

# Fielddata

Design ▶ Collect ▶ Analyze ▶ Share

by

## Arthify

Making data **meaningful**

**Artha** ( अर्थ ) = “purpose, meaning, motive, wealth, economy or gain”.

**Arth-ify** = “*give meaning, purpose to clients’ data*”.





## What is Fieldata

### Data driven decision-making

Fieldata is data-collection portal developed by Arthify. Our Mission is to improve transparency & decision-making in social enterprises, inclusive businesses, development organizations and government agencies, by empowering them with technology-tools for better collection, monitoring, sharing, and application of data.

Fieldata's users are:

- Social Research Agencies
- Market Research Companies
- Research/Development Organizations for Monitoring and Evaluation



## Products & Services

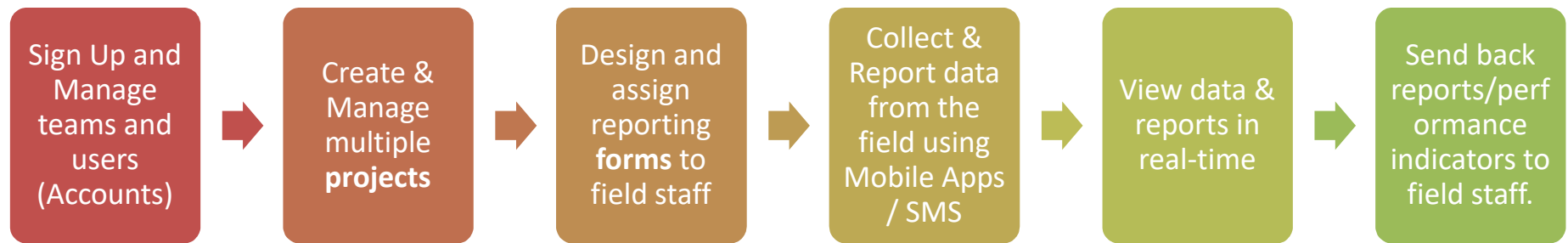
### Platform-based products for

- **Distributed, online storage and processing** of a variety of data, including structured, unstructured, relational, temporal, media, and geospatial
- **Real-time, big data analysis engines** for search, GIS mapping, visualization, trend analysis and recommendation
- **Mobile** (SMS, Apps, Voice) data-collection and information-distribution systems
- **Transaction and data security** technologies for secure and confidential exchange of Data and information (coming soon)



## How does Fielddata work?

*Field-work can be monitored and managed remotely* using Fielddata.in – a subscription-based web-&-mobile portal. It has generic modules to carry out the following activities:



## The Technology (Standard for data collection / Information follow)



### Open source technologies

#### Are great...

- avoid reinvention of wheel
- flexibility and interoperability
- seemingly can't beat the cost

#### Are not so great...

- lack of adequate support
- often designed by techies for techies
- often require server admins, programmers, other technical consultants

(contd.)

## The Technology (Fieldata Solution)

- We leverage open-source technologies because we don't like reinventing the wheel.
- Our Android app for data collection is based on **Open Data Kit (ODK)**, which is the most powerful and popular tool for data collection. We had made it more simpler and user friendly with a lot of features in it such as Audit / Logs / speed limit. More advanced customization can be done based on project requirements.
- Our Web server is built on PHP/MYSQL stack hosted on Amazon's AWS servers.
- We also offer data collection through SMS and IVRS.





## Fieldata Features

- **Forms** : We can design multilingual forms with very complex skip and validation logic. we have comprehensive list of question types to build your forms, also the existing data can be preloaded in your forms. Update your forms any time, even after data collection had started.
- **Web – platform** : Our web platform is a proprietary solution designed and developed by team of expert developer which offers you following features
  - Helps you organize your various project and forms.
  - Data can be accessed in real-time.
  - Best in class user management System to control who can see / download and mange data.
  - Multiple data download and view formats.
  - Customized dashboards can be developed on demand.
- **Support** : We have full-time support team. At times even after carefully designing and implementing the project/survey, changes and new requirements comes up. For which we have turn around of few hrs. We are mostly available on weekends and nights as well making it 24\*7.

(contd.)



## Fieldata Features (Cont.)

- **Pre – Loading of Data** : Pre-load existing data into your surveys and stream incoming data straight into other survey forms.
- **Security Feature** : We give the security feature in our system a high priority.
  - Standard encryption (SSL) is always used on server for all communication over internet.
  - Continues and regular backup of databases are done, which can be easily restored, that take care of redundancy of data on server side.
  - For data redundancy and encryption on mobile/device side, option is available but its implemented on demand basis.
- **Experiences & Reliability** : Our key stats
  - On our platform over 2 + Million of records are collected
  - We had executed over 50 + projects successfully
  - Our reach has been to over 10 + countries
  - Core team have work experience of over 10 + years in the field of data collection





## Client Portfolio





## The Team

### **Mitesh Thakkar:**

As the Lead on Fielddata.in, Mitesh brings 18 years of development sector experience. He has worked globally – as Director-Social Research at Altai Consulting in Afghanistan; Research Analyst at the World Bank; Education Specialist at Pratham-India; and as a Curriculum Consultant to Ministry of Education, Vietnam. Over the last 5 years, he has worked on technology and development endeavors. He holds a B.A in Astronomy from University of Texas-Austin; an Ed.M. in Education Policy from Harvard University; and an MBA from INSEAD.

### **Vikas Chaudhary:**

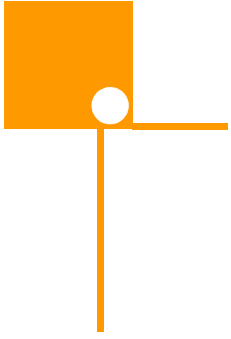
As the Technical Lead at Fielddata, Vikas brings expertise in: application architecture; information retrieval, analysis, and GIS visualization; processing of large data sets using multivariate analysis; and optimization techniques. He has worked with various start-ups such as Ranresearch Pvt Ltd and Triline Infotech Pvt. Vikas holds a B.Tech degree.

### **Mudit Ranjan:**

A graduate in Computer Science and Engineering with over 14 years of work experience in management consulting specializing in Business Process and HR. He has wide experience in diversified sectors in the areas of Performance Management System and Business Process Reengineering

### **Bharati Mishra:**

Bharati supports in managing different consulting projects for Fielddata. In past five years, she has worked with different type of organizations (multinational to small start-ups). She holds Bachelors in Botany from Mumbai University, India and Masters in International Business from IESEG School of Management, France. Passionate about environment, recycling & handicrafts.



**Thank You**

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Fieldata

