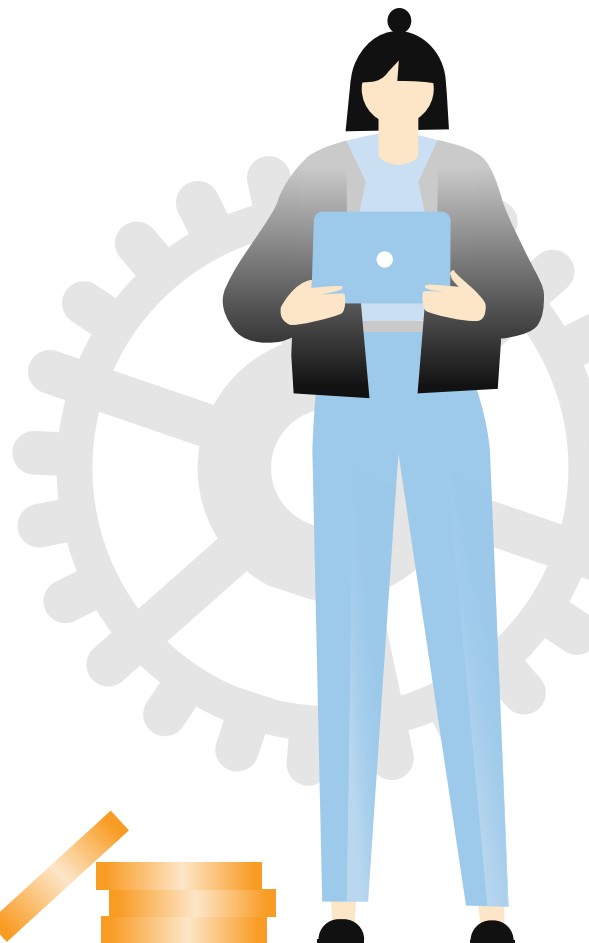


How the world's best data teams are using their insights

Original research on Domo's AI and data product platform



The best companies don't just collect data—they dig in and uncover insights that lead to meaningful business outcomes.

With Domo, companies like Henry Schein One, Swire Coca-Cola, ESPN, Comcast, DHL, and Unilever are going deeper, discovering value with speed, agility, and scale for smarter decision-making across their businesses.

When it comes to understanding data, BI teams are at the center of this effort, working to excavate all the best insights. Using Domo, they uncover, assemble, and interpret data across the business, spotting patterns and connections that can lead to meaningful change.

As BI teams work to serve teams throughout the business, such as marketing, finance, operations, and supply chain, they also need to be able to show the value and impact of their efforts—not always easy as the demand for more data and analytical capabilities continues to grow rapidly.

In this report, we've done a bit of our own excavation, compiling statistics from our own Fortune 500 customers' to understand how they prepare, analyze, automate, and distribute data—amplified by AI.

(And remember, you don't have to be a Fortune 500 company to apply the best data principles. Anyone can use Domo to extract value from their data.)



About this report

We wanted to understand how enterprise business intelligence teams are using Domo and what the most popular integrations, reports, and dashboards are. To get there, we reviewed anonymized data of 42 Domo customers who were using our platform and were represented on the annual Fortune 500 list of the 500 largest companies in the US based on total revenue.

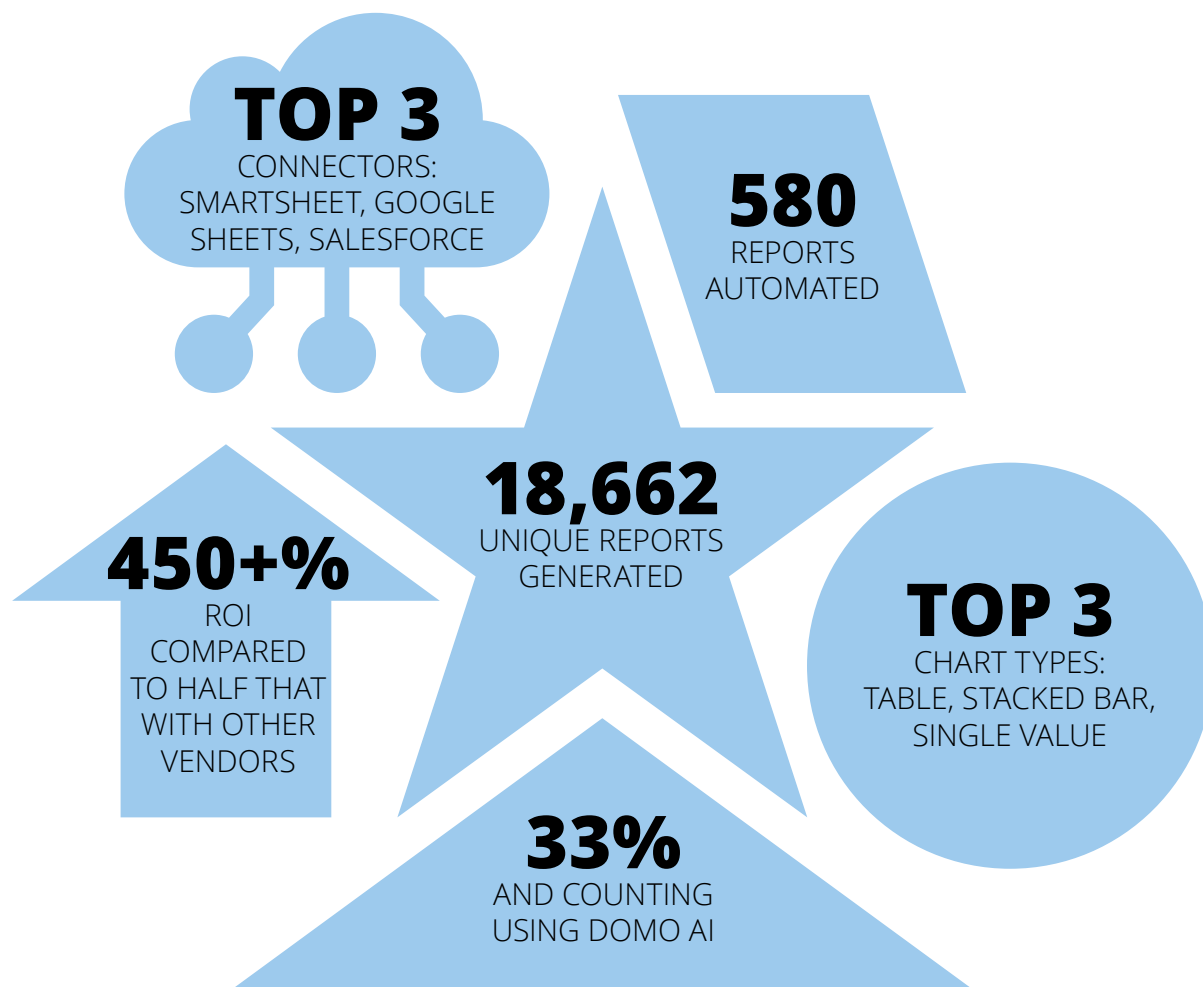
We wanted to understand how the best BI teams in the world are using Domo to:

- Find efficiencies.
- Calculate simple and advanced metrics.
- Improve the customer experience.
- Provide a single source of truth.

In turn, we hope this data will inspire you to make the most of your data—whether you're in startup mode, the Fortune 500, or any stage in between.



Insights at a glance



Now, let's look into our own data and see what the best BI teams are doing.

Source: The Total Economic Impact of Domo, Forrester, 2022

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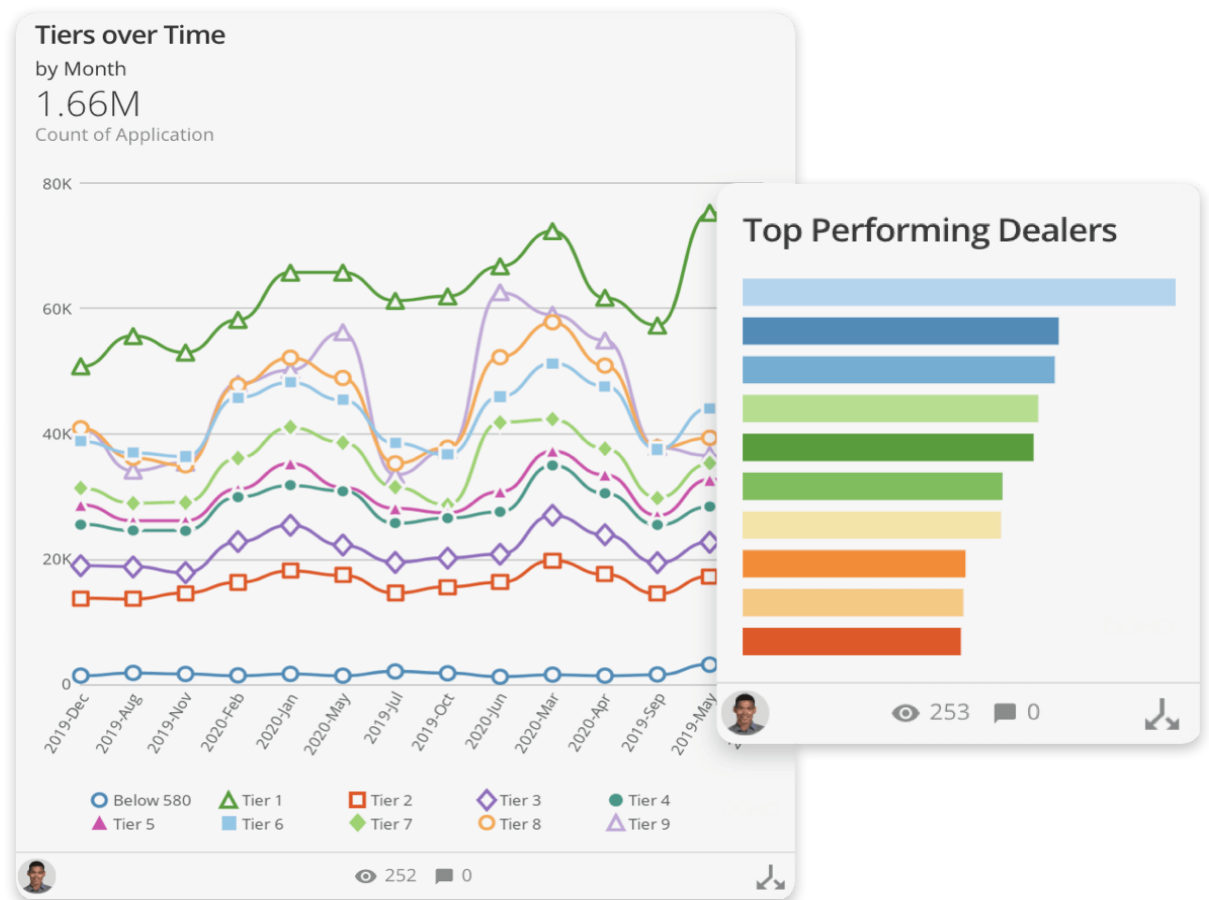
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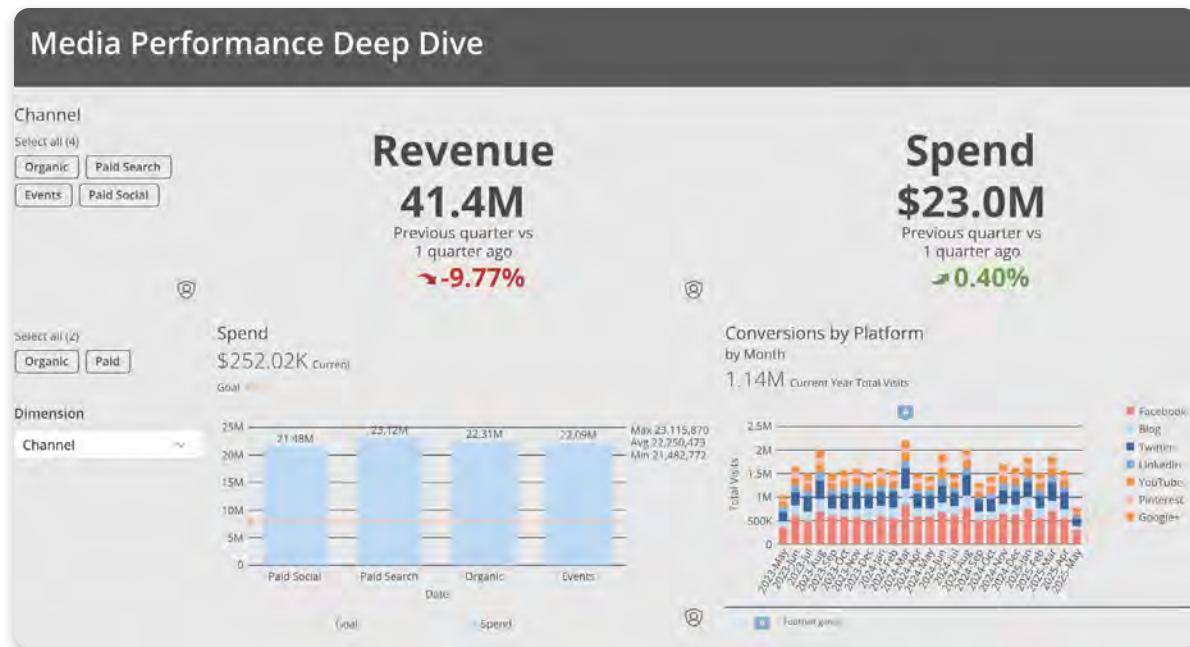
1. Efficiency, the short-cut worth taking

Our customers know that BI teams today are called to serve the business with speed, agility, and scalability.

They're doing cool things like automating reports and implementing self-service BI so that everyone can explore data, ask questions, create their own reports, and uncover loads of efficiency in the process.

Why is this important? Because it translates to thousands fewer pings, syncs, and email updates, since keeping team members informed about the numbers is done automatically.





Automating reports is a key step in managing data and reducing chaos. And that can lead to whole new levels of insight and improvement across the business.

OF REPORTS AUTOMATED



On average, how many reports have been automated* by our Fortune 500 customers?



14

**Number of reports automated measures the active scheduled reports and alerts in the user's instance.*

2. Metrics, the beacon for progress

Our customers know that almost every team needs to be able to connect and analyze the plethora of data that drives the business, regardless of its source.

Our Fortune 500 business intelligence customers are building out a range of capabilities that enable business units—most commonly operations, marketing, and finance—to calculate metrics and drive performance improvements.

Doing so helps provide a single source of truth for the businesses and helps to make data available for everyone to use so they can make better decisions.















TOP 20 CONNECTORS



What are the top 18 connectors used by our Fortune 500 customers?

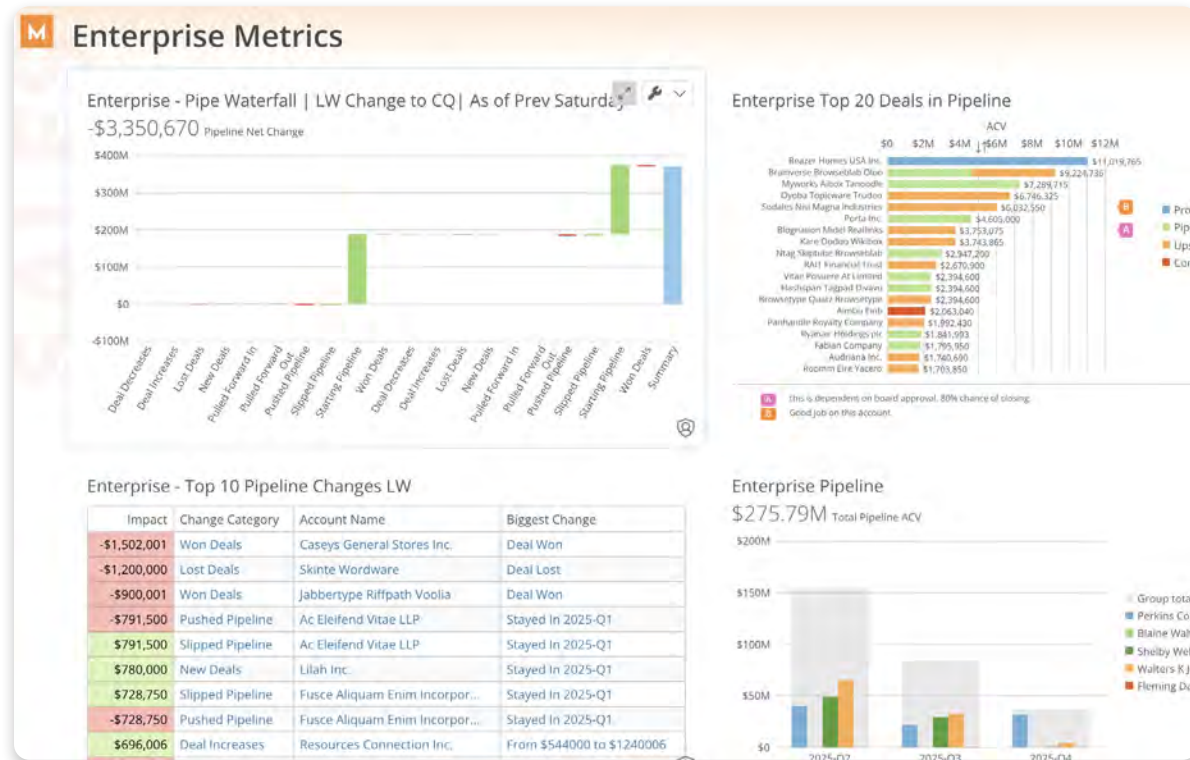


See chart below for connectors in order of popularity

1. Smartsheet		2. Google Sheets	
3. Salesforce		4. Snowflake	
5. Box		6. Oracle	
7. Emailer	Emailer	8. Domo Stats	DomoStats
9. SharePoint		10. COVID-19 Connector	Domo's COVID-19 Connector
11. Jira		12. BigQuery	
13. JSON	JSON	14. Amazon S3	
15. CSV		16. Microsoft Dynamics	
17. Databricks		18. Google Analytics	

Customers are also making data—previously dark and inaccessible—available and actionable, so they can easily calculate metrics and gain new levels of understanding. The best BI teams are using Domo to connect to their data wherever it lives.

Plus, our research shows that customers are gathering up data from a wide range of places, most commonly spreadsheets like Smartsheet and Google Sheets, as well as from Salesforce, Snowflake, Box, and others.



When businesses can connect to any data source, they have access to accurate, current data for faster decision-making when it counts.

TOP 5 DEPARTMENTS

What are the top five most common departments that BI teams at our Fortune 500 customers are building for?

1. Operations
2. Marketing
3. Finance
4. Analytics
5. Sales

3. Illuminating the way to a better experience

Our customers know that having instant access to data and insights is meaningless if they can't use it to make their customers happy.

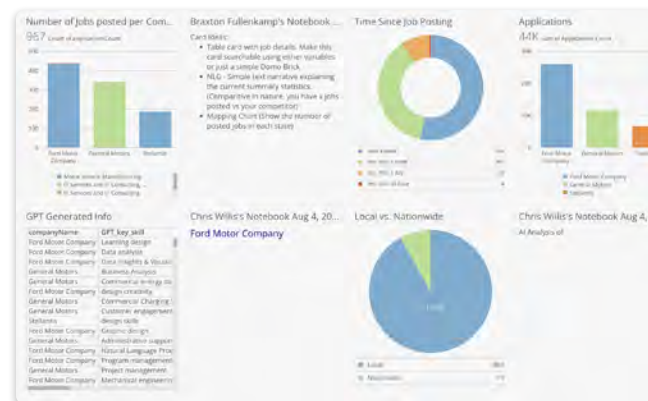
Data-driven insights can help you understand who your customers are, how they interact with you, and how to improve their experience.

Domo customers are working to integrate data from their existing tools. With that data, business units can:

- Use real-time insights to understand customer behavior and intent.
- Test and experiment to learn how to best serve customers.
- Improve communication, collaboration, and transparency across departments with the increased ability to share data.

The effort to improve the customer experience is even more effective when it's powered by AI.

In fact, our research shows that 33 percent of our Fortune 500 BI customers are already using Domo AI for things like data prep, analysis, and automation throughout the entire data value chain. And that number continues to grow, especially as more teams begin building AI agents with Domo.



TYPES OF INSIGHTS TO IMPROVE THE CUSTOMER EXPERIENCE



Who's using which features?

What actions are customers taking?

Who has an old version of our software?

GROWING DOMO AI USAGE



How many of our Fortune 500 customers have used Domo AI?



33%

4. Single source of truth, endless clarity

Our customers know that uniting data across the business is the ultimate goal. Creating a single source of truth for information and insights can:

- Improve collaboration and transparency across departments and enhance the quality of decision-making.
- Make it easier for employees to do their jobs, which results in higher productivity, a better employee experience, and better performance overall.
- Lead to a better user experience for customers.

Our leading customers are full-fledged data-driven organizations. They're using data to create engaging reports, vibrant interactive dashboards, and cool visualizations so they can curate data stories and

share insights with context. And that's an important step in empowering teams to make informed decisions and drive business forward in exciting new ways.

Let's explore the data.

Combined, our Fortune 500 BI customers created an impressive 1,264 dashboards this year.* Additionally, together they created nearly 19,000 unique reports within a single year.**

**This includes old pages, Domo stories, and App Studio apps.*

***Unique Reports Generated measures the distinct cards and pages in the user's instance.*

TOP 5 CHART TYPES

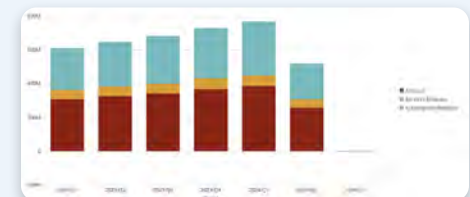


What are the five most commonly used chart types among our Fortune 500 customers?



1. Table
2. Stacked Bar
3. Single Value
4. Bar
5. Filter

Accounting Period - End Date	Amount	Service Revenue	Subscription Revenue
2023-Q1	\$94,962,284.77	\$6,343,793.83	\$88,618,490.94
2023-Q2	\$100,906,274.12	\$7,047,343.84	\$93,858,930.28
2023-Q3	\$91,718,237.34	\$5,526,495.86	\$86,191,741.48
2023-Q4	\$94,766,487.09	\$5,274,550.45	\$89,491,936.64
2024-Q1	\$94,375,873.33	\$5,852,832.86	\$88,523,040.47
2024-Q2	\$100,943,771.67	\$6,467,482.46	\$94,476,289.21
2024-Q3	\$1,085,799,037	\$15,337,823	\$1,070,461,214



Why Fortune 500 customers choose Domo for enterprise BI

Ultimately, the best companies know that access to great data drives opportunity. And more and more, they trust Domo to help them deliver high-quality data insights faster than ever before.

- BI-critical processes that once took weeks or months can now be done on the fly, in minutes or seconds.
- It's easy to connect to any data source, wherever it lives: in the cloud (either public or private), on-prem, or a hybrid environment that combines both.
- With instant mobile access, teams can access data anytime, anywhere.

OF DASHBOARDS AND REPORTS CREATED



On average, how many dashboards have been created by our Fortune 500 customers?



30



On average, how many unique reports have been generated by our Fortune 500 customers?



444

And while they're able to build live visualizations in minutes with over 150 chart types, our research showed that over the past year, some charts in particular are pretty popular, including the top three: table, stacked bar, and single value.

Our methodology

This report is a set of anonymized insights into how the best teams in the world use Domo to help businesses put data to work.

Data was gathered in December 2024, covering the time period from January to December 2024. We reviewed anonymized data of 42 Domo customers and are represented on the annual [Fortune 500](#) list of the 500 largest companies in the US based on total revenue.



Some of the best companies in the world use Domo to get more value from their data while applying the best practices of governance and security. [Check out more of their stories.](#)

