Reimagine how business can be done with data.

Domo creates a richer relationship between your people, data, and systems.

As volume of data and demands for access continue to increase, the challenge is balancing the demand to unleash data everywhere with the need for the highest levels of security and control.

Domo brings together all of your data, systems, and people to create a digitally connected business. With Domo all of your systems are linked, all of your data is merged, and it's all connected to your people in a way that each of them can understand and use every day.

Domo puts data into the hands of everyone across the enterprise to help create new business opportunities and a measurable competitive advantage.

With Domo, everyone in the organization is able to engage with data and reimagine what business looks like when everyone works from a single source of truth in real time. Domo also ensures IT has complete visibility and control to ensure that the right data is always in the right hands.

> "I was hooked the first time I opened the app on my phone. Real-time, anywhere in the world, in my back pocket, I had access. I wake up in the morning, I look at my Domo app, I know 100 things that have happened to the business while I've been sleeping."
>
> Jeremy Andrus, CEO

TRAEGER

FOR THE GOOD OF THE COMPANY™

THE POWER OF THE PLATFORM.
Seven systems working as one purpose-built, cloud native platform.

Domo allows you to run your business from your phone, bringing together data, systems, and people

CONNECT
No matter where your data lives, access it all in Domo.
Link, merge, and access your data with Domo as the hub between all
your systems.

- One source of truth. Domo's data platform gathers all of your data together in one robust system, no matter where it currently resides.
- Get the latest data. Your data is automatically updated with Domo, so you never have to worry about stale data.

STORE
Store your data for those who need it, when they need it.
No more waiting for pages to load or reports to run. With Domo's intelligent data warehouse, all your data
is instantly available on any device.

- See real-time insights. Turn data into actionable insights for every employee, with visuals tailored to each person's needs, and instant collaboration to spark conversations.
- Govern your data. Your data is always shown to the right person, at the right time, with Domo's comprehensive security and data governance features.
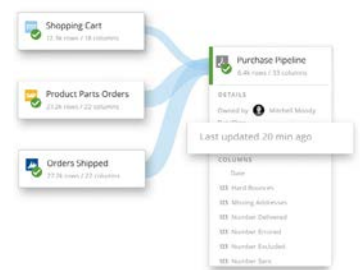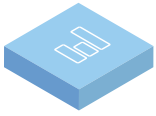
PREPARE
Simplify the ETL process.
Domo's drag-and-drop Magic ETL makes it easy to combine and
transform data sources, with no coding experience required.

- Visualize your flows. With Magic ETL, visually sequence and define data sources and actions to combine and enhance your data, with no need to learn SQL.
- Keep your data current. The system takes into account new changes to your dataset each time it runs a dataflow.
- Data science delivers metrics. Use our data science actions or write custom R or Python scripts to prepare data for predictive modeling.

VISUALIZE
Identify insights in real-time.
Take your data from raw to visualized and get to insights faster.

- Quick, accurate insights. Go from data to charts in just minutes, and customize data and charts to get the most out of the real time data stored in Domo.
- Data stories spells it out. Customize your visual layouts to tell a story about the data, with sizing options, colors, explanatory text, and images.

COLLABORATE
Share and discuss data insights.
Collaboration and productivity tools are built directly into the Domo platform to enable immediate conversations about the data you're seeing.

- Chat to collaborate. Create team channels, start team conversations, and discuss the data and insights you've discovered.
- Count on scheduled reports. Get visualizations delivered to stakeholders' inboxes at specified times and link directly to Domo to view the data.
- Streamline with business process tools. Use tools for routing content certifications to streamline the number of systems and processes you use.
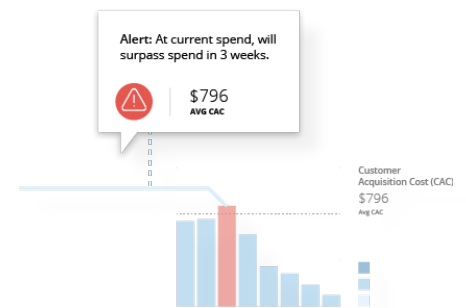
PREDICT
Make proactive decisions with AI and alerts.
Get deeper insights with custom or prebuilt apps.

- Custom alerts and notifications. Set up your own alerts to get notifications on your computer or phone when KPIs deviate from your threshold.
- Build with predictive analytics. Even if you aren't a data scientist, use Domo's data science functions to prepare data and create predictive models.

Alert: At current spend, will surpass spend in 3 weeks.

$796
AVG CAC

Customer
Acquisition Cost (CAC)
$796
Avg CAC

EXTEND
Answer the right questions.
Domo's AI technologies and robust alerts provide you with information to stay one step ahead of your business.

- Answer specific business questions. Our library of apps provide industry-specific metrics and insights based on best practices.
- Use prebuilt dashboards. Use our Quickstarts to see prebuilt visualizations for the most common data sources.
- Make custom apps. Create custom apps for your business use cases.

FOR
THE GOOD
OF THE
COMPANY™

Rest easy with Domo security and data governance.

- Bring Your Own Key (BYOK) data encryption features encryption keys that change three times as often as other encryption keys.
- Control data access with personalized data permissions at an individual-user and row level.
- Grant access by role with SSO and Active Directory integration and manage permissions at scale with APIs.

G² CROWD

- 2019 Enterprise Relationship Index for Business Intelligence Platforms - **Ranked #1**
- 2018 Enterprise Grid Report for Business Intelligence Platforms - **Ranked #1 Customer Satisfaction rating 4 years in a row**

Gartner peerinsights™

- 2018 Gartner Peer Insights - **Customers' Choice** for Analytics and Business Intelligence Platforms **2 years in a row**

TrustRadius

- 2018 Trust radius – **Top rated** business intelligence Software **2 years in a row**

DRESNER ADVISORY SERVICES

Dresner Wisdom of Crowds:
- 2019 Cloud Computing & Business Intelligence Market Study - **Ranked #1 Cloud Business Intelligence Vendor 2 years in a row**
- 2019 Self-service BI report - **Ranked #1 Self-service BI Vendor**
- 2018 Collective Insights Market Study – **Ranked #1 for Collective Insights**

> On average, Domo delivers 432% ROI and payback in less than 1 year.
> *(2018 Forrester Total Economic Impact Report)*

Domo delivers speed to value.

- Maximizes existing investments.
- Rapid deployment through app solutions.
- Start up in days, not months.
- Built for thousands of users.

- Scales up to billions of rows of data.
- Seamless integration to any data source.
- Governed and certified content delivery.
- Best in class multi-layer security.