



GLOBAL



Global 2015 Statistics

- » Life expectancy: 68.35 years
- » Population: 7.2 billion (July 2014 est.)
- » GDP per capita: US\$16,100 (2014 est.)
- » Mobile penetration: 100.8% (est.)

Sources: CIA World Factbook (<https://www.cia.gov/library/publications/the-world-factbook/index.html>); mobile penetration data provided by Mobile penetration data provided by Ovum World Cellular Information Service and based on market intelligence.

We have benefited a great deal from using Taroworks and the ability to get data in a faster and more reliable way. We used to keep track of our clients with Excel sheets, which required more time and effort to update and analyze. Now, we can have our data organized from the beginning.

— Ana Coll, Products Project Manager, Illumexico

TaroWorks[™] Provides Social Enterprises with New Services for Success

Social enterprises are using advanced mobile technology to give underserved communities access to unique business opportunities, manage risk, and gain the skills needed to lift themselves out of poverty. Within remote areas, teams often work to collect and share data using TaroWorks, a mobile technology tool that Grameen Foundation developed with support from Qualcomm Wireless Reach to enable social enterprises worldwide to work more effectively with the poor.

Challenge

- » In some of the most populous countries the world, many citizens live in poverty in rural areas.
- » While there is a growing interest in implementing management tools for social enterprises, few solutions meet the unique challenges social enterprises face managing field agents working in remote locations.
- » A lack of timely information between field agents and central command often affects a social enterprise's operations and service quality.
- » Though cloud and mobile technologies are rapidly gaining traction, purpose-built applications optimized around specific uses and specific needs of mission-driven social ventures are lacking.

Solution

- » Wireless Reach and Grameen Foundation incubated a social enterprise called Ruma to ensure long-term support for their Mobile Microfranchising and Application Laboratory projects in Indonesia. An important lesson learned from those projects led to the development of TaroWorks, which allows a social enterprise to support thousands of people in various regions.
- » TaroWorks is a suite of mobile-enabled data management solutions that are tailored to the needs of social enterprises working exclusively with the poor in rural and remote areas.
- » TaroWorks enables two-way data flow between field agents and the home office.
- » Today, TaroWorks supports social enterprises globally.

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Technology

- » TaroWorks is built on the Salesforce platform and is currently the only solution providing a two-way communication channel for use in remote areas.
- » Field access to TaroWorks is provided via Android devices.
- » Launched in early 2013, TaroWorks is currently used by more than 40 customers in almost 20 countries. Customers include social enterprises working in previously unconnected and underdeveloped regions, and large development organizations seeking to manage and evaluate their social performance.

Impact

- » The project goal is to increase the reach and effectiveness of social enterprises that serve and work with underserved communities, using mobile technology as the backbone for building solutions.
- » As of March 2014, TaroWorks solutions supported more than 171,404 low-income micro-entrepreneurs and served more than 3,266,774 poor beneficiaries. Select customer profiles include:
 - Hapinoy provides access to products, financing and training to sari-sari shops, small home-based shops that provide basic commodities to poor communities in the Philippines. It uses TaroWorks to manage operations across its network of shops and to gain insights about the types of products the communities need.
 - Honey Care aims to increase economic opportunities for Kenya's smallholder farmers. It sells beehives to farmers, who install them on their land, and then purchases the honey from the farmers. It uses TaroWorks to collect and analyze data on the farmers, hive maintenance, honey production and harvesting.
 - Ilumexico provides solar lighting systems to marginalized urban communities in Mexico. It uses TaroWorks to track the work of its field officers. Previously Ilumexico tracked all of its operations using pen and paper. It now captures data more accurately and in near-real time, which is critical for its expansion plans.

Project Stakeholders

- » Grameen Foundation developed TaroWorks and provides on-the-ground support.
- » Qualcomm Wireless Reach provides funding and project management support.



Qualcomm® Wireless Reach™

Qualcomm believes access to advanced wireless technologies can improve people's lives. Qualcomm Wireless Reach is a strategic initiative that brings wireless technology to underserved communities globally. Wireless Reach invests in projects that foster entrepreneurship, aid in public safety, enhance the delivery of health care, enrich teaching and learning and improve environmental sustainability. For more information, please visit www.qualcomm.com/wirelessreach.