DOMO

HOW DID DOMO IMPROVE VIRTUAGYM'S INTERNAL EFFICIENCY, BUSINESS OUTCOMES AND ENHANCE CUSTOMER SERVICE?

virtuagym

> "Domo enables us to do everything—from centralizing data to effortless analysis—making it an indispensable tool."
> —Carlos Casanovas, Data Manager

INDUSTRY	DOMO USERS	CUSTOMERS	PRODUCTS
Fitness	100	5,800	Domo Everywhere

CREATED A CENTRALIZED PLATFORM FOR DATA

"Anyone can use Domo to transform data and create meaningful visualizations."

Louis-Albert Bui, Data Product Engineer

Virtuagym is a leading SaaS company in the fitness industry with a mission to make the world healthier and happier by empowering health and fitness professionals with cutting-edge technology. Its all-in-one platform offers a variety of tools for gym managers, personal trainers, yoga studios, and individuals to manage their businesses and improve their well-being. However, through extensive use of manual systems, much of its data was outdated and inconsistent internally and for its clients.

Before adopting Domo, Virtuagym struggled with a lack of visibility and inefficiencies stemming from its reliance on spreadsheets for data analysis. "Before Domo, it was mainly about one-time analysis on spreadsheets," explains Carlos Casanovas, Data Manager at Virtuagym. "Tracking metrics became a hassle because we needed to explore data from different systems and manually transform it. It wasn't always consistent or real-time."

The data team, initially just one person, faced increasing pressure as the company expanded and the need for comprehensive business insights grew. The major challenge was the "lack of visibility in general," which meant that information was often outdated or fragmented, leading to inefficiencies and difficulties in reporting. The process of sharing data with stakeholders was lengthy, and there was no streamlined way to handle data requests or visualize information effectively.

Domo was chosen to address these challenges and revolutionize how Virtuagym handled data. "The main value is that you can do everything with Domo," Louis-Albert Bui, Data Product Engineer at Virtuagym highlights - "from ingesting the data to transforming it, to visualization and sharing with internal stakeholders, Domo provides an all-in-one solution."

With Domo, Virtuagym could seamlessly integrate data from various sources such as Salesforce, Stripe, NetSuite, and HubSpot. This integration allowed for a user-friendly, centralized view of business operations and facilitated real-time insights. The platform's ability to create and share interactive dashboards and reports streamlined data visualization and made it easier to track metrics across different departments.

OFFERED
REAL-TIME INSIGHTS

"From ingesting the data to transforming it, to visualization and sharing with internal stakeholders, Domo provides an all-in-one solution."

Carlos Casanovas, Data Manager

STREAMLINED
REPORTING PROCESSES

CONNECTORS

MySQL

salesforce

stripe

N

amazon S3

Google Sheets

SQL Writeback

Salesforce Writeback

mongoDB

JSON

One specific feature that stood out was Domo's capability to embed visualizations. "We can now embed these visualizations directly into our platform," Louis-Albert explains. "This allows us to provide up-to-date data to our customers effortlessly." The ease of use and the ability to quickly experiment with new ideas also contributed to Domo's success. "It's a playground where you can try a lot of things, experiment with new ideas, and see where it goes."

The implementation of Domo brought about significant improvements in Virtuagym's operations. Internally, Domo enhanced the ability to track and measure various business metrics. For instance, the onboarding team could now measure "time to value" effectively, and the finance team utilized Domo for processing invoices and triggering alerts for discrepancies. "Domo is a key element in our performance management," Carlos states. "It allows us to track new MRR, operational usage, and financial metrics with ease."

Externally, the company could better meet customer needs by providing advanced analytics and customizable dashboards. The embedded analytics feature allowed Virtuagym to deliver detailed insights to customers, showing them key performance indicators like revenue, check-ins, and attendance. This capability was previously unattainable due to the complexity of creating visualizations manually. "With Domo, shipping new metrics and insights to our customers is very simple," says Carlos. "Our customers have provided great feedback about the improvements."

Moreover, the ease of creating data pipelines and transforming data through Domo's user interface significantly reduced the need for coding expertise. This ease of data access allowed non-data professionals to use and interpret the data effectively. "It's way easier than coding," Louis-Albert explains. "Anyone can use Domo to transform data and create meaningful visualizations."

Overall, Domo's integration into Virtuagym's operations has streamlined data management, improved visibility, and enhanced both internal and external reporting processes. The company's ability to provide real-time insights and analytics has strengthened their position in the fitness industry and empowered both their team and their customers with valuable information.

LINK TO FULL STORY >