



Digital Technical Assistance Marketplace



The services used to deliver Technical Assistance (TA) have been increasingly digitalized over the past decade. However, most digital TA solutions rely on a variety of tools that are not fully integrated with one another. This leaves customers without a single repository of program and participant data, jeopardizes their ability to collect and analyze data in a timely manner, and degrades the customer experience as users are shuttled between unfamiliar systems.

An Ecosystem for Digital Delivery

To capitalize on the promise of digitalization, Abt developed the Digital TA Marketplace, a purpose-built digital ecosystem designed to support the wide range of services included in the scope of technical assistance. Teams delivering TA need interconnected digital tools to reach grantee communities, to create and publish best practice content, lead webinars and learning pathways, perform assessments, and to receive reports and assess performance.

Within the TA Marketplace, the digital tools best aligned to meet the needs of the individuals delivering and receiving

TA are integrated so that data can be collected across the program lifecycle and the impact of TA services can be monitored, measured, and improved.

This ecosystem includes a suite of digital tools that can be used to automate and speed processes including the ability to digitalize forms and collect signatures, workflow automation with business rules, and a decision engine. Robotic process automation can reduce costs and error in repetitive tasks. In addition, the use of Artificial Intelligence and Machine Learning can help ingest and analyze data from a variety of sources, including uploaded reports and emails or comments.

Abt's Digital TA Marketplace provides the data, processes, and documents needed on any device (e.g., desktop, laptop, mobile) through a simple interface. Our delivery teams use human centered design methods and work closely with subject matter experts and stakeholders to understand the needs of users impacted by, consuming, and benefiting from our solutions.

Digital TA Marketplace Services

Services to facilitate digital co-working and co-creation. A suite of marketing services to promote TA and reach grantees.



Create, edit, and share different types of documents and content. Capture, manage, and maintain best practices and lessons learned.

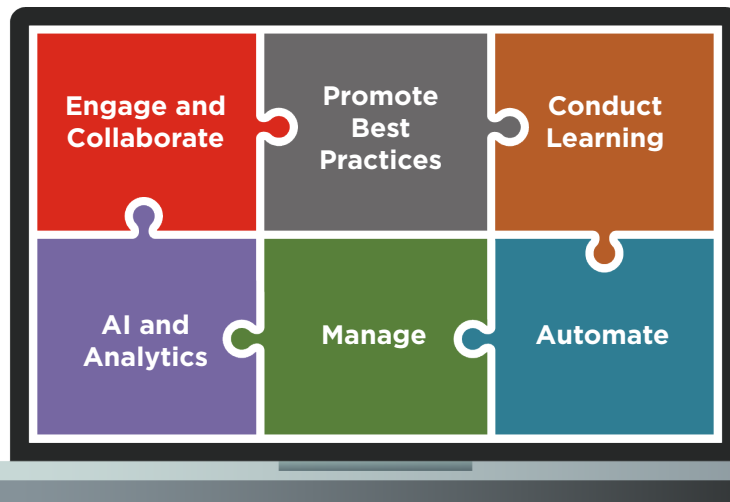


Create, edit, conduct, record, and monitor asynchronous or synchronous training to different user groups.



Tools within the ecosystem are built around managing program data and the relationships and interactions with participants.

The services represented here encompass the functionality required to perform end-to-end TA engagements, but may not all be included in each engagement.



Chatbots to answer FAQs and analytics to provide insights on program impact and improvements.



Dashboards to provide project status and services to help manage contacts and action items.



Streamline approval workflows and digitalize forms, reducing the time spent on administrative tasks.



Benefits of the Abt Marketplace

- Interconnected digital tools speed and **enable data collection across all TA services**
- Data collection across services allow for **measuring TA impact and facilitating continuous improvement cycles**
- Pre-built components integrate with existing systems to **build on prior investments**
- Automated workflows **reduce assessment times and provide self-service opportunities**
- Repeatable delivery methodology enables **rapid and consistent deployment**
- Documentation and **deployment of best practices across teams** and our partner ecosystem.

Leading with Data

Data is critical to TA delivery. Abt views it as the most meaningful asset that runs through all TA engagements. The TA Marketplace has built-in capabilities to extract data from digitalized forms, uploaded reports in Excel, Word, or PDF formats, social media posts, user feedback text boxes, images, and emails. In addition to data gathered through the TA marketplace, we can also draw insights from existing data sources. We work with public and nonpublic sources using either single data sources or augmenting data with secondary sources (Census, etc.) to form new insights.

Our TA Marketplace leverages data to measure the impact of day-to-day improvement efforts and to support informed, collaborative, and transparent decision-making to better align resources, services, and efforts to improve outcomes.

Abt is a Leading TA Provider

Abt is known for delivering Technical Assistance (TA) that focuses on capacity building, collaborative learning, and evidence-based practices. Our TA solutions are:

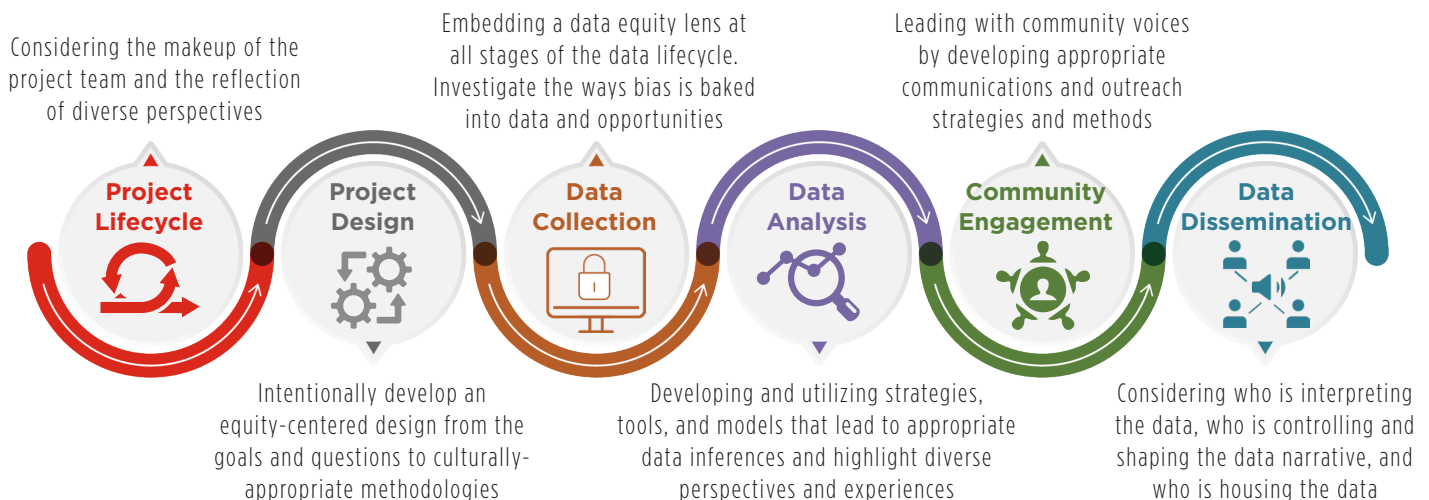
- **Responsive:** delivered to meet the needs of multiple clients, including the TA funder, recipient, and other key stakeholders
- **Relevant:** delivered by experts that tailor solutions to be relevant to solve the problem at hand
- **Rigorous:** delivered through deeply researched methodology and assessed on the strength of evidence
- **Grounded in Equity:** delivered with an understanding of historic and systemic inequities, with the goal of partnering with stakeholders to cocreate innovative and transformative systems.

For More Information

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Advancing Equity in All We Do

Abt uses an intersectional approach that challenges us to be reflective as we co-create and to design and deliver equitable solutions with communities. This involves developing relevant communication strategies and considering the implications of who will own and interpret the data and who will shape the data narrative.



Pursuing Equity. Looking for the Intersections. Driving Real-World Impact.

Abt Associates is a global consulting and research firm that combines data and bold thinking to improve the quality of people's lives. We partner with clients and communities to advance equity and innovation—from creating scalable digital solutions and combatting infectious disease, to mitigating climate change and advancing economic growth.