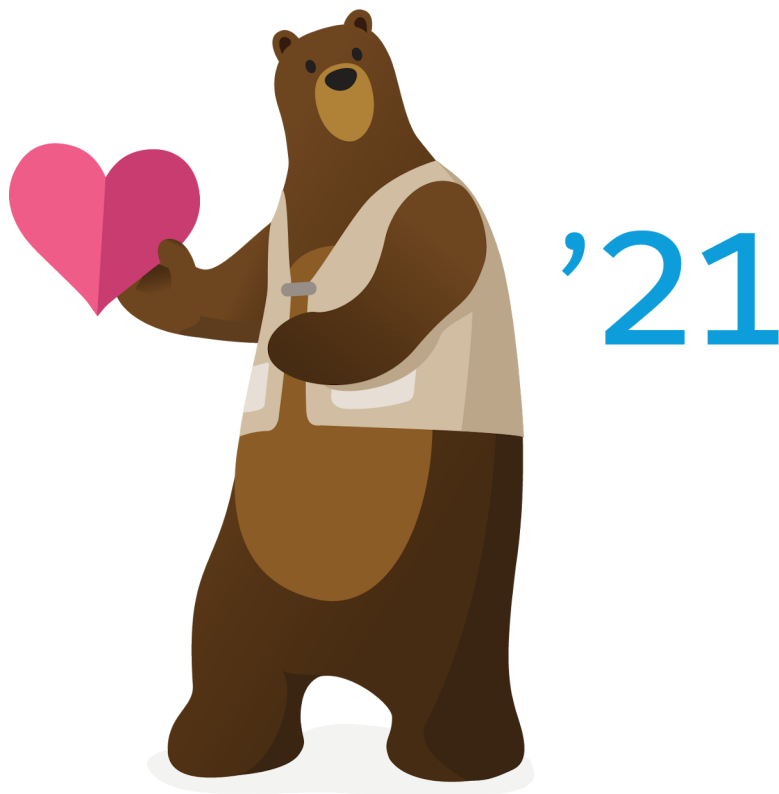




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# Einstein Platform Services Developer Guide

Version 51.0, Spring '21





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# CHAPTER 1 Einstein Platform Services Developer Guide

Use Einstein Platform Services to seamlessly integrate custom deep-learning models into your CRM workflows.

## Einstein Vision

Harness the power of image recognition to solve an array of use cases such as visual search, brand detection, and product identification. Einstein Vision enables you to tap into the power of AI and train deep learning models to recognize and classify images at scale. You can use pre-trained classifiers or train custom classifiers to solve unique use cases.

- Einstein Image Classification—Train deep-learning models to recognize and classify images at scale.
- Einstein Object Detection—Train models to recognize and count multiple distinct objects within an image, providing granular details like the size and location of each object.
- Einstein OCR—Use optical character recognition (OCR) models to detect alphanumeric text in an image.

## Einstein Language

Use the power of natural language processing to connect with your customers in entirely new ways by discovering insights from unstructured text data.

- Einstein Intent—Categorize unstructured text into user-defined labels to better understand what users are trying to accomplish.
- Einstein Sentiment—Classify the sentiment of text into positive, negative, and neutral classes to understand the feeling behind text.
- Einstein NER—Use the named-entity recognition (NER) model to identify entities in text.