MOORE Afghanistan

PAST PERFORMANCE

SMS/IVR/USSD COMMUNICATION

UNICEF - June 2017

ABOUT UNICEF

The United Nations Children's Fund (UNICEF), an international, inter-governmental organization established by the General Assembly of the United Nations by resolution No. 57(1) of 11 December 1949 with offices in 160 countries and spanning 260 locations.

UNICEF has been actively promoting and protecting the rights and wellbeing of children and women in Afghanistan. Since 1949, UNICEF has been providing essential services that include education, health, nutrition, protection, water, sanitation, and hygiene to those who are in need. UNICEF also provides humanitarian assistance during emergencies. UNICEF, together with its partners, are on the front lines of the battle to eliminate polio in Afghanistan, one of only three countries in the world where the disease remains endemic. The individual voices and faces of people, particularly women and children, are often lost in the noise and violence against them. UNICEF is working to change this account so that every child may be given choices and opportunities in their life.

In overall implementation rate of the UNICEF Afghanistan program of a corporation and helping Afghanistan people increased considerably, with almost $147 million committed and spent in 2014 with spending billions in the coming years.

BACKGROUND

UNICEF Afghanistan required remote monitoring of its aid activities in the Afghanistan.

Moreover, to make sure the effectiveness and to monitor UNICEF's support and aid activities in Afghanistan, UNICEF ACO needed mobile technologies for the remote monitoring of its aid activities. ACO intended to utilize SMS, Voice, IVR, and understanding supplementary service data (USSD), and mobile technologies. ACO was seeking a company to provide them with aggregator for SMS, IVR, and voice traffic from multiple mobile operators and all necessary support for activation, the routing of traffic for short codes, consolidated monthly billing, operations, maintenance, and USSD gateway services.

Besides, UNICEF ACO was required to employ mobile technology company to provide a link to at least one USSD gateway with a single operator, submit monthly invoices on traffic and services in a single rate for all operators, monthly reports on uptime, usage and traffic throughput, and provide a single point of contact for assistance and support call. To help UNICEF ACO in the provision of SMS, Voice, IVR aggregator, and USSD Gateway, Moore Afghanistan was awarded the contract on 16 November 2013. Moore Afghanistan provided UNICEF ACO a critical external role for ACO technology for development systems using mobile technologies.

KEY TO SUCCESSFUL IMPLEMENTATION

Given Moore Afghanistan's over 11 years of experience of serving all of these great organizations across Afghanistan, our management brings decades of experience managing large projects in the areas of technology solutions, financial management, business & capacity development, monitoring and evaluation, research design, policy analysis, and educational programming in Afghanistan. Our powerful combination of education, experience, and qualification uniquely places Moore Afghanistan to provide the highest level of service across Afghanistan with integrity, efficiency, and accountability.

Members of Moore Afghanistan's leadership was involved in developing CMS for JSSP in Afghanistan. Furthermore, they have played critical roles in the Ministry of Finance, AISA, Ministry of Justice, Ministry of Women's Affairs, Ministry of Education, and Ministry of Higher Education.

Moore Afghanistan's Technology Division was established with a specific vision of keeping up with

the technological revolutions occurring throughout the world, and even at times being a contributing factor behind these innovations. In Afghanistan, our specific objective has been producing and bringing innovative solutions to help with a real digital transformation of the country. This includes the development of these solutions, advocacy for digital solutions, and assisting the government and organizations to realize the underlying benefits of adopting technology to run businesses and for the provision of services.

Our Technology Division has been a pioneer of mobile apps in the country by producing some of the most excellent mobile applications. The technology team has been developing an ecosystem of solutions that integrate making processes much simpler and faster; these solutions then expand through being connected with systems inside and outside Afghanistan, providing a portfolio of services and value through these interconnections. Our solutions do not only help consumers find what they need but also help businesses connect with consumers and provide services in an unprecedented manner in the country.

One of our main lines of work at Zinzir (Moore Afghanistan's Technology Division) is the development of intelligent mobile apps. Veterans of this industry, we have more than five years of experience in this field. We have developed many successful apps across different sectors, from standard utility and productivity apps to large-scale enterprise resource management apps. The industries we serve are Mobile Payment, Online Banking, e-Commerce, ERP, e-learning, transportation, travel, Entertainment & Media, and security. Two of our most highly ranked mobile apps are described below.

HesabPay, which is a mobile payment solution that integrates with Banks, Mobile Network Operators, and the Afghanistan Payments Switch to provide financial services on a mobile app. These services include mobile top-up purchases, money transfer, bill payments, store payments through scanning QR codes, online payments, and POS payments.

A HOLISTIC APPROACH

Moore Afghanistan is one of Afghanistan's few consultancies that provide high-quality professional business services in Afghanistan. UNICEF project was focusing on establishing mobile technology for monitoring aid activities across Afghanistan. Moore Afghanistan applied best practices and handy use of the technology in establishing and maintaining communication with all stakeholders and to have regular access to information.

We were acutely aware of the technical and social challenges faced in sending and collecting timely, reliable, and sufficient responses. Highly reliable technical solutions that garner meager participation rates do not aid in effective monitoring and evaluation processes. Pulse was created specifically in response to these challenges, with both a robust technical design and an extensively researched data collection process to create not only a technical solution that functions appropriately but also a high response-rate solution that not only meets UNICEF ACO's goal of having a technical monitoring platform but even exceeds the goal by helping UNICEF ACO achieve a higher response rate with more robust information. IST Research's Pulse platform was Built off, and our solution was not only technically robust, meeting all of the primary objectives, but also was designed to maximize citizen participation, drastically increasing the response rate and credibility.

In addition to innovating Pulse as a technical solution, IST Research (small, veteran-owned company provides decision support innovation to the edge) innovated a process for optimizing the use of Pulse for data collection in remote areas. Our holistic solution integrating the technical solution with the user-centric process has proven to increase the response rate. It was designed to enable first easily (e.g., UNICEF ACO program manager), second (e.g., UNICEF ACO staff), and third party (e.g., members of the local Afghan community) monitors, harnessing the power of crowdsourcing to allow UNICEF ACO to crowdsource data from the local community through the multimodal technologies.

As a result, the Moore Afghanistan team was able to provide more effective support in expectation of specific needs, and UNICEF ACO got mobile technology for remote monitoring of its aid activities, need of communities and outcomes, and within the budget.

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