



## Artificial Intelligence Startup, Emotient, Solves Technology Problems Through Outsourced IT Solution

Emotient is a San Diego-based startup that uses artificial intelligence to detect emotion from facial expressions in order to identify how people feel. Emotient grew to over 50 employees by the end of 2015 and was ultimately acquired by Apple, Inc.

### THE CHALLENGE:

The leadership at Emotient, led Dr. Javier Movella, began their journey with multiple technology challenges. Their offices operated without a documented IT strategy as they quickly filled their office space with many Apple computers and machines. Their small space was running out of power and energy capabilities because it was filled with various machines and servers, which were becoming impossible to maintain. Considering utilizing a data center for their IT and data storage needs, the team at Emotient decided to partner with an outsourced IT company to manage this process. By outsourcing their technology needs, the team at Emotient could focus their energies on perfecting their technologies, instead of stressing over their IT problems.

### THE SOLUTION:

Through their collaboration with EnteracLOUD, the team at Emotient solved their technology challenges in one week through the creation of an IT environment that provided 24-hour IT support, a private cloud environment that supported hundreds of testing machines, and developed a stable IT infrastructure with high speed Ethernet circuitry.

### CLIENT QUOTE:

*"Our goal with artificial intelligence is to provide avenues for people to express their feelings about the content they view, in an anonymous and effortless manner, because there is enormous value to how people respond to what they're watching. In order to do this, we needed the technology foundation, so we could scale and grow. EnteracLOUD provided us with this benefit through their outsourced IT solutions." - Dr. Javier Movellan*