumbersome task. However, computer vision models are developed for automating these tasks, enabling effective assistance through precise conclusions. We help you process quality training data for your models from scanned images and reports. One of our recent project was to annotate data for models used in examining diabetic retinopathy cases.



Intelligent Assistants

Robotics is the study of robots that cover a wide range of applications. Currently seeking for intelligent assistants, various smart models are being developed for applications like self detection & tracking. We process high-quality training data validating these modules for accurate navigation and precise working.



Effective Security

Can security systems be more smarter? Well, the possible answer can be yes. But why? Consider a situation where you are asked to spot a particular face from a crowded surveillance video. A nasty task right. Automating this can be a good option and developing such a system require training it with the relevant details. We annotate these images and videos for developing the accurate ground-truth data for training such self detecting surveillance and other security systems.



Agritech

With advancement in technology, many ideas like perception models are developed to address the challenges on agricultural fields. These models, however, have enabled smarter assistance to the farmers resulting in increased field productivity. Our annotation experts have processed training data for models used in weed detection systems using various annotation techniques.



Gaming

Video games and E-sports streaming are huge and fastly placed things in the market. Using machine learning and computer vision we can track the movement of players, track their actions and use it for developing these applications. We have annotated images and videos for training these intelligent algorithms.



the sun and her flowers

rupi kaur

Text Annotation.

Images can contain textual information in it. Unlike annotating other images and videos, these are labeled along with the text embedded in it. Data to be annotated can vary from images to various types of text documents. Typically applied in language processing techniques and text recognition systems like optical character recognition(OCR).

1.2 Annotation Techniques

Bounding Box

In image annotation, it is the technique of drawing perfect 2D boxes around the objects in a given frame. These procured coordinates are used in machine learning algorithms to obtain patterns for training computer vision models. This technique is frequently implemented for creating ground truth data for the models developed in various use-cases..





Contour/Polygon

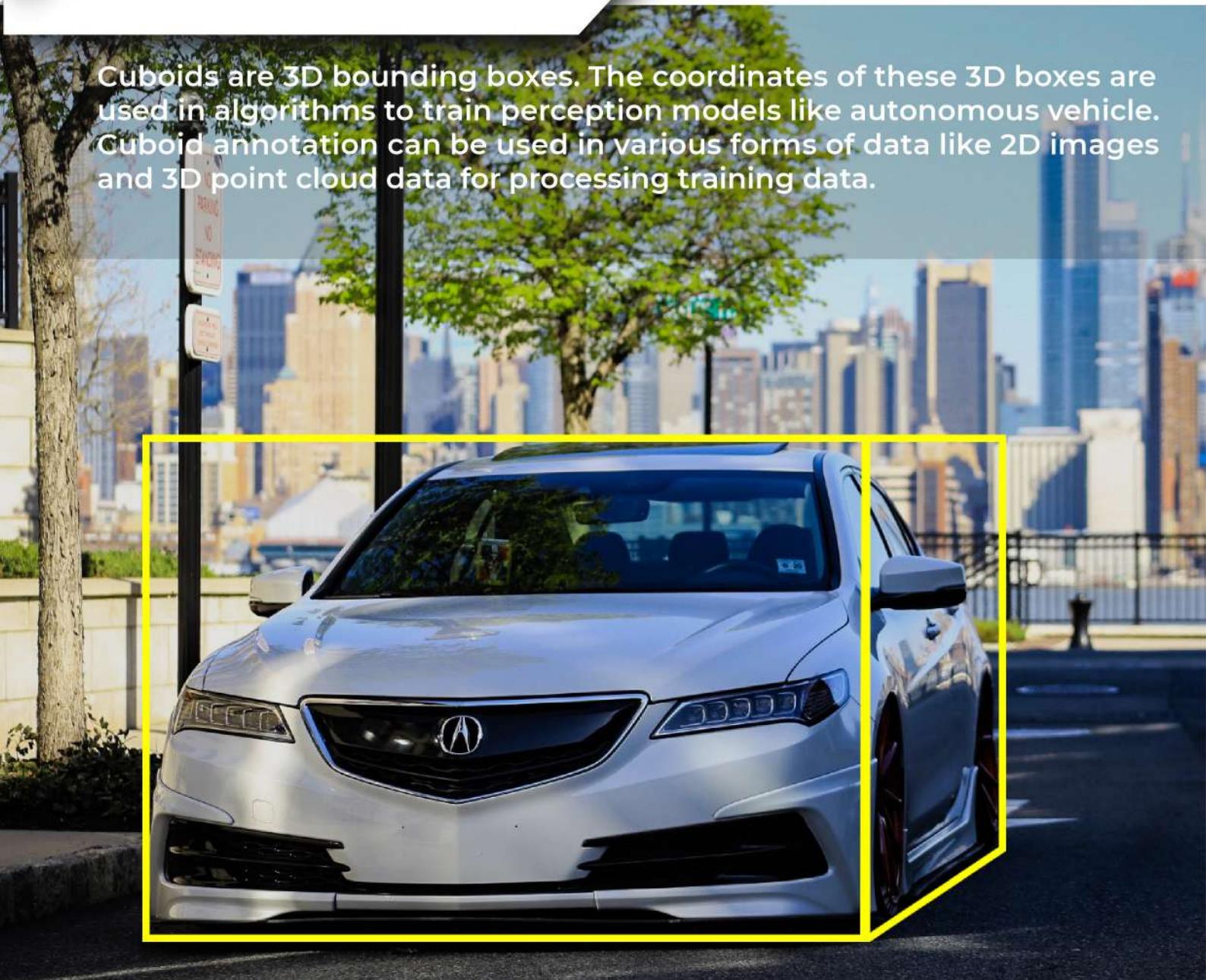
Data is labeled using perfectly enclosed contours. The technique is used in processing training data for models used in very precise applications. These labels assist the machine to get a clear idea on the structure of the object.

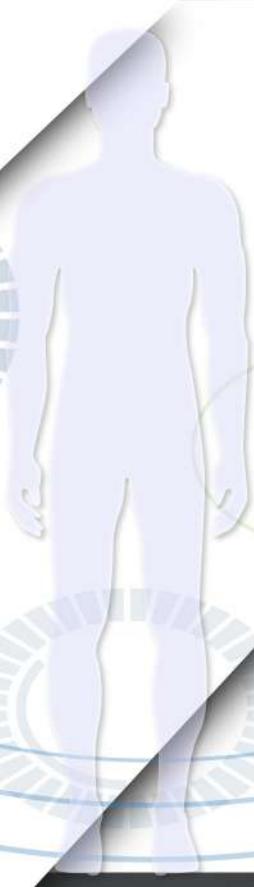
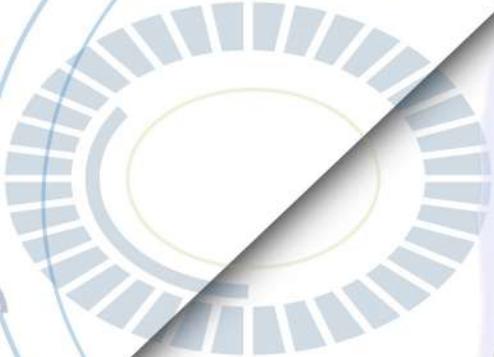




Cuboid

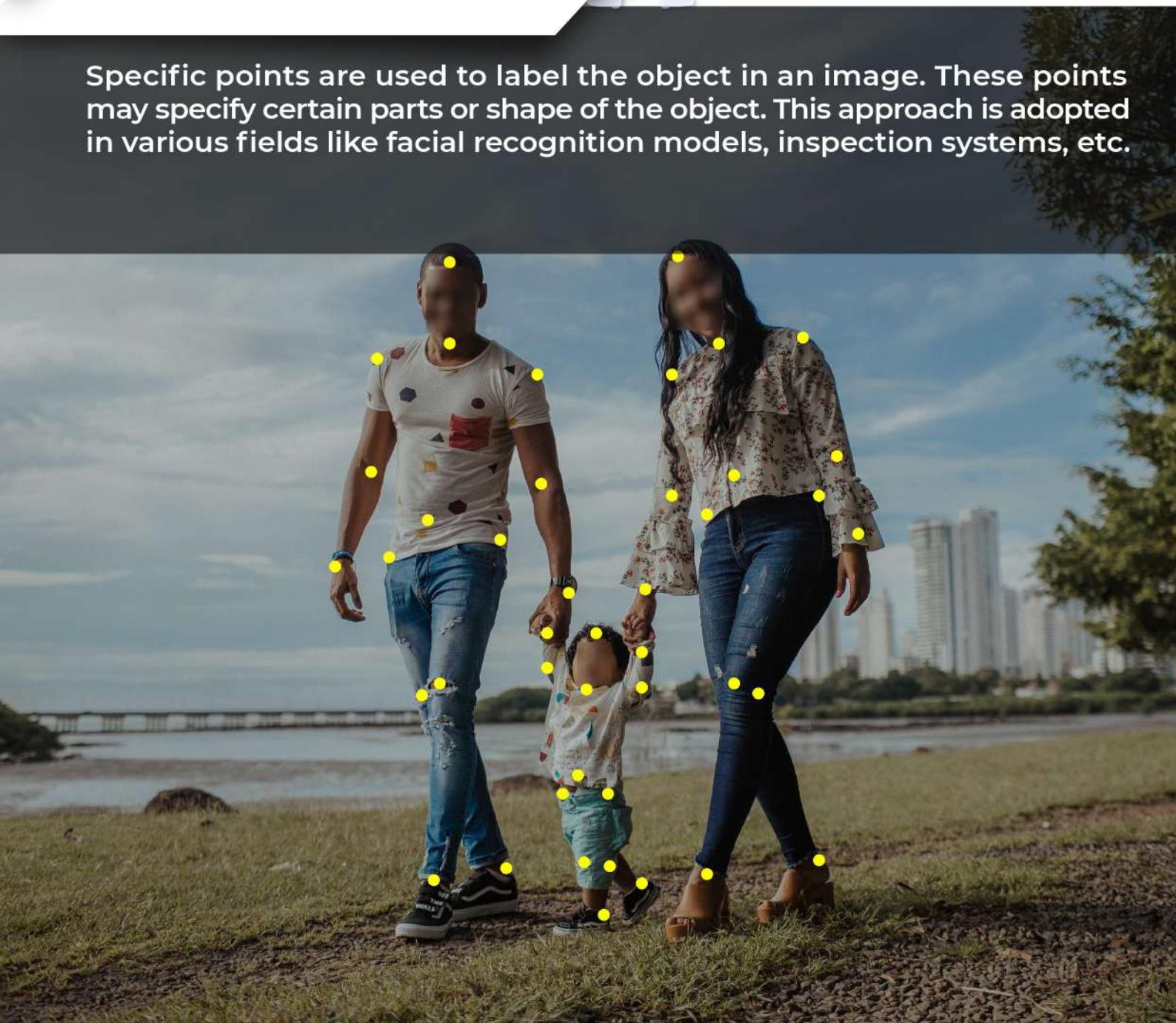
Cuboids are 3D bounding boxes. The coordinates of these 3D boxes are used in algorithms to train perception models like autonomous vehicle. Cuboid annotation can be used in various forms of data like 2D images and 3D point cloud data for processing training data.

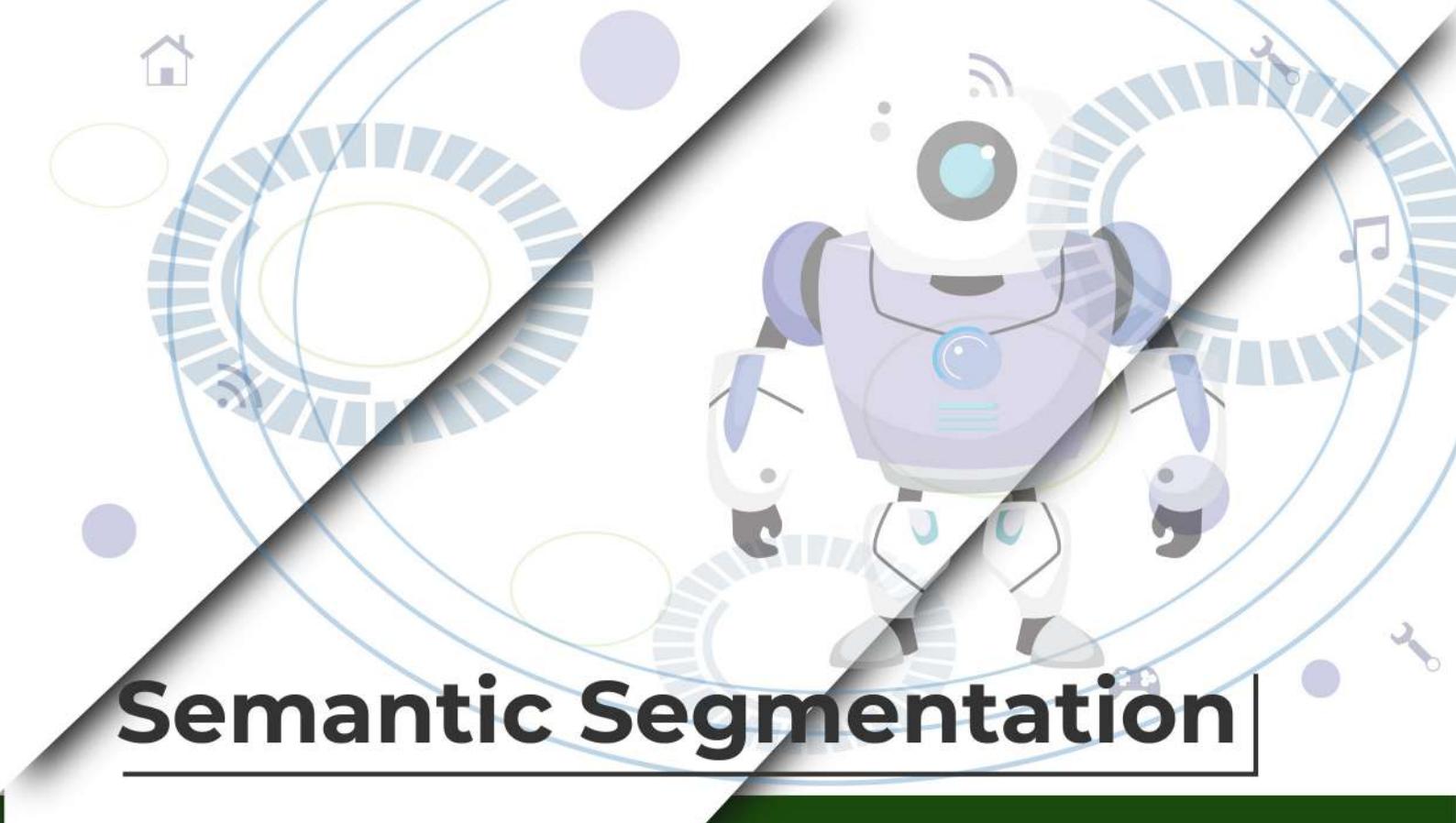




Key Point

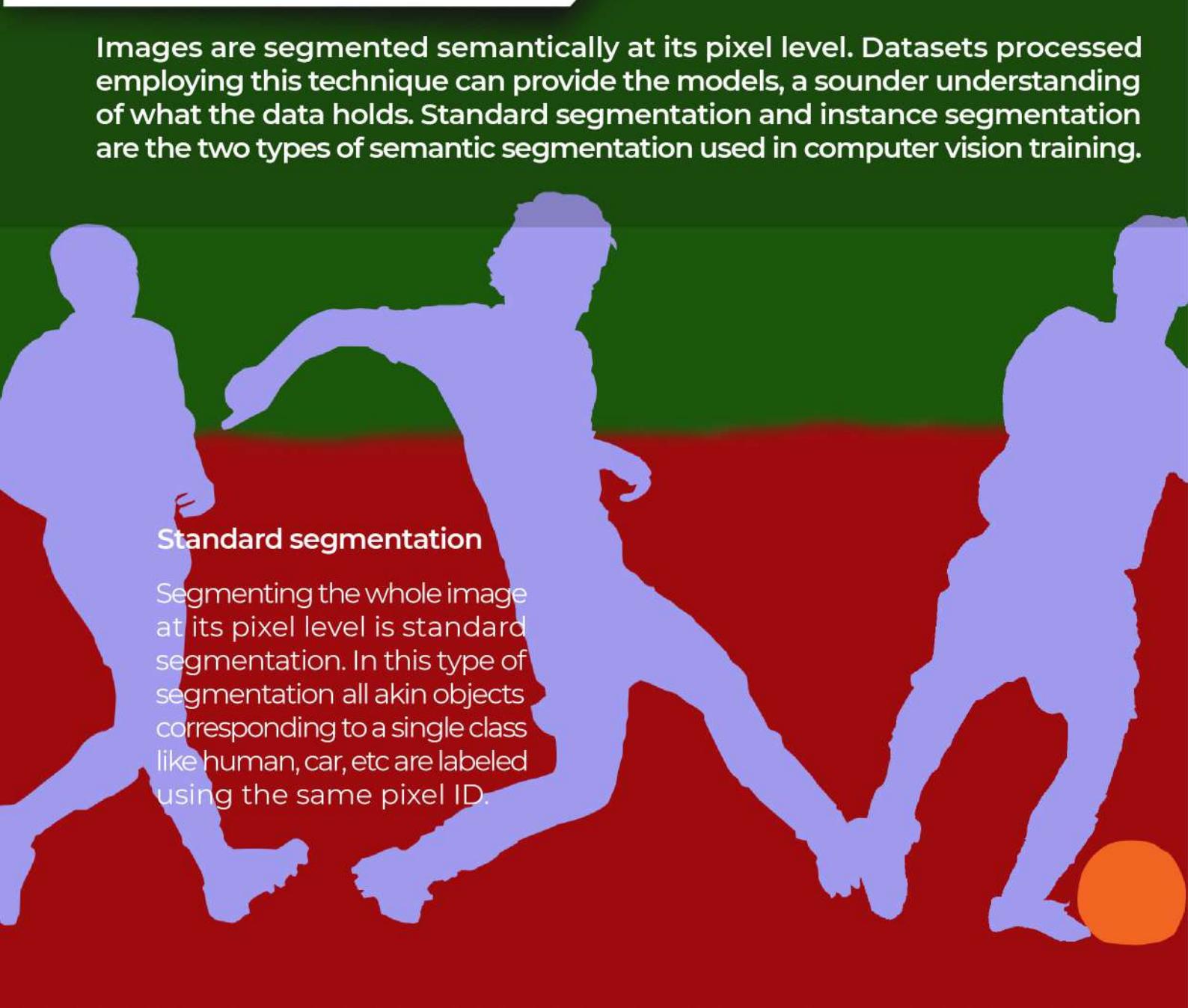
Specific points are used to label the object in an image. These points may specify certain parts or shape of the object. This approach is adopted in various fields like facial recognition models, inspection systems, etc.





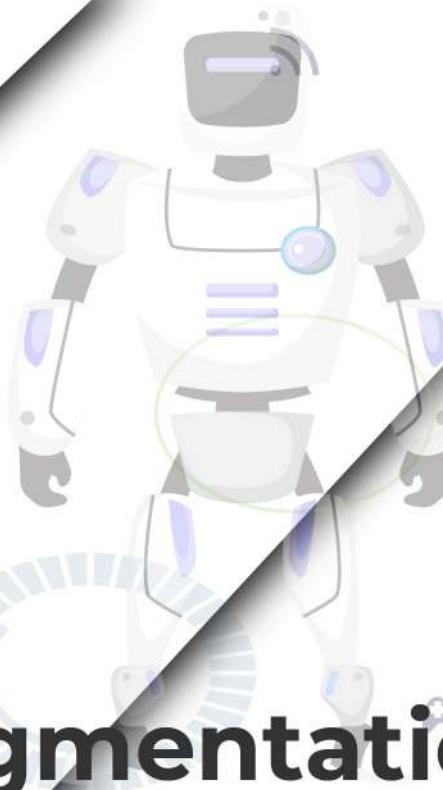
Semantic Segmentation

Images are segmented semantically at its pixel level. Datasets processed employing this technique can provide the models, a sounder understanding of what the data holds. Standard segmentation and instance segmentation are the two types of semantic segmentation used in computer vision training.



Standard segmentation

Segmenting the whole image at its pixel level is standard segmentation. In this type of segmentation all akin objects corresponding to a single class like human, car, etc are labeled using the same pixel ID.



Semantic Segmentation

Instance segmentation.

It is the advanced version of standard type. Here the required objects are only fragmented at its pixel level. Unlike the standard type, each objects are labeled using different labels or pixel ID's irrespective of what class they belong.



2. Redaction

Images can possess information requiring certain level of privacy. This confidentiality can be ensured through secure redactions. Redaction is the censoring of sensitive information in a data. Even though this sounds similar to image annotation, we consider privacy an important issue and deem redaction as another important service at Infolks. We redact both images and videos according to the clients requirements. Services at Infolks are quite simple and customisable, making it more comfortable for clients. Simply share the project requirements with us and the rest will be done promptly and securely.

3. Business Process Outsourcing

Business Process Outsourcing(BPO) is outsourcing of various secondary business processes, which can be time-consuming. Outsourcing these needs can eventually help in concentrating more on primary schedules. A team of young and well educated employee is an asset of services provided at Infolks. Hiring such a curated team is inexpensive in India and enables us to provide quality services at cheap fares. With a group of experts with us, we are definitely ready to give you all the services that can boost your business profits.

3.1 Front office services

3.2 Back office services

3.3 Knowledge Processing Outsourcing

3.4 Branding



3.1 Front Office Services

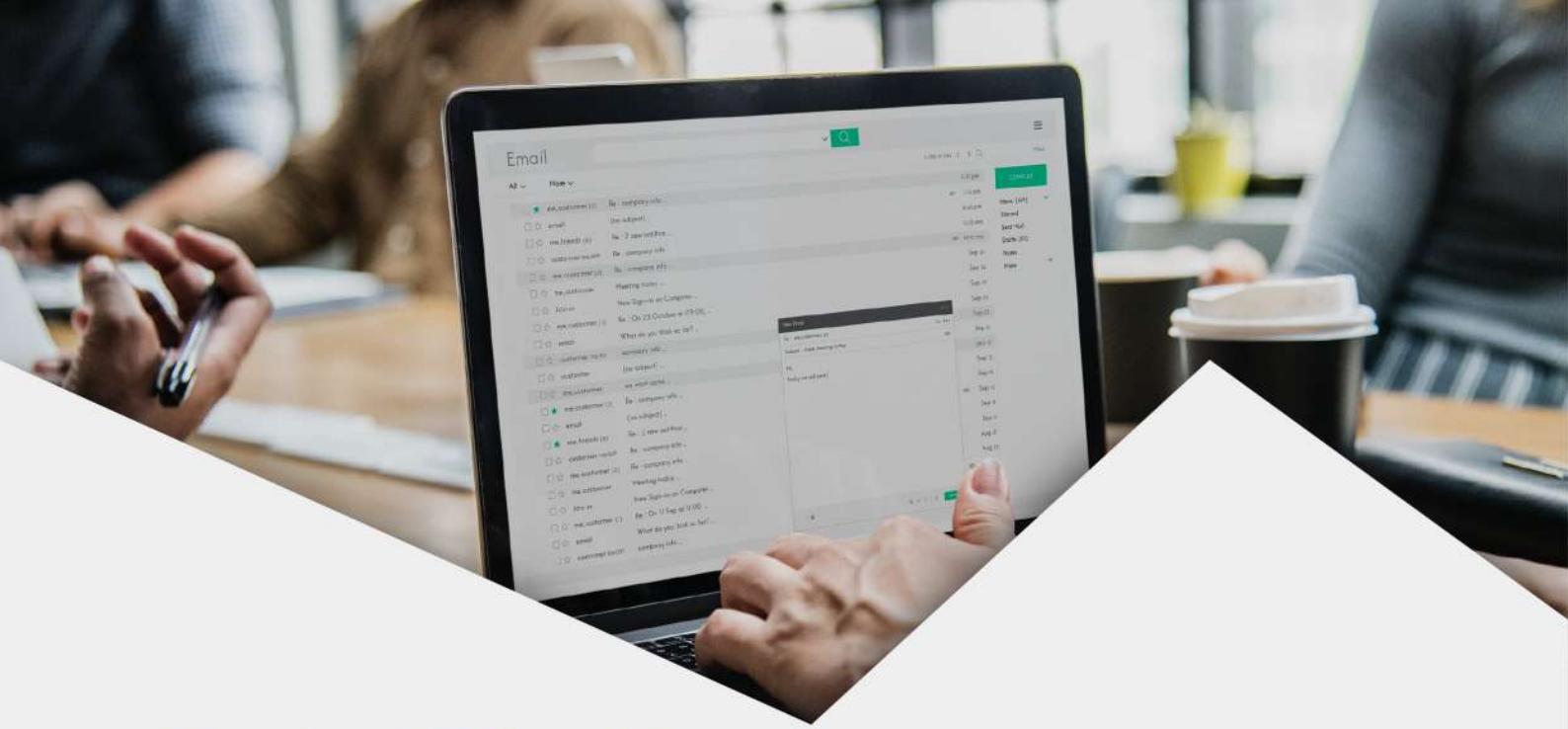
The front office works are directly client dealing services. These services are capable of adding value to the business revenue. Even though these services haven't got much importance in the working of an enterprise, they play a crucial role in finding the best clients in the market. We provide a few front office services and they are:

| Outbound Customer Support

Customer-related practices that an enterprise adopt in marketing its product/services are outbound services. The company associates try to reach a suitable client for telemarketing their product or services through any means of communication. We are capable of assisting enterprises requiring any outbound services in the country.

| Inbound Customer Support

Unlike outbound practices, these are support oriented services. These inbound team associates are assigned to enhance the customer experience by giving accurate support they require. We can readily facilitate a panel of professionals to get all the inbound support that an enterprise wishes to provide their customers.



Back Office Process

The back office works mainly include documentation and related services that do not directly reflect on the company's economy. These works are plenty in number in any industry and are much more time-consuming. Outsourcing these works can be a real lifesaver for enterprises.

Data management

In any industry, data generated or processed are high in number and the count keeps on leveraging. Managing these databases can be a tiresome job. Our workforce is capable of processing any type of data management services like data processing, data cleansing etc. Data entry is one of the prime data management services that we provide.

Accounting services

Accounting the numbers in a company with a large work base can be a cumbersome task. Simply outsourcing these tasks can be a real time saver. We are capable of performing all the account related works such as payment processing, payroll computation, etc. in time at minimal risks.

Software Services

Back-end office structure requires software assistance for its smooth running. Our techies are always ready to provide any software assistance that one may need. Services consist of software development, checking, troubleshooting, etc. We also have a group of professionals that help to build the perfect SEO optimized website. Outsource to us and let us build the perfect cover for your company.



3.3 Knowledge Process Outsourcing

Simply abbreviated as KPO, it is the outsourcing of research and analysis process. R&D works can vary from enterprise to enterprise based on the field of service. For some, this can be evaluating the new trends and for others, it can be designing of new marketing strategies. Even though these services comes directly under the back office process, we consider it as a primary requirement in any companies growth. We have facilitated a curated workforce readily available to perform all types of research analysis that an enterprise demand.



3.4 Branding

For a particular service, clients are always offered a broad range of options and your chances of getting that proposal can be doomed. Various measures are adopted for attracting more customers to your service, branding being the foremost step.

Branding helps you secure the ideal place in the minds of your service seekers. But this isn't as easy as it sounds. It is a marketing practice of designing company trademarks and require a specialized team for it. This is why you may find Infolks as your best partner in branding services. Branding solutions that we offer,

- Logo designing.
- Stationery designing.
- Email designing.
- Marketing collateral
- Website design and optimisation.
- Social media handling.

4. Outstaffing

Planning to setup a new division in India? Finding the right fit for the team is a primary mundane task that can rise up while establishing a new setup on foreign lands. This is where outstaffing comes into action. Outstaffing is another version of outsourcing where we support you facilitate the right team exclusively for your services in the territory.

How Infolks Work?

Once the team specifications are outlined, we help you hire the best recruits that align with your requirements. Moreover, we provide a pleasant workplace exclusively for the hired team. Unlike outsourcing, the company also gets complete access to train and process the hired team. And last but not the least, our outstaffing services are much more economic friendly, enabling enterprises to generate extra revenues.

**“What Makes
Us Different.”**



i Experience

- We have immense experience of over three years in outsourcing services.
- Image annotation is our salient service and has expertise in annotating images under various use cases.
- Over the course of time we have been part of various projects of both MNC's and startups across the globe.

ii Workforce

- Our team consists of around 250 in-house employees who are talented professional graduates and young in their early 20s, possessing high value of energy, adaptation and quick learning.
- New recruits are admitted to the team only after 60+ days of training.
- A technical team is also facilitated for enabling a better assistance to the team.



iii Pricing

- Focusing more on commitment and expertise over extravagant infrastructure we had ensured quality services at decent rates.
- When basic fare for image annotation ranges from 6-10 USD/hr, our rates ranges to a maximum of 5 USD/hr only.
- Reasonable pricing has made our annotation solution unique in the global market.

iv Quality

- We enable the best quality services at the most reasonable hourly rate in the market.
- Service standards are ensured through a multi-level checking process.
- For image annotation it is a triple level mechanism consisting of annotators, approvers, and managers.



v Data Handling

- We are capable of delivering high-quality annotations irrespective of the volume of data to be handled.
- Our dedicated data handling team has facilitated a perfect management system to handle the data systematically and securely.

vi Data security

- With the high level compliance in information security framework, our services are ISO 27001: 2013 certified.
- Our systems are also compatible with GDPR standards ensuring 100% security for your data.
- All our employees are advised to sign an NDA for ensuring safe handling of data.



vii Dedicated Managers

- Our panel of dedicated and experienced managers consist of 3 sections namely Project, Quality and Operations.
- Project managers are capable of handling a project from start to its end efficiently.
- Quality managers constantly verifies work through a multi-level framework to ensure quality outcomes.
- Operations manager function to enhance employee performance.

viii Custom Support

- A panel of professionals are facilitated for maintaining the customer relations more lively.
- Since most of our service seekers are from abroad, we have made our world class customer support available 24X7.
- Despite of the time zone differences we are ready to connect with our overseas clients at any time.



ix Free Demo

- We offer free demo for a better understanding of our services at minimal risk and this is a limited service that are availed until complete satisfaction.
- Neither document signing nor advance payments are required for our pilot services.

x Payment

- We are concerned about your satisfaction rather than payments.
- Payments are processed only after a satisfactory feedback is received.
- If there is any dissatisfaction at any point of time, we are ready to compensate it with no additional costs.



xi No Minimum Requirements

- Our services don't hold any minimum data requirements and are customizable according to the volume of data to be handled.
- If the project is small and even gets completed within pilot services, then our services are free of cost!

xii Aid for Universities & Startup

- We support universities and startups even if they possess a limited amount of data or is working on a low budget.
- We aid them by encouraging their ideas rather than being lucrative.



xiii Flexibility

- Every procedure from project onboarding to final submission are readily customizable and flexible.
- No fixed rules are to be followed while entrusting a project with us.
- We are always open to all your healthy terms and conditions.

xiv Prompt Service

- Promptness is another characteristic of our service and we do our best to provide seamless services to the clients in every manner.
- Our service flexibility and workforce willingness enables us to promise time promptness.



xv Best In The Country

- We continue to be one of the leading image annotation companies across the globe.
- Over the course of 3 years, we have developed ourselves processing the right solutions for various computer vision challenges.
- We continue to provide the best service at the cheapest rate available and this trait alone makes us the no.1 image annotation company in India.

Our Story

2018

Second Achievement

Over the course of time our team expanded around 150+ employees. Established a new office structure with all the facilities. Another achievement accomplished.

2016

Initial Footsteps

With development on the rise, our workforce leveraged to a count of 20+ employees, placing a firm step towards our goal.

2019

A fresh look

Took a big step to the future by re branding ourselves keeping the same services and quality. Moreover, ISO 27001:2013 certification was quite a milestone achieved entrusting the best data security practices. It's a long journey ahead with many achievements alerts.

2017

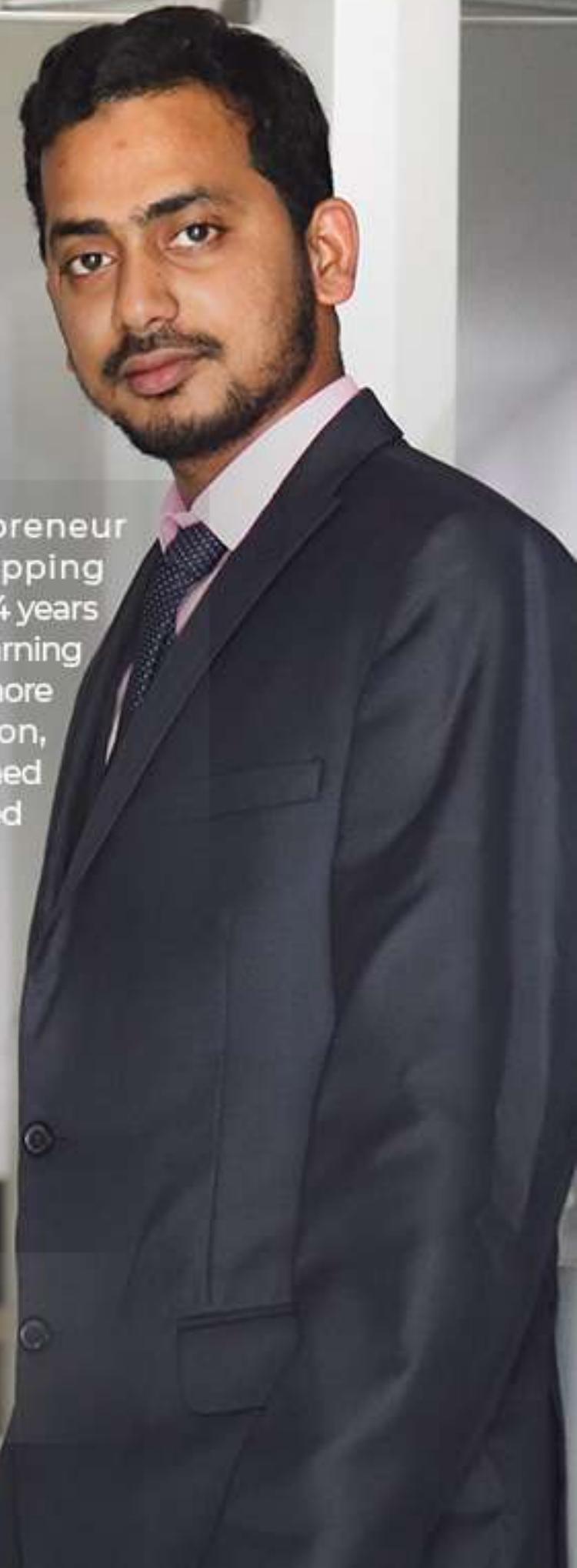
First achievement

A well established office premise is a dream of every company. We setup our first well equipped workspace with a capacity of 70+, achieving one of our milestones

2016

The Beginning

An aspiring mind grouped a handful of members (7), pioneering annotation services in the state

A professional portrait of a man with dark hair and a beard, wearing a dark suit, white shirt, and patterned tie. He is looking slightly to his left with a neutral expression.

Began the journey as an entrepreneur in the year 2016 and led the stepping stone of Infolks. With experience of 4 years in image annotation and machine learning techniques he continues to explore more in the field. With his strategic vision, astute decision making and unmatched execution, he has enabled and inspired whole Infolks family.

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