Agenda

Zenysis & Harmony Platform

Platform Demo
About Zenysis

➔ Social impact VC-funded startup and USG small business that leverages technology to improve health and other global development outcomes.

➔ Builds advanced integration and analytics software to improve data harmonization, quality, and use

➔ Supporting programs in 15 LMICs; currently has active projects in 11 countries

➔ Has an open-source data analytics platform, Harmony, which is a Digital Public Good
The platform enables data use and decision making for improved health outcomes through data integration, analysis and visualization.

**Siloed FP Market Data**
- Source/Use Trends: DHS
- SM Sales Data: Annual Reports/Excel
- Procurement, Distribution & Finance: VAN; eLMIS
- POS Sales Data: Pharmacy Digital Systems
- Consumer Insights: Digital Systems; Surveys

Fragmented data across sources and sectors at different frequencies

**Harmonized Data**

**Advanced Market Intelligence**

“One-stop shop”: Customized reports, dashboards, and real-time analytics to guide decision-making and action.
The platform removes data idiosyncrasies, such as inconsistent date formats and names.

Harmonizing formats such as product names:

<table>
<thead>
<tr>
<th>Product name</th>
<th>DHS</th>
<th>LMIS</th>
<th>Pharmacy</th>
<th>Private Clinic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Injectable</td>
<td>DMPA-SC</td>
<td>Sayana Press</td>
<td>Subcutaneous Depot Medroxyprogesterone</td>
<td></td>
</tr>
</tbody>
</table>

Other Possible formats:
- Date
- Geo-Locations
- Facility Names
- etc.
Purpose-Built Analytics Tools

- Customized Dashboards
- Geospatial Mapping
- Data Quality
- Microplanning
- Cohort Analysis
- Case Management
- Automated Alerts & Reports
Why the Harmony Platform?

- **Easy triangulation** of market data for insight generation and **decision making**
- **Increased access** to information and **reduced time** for processing/analysis
- User friendly interface providing for **easy** analysis and data visualisations to **enhance data use**
- Supports for **improved data quality** through data triangulation
Our Approach

1. DISCOVER
   - Gather Insights
   - Identify Data Challenge
   - Establish Governance Structure
   - Define Use Cases
   - Select Data Sources

2. DESIGN
   - Develop Platform
   - Define Scope
   - Develop Data Use Strategy
   - Integrate Data
   - Synthesize & Test

3. DELIVER
   - Deploy & Scale Platform
   - Implement Data Use Strategy
   - Gather User Feedback
   - Develop Dashboards
   - Train Users

4. SUSTAIN & TRANSFER
   - Co-Creation and Partner Ownership
Platform Demo: T-MAP
Thank you!

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