

# Is Your Next Census Digital?

Lay a sustainable, accurate baseline for better planning of state polices & strategies!

A typical census run usually takes place every 10 years and thousands of surveys and inspections happen in-between. It costs hundreds of millions, consumes massive amounts of paper to collect data and requires managing thousands of on-the-ground agents. It takes long months by specialized teams to analyze and report back the results; that are often prone to risks of inaccuracy, loss or damage due to manual work.

## What is CountBig?

CountBig is a platform that digitalizes end-to-end census, survey and inspection runs in your country. It helps government agencies in establishing a digital baseline of data that matters to lay solid grounds for better planning of future polices, strategies, plans and mega projects.

It is an easy-to-use, secure and powerful solution that enables the collection, validation, management and analysis of highest quality data to be plotted over rich analytical, interactive dashboards using GIS technology; in real-time; while dramatically decreasing costs by the use of Microsoft Azure.



## Why use CountBig?

- Digitalize End-to-End Processes
- Build Survey Forms
- Enable Data Collection with Tablets
- Enforce Data Validation & Quality
- Conduct Data Reporting
- Provide BI & Data Transformation
- Ensure Data Security
- Enforce Workforce Monitoring
- Real-Time Updates & Results
- Self-Service Web Surveys
- GIS Integration & Geo-Dashboarding

### The Benefits

- Decrease census costs & duration dramatically
- Ensure correct, coherent, and accurate data across the board
- Run digital surveys whenever required
- Boost operational efficiency
- Improve citizen trust in government

Lay solid grounds for accurate and sustainable census runs.

### The Difference

- Advanced data validation engine for impeccable quality of data
- Easy-to-use and customize
- Fast & easy building of complex survey forms
- Instantaneous, visualized census results on maps
- Real-time survey updates
- Multilingual

Powered by Link Development

### The Service Model

- Consultancy & analysis
- Implementation & customization
- Integration
- Manage data integration, analysis, quality, reporting & visualization
- Support and training

Commitment to stable, secure & scalable digital census

“ Link Development team delivered us a powerful; integrated digital platform that allowed collecting big amounts of census data, in real-time, for interactive analysis over rich analytical dashboards using GIS technology. CAPMAS Operations Room was able to monitor all field work and review achieved results in real-time to take corrective actions; if needed.”

- General Abu Bakr Al-Gendy, CAPMAS President

# CountBig powerful data validation engine ensures correct, consistent and complete data during and after census and surveys.

## Automate census processes

- Digitalize and harmonize the flow of pre-census, census and post census operations

## Build surveys the right way

- Design survey forms with all needed levels & question types
- Validate forms with various types of rules
- Add logic to forms for ensuring correct collection of data
- Update and republish forms for all field agents in real-time



## Collect data with impeccable quality

- Use a powerful, multi-level data validation engine
- Apply complex validation rules in survey forms during data collection
- Detect & auto flag potential illogical survey responses & fraud
- Take random data samples for comparative analysis

## Digitalize data collection via tablets

- Download the app showing field agent's assigned area, route, location & forms
- Display map of area with targeted locations & add new locations as needed
- Fill the forms related to every location with real-time data validation
- Store data if offline and synchronize when possible



## Interact with real-time reports and geo-dashboards

- Monitor work progress, agents performance & report access
- Ensure quality with data metrics & reported quality from inspectors

## Engage citizens in census

- Build self-service, secure portals for citizens to put in their data

## Monitor field agents via accurate maps, in real-time

- Display location tracking for all agents with progress monitoring on map and get a bird's eye view on the process

## CountBig!

### Our promise to you!

Turn complex, census, surveys and inspection processes & operations into easily, manageable projects that drive statistics that matter!

### We can help in your quest for transformation!

- Learn about our government success stories
- See a product demo
- Ask our teams of experts
- Tailor the solution to your specific needs
- Integrate with your other systems
- Ensure a long-term support

CountBig combines mobility, cloud, analytics, security, integration & GIS; for efficient, accurate sustainable census runs!



“ We are happy with Link Development's dedication and excellence. Automating the end-to-end census process is central for the accurate implementation of many nation-wide, mega projects. The Windows based mobile app empowered over 40000 agents to successfully run their surveying missions. It was easy for us to recruit and train the workforce then send them out, under monitoring, in a country of over 104 million citizens; simply with confidence. ”

- Nevine Hegazy, Head of IT Sector, CAPMAS

## Why Link Development?

Link Development is a global technology solutions provider leading the digitalization of the private and public sectors with focus on MEA. We drive the business transformation of our customers by delivering integrated, inventive and digitally productive experiences that blend cloud, analytics, mobility, smart services, Dynamics 365 – CRM/ERP, infrastructure, IOT, augmented reality and others. Founded in 1996, we operate in +24 countries via offices in Egypt (HQ), UAE, KSA and Qatar. We are an A15 company.