



# TOP 5 REASONS WHY EXECUTIVES LOVE DOMO



As a [Domo Consulting Partner](#), we've seen an increase in executives looking to get their hands on this fast growing [business intelligence](#) (BI) technology. Through working with them, we've found that there are key differences that set Domo apart from other **dashboard and data visualization** platforms.



Here are the top 5 reasons why executives love Domo, and why they are driving adoption within their companies.

## Reason #1



# 1 Domo Promotes Immediate Action

Simply put: *@Domotalk* drives action. Action = results.

There are many **data visualization** tools and had Domo focused on better tech alone, they might have become just another fish in the sea of analytics tools.

One could even argue the pros and cons of being exclusively in the cloud. Clearly, it worked for **Salesforce**.



## All Or Nothing Methodology

Their entire methodology is geared towards **taking action and getting results**. It's not just a "nice to have." It's "all or nothing." This is illustrated by comparing their process for creating dashboards with other BI visualization tools.

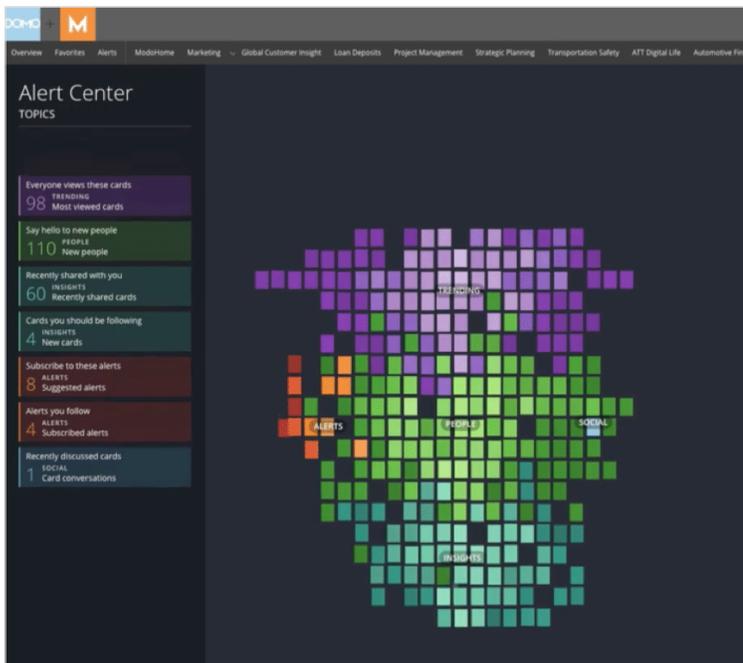
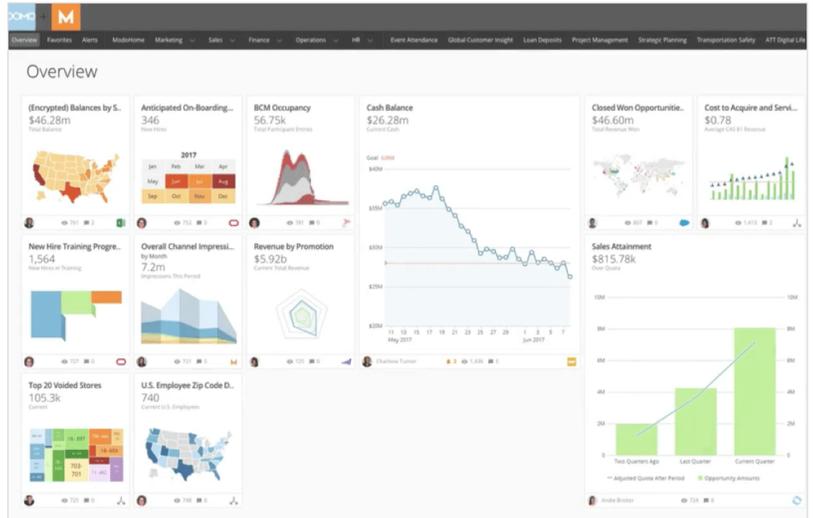
<b>Standard BI Approach</b> (Reactive Approach)	<b>Domo</b> (Strategic Approach)
Mostly face value/reference data cards shown	Can tell <b>at a glance</b> if results are "good" or "bad" and if bad, it shows you exactly what to do as a next step (possibly via drill-down or series on a card)
Expect user to explore data to try to find answers (sold to users as "informational")	Specific actions surfaced that are <b>actionable now</b> with data updates driving additional action
Not tailored towards any particular audience	Tailored to <b>meet the intended audience</b> (usually specific person or position/title)
Cards typically don't answer business questions directly	Cards organized in an intuitive way that <b>answers the business question</b> ending in an impactful decision or action
Few, if any, descriptions. Without verbal explanation, new users can't tell what they're looking at or what they're supposed to do with it	Cards don't need explanations to quickly see expected insight but ALL cards have descriptions that <b>clearly explain the card</b> and what actions the user should take
Typically meets initial visual expectations of clients, but doesn't provide much insight for decision making	New <b>insights each time</b> a user views it
Few, if any, drill-downs	Most often <b>includes analytics</b> , such as ratio calculations, forecasting, trends, etc.
Alerts are typically non-existent	<b>Alerts are leveraged</b> to "manage by exception" or surface data whenever certain logic or criteria are met that notify when action needs to be taken

**Source:** These key points are taken directly from Domo's Dashboard Maturity cheatsheet

## Domo Alerting Capabilities

Who wants to stare at a **dashboard** all day? Domo's claim to fame is its **alerting capabilities**.

Actionable dashboards should **alert someone** when something is out of place.



Here's an example of Domo's alerts in their **new alert center**. An executive is able to see all of the alerts in real-time across the team, and each type is easily identifiable because they are **color coded**.

This allows you to quickly **follow different conversations** — all from the Alert Center.

Reason #2 



*No alerts for today? Time for a round of golf!*

## 2 An All-Inclusive Platform

Domo is an all-inclusive platform, or as Domo would put it, a “**Business Cloud,**” designed with the executive in mind — it’s not just another self service BI tool. You don’t have to ask a dozen people for answers - they are all there in Domo.

Platforms provide an environment where synergies can be realized and ROI gained.

*An all-inclusive analytic systems gives executives a competitive advantage*



Domo integrates sales, operations, finance, marketing, IT, and everything else that uses data to solve problems or answer questions, and it does so by simplifying your data management.

Domo provides simple connections to external data sources, processes your data in-house, and visualizes your data in a streamlined manner that is immediately actionable.



Cloud-based apps



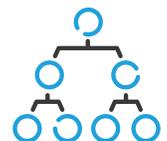
On-premise software



Data warehouses



Spreadsheets



Published APIs and more!

## The Platform Is Built For You

Domo provides these products, features, and resources as part of their platform, which you would normally have to purchase separately or build on your own.



### ALERTS

Likely the most valuable piece of Domo, and something other platforms have lagged behind on. As an executive, you need to know when things are going wrong. Domo is designed from the ground up to provide actionable alerts when the numbers fall out of line with your benchmarks.



### Mobile collaboration capabilities

Reports and insights are not actionable if it's a PDF sitting on your desk. Domo lets you see your data, collaborate with your team, and make updates, all while you're on the go.



### Data visualization tool (Analyzer)

Create actionable dashboards that display key performance metrics in real-time.



### Over 450 API connectors

Get up and running with valuable metrics quickly with pre-built connections to your data.



### Over 1,000 pre-built applications (think Apple marketplace 10 years ago)

Need your development team to create some custom interactive charts, or do some advanced analytics? It might already exist in the [Domo AppStore](#), saving you valuable time and money. And the entire Domo community continues to grow the AppStore more everyday.



### Extensive resources (Domo University, Dojo Community, Resource Library, Live Support, Dev Portal)

It's clear that Domo was built by business users and business consultants with the executive in mind. Some of the industry best practices are within the [Domo resources](#).



### App Design Studio and App Dev Studio

If it doesn't exist in the AppStore, your team can usually build it using the resources and documentation [available here](#). Domo's support team can also help with difficult tasks.



### Internal data warehouse

All your data available in one location, without having to manually connect to 50 different sources. This also facilitates self-service analytics by key stakeholders.



### Multiple ETL (Extract, Transform, and Load) tools (SQL Magic tools, Workbench, Data Fusion, etc)

This is one area that is rare to find in a data visualization tool, but is critical to providing clean usable data. Domo allows you to schedule data transformations that keep your most valuable data up to date and accurate.



### Data security and governance

Your company and reputation is only as good as its weakest link. If you fail to implement a [data governance](#) plan, and secure your data, you leave the company open to chaos. Domo allows you to set passwords and create groups that secure sensitive data. It provides your team with User Level analytics without jeopardizing sensitive information.

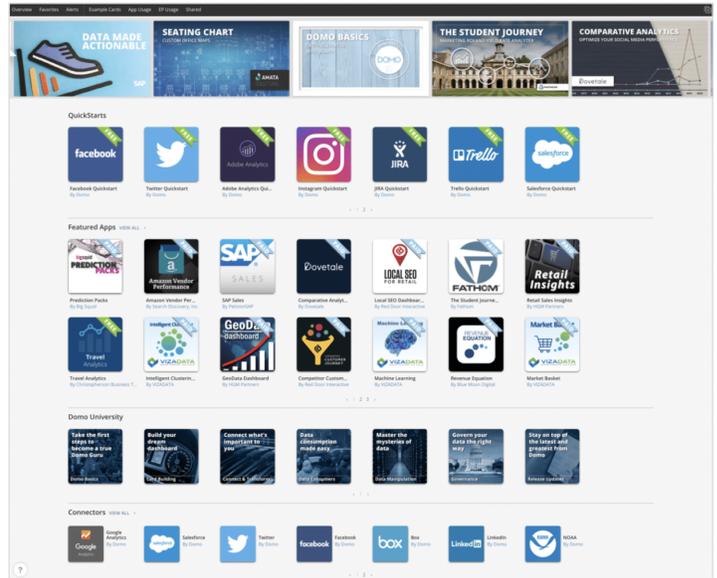


### Team collaboration tool (Buzz)

Communicate via chat instantly and directly with your team and record those conversations for a history of your progress.

## Break Down the Silos

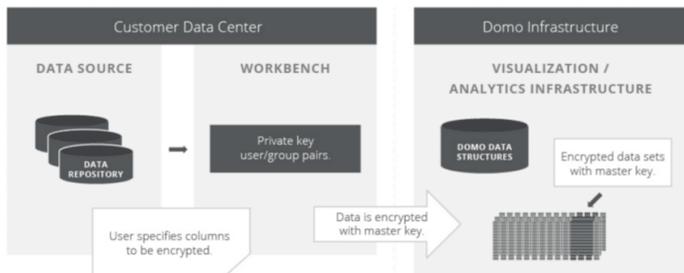
Domo has approached the BI space with an **all-inclusive strategy**. Although there are other tools out there, if those tools require steep learning curves, don't work well together, or only do 80% of what you need them to do, then you end up with fragmented teams, silos of data, and frustration.



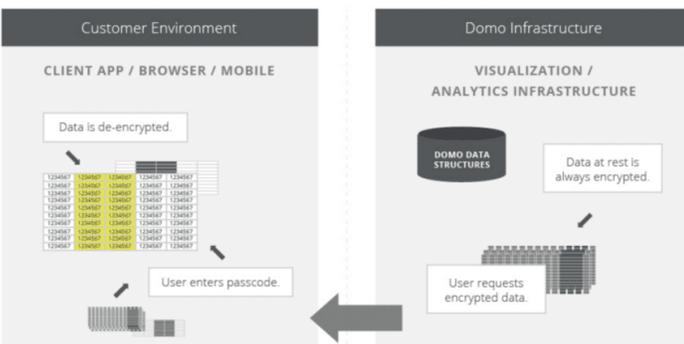
### 3 Lower Risk with Strict Data Governance

Think of how many companies house your personal data (i.e. financial institutions, healthcare, hospitality, retail, e-commerce, education). Most, if not all, of these companies will reach out to you and everyone else in order to grow their business. That means that your data is in motion at these businesses, and **executives are ultimately responsible for what happens to that data**.

Encrypted data creation.



Data consumption: Encrypted to de-encrypt.



## Protecting Personally Identifiable Information (PII)

PII is a fast growing concern among executives, especially when **GDPR** goes into effect. Mishaps in this area can lead to catastrophic consequences for businesses, including heavy fines from regulators, and loss of customer loyalty.

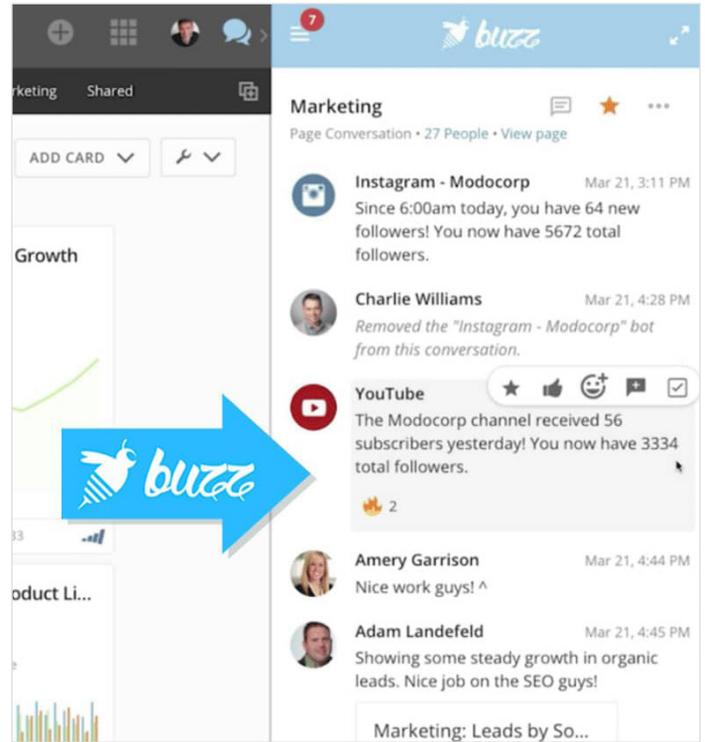
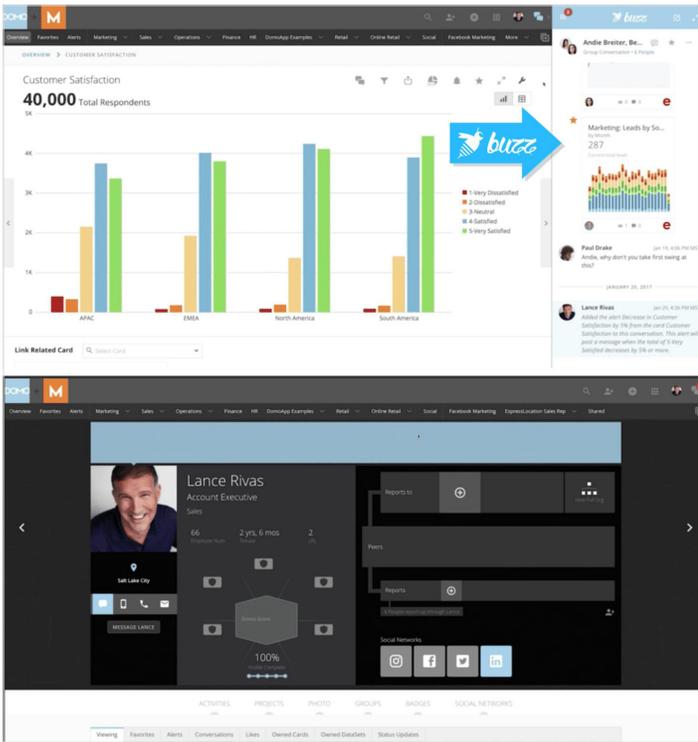
Domo solved this issue by providing the ability to **encrypt and decrypt data** at the individual row level based on permission levels, and set **Personalized Data Permissions (PDPs)** throughout the organization. Domo also has “publication groups” that allow executives to select specific people who will be able to view certain reports. This is especially useful when you start looking at **regional segmentation and sales territories**.

Reason #4

## 4 Facilitates Collaboration Across Teams

Executives want answers, and they want them now.

Waiting for answers until the next meeting, or for someone to respond via email, doesn't cut it. **Buzz, Domo's free Slack equivalent**, helps team members respond to executive requests immediately. The conversation stays within the dashboard so there is a history of action and progress.



With Domo you can find out immediately why campaign ROI is down, and **chat directly** with those responsible. Or, discuss a dashboard alerting operations managers to the fact that **inventory is low**. No more last-minute trips to the office for conference meetings and gone are the days of 60 deep email threads!

Reason #5 

*Hello, data-driven conversations!*

## 5 Infinitely Scalable On The Business Cloud

Let's face it, organizations are either growing or dying, and data structures are racing to keep up. Platforms that are great for a 100 or even a 1,000-person company aren't great for 10,000+ employee companies and vice-versa. Collaboration and company culture is different from company to company. Many tools for a small company (ie. basic data processing tools, spreadsheets, etc) don't translate into larger organizations where enterprise-class tools are required.



Domo took a page out of Salesforce's playbook and has embraced the **full force scalability of the cloud**. This approach helps across the board from data storage to their tools and dashboards. The cloud has experienced challenges with slow load times and lack of basic functions, but one thing it **does not suffer from is scalability**.



## Domo Delivers...Actionable Insights!

Domo is great, but be aware this doesn't mean it is without flaws. Many of the tools, although well-integrated, can be **difficult to work** with and a lot of customization is necessary to access valuable data beyond the out-of-the-box data connectors.

However, from an executive standpoint, **Domo excels at what is most valuable;**

- Answers to business questions
- Actionable insights
- Lower risk
- Ease-of-use
- Meaningful alerts
- Team collaboration
- Tailored to audience

You must weigh the alternatives available for your team and decide what is best. To stick with a traditional BI tool that is complex and doesn't provide clear insights for decision making, or move to a platform where immense power is included out of the box, alerts and insights are a given — but a greater company-wide commitment is required for optimal benefit.

You may find it comforting to know that the **most critical step** of a successful BI implementation is not the actual BI tools themselves, but **the strategy involved**. Strategy requires business discovery, data architecture, transformation, and visual design. If you need support with your BI/analytics program to ensure success...Blast [can help you](#) assess what is the best BI solution for your company, and create a strategy that drives [analytics maturity](#) within your organization.



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