CENTER FOR DIGITAL ACCELERATION

Driving change across emerging markets through the design and deployment of innovative, user-centered digital tools.

**ADVISORY**

**CUSTOM DIGITAL STRATEGIES**
CDA helps clients understand and integrate digital tools and approaches across their emerging markets portfolio. Our strategies ensure that clients gain maximum benefit from their digital investments.

**DIGITAL PROJECT MANAGEMENT**
CDA provides full-cycle implementation support to projects. This includes local staff recruitment and training, partner screening and selection, monitoring, and operational management.

**CUSTOM DIGITAL TRAINING**
New digital tools and approaches are entering the market every day. CDA keep clients up-to-date by tailoring our digital training to meet client objectives.

**INSIGHTS & RESEARCH**

**INSIGHTS INTO USERS IN EMERGING MARKETS**
CDA helps clients keep their finger on the pulse of changes in digital access and use in emerging markets through Frontier Insights®, a proprietary user discovery and research method that sheds light on target populations’ technology use, information access, and degree of trust in digital tools.

**DIGITAL ECOSYSTEM ASSESSMENTS**
CDA conducts digital ecosystem assessments in emerging markets to provide clients with an in-depth understanding of opportunities and gaps in the local technology landscape. Our insights help clients build strategies and partnerships to engage and thrive in the digital ecosystem.

**PRIVACY & TRUST RESEARCH**
Cybersecurity and trust dynamics are different in every country. CDA analyzes local and regional political and market-based drivers of user behavior and trust to help clients make informed product and program decisions.

**PRODUCTS**

**DIGITAL TOOLS**
From distributed ledger applications to machine learning models, our team builds cutting-edge, user-centered tools to help our clients as they drive sustainable social, economic, and political impact.

**DATA FOR DECISIONS**
CDA helps our clients transform their work through data-driven decisions, identifying critical information sources and building custom spatial and statistical analysis tools to maximize the impact of their data.

**MAKER LAB**
CDA is home to DAI’s Maker Lab, which builds accessible yet sophisticated hardware—and workforce capacity around that hardware—to address development challenges in emerging markets. We work with open source technology to ensure innovators around the world have access to cutting-edge, user-centered approaches and techniques.
CDA Knows Emerging Markets

CDA has worked in 70 countries worldwide since 2000. Below are a few of the highlights of our current work.

**Blockchain**
**United States**
Building a private Ethereum blockchain that allows patients to store and access their vaccination records, making it easier to track their immunizations.

**User Insights**
**Jordan**
Enhancing outreach efforts of education organizations by providing insight into how rural Jordanian youth access and use digital platforms.

**Training**
**Kenya and Pakistan**
Developing a custom digital training to build staff capacity outside of HQ.

**Machine Learning**
**Afghanistan**
Using machine learning to match women jobseekers with jobs.

**Transparency App**
**Guatemala**
Employing human-centered design to create an open-source budget transparency app.

**Innovation**
**Uganda**
Catalyzing entrepreneurial innovation through a prize to solve a critical agricultural challenge.

**Cybersecurity Training**
**India and Ukraine**
Delivering cyber hygiene and privacy trainings to build local capacity.

**Mobile Money**
**Haiti**
Driving mobile money uptake through user insights research.

**Flood Early Warning Hardware**
**Cambodia**
Designing and installing sonar stream gauges for flood detection in vulnerable areas.

**Entrepreneurship**
**Ghana and Mauritania**
Partnering with Kosmos Innovation Center to identify, nurture, and fund promising youth-driven startups.

**Digital Ecosystem Assessment**
**Malawi, Nigeria, Western Balkans**
Conducting digital scoping studies and labor market assessments to identify opportunities for investments in technological innovation.

**Data Portal**
**Central America**
Working with public and private partners to build a sustainable data portal and digital tools that tackle challenges to regional coffee production.

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OUR CLIENTS: With cross-sectoral experience in diverse geographies, CDA supports a range of public and private sector clients, including USAID, GIZ, the U.K. Department for International Development and Foreign and Commonwealth Office, and GSMA.

Join the conversation! DAI-Global-Digital.com | Digital@DAI.com