CORTERA LEVERAGES COMMERCIAL-GRADE GPU TO TRAIN THEIR B2B CLIENT DATA ON-BOARDING AI SOLUTION

Cortera has created an AI solution that can verify and match data in company databases to quickly onboard clients and vendors. The company completed a project, using CENGN's GPU resources, to accelerate the training of their AI model.

Cortera is a Toronto-based start-up out of the University of Toronto. Finding a niche in the B2B enterprise sector, Cortera provides AI software products that augment enterprise decision-making processes to help businesses become more efficient, effective and agile.

The company has gained early traction with preliminary clients and is supported by the MaRS Venture Program as well as Communitech. Their goal is to make convenient AI technology accessible to every single business in the world, and they have come to CENGN to start making that dream a reality.

MAKING BUSINESS MORE ORGANIZED

Large corporations often have trouble with unstructured and poorly managed customer and partner data, which makes onboarding new clients or vendors difficult. Bringing on new clients usually requires a lot of manual data checks, especially when dealing with multiple CRM software and databases. That large gap of time means delays for a company to do business with a new client or make orders from new vendors. This can lead operations to go stagnate, resulting in both time and revenue loss.

Cortera has recognized this problem and developed a solution that uses Natural Language Processing (NLP) to organize, filter and analyze data systems accurately and efficiently. Their AI model solution, named DVM (Data Verification & Matching), reduces the time spent on manual verification, saving companies money in the long run, both in onboarding new clients and the turnaround time working with vendors.

TUNING THE AI MODEL

Before their CENGN project, the DVM solution was 45% accurate, a metric Cortera wanted to improve on. However, training an AI model takes a long time, and to accelerate their time to market, Cortera came to CENGN to take advantage of our state-of-the-art NVIDIA Tesla V100 GPUs. This allowed the company to test multiple permutations of their model much quicker than would be possible on other hardware.

In fact, by leveraging the powerful NVIDIA Tesla V100 GPU, Cortera was able to train their AI model three times faster when compared to standard GPUs. This gave them the flexibility to test multiple iterations of their AI, as well as reduce the cost of research.

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BUILDING THE PROJECT SPACE

For this project, Cortera was given a project slice on CENGN's cloud, as well as a bare metal server. The DVM solution was run on the NVIDIA Tesla V100 GPU deployed on bare metal. Cortera was able to monitor the performance of their solution through the open-source tool, Prometheus, which was deployed in their project's cloud tenancy.

To train their model, Cortera used a known data set that could be cross-referenced to measure accuracy. Thanks to the speedy performance of the GPU, Cortera was able to expedite the testing and tuning of their AI to achieve a higher accuracy threshold.

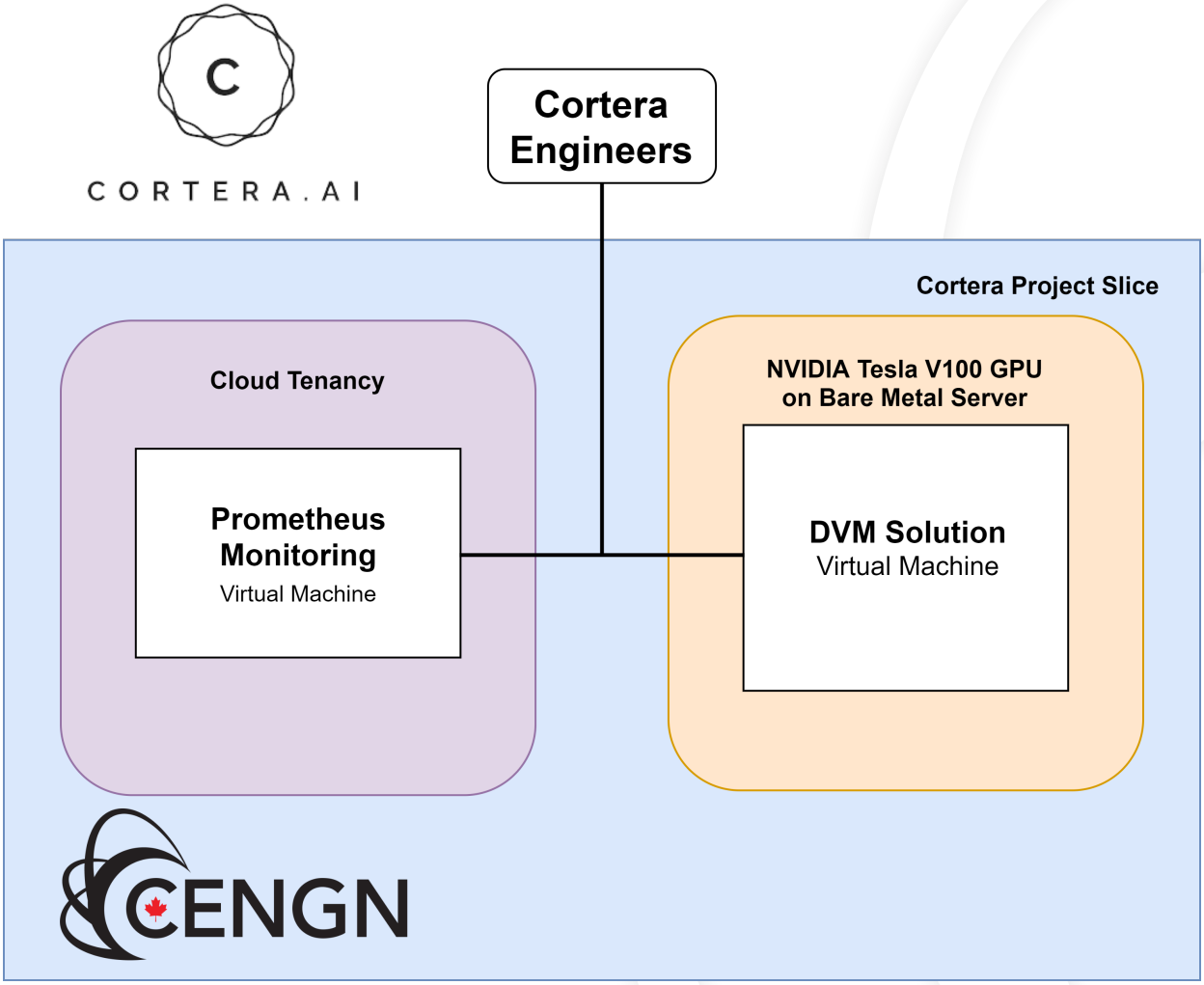
ACCELERATING THE TIME TO MARKET

One of the biggest advantages of a CENGN project is access to an isolated and secure environment. This was very important to Cortera as their data set needed to remain confidential.

This project also provided Cortera valuable metrics, like usage and output, through a customized dashboard developed by CENGN staff. This detailed data gave Cortera the information needed to further hone their AI model and reach higher accuracy thresholds.

Leveraging CENGN staff's expertise on GPUs, combined with the powerful Tesla V100 hardware greatly accelerated Cortera's testing and tuning of their model, which means their time to market will be much shorter!

We were thrilled to have this as our first project to leverage our GPU services for AI, and we look forward to seeing Cortera continue its commercial growth!



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CENGN

Rick Penwarden, Marketing Manager
rick.penwarden@cengn.ca
cengn.ca/projects

Turgut Jabbarli, CEO
turgut@cortera.ai
www.cortera.ai/

C
CORTERA.AI