



MAGPI (FORMERLY EPISURVEYOR)

Area of Focus: Mobile data collection

How it works: Magpi is a cloud-based platform developed by DataDyne that enables a user to collect data via mobile phone and tablet computers. The user creates a free account, designs data collection forms using Magpi's web application, and downloads them to a compatible device. When the forms are filled in, the data is immediately uploaded to DataDyne's servers and available for reporting and analysis. A variety of reporting, graphing, mapping and charting options are available. Data can be collected in offline mode as well. The data is secure, encrypted and password-protected. Magpi began beta testing on October 1, 2012, and will be released in January 2013. It is built off of DataDyne's EpiSurveyor platform, and will completely replace EpiSurveyor once it is launched. This new version has more than 40 improvements, including improved performance of the application online, especially over a slow connection. It also includes improvements in working with long forms, mapping, sharing and publishing, and "enterprise" features such as user branding.

Technology used: Works with Android, Symbian, Blackberry, SMS and iPhone, as well as feature phones.

Implementer/Funder: Funded entirely through fees charged to high-end users (less than one percent of users).

Fees: Magpi will have three pricing tiers: Free, Pro for \$5,000 per year, and Enterprise for \$10,000 per year. The Free tier allows up to 20 forms and 100 questions per form, whereas Pro allows an unlimited number of forms and an unlimited number of questions per form, as well as use of SMS.

Primary Markets: The service has been used worldwide, in more than 170 countries. Known applications include organizations in health, agriculture, conservation, education, and human rights.

Users: More than 10,000 user accounts from NGOs, academia, government, multilateral donors, and individuals.

Business Model: DataDyne keeps costs and prices low through its SSWFT ("swift") model: self-service, web-based, "freemium" technology. The service is profitable and is supported entirely by the less than one percent of users who pay for a fee-based service.

Impact: A World Bank report documents a case in 2010 in which EpiSurveyor and basic phones were used to survey beneficiaries of Guatemala's conditional cash transfer program.¹ In 2009, the survey was conducted on paper. In comparing the cost they found that switching to EpiSurveyor reduced evaluation costs by 71 percent. A USAID/Food for Peace project called LAUNCH, working in Liberia, is also using EpiSurveyor to register beneficiaries participating in the food distribution program. The wait time from registration to food distribution has been reduced from a high of 21.4 weeks in March 2012 using the paper system to 5.1 weeks in July 2012.

For more information visit: <http://www.episurveyor.org>, <http://www.datadyne.org>

Sources: ¹ http://siteresources.worldbank.org/INTLAC/Resources/257803-1269390034020/EnBreve_166_Web.pdf
Email from Joel Selanikio, CEO, DataDyne, December 2012

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