



IFORMBUILDER

Area of Focus: Mobile data collection

How it works: iFormBuilder is a mobile data collection platform and service from Zerion Software, marketed as a “clipboard replacement solution.” It includes a database system hosted in the cloud, flexible form-building tools and the ability to work in both online and offline modes. It was designed and built generically to work in every market. It supports 38 question types and is highly secure at multiple levels (from device to server), conforming to industry standards such as SSAE16 Type II, HIPAA and ISO9001. In addition to the standard cloud-based database hosting, iFormBuilder includes other hosting options. One option is a device called [ThunderPlug](#) which is about the size of a portable hard drive and hosts a local iFormBuilder server. ThunderPlug allows users to create and edit forms, access data, and make other changes, enabling them to analyze results in the field and be more responsive to the situation on the ground. Users can synchronize their mobile devices to ThunderPlug in the field (it supports up to 100 connections), thereby providing an extra level of backup. ThunderPlug also synchronizes to the cloud when connectivity is available.

Technology used: Works best with Apple iOS products, specifically the iPod Touch/iPhone/iPad. It also works with certain Android devices and is currently in beta release status. It has been integrated with hardware products such as magnetic strip, barcode and RFID readers, and mobile printers, and with software such as DropBox and Redlaser.

Implementer/Funder: Zerion Software

Fees: Pricing is based on a user subscription model. There are two types of subscription plans: monthly and annual “smart enterprise” plans. The basic monthly plan is \$49.99 per month and pro is \$99.99, while the annual plans range from \$2,000 to \$10,000 per year.

Primary Markets: iFormBuilder is in use in 110 countries.

Users: iFormBuilder has a diverse customer base, but its largest industries are NGOs, healthcare, hospitality, and education.

Business Model: The company is privately held and generates revenue from subscriptions to its platform.

Impact: Catholic Relief Services combined iFormBuilder and barcodes at seed fairs to register seed recipients and seed vendors and manage seed distribution.¹ They report a significant reduction in time and resources from two weeks and 20 staff to register beneficiaries to two to three days and five staff. To work a traditional seed fair, CRS was able to cut back from six CRS staff members working six hours to three staff members working 3.5 hours.²

For more information visit: <http://www.iformbuilder.com>

Sources: ¹http://www.crsprogramquality.org/storage/ict4d/Kigali_CAR_Seed_Fare_Barcode_Use_in_Fairs_iFormBuilder.ppt
²<https://www.iformbuilder.com/blog/crs-leverages-iformbuilder/>

Interview with Chris Reichart, Zerion Chief Business Officer, September 7, 2012

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This profile is supported by USAID’s Fostering Agriculture Competitiveness Employing Information Communication Technologies (FACET) project under the Financial Integration, Economic Leveraging, Broad-Based Dissemination and Support Leaders with Associates award (FIELD-Support LWA). It was written by Alice T. Liu. FACET offers on-demand field support to help missions with the challenges of using these ICT interventions in agricultural development. To learn more about field support options, contact Judy Payne, ICT Advisor, (jpayne@usaid.gov).