Link Development Empowers CAPMAS with End-to-End CountBig - Census Platform

CountBig Census

CAPMAS needed to automate the end-to-end process of census in Egypt before it commences a nation-wide enumeration run where 44000 agents will count Egypt's population in the duration of six months. CAPMAS chose Link Development's platform CountBig to empower agents with a sustainable, mobile solution for data collection, agent routing and monitoring as well as rich data analysis and reporting on KPIs using executive dashboards and color-coded pointers on Esri maps.

Customer	CAPMAS - The Central Agency for Public Mobilization and Statistics
Country	Egypt
Industry	Government
Solution	CountBig

CAPMAS, Statistics at Play

The Central Agency for Public Mobilization and Statistics (CAPMAS) is the official statistical agency of Egypt that collects, processes, analyzes, and disseminates all official statistical data; and runs the census. CAPMAS is a very important pillar in supporting state planning, decision making and policy assessment.

Automation & Efficiency in Census; a Necessity

CAPMAS is charged with providing accurate information on all social, economic and population aspects of a country with over 100 million citizens. In conducting field surveys, the agency used to dispatch its agents to manually collect data from citizens via physical documents. Documents were then collected and sent to a central location for rounds of manual reviews and analysis.

The manual processes were lengthy, tedious, and prone to human error. Physical documents were subject to damage, loss, and multiple other hazards. At the very end of day, margins of data errors in final formal reports were mounting.

As part of its nation-wide 2030 strategy, the Egyptian government and its governmental agencies have opted for technology and automation of their entire set of operations and services to establish efficiency, transparency and sustainability.

In light of this strategy, CAPMAS has undertook the mission of automating one of the most vital operations in the country; the census process; a process that provides critical input to almost all government initiatives and mega projects.

The agency needed to complete the automation process before commencing a nation-wide enumeration run where 44000 agents will count Egypt's population in six months.

To ensure that the solution is done accurately, in time and with ultimate security, they handpicked the CountBig platform created by Link Development, a preferred ICT partners for a huge base of government customers in Egypt.

> 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

Census, from Manual to Digital

CountBig is a platform developed by Link Development. It helps customers to manage and enhance all field surveys, census, and office record statistics with the correct workflow and processes either in field or at office.

The platform helps CAPMAS to cover the full automation of all research procedures covering planning, data extraction, transfers, management and reporting on statistical dashboard and color-coded maps.

CountBig enables the agency to conduct organized survey planning and preparation with its capacities in stage definition, human resource allocation, survey building and assigning in addition to specifying user roles, responsibilities and authorizations for every stage in the survey management process.

Easy survey building, editing, updates and management helps specialized teams in configuring surveys of multiple types with a rich pool of questions and possible range of answers.

Mobility, the Driver for True Agility

The platform empowers CAPMAS with Windows 10 based mobile solution that organize the fieldwork of 44000 agents.

They can securely the solution from their handheld devices, see their assignments and routes for the day, interface with citizens and input their survey responses on the spot; while being alerted if they miss entering any data.

Agents can also see the progress made during their assignments period and get notified with updates. In case of network issues, collected date is stored and sent when the internet connection is back.

On the other hand, the supervisors in the agency can monitor agent's location and abidance to route via clever geo-fences and notifications; opening a room for incident recording, management and resolution.

Data Quality, Core Ingredient of Impeccable Analysis

For data inspection, once agents collect the data, it is sent over for review by authorized office supervisors before being synchronized and send to the CAPMAS datacenter to be centrally hosted and processed then moved to the master database in final stages.

The platform opens a window during each survey phase for more quality assurance and data assessments by allowing the authorized auditors to perform data checks over phone or re-interviews then update the system once more.

CountBig
Census

Benefits:

Better Planning of Future Policies

- Accelerate the census process with more cost savings and efficiency

- Reduce manpower effort involved in survey implementation, research data gathering as well as data entry and review.

- Improve citizen's perception of governmental operations and enhance the quality of interaction.

- Improve the efficiency of work, boost operational performance, accelerate releases of data collection results.

- Optimize the cycle time for responding to requested analysis on which nation- wide initiatives and mega projects are built.

link
Development

Integration, BI, GIS & Self-Services

Link Development helps CAPMAS to digitally do the work that used to consume armies of data entry specialists and data analysts thanks to the integration with CAPMAs data warehouse systems and smart analysis tools.

At any given point in time, the responsible team can generate adhoc and historical reports that showcase the enumeration status from multiple perspectives over attractive, easy-to-use dashboards.

Link Development also provided CAPMAS with census information on their existing map of Egypt powered by Esri technologies. Collected data are plotted on rich color-coded and interactive maps to present citizens' demographics on every part of the process.

The rich visualization is a powerful tool for CAPMAS team to have a bird's eye view of what's going on and where.

To match the different lifestyle and cultural needs of the people, Link Development delivered an online portal for citizens to key in their own data in case they are out of country or can't meet the field-agents for any reason.

> **" 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 "**

What is CountBig?

CountBig is a comprehensive paperless, end-to-end platform that digitalizes nation-wide census and surveys. It supports field, telephone and online data collection (CAPI, CATI, CAWI), allowing for different census approaches like traditional census, rolling census, or register-based census through sample field checks.

🏠 CountBig - Census | Link Development