



**DRIVING SOCIAL IMPACT WITH  
TECHNOLOGY AND DATA**

“We are constantly looking down the road at how we can leverage new innovations to solve our clients’ problems, such as applying Blockchain technology as a “secure distributed ledger” for aiding financial inclusion and transparency or documenting land ownership in fragile states.”

–**Michael Link**, Division Vice President for Data Science, Surveys and Enabling Technologies, Abt Associates



## DATA CAPTURE

We offer the most effective data capture in the most dynamic environments.

Data today comes not just from well-designed research studies—which we have conducted for decades—but also from technology-driven sources, such as social media, GPS coordinates, connected lab devices, sensor data, pictures and videos, satellite, drone and wireless devices.

Abt’s data scientists take complex data challenges involving mixed method collection, multiple sources, and unstructured or dirty data to produce actionable information. Our staff also ensures that our products and services meet the highest privacy and security standards.

## USING GIS AND DATA VISUALIZATION TO ADVANCE GREEN DEVELOPMENT

Development in Indonesia—one of the world’s most heavily forested countries—has been stymied by murkiness around land ownership and borders. In the Millennium Challenge Corporation-funded Participatory Mapping and Planning (PMaP) project, Abt Associates is **using unmanned aerial vehicles and GIS to help Indonesia move forward in establishing clear land ownership boundaries.** The vehicles fly over rugged terrain around 100 villages to record topography and land use. By working with villagers to mediate border disputes and update licensing and land-use and land-cover databases, we are clearing the way for green development, a government goal.



## DATA WRANGLING & ANALYTICS

Your data has tremendous value. We can turn it into meaningful, actionable information.

Our experts quickly assess your requirements and apply the most effective data methodologies and technologies to solve your problems.

We develop customized solutions to suit clients' data requests, including web-based applications, automated data harmonization and interactive data reporting. We offer advanced analytics and large-scale data management for client and public consumption.



## USING DATA SCIENCE TO UNDERSTAND ZIKA AWARENESS MESSAGES ON SOCIAL MEDIA

Working for the Centers for Disease Control and Prevention's Domestic Readiness Initiative on Zika Virus Disease, we developed a campaign to educate and support travelers. **We sent SMS health updates on health concerns using a multi-lingual, two-way SMS platform** that we had developed for illness surveillance in Peru. We employed rapid-cycle machine learning techniques to identify key influencers in social media discussion, public sentiment around topics and awareness materials, and success or failure of messages to move through social media.

## DATA DISSEMINATION

# What is your data story? We can convert your raw information into inviting interactive visualizations.

Abt Associates creates versatile, accessible, web-based dashboards to help clients explain and take action on data. We employ user-centric design methods and create decision tools appropriate for the targeted audience.

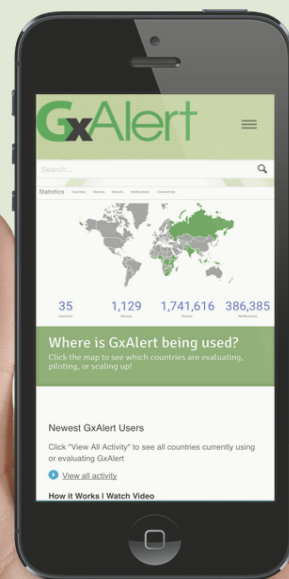
We have developed hundreds of data stories, including national indicator and scorecard dashboards, district-level reporting sites, disease surveillance tracking systems, laboratory machine reporting networks, supervisor dashboards for monitoring clinics, insurance registration and payment systems, clinical supervisor mobile apps, cloud-based field logistics tracking systems and clinical outcomes sites.

## A NATIONAL SURVEILLANCE SYSTEM FOR MULTI-DRUG RESISTANT TUBERCULOSIS

GxAlert is an international tuberculosis (TB) and multi-drug resistant TB surveillance system—created by Abt Associates—that is deployed or being **deployed in 35 countries with USAID support. The system relays test results from the GeneXpert machine and combines them into health alerts and performance metrics** at the local, district, and national level.

### *The system:*

- Alerts health officials when deadly drug-resistant TB is detected;
- Reduces time to treatment by getting patients enrolled earlier;
- Saves health systems hundreds of thousands of dollars in inventory waste; and
- Provides real-time and complete TB surveillance monitoring capabilities.





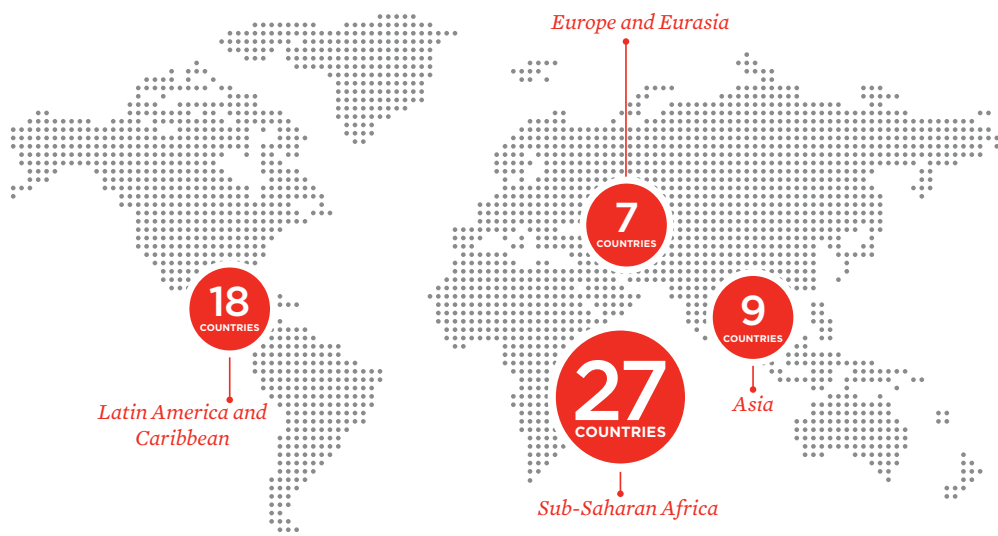
# About Data Science, Surveys and Enabling Technologies

## **HARNESSING THE POWER OF TECHNOLOGY AND DATA TO DRIVE SOCIAL IMPACT**

Abt Associates is an industry pioneer and innovator of data-driven technology solutions. We cross disciplines, methods and geographic borders to improve the lives and economic well-being of people worldwide.

We are a full-service technology, data and innovation partner. Our experts have deep experience in developing and capturing high-quality data via complex surveys, administrative data, social media and sensor information, and the ability to normalize, analyze and transform data into actionable insights.

## **We Work in the U.S. and More Than 50 Countries**





**BOLD  
THINKERS  
DRIVING  
REAL-WORLD  
IMPACT**

## **Bold Ideas. Real Results.**

Abt Associates is an engine for social impact, dedicated to moving people from vulnerability to security. Harnessing the power of data and our experts' grounded insights, we provide research, consulting, and technical services globally in the areas of health, environmental and social policy, technology, and international development.

### **WORK WITH US**

[bdu@abtassoc.com](mailto:bdu@abtassoc.com)

### **PARTNER WITH US**

[abtassociates.com/registry](http://abtassociates.com/registry)

### **CONNECT WITH US**

[abtassociates.com](http://abtassociates.com)



### **JOIN OUR TEAM**

[abtassociates.com/careers](http://abtassociates.com/careers)

### **LEARN MORE**

[dset@abtassoc.com](mailto:dset@abtassoc.com)

[@abtdatascience](https://twitter.com/abtdatascience)

---

### **SELECTED CLIENTS**

- USAID
- Pew Research Center
- Harvard University
- ABC/Washington Post
- Veterans Administration
- Department of Education
- Amtrak
- CDC
- Department of Labor
- Administration for Children and Families
- State and Local Governments
- Department of Transportation
- Social Security Administration

---

### **KEY FOCUS AREAS**

- Education
- Environment & Energy
- Food Security & Agriculture
- Governance & Justice
- Health
- Housing, Communities, & Asset Building
- Workforce & Economic Mobility

---

### **CROSS-CUTTING CORE CAPABILITIES**

- Communications & Behavior Change
- Data Capture & Surveys
- Digital Transformations
- Research, Monitoring, & Evaluation
- Technical Assistance & Implementation