



DOMOPALOOZA

# WELCOME

# GIVING YOUR DATA PURPOSE



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SEARCH DISCOVERY

**UPMC**  
LIFE CHANGING MEDICINE

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DOMOPALOOZA

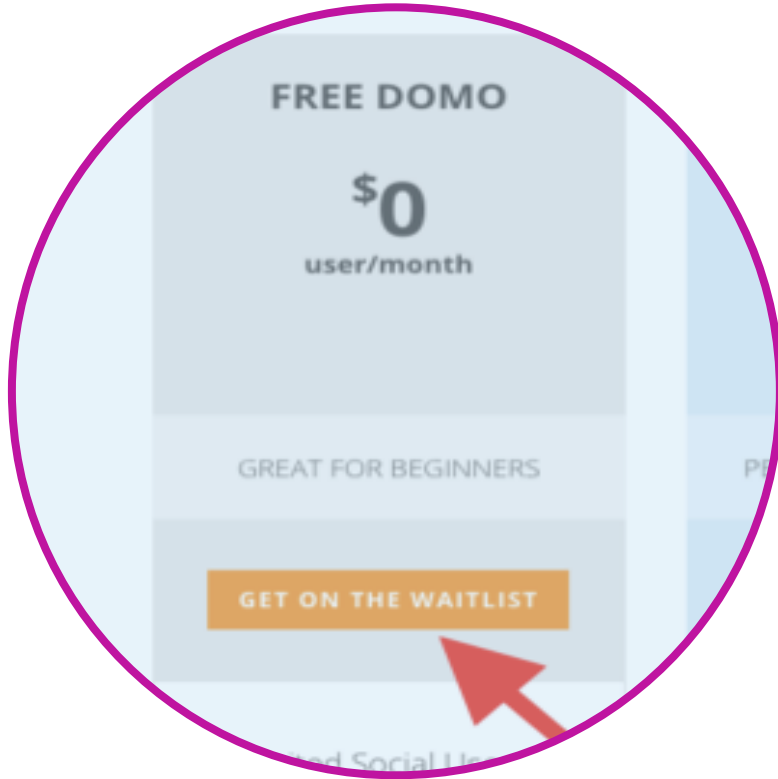
# INTRODUCTION

- Global nonprofit health enterprise
- Turned to Domo for reporting on Digital Marketing & Analytics
- Data was spread across their company and agency partners
- Complexity of UPMC's data required a sophisticated data strategy
- Partnered with Search Discovery to unleash the power of their data within Domo

# UPMC



# HOW WE STARTED



# WHAT WE FOUND



Challenges to aligning relevant data to business use cases.



Agency data needed to be standardized across partners.



There was a lot we needed to learn about the data assets we had.



# HOW WE SAW VALUE EXPANDING THE USE OF DOMO

# CHALLENGES UNCOVERED



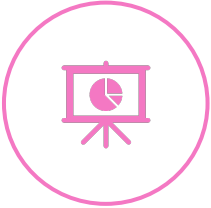
**Data  
Literacy**



**Siloed  
Data**



**Decision  
Making**



**Misaligned  
Data**



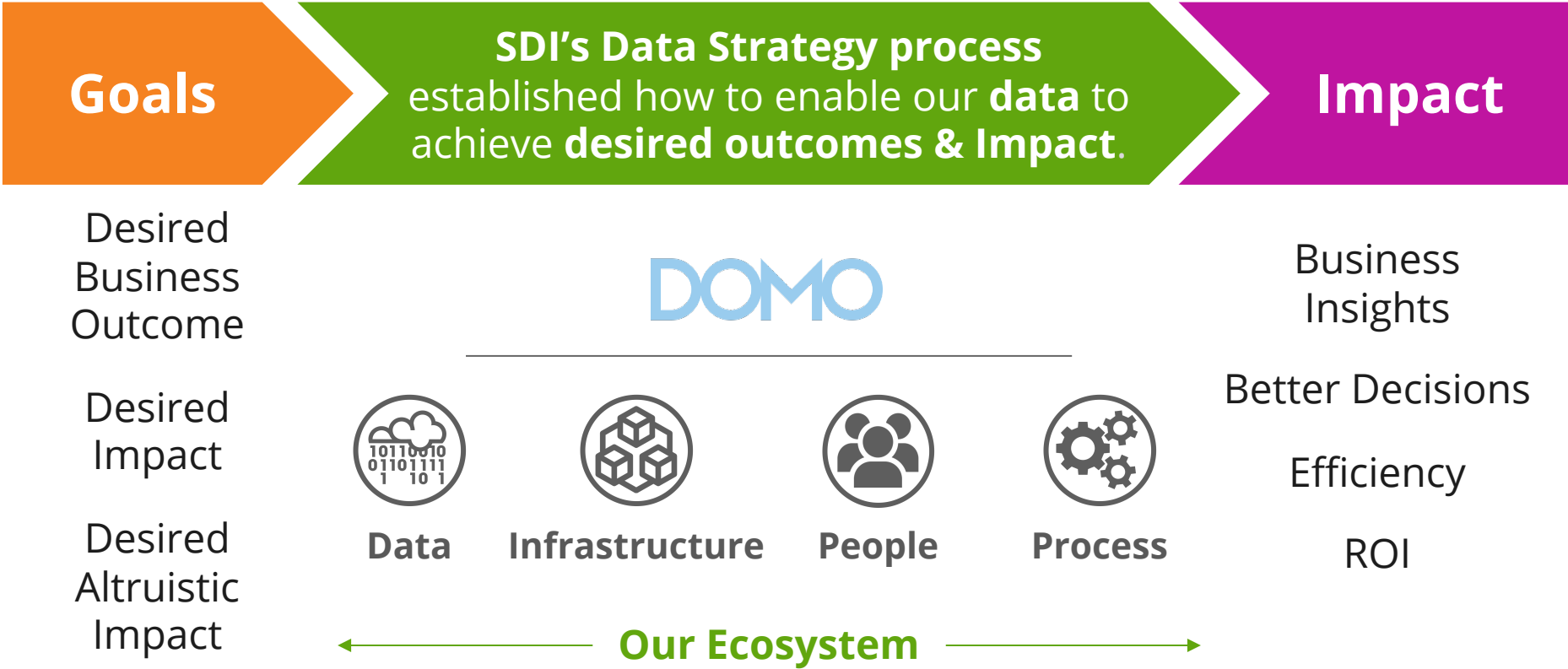
**Security &  
Privacy**



**Governance**



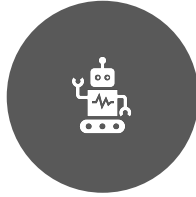
# HOW WE TOOK A STRATEGIC APPROACH



# OUTCOMES



**Identified Desired  
Outcomes**



**New Analytics  
Capabilities**



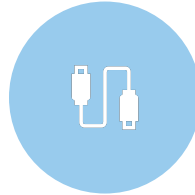
**Improving  
Data Literacy**



**Effectively  
Govern Data**



**Ensure Data  
Security & Privacy**



**Activate Data Into  
The Business**



**Understand  
Company & Patients**

**THANK YOU**

# GIVE YOUR DATA **PURPOSE**



## SEARCH DISCOVERY

Visit our booth and learn how to use data with purpose  
to drive measurable business impact.