



DACORIS
EvidenceReach

Evidence into reach. Data into action.

COMPANY PROFILE

An evidence dissemination, science communication and impact intelligence
company under DACORIS Group

Website-ready profile | Version 1

DACORIS EvidenceReach (DER)

DACORIS EvidenceReach (DER) is a specialized company and software platform under DACORIS Group, built to help institutions turn large bodies of research, statistics, reports, datasets and grey literature into targeted communication products, governed dissemination workflows and measurable impact intelligence.

DER exists for institutions whose evidence is valuable but under-utilized because it sits in disconnected repositories, long reports, technical datasets or fragmented publication channels. The platform connects evidence assets to audiences, channels, approval structures and impact indicators so that knowledge moves from storage to public value, policy uptake, donor visibility and institutional decision-making.

Parent company	DACORIS Group
Company / product name	DACORIS EvidenceReach (DER)
Positioning	Evidence dissemination, science communication automation and impact intelligence
Core users	Communication teams, research analysts, directorates, leadership and institutional dissemination officers
Primary market	National statistical offices, government agencies, ministries, research institutions, universities, donor-funded programmes and knowledge-intensive organizations
Tagline	Evidence into reach. Data into action.

DER is designed first for a KNBS-style use case: an institution with high-volume reports, datasets and sectoral outputs that must be communicated to government, the public, donors, private sector, media, researchers and development partners. The same architecture can later be configured for other agencies and sectors without rebuilding the core system.

Logo and visual direction



Logo meaning

The icon combines a document, signal arcs and evidence nodes. It communicates evidence assets being transformed into public, policy and stakeholder reach. The identity is intentionally simple, modern and institutional so that it can sit comfortably beside government, donor and university brands.

Recommended usage

Use the full horizontal logo on the website header, proposals and cover pages. Use the icon alone for favicon, dashboard sidebar, app icon and social profile mark.

Colour palette

Colour	Hex	Use
Deep Evidence Navy	#121429	Primary background, headers, leadership pages
Evidence Green	#42C686	Primary action colour, status, logo accent
Data Teal	#1FB6A6	Charts, metadata, knowledge graph links
Insight Amber	#F4C95D	Review, warning, pending approval, policy moments
Decision Blue	#4D5EAA	Analytics, dashboards, trend lines
Light Evidence Slate	#F7F9FC	Page backgrounds and neutral cards

Recommended typography for the website: Aptos, Inter or Source Sans Pro. The tone should be strategic, trustworthy, evidence-led and human, avoiding hype while making the value proposition unmistakable.

STRATEGIC POSITIONING

What DER does

DER is a dissemination operating system for evidence-rich institutions. It does not only store reports or display dashboards. It helps teams decide what should be communicated, to whom, through which channel, under whose approval, at what stage of the programme lifecycle, and with what measurable outcome.

Evidence organization Connect institutional outputs to sectors, ministries, themes, datasets, projects and strategic focus areas.	Communication production Generate audience-specific communication products from technical outputs: briefs, posts, advisories, media kits and summaries.	Governed publication Move products through review, approval and channel release with audit trails and accountability.
Stakeholder reach Recommend channels for government, donors, media, industry, academia and the public.	Impact intelligence Measure attention, use, uptake, follow-through, enquiries and impact cases after dissemination.	Scalable infrastructure Start with hundreds of public outputs, then scale to millions through repository integration, APIs and lakehouse-ready architecture.

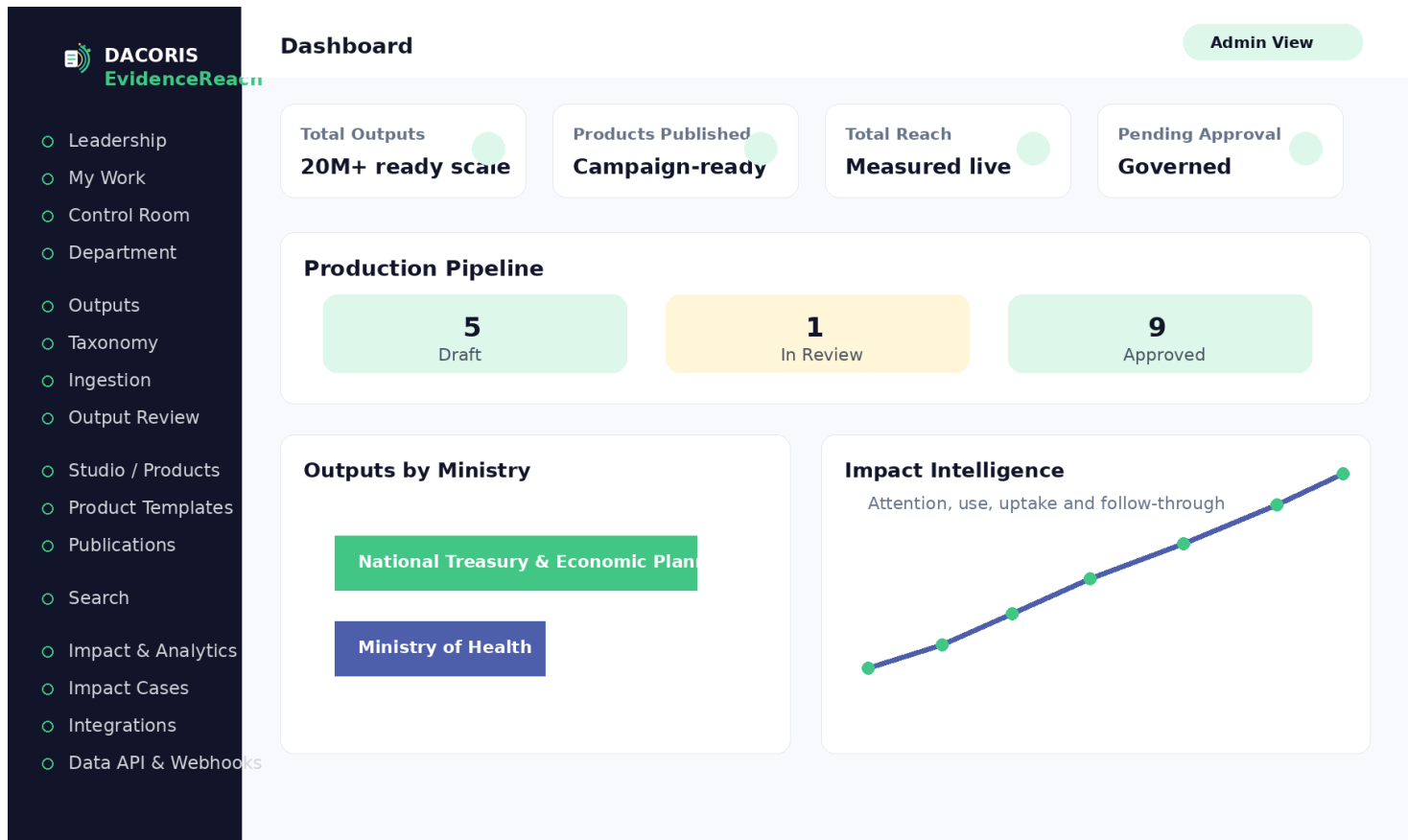
The problem DER solves

- High-value evidence is often hidden inside long technical reports, datasets and institutional websites.
- Communication teams rarely have enough time to convert every output into targeted products for different audiences.
- Approval workflows are frequently manual, slow and difficult to audit.
- Donors and leadership may fund or request evidence, but they often cannot see how far the evidence travelled after publication.
- Institutions publish outputs but lack structured visibility on who used them, who engaged, what policy or market action followed, and where future demand is emerging.

PRODUCT VIEW

Current DER platform experience

The current platform experience is designed around leadership visibility, registry control, communication production, publication management, integrations and impact analytics. The interface follows a simple workflow: evidence enters the registry, is reviewed and classified, turned into communication products, approved, released and tracked.



Illustrative DER dashboard based on the Version 1 platform direction.

From evidence asset to measurable impact

DER converts institutional evidence into a repeatable value chain. This gives leadership visibility while giving communication teams and analysts a practical working environment.

DACORIS EvidenceReach Operating Workflow



From institutional evidence assets to approved communication products and measurable public/stakeholder impact.

PLATFORM CAPABILITIES

Core modules

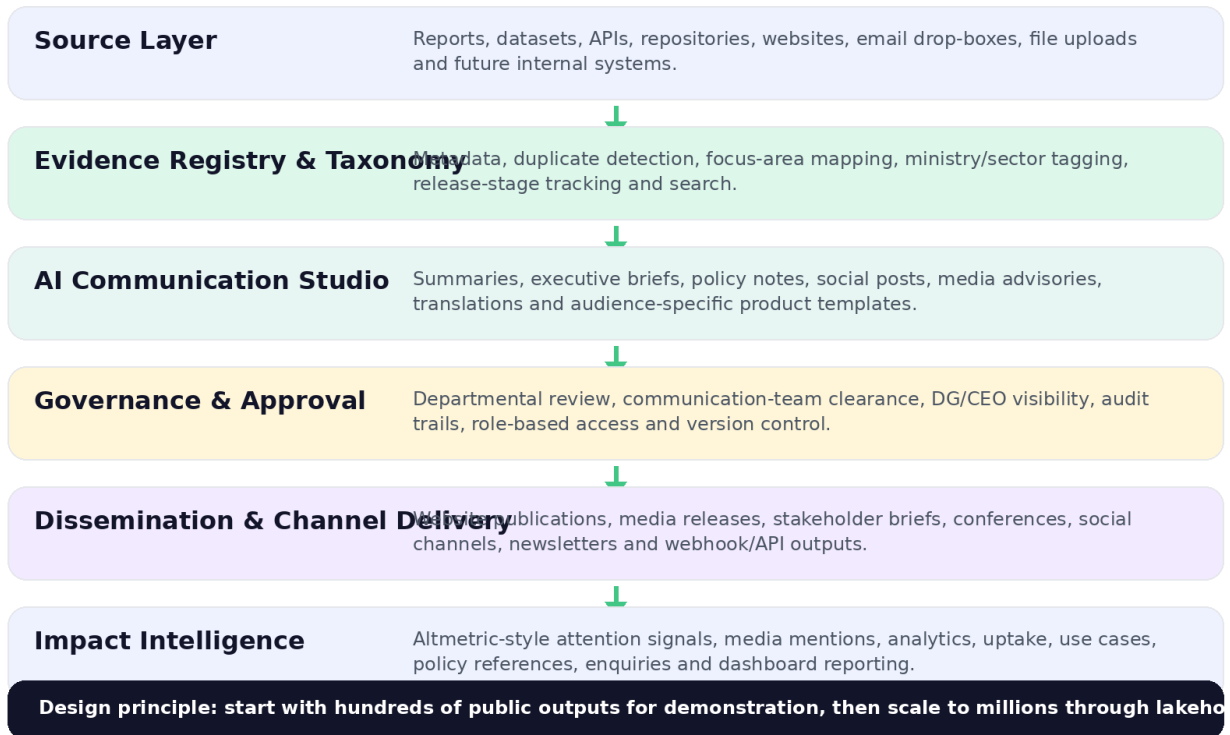
Module	What it enables
Leadership Dashboard	Executive view of outputs, communication products, approval queues, reach, impact cases and strategic dissemination performance.
Control Room	Operational command centre for dissemination tasks, release stages, escalations, pending decisions and performance monitoring.
Department Workspace	Directorate and department-level view of evidence outputs, assigned reviews, communication requests and dissemination status.
Evidence Registry	Structured registry for reports, studies, datasets, articles, grey literature, URLs and imported documents.
Taxonomy & Focus-Area Mapping	Classification of outputs by sector, ministry, theme, geography, audience, programme, SDG, release stage and institutional priority.
Ingestion Engine	File upload, URL-based import, email drop-box staging, duplicate detection and extraction workflow for PDFs and text-based evidence assets.
Output Review	Review queue for metadata quality, public/private status, release readiness, approval status and relationship to other outputs.
AI Assist	AI-supported tagging, summarization, translation and production support for communication-ready material, subject to human review.
Communication Studio	Product workspace for executive briefs, policy notes, media releases, social media posts, web copy, stakeholder briefs and donor updates.
Product Templates	Reusable institutional templates for audience-specific dissemination products and channel formats.
Publication Manager	Tracks where and when each communication product is released, including channel, audience, publication status and responsible officer.
Search & Discovery	Structured search across outputs, themes, ministries, publications and impact cases.
Impact & Analytics	Altmetric-style monitoring across attention, use, uptake and follow-through using channel analytics, media mentions, citations and engagement signals.
Impact Cases	Narrative and evidence-backed records showing how a publication informed policy, planning, programming, market decisions, training or stakeholder action.
Integrations & Webhooks	Connectors for Altmetric, Crossref/OpenAlex, Google Analytics, media monitoring, LinkedIn, X, Meta, YouTube, APIs and client systems.
Operations & Audit Log	Administrative visibility on actions, errors, maintenance, API keys, publication events and governance traceability.

How DER is built to scale

DER is built as a modular system, allowing a client to begin with a controlled public-output demonstration and later expand into institutional-scale evidence management. The architecture supports public data first, while keeping provision for private cloud, on-premise or Kenya-hosted deployment depending on the client governance environment.

EvidenceReach Product Architecture

A modular platform that connects evidence repositories, communication workflows and impact intelligence.



AI-assisted, human-approved communication production

DER uses AI as an authoring and decision-support layer, not as an uncontrolled publisher. Every AI-generated item remains a draft until it passes human review and institutional approval. This preserves trust, accuracy, auditability and accountability.

Engine	Purpose
Audience segmentation engine	Identifies likely audiences for each output: policymakers, counties, ministries, donors, researchers, media, private sector, civil society, development partners and the public.
Product recommendation engine	Suggests whether the evidence should become a policy brief, web release, press statement, social campaign, data story, donor brief, conference release, debate topic or high-level stakeholder pack.
Channel intelligence engine	Recommends communication channels such as website, LinkedIn, X, Facebook, YouTube, conventional media, newsletters, stakeholder forums, media briefings or conferences.
Plain-language and translation engine	Turns technical material into accessible language and supports local-language versions where appropriate, including Kiswahili-ready communication products.
Risk and sensitivity flags	Flags content requiring review because of public sensitivity, policy implications, timing, confidentiality or reputational risk.
Impact learning loop	Uses engagement and impact signals to learn which channels, audiences and product types work best for each evidence category.

Example communication products DER can generate

- Executive summary for DG/CEO and board-level leadership
- Policy brief for ministries and county government decision-makers
- Donor visibility note for funders and development partners
- Media advisory, press statement and Q&A brief
- Social media posts tailored for LinkedIn, X, Facebook and YouTube descriptions
- Infographic text and data-story outline for designers
- Public-facing web summary in plain language
- Stakeholder engagement pack for forums, conferences and roundtables
- Researcher-facing technical summary with citations and methodology notes
- Impact-case narrative after uptake, policy use, commercialization or training demand is observed

Approval, accountability and institutional control

DER is structured for institutions where evidence dissemination must be authoritative, coordinated and auditable. The platform supports role-based access so each user sees what they are permitted to work on while leadership sees the full picture.

Role	Responsibility in DER
Communication officer	Creates, edits and prepares channel-ready products from approved evidence outputs.
Research analyst / statistician	Verifies technical interpretation, metadata, methodology notes, indicators and sector accuracy.
Directorate / department lead	Approves the departmental accuracy and readiness of the output for communication workflow.
Head / Director of Communication	Owns communication quality, channel selection, release timing, sensitivity checks and final product readiness.
CTO / ICT lead	Confirms integration, hosting, data access, API controls, security posture and technical deployment environment.
DG / CEO / MD	Views the full leadership dashboard and approves strategic, high-level or sensitive releases where executive clearance is required.
DACORIS administrator	Configures system settings, templates, integrations, user roles and client-specific deployment requirements.

Indicative approval route

Draft product -> Analyst verification -> Directorate review -> Communication clearance -> CTO/ICT clearance where integrations or data sensitivity apply -> DG/CEO approval for strategic releases -> Publication -> Impact tracking.

Beyond dissemination: measuring evidence uptake

DER tracks what happens after publication. The platform extends beyond views and likes by connecting communication outputs to real-world use, follow-through and institutional value. This gives funders, leadership and programme teams evidence that dissemination is producing results.

Dimension	Examples of evidence captured
Attention	Views, downloads, media mentions, social engagement, news references and public discussion signals.
Use	Website sessions, document downloads, citations, brief requests, API pulls, stakeholder references and repeat access.
Uptake	Evidence cited in policy, planning, budgets, programme design, donor reports, academic work or sector strategies.
Follow-through	Requests for training, capacity building, data access, collaboration, commercialization, industrialization or technical assistance.
Impact case	A verified narrative linking an output to a decision, action, investment, public conversation or institutional result.

This creates an altmetrics-style evidence-to-impact layer tailored for institutional reports, statistics, grey literature, datasets and public-sector evidence outputs, not only journal articles.

Who DER is built for

Client type	High-value use case
National statistical offices	Public statistics, economic surveys, census outputs, sectoral data, indicators and national development evidence.
Government ministries and agencies	Policy reports, programme data, project results, implementation evidence and public accountability products.
Donor-funded programmes	Visibility, learning, reporting, impact communication, stakeholder accountability and public knowledge dissemination.
Universities and research institutions	Research outputs, policy briefs, institutional repositories, grant outputs and public engagement products.
Think tanks and policy centres	Evidence translation, debate support, stakeholder communication and policy uptake tracking.
Industry and development consortia	Sector intelligence, investment evidence, market reports, training demand and commercialization pathways.

Flagship adoption path

DER is strategically positioned for a KNBS-style first adoption because the platform addresses a clear institutional challenge: large volumes of public evidence need to reach government ministries, donors, media, researchers, private sector, counties and citizens in a structured and measurable way. Once validated in this environment, the same system can be configured for other national agencies, regional bodies, universities and donor-funded programmes.

How DACORIS Group can commercialize DER

Revenue line	Description
Client implementation licence	Annual or multi-year licence for the DER platform, configured to the client institution.
Professional services	Implementation, data migration, taxonomy design, integration, hosting setup, user training and change management.
Impact intelligence package	Advanced analytics, impact case verification, donor reports, communication performance reviews and strategic dissemination advisory.
Managed dissemination support	Optional support where DACORIS helps clients convert priority outputs into high-quality communication products.
Sector editions	Configurable editions for statistical offices, ministries, universities, hospitals, donor programmes and research institutions.
Enterprise integration	Additional fees for API integration, SSO, custom connectors, data lakehouse integration and dedicated hosting environments.

Recommended commercial posture: develop DER in a way that wins the flagship client, but keep the underlying architecture configurable so DACORIS Group retains ownership and can resell sector-specific editions to other clients.

Recommended website profile text

Hero statement

DACORIS EvidenceReach turns institutional evidence into targeted communication, governed dissemination and measurable impact.

Built under DACORIS Group, EvidenceReach helps national agencies, research institutions, universities, ministries and donor-funded programmes transform reports, datasets, statistics, grey literature and scientific outputs into communication products that reach the right audiences through the right channels, with leadership visibility and impact tracking from publication to uptake.

Website section: Why EvidenceReach

Most institutions produce more evidence than they can communicate effectively. Valuable reports are published, but the next steps are often manual: writing summaries, choosing channels, seeking approval, tracking reach and proving impact. EvidenceReach brings this entire workflow into one platform.

Website section: What the platform enables

- Central registry for reports, datasets, grey literature and research outputs
- AI-assisted summaries, briefs, media products, social content and translations
- Taxonomy mapping by sector, ministry, programme, geography and audience
- Approval workflows for communication teams, analysts, directorates and leadership
- Publication tracking across web, media, social and stakeholder channels
- Impact analytics showing attention, use, uptake, follow-through and verified impact cases

Website call-to-action

Ready to make your evidence visible, usable and measurable? Partner with DACORIS EvidenceReach to move from publication to public value.

IMPLEMENTATION

Implementation model

Phase	Focus
1. Discovery and configuration	Confirm priority use case, users, approval hierarchy, public-output scope, taxonomy and demonstration datasets.
2. Evidence registry setup	Ingest initial reports and datasets, map metadata, detect duplicates and configure focus areas.
3. Communication studio configuration	Set product templates, channel rules, audience types, approvals and AI-assist prompts.
4. Dashboard and impact setup	Configure leadership dashboard, publication tracking, analytics connectors and impact-case categories.
5. Demonstration and validation	Run an end-to-end demonstration showing output ingestion, product generation, approval, publication tracking and impact reporting.
6. Scale-up deployment	Integrate client systems, migrate larger repositories, strengthen hosting/security, train users and launch full production.

Version 1 strengths to showcase

- End-to-end evidence workflow from ingestion to impact intelligence
- Clean DER-branded interface with leadership, registry, communication and impact zones
- AI Assist for tags, summaries and translation-ready products
- Publication and product pipeline visibility with approval statuses
- Integrations framework for Altmetric-style signals, media mentions, analytics and public channel metrics
- Audit log and operations visibility for trust, governance and accountability

Why DACORIS EvidenceReach stands out

It is not just a repository DER begins where repositories usually stop: it converts outputs into products, channels, approvals and measurable reach.	It is built for public-sector evidence DER understands ministries, directorates, statistics, donor reporting, public communication and leadership accountability.	It connects communication and impact Every communication product is tracked beyond publication, creating a living evidence-of-use layer.
It is human-governed AI AI accelerates drafting and classification while final authority remains with institutional reviewers and leadership.	It is scalable and configurable DER can start as a public-output demonstration and grow into a million-output enterprise platform.	It gives leadership a real-time view DGs, CEOs and executive teams can see outputs, pipeline, reach, risk, pending approvals and impact cases in one place.

Suggested short description for homepage footer

DACORIS EvidenceReach is a DACORIS Group company that helps evidence-rich institutions disseminate research, statistics, reports and data through AI-assisted communication workflows, governed approvals and impact intelligence dashboards.



DACORIS
EvidenceReach
Evidence into reach. Data into action.

**Evidence should not only be published. It
should reach, influence and be measured.**

DACORIS EvidenceReach | A DACORIS Group Company

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