



→ *The use of data is essential to socioeconomic development.*

Data for Decision Making

Vital Wave helps clients maximize the use of data and analytics for improved decision making and performance.

With the emergence of better data and analytical tools, organizations have an opportunity to harness data to improve decision making and performance. Shifting to data-driven decision making requires not just the analysis of the right data, but also the ability to communicate and integrate findings into everyday business processes. Today, more than ever, effective data analytics can help foundations, governments, and corporations identify growth strategies to improve reach, efficiency, and impact.

Reliable data is needed throughout the lifecycle of a program to support investment decisions, evaluate performance, and make ongoing improvements. Technology holds great promise to enhance the use of data for decision making. Yet, lack of coordination, data ownership and control issues, insufficient governance structures, and low technical and analytical capabilities are persistent challenges for the use of data systems in low-resource settings.

Vital Wave applies its ICT4D leadership and a suite of end-to-end services to help international donors, governments, and businesses maximize the use of data for socioeconomic development. The company has partnered with the Bill & Melinda Gates Foundation, Qualcomm, World Bank, World Economic Forum, and several national governments in the area of data use.



Vital Wave's Data for Decision Making services are highly customized to the unique objectives, priorities, and characteristics of each client. The firm works closely with clients to identify specific areas of need and effectively integrate data analytics and tools into business and organizational processes. Vital Wave's end-to-end approach ensures accurate interpretation and effective application of data. In addition, Vital Wave helps organizations build a culture of data use through change management and capacity building.

This experience includes:

- ▶ Design and development of data and M&E systems
- ▶ Research and advisory services in Open and Big Data
- ▶ Data-driven development for international organizations and think tanks
- ▶ Research and analysis on technology decision makers and their information needs in Africa, Europe, and Latin America
- ▶ Economic modeling and impact studies for major multinational technology and pharmaceutical companies
- ▶ Talented field teams with extensive in-country experience evaluating and implementing data systems in coordination with local authorities

Contact Vital Wave or visit VitalWave.com for reports focusing on data for decision making, including:

- ▶ Sustainable Financing for mHealth
- ▶ Multiplying Agriculture by the Power of Mobile
- ▶ Big Data, Big Impact: New Possibilities for International Development
- ▶ Paving the Path to a Big Data Commons

KEY PROJECTS

- » HIV/TB Data Systems Evaluation and Integration in South Africa
- » Analysis of Big and Open Data for Development
- » HIV Data Landscape Assessment and Gap Assessment in Tanzania
- » M&E Planning and Implementation for Mobile-based Projects
- » Assessment of Comprehensive Patient Record System in Africa

About Vital Wave

Vital Wave provides end-to-end services to scale information and communications technology (ICT) solutions for socioeconomic impact in developing countries. The firm works with multiple stakeholders to deliver technology solutions that amplify the reach, uptake, and efficiency of development programs. Vital Wave draws on a full range of enterprise-level ICT implementation capabilities, proven methodologies, and decades of field experience in developing countries to achieve sustained growth at scale.