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Company Overview

DIGITAL DIVIDE DATA

We transform lives through sustainable training and employment programs

Digital Divide Data (DDD) was founded in 2001 with the mission to create better futures for disadvantaged youth, enabling them to find a lifetime of opportunity through education and work experience. DDD's innovative social model, called **“impact sourcing,”** enables talent from underserved populations to access professional opportunities and earn lasting higher income.

DDD - Pioneering Impact Sourcing

Social impact model: DDD built a proven work-study methodology to train, support and employ talented individuals from underserved communities


Work study methodology

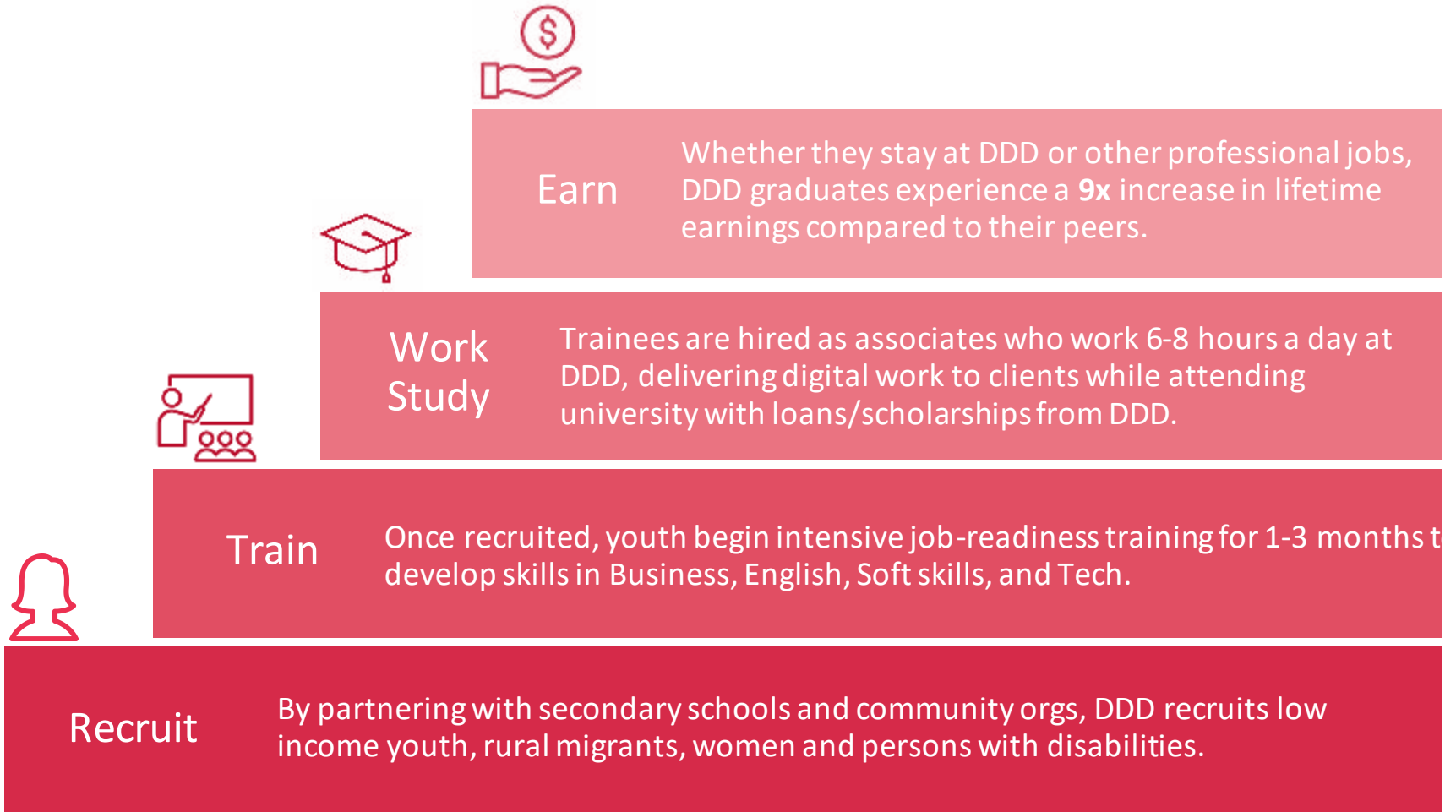
Client value creation: Youth are trained to deliver commercial BPO services, including digital content creation, data preparation, machine learning, and cloud computing services to global clients


High quality BPO services

DDD model: This unique model, established in 2001, is now called Impact Sourcing, and has been implemented by dozens of firms around the world


Impact Sourcing

With our social impact model, we create more than just jobs



Our solutions are delivered from four operation centers around the globe

United States

Total Workforce: 250
Area(s) of Operation:
New York, Hampton (VA),
San Diego
Nature of Operations:
DDD HQ, delivery center for
data preparation,
research, analytics, sales and
marketing

Kenya

Total Workforce: 500
Area of Operation:
Nairobi, Kenya
Nature of Operations:
Delivery center for data
preparation, digitization, and
research.

Laos

Total Workforce: 300
Area of Operation:
Vientiane, Laos
Nature of Operations:
Delivery center for data
Preparation, digitization

Cambodia

Total Workforce: 300
Area of Operation:
Phnom Penh, Cambodia
Nature of Operations:
Delivery center for data
preparation, digitization

Results from 19+ years of transforming lives



50% Women

Half of program participants are women



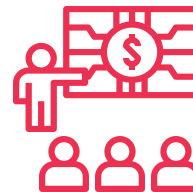
\$175k

Estimated increase in lifetime earnings



7,500

People impacted through employment or training



\$350M

Estimated total increase in earnings across offices

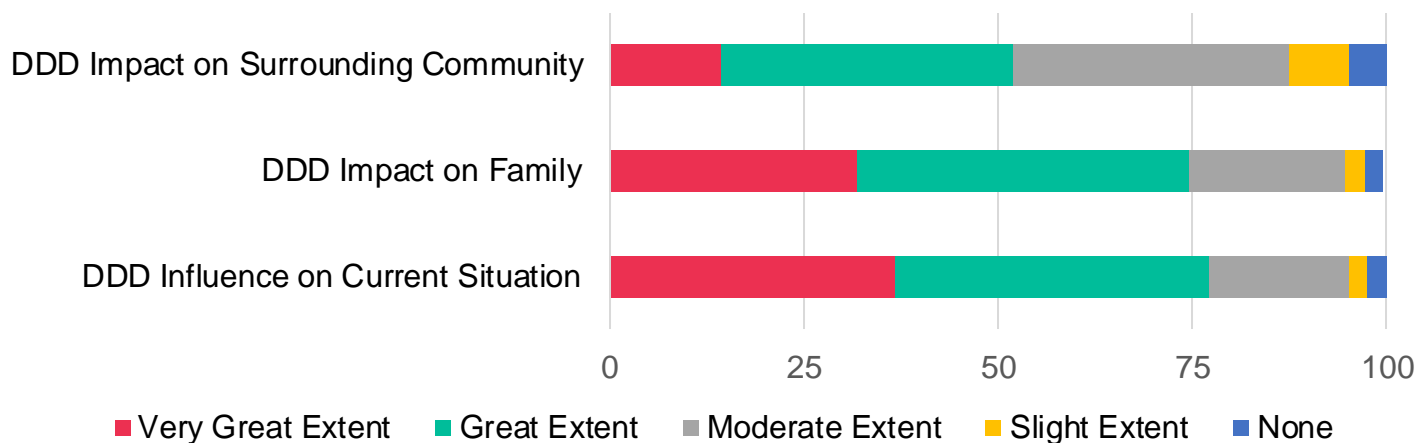


Graduates earn \$647 the average monthly salary

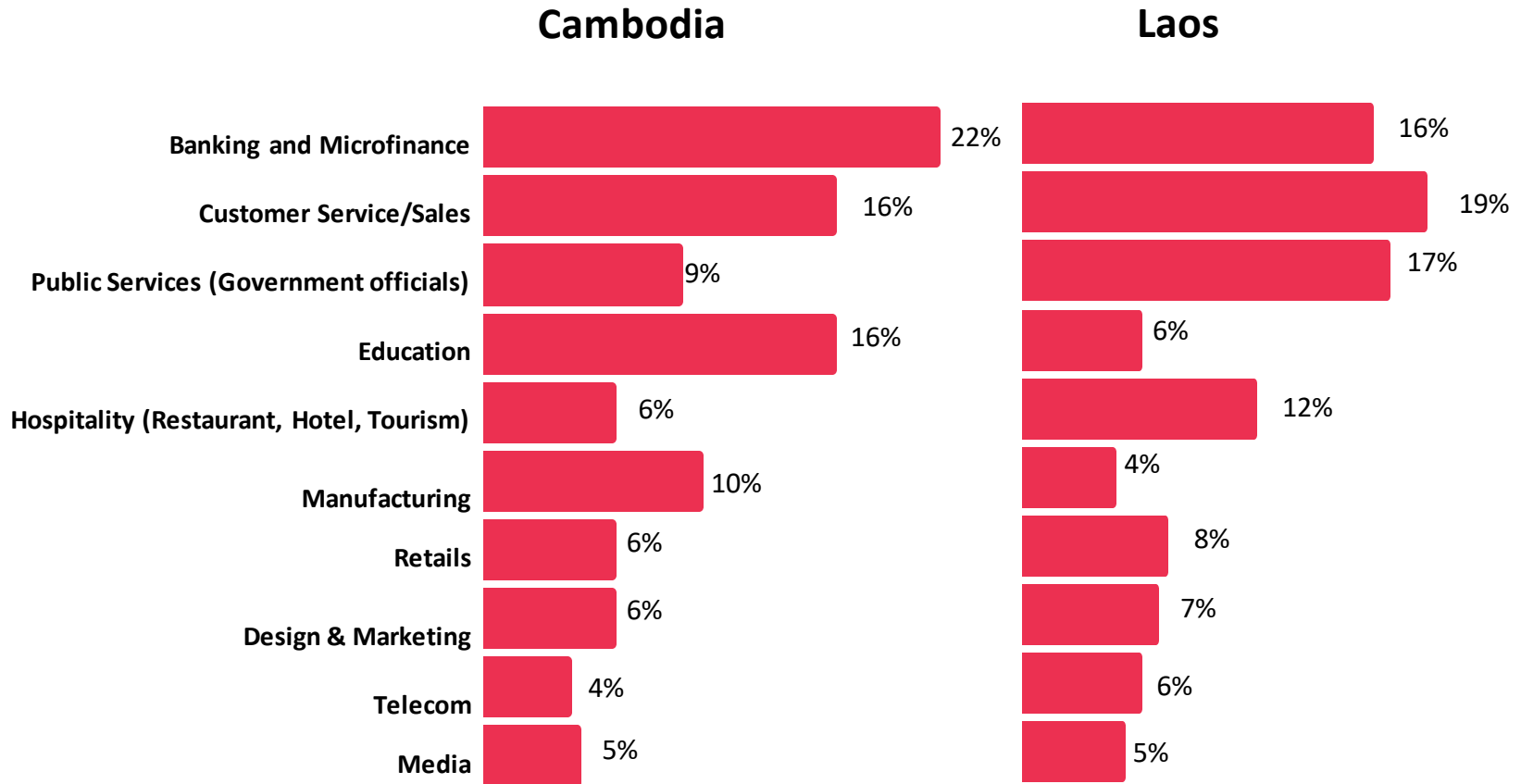
DDD Impact on Beneficiaries and Community

DDD also collects data on the impact of our programs on beneficiaries, their families, and communities. Over 75% of alumni feel that DDD has had a great or very great extent of impact on their and their families lives. Over 80% believe that DDD has an impact on the surrounding community.

DDD beneficiaries are able to contribute to greater household income, which can open opportunities for further education or vocational training for other family members. They may also inspire their peers to seek out similar opportunities to DDD's Work-Study Program, to study and pursue higher-paying, stable jobs in the formal economy.



Employment Industries of DDD's Graduates



DDD provides digital services to global clients across industries

Technology



Corporate



Cultural Heritage



Institutional



Newspaper Digitization for the University of California, Riverside



CHALLENGE

The California Newspaper Collection contains over **1.5 million pages of newspapers** published from 1846-present. UCR sought to **preserve and provide access** to this 525,000 document collection, including 100+ Californian state newspapers published between 1851-2007.



Healdsburg Tribune, September 7, 1940



Los Angeles Star, February 28, 1852



SOLUTION

UCR brought in DDD for the post-processing work for a 3-year project through docWorks remote QA to:

- Facilitate the workflow with **image crop and de-skew**
- Correct docWorks **layout** analysis errors
- Ensure that pages were **correctly ordered**
- Add **metadata** as needed



RESULTS

With this data, UCR was able to create a freely accessible repository of digitized newspapers for educational and research purposes.

Archive Digitization for Tuol Sleng Genocide Museum, Cambodia



CHALLENGE

The Tuol Sleng Genocide Museum, a Cambodian high-school-turned-prison by the Khmer Rouge in 1975, is a memorial and educational center. The museum wanted to **preserve and present** their collection of over **400,000 documents**, containing hand-written notebooks and photographs.



DDD associates scan the collection into digital format.



SOLUTION

On behalf of UNESCO, DDD and The Brechin Group Inc. undertook an extensive project to:

- **Preserve** the collection, assessing and improving conditions for optimal digitization
- **Digitize and index** the collection
- Create a **database** in English and Khmer
- **Build** the website to host and disseminate educational resources
- **Capacity building** to train the museum staff to continue preserving the collection



RESULTS

Through this project, Tuol Sleng Museum staff were trained in preservation, digitization, and indexing techniques. The museum will be able to use the website to disseminate educational resources to thousands of online visitors.

Video Categorization for Sports Analytics



CHALLENGE

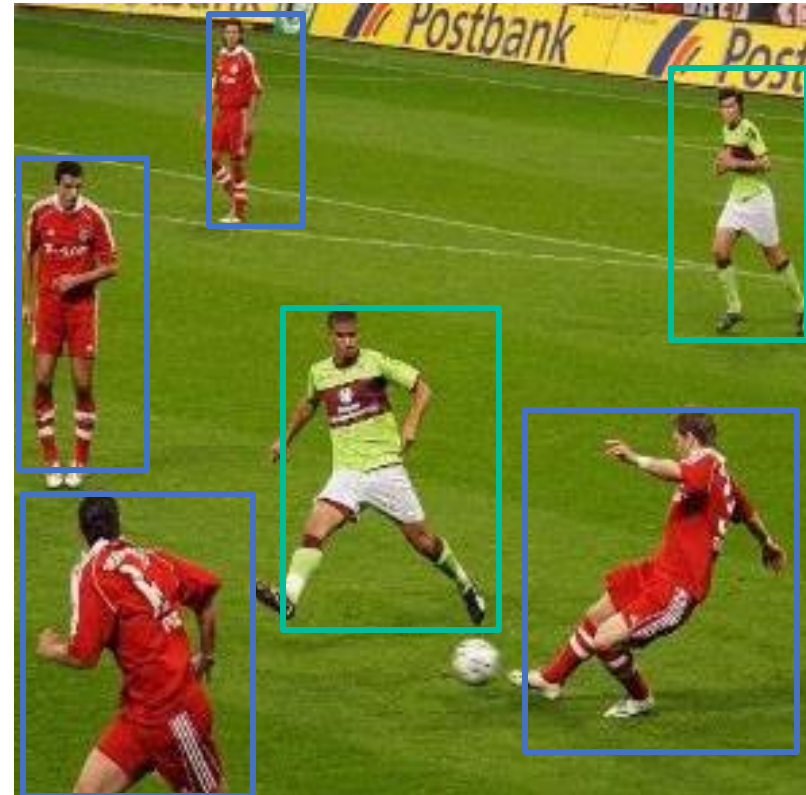
Sports teams rely on data for strategy, performance, and assessment – and they need it before the clock runs out! Sports analytics companies use training data to develop and improve machine learning software and algorithms to better understand games and player analysis.



SOLUTION

DDD partners with sports analytics companies to improve their video training data.

- Tagging and categorizing sports videos for teams to track their and their opponents' performance
- Analyzing and classifying player positions
- Over 300 attributes tagged in each 90 min game leading to millions of labels



DDD associates tagging and categorizing video images.



RESULTS

With this data, high-quality reports, analysis, and visualizations can be generated in a few hours for teams to improve their performance and win games.

Overall Challenges

1. Lack of abundant human talents in developing countries like Cambodia and Laos where BPO industries are far from mature.
2. Longer learning curve for new hires.
3. Young workforce may make their career decision based on phenomenon events such as fear, emotion, family and peer pressure, short-term gain
4. Language barrier (English) limits opportunities for self-learning and career development.
5. The ongoing internal debate on long-term sustainability (the bottom line vs social impact) when balancing resource utilization.

Working & Staying Safe in the COVID-19 World



During the lockdown orders in Laos back in March, DDD's staff members and managers worked together to help transport computers, tables, and chairs to associates' homes.

A Closer Look at How COVID-19 Impacted DDD

The Business:

- COVID-19 negatively impacted our operating business starting in March '20 and the subsequent two quarters.
- Cautious outlook for the 1st half of FY2021
- Building-up revenues to reach pre-COVID levels by the end of FY2021

Impact Programs:

- School closures impacted students' learnings and recruitment activities
- Shifting most of our training and recruitment activities to online and remote bases.
- Slow internet connectivity and lack of learning equipment to support online learning at home

DDD's four phases of COVID-19 response

At the heart of our plans is the safety and wellbeing of our employees. We are prioritizing people & production across the offices.

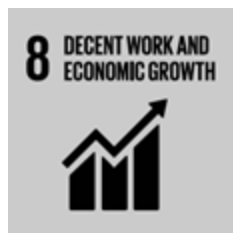
	Human Capital	Execution and Scale	Approach and Model
Survival	<ul style="list-style-type: none"> Providing safe housing, food, and support to staff (incl. soap and hygiene products) 	<ul style="list-style-type: none"> Rapidly converting client backlog into billable work Aggressive cost saving actions 	<ul style="list-style-type: none"> Shifting all staff to remote work to continue to deliver business
Resilience	<ul style="list-style-type: none"> Mobilizing emergency funds for low-income associates whose projects on hold Cost rationalization 	<ul style="list-style-type: none"> Provide safety net for employees Shifting talent to donor-paid COVID-19 response work 	<ul style="list-style-type: none"> Leveraging existing talent for pro-bono projects and partnerships Special focus on COVID-19 response, i.e. contact tracing
Rebound	<ul style="list-style-type: none"> Adapting trainings and workforce to new opportunities, including data annotation 	<ul style="list-style-type: none"> Growing sales and marketing team to build new pipeline of work: In data labeling, digitization, and liberty source. 	<ul style="list-style-type: none"> Executing and scaling Data Services Business
Reimagine	<ul style="list-style-type: none"> Offering new trainings to enhance the skills of associates as technology and work trends continue to evolve 	<ul style="list-style-type: none"> New opportunities in machine learning Exploring new remote work opportunities such as telemedicine 	<ul style="list-style-type: none"> Reinventing social impact model through new pilot programs

PPP - Public-Private Partnerships in achieving the SDGs and Contributing Digital Economy

Gaps to fill



- 21st Century Skills in the high school curriculum
- Introduce STEM and English language early in public education
- Upskilling public school teachers in basic ICT



- More responsible sourcing practices
- Incentive for social-driven businesses



- Inclusive workforce development - race, gender, disabilities
- Affordable and reliable internet connectivity

How DDD can work with ADB to address the gaps

1. **Commercial referrals** to potential clients who seek impact sourcing services provider like DDD so we can create more jobs.
2. **Providing 21st Century skills training** to high school students focusing on basic technology skills, soft skills, and job search skills
3. **Providing ICT skills to public teachers** to effectively run their online classes during the Covid-19 pandemic and improve their teaching capabilities.
4. **Career acceleration program** to high school graduates focusing on 21st Century Skills, preparation for university entrance, career counseling, and transition to on-the-job training through an internship.



Changing How
the World Works.

Impact Stories

“DDD gave me a chance to prove to myself and others that I can still work and follow my dreams”

Kaolee, Laos

“DDD saw my ability instead of my disability and gave me a chance to prove to myself and others that I can still work and follow my dreams,” says Kaolee, DDD Laos’ first Associate who uses a wheelchair.

Kaolee joined us in February 2018 and was rated a top performer this quarter for her efficiency and for delivering high quality services to clients. Our office has been made accessible for Kaolee as well as for the other people with disabilities we foresee joining DDD.



Kaolee’s parents are farmers in Laos’ Houaphanh, a poor and remote province. One of her siblings was able to finish her studies and, as a nurse, was supporting Kaolee and other siblings who are still in school. As Kaolee was aiming for a high school diploma, in her sixth year, tragedy struck. She suddenly developed a fever that left her lower limbs paralyzed, leaving her unable to continue her studies. As this was a rural area with inadequate medical facilities, the cause of her fever has never been established.

Fortunately, with the help of the Lao Disabled Women’s Developing Center (LDWDC), she received a computer training grant and while there learned about DDD’s Work-Study Program. Through the program, Kaolee quickly developed the soft and hard skills necessary to succeed as an associate.

“I’ve overcome the fear and perception of ‘it’s impossible, and that IT is hard only men can do it.’”

Damaris, Kenya

Nairobi is home to Kenya’s Kibera housing project where an estimated 170,000 live in poverty. With minimal opportunities and high unemployment, most live on less than \$1 a day. For women, life in Kibera is even harder with few education and employment opportunities.

In January 2017, DDD and AWS launched the Cloud Center of Excellence in Kenya to teach technology skills to young people from Kibera and other underserved parts of Nairobi. More than a third of the pilot class were women with little computer experience.



Damaris was part of this inaugural class completing six months of training to become certified in AWS Systems Ops. In November, AWS invited her to Relnvent in Las Vegas to share her own experiences and how DDD is helping women in Nairobi gain skills in technology.

Damaris says, “Since we started the training, I have seen myself grow tremendously. I’ve overcome the fear and perception of ‘it’s impossible, and that IT is hard only men can do it.’ Once I started doing it, I found out that I can do it better than the men.” Today Damaris works remotely from Kenya helping her colleagues bring cloud skills to clients around the globe—demonstrating technology truly has no boundaries.

“This experience showed me that indigenous and non-indigenous peoples can live and work in harmony with each other”

Samin, Cambodia

Growing up in the Bunong tribe in Mondulkiri, Cambodia, Samin was taught to respect all peoples and the natural resources that sustained them. Taking pride in his tribe’s 2,000-year heritage, after graduating from high school, Samin started working in organizations that championed the welfare of indigenous groups like that of his own.

As his tribe faced infrastructure developments that encroached upon their land, endangered the wildlife and displaced ethnic communities, Samin felt a growing sense of urgency to protect his land and his people.

These challenges fueled Samin’s determination to pursue higher education and complete a law degree. In 2009, Samin received scholarship DDD to study at the University of Battambang while working as a data entry operator at DDD’s Battambang province office. The only Bunong in his class and in the office, Samin quickly made friends and learned new skills such as problem-solving, self-management, and negotiation. His experience at DDD showed Samin that indigenous and non-indigenous peoples can live and work in harmony with each other.

After completing his degree, Samin joined the Rights & Business Law Office and acts as a legal advisor to groups advocating for the rights of indigenous youth. By combining the values and skills he learned from DDD and his law work experience, Samin is fulfilling his dream of establishing a law firm that would provide legal services for the indigenous community and giving back to the people that have given him so much.



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digitaldividedata



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linkedin.com/company/
digital-divide-data



sales@digitaldividedata.com



www.digitaldividedata.com