



Still stuck in AI pilot mode?

Cognizant AI Model Training and Data Services takes AI from pilot to production

Most organizations have started their AI journey. Far fewer have successfully scaled it.

The challenge is rarely the model itself. It's everything around it: identifying the right opportunities, preparing data, validating outcomes, managing risk and embedding AI into real business operations.

Cognizant® AI Model Training and Data Services provides a business-led, end-to-end pathway from AI vision to production-ready results. Powered by deep industry expertise, process intelligence and proprietary knowledge assets, we help organizations identify where AI can create the greatest impact, prepare the right data, train and validate models, build production-ready solutions and operate them at scale.

Built on context. Proven through outcomes.

Digital mapping boosts map accuracy by 20% with HITL verification

We delivered large-scale data processing and human-in-the-loop verification for a leading digital mapping service to train geospatial ML models. Our continuous feedback loop and enrichment pipeline improved core model accuracy by 20%, ensuring users can trust the map they rely on every day.

Conversational AI and generative AI build more natural interactions with human-aligned data

We enabled smarter conversations for a leading generative AI platform by training models with expert prompt-response pairs, multilingual-labeled data and HITL insights to improve intent accuracy and natural interaction.

Content management improves AI decisioning to help create safer content experiences

We enabled one of the leading video-sharing platforms to manage content intelligently to increase user adoption and engagement using HITL and RLHF, boosting core classifier decisioning by 10%–15%. Our RAG-based policy copilots enhanced human review efficiency by up to 30%.

Digital advertising drives superior data quality for safer, more relevant ads with HITL

We powered one of the world's largest online advertising networks with HITL validation for ad generation and placement. By annotating millions of creatives and landing pages and enforcing brand-safety policies, we sustain 99.9% data quality, strengthening ad relevance, user safety and advertiser trust.

Powered by deep domain expertise

Our teams have curated and quality-checked billions of data points and millions of data labels across text, speech, image, video and LiDAR modalities, helping train some of the world's most advanced AI models.

One journey. Five stages. Real business impact.

AI success requires more than technology. It requires an integrated path from opportunity identification to operational value.

Identify and prioritize

- Find the right opportunities for AI and agentification.
- Using our Process Scan, we evaluate business value, feasibility, risk, standardization and readiness to identify the processes best suited for AI transformation.

Diagnose and prepare data

- Build a strong foundation for AI success.
- Through our DataScan and AI data preparation services, we assess data quality, privacy, governance, bias and readiness, then curate, enrich and annotate model-ready assets.

Train and validate models

- Build AI you can trust.
- We select, configure, fine-tune and evaluate models using HITL validation, QA frameworks, red teaming and robust testing to improve performance and reliability.

Build production use cases

- Move from ideas to enterprise-ready solutions.
- We design and develop agents, workflows, applications, integrations and guardrails that align with business goals and operational requirements.

Deploy, operate and improve

- Scale AI with confidence.
- From secure deployment and monitoring to governance, adoption and continuous optimization, we help AI deliver value long after launch.

Why enterprises choose Cognizant



A single partner across the AI lifecycle

Connect strategy, data, models, deployment and operations through one integrated approach.



Deep domain expertise built in, not bolted on

Our domain context libraries and industry expertise help ensure AI solutions are grounded in real-world business realities.



Production-first mindset

We don't stop at pilots. We help organizations operationalize AI and deliver measurable business outcomes at scale.



Vendor-agnostic approach

Select the technologies that best fit your business needs without unnecessary lock-in.



Scale and experience

10,000+ specialists supporting AI data preparation and model-training initiatives.

Billions of data points curated and validated.

Millions of labels delivered across diverse AI domains and modalities.

Start with a scan

Discover where AI can create the greatest value in your business.

A short, low-risk assessment can help identify high-impact use cases, uncover data and process readiness gaps, and define a practical pathway from AI opportunity to production success.

Explore Cognizant AI Model Training and Data Services to move beyond pilots, accelerate AI outcomes and turn ambition into measurable business value.



Cognizant (Nasdaq: CTSI) is an AI Builder and technology services provider, bridging the gap between AI investment and enterprise value by building full-stack AI solutions for our clients. Our deep industry, process and engineering expertise enables us to build an organization's unique context into technology systems that amplify human potential, drive tangible outcomes and keep global enterprises ahead in a fast-changing world. See how at cognizant.ai or [@cognizant](https://twitter.com/cognizant).

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