DOMO PRODUCT GUIDE

Modernizing your data analytics solution

DOMO PRODUCT GUIDE
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Introduction

Now more than ever, your business needs to respond quickly to rapid changes in the economy, in your industry, and within your own company.

Data is increasingly one of businesses' most important assets, and yet, it is at the same time one of its most abstract. It is the byproduct of every business process undertaken—marketing, sales, management, team-building, sanitation, market guidance, cash flow analysis, inventory management, manufacturing, and more. Every mission-critical process—no matter what industry and no matter what good or service is being provided—involves decisions made from the data generated in the wake of previous decisions, both inside and outside the company.

Against this backdrop, many companies are trying to figure out how to use data to their advantage. But if you start looking at your existing processes and systems, you'll immediately find yourself facing questions such as:

- How can I pull in data from all the systems we use so it's accessible to my teams?
- How can I take advantage of all the systems I've already invested in?
- How do I let my business users see the data that impacts them and the data they need to do their jobs?

For roughly two decades, businesses pursued digital transformation, optimizing processes, moving overhead to the cloud, and becoming capable of using data effectively to drive better outcomes. In the last year, it became painfully, abundantly clear whether those digital transformation projects were paying out. In a global experiment that redefined essential work and transformed a new normal of working from home, companies were suddenly forced to reinvent how they worked on the fly. Data had never been more important, and the silos that separated data had never been more disadvantageous.
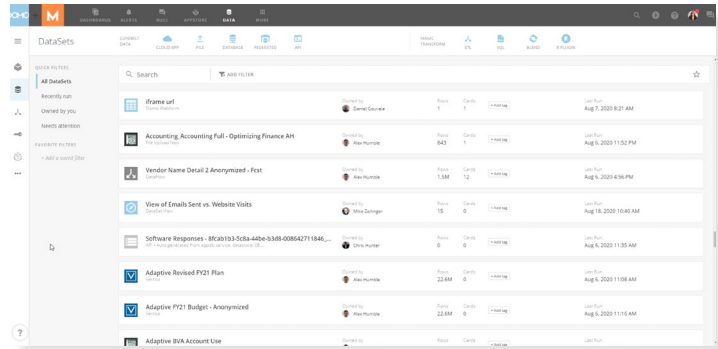
It's clear that in a time where every decision counts and speed is currency, it's not enough to simply replicate your existing systems in the cloud. It's not enough to provide data from just the systems where it's easy to get it from, leaving key data points unsurfaced. It's not enough to distribute static charts and graphs to your teams. It's not enough to give people insights without giving them ways to act on what they find. And it's not enough to continue with the status quo and perpetuate processes that no longer work for your team.

Domo is the Business Cloud

Domo is the only cloud-native platform that combines data integration, visualizations for real-time and predictive analysis, a foundation for building your own apps, and tools for sharing data and shortening the time from insights to action.

Domo is designed to help you:

- Simplify back-end data integration
- Empower your whole company with insights on your data
- Power any action with data apps
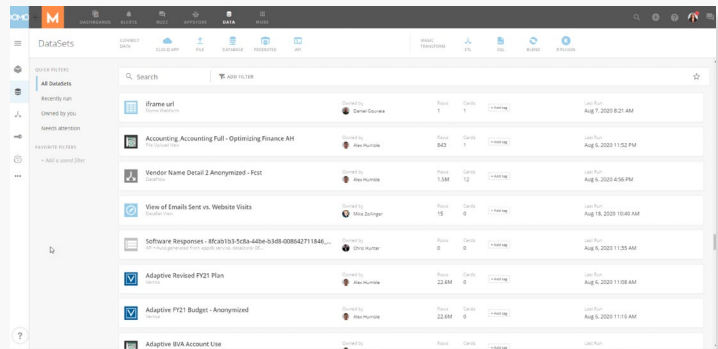
Simplifying back-end data integration
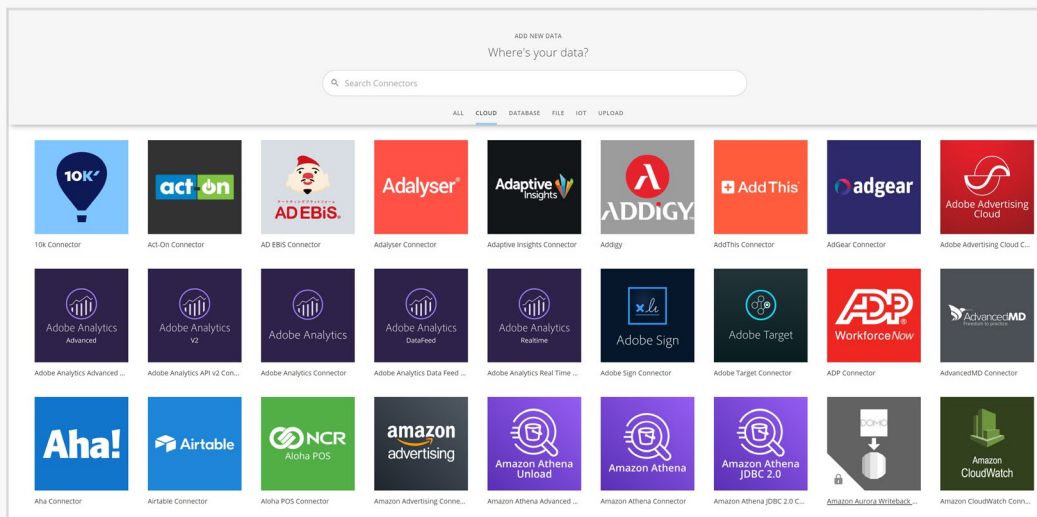
As organizations are looking to modernize, becoming more digital and more agile, a key factor to their success is how data is stored, how it flows, and how it's accessed throughout an organization—ensuring they get the capabilities to make better informed decisions faster.

With Domo's data integration layer, your teams can set up automations to spend less time on back-end data integration and tedious, repetitive BI tasks, and spend more time on leveraging data in business-critical processes. You can make disparate data assets accessible and analyzable, and maintain sub-second response times, even on billions of rows as your data grows.

No matter where your data lives, whether it's in cloud systems, on-premises, in data warehouses, or in proprietary systems, you can connect it all, then clean and transform it. Data that was once dark and inaccessible becomes accessible like never before.

Empowering your company with insights

Domo's analytics and BI layer helps you hone in on the most important insights within mountains of data, and helps ensure that the right people see the right data. You can provide self-service analytics to your entire company, with enterprise-grade security and complete data governance.
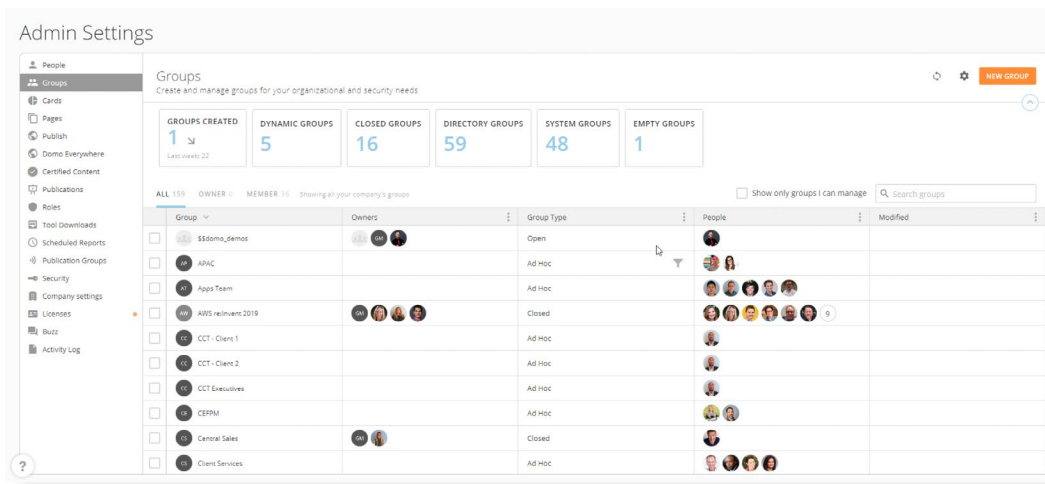
With interactive visualizations that anyone, regardless of experience, can create and customize, your teams can easily explore the data and filter their view. And no matter where your teams are located, they can get on-the-fly analytics and custom alerts, right on their mobile devices. You can even take your analytics from reactive to proactive with predictive analytics and automated machine learning to make better business decisions.

And to take your data strategy to the next level, Domo's extended analytics and embedded analytics solutions allow you to seamlessly share analytics outside your organization, strengthening partnerships and creating better experiences for your customers.
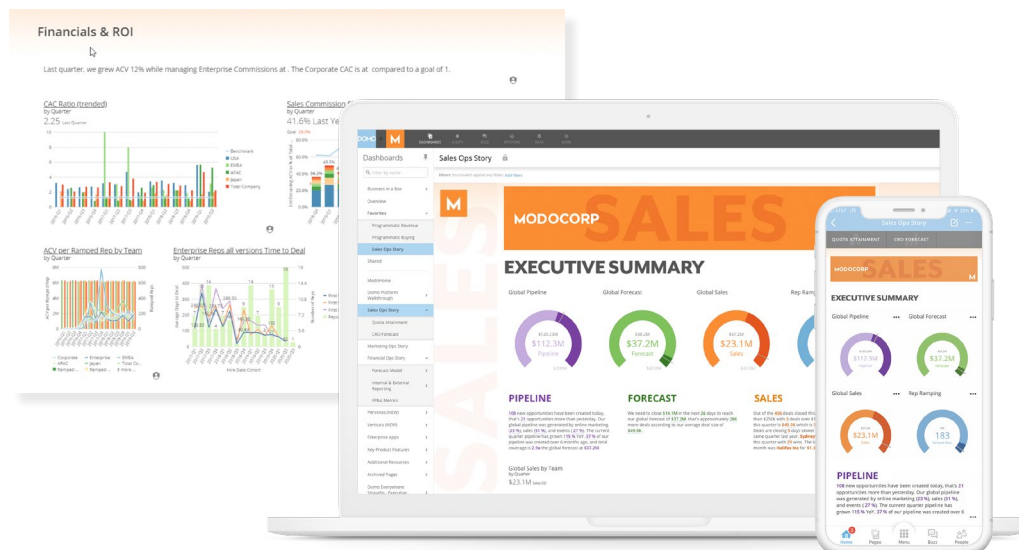
Power any action with data apps

Domo's data apps layer allows you to leverage Domo's cloud, data governance, security, and distribution to quickly build custom, low-code applications to solve almost any business process, user, or decision-making need. At Domo, we put data to work for everyone through data apps that power any action for any role in the organization.

Whether you need to automate a time-consuming business process, collect insights from customers or employees, or find areas of your business needing attention in real time, Domo allows you to build your own solution. And you can even send transformed data from Domo to other systems, so even those who don't use Domo can take action on the insights you find.
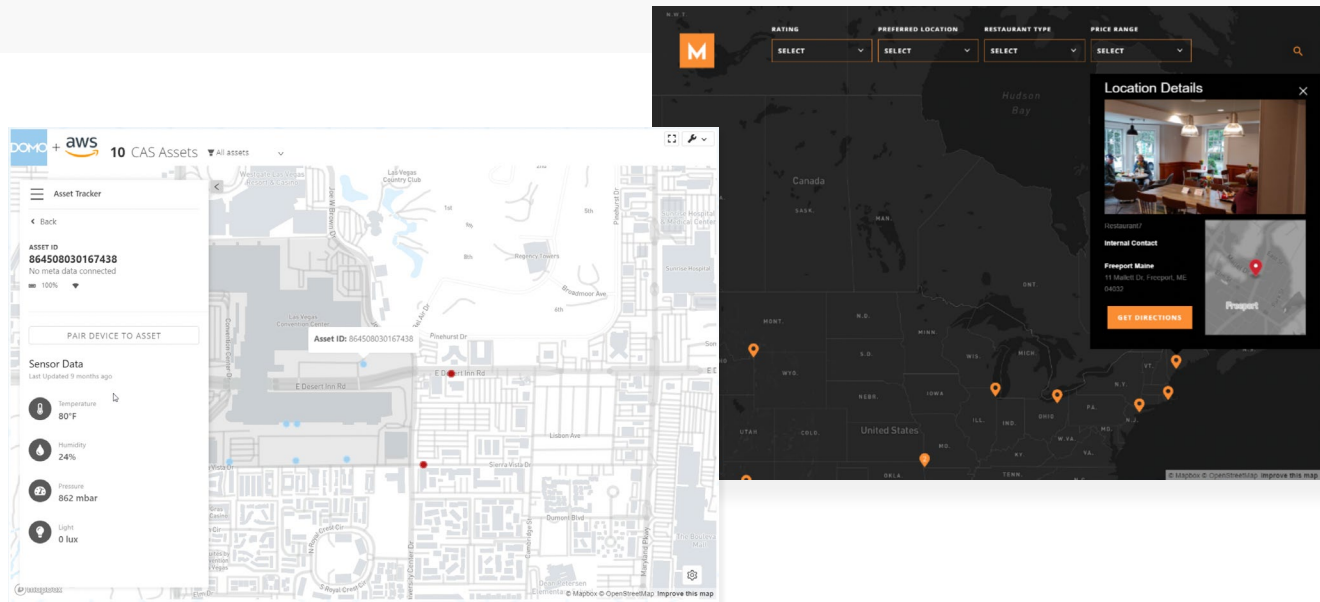
The possibilities for building apps on Domo's platform are limited only to your imagination. Some of our customers have created apps to:

- Motivate call center or sales teams with competition and prizes
- Approve and renew contracts for suppliers and vendors
- Spot invoice errors and make adjustments right from an app
- Compare performance of retail franchises and employee productivity

You can find apps built by Domo and other customers in Domo's Appstore, or you can create your own. You don't need to have coding experience to build advanced apps on Domo, but we're also here to help you quickly build apps if you need guidance.
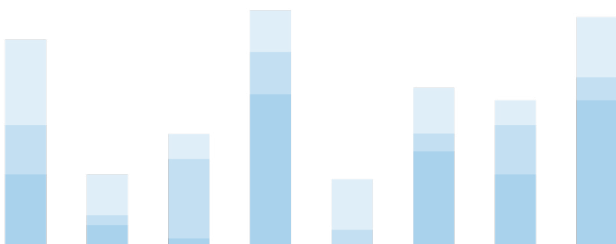
Augmenting your infrastructure with Domo

For all the capabilities that Domo provides, it's also important to note that Domo is designed first and foremost with flexibility in mind. Domo is designed to plug-and-play with existing systems for data storage, ETL, and even other BI tools to help you make the most of the systems you've already invested in.

Here are some examples of the types of systems you may already be using and how Domo can work with them:

DATA WAREHOUSES
Domo provides cost-efficient storage, but also allows you to query data directly from where you've already hosted it, using federated queries to translate Domo queries to the language of your existing databases and make data available from Domo.

DATA TRANSFORMATION TOOLS
Many different tools provide ETL capabilities to help cleanse, aggregate, and join your data. Domo integrates seamlessly with any ETL tools you are already using. Complement your ETL tool with Domo's capabilities for connecting data sources, visualizing your data, collaborating on it, or getting predictive insights.

DATA PIPELINE TOOLS
Data pipeline tools help execute data movement and transformation between systems. If you use a holistic tool for automating the movement of data between systems and applications, Domo can be used in concert with it to visualize and provide insights on your data.

BI TOOLS
If you already use a data visualization tool, keep using it. Domo's powerful tools for connecting, transforming, and querying your data can make your architecture more robust, while you surface data using your existing tool.

INFRASTRUCTURE ORCHESTRATION AND DEPLOYMENT TOOLS
Your efficiency depends on easy configuration and management of your infrastructure. Domo plugs into several tools for automated configuration, coordination, and management of systems and applications, so you don't need to worry about Domo receiving data if you make changes to your infrastructure.

BIG DATA ANALYTICS PLATFORMS
Many enterprise companies have already invested in big data platforms to store, normalize, and query data. If you have already made these investments, use Domo's data visualization tools on top of these systems to visualize your data and get new insights into your data with AI.

API MANAGEMENT TOOLS
Your business has likely implemented tools for securing and managing APIs for your digital platforms. Domo works alongside other API Management tools.

Connecting your data

Connect everything, everywhere

When it comes to analytics, one of the most common challenges faced by IT departments who are working with business leaders is the fact that the data lives in many disparate places, making the building and maintenance of data connections time-consuming and costly.

How Domo helps

Whether you have data in the cloud, in on-premises systems, behind your firewall, in proprietary systems, in data warehouses or lakes, or a hybrid of all of those, you can connect your data to Domo quickly and securely. No matter what systems you already have in place, Domo can work with them. Connect to any data source more efficiently with Domo to make your existing data sources like Informatica or MuleSoft more complete.

Domo makes EDWs more complete, flexible, and accessible for broader business and analytical use cases. Empower users by giving them access to technology typically owned by IT, while at the same time **maintaining IT control of the data and ensuring it's secure.** And there are no processing or query fees, so users bringing in their own data will not impact your spend at all.

In this section, you'll learn how Domo can help you with:
- Connecting to cloud systems
- Connecting data that lives in files
- Connecting to data from on-prem systems
- Connecting data from proprietary systems
- Connecting to data warehouses and lakes with data federation

Connecting to cloud systems

Domo makes it easy to connect to any cloud system in just minutes, with a library of over 1,000 pre-built connectors that connect to the most commonly-used cloud systems.
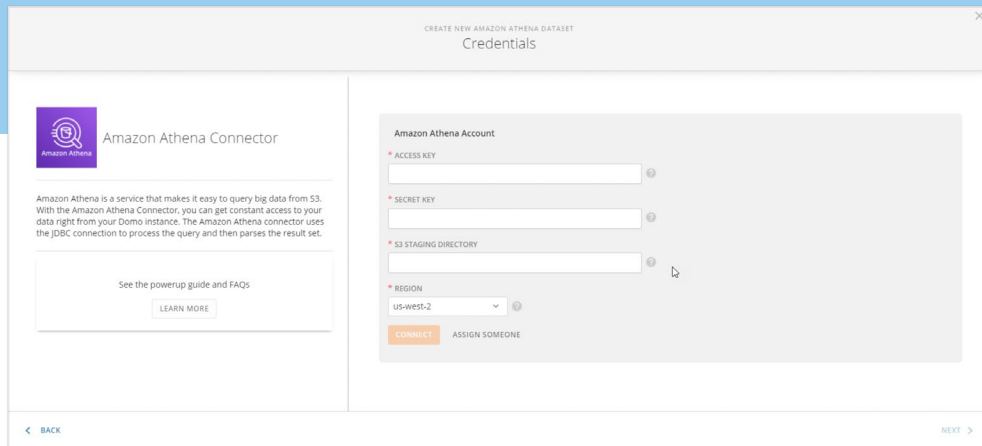
CONNECT FASTER

With pre-built connectors, you can simply find the connector you need and get started connecting your data in minutes. You can even find high-bandwidth connectors for fast processing of large datasets as well as connectors that support partitions to only bring in the data that has changed. Domo also integrates with systems to complete real-time connections to published events via webhooks.

ALWAYS GET THE MOST UPDATED DATA

If you restate previously-published data, you can use partition and upsert capabilities to update your datasets with restated data and select a rolling window of data to keep in Domo.

NO ENGINEERING REQUIRED

Domo's pre-built connectors for thousands of cloud systems mean there's no need to build your own APIs or spin up costly engineering projects.

DIRECT-FROM-SOURCE DATA

Never worry about what happens when you implement a new source system: when underlying datasets change, everything is updated accordingly.

SEND DATA FROM DOMO TO OTHER SYSTEMS

Domo also provides bi-directional connectors that allow you to send cleansed and enriched data from Domo back to source systems so your teams can take quick action.

Learn more:

- Check out all of our cloud connectors in the Domo Appstore.
- Find instructions for using partitioning.
- Find instructions on how to configure each connector.
- Find instructions on how to add a dataset using a connector.
- Review connector FAQs and troubleshooting.

"What we couldn't accomplish with the previous BI tool, we were able to establish in a week. That includes connecting the data, manipulating the data, and visualizing it in Domo."

DOMINIC BLOSIL | *CFO*

TRAEGER

Connecting to data that lives in files
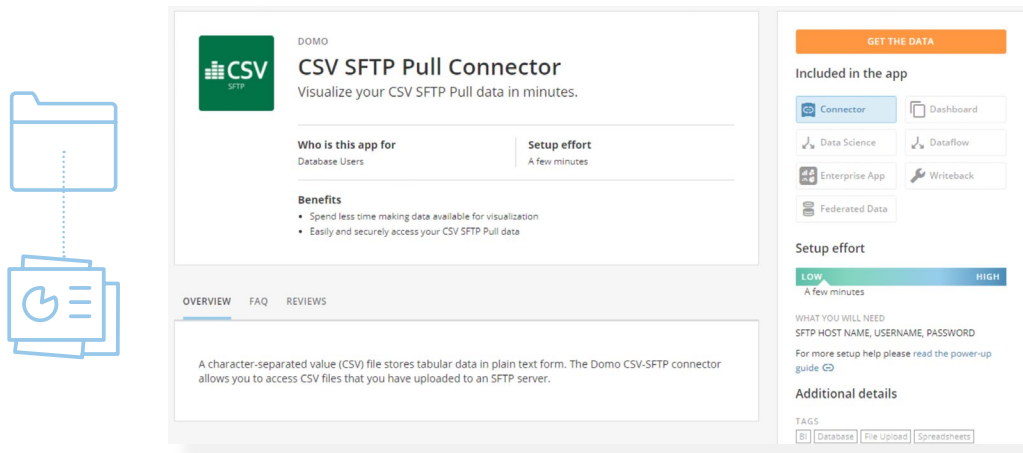
Domo helps businesses connect and access the key business data that lives in offline files, such as Excel spreadsheets.

GET DATA OUT OF FILES

Easily connect your data using Domo's connectors for files from FTP, files attached to emails, and any flat files.

KNOW YOU HAVE THE LATEST

Instantly upload your files and set schedules to ensure Domo receives any updates to your files. You can also automatically sync a group of files.

Learn more:

- Find instructions for how to get attachments from emails into Domo.
- Find instructions on using Domo's CSV SFTP connectors.
- Find instructions on using Domo's file upload connector.

Connecting data from on-premises systems

It's common for businesses to have data stored in on-premises systems that they've invested heavily in. Domo's Workbench provides a way upload your data to Domo with the same security and peace of mind as cloud system connections, allowing you to leave your on-premises data behind your firewall.
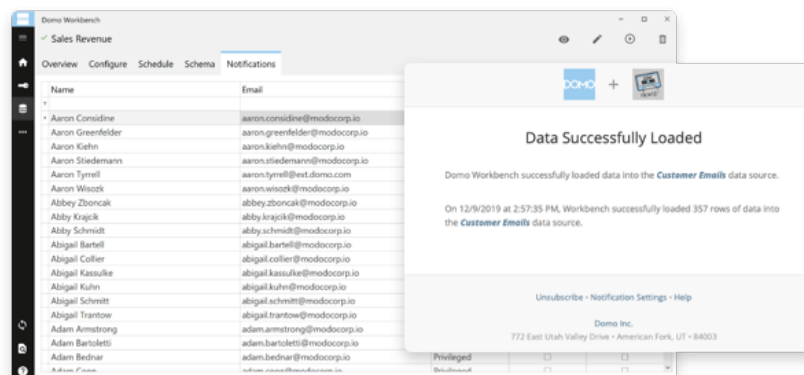
A HYBRID APPROACH

If you have data in both on-premises systems and in cloud systems, you can bring both into Domo and combine disparate data sets, with the flexibility to use Domo for caching, indexing, or both.

CONNECT FASTER

Domo's Appstore includes several plug-ins for connecting your data to Domo via Workbench. If you have especially large datasets, you can use high-bandwidth plug-ins to optimize performance speeds and get your data into Domo in record time.

UPLOAD SECURELY

Data never has to leave your firewall, so there's no need for firewall porting or complicated IT projects to get your data into Domo.

Learn more:
- Get an overview of Workbench and how it can help you.
- Find instructions on how to connect to data using Workbench.

Connecting data from proprietary systems

If you have proprietary systems that you need to connect to, you have flexible options to get your data into Domo, including via Domo's SDKs, Domo's APIs, custom connectors, and webhooks. These robust developer tools help more advanced teams pull or push data programmatically.

CREATE CUSTOM CONNECTORS

Create a connector with the Connector Dev Studio for your own use or to add to the community of existing connectors. It's free to get started with your own developer sandbox.

BUILD CONNECTIONS WITH DOMO'S SDKS

Build your own connection into Domo using our secure, proprietary SDKs. The Domo SDKs are a massively scalable way to quickly load large data sets into and out of Domo through our two officially supported API libraries in Python and Java.

Learn more:
- Review developer documentation on how to build your own connector.
- Find instructions on how to use the CLI tool.
- Review FAQs on Domo's SDK.
- Review options for building custom connectors in Domo.

Connecting to data warehouses and lakes with data federation

If you've invested heavily in your current data stores, Domo enables you to bypass cloud connectors and query data directly from where you've already hosted it. You can automate processes from the data originator to your EDW or object storage data lakes.

Federated adapters translate Domo queries to the language of your existing databases, so there's no need to duplicate parts of your EDW, and no concerns about complex processing and latency. Federated query capabilities are included as a standard part of the Domo platform, and provide you with the highest levels of governance, control, certification, and auditability.
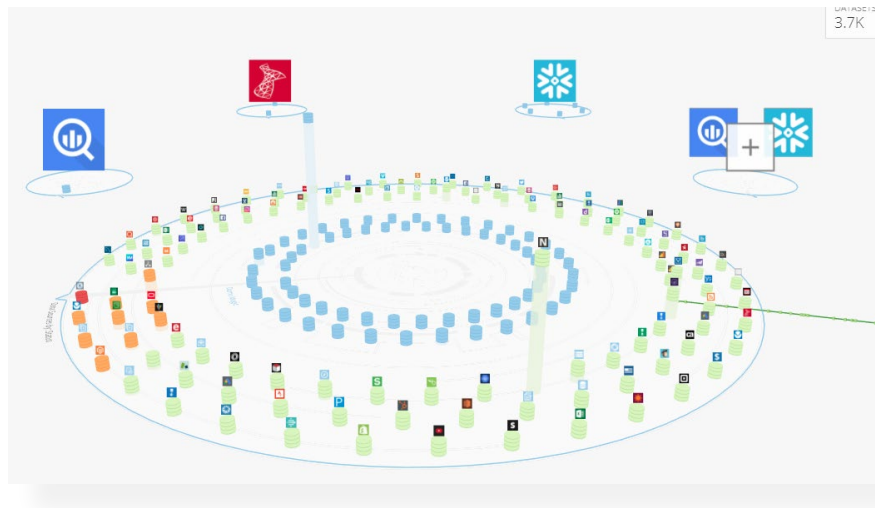
CONNECT INSTANTLY
Secure connections, persistent sockets, and dynamic load balancing help avoid response latency.

CONTROL DATA TRANSPORT
A cache of your data is kept just long enough to render data visualizations through a customizable time-to-live.

ENSURE DATA SECURITY
Data is protected in all lifecycle stages, and admins control which tables are approved for external access.

Learn more:
- Get an **overview** of data federation with Domo.
- Learn how to optimize your data storage.
- Find **instructions** on how to use data federation.

Connecting to IoT data

Domo not only connects your devices, but all the other business systems you use daily so you can see the big picture of your IoT data. Tap into a growing list of over 20 pre-built API connections available in the IoT Cloud, including:

- Amazon IoT Core
- Amazon Redshift
- Amazon Aurora
- Amazon S3
- Webhook
- Kafka
- Amazon Kinesis Stream
- Particle

Combining and transforming data
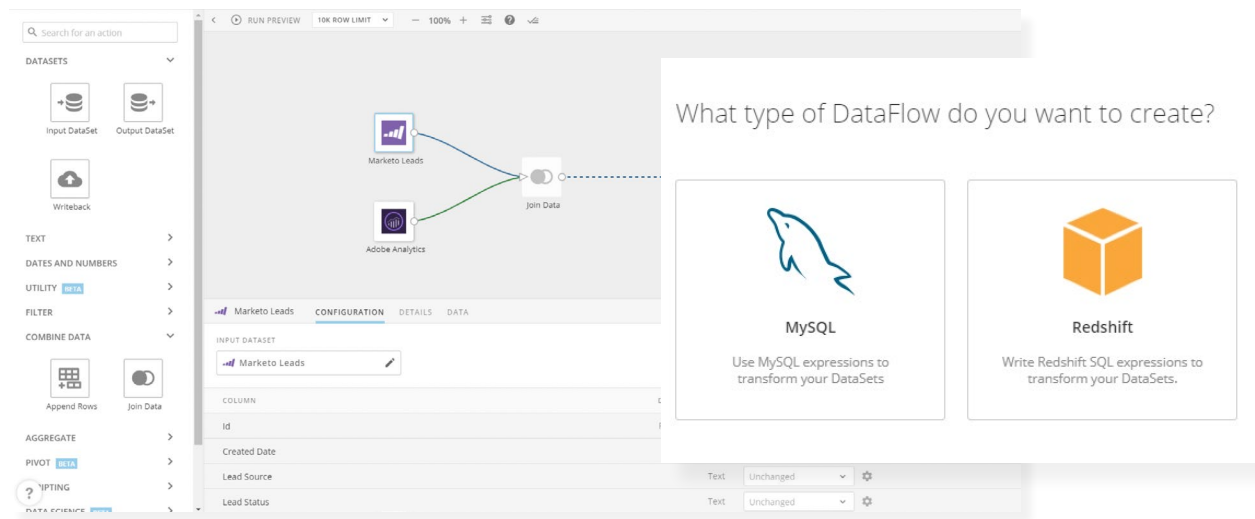
Bringing your business data together

When you have data coming from many different systems, it can be difficult to combine the data to see it together in your BI tool. It's often time-consuming and expensive to try to standardize all this data so that it is uniformly available for analysis.
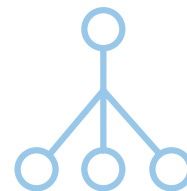
How Domo helps

Domo comes with ETL built into the platform, while our ETL tools are accessible to everyone. If you already know SQL, you can easily use MySQL or Redshift to transform your datasets. If you don't know SQL, use our simple drag-and-drop guided design experience to combine datasets with no need to rely on IT for assistance. Either way, you can build pipelines once, then automatically apply your business logic each time data updates. You can even get alerts when data transforms fail.

In this section, you'll learn how Domo can help you with:
- Preparing data with no expertise required
- Preparing data with SQL transforms

Preparing data with no expertise required

Domo's ETL tools allow you to visually define and sequence operations, as well as cleanse, combine, and transform data sets—all without knowing SQL. Simply drag and drop datasets, actions, and connections to visualize your data flows and define operations, previewing as you go.
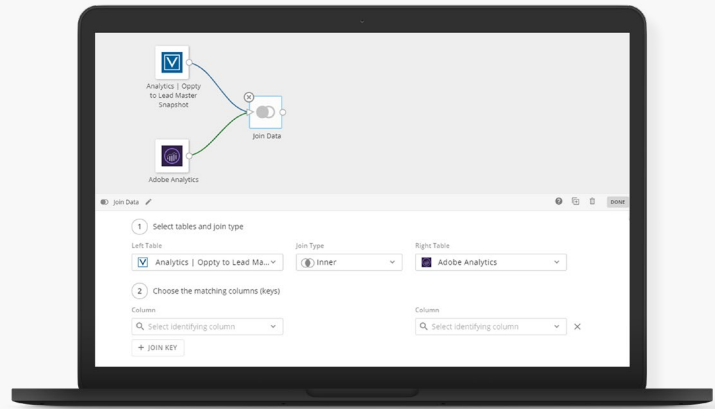
EXPLORE YOUR DATA
Anyone who is experienced with spreadsheets can use dataset Views to explore the data within a dataset and do simple manipulations on your data without using ETL—all with no wait times for processing. You can quickly filter, group, and combine your data, create calculated columns, and even save your changes as a Domo dataset.

ETL FOR EVERYONE
Magic ETL allows you to simply drag your input and output datasets onto a canvas, along with defined actions, such as combining columns, filtering rows, creating formulas, replacing text, and more.

QUICKLY COMBINE LARGE DATASETS
Use Domo's DataFusions to join large datasets from multiple platforms, including MySQL, Redshift, CSV, Excel and hundreds of other sources. Combine the fields you need from multiple tables into one dataset. You can also stack or union multiple tables that share all the same columns into a single dataset.

BUILD DATA SCIENCE INTO YOUR DATA PREP
Data science capabilities are integrated into Domo. Write custom R or Python scripts for data science analysis, or use data science actions such as classification, forecasting, and multivariate outliers to build statistical models.

Learn more:

- Find instructions on how to use Dataset Views.
- Find instructions on how to create DataFlows with Magic ETL.
- Find instructions on how to join data with DataFusions.
- Find instructions on how to use data science actions.

"We found a data-agnostic tool that is proficient in pulling data from our various systems into the cloud, binding it together and allowing us access to meaningful insights. That tool is Domo."

DANAHER   **DIRECTOR, DIGITAL ANALYTICS**

Preparing data with SQL transforms

If you're accustomed to writing SQL, you can write custom queries in Domo using MySQL and Redshift data transformation engines for full flexibility.

NO NEED TO SWITCH TOOLS
Experts comfortable with SQL languages will appreciate the flexibility of Domo's integrated SQL editor for MySQL and Redshift. Refine scripts directly in Domo without having to switch back and forth between tools.

CREATE ADVANCED TRANSFORMATIONS
For data that requires more complex refinement, use SQL commands right in Domo for subqueries, advanced joins, sub-selects, and the ability to choose your own indexing and system tables.

ACCELERATE DATA SCIENCE WORKFLOWS
Embedded R and Python scripts allow you to accelerate current workflows by adding popular actions and custom scripts to the ETL engine where the data is already prepared. You can also focus on importing custom scripts because Domo becomes the live product environment where business stakeholders can easily access their work classifications and predictions through interactive visualizations and proactive alerts.

Learn more:
· Find **instructions** on writing data science scripting actions with R or Python.
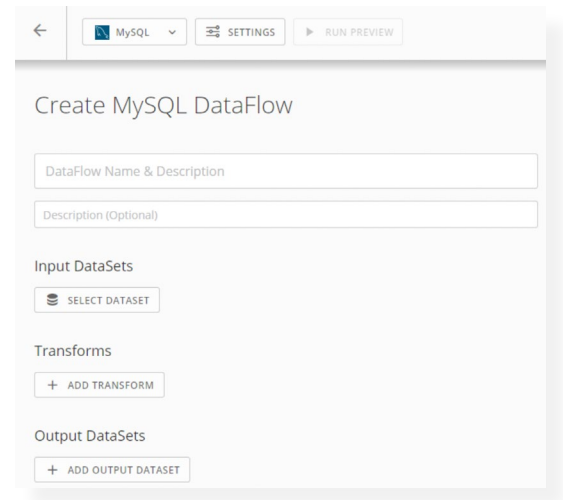
Handle massive datasets faster with Adrenaline DataFlows

Analyzing massive input datasets can mean waiting hours for transforms and refreshes. Adrenaline DataFlows easily separates relevant data into smaller summary datasets, speeding processes and avoiding costly timeouts. And this also means faster response times on all your visualizations.

Learn more:
· Learn **how to create** Adrenaline DataFlows.

Leveraging your data storage solutions

Start where you are

Many companies have already heavily invested in one or more data lakes or data warehouse solutions to consolidate data for reporting and data analysis purposes. They worry that using a new tool will require them to remove the data storage solutions they have in place, move their data, and then set up data security and governance all over again.
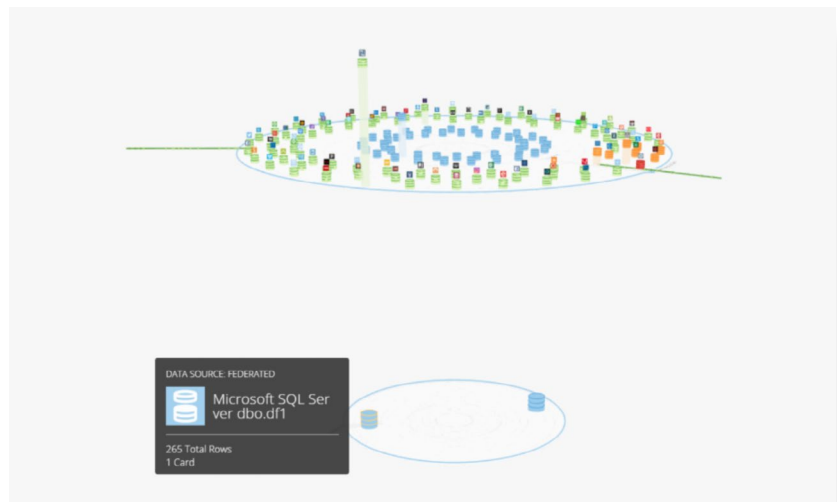
How Domo helps

For businesses that have spent billions of dollars on legacy on-premise data centers, or those that are in highly-regulated industries with data (like PII and PHI) that need special handling, Domo's open data platform can be used either as an organization's primary data store or as an augmentation to its existing stack. Domo is designed to plug seamlessly into your existing architecture. You can store your data in Domo and query your data from Domo's live cache for sub-second queries. Alternatively, if you don't want to host your data in Domo and prefer to use your existing data warehouse, you can leave your data where it is, even if it's on-premises. Domo can query your data directly from where it's hosted, then make that data available in Domo. You can even transform your data in Domo, then write it back to your data warehouse.

Most Domo customers find that they use a hybrid approach of hosting some data in Domo, while hosting other data in the systems they already have in place.

In this section, you'll learn how Domo can help you with:
· **Storing your data in Domo**
· **Using federated queries to access your data**
· **Sample data storage configurations**

Storing your data in Domo

If you choose to use Domo as your primary data store, Domo's intelligent data warehouse provides sub-second responses even on high volumes of concurrent queries. Domo uses a massively scalable parallel processing query engine that can handle any amount and any frequency of data—the only limitation comes from the original source system. Moreover, Domo uses durable storage and redundant systems to provide the best possible experience to end users.

FAST PROCESSING TIMES
Domo's live cache layer, included with the Domo platform, makes your data easily accessible for sub-second queries, so end users get a responsive experience from any device.

NO MODELING REQUIRED
There's no need for cumbersome modeling requirements, such as aggregation modeling or cube design. Domo's architecture provides speed and performance in your queries with no need for a complex database management system.

BUILT-IN DATA GOVERNANCE TOOLS
Domo's platform includes user management, metadata, and record-level data governance on all your data.

Learn more:
- Learn more about **Domo's security and governance tools.**

"We ran out of scale, ran out of performance on the previous platforms"

CISCO

JOSEPH PUTHUSSERY | *VP OF DIGITAL MARKETING*

Using federated queries to access your data

If you would like to keep your data at rest in your infrastructure for security or logistical reasons, Domo's platform allows you to do so. Domo's Federated Data model allows you to directly render visualizations and other user-level interactions in the Domo platform using a data store hosted outside of Domo's cloud. Queries are executed at the target database and the results are sent to Domo to render the visualization.

DATA LAKE	CONNECT	FEDERATED	CACHE	EXPLORE	ENGAGE
Batch Processing	ODBC or JDBC	Load Balancing	Time to Live	Interactive Visualization	Business Process
Operational Isolation	SQL	DQL Query Adapter	Kill Switch	Page Layouts	Direct Messaging

FIREWALL			GOVERNANCE		
HTTPS Query	Encrypted Response	Persistent Socket	Data Permissions	Single Sign-on	Audit Logs
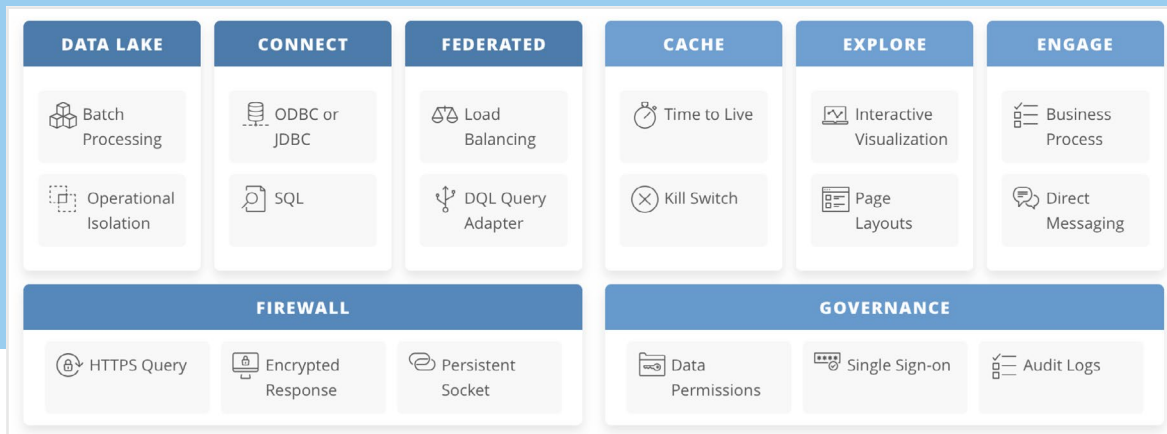
OPTIMIZE YOUR INVESTMENTS
Domo plugs into your existing infrastructure, allowing you to implement Domo fast with dedicated adapters to PostgreSQL, Snowflake, Teradata, Redshift, and more.

LOWER COSTS
Avoid data migration, overhead, and maintenance costs by leveraging what you already have in place.

NO REDUNDANT DATA
Federated queries create a high-speed cached version of the detailed raw data in your data warehouse. Queries are sent directly to your data warehouse and translated from Domo query language to the SQL format of your current database technology.

AVOID DATA LATENCY
A persistent socket connection minimizes traffic and helps avoid latency. Automatic load balancing toward the client-side agents with the most capacity ensures fast performance.

DATA PROTECTION
Protect data in all stages of its lifecycle with encryption in transit and at rest, and use your firewalls to control all inbound and outbound traffic in transit. You can define the time to live for the cache and grant access only to approved database tables. You can also integrate Domo with your SSO provider so that data can be filtered based on user details defined by your SSO provider.

Learn more:
- Read about Domo's federated data model and supported cloud data warehouses.
- Find instructions for federating to your Snowflake data warehouse.

Sample data storage configurations

Here are a few common configurations to illustrate how Domo fits into your data architecture. These are just a few ways that our customers have set up Domo to optimize all their systems; we can help evaluate your specific situation and show you how Domo can work with what you've got.

Figure 1: Connecting data from Snowflake, Salesforce, and JIRA to Domo
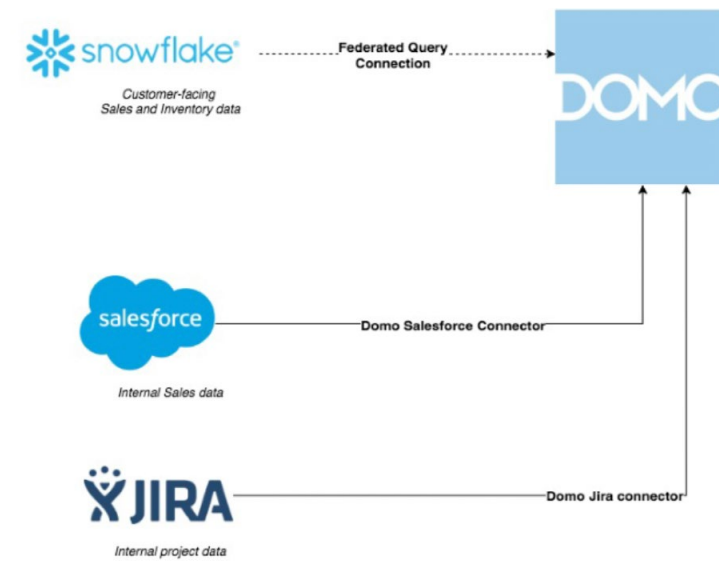
Figure 2: Connecting data from warehouses, on-prem sources, and cloud sources, and writing data back to a data warehouse.
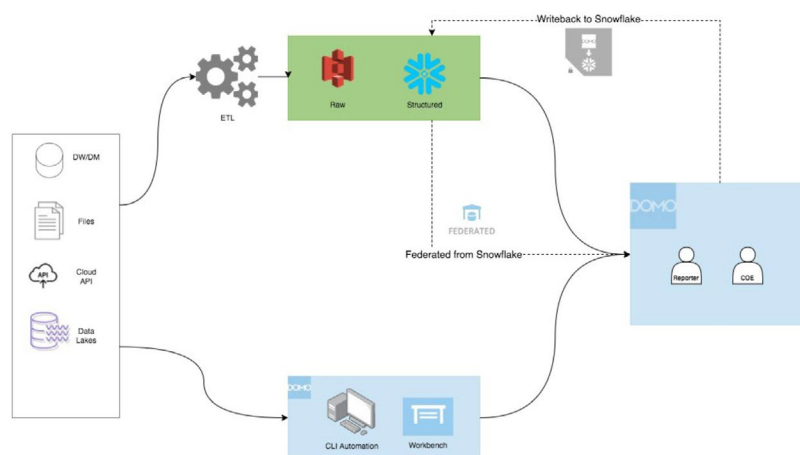
Orchestrating data pipelines

Many systems, one source

Most companies have accumulated various systems that house data, but find that these systems are unable to talk to each other, limiting the ability to share data between and among all the systems. If they do have a process for sequencing, coordinating, and managing data pipelines from various systems, it's often a manual or time-consuming process. And even if data pipelines are automated, latency and low performance can cause slow data processing, increasing the time it takes for business users to find insights and improve the business.

How Domo helps

Domo can help ease the burden of orchestrating your data pipelines by helping you connect systems that couldn't talk to each other before. If you already use a data orchestration tool as part of your data architecture solution, Domo can supplement that tool with a flexible, easy-to-use visual drag-and-drop GUI to transform and make your data available from the systems where users spend their time.

In this section, you'll learn how Domo can help you with:
·   Sharing data between systems
·   Common data sharing scenarios
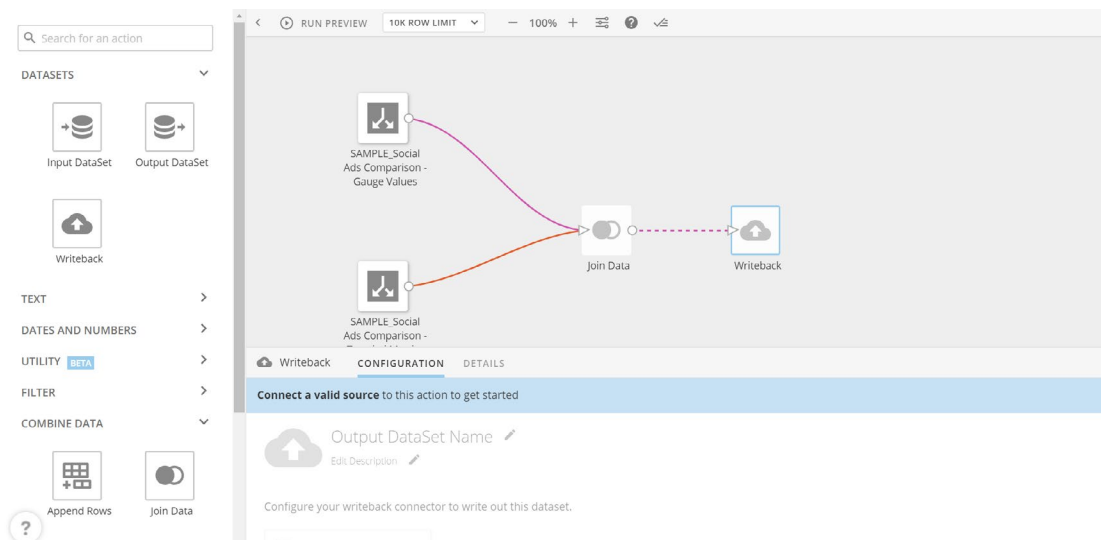
Sharing data between systems
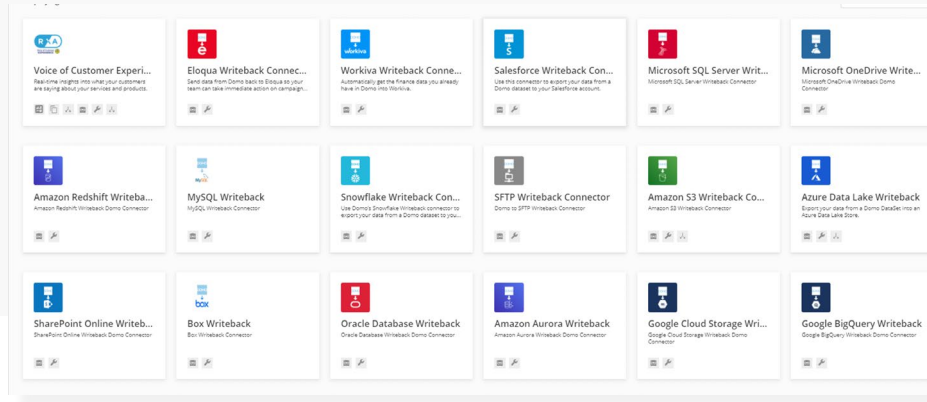
Once you've connected your data to Domo, you can use Domo as the hub between your systems to build pipelines with your datasets, transform your data, and send data to other systems—all in one tool, and without having to leave your screen.

CREATE AND CONFIGURE CONNECTIONS
Use Domo's drag-and-drop Integration Studio to connect and configure datasets from any source, then transform your data using Domo's ETL tools.

WRITE DATA TO SYSTEMS OUTSIDE DOMO
Configure connections to export data from Domo to other systems with just a few clicks. You can also use Domo's pre-built Writeback connectors to some of the most popular systems to make your configuration even easier. If you would like to write data from Domo using a different method you can use ODBC, call Domo API endpoints, use a RESTful API and .NET, or build your own connection using our third-party custom dev kit.

MAKE DATA MORE WIDELY AVAILABLE
For example, if S3 is where your team typically works, use Domo to cleanse your data, then push it out to S3 for broader access.

Learn more:
- Get instructions on how to use Domo's Integration Studio.
- Explore Domo's pre-built writeback connectors.

Common data sharing scenarios

Domo's flexibility provides many possibilities for connecting data from system to system. Here are just a few ways that you can use Domo to build and orchestrate your data pipelines:

- Integrate leads from your marketing automation system into Domo, combine them with sales rep availability data, then push assigned leads directly back to Salesforce.

- Create derivative datasets with augmented writeback tools; for example, track product orders by bringing order data from your ERP system into Domo, then pushing that data into your shipping system and sending shipping status back to your ERP system.

Safeguarding Data and Controlling Access

All your data, all under your control

The massive increase in data systems, volume, and access requirements have never made it more difficult for IT to keep track of who is responsible for what. Meanwhile, it's a constant struggle to walk the fine line between providing the data access needed to increase business agility and maintaining administrative control of sensitive data. It's your job to not only provide your users the data they need to make smarter decisions, but also to keep that data safe, accurate and compliant.

How Domo helps

Domo meets the most stringent requirements for enterprise security, compliance and privacy necessary for highly-regulated industries such as financial services, healthcare, government, pharmaceuticals, energy and technology providers. Governance finally becomes realistic as you gain the control you need over your systems, data, and access.

In this section, you'll learn how Domo can help you with:

- Delivering enterprise-grade security
- Ensuring a single source of truth

Delivering enterprise-grade security

Domo was built by design to be secure. Transport layer encryption and encryption at rest protects data with strong authentication against compromise or inadvertent exposure, while multiple logical and physical security layers keep you in control.

WORLD-CLASS SECURITY ARCHITECTURE
A multi-layer security model utilizes AES 256-bit encryption of data in persistent storage, least privilege policies, and a separation of duties access model. In transit, all interaction is forced through HTTPS and TLS, with non-public connectors using encryption by default. At rest, all data is immediately encrypted and stored for persistence, backup, and redundancy.

PROVEN COMPLIANCE
To ensure that the requirements of your security team and regulators are met, Domo completes numerous security audits, assessments and compliance requirements, including independent third-party network and system penetration tests. Domo has achieved certification for GDPR, HIPAA, SOC 1/2, ISO/IEC 27001 and ISO/IEC 27018.

CONTROL ENCRYPTION WITH BRING YOUR OWN KEY (BYOK)
Domo BYOK makes it simple to control the encryption keys for your Domo instance in accordance with your internal security and compliance requirements. You can revoke keys at any time with an instant kill switch, ensuring your data is always kept private, even from Domo.

SECURELY MANAGE VIA API
The Domo API features OAuth 2.0 authentication and authorization so that only authorized users can generate Access Tokens and communicate with the Domo API. Once a user has been authenticated, they can then create an access token to authorize the scope of functionality available for each API for that specific access token.

SECURE YOUR DATA NO MATTER WHERE IT LIVES
Keep your data secure and connected, no matter if your data lives on-premise or is distributed across federated data sources.

Learn more:
· Find out how to encrypt data with Domo Bring Your Own Key.
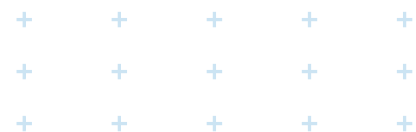
Ensuring a single source of truth

Domo helps you provide all your approved users with the same source of accurate, verified data so that everyone is on the same page when making data-driven business decisions.

CERTIFY YOUR CONTENT

Set up review workflows for your datasets and visualizations in Domo so that everyone in your company knows which data has been certified. Certified content receives an icon next to their titles and appears at the top of searches, helping you know which data sources to trust. You control who must review the content before providing the company's stamp of approval.
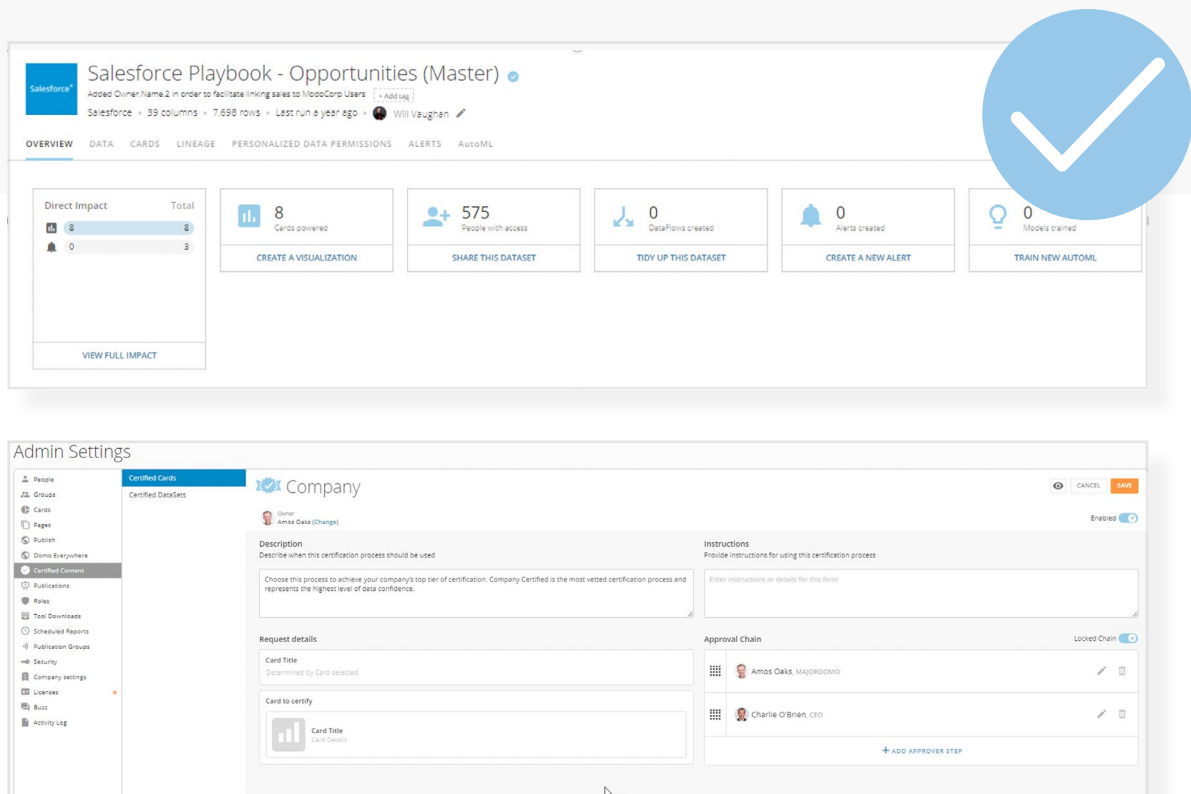
PERFORM DATA IMPACT ANALYSIS

With Data Lineage & Impact Analysis you can easily see how a dataset impacts other datasets, cards and alerts so you can help your users understand the impact of any changes they make on the rest of your Domo instance. This also helps you find any broken links so you can check that your datasets are up-to-date and running on time.
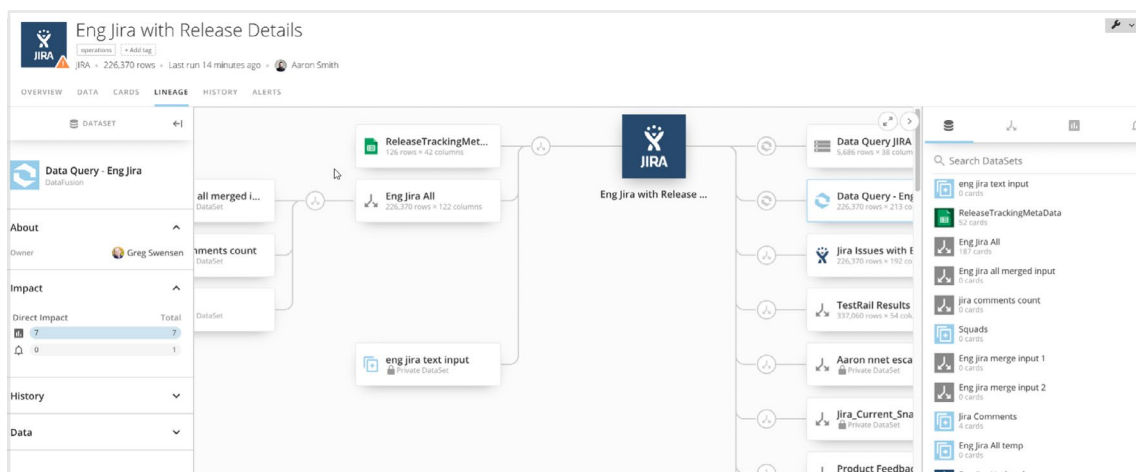
UNDERSTAND YOUR DOMO USAGE

The DomoStats apps give you all the insight you need to understand how your team is using Domo. Dive into your team's login trends, datasets, daily mobile activity, conversations and more to help you quantify your Domo ROI and better understand how to maximize your enterprise's Domo experience.
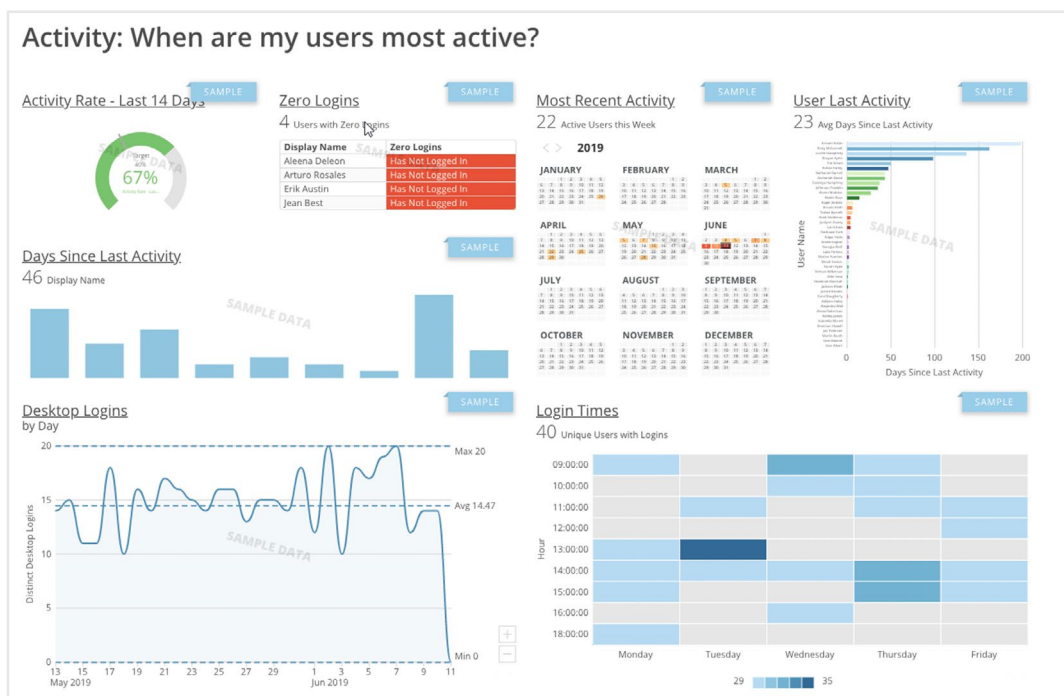
Learn more:

- Read how to **certify content.**
- Discover how to **view the lineage of a dataset in Analyzer.**
- Check out more information on the **DomoStats connector.**

Controlling data access for your users

Few users require the same exact access to all the same data and features. But the last thing you want to spend your day on is managing permissions and constantly dealing with requests for access. Domo helps you secure sensitive information at scale with unlimited personalized data permissions that govern access to specific data and Domo functionality. Domo also provides extensive self-service security features that keep you in control at all times, including SAML-based SSO, Multi-Factor Authentication, managed encryption keys, IP address restrictions, security profiles, and more.

UTILIZE USER TYPES

Users can be granted or restricted access to specific data and apps in Domo using predefined security profile options, such as Administrator, Privileged, Editor, and Participant. Each profile contains clearly defined access privileges that can be turned on or off by default.

CREATE PERSONALIZED DATA PERMISSION (PDP) POLICIES

PDP policies can designate access to data down to the individual row level, creating a customized experience for users by filtering data for their specific needs or security requirements.

PROVIDE ACCESS BASED ON USER ATTRIBUTES

Dynamic PDP policies make it easy to grant data access based on user attributes so you can easily scale permissioning without the need to edit entitlement policies on a user-by-user basis. Dynamic PDP relies on trusted attributes coming through your identity provider to grant data access based on department, region, or other identifiers.

CONTROL ACCESS WITH SSO

Use Domo's Single Sign-On feature to automatically assign people to the appropriate role. To enable SSO, configure Domo as the endpoint URL and upload an x.509 certificate to control access based on predefined user groups.

CREATE CUSTOM ROLES

In addition to Domo's built-in roles, you can create custom roles to provide granular control over the access users receive. Create an unlimited number of custom role types to provide or prevent access to sensitive Domo features like exporting data or changing settings.

MANAGE GROUPS EASILY

Create groups to easily manage large numbers of users, such as departments. By creating a group, you can ensure that only that group's members can access sensitive customer or financial data. Groups can be created by manually inviting members or dynamically based on a user's profile.

CONTROL DATA AT THE ROW LEVEL

Every dataset can have an infinite number of permission policies that can be managed via API, providing granular, row-level control for access entitlements.

Learn more:

- Read more about creating Personalized Data Permission policies.
- Discover how to manage custom roles.
- Check out how to create/manage user groups.
- See how to configure and implement SAML-based SSO.

"Various features of Domo, including PDP (Personal Data Permissions), custom apps, and reports, helped us to spur an increase in engagement across our company."

UNITEDHEALTH GROUP®

Providing self-service access to data

Context is everything

In the rush to get data to others, making charts and graphs "pretty" isn't a top priority. But those visualizations aren't just for show; they're necessary to help people see past the rows and rows of data points to understand what the data is actually trying to say. Meanwhile, you need a way to surface KPIs as they are triggered, along with the ability to freely share insights with others so they can make informed decisions.

How Domo helps

Domo enables a consolidated view so you can easily conduct analysis, create interactive visualizations, and tell stories about the business. Domo's collaboration features make it simple to share analysis, create data-centric conversations with your team, and assign tasks to be completed, ensuring the data drives meaningful action. And with Domo Alerts, you can react quickly to changes in the business and make business decisions faster than ever before.

In this section, you'll learn how Domo can help you with:

- Transforming raw data into visualizations in minutes
- Creating curated data stories
- Managing by exception with alerts
- Empowering closer collaboration for greater action

Transforming raw data into visualizations in minutes

While data drives business, not every business user is a numbers person. Domo brings together and transforms all your data into easy-to-understand charts, graphs, interactive maps and other visualizations, allowing everyone to be more data-driven when making decisions.
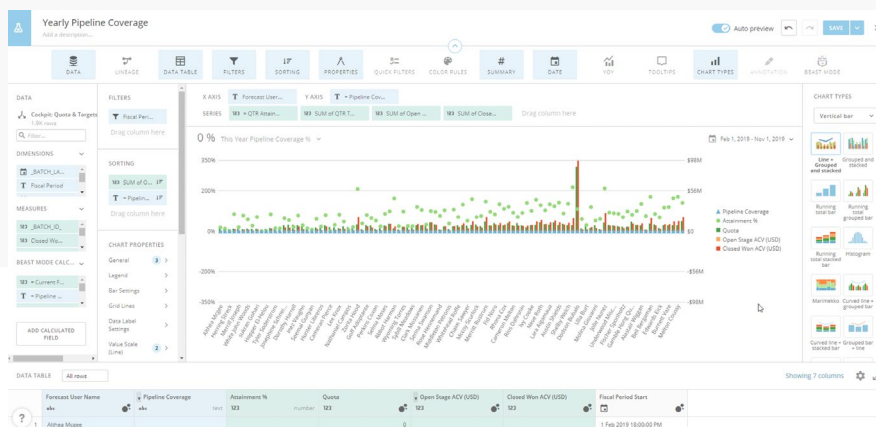
INTUITIVE INTERFACE
Domo's Analyzer is a self-serve data analysis tool that helps you turn data into visualizations. Drag-and-drop data to create visualizations, choose dataset columns, apply filters, and edit chart properties and appearance, all done without requiring IT assistance.

MOVE BETWEEN ANALYZER AND UNDERLYING DATA
Business users can create Dataset Views to perform simple operations and save their view as a dataset, then switch between editing the data that powers a chart to editing the chart itself in Analyzer.

EXPANSIVE CHART LIBRARY
If you can think of a way to visualize data, we have a chart for it. Analyzer has more than 150 chart types, including period over period charts, forecasting charts, Trellis charts with more than one dimension, and over 7,000 custom maps.

FIND AND SHOW INSIGHTS QUICKLY
Use filters for unlimited drilling at the report-level along with interactive page-level filtering, to see the underlying data powering the analysis, for a richer picture of the overall data story. Predefined and default filters at the page or chart level can create a self-guided experience so others can explore data and answer questions for themselves. Filters can be added for any of the three data types in Domo: string/text, values, and dates. In addition, date annotations can be added to data points in the graph to provide context for viewers.
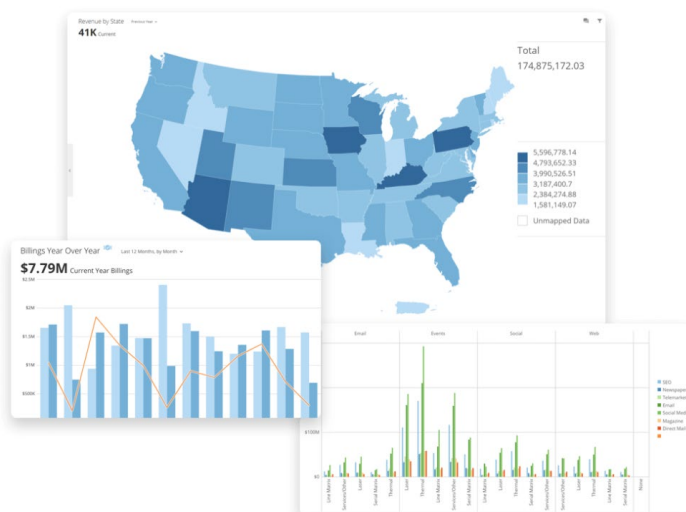
STAY UP-TO-DATE AUTOMATICALLY

Charts update automatically when you add a new data source, saving end users from disruption or even realizing the backend system has changed.

CREATE BENCHMARKS AND COMPARISONS

With Segments, you can perform multiple queries within a card or dashboard to quickly measure one group of data against another—no advanced skills required. Examine different subsections of your data while still having a constant reference point in your visualization. For example, you could compare one group of retail stores against another and dive into each store to compare results.

DEPLOY INSTANTLY WITH PRE-BUILT APPS

Available in Domo's Appstore, pre-built apps let you quickly gain access to your business data, providing pre-built visualizations that are most appropriate for the data type being reviewed. Domo apps are available for many of the most common business systems, such as Facebook, Salesforce, Hubspot, and Adobe. All you have to do is install the app, enter your credentials, and let the data load—no programming required. Pre-built templates of what you should be measuring are then populated with the data, which can be modified as needed. **Learn more about the Appstore.**

Learn more:

- Check out how to **build a card using Analyzer.**
- Discover the wide variety of **available QuickStart apps.**
- See how users can **build each chart type.**
- Read how to **add and edit chart filters.**
- Learn how to **add page-level filters to a dashboard.**
- Learn more about **Dataset Views.**

Creating curated data stories

Domo Stories are custom, interactive visualizations that help you tell targeted stories with data by including supporting content, creating a connected narrative. Start creating Stories in Domo immediately, with its out-of-the-box functionality, and without the need to write a single line of code. Story layouts are specifically designed to help you tell a consistent story whether you view it from the web, your mobile device, via email, on your tablet, in print or via Scheduled Reports.

CUSTOMIZE THE LAYOUT

Create, customize and brand these advanced visualizations using a drag-and-drop interface, with absolutely no coding required. With hundreds of layout templates built individually for dozens of use cases, you can bridge the gap between understanding the data and taking action.

BRAND THE STORY

Use the drag-and-drop interface to resize and reorder visualizations to make certain KPIs more prominent, change the dashboard and chart colors, and add background colors to incorporate your organization's branding on the dashboard.

MAKE INFORMATION INTERACTIVE

Flexible filtering makes data interactive and easy to explore. You can also link to other dashboards in Domo or to external websites to provide even more supporting information. Viewers can drill down into details right from the dashboard to keep the Story context front and center.

Learn more:

- Read more about Domo Stories.
- Discover the options for Card Details View layouts.

"Domo has allowed us to unleash more data transparency across the organization through its ability to visually communicate complex data in easy to understand graphics. We now have the ability to distribute these KPIs across multiple platforms."

NATIONAL GEOGRAPHIC

SENIOR VICE PRESIDENT, CONSUMER ANALYTICS & INSIGHTS

Managing by exception with alerts

While your team might find themselves using Domo constantly, even the most data-driven employee must take a break every now and then. But that doesn't mean they have to be out of the loop. Domo Alerts can help users track changes to KPIs in real time.

ALERTS IN ANY FORMAT

Get notified when an alert is triggered in the format that fits the way you work. Alerts can be sent via email, text message, within Domo's desktop app, from Domo's mobile app, or even with a phone call.

SET YOUR CRITERIA

Not everyone needs to know about every change to every KPI. Users and teams can create custom alerts with defined thresholds so that they're notified only when the alert is relevant. Customize the alert trigger, notification frequency, message, recipient, and automatic actions to take when the alert is triggered.
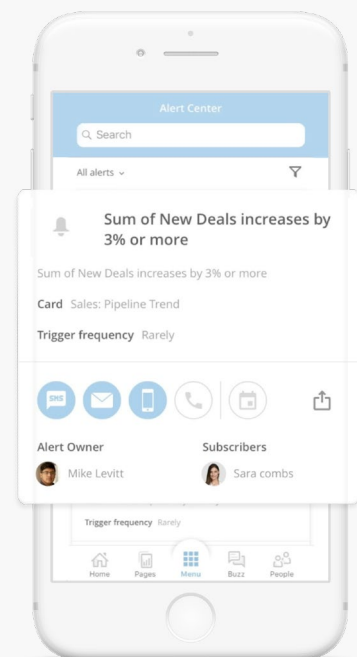
TRACK AND MANAGE ALERTS

Manage all your alerts in the Alert Center, where you can subscribe or unsubscribe to alerts, edit or delete an alert you've created, and view the history of an alert to see how often it is triggered.

KEEP UP WITH TRENDS

The Discover tab in Alert Center can display minute-by-minute trending topics in your organization so you can see which metrics are top of mind for your team, common alerts, new card creation, recently discussed cards and pages, popular cards, and active conversations.

TAKE ACTION AUTOMATICALLY

Domo's Business Automation Engine is an orchestration layer that leverages machine learning to coordinate intelligent, event-based workflows to reduce your time-to-action. Use it to create automatic actions in other systems when an alert is triggered; for example, when Domo alerts you that inventory is low, it can also trigger an order in your inventory system.
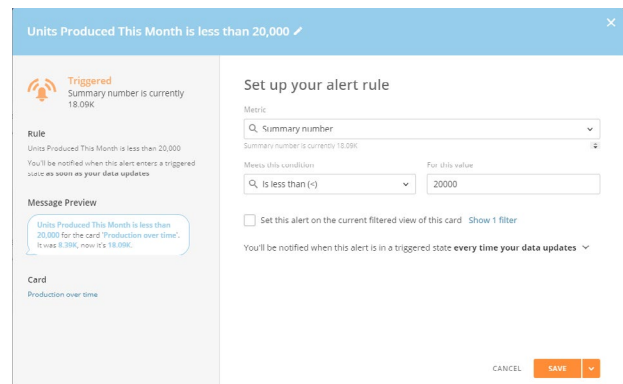
Learn more:
- See how to configure notification and alert settings.
- Read how to manage alerts.

Empowering closer collaboration for greater action

Domo includes a fully integrated chat feature called Buzz that makes it easier to collaborate, stay up-to-date with the latest developments, and take action on data faster.

TALK ABOUT THE DATA

Buzz provides conversations on the data people are seeing in Domo, allowing you to embed specific data directly into any conversation. Because the conversation happens completely inside Domo, you ensure faster collaboration and complete context compared to chatting over normal business chat channels. Each conversation lets you share data, attach a variety of file types, create to-dos based on any message, and collaborate instantaneously.

GET INSTANT INSIGHTS

Use Natural Language Querying bots to ask a question in plain language and get an immediate response based on the data.
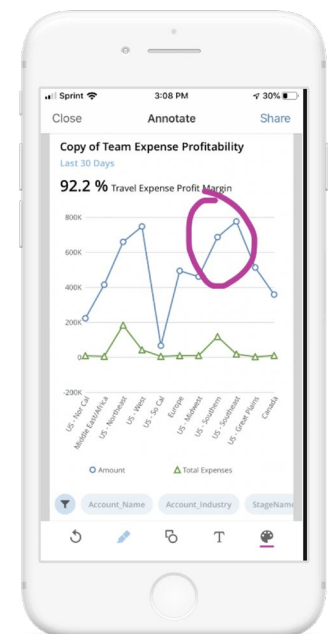
STAY UP TO DATE

Automatically get the latest updates sent to your phone, tablet, and desktop with text message alerts and Domo app notifications. Learn more about Alerts.

DRIVE ACTION

A built-in Projects and Tasks module lets you plan, assign and track tasks within Domo. Projects can be public or private to a user or team, and can be used to ensure people are taking action on the data they see in Domo. Each task has an attached Buzz conversation that allows you and your team to collaborate.

SHARE WITH EVERYONE

Buzz makes it easy to add coworkers to a conversation about your data. With built-in profiles and org charts, you can see where other coworkers fit in so you know who to include in the conversation.

Learn more:

- Read more about Buzz.
- See how to add a Bot to Buzz.
- Check out how to create Projects and Tasks.
- Discover how to use the org chart.
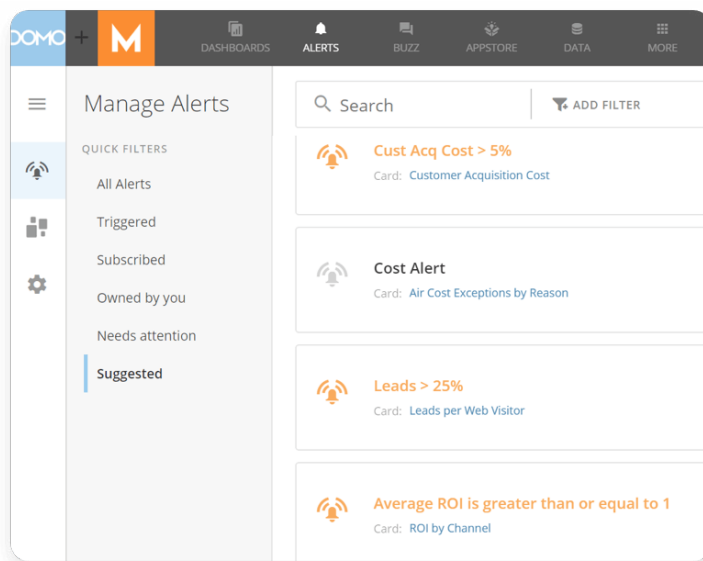
"You need some level of automation that tells you when you've hit a guardrail. We set alerts across many different data points in the business. If we operate outside of gross margin, a guardrail that we've set up, we get an alert immediately."

JEREMY ANDRUS | *CEO*

Complete mobile access and functionality

Analytics from anywhere

Now more than ever, work takes place away from your desk. From impromptu team huddles, to conference room meetings, to working at the coffee shop, on the train, in the airport, and at home—you need access to your data from anywhere so that you can always be ready to take data-driven action. Because mobile is now the go-to tool for busy executives, your data needs to be ready to travel.

How Domo helps

Domo helps decision-makers do their job anywhere thanks to complete mobile functionality. Available as an app for iOS and Android or through the mobile web, Domo gives you instant access to KPIs at the heart of your business, so you can stay connected to your team and use real-time information to make expedient decisions on the go. And because Domo's mobile app is a part of the Domo platform, data refresh is instant and always in sync with all desktop, laptop, and mobile devices.
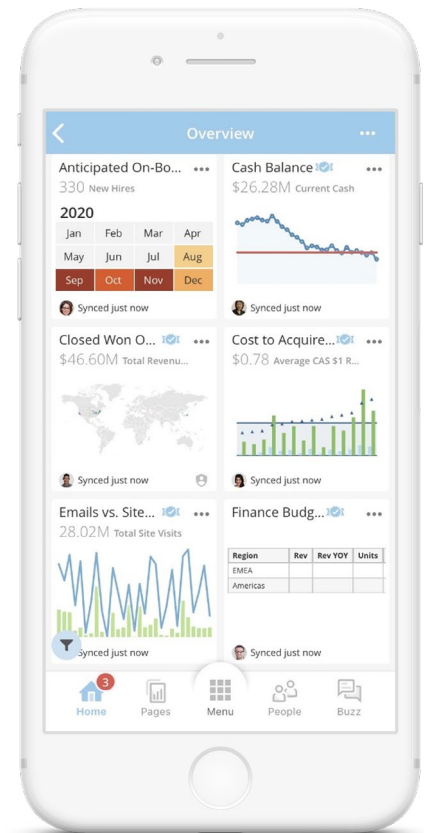
"96% of teams say it would help decision-making if all stakeholders were able to easily access the same, up-to-date data on their phones."

Dimensional Research, 2019. "eCommerce Marketplaces and Data: A Survey of Data-driven Decision Makers."

Accessing data from your mobile device

Domo's mobile access provides the data, functionality and collaboration you need to drill down from the big picture to the nitty-gritty with just a tap no matter where you go. Data is automatically updated and accessible down to the row level.
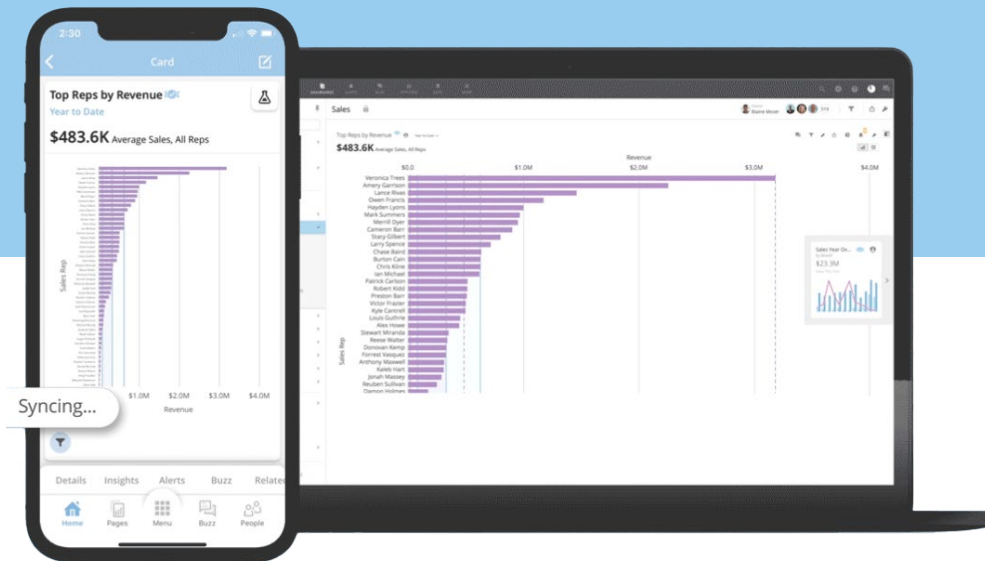
BUILD ONCE, UTILIZE EVERYWHERE
Everything built in Domo is available and consistent on any device, including phones, tablets, and computers, with no additional development required. That means you no longer have to spend any time building a separate mobile version or "dumbing down" your work to fit on a small screen.

CUSTOMIZE TO YOUR NEEDS
Tailor your Domo app to show your favorite Pages and notifications when you open the app. If you want to see something different, you can quickly access any visualization or dashboard you want. The Domo app is customizable at the department level so your team sees the information that is most relevant to their work first, while an admin can easily set up a busy executive's home screen experience to create a targeted experience.

STAY SECURE
Domo provides enterprise-level security for iOS and Android devices, along with the top-grade security functionality you get with our full desktop product. Your single sign-on and two-factor authentication solutions are easy to integrate into Domo, ensuring that only the phone's owner can access data in the event a phone gets lost or stolen. Session timeout control lets you determine when session tokens expire, while access can be revoked remotely at any time. Learn more about Domo's security and access controls.
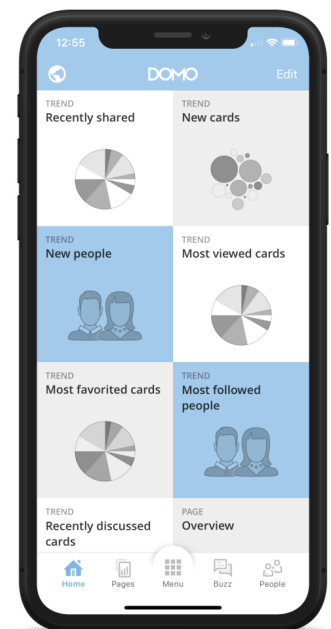
STAY CONNECTED

Use the mobile app to compose messages on the fly and keep conversations moving. Send a chart or graph from your phone in Buzz, Domo's integrated chat platform, or directly as a text through our iMessage extension. Browse or search for people in your organization, see what Cards they access most, find out where they sit in your org chart, and get their contact information all through the mobile app.

GET ALERTS ON THE GO

Manage by exception by getting a notification from the Domo app or as a text message when an alert is triggered, allowing you to take action the moment an important metric changes. Customize which alerts are sent to your phone versus on the website so you only get pinged for the alerts you want to know about when on the go.

ACCESS DOMO DATA OUTSIDE OF DOMO

Mobile widgets allow you to add your favorite Cards to your home screen (Android) or Today View (iOS). This gives you at-a-glance insights without having to open the Domo app.

5:04
20 August

DOMO

New deals won!
Alert Triggered [modocorp.domo.com]

Company: Modocorp
Deal size: $200k
Rep: John Doe

Amos Oaks
MajorDomo, Analytics
REQUEST INFORMATION

Related   Organization

RECENTLY VIEWED   VIEW ALL

Cash Balance
Charlene Turner

Cost to Acquire and Service...
Betty Sweeting
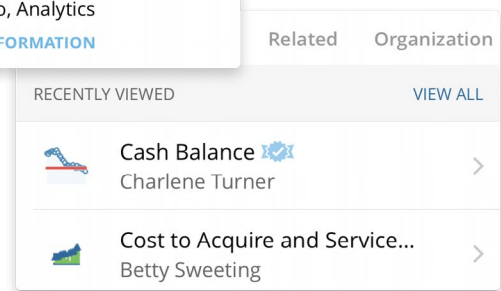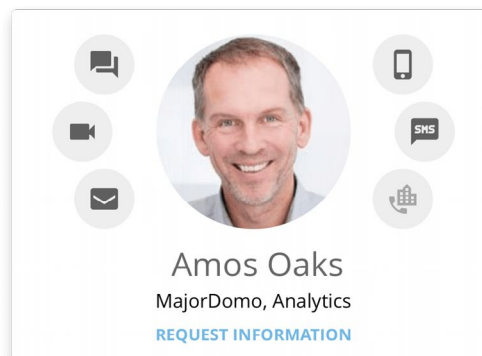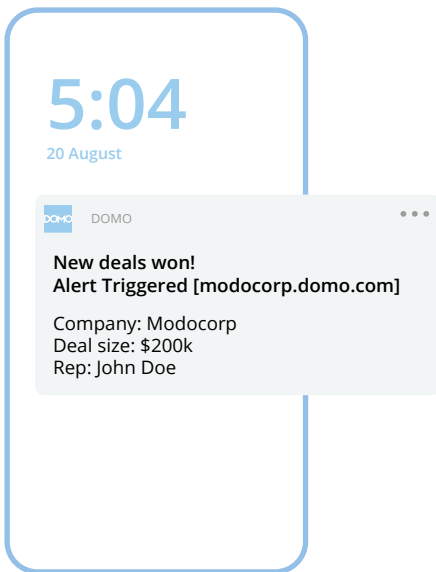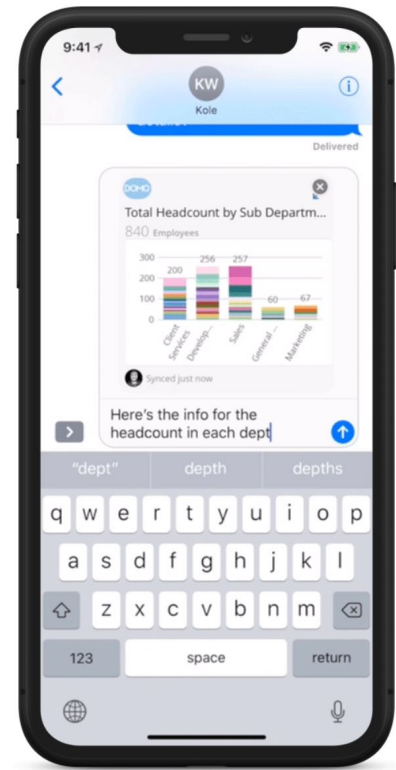
Learn more:

- Discover Domo's mobile security features.
- See how to customize the Domo mobile app.
- Check out these best practices for using Domo on your phone.
- Read how to use mobile widgets.

Enhancing the speed of decision-making
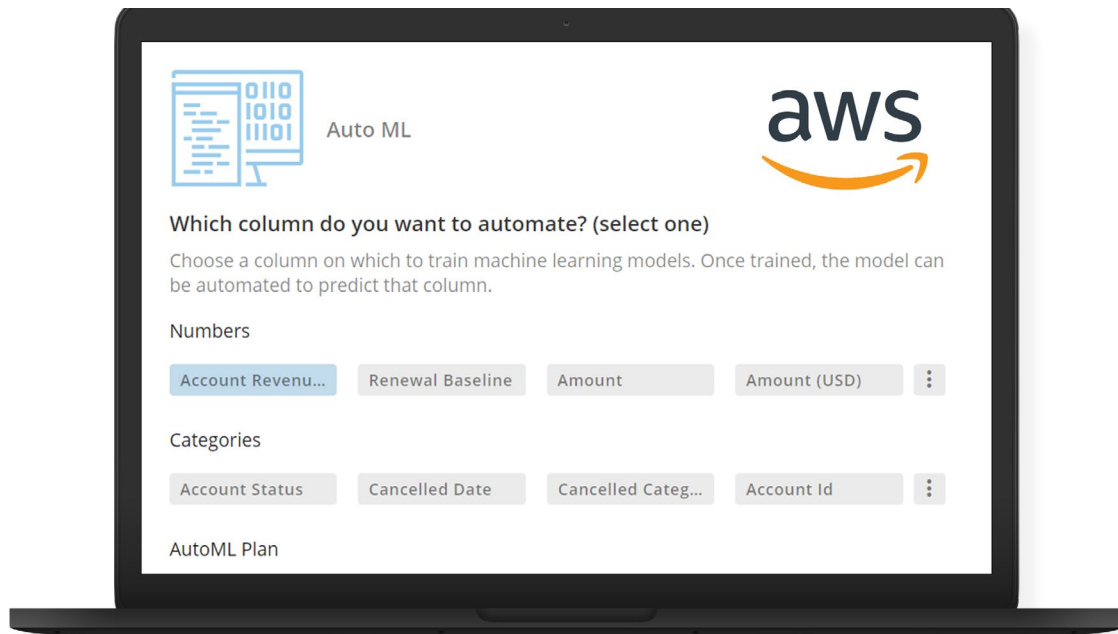
What is your data trying to tell you?

The volume of data your organization generates and utilizes each minute is growing exponentially. The good news: all that data means more insights for your business. The bad news: those insights are at risk of being overlooked as they get buried beneath the sheer volume and flow of data.

How Domo helps

With Domo's artificial intelligence and machine learning, you can analyze all your data in Domo with data science best practices, whether you're a data scientist or not. And Domo's integrated data science insights can save you time analyzing your data and automate your decision-making, allowing your business to operate at the speed of data.

In this section, you'll learn how Domo can help you with:
- Implementing data science and machine learning
- Using augmented analytics

Implementing data science and machine learning

It's no longer enough to just measure results; you need to anticipate what's going to happen so you can take action sooner. Domo's data science capabilities give you the data science tools and expertise you need to leverage predictive insights in your organization's decision-making process.

AUTOMATE WITH MACHINE LEARNING:
Domo's AutoML, with Amazon SageMaker Autopilot, makes it simple to rapidly determine the best machine learning model for your data and then share data science insights with your teams. Here are just some of ways you can use AutoML to move from data to models to outcomes—faster:

- Optimizing sales and productivity (AutoML for CRM)
- Decreasing churn
- Modeling cash flow
- Optimizing remote work

DO MORE WITH DOMO'S DATA SCIENCE SERVICES
Our experienced data scientists are here to help you customize Domo Data Science to your specific needs.

We start with a goal survey, data audit and data science diagnostic to customize the solution to your needs. We also partner with your team to help determine the relevant statistical approach.

Our data science team then trains your team on model maintenance and results interpretation so you can make the most out of your data science efforts.

SEAMLESS INTEGRATION WITH JUPYTER WORKSPACES
Jupyter is the de facto standard used by data scientists to explore data and generate insights. Jupyter Workspaces in Domo is a web-based interactive development environment for Jupyter notebooks, code, and data. Workspaces are tightly integrated with Domo to allow users to easily explore their Domo DataSets, leverage extensive DSML environmental control – including management of compute resources, programmatically run tasks in Domo without moving data out of our secure platform, schedule automatic execution of Jupyter dataflows and notebooks, create custom visualizations, and seamlessly write transformed data back into Domo.

ACCESS DATA SCIENCE ACTIONS
Domo Data Science gives you access to six data science actions and script tiles in ETL within a live product environment: Classification, Clustering, Forecasting, Multivariate Outliers, Outlier Detection, and Prediction.

R AND PYTHON SCRIPTING ACTION TILES
Expert data scientists can write custom machine learning algorithms using R and Python tiles within Magic ETL to analyze directly in Domo's secure environment.

Learn more:
- Read more about Data Science actions.
- Check out the available data science charts.

"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."

Asure

BRUCE HARRIS, DIRECTOR OF IT AND ENTERPRISE BUSINESS APPLICATIONS
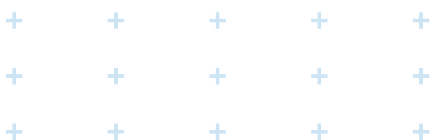
Using augmented analytics

Domo doesn't just bring data together. It helps people quickly get the answers they need so they can take action at the speed of business.

Sales Year Over Year Last 12 Months, by Month ∨

$11.4M Sales This Year

Analysis
Today at 10:55 PM

This chart measures '__domo_period' by 'CloseDate'.

- Total '__domo_period' is **44.7 million** across all **24** entities.
- The distribution is positively skewed as the average of **1.9 million** is less than the median of **2.1 million**.
- The top **three** entities represent **28%** of overall '__domo_period'.
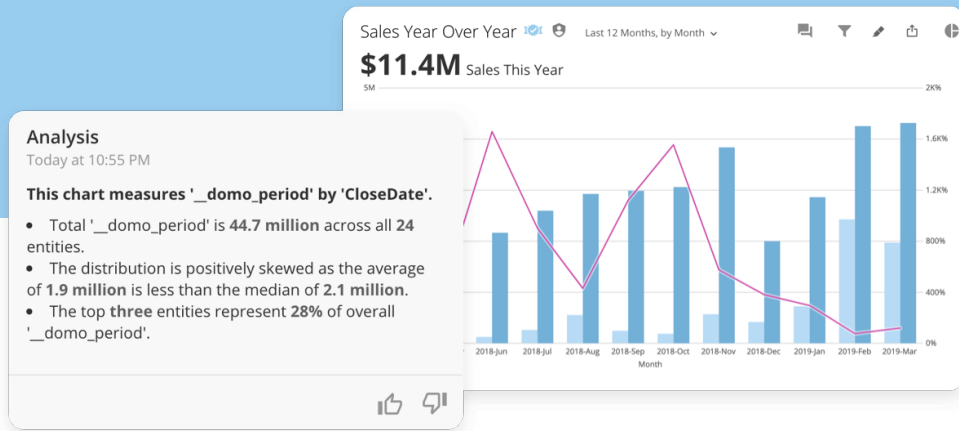
AUTOMATE YOUR INSIGHTS

Domo's deep learning and descriptive stats module constantly monitors and analyzes your data to provide a text summary of the chart, as well as outlier detection, distribution, correlations, and more.

GET INSTANT ANSWERS:

Ask questions to a bot using plain language to receive an instant response. Natural Language Querying bots are available to interact via Domo's integrated chat feature, Buzz, with many of the most popular data sets, including Adobe Analytics, Google Analytics, Shopify, and others. Add custom bots for less common systems and data sets through APIs.

Learn more:

Discover how to **add a Bot to Buzz.**

Finding specific solutions built on Domo in the Appstore

Unlock your Domo possibilities

You know how it goes. You get a shiny new business intelligence platform that everyone is excited to try. Users are ready to take data-driven action. The CEO is ready for amazing insights. The CFO already wants to see ROI. However, you still have to get the whole thing running and optimized to your unique requirements, which can mean weeks or months of implementation time.

How Domo helps

The Domo Appstore makes it simple to connect to your most important data sources in minutes and find purpose-built apps that solve your specific needs.
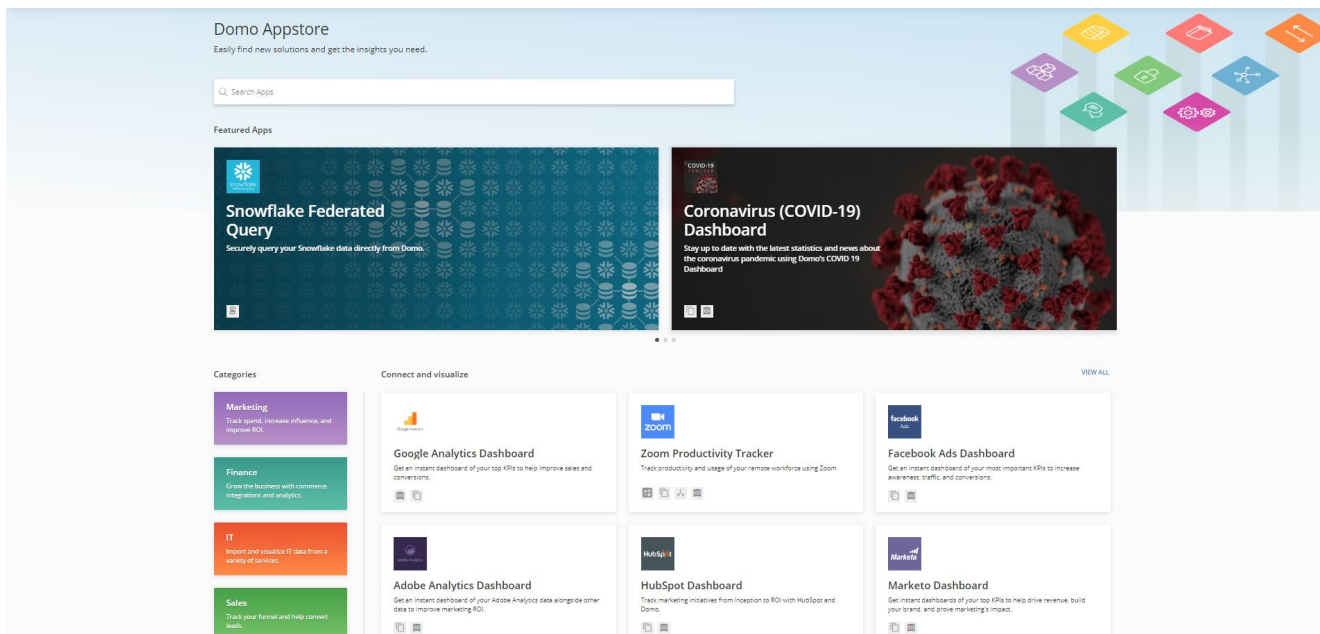
Unlocking value from the Appstore

Thousands of pre-built data connectors, apps, and dashboards provide fast time-to-value and help you get more from your data using solutions already built by Domo customers and experts.

GET STARTED WITH PRE-BUILT CONNECTORS
With pre-built, API-based connections to more than 1,000 cloud data sources, Domo makes it simple to get started in minutes—no code required. Just get the connector from the Appstore, enter your credentials, decide what data you want to connect, and you're up and running. Connectors have been built for many of the most popular data sources, ranging from Salesforce, Adobe Analytics, and Amazon to Facebook, Zendesk, and Marketo.

HIT THE GROUND RUNNING
Pre-built apps give you industry-specific tools that allow you to collect, measure, and act on data faster. For example, Domo's Retail Suite provides access to product and store performance so you can improve operations on the fly, while Domo's Media Suite collects all your programmatic advertising data together so you can access on-demand insights.

EXPLORE DATA FASTER
In addition to quickly connecting to popular data sources, pre-built template visualizations visualize the data you most likely want to measure based on the specific data source. You can then build more cards to make your dashboards unique to your goals and business.

BUILD YOUR OWN APPS
If you have a unique cloud connection, workflow or dashboard that's not available in the Appstore, you can always build your own. The Connector Dev Studio makes it simple to create your own connector, while the App Dev Studio provides everything you need to create custom apps. Connectors and apps can be built for your own use, or you can add it to the Appstore to share with other Domo customers. You can even use your app to sell analytics to partners and customers, creating a new revenue stream while providing your audience with more value.
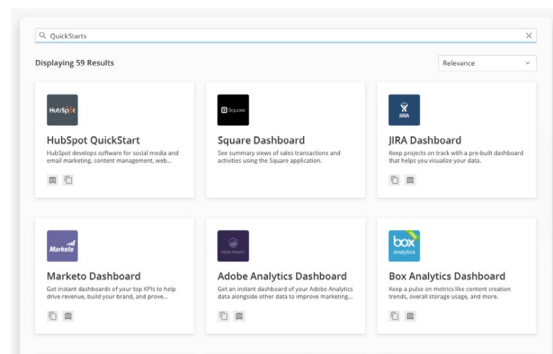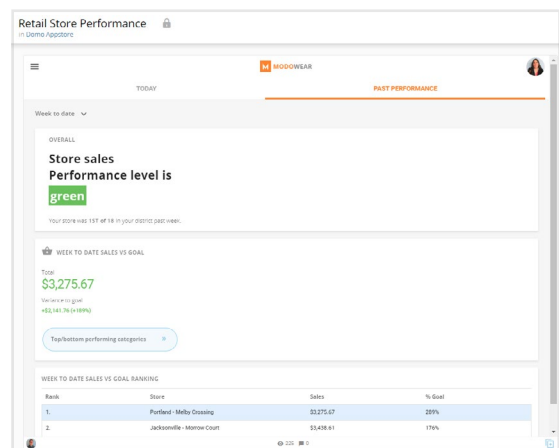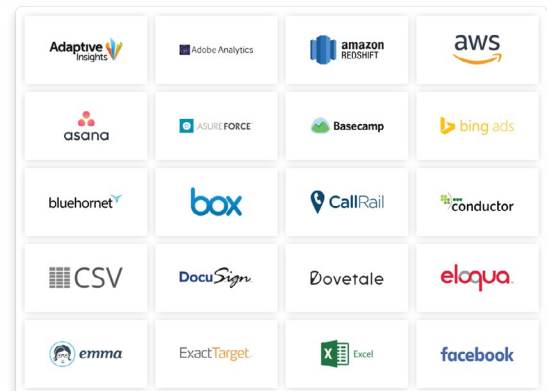
Learn more:
See our list of **available pre-built connectors.**
See our list of **available QuickStarts.**
Read how to **create your own connector.**
Explore the **App Dev Studio.**

Develop apps with Domo's app framework

Overcoming code complexity

Many IT departments are looking for low-code solutions to build customizable data apps for business stakeholders who have specific problems that require specific solutions. Although the data often exists, building workflows and automation in the form of apps can be a daunting task, not to mention just getting all of your data into a scalable format that you can consume. You have to create or implement solutions for file access, database storage, user permissions, and security—and all this is before you even start developing an app.

How Domo helps

Domo's cloud platform provides a flexible, lightweight platform on which to build custom business applications, so you can automate processes and enable your business to shorten the time from insight to action.

The Domo App Framework helps get work done smarter and faster. It provides the foundation to build data apps without the technical overhead, allowing you to focus on building solutions to your unique business problems.

In this section, you'll learn how Domo can help you with:
- Putting data to work for everyone
- Building different types of data apps
- Making data available and actionable
- Optimizing your development team's time
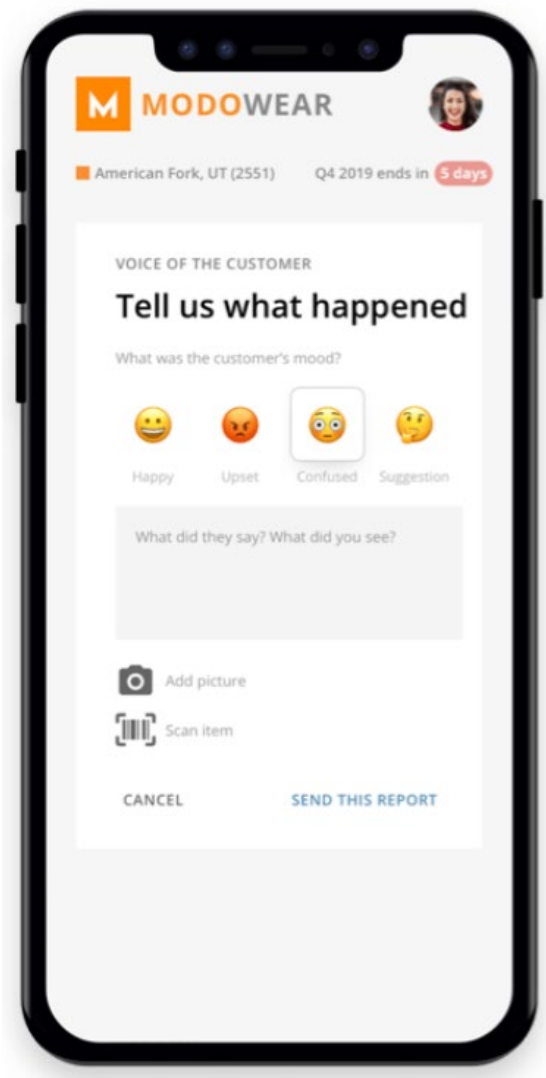
Putting data to work for everyone

The volume of data is accelerating but there is a gap in the ability to capitalize on it. Data apps aim to put data to work for everyone, something traditional BI does not do on its own. Data apps help businesses become data-driven by enabling data to power any action for any role. By combining all your data, analytics and workflows into a single, user-friendly interface, data apps are about optimizing business processes so that anyone across the organization can use it to take action and make decisions faster and smarter. Data apps are designed to put data within end users' specific processes using a customized and engaging UI that solves a business need and improves outcomes with insight, speed and action.

# Building different types of data apps

Whether you need to automate a time-consuming business process, collect insights from customers or employees, or find areas of your business needing attention in real time, Domo allows you to build your own solution.

Developers and non-developers alike can leverage Domo's app framework, complete with all the tools you need to build data apps out of the box and in a fraction of the time without ever writing a single line of code. Data experiences are no longer limited to executives, analysts or IT, they are democratized throughout the organization, so everyone can do their job better with the insights they need to optimize performance for themselves and the business.

The possibilities for building apps on Domo's platform are limitless. Some of our customers have created apps to:

- Gather and consolidate customer feedback on their products
- Automate workflows
- Find issues with their data and make corrections on-the-fly
- Visualize data by location with interactive maps
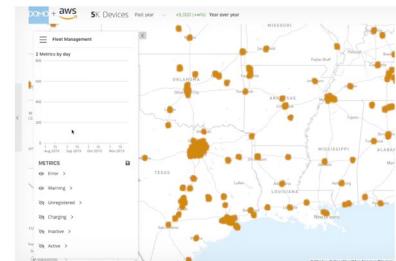
Here are a just a few examples of how you can use apps to drive your business:

CREATE APPS THAT COLLECT DATA
Allow your customers to fill out a form, then save the data to AppDB so it can be used directly in realtime from your app or synced back to Domo as a Domo DataSet.

CREATE ADVANCED DATA VISUALIZATIONS
Create immersive experiences with data-driven maps, graphics, and media-rich layouts. DDX bricks allows you to create advanced visualizations and apps that can be customized by simply copying and pasting code. Domo's powerful charting engine, Phoenix, allows you to query data from Domo and create interactive, self-service visualizations for business users.

CREATE BESPOKE WORKFLOWS

Standardize and automate business practices by visualizing processes and creating tools to support optimization.

ENABLE ACTION FROM YOUR APP

Send data back to your business systems and automate actions in those systems.

CREATE MOBILE APPS

Domo's mobile-first architecture ensures that the solutions you build are automatically optimized for any device, with no additional development required, and with data protection.

INTEGRATE AI/ML CAPABILITIES

Implement machine learning to get insights from advanced calculations, and data transformations to optimize your business decisions.

You can integrate with your existing R or Python tools and even import custom scripts.

Learn more:

- View Domo's **developer documentation** for building apps.
- See what kind of apps Domo customers are building in the **App Showcase.**
- Explore all options for **custom development.**
- **Contact Domo** to get help building custom apps.

Making data available and actionable

In order to stay competitive in today's business landscape, it's essential for companies to use a data distribution app. With a data distribution app, businesses can easily and securely distribute data, reports, and visualizations to anyone, anywhere.

SIMPLE DISTRIBUTION

Use Domo's authentication or integrate with your existing SSO provider. Consume LDAP/SAML directories in Domo and your app for greater scale and control.

Learn more:

- Learn more about **how to use Phoenix** to build Domo apps.
- Review options for **SSO integration.**

Optimizing your development team's time

Keep your team focused on app development instead of infrastructure. Leverage business stakeholders in your organization to gather what your team needs and make it available to your team, putting workflows and business logic in their hands and the code in yours. With Domo's serverless platform, your team can stay laser-focused on apps. Or, if you choose, you can partner with Domo to get help building your apps.

ACCESS YOUR BUSINESS DATA

With the Domo data platform running underneath your app code, you can gather data from whatever system it lives in and automatically keep it fresh and up-to-date, making it always available to your apps.

STORE FILES AT SCALE

Get scalable and version-controlled file storage out of the box with Domo.

STORE STATE DATA IN YOUR APPS

Create, save, retrieve, and query objects with Domo's AppDB, a pre-built database to store your apps' business logic.
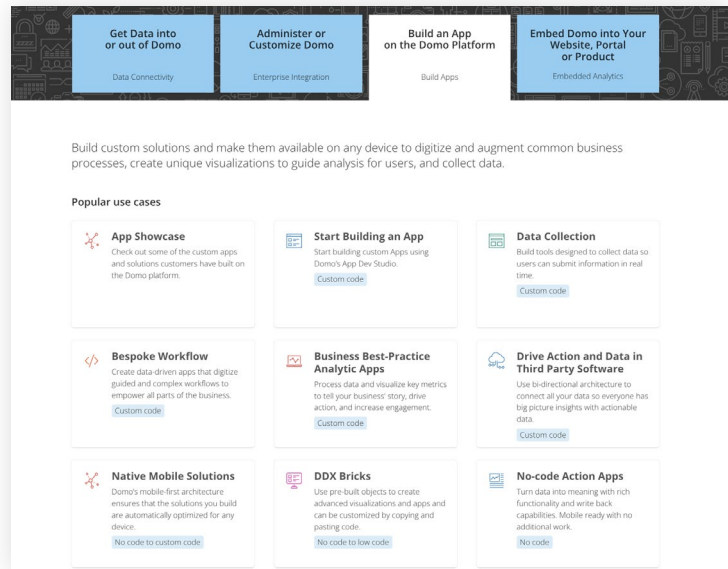
WRITE DATA BACK TO DOMO
Write data from your app back into Domo so that you can not only build apps to consume and report on your data, but also create data for analysis in Domo.

WRITE DATA BACK TO SOURCE SYSTEMS
With Domo's app platform you can write directly to an original sources system by hitting the APIs directly from your app, or by writing it back to Domo to block-update your system.

SEAMLESSLY INTERFACE WITH OTHER SERVICES
It's simple to consume services such as AI/ML engines, existing services that your team may have already built, or a favorite cloud API.

GET STARTED FASTER
Create your apps with Domo's App Dev Studio or SDKs.

Learn more:
- Read more about how to use Domo's AppDB.
- Learn how to create custom apps with Domo's App Dev Studio.
- Begin developing with Domo SDKs.

Sharing data with customers and partners using Domo Everywhere

Delivering data to the last mile

Data is a high-value offering you can provide to your customers or even use to create additional revenue streams for your business. But to do so, you need to make data available to your customers in new ways—without getting bogged down in the development work it can take to connect your data, create dashboards, and publish data within your existing apps or in new locations.
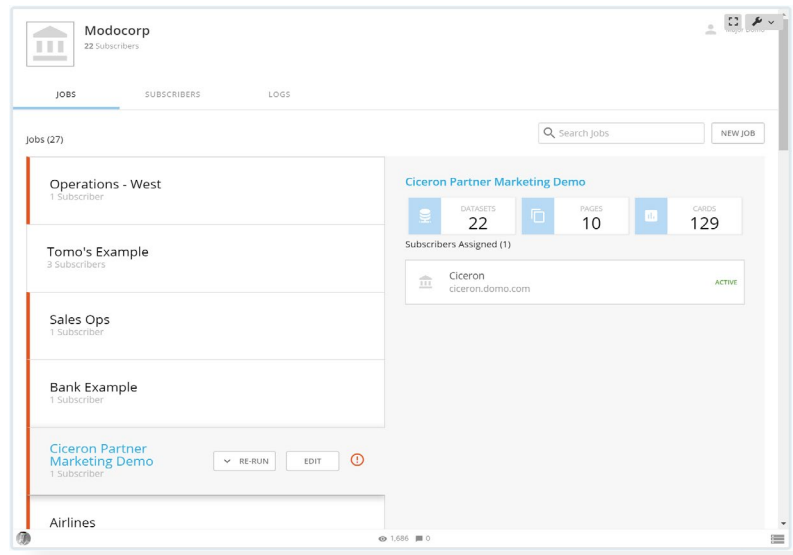
How Domo helps

Instantly share live data in secure analytics environments via a dedicated Domo sub-domain (e.g. you-yourcustomer.domo.com) that your customers and partners can access immediately. With this option, you can avoid the development effort and server setup of traditional embedded analytics.

Or, if you already have an app or portal that your customers are accustomed to, embed Domo Everywhere directly into your website, app, or portal using a combination of iFrame and JavaScript.

In this section, you'll learn about:
· Publishing data to Domo-hosted instances
· Embedding Domo content into your own
    website, portal, or application
· How Domo customers are using Domo
    Everywhere to drive business results

Publishing data to Domo-hosted instances

AUTOMATICALLY PUBLISH DOMO DATA TO MULTIPLE INSTANCES

Domo Everywhere lets organizations share apps, stories, insights, and data across Domo accounts in a simple way that customers and partners will find easy to use. This accelerates roadmaps by months and enables massive scale. If you need to share a billion row dataset or synchronize content changes across thousands of external subscribers, Domo Publish is the solution.

"Domo Everywhere is our relationship tool. It turns our market research into products we can monetize. We can now bring hundreds of customers into a platform where they can both consume our data and connect their own for irreplaceable insights."

CHRIS JONES
CTO, KEYPOINT INTELLIGENCE

SHOW THE RIGHT CONTENT TO THE RIGHT PERSON

Control all the content by filtering to the appropriate data for each subscriber before it is published all the way down to the row level. You can manage all of your publish jobs, content, filters, and subscribers in one convenient location within Domo.

DISTRIBUTE DATA WITHOUT LIMITS

Secure cross-instance queries ensure your subscribers get access to the dashboards they need without having to actually duplicate and move the data. The visualizations are driven by the data originally connected in your publisher instance so your subscribers can benefit from distributed insights without any row or refresh limits.

WHITE LABEL TO MAINTAIN YOUR BRAND

Make your dashboards feel like a native part of your application. Stay in alignment with your company's brand and build user trust by using your custom colors and logo. Domo Everywhere offers several options for white labeling based on your specific needs. Domo adapts to look, feel, and act like an OEM part of your systems. Logos, colors, headers, exports, and apps can all be quickly customized to keep integrations seamless.

Learn more:
• Find **instructions** for using Domo Everywhere to publish data to Domo-hosted environments.

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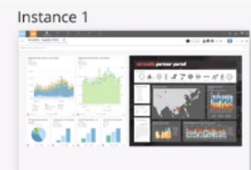
Embedding Domo content into your own website, portal, or application

If you host your own portal or application and users are already comfortable signing into your systems, keep your team focused on core solution development by embedding Domo through iFrames or JavaScript APIs.

CREATE EMBEDDED DASHBOARDS WITH NO CODING
Go beyond traditional data visualization to **create curated dashboards and flexible layouts in Domo.** Combine your own colors, images, and commentary to emphasize specific metrics and clarify your message. Foster self-service exploration with filter, drill, and link interactions. Then embed the live dashboard by copying the iFrame link and pasting it into your code. After that, every edit is instantly reflected simply by refreshing the page—all without writing a single line of code.
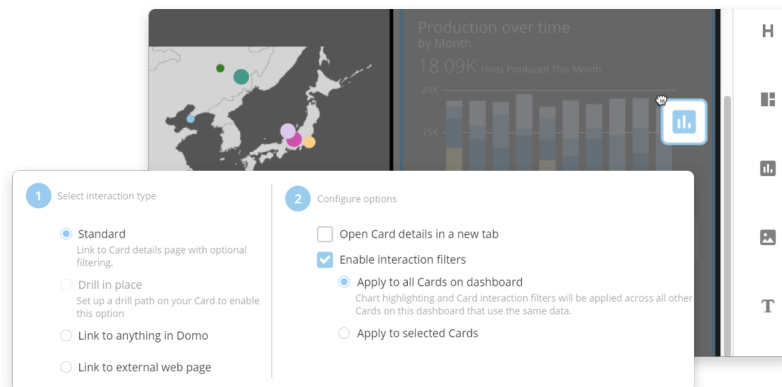
SHOW THE RIGHT CONTENT TO THE RIGHT PERSON
With Domo Embed, you can give thousands of individuals access to secure, personally-filtered content through relevant filters, whether they have a Domo account or not. Domo integrates with any identity provider for SSO so users only have to log in once. Define new entitlement policies in Domo with personalized data permissions (PDP) or persist the policies you've already set up externally with Programmatic Filters in server-side code. You can also use Pfilters to link users directly to a specific portion of data to get them started with exploration.

### WHITE LABEL TO MAINTAIN YOUR BRAND
Make your dashboards feel like a native part of your application by using your own custom colors and logo. Domo Embed offers several options for white labeling based on your specific needs, including your own background colors and images. Domo adapts to look, feel, and act like an OEM part of your systems, with no need to show any Domo branding.

FAST, FLEXIBLE PERFORMANCE
Domo's scalable architecture can support millions of impressions per hour and includes broad geographical support, intelligent caching for fast load times, and dynamic scaling for seamless display on any device (including mobile).

Learn more:
- Find a **technical overview** for embedding Domo.
- Get **detailed instructions** on how to embed content.

"Domo Everywhere delivered more interactive dashboards in two weeks than we were about to create in 18 months. A three-page trial helped us upsell hundreds of customers to the six-page premium version. This is our fastest growing revenue stream."

RUBEN VISSER | *PRODUCT MANAGER*

virtuagym

How Domo customers are using Domo Everywhere to drive business results

- A leading U.S. digital agency made advertising results more transparent to their clients with a branded portal that was stood up in just days. Customer feedback was applied by business users in minutes without any code changes. The project came in ahead of schedule and under budget since they avoided the overhead of building embedded analytics from the ground up.

- One of the largest market research companies in the world created a new revenue stream by transforming their static data exports into fully interactive workspaces. The experience was hosted by Domo but white labeled to appear as an OEM part of their software solutions.

- A global software vendor for gym owners accelerated their development roadmap by embedding dashboards in their web application. A project had been stalled for two years with in-house resources but was completed in two weeks. After the trial covered memberships and billing, the premium offering for coaching and retention became the fastest growing revenue driver for the company.

- To stand out from a growing field of competitors, Konica Minolta focused on service contracts as an opportunity to add value to deals beyond traditional equipment maintenance and upkeep. They started by providing a PDF file to customers monthly that showed device usage and performance data, but quickly realized that the analytics were not robust or interactive enough, and that delivering this PDF to all customers each monthly was simply not scalable. With Domo, they added value to traditional physical asset contracts (without increasing the price) and increased contract capture rates.

"Not only does embedding address time and ease-of-use constraints, it also helps companies to innovate and transform interactions with employees, partners and customers."

CONSTELLATION RESEARCH, "NEXT-GENERATION EMBEDDED ANALYTICS SPARK DIGITAL TRANSFORMATION. "

Real business runs on data, and data runs on Domo.

Learn how Domo can help you better integrate, access, and leverage the data within your complex business and processes. Get more from the systems you already have in place.

See how Domo can be the game-changer you need, helping you to:

- Simplify back-end data integration
- Empower your whole company with insights on your data
- Take intelligent action to improve your business

Get started today.

Our team is ready to help assess your needs, provide feedback on what solutions might work best for you, and stay with you for the long-term to support your needs.

See Domo in action with a **product demo.**
Talk to us about your **specific use cases and questions.**
Get started with a **free trial.**