



Case Study: LabelFuse



LabelFuse

AI start-up accelerates safety and efficiency objectives and expedites business growth with powerful, proven Z by HP workstations equipped with NVIDIA RTX™ 6000 Ada GPUs

LabelFuse was provided loaned HP products from HP.

It's an improbable but inspiring story: a young theology student from Zambia realized that technology could effectively tackle crucial issues at scale in a way that faith alone could not. That journey led Kelvin Aongola, CEO and Founder of Netherlands-based LabelFuse, to create an innovative solution which enables plug-and-play AI adoption to solve real-world problems—without writing a single line of code.

“Most cameras today record, but don’t understand the data they take in,” Aongola explained. “The idea was to harness the power of cameras that are already deployed but make them intelligent, and then deliver insights in natural language so that businesses have critical information to make better decisions.”



INDUSTRY

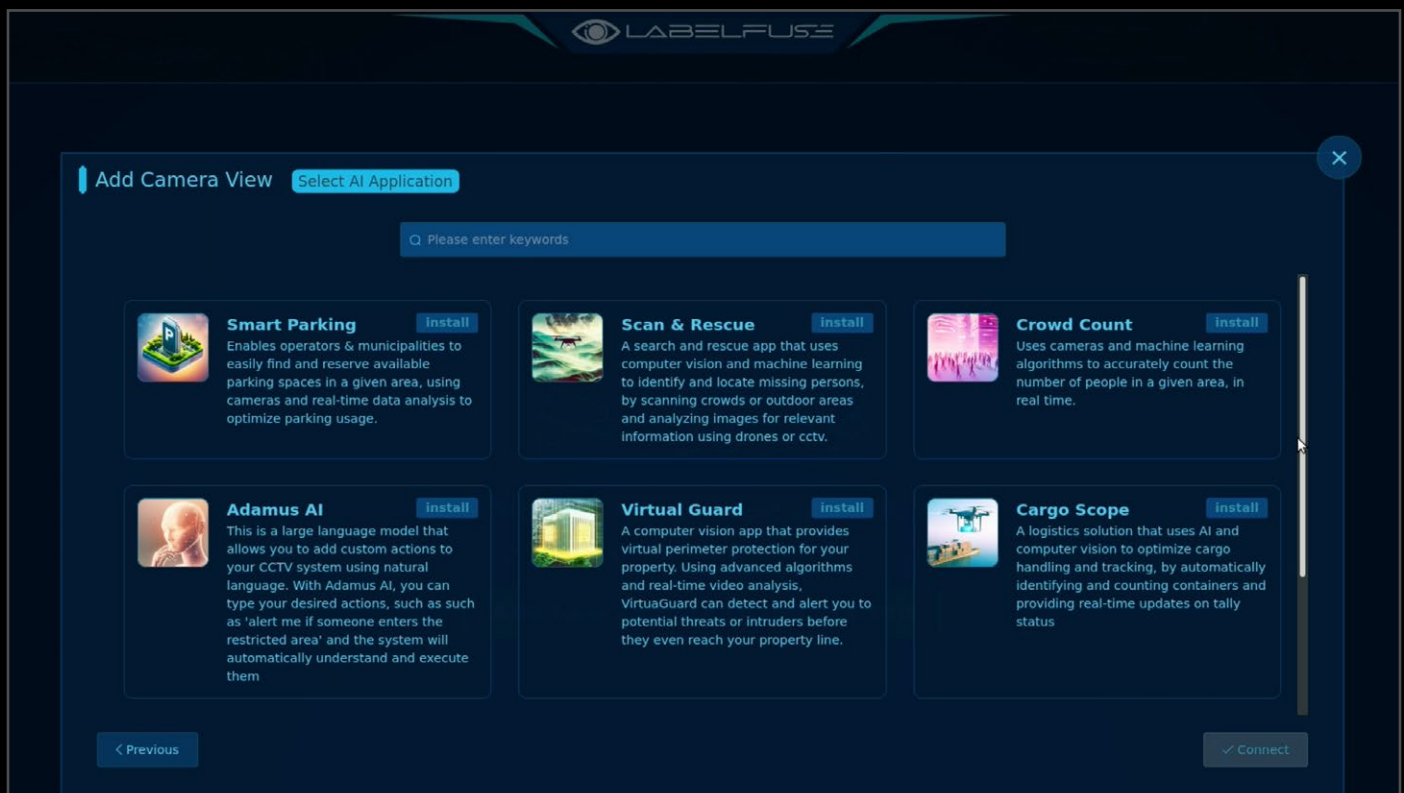
Technology

OBJECTIVE

Democratize AI and Machine Learning adoption to deliver mission-critical business insights to advance safety, resource allocation, and efficiencies

APPROACH

Harness HP Z8 and Z2 Mini workstations to slash model training time, enable cost-effective model deployment in the field, and fast-track proof-of-concept delivery



“Before Z by HP, it would take weeks to train a model using a small in-house GPU. It simply wasn’t fast enough to drive critical decisions. With HP Z8 equipped with NVIDIA Ada Lovelace architecture-based CUDA cores and RTX 6000 Ada GPUs, we train models in a couple of days, accelerating time-to-action for us and for our clients”

KELVIN AONGOLA
CEO & Founder, LabelFuse

LabelFuse allows companies to connect to the LabelFuse no-code AI platform to capture and analyze context-specific incidents from satellite feeds, CCTV, and drone streams. Unlike competitors, LabelFuse offers an application marketplace so customers can select as many of the applications as necessary that match their requirements. And because the platform is simple to use—just connect and go—it’s much more affordable than options that require expensive consulting services.

Aongola partnered with Z by HP to streamline workflows. Speeding time-to-revenue was an unexpected bonus.



Enhancing Safety, Optimizing Resources

LabelFuse first deployed the HP Z8 Workstation and HP Z2 Mini for key mining clients. The mining sector, with its vast network of vehicles and

machinery, faces ongoing challenges in enhancing employee safety and operational efficiency. Aongola revealed, “Driver and pedestrian safety is always a concern with heavy equipment, especially when there are connectivity challenges in the field.” LabelFuse used HP Z8 workstations to train models in a fraction of the time, and then deploy solutions on the highly reliable, portable, and cost-effective HP Z2 Mini with NVIDIA RTX™ A2000 GPU.

“Even a small accident can create huge productivity and revenue impacts in the mining industry,” Aongola acknowledged. “Using the LabelFuse platform running on Z by HP, we can exploit cameras on the vehicles and on the road to track driver fatigue and send alerts if attention is waning.” Similarly, enormous mine elevators use the LabelFuse AI platform to monitor the number of passengers and alert if the maximum is exceeded.





IT MATTERS

- Multiple cores and NVIDIA GPUs shrink model training time from weeks to days
- Portable, plug-and-play solution on HP Z2 Mini enables modeling at the edge
- Delivery of complete out-of-the-box end-to-end solution

BUSINESS MATTERS

- Provide clients with business-critical insights in real-time
- Faster value-proving demonstrations accelerate time-to-revenue
- Dramatically expand prospective client base across industries with powerful, trusted solution
- Reduce water wasted 60% and increase water saved 80%

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Z by HP workstations have also been applied to mining automation since robots used for drilling with water don’t have the intelligence to know when to stop and move on. LabelFuse running on HP Z2 Minis tracks robot progress and alerts them to change position, reducing water wasted by 60% and increasing water saved by 80%.

In contrast to competitive offerings which utilize huge devices that are difficult to move around and are much more costly, Z by HP offers the world’s most powerful mini workstation in a sleek, compact design.

“The HP Z2 Mini form factor makes it easy to mobilize a complete solution anywhere. With small edge devices, customers have access to many different LabelFuse applications; they simply log in and select the ones they need,” highlighted Aongola.



Power to speed business

It's not only models that are moving faster with Z by HP. Aongola's business is picking up speed, too. A significant hurdle facing LabelFuse was the time needed to demonstrate the value of the solution to prospective clients. "It used to take one to several months to deliver a demo or a proof-of-concept to secure a signed contract," he noted. "With Z by HP, LabelFuse is able to share a value-proving demonstration within a few days, dramatically accelerating our ability to close new business."

Aongola added, "Z by HP supports our go-to-market strategy as well, to resell a complete technology stack on a deeply trusted brand. The fact that HP is recognized worldwide opens more doors, eliminates potential barriers, and gives us the confidence that the hardware is top-notch, empowering us to focus only on improving the software."

Z by HP has transformed our business. The speed and performance enhance our value and accelerate new customer acquisition, the portability of the HP Z2 Mini cost-effectively delivers compute power and data privacy anywhere our clients are, and the HP reputation opens doors and eliminates barriers to adoption

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Proven solution stimulates expanding opportunities

The success of deploying Z by HP to drive safety, optimized operations, and cost-savings in the mining industry has opened new opportunities for LabelFuse.

The portability and data privacy offered by LabelFuse on HP Z2 Minis has prompted the defense sector to adopt the solution in several areas, including tracking and classifying foreign drones. Aongola elaborated, "With easy-to-deploy edge devices that integrate seamlessly into existing infrastructures, we are able to pinpoint coordinates and trajectories and send real-time alerts."





Demonstrated versatility and value means that the plug-and-play solution is gaining traction in other industries as well. LabelFuse has new opportunities in retail, tracking foot traffic, customer engagement, and informing personalized ad content. The company also sees potential in the healthcare sector, working to close gaps in access with services such as imaging diagnostics and disease identification, and in smart cities, providing cost-effective safety and resource allocation data.

Aongola underscored, “Z by HP has transformed our business. The speed and performance enhance our value and accelerate new customer acquisition, the portability of the HP Z2 Mini cost-effectively delivers compute power and data privacy anywhere our clients are, and the HP reputation opens doors and eliminates barriers to adoption.”

LabelFuse’s mission to do good, galvanized by powerful Z by HP technology, is addressing essential issues at scale, forging a smarter, healthier future.

ABOUT LABELFUSE

A no-code machine learning platform for computer vision at scale, LabelFuse enables decision-makers to automatically capture and analyze context-specific incidents from video and image data faster and more accurately. The solution’s end-to-end approach eliminates scalability roadblocks such as labeling, expertise, and technology readiness by automating every step of the process. LabelFuse empowers non-technical teams to apply mission-critical insights without writing a single line of code.

Z by HP for Data Scientists & Analysts

Get rapid results from your most demanding datasets, train models and create visualizations with Z by HP data science laptop and desktop workstations.

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