

SOFTSERVE AI CONTENT MODERATION

Built on AWS

Achieve reputational trust and brand safety, while lowering your costs and automating content workflows at scale.

Billions of people actively share and post content daily, adding value to your consumers and their lives. Some of it, though, is negative, offensive, and harmful both to consumers and a brand's reputation. Using SoftServe AI Content Moderation built on AWS puts the right monitoring, processes, and people in place to manage your brand's online reputation and keep your users and organization safe.

WHY USE SOFTSERVE AI CONTENT MODERATION?

Improve user and brand safety

- Use a wide variety of pre-defined, unsafe categories and set custom ones at scale. Proactively protect your users and brand from unwanted or risky content.

Lower your costs while scaling

- Reduce your human content moderation up to 95% and assess a larger amount of your content.
- Create reliable, scalable, and repeatable cloud-based content moderation workflows.
- Grow your system at scale and only pay for what you use.

Increase efficiency and streamline operations

- Allow AWS tools to flag potentially unsafe content, so your team focuses on only reviewing content that requires more evaluation.
- Automate your content moderation process to increase your team's efficiency and streamline its effectiveness.

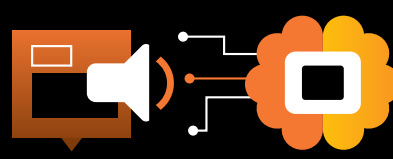
You can quickly review millions of audio, image, or video files and reduce manual moderation with the fully managed moderation APIs of Amazon Rekognition, Amazon Transcribe, and Amazon Comprehend.

Image and video moderation



Amazon Rekognition provides pre-trained and customizable computer vision APIs for moderating your images and videos. It easily handles dozens of moderation categories, millions of images and videos, and seamlessly expands when training on new data.

Text and audio moderation



For audio moderation, your audio files are quickly transformed into text with **Amazon Transcribe**. **Amazon Comprehend** then uses machine learning to extract key phrases or specific entities for further review.

Custom moderation



If your content moderation requires a custom model, swiftly build and deploy it with **Amazon Sagemaker**.



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WHAT YOU GET FROM SOFTSERVE AI CONTENT MODERATION



SoftServe's team of experts will help you:

- Identify unique opportunities for content moderation by analyzing your current infrastructure, data sources, and existing moderation processes. Uncover the most valuable content moderation use cases for your business.
- Scope out and deliver a proof of concept that shows the real impact of the solution on your business by designing it to meet your specific business needs and requirements.
- Work with your business to create a roadmap for scaling the solution and expanding it to your other challenges and use cases.

SOFTSERVE AI CONTENT MODERATION BUILT ON AWS POC CONSISTS OF TWO STAGES

Rapid AI Assessment (1-2 days)

During the first two days, SoftServe experts will learn about your business needs and goals and understand your existing content moderation processes.

Your data sources for image, video, audio, and text moderation will be assessed, and label availability for moderation will be analyzed.

Your current infrastructure will also be reviewed to determine the best solution before selecting a representative data subset for prototyping. Then, your project's success factors will be defined, including required accuracy and latency.

Deliverables:

- Executive assessment report
- Problem statements and success criteria
- High-level solution scope and roadmap

Rapid AI Prototyping (up to 2 ½ weeks)

After completing your Rapid AI Assessment, SoftServe experts will begin your Rapid AI Prototyping. This includes:

- Scoping out the prototyping before designing a proposed new architecture.
- Setting up the content moderation processing environment on an AWS prototype content moderation pipeline.
- Evaluating the moderation's accuracy using provided **violation** labels and any **human-in-the-loop** needs.

Determining dependencies and requirements for uptraining before calculating TCO and defining production path.

Deliverables:

- Feasibility report describing primary solution capabilities, limitations, accuracy, and latency
- Standalone functional prototype of automated content moderation solution deployed on AWS
- MVP architecture and full solution roadmap

SoftServe is a digital authority that advises and provides solutions at the cutting edge of technology. We reveal, transform, accelerate, and optimize how enterprises and software companies do business. Our end-to-end approach and expertise deliver innovation, quality, and speed across verticals, including healthcare, retail, energy, manufacturing, and financial services. We empower enterprises and software companies to re-identify differentiation, accelerate solution development, and vigorously compete in today's marketplace — no matter where you are in your journey.

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