

DIAL's Mobile Distribution Channels Work

The potential for mobile channels to help deliver services to the underserved and support the achievement of the Sustainable Development Goals across multiple sectors has been well documented. However, many of these service-delivery projects have not scaled beyond the pilot stage, falling short of the potential reach and impact of mobile channels. DIAL believes that lack of awareness about mobile capabilities, platforms and players, coupled with the inability to leverage economies of scale within the development and humanitarian sectors increases the time-to-market, costs, and scalability of products and services.



To address this, DIAL is engaged in a series of activities to:

1. **Build awareness** of the ability for mobile channels and platforms to deliver at scale
2. **Increase the visibility** of delivery partners' capabilities
3. **Test procurement and financing mechanisms** that leverage aggregated mobile demand

Building Awareness for Distribution Channels and Platforms

CHALLENGE

Major telecommunications operators in Africa with extensive experience working with NGOs indicate that every **encounter with a new partner invariably results in multiple rounds of conversations to clarify core requirements**. Meanwhile, implementers in Africa report the lack of familiarity in dealing with the mobile sector keeps them from pursuing mobile-enabled services more proactively.

DIAL OFFERS

DIAL provides **guidance on how core mobile channels can be applied to major development use cases** so development actors and mobile providers can communicate more effectively, cutting down on rework and time wasted.
<http://bit.ly/2UviDg2>

Internet-enabled messenger platforms are rapidly gaining acceptance. However, **information on how these are being used within the development and humanitarian sector remains anecdotal and fragmented**.

DIAL provides **insight into how internet-enabled messenger platforms are currently being used by NGOs to reach their targets** to advance discussions with both development actors and platform providers around new technical features and business opportunities.
<http://bit.ly/2MGhPCh>



The potential for mobile channels to help deliver services to the underserved and support the achievement of the Sustainable Development Goals across multiple sectors has been well documented.

dial Digital Impact Alliance

Increased Visibility to Delivery Partner Capabilities

CHALLENGE

There are many different options available to procure mobile services: going directly to an operator, going through an aggregator, or using a technology service provider. However, **there is little information out there for implementers wanting to explore these options, such as what types of partners are available, what they do, where they operate and the cost implications.**

DIAL OFFERS

DIAL provides **support for identifying and evaluating potential technology partners**, including how to assess their capabilities for delivering on NGO requirements (starting in sub-Saharan Africa) and ongoing technical assistance on how to engage with them. This offers partnering alternatives to development actors who don't want to work with multiple operators.

Testing Procurement and Financing Approaches

CHALLENGE

Within any specific country, multiple NGOs often engage with different mobile suppliers in a piecemeal, fragmented fashion, leading to frustration on both sides. DIAL hypothesizes that there is a sizable, aggregate demand that could be of interest to organizations in the mobile sector and motivate them to provide better value. However, this **demand is neither visible nor accessible, due to the fragmented procurement process that is common in most countries today.**

DIAL OFFERS

DIAL provides **demand forecasting models to understand current and potential aggregate mobile demand from the aid and development sector in sub-Saharan Africa**—by country, sector and use case.

DIAL provides **opportunities to collaborate on and test different approaches in coordinated procurement and innovative financing**, to improve the commercial incentive for mobile players to engage while delivering better overall value for the NGO sector. <http://bit.ly/2MKTKe8>

DIAL is deeply committed to producing products and services that are practical and impactful to implementers in the field. Our team provides ongoing technical assistance in select markets as a means of socializing, testing and improving our tools and approaches.



To learn more about the DIAL Mobile Distribution Channels Team and our programs, visit: www.digitalimpactalliance.org or get in touch with the team at info@digitalimpactalliance.org.