



# CENTER FOR DIGITAL ACCELERATION

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

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## 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.

## PRODUCTS



### DIGITAL TOOLS

From distributed ledger applications to machine learning models, our team builds cutting-edge tools to support 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.



### ADVANCED TECHNOLOGY RESEARCH

CDA continuously engages with advanced technologies to better understand how they can be used to support increased access to services and jobs.

## INSIGHTS & DESIGN



### INSIGHTS INTO EMERGING MARKETS

Digital access and usage norms change quickly, especially in emerging markets. CDA helps clients keep their finger on the pulse of these changes through *Frontier Insights*, a proprietary user discovery and research method that identifies technology use and information access patterns of target populations.



### HUMAN-CENTERED DESIGN

CDA incorporates end-users in all steps of the design process, even in the most challenging locations. This ensures that products resonate more deeply with emerging market end-users — ultimately driving product adoption.

# CDA Knows Emerging Markets

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

