

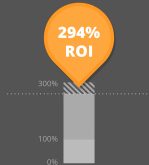
THE REAL VALUE OF OPTIMIZING  
YOUR BUSINESS WITH



A look at the total economic impact  
of Domo for its customers.

## FORRESTER

Domo commissioned Forrester Consulting, an independent research firm, to conduct a study evaluating the total economic impact of Domo, highlighting the benefits of real-time business optimization. Their analysis made the impact of Domo clear.



Forrester calculated a risk-adjusted Return on Investment (ROI) of 294% over three years. That's nearly three dollars earned for every dollar spent.

## Payback time: <1 month

Forrester found Domo pays for itself, and it pays fast—customers saw a return on investment in less than 1 month.

## THE BENEFITS OF USING DOMO

### Improved performance & agility.

Using real-time data from Domo, execs at a media and entertainment company reallocated ad dollars, resulting in:



### Clear, actionable information.

Domo provided increased visibility into one company's growing mobile phone bill costs, resulting in:

**50% REDUCTION**  
in mobile phone expenses over 6 months.



**\$2 MILLION**  
saved over 3 years.

### Data access and insights for everyone.

One organization used Domo's self-service capabilities to eliminate hundreds of regular reports and reduce need for analysts, resulting in:



**\$4.9 MILLION**  
saved over 3 years through improved allocation of resources.

### Quick payback, long term benefit.

Based on the interviews and analysis of four Domo customers, the composite organization saw:

Benefits present value:	Costs present value:
> \$7.4 million	> \$1.8 million

**Net present value:**  
**\$5.5 MILLION**



Domo brings together the people and the data you need to gain actionable insights and make the kind of decisions that affect the bottom line. Domo helps you increase revenue, reduce costs and increase productivity across your entire organization.