Building Trustworthy LLMs for Evaluating and Generating Content at Scale

Seekr develops and offers ethical AI solutions, employing large language models (LLMs) to identify, evaluate, summarize, and generate reliable content at scale. Digital content drives marketing strategies and advertising revenue, but ensuring brand safety and suitability is challenging. Seekr is helping solve this problem for the advertising industry with Seekr Align, a solution that uses proprietary scoring and analysis technology to help brands find suitable online content and grow their reach responsibly. With customer growth and the increasing size of LLM deployment, Seekr sought a cloud services provider to help scale through superior price and performance. After successfully fine-tuning and inferencing benchmarking LLMs on Intel® Gaudi 2® processors, Seekr decided to leverage Intel® Developer Cloud as its preferred computing infrastructure for LLM development and production deployment support.

> "This strategic collaboration with Intel allows Seekr to build foundation models at the best price and performance using a super-computer of 1,000s of the latest Intel Gaudi chip, all backed by high bandwidth Interconnectivity."
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> **Rob Clark, President and Chief Technology Officer, Seekr**

Products and Solutions
Intel® Developer Cloud
Intel® Gaudi® 2 Processors

Industry
Technology, Information & Internet

Organization Size
51-200

Country
United States

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Case Study