

The Domo logo consists of the word "DOMO" in white, uppercase, sans-serif font, centered within a solid blue square.

DOMO

Customer Success Story



“Everyone from the CEO to our directors uses Domo. This is ground-breaking stuff for the nonprofit community.”

Tabitha Manross
BI & Enterprise Planning | Goodwill Industries

Organization:
Goodwill Industries of Indiana

Location:
Indianapolis, IN

Website:
www.goodwillindy.org

Industry:
Nonprofit

Goodwill Industries of Central Indiana is a nonprofit organization providing retail, commercial workplace initiatives, education, and industrial services.

Notable Data Sources:



Before Domo

As one of the largest branches in the nation, Goodwill Industries of Central Indiana was faced with managing mounds of data all the way from employment to eCommerce:

- Data was scattered and difficult to access
- Valuable resources were tied up manually creating reports
- Executives had limited visibility into key metrics such as job placements

After Domo

Increased Productivity

"The other day my boss asked me to put together a graph of the last 52 weeks comparing our sales to our production. Before, that project probably would have taken me 20-30 hours. With Domo we were able to do it in two."

Mobile Access

"Our directors are out four days a week traveling to different Goodwill locations, and before, they'd lug around stacks of different reports for all of the stores. Now they can pull up Domo on their iPhones and iPads."

Executive Visibility

"Before Domo, executives would get a report once a quarter that said we had something like 200 job placements. Nobody knew where they were placed, what industry they were in, what their wages were — Not only do we have all that in Domo now, but our executives can get those reports in real-time and drill down to get more information."

Other Solutions Won't Cut It

"There are a lot of other platforms out there, but at the end of the day, those solutions still need tech people to build reports. With Domo, I can just do a little training then let them loose to use Domo themselves."