Customer Stories

How Domo helps customers build truly data-driven organizations.
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“You can’t exaggerate how much Domo helped not only increase our data coverage, but our understanding of it.”

Sophie Shawdon
Senior Data Analyst

WHAT IF DATA COULD MAKE A BUSINESS TRANSPARENT?

120
DOMO USERS

FINANCE

$55M
INDUSTRY
IN REVENUE

ClearScore

IMPACT
• Made data accessible across the organization
• Enable self-serve reporting
• Free up time for data science
• Provide deeper understanding into the business

CLEARSCORE BECOMES DRIVEN BY DATA THANKS TO DOMO.

ClearScore launched in 2015 with a mission to help people achieve greater financial wellbeing by giving everybody access to their credit score and report for free, forever. But as this startup began to expand internationally from the UK to developing countries like South Africa and India, it was starting to find that the story its own data was trying to tell was anything but clear.

"Before Domo, we had a fairly homegrown data infrastructure," explained Sophie Shawdon, Senior Data Analyst at ClearScore. “After about two years in business, it began to reach its limits. We just couldn’t get the visibility into our data that we needed.”

Shawdon said that things like daily reporting had begun to sprawl out of control: “It was just lots of little graphs that people didn’t really understand. We aspired to be a data-driven organization, but didn’t have a clear understanding about how to get there.”

MAKING DATA ACCESSIBLE.

ClearScore chose Domo in large part because it was easy for everyone to use. While it’s natural to want to become a data-driven organization, the fact is that not everyone is as comfortable with data as analysts. According to Shawdon, “For some people in our organization, data is quite scary. You show them a bunch of numbers and they say, ‘No, I’m not a numbers person, I don’t really deal with graphs.’” Domo gave all of ClearScore’s employees—analytical or not—easy understanding of the business.
In addition, ClearScore chose Domo because it would enable the company to break down silos between departments. “We don’t want to keep any data in the organization hidden from one part or another, so it was important that everyone in our organization be able to access all our data,” said Shawdon.

Today, Shawdon appreciates Domo not only for what it allows her to do, but the work it was able to eliminate. “Domo let me step away from all the stuff you’re supposed to do with Domo,” she said. “Because it’s such an easy tool to visualize information, people don’t come up to me asking how much money we made yesterday or how many users we just signed up. They just go find that information themselves.”

Domo has allowed Shawdon to shift her focus away from business reporting and towards data science initiatives such as building credit risk or eligibility models in developing markets. These models will help ClearScore build new products that can empower its users to be smarter when applying for and managing credit. “Being able to make a real, tangible difference to users in less-developed markets is incredible because you know you’re really making a strong difference,” she said.

IN-DEPTH INSIGHTS.

For ClearScore, Domo has provided a transparent view into the company. “Where Domo has been most valuable to us is being able to deeply understand what’s going on in the business,” said Shawdon. “There’s been quite a few times where we’ve spotted a spike or a dip and just been able to go into it and look at it in more detail.”

As the company continues to expand into new markets, it is planning to expand its use of Domo in kind to make it a more comprehensive data environment. While the company has most of its internal data and analytics already in Domo, there are still many other rich third-party data sources it can still bring in. “Being able to bring all our data into one place and tie it all together, that’s where data really becomes super powerful,” said Shawdon.

“You can’t exaggerate how much Domo helped not only increase our data coverage, but our understanding of it,” said Shawdon. “People in our organization are now so comfortable using data on a daily basis.”

>SEE THE FULL STORY
“Our data helped sound the alarm for what stores needed to start ordering.”

Todd Jensen
Vice President of Sales at Harmons

GROCERY CHAIN KEEPS THE SHELVES STOCKED DURING A PANDEMIC WITH DOMO.

750 DOMO USERS
$500M REVENUE
3,000 COMPANY SIZE
RETAIL INDUSTRY

HARMONS GROCERY KEEPS THE SHELVES STOCKED WITH DOMO.

Even on the best of days, it’s important that grocery stores stock the right items to help keep their customers happy. But when you’re in the middle of a global pandemic, having the right products – and enough of them – is not only essential for business, but critical to the health and safety of our communities.

Harmons is no different. Starting as a fruit stand in 1932, this family-owned and operated supermarket chain has grown to 19 locations throughout Utah. Harmons has relied on Domo for several years to help make data-driven decisions about which products to stock to ensure each store meets the needs of its specific neighborhood.

“We probably have a couple of thousand tiles that we use for different areas of the business,” said Todd Jensen, Vice President of Sales at Harmons. “We have a tile on Domo that tracks our sales every 15 minutes during the day, which allows us to know what’s going on whether you’re in a store or not.”

REAL-TIME INSIGHTS FOR A REAL-TIME RESPONSE.

During the COVID-19 response, data was the key to keeping shelves stocked amid the panic buying and supplier shortages.

The challenge started for Harmons when local celebrity and Utah Jazz star Rudy Gobert tested positive for COVID-19, precipitating the shutdown of the NBA and raising awareness about the seriousness of the virus for many shoppers. “As soon as that started happening, we saw sales immediately shoot through the roof. We had stores calling to ask for extra trucks of product just to keep up for the next day,” said Jensen.
“We’ve been able to react to things faster, quickly jump on ordering products, and adjust margins to a changing landscape.”

TODD JENSEN
VICE PRESIDENT OF SALES AT HARMONS

DEPARTMENTS USING DOMO
OPERATIONS, SALES, FINANCE, IT, MARKETING

CONNECTORS
qualtrics
CERIDIAN
Dayforce
BRdata
SOFTWARE SOLUTIONS
ORACLE
NETSUITE

Using Domo, Jensen was able to quickly pull a report showing the top 1,000 items sold within the last 24 hours, helping to sound the alarm for what he needed the stores to start ordering. While obvious items like toilet paper, hand sanitizers, and cleaning products shot to the top of the list, Jensen also discovered a few surprises. For example, the store was selling a week’s worth of root vegetables in a 24 hour period, while everyone’s least-favorite canned meat became a bestseller. “Oddly enough, Spam went from an obscure item for us to becoming one of the top five items in the entire company that people were buying. We went from selling a case or two a week to needing hundreds of cases within a week.”

CREATING A DATA-DRIVEN SHOPPING LIST.

The speed at which Harmons was able to pull its sales data proved to be a decisive advantage when it came time to put in orders. “If I would have asked for that top 1,000 report before we had Domo, I wouldn’t have had it until Christmas. Instead, I was able to call my analyst and get that report in under 30 minutes.” Thanks to that report, Jensen was able to put his orders in with suppliers while slower, national chains were still trying to understand what was going on.

Meanwhile, because panic buying meant that sales multiplied several-fold overnight, suppliers began to experience issues finding enough trucks to deliver products out to stores. This forced grocers to prioritize their most important SKUs, rather than order everything. Harmons was able to use Domo to not only see its top-selling items, but to scan its stocks to see what was missing. This helped the grocer prioritize its top 4,000 SKUs out of its normal 60K+ SKUs without having to worry about lower-priority items.

In the first few weeks of the crisis, online orders increased by approximately 200%. However, since the online store doesn’t have the capability to reflect real-time stock, employees struggled to fill orders that included out-of-stock items. Using Domo, Harmons was able to specifically track its out-of-stock items and increase its orders appropriately, reducing its out-of-stock issues by 60%.

“We’ve been able to react to things faster, quickly jump on ordering products, and adjust margins to a changing landscape.” said Jensen. “Instead of making decisions based on emotions in the moment, our data has helped us make decisions on what was actually happening in our stores. It helps us make things better for our customers and better for our business operations.”

>SEE THE FULL STORY
Philz Coffee isn't just another coffee chain. It's a coffee experience, with every cup brewed individually by hand to each customer's taste. With more than 15 customized blends sourced from high-quality beans across the globe, Philz has gained a reputation as a leader in the coffee industry, converting your daily cup of joe into a handcrafted, personalized moment.

Over the past few years, Philz has expanded from a single location in San Francisco's Mission District to stores throughout California, the Washington D.C. metro area, and Chicago. Philz relies on Domo to help store managers and company leaders across the country understand business performance and ensure that the same high-quality customer experience is delivered at every location.

**OVERCOMING A BITTER REPORTING PROCESS.**

Philz began its Domo journey to help overcome a spreadsheet-driven reporting process it had long since outgrown. *"When I joined Philz three years ago, my first project was to help find a BI tool that would help make our reporting faster, efficient, and capable of getting into the hands of our store leaders,"* said Christine Hsieh, Senior BI Analyst at Philz Coffee.
“Before Domo, sales data and transaction data were difficult to collect. That stuff doesn’t live in an integrated way anywhere else. Our analyst had to manually gather sales data from each store, which would take hours each month,” added Claire Morrison, VP of Operations at Philz Coffee. “We needed a data warehouse and something that could help us easily manipulate and transform data to create dashboards and visualizations. In addition, permissioning was really important. We wanted to be able to easily create one version of a dashboard and give it to people who need it without having to duplicate a lot of work. Domo fit the bill perfectly.”

As Philz’ store count continues to grow, Domo has helped the company scale its reporting. Philz was able to eliminate 16 hours a month spent gathering all sales data into a report. “Now that data goes right into Domo so everyone can utilize it instantly,” said Hsieh. “No one has to sit around anymore and wait for data.”

THE PERFECT BLEND OF DATA.

After implementing Domo and connecting in-store and mobile data from each location, Philz launched a dashboard that store leaders could use to get easy access to data such as cups sold and the most popular blends at each location. Not only does this help store leaders better understand their performance, but it gives them the data they need to make operational changes to increase sales, like making more popular blends more accessible.

In addition to sales data, Philz uses Domo to carefully monitor the customer experience across each location. “We value our customers more than anything, so it’s important that we track how our customers are feeling and what their experience is like in the store,” said Morrison. “Culturally, it’s very relevant to us. By having this data at our fingertips, it helps area leaders and store leaders have a productive conversation about how stores are doing and what can be improved upon.”

“The great thing about Domo is that we’re not limited to just financial data,” said Hsieh. “As much as we want to talk about business success, it needs to be just one layer. Financial performance and customer experience are measured together for a true understanding of success.”

BREWING UP NEW POSSIBILITIES.

In addition to store and area leaders, Domo is used by executives back at Philz’ San Francisco headquarters to understand company performance in real time so that everyone is referencing the same numbers to make decisions. Executives look at the Domo app on their phone to stay in touch with data, and area leaders use Domo on iPads that they take from store to store with store leaders.

“We’ve definitely seen our use of Domo grow at headquarters,” said Morrison. “Everyone from the finance team to our supply chain team to our roasting plant team is using the sales data, while some are even building projects to help them better understand their own metrics. Domo has made every team interested in pulling in more data and looking at data more.”

“It’s been really exciting for me to see store leaders get excited about data,” added Hsieh. “It’s so accessible now and they’ve seen the possibilities of what we can do. We can do things now that we were never able to do before—period.”

>SEE THE FULL STORY
“Domo saves a ton of time and it makes my job a lot easier. When anyone comes to me with a question, I have the data available at my fingertips.”

Daniel Rabiner
Associate Director, Business Operations

What if you could identify and solve problems before they became customer issues?

200 EMPLOYEES 2010 FOUNDED 90% BETTER TRACKING 50% FEWER BROKEN SELECTORS

NATIVO MAKES DATA TELL A BETTER STORY WITH DOMO.

As a leading platform for connecting brands and publishers together, Nativo provides value by mining data for insights that allow it to more effectively serve the right ad to the right person at the right time. However, the company found itself held back by a spreadsheet-driven reporting process that was anything but data friendly.

“Before Domo, we were using Excel, which effectively limited us to 150,000 rows of data in any report before it would crash and you would lose all your data,” remembers Daniel Rabiner, associate director of business operations. “I don’t have to worry about that now with Domo; I have infinitely more scale to do analysis while being able to go more in-depth and granular than I used to.”

SMARTER REPORTING PROCESS, MORE INTELLIGENT REPORTS.

One example Rabiner shared was a supply and demand analysis at the device level, a common report Nativo uses to determine what device users are accessing content on so it can make smarter recommendations to improve ad performance. With spreadsheets, Rabiner could either run a placement report or a device report, but not both at the same time. In addition, he could only pull data at the month level. “With Domo, I can now pull all that data by the day, which gives me a lot more flexibility as to the type of reporting I can do,” he said.
Thanks to Domo’s ETL tool Magic, Nativo has been able to slash the time it takes to collect, compile and report on data. “It used to be a cumbersome process to pull a report, taking a day or two. Now it’s automated to happen in the middle of the night, so I don’t have to worry about it. It’s just there. I come in the next day and yesterday’s data is already available.”

Working with marketers and publishers, Rabiner knows that graphics and charts can tell the data’s story far more effectively than a spreadsheet full of numbers. He often exports Domo cards into PowerPoint for client presentations. “We build slides and decks all day for client presentations on how campaigns are performing. It saves so much time creating graphics out of Domo instead what it took to create a graphic out of Excel. Plus, the visuals are amazing.”

USING DATA TO BUILD A BETTER PRODUCT.

Not only has Domo helped improve the way Nativo’s clients run their advertising campaigns, but it has also helped improve the way Nativo runs its business. The company uses Domo to easily identify broken selectors within its platform that would prevent it from being able to serve ads on a piece of content. “Every time something is broken, that’s a lost monetization opportunity for our publishers and for us. Since we’ve started implementing new workflow enhancements through Domo, we’ve been able to reduce broken selectors by 50%.”

Because the company has been able to proactively reduce broken selectors, it has seen the number of tickets for the issue drop in Zendesk. Since clients are reporting fewer issues, this gives them more confidence in Nativo as a company. “We are able to use data to fix something before they even know it is broken, which is exactly what a client wants from a vendor,” said Rabiner.

Nativo also used Domo to reduce a lack of ticket mapping between Zendesk and Salesforce from 50% to less than 5%, helping the company identify which of its clients were ticketing the most. This helps Nativo discover which of its clients are having the most problems and may be at-risk to leave the platform so it can better understand how to service those clients better.

FROM “WHAT” TO “WHAT NOW?”

Because the entire company now sees the data in Domo as a single source of truth, Domo has changed the way the company approaches the way it uses that data.

“My favorite thing is the fact that when I go into a room, I don’t have to spend the first fifteen minutes explaining where the data came from or what it is,” said Rabiner. “We can now jump straight into the problem and identify how we’re going to solve it. It makes meetings far more productive since everyone is aligned with what we’re talking about and trust the data they’re looking at.”

>SEE THE FULL STORY
Tipico makes reporting a strategic advantage with Domo.

Many businesses turn to Domo to become more data-driven. But for Tipico, their business isn’t just driven by data; it is data.

As the largest sports-betting operator in Germany, Tipico processes more than 500 million bets each day through its website and 1,100 retail locations, relying on Domo to make sure the odds stay in its favor.

Bringing Data to the Entire Organization.

Before Domo, Tipico’s BI department found itself bogged down with roughly 100 ad hoc report requests a month. Each report would take 9-12 hours to create; this unplanned request would not only consume an analyst’s day and distract her from her other work but would also slow down other departments as they waited for their reports. And in an industry where the action moves by the minute, twelve hours is an eternity.

That’s when Adrian Vella, head of data and BI at Tipico, turned to Domo to give his organization the ability to deliver proper self-service BI. “Our business users can now go in and create their own charts, their own data exploration, their own alerts. Basically, they can be their own BI developers,” he said. As a result, Vella was able to reduce ad hoc report requests by 50%.
“As users can now create their own reports, they can ask their own questions and drill down into the data themselves. Meanwhile, I’ve been able to take the time we’ve freed up to push my BI developers to do more innovative things,” said Vella. “Now we can do hardcore development while the business focuses on data exploration, which has totally changed the dynamic.”

In addition to self-service BI, Domo gave Tipico the ability to access data on the go through smartphones and tablets. When an executive is attending a match or watching a game at home, she can easily go into Domo to see Tipico’s betting exposure for any game or bet. “We couldn’t find another BI tool that had the native mobile functionality of Domo,” said Vella. “Now we can see our bets in real time as games are happening from anywhere, which is my absolute favorite feature.”

DRIVING THE FUTURE.

Tipico has more than 200 Domo users across the organization, including marketing, the sportsbook, customer service, payments, fraud prevention, and retail, which has historically been both the organization’s most significant challenge to manage and the unit where there’s the most opportunity to impact the company’s performance. “With 1,100 stores, we always need to manage our retail performance to understand where we should add more terminals and where we should not,” said Vella. Tipico uses Domo to analyze everything from foot traffic to franchise comparisons to customer trends to inform every decision it makes.

Tipico also uses Domo to reach out to high-rollers, win or lose, to keep them from going to another sportsbook. “You want to keep the attention of your customers quite high, so we do a lot of customer relationship management,” Vella explained. “Domo helps us drill into the bets of specific VIP clients so we can get the best ROI for every campaign.”

BIG DATA, BIG GOALS.

With its betting volume, Tipico generates about 700 gigabytes of data per day, creating data sets surpassing eight billion rows. Tipico has been able to use this data to create a 360º view for each of its customers, including bet history, deposits, withdrawals, and even customer service chats. This helps executives to better understand their customers and create customized promotions that keep bettors coming back.

Tipico started its journey with Domo four years ago. Since then, its goals for Domo have evolved with the company. “We started out by wanting to better use data to drive business decisions. Then we said, ‘Okay, we should be able to predict the future,’” said Vega. “Once we were able to do that, we said, ‘Now we need to do this in real time.’ And we were able to add that in too.”

“Now we’re looking to connect it all together into the architecture of the business. For example, using our prediction model, we could use real-time data to trigger an action. Domo allows us to use data to make smarter decisions on the fly, at scale.”

“OUR BUSINESS USERS CAN NOW GO IN AND CREATE THEIR OWN CHARTS, THEIR OWN DATA EXPLORATION, THEIR OWN ALERTS. BASICALLY, THEY CAN BE THEIR OWN BI DEVELOPERS.”

ADRIAN VELLA
HEAD OF DATA AND BI

DEPARTMENTS USING DOMO AT TIPICO

BI, MARKETING, C-SUITE, CUSTOMER SERVICE, OPERATIONS

CONNECTORS

JIRA
salesforce
Google Analytics
amazon REDSHIFT
amazon S3
Every Matrix

>SEE THE FULL STORY

domo.com
Genpact is a global professional services firm that works with Fortune 500 companies to help them drive digital-led innovation and digitally-enabled intelligent operations. So, it makes sense that they wanted to bring automation and digital technologies into the marketing function.

“When we looked at our reporting workflows, it was kind of abysmal,” said Bonnie Goldsworth, Marketing Technologist, Operations at Genpact. “Every month, we were manually stitching together dozens of Excel reports built from platforms that were entirely siloed from each other. This resulted in close to 60 man-hours each month being spent by just one person, building reports that could tell us no more than last month’s KPIs.”

Goldsworth was tasked with researching and recommending a reporting tool that could enable real-time, data-driven insights powered by data from all channels and tools. “After spending time doing my due diligence, it became apparent that Domo provided the best option in terms of connecting disparate data sets, and in user experience.”

According to Goldsworth, Domo’s library of data connectors was the key decider: “I wanted every piece of data from every channel, and Domo was the only platform that was able to meet our needs.” In addition, the user experience of Domo coupled with its ability to use visualizations to slice and dice data made Domo a no-brainer.
PICTURING DATA PARADISE.

Genpact implemented Domo over multiple phases. “We started by thinking about our end goal and picturing the nirvana of having a 4D view of our data, and then working backward from there,” said Goldsworth. Their goal was to have accurate data at their fingertips so they could determine the right insight for the right audience, all in real-time.

To get started, one data scientist was assigned to build out Genpact’s entire attribution model in Domo. This gave the marketing team and company leaders the ability to view its KPIs in real time, vastly improving their ability to make decisions and shift resources on the fly. “The executive team consumes Domo reports regularly,” said Goldsworth, “To analyze opportunities and calculate the organization’s marketing ROI.”

ALL THEIR CHANNELS, ALL TOGETHER.

For the second phase of their implementation, Genpact focused on connecting all its channel data together in Domo for a single view of its ecosystem. This campaign hub includes a top-level dashboard that shows overall performance against business KPIs, with data from inbound, outbound, social, web, content, and inside sales. Data is displayed in channel hub subpages to help the marketing team understand which campaigns are driving performance across which channels and why. The channel hubs provide stakeholders with insights into channel campaign performance, so they can easily identify new opportunities or any lagging performance.

Thanks to Domo, Genpact has been able to automate its entire reporting process. “Everything is available in real time,” said Goldsworth. “With just a click of a mouse button, the marketing team can really see everything that they’ve got going on.”

INSPIRING NEW QUESTIONS.

By automating its reporting processes, Genpact has been able to refocus its analytics staff on higher-value tasks while enabling smarter conversations.

“Domo enables not only better answers, but smarter questions.”

>SEE THE FULL STORY
You may not immediately recognize Dal-Tile’s name, but if you look down you’d surely recognize one of Dal-Tile’s products: this international manufacturer is responsible for selling one out of every three floor tiles in the U.S. However, when Joshua Stan joined the company as their director of finance, he was shocked to discover this $2.5 billion business was still run on Excel, with analysts downloading data through Microsoft Access from its data warehouse.

“To create reports, some of my folks were taking 20-40 hours to do a lot of routine tasks over and over again,” Stan remembers. “I knew there had to be a better way.”

**IMPACT**
- 1 FTE supports 1,100+ users
- Implemented Domo with minimal IT help
- Automated reports that took 20-40 hours
- 50% of use is through mobile

**DAL-TILE OVERCOMES MANUAL PROCESSES AND IT INERTIA WITH DOMO.**

After migrating to SAP from its legacy JD Edwards mainframe, the company had hoped to get a better solution in place. Instead, it discovered that it had extremely limited management reporting tools in place. After investigating 15 different BI tools, Stan chose Domo thanks to its ability to deliver a fully-integrated platform across the business.

“We use Domo everywhere,” said Stan. “We use it in finance, we use it in manufacturing, we use it in sales and logistics, and we use it in our retail locations. What I love about Domo is that it’s really democratizing data across the enterprise.”
The company was able to use Domo to automate report creation and delivery that before took days for an analyst to complete. It also gained the ability to provide mobile access to data, with the company estimating 50% of their Domo usage taking place on mobile devices.

“I hear from a store manager or sales rep from one of our 300 stores every single day, saying, ‘What did I do without Domo?’” said Stan.

IMPLEMENTATION WITHOUT INTERRUPTION.

Unlike other systems, Dal-Tile was able to implement Domo without having to wait on IT to make it a priority. “We didn’t require any IT support beyond getting system credentialing. It was basically two finance guys that took it upon themselves to deliver Domo to the entire enterprise,” noted Stan.

Dal-Tile launched with about 560 Domo users, growing to more than 1,100 users across the enterprise. Despite doubling its usage, Dal-Tile is able to support all those users with just one full-time person. Stan compared that to the company’s experience using other BI tools: “We have a BI team in IT that has over a dozen people working in Mexico and the U.S., and they haven’t been able to do what we’ve done with Domo in the same amount of time.”

Today, Dal-Tile uses Domo to manage data from three ERP systems: its main system of record SAP, its legacy JD Edwards system that it still requires to run some parts of the business, and an Oracle system for its operations in Mexico. Domo allows the company to combine data from these disconnected systems together for increased insight. “The thing I love about Domo is that it doesn’t care where the data comes from,” said Stan. “You just pipe it in and then use it however you want.”

By connecting this data together, Dal-Tile has been able to uncover insights it uses to drive decision-making for its maintenance spending, a significant line item for the company. “Before Domo, we didn’t have line of sight into where millions of dollars in spend was going compared to the budget until weeks after the month closed,” said Stan. “With Domo, we can merge our SAP and JD Edwards data and see our spend on a real-time basis. This helps plant controllers and maintenance managers make smarter decisions about repair spending while allowing everyone to be held more accountable.”

Stan attributes Dal-Tile’s success with Domo to both the product and the people behind it. “Domo has been a true partner, with our customer success manager working tirelessly to help us adapt the product to how we need it,” said Stan. “That said, 95% of Domo you can use without knowing anything technical, which is how two finance guys could implement Domo and roll it out to 1,100 users.”

>SEE THE FULL STORY
Zillow has become one of the most widely-used real estate marketplaces for a reason: it was a pioneer in collecting real estate data that was once siloed off among local sources and making it publicly available for all to see. Today, it’s often considered the single source of truth for which homes are available for sale, what homes are worth, and how much others are paying.

As one of the most trafficked websites in the world, Zillow is a popular advertising platform for brands looking to reach a home-buying audience. However, when it came time to invoice customers at the end of the month, its media business was regularly hamstrung by a manual, inefficient reporting process.

Brandon Ankuda, a senior analyst for Zillow Group’s Enterprise Applications Team, remembers its byzantine process: “We had multiple members of multiple teams that were responsible for different ad platforms, who would then have to pull data and send it to another team. That team would have to wait for another team to get more data, then they would compile it and send it to another team to do the calculations. Then it would be reviewed by management and okayed to be sent to billing.” All told, Ankuda estimated that it would take approximately 30 hours a month for Zillow to just get invoices out the door.

“Zillow has become one of the most widely-used real estate marketplaces for a reason: it was a pioneer in collecting real estate data that was once siloed off among local sources and making it publicly available for all to see.”

Brandon Ankuda
Senior Analyst, Enterprise Applications
After adding Domo, Zillow was able to schedule these reports so that billing now takes just three hours to run without any manual intervention—a 90% reduction in time. “We're not spending time in Excel piecing together bits of data,” said Ankuda. “Domo just does it; all we have to do is go in, look at a card, and download it when we're ready to bill customers.”

**KEEPING THE BUSINESS OPEN FOR BUSINESS.**

Inspired by the way it was able to improve its media processes, Ankuda and his team began to explore other ways Domo could improve the way the company works. They've since started using Domo to analyze things like ticketing data and process run times within IT.

“We're pulling data from our other automation platforms into Domo so we can really monitor their successes and failures, using Domo as a monitoring platform for all our other services,” said Ankuda. “We've leveraged Domo to better identify trends for what's going on between platforms, or for what the platforms themselves just might not be great at telling us.”

To keep the IT team up-to-the-second on performance metrics, Zillow uses thresholds on cards that send alerts when a trigger threshold is met. “These metrics are really important to us on a real-time basis, because we can't afford for systems to be down or not updating data the right way,” said Ankuda.

**TURNING ON THE LIGHTS.**

Thanks to its success optimizing media billing and IT processes, Ankuda notes that Domo has attracted its fair share of attention from within the organization. “Other segments of the business, like sales analytics have come to me and said, ‘Wow, that's really cool! What is that tool? What are you doing? Who do I talk to about this?’ It's pretty regular for me to get new requests for expanding our use of Domo.”

To help the organization scale its use of Domo throughout the enterprise, Zillow has implemented a governance model that provides guidelines about how to build things like cards, data flows, and data sets. In addition, it also designed a self-service learning module using Domo's CourseBuilder tool, combining Domo-provided content with custom Zillow-created content tailored to different teams. “That's really empowered users, while allowing IT to gain time back from training to focus on the overall management of Domo,” said Ankuda.

For Zillow, Domo allows the organization to put its foundational belief into action. “One of our core values at Zillow is 'Turn On the Lights,' which means enlightening people with data. It's what we've done with real estate data, and it's what Domo does for us,” explained Ankuda. “I never thought I would get so giddy about data. I was always a power Excel user and can crack into databases, but Domo removes all the hassle by putting data at your fingertips without having to get messy.”

>SEE THE FULL STORY
“We now know our existing customer base very, very well.”

Bruce Harris
Director of IT and Enterprise Business Applications

WHAT IF DATA COULD HELP YOU FIND YOUR IDEAL CUSTOMER?

120 M 130 37 HIGH TECH
REVENUE COMPANY SIZE DOMO USERS INDUSTRY

ASURE USES DATA SCIENCE TO FIND ITS PERFECT CUSTOMER WITH DOMO.

Asure Software’s Human Capital Management (HCM) software gives more than 60,000 small business owners the data they need to spend their limited capital in the areas that best drive growth. As it helps its small business customers become more data-driven, Asure has also embarked on its own data journey.

“We wanted to move away from gut-feel decision-making and use analytics and data to drive decisions and create revenue opportunities for the company,” said Bruce Harris, Director of IT and Enterprise Business Applications at Asure.

As a Domo customer, Asure knew Domo would be the right tool to develop its nascent data science capabilities. The company had several goals for its data science initiative. First, Asure wanted to better understand its customer health by gaining a holistic, 360° view of each customer to reduce churn. Next, it wanted to improve its forecast accuracy. Finally, it wanted to be able to better identify and convert prospects.

BECOMING A MASTER OF DATA.

Using Domo, Asure created a master data set it could use to power its data science efforts and meet each of its goals. “By creating a master data set that can be used by the whole company, there would be no more looking for data, wondering if it’s correct, or searching for disparate data sources,” said Harris.

Asure’s master data set includes data from across its different systems, including its CRM Salesforce, DealHub for quote creation, its Deal Software Integration platform for integrating transactions into their ERP NetSuite, Concur for expenses, Rockettrip for gamification of travel expenses, and an Excel-based corporate performance management tool.
The company also brings in outside data from Dun & Bradstreet to better understand prospect and customer behavior, data from its own customers' use of its payroll and HR software products, macroeconomic data such as unemployment rates that may impact customer demand, and customer sentiment data from social networks and Zendesk.

Altogether, the company tracks more than 400 data points per customer per month, adding up to about half a million records overall. “All of this data is integrated in Domo, and because many of these applications already have built-in Domo connectors, the process of moving data to Domo is incredibly efficient and very cost-effective,” said Harris. “We have about five steps to join all that data, and it takes less than an hour to process all that data through those multiple steps.”

“Once you have the master data built and complete, it’s basically as fast as you can think of visualizations. You can start seeing results almost immediately.”

FROM AMATEUR TO ‘AHA!’

Once its master data set was built, Asure worked with Domo to find the right approach for its goals and business. “The Domo Data Science team took an in-depth look at our data, the sources for our data, how we’re using that data, and then made recommendations on which type of models we should use,” said Harris.

While Harris has a background in business applications, he had no formal analytics education. The Domo Data Science team made it easy to incorporate data science into his organization without requiring a deep bench of data science experience.

“The weekly calls were my favorite hour of the week because of how well the data science team knew what we needed to tackle, how you need to build these models from the ground up, and then what are the best concepts, best practices, what to do, what not to do,” said Harris. “Definitely a lot of ‘Aha!’ moments for me because, without any formal training in data science, I was able to learn how to truly build that conceptual model and get the data analytics output using a true, very structured academic process.”

Thanks to the Domo Data Science Suite, Asure has been able to build ideal customer profiles that allow the company to highly target prospects compared to its previous generic prospecting approach, giving it more qualified customers that are less likely to churn. “We now know our existing customer base very, very well,” said Harris. “As we keep entering actual opportunity closed-won/closed-lost feedback into the theoretical model, it keeps getting better over time.”

>SEE THE FULL STORY
“Today, I can create a report in 30 minutes that used to take 30 days.”

Dionisio Neto
Business Intelligence Manager

WHAT IF DATA COULD HELP PEOPLE LIVE HEALTHIER LIVES?

71 NET PROMOTER SCORE
15% PERFORMANCE BOOST
REPORTING TIME
REDUCED FROM 30 DAYS TO 30 MINUTES

DR. CONSULTA BUILDS A HEALTHY BUSINESS WITH DOMO.

In Brazil, healthcare is a constitutional right, with comprehensive and free medical coverage guaranteed to every citizen. However, the real-world complexities of healthcare often mean that the country’s poorest citizens lack access to timely, quality care from their public healthcare providers. While private market health clinics are available, the cost is often out of reach for many Brazilians.

Healthcare clinic startup Dr. Consulta was founded to help fill the gap in Brazil’s healthcare system by offering access to the same high-quality care of a private health provider at a low cost. By focusing on providing same-day outpatient care at 50 medical centers in São Paulo, Belo Horizonte, and Rio De Janeiro, Dr. Consulta can help Brazilians get the care they need to stay healthy.

DELIVERING DATA-DRIVEN CARE.

In addition to placing its clinics in the heart of neighborhoods to improve accessibility and keeping doctors on-call to reduce wait times, Dr. Consulta has been able to improve the speed and quality of its care by making a massive commitment to data.

“Our key pillar is to ensure we make decisions through data, both in the clinical setting and in our administration,” said Dionisio Neto, Business Intelligence Manager at Dr. Consulta. “Everything the patient goes through is recorded in our system, from how long they wait for an appointment to the length of their visit to all of their patient records.”
Before Domo, Dr. Consulta struggled with a spreadsheet-driven process that created a delay in collecting and sharing information. Dionisio recalls the process of downloading patient satisfaction information from a database, building a spreadsheet, sending the spreadsheet to each medical center for analysis, and waiting for that analysis to come back to him for a final report. All told, the process would take about 30 days to generate the report. “Today, I can use Domo to create that same report in 30 minutes. We can now act on information like patient satisfaction scores instantly when it’s most critical,” said Dionisio. As a result, Dr. Consulta has been able to vastly improve its patient experience, increasing its Net Promoter Score (NPS) to 71.

Thanks to Domo’s ease of use, Dr. Consulta has been able to increase data visibility across the organization. “Our medical center managers, who are often nurses, have been able to start working with Domo without any training. This has given us the ability to extrapolate our use of data by giving each medical center greater visibility into its own indicators,” said Dionisio.

In addition, Dr. Consulta has been able to use Domo to increase accessibility to data for busy managers on the go. “Our regional managers use Domo on their phones 100% of the time,” said Dionisio. “With just a few clicks, they can see their entire regional center and then click on each medical center and its units to understand the gaps. It helps them manage all their medical centers no matter where they are.”

BUILDING A CULTURE OF FACTS.

Dionisio estimates Domo has helped Dr. Consulta achieve a 15% boost in performance. “We gained some crucial indicators across the company at implementation, along with continuous gains as we’ve continued our Domo use,” he said. “We went from a culture of making opinion-based decisions to making fact-based decisions, which helps minimize mistakes and waste.”

In addition to boosting its patient satisfaction scores and business performance, Dr. Consulta has also used Domo to reduce its management layer by 50%. “Before Domo, we required a coordinator to be physically present at every medical center,” said Dionisio. “Today, we’re able to have one manager for every two to three medical centers. By using Domo to be more analytical and provide access to data to everyone, everywhere, we’ve been able to greatly reduce communication delays and increase efficiency.”

“By moving from a culture of opinions to a culture of facts, we’ve been able to make faster, smarter decisions to add much more value to our patients and the company.”

>SEE THE FULL STORY
“Domo has been the difference between reacting to a crisis and resolving a crisis.”

Kristen Cox
Executive Director of the Governor’s Office of Management and Budget for the State of Utah

UTAH RESPONDS TO THE ECONOMIC CHALLENGES OF COVID-19 WITH DOMO.

400 Domo users
$23M Revenue
109,000 Company size
Government Industry

THE STATE OF UTAH BALANCES ITS COVID-19 RESPONSE WITH DOMO.

As the Executive Director of the Governor’s Office of Management and Budget for the State of Utah, Kristen Cox is used to focusing on the numbers that keep the state’s agencies running. But in the wake of the COVID-19 pandemic, Cox and her team were tasked by the governor to help manage the state’s response to the crisis to not just keep Utah running, but to keep it safe. And for that, Cox needed data.

Unfortunately, while data was available, it was siloed across legacy government systems and hospitals with limited ability for sharing and collaboration. The time it would take to collect and coordinate that data was time Cox didn’t have. “Sometimes things in government can take months or even years. We needed to make this happen in days,” she said. “Getting all this data together was key, because we couldn’t make decisions about how to open the economy or deploy public health resources without it.”

DATA INSIGHTS WITHIN DAYS.

Cox reached out to Domo to help build the infrastructure she and other leaders would need to help manage the government’s response. “Our first conversation with Domo was on a Thursday, and I told them I needed it by Tuesday,” Cox remembers. Working together through the weekend, the Domo team and state officials were able to build the infrastructure necessary to start delivering data first thing Tuesday morning.
“Getting all this data together was key, because we couldn’t make decisions about how to open the economy or deploy public health resources without it.”

KRISTEN COX
EXECUTIVE DIRECTOR OF THE GOVERNOR’S OFFICE OF MANAGEMENT AND BUDGET FOR THE STATE OF UTAH

DEPARTMENTS USING DOMO
GOVERNOR’S OFFICE OF MANAGEMENT AND BUDGET (GOMB), CHIEF MEDICAL OFFICERS (HOSPITAL CMOS), STATE DEPT OF HEALTH, UTAH HOSPITAL ASSOCIATION, LEGISLATURE, U OF U HEALTH, INTERMOUNTAIN HEALTHCARE (IHC), DIVISION OF EMERGENCY MANAGEMENT, UTAH DEPT OF TRANSPORTATION (UDOT), UTAH DEPT OF PUBLIC SAFETY (UDPS) DEPT OF TECHNOLOGY SERVICES (DTS), UTAH NATIONAL GUARD, DEPT OF WORKFORCE SERVICES (DWS)

An app was built to help the incident command team gather health data from across the state and track health KPIs. Using the app, team members ranging from the governor and legislators to state department heads to hospital administrators could all access a single source of truth to help guide their actions and inform decisions as the state moved through different phases of its response. “Domo has helped us become much more surgical about our approach so that we can identify and solve issues at the local level instead of relying on sweeping statewide initiatives.”

BALANCING PUBLIC HEALTH AND THE HEALTH OF THE ECONOMY.

Before Domo, Cox and her team were challenged by an over-reliance on models and forecasts instead of facts. With Domo, the state was able to react to the pandemic in real time to make smarter decisions about its approach. “Domo has been the difference between reacting to a crisis and resolving a crisis,” she said. “It’s given us the insight we needed to make good decisions for the people we serve.”

Thanks to Domo, leaders across the state have been able to use data to open the economy back up in the most responsible way, balancing both the needs of employers and workers and the capacity of the state’s healthcare infrastructure. “Some people think the goal is opening the economy, while some think it is protecting health. But really, the goal is both, which is much more challenging. That’s why you need data to figure out how to thread that needle in the most responsible way.”

>SEE THE FULL STORY