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DOMO® FOR MANUFACTURING

Get more value from data across your manufacturing supply chain

DOMO FOR MANUFACTURING

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Explore the power of Domo for Manufacturing through the following use cases:

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ORDER MANAGEMENT + FULFILLMENT

Meet and exceed customer expectations from order through delivery.

A positive customer experience includes on-time deliveries, accurate orders, and overall product quality. Today, customers expect quick and efficient delivery times, and it is up to the manufacturer to meet and even exceed these customer expectations without increasing cost.

For manufacturers to consistently satisfy their customers' increasing needs, they require the tools to proactively plan and take action.

Understanding your objectives

Integrating data across planning and execution

Driving transparency between demand planning and order management data to reduce manual reconciliation of raw material usage. Ensuring labor is planned in conjunction with the actual order volume and production of goods.

Using data to renegotiate supplier contracts

Identifying the suppliers with the most delayed incoming shipments or lowest quality pass rates. Approaching suppliers to potentially renegotiate contracts to reduce cost or finding new suppliers altogether.

Finding inefficiencies in the supply chain

Identifying the root cause of common delays such as manufacturing bottlenecks, unplanned downtime, or long wait times for truck loading. Finding ways to add value through low marginal cost improvements such as increasing truck fill rates.

Reducing the cost of quality

Reducing the time and cost for users to take proactive steps to influence orders at risk of delays. Ensuring on-time deliveries with self-served and readily available real-time data.

The challenge

With a lack of integrated data across planning and execution, it is difficult to predict labor needs on the production floor. Additionally, with bottlenecks at different stages of the value chain and without real time data, manufacturers can't proactively take the necessary action to meet fulfillment needs. This can lead to inefficiencies and delays.

If manufacturers had the tools to unify data from disparate sources and allow users to be proactive with access to real-time data, they could create more positive customer experiences and increase the retention rates of both individual consumers and businesses.

Key challenges

Lack of transparency across business units

Disparate systems across different parts of a business make it challenging to view delayed and at-risk orders. This makes it more difficult to anticipate and plan for plant loads and capacities for production and labor.

Inability to influence at-risk orders in real-time

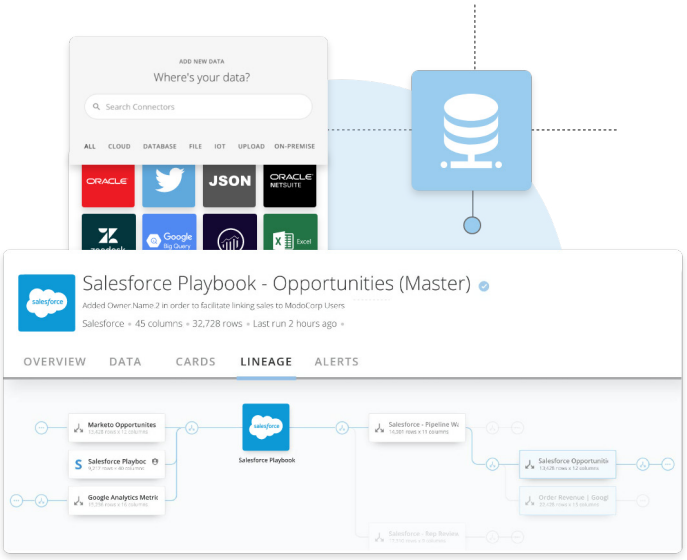
When all data such as at-risk orders and increasing average shipping times are reported after the fact, it becomes more difficult to diagnose inefficiencies and issues as they occur. And with no automated alerts for setup for process incongruencies, more manual effort is required to ensure that orders are packed, shipped, and delivered on time.

Opacity between production and fleet data causes bottlenecks to distribution

Shipments can become delayed due to inefficiencies in the distribution process, such as long wait times or inability to switch delivery modes, especially when relevant data is not accessible in real-time. This happens when plant capacities are overloaded, labor is under planned, or external factors are not accounted for. In all cases, the customer experience is negatively impacted.

Create transparency in your supply chain across business units and ensure that each plant is operating at optimal production volumes.

With Domo, you can improve logistics with access to real-time data. For instance, you can allow operations managers to proactively intervene when orders are at risk of being delayed, maintaining a positive customer experience.



All your data in one place can help you anticipate and mitigate bottlenecks

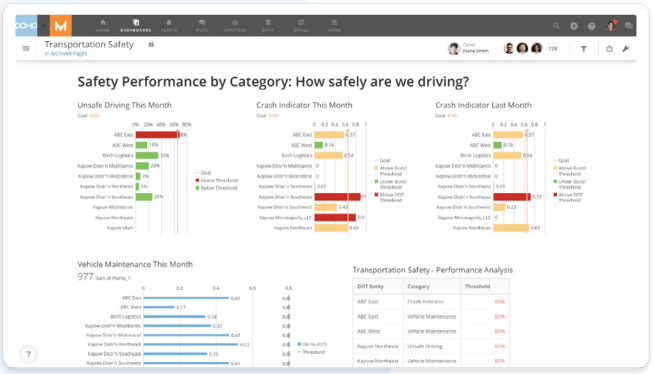
- Identify process bottlenecks and easily track order fulfillment flow with data from your ERPs, CRM, and supply chain, and manufacturing systems all in one place.
- Access the information you need, when you need it, to positively impact the customer experience (i.e., operations leaders no longer need to wait on a "data backlog").
- Plan labor in plants and fulfillment centers in conjunction with real-time production data.

Use Domo as a central Operational Hub

Leverage an operations dashboard to view all your supply chain data in one place. Use a self-service workbench to score vendors, modes of transport, and other delivery factors and enable intelligent action to automatically update operational source systems. This could manifest as recommending different delivery channels like changing from trucks to rail in case of inclement weather or updating delivery costs based on fuel surcharges.

Empower users to take immediate action with real-time alerts

- Set up alerts for different supply chain scenarios (i.e., shortages of raw materials, higher than expected order volumes, unexpected downtime on assembly lines, or congested railway distribution systems). That way, operations users can mitigate scenarios before manufacturing bottlenecks occur by re-routing orders to other plants or procuring additional materials in advance.
- Maintain a positive customer experience by proactively taking steps to increase on-time deliveries and QA pass rates to not only meet but exceed customer expectations.



Increase average truck fill rates for a better delivery experience

Tracking all your production data in Domo and minimizing bottlenecks make it easier to predict distribution volumes for a period. This results in better planning and higher truck fill rates. High truck fill rates allow more efficient operations upon delivery to customers, warehouses, or retail stores, further improving the customer experience.

"Our operations dashboard allowed us to see everything before it became an issue and before it impacted the customer. We're able to take a proactive approach and solve problems before they hit anybody else."

TRAEGER

- Jeremy Andrus, CEO, Traeger Grills

"We went from shipping orders in 3-4 days to shipping orders next day or same day."

American METALCRAFT, Inc.

– IT Director, American Metalcraft

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SCENARIO PLANNING

Be prepared to take action during unexpected supply chain disruptions with the right data.

Disruptions to global supply chains can happen unexpectedly and, when they do, they can lead to massive uncertainty. Supply chain disruptions impact manufacturers' bottom lines and those of their stakeholders and customers.

It's critical that decision-makers have the data and information they need during such uncertain times to plan for different scenarios and set clear expectations with customers.

Understanding your objectives

Effectively planning for different scenarios

- Understanding how supply shortages of different raw materials might impact production volume, sales, revenue, and gross profit under different economic conditions through a scenario analysis.
- Evaluating the best- and worst-case supply and demand conditions for each product and raw material, to fully understand the impact on your business.
- Renegotiating existing supplier contracts to improve your financial position based on past performance on material quality and on-time in-full delivery rates.

Setting clearer expectations

- Being transparent with customers and suppliers when orders are delayed, or fewer raw materials are needed because of low demand.
- Clearly communicating the impact on production with stakeholders to maintain healthy relationships.

Responding to market conditions with agility

- Forecasting supply shortages and finding new sources for materials to meet production needs without over or under-procuring.
- Confidently evaluating the necessary reduction in the supply of raw materials when there is a drop in demand to keep from overstocking on-hand inventory and avoiding additional cost.

The challenge

When faced with an unexpected supply chain disruption, it can be difficult for manufacturers to make necessary and informed decisions without the right resources and data in a short timeframe.

For manufacturers to evaluate their options quickly and efficiently, they need to have the relevant data and information.

Key challenges

Fragmented Data limits agile decision-making

When data resides in different systems across the organization and is owned by different teams, it can be difficult to bring it all together in one place for day-to-day reporting — let alone forecast the impact of a macro-economic event. As a result, there can be a lack of transparency when communicating production expectations to customers and stakeholders downstream who may need to plan their own supply chains based on the manufacturer's production capacity.

Lack of bargaining power in supplier relationships

Without transparency in their value chain, manufacturers cannot analyze past procurement data for quality and component failure rates or on-time in-full delivery performance, leading them to depend on more expensive and less reliable suppliers. Even in regular market conditions, it can be risky to be a customer to a sole-source supplier. This can be exacerbated when uncertain outages in a supply chain occur. With established relationships, it can be difficult to make a case for new or alternate supply sources without access to the correct data.

Uncertainty of consumer demand

When there are disruptions in product demand, manufacturers may lack the agility needed to reduce or increase supply and production. This not only results in receding short-term revenues, but also incurs excess costs of production, raw materials, and inventory storage. Without accounting for external conditions and planning for various scenarios of consumer demand, manufacturers may not have clarity on how much production they need to reduce.

Confidently and transparently set expectations with your customers during unexpected supply shortages and make data-informed decisions at scale with minimal additional cost, knowing how external conditions have impacted the business.

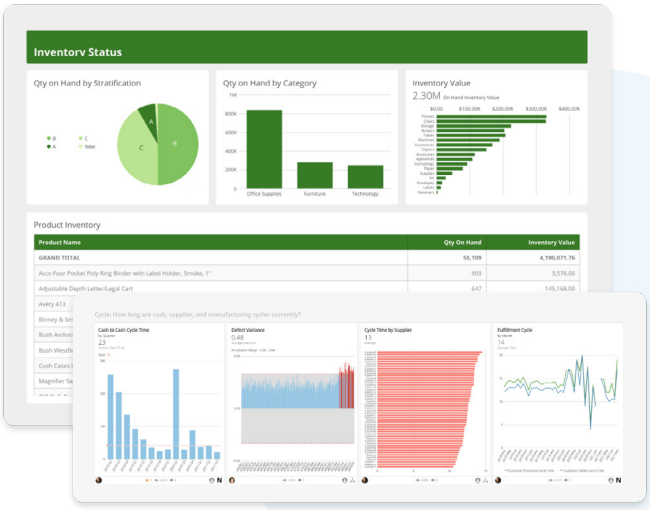
With Domo, you will know what to expect when the unexpected happens.

Set clear expectations to guide planning and execution

- Easily plan for the best, worst, and mid-case scenarios with all of your data in one place.
- Be transparent with employees about business expectations with impacts of varying degrees of severity.
- Maintain healthy relationships by proactively communicating any expected order delays or partial fills with your customers and downstream stakeholders from a central operations hub dashboard.
- Plan for demand reductions by clearly communicating lower supply and production amounts with upstream partners, with procurement and order management data all in one place to inform your decision.

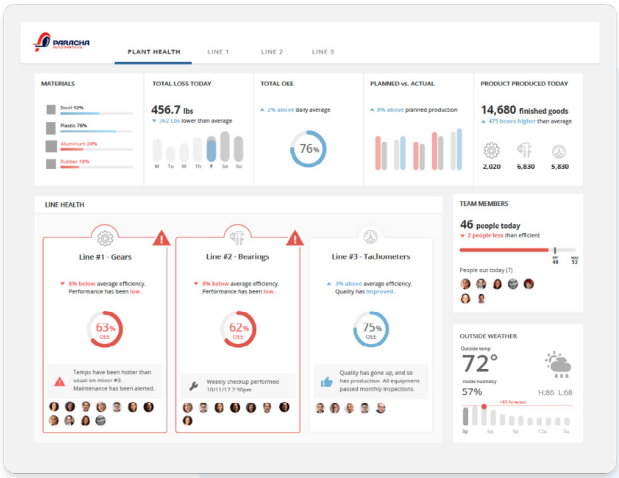
Proactively reallocate budgets

Mitigate impacts on production ahead of time by re-allocating funds. Maintain a full picture of impacted supply sources and compensate for missing raw materials when needed to deliver a first-class customer experience.



Get better contracts and strengthen your financial position

- Renegotiate supplier contracts when data is readily available and shows where quality pass rates and on-time in-full delivery are low. Receive lower rates, rebates, and other incentives for a continued partnership.
- Renegotiate contracts with customers knowing lower supply can lead to higher demand — and prices. Increase revenues and maintain gross margins to ensure the health of your business.



> "We have several monitors displaying Domo in our corporate office where we display things like customer service data. So if a customer is not completely satisfied with a package and calls us up, we track every one of those phone calls in a database. With Domo we now have the ability to see trends dealing with specific scenarios and we can address them more quickly."
>
> **– Operations Asscociate, Rhodes Bake-n-Serv**

"I think the biggest impact that Domo has had is getting everyone to look at the same thing at the same time. There's a lot of different reports that are in an email or are in some other system that you have to log into. For me, it's the only thing I've ever seen that's given me a true holistic view of my business. That's unlike anything I've seen elsewhere."

– Angela Stizza, Director of Operational Strategy & Process Improvement, Rakuten

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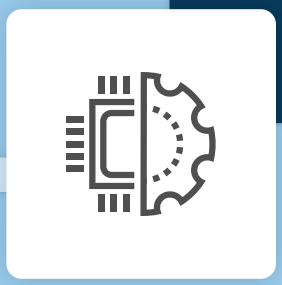
CONNECTED IOT DEVICES

Supercharge Production Efficiency by Connecting IoT Devices.



As the value chain for manufacturers becomes more digitized, data can be found and recorded at most stages of the process – from receiving raw materials and the manufacturing plant floor to packaging and distributing goods to retailers or end customers.

But there are data gaps and blind spots in the value chain that can be filled with IoT devices. Connecting these devices to your data ecosystem allows for added transparency within each process and improves the value of existing data.

Understanding your objectives

Integrating IoT devices across manufacturing machinery

Reducing manual effort in tracking and collating data on cycle volumes, cycle times, and tooling conditions across machines on the manufacturing floor. Using the data for predictive maintenance and avoiding unplanned downtime.

Reporting on cold chain and other supplier requirements

Capturing sensor data from fleets on cold chain and other material handling requirements to avoid losing sight of a product and its compliance during distribution. Sharing the data with suppliers, customers, and stakeholders as an additional revenue stream.

Optimizing truck fleet and manage distribution channels

Tracking fleet metrics, including telematics like driving speeds and braking frequency, to optimize driving operations. Or tracking train cars across the distribution network to plan for shortages and surpluses to meet logistic demand.

The challenge

Committing to an IoT-enabled chain can be a large investment. For most manufacturers, it means continuing to expand their ever-burgeoning technology footprint and adding upfront cost and even more data.

But managing a modern supply chain means staying abreast of current technology trends. Manufacturers need to evaluate their current inefficiencies and the potential for connected IoT devices to solve them. Moving forward without connecting this data can also lead to additional opportunity costs of falling behind competitors.

Key challenges

No visibility into unplanned production downtimes

With no central repository to track cycle times and quality data for all manufacturing machinery, it is a manually intensive process to make proactive decisions to replace, repair, or upgrade existing hardware. Without this data in place, it is difficult to predict when machines may fail or stop running. Unplanned downtime can result in production delays, late orders, and, eventually, an imperfect customer experience.

Manually intensive compliance reporting

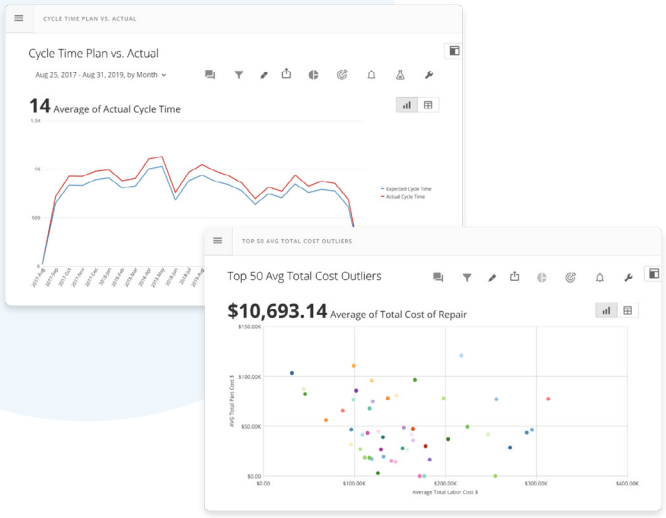
Each part of your production system and distribution needs to comply with industry or federal regulations. Without IoT sensors tracking through production and distribution, current processes mean manufacturers must rely on manual processes, other vendors, or partners to report and maintain compliance, with no guarantee they're meeting standards. This opens manufacturers up to liabilities for potential losses or defects.

No data on fleet inefficiencies

With no real-time telematics data flowing from truck fleets, it is almost impossible for a manufacturer to evaluate the distribution and logistics process after products have been loaded for delivery. Metrics like driving speed, rate of acceleration, braking frequency, and sharp turns can provide rich detail into where inefficiencies occur. But when left un-monitored, they can combine to result in low fuel efficiency and increased costs of delivery.

When something is measured, it can be improved. By connecting IoT devices across your manufacturing and distribution operations, you can record data and measure performance, illuminating data gaps and dark parts of the value chain. Armed with this data, you can start to find inefficiencies within your processes that you never knew existed.

By bridging these data gaps, you can make improvements across your value chain and ultimately reduce the cost of quality.

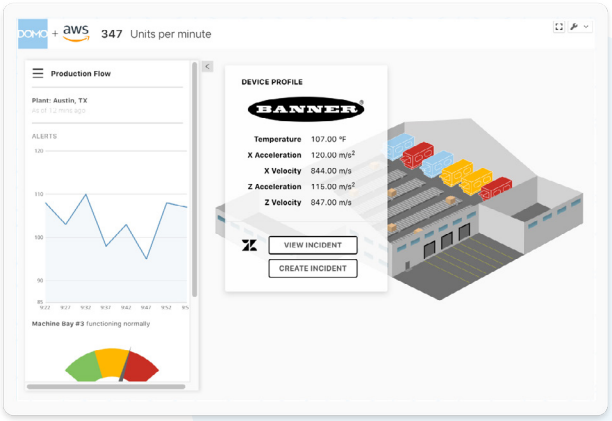


Value-added predictive maintenance

By tracking production cycle volumes and times, quality pass rates, and tooling condition for each discreet machine, data from IoT devices can enable businesses to minimize unplanned downtime. This means you can perform predictive maintenance during periods of lower demand by forecasting maintenance needs and layering them with demand planning data. Additional time savings can be realized by not manually tracking cycle times and volumes for machines or within individual siloed platforms.

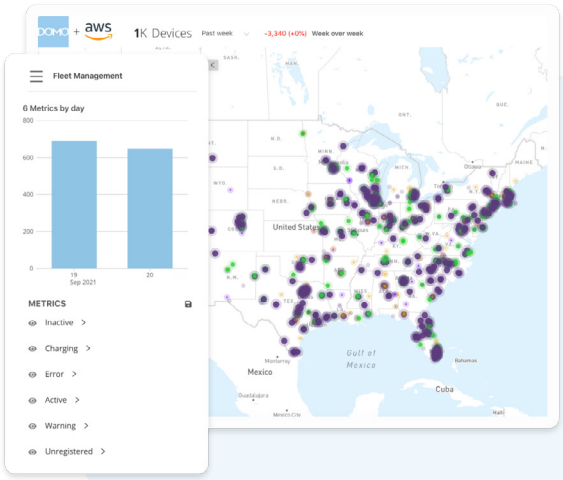
Easier compliance reporting and reduced liability

Manufacturers can easily capture data for supplier and customer material handling requirements. With IoT sensor data, organizations can track what happens to products even after the shipment has left the manufacturing facility. Setting it up so fleets can easily defend liability if a product happens to have a defect and reducing the need for manually compiled reports. Additionally, by sharing compliance data with stakeholders, you could generate an additional revenue stream.



Distribution tracking and optimization

For fleet operators, connecting telematics data from trucks can allow organizations to track driving events. The data can support training drivers and operators to maximize fuel efficiency, reducing up to 10% of annual fuel costs and improving gross profit margins. You can even use GPS sensors to track train tankers and other delivery methods across the globe. Then, plan for shortages or surplus by layering this data with production and demand data for each geography.



"It took us about a week to analyze 20 out of the 200,000 robots we had out there. That was a major problem. We partnerned with Domo... and it was amazing that within 6 days we were connected and we had 20 billion rows of data... How do we use this data to make a better product?"

– Rob Drew, Vice President of Global IT, Shark Ninja

"With Domo, we can monitor every single batch we produce. We did that before, but it lived in spreadsheets and it was a week behind. And if something went wrong, it would take us a month to discover there was a problem. Now we can identify a problem in two seconds. It literally just takes me the amount of time of pulling up a chart to see what my last 500 batches looked like and how close we were to staying within tolerances. That kind of visibility is big."

– Operations Analyst, Rhodes Bake-n-Serv

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DATA SHARING WITH PARTNERS

Reap the mutual benefits of data sharing with your partners and add transparency to your value chain.

In a world of connected supply chains, manufacturers need streamlined and efficient ways to securely share data with stakeholders without expending a significant amount of manual effort. They need a logical way to connect their entire value chain to ensure efficiency across the overall manufacturing process. Sharing logistics, compliance, and production data with upstream and downstream stakeholders in one single platform can dramatically reduce the effort required to collect all necessary pieces of information from varied systems into one cohesive report.

With embedded analytics, manufacturers can receive relevant data from suppliers and share relevant data with their customers. This can result in additional revenue streams, transparency, and added supply chain efficiency in the manufacturing process.

Understanding your objectives

Creating transparency in the value chain

Reporting across the entire supply chain from procurement to manufacturing and fleet logistics all from one place. Sharing data on your terms — sharing from a newly acquired business within the organization or externally sharing data from disparate internal systems.

Optimizing manufacturing and distribution

Evaluating sales by product SKU based on data received from customers or retail partners, particularly for retail and CPG manufacturers. Making agile business decisions by changing manufacturing and distribution mixes based on sales data by stores or geography.

Sharing quality data with suppliers

Evaluating suppliers based on their on-time in-full delivery rates, quality pass rates for components and delayed receipts. Sharing this data with suppliers to help improve their operations or to renegotiate raw materials contracts.

Creating new revenue streams

Monetizing your data by sharing it with key partners and stakeholders. Securely embedding data in external-facing web pages so that partners can interact with dashboards relevant and specific to them. Demonstrating compliance with materials handling requirements (such as cold chain temperatures) with minimal manual effort.

The challenge

What's holding many manufacturers back is the inability to share data externally with suppliers, customers, and partners, preventing them from having a more transparent value chain.

If partners can access data in real-time, manufacturers could save on delivery wait times at warehouses, easily track quality metrics, and reduce manual reporting. They would also create efficiency in their supply chains.

Key challenges

Fragmented and siloed data often results in backlogs

Vendor performance data like order delay rates and material quality pass rates almost always reside in a different system than sales projections for the quarter. With data in different systems and owned by different teams collecting and sharing this data at an organizational level with an external party can take hours or even days. So, partners aren't receiving a data snapshot in real-time.

Limited interactions between warehouse teams and fleet management

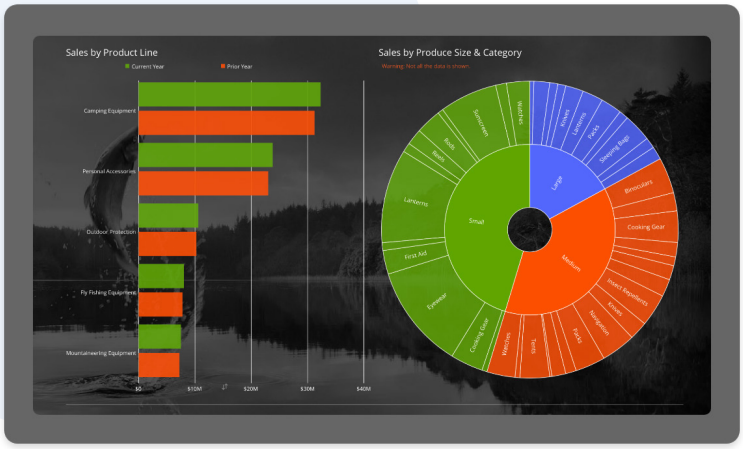
With limited or no integration between manufacturer's truck fleet management and a customer's warehouse management software, there is opacity between teams managing both operations. Warehouses can easily be overstaffed or understaffed, creating inefficiencies for the customer, longer wait times for the fleet operators, and an added expense for manufacturers.

Security and governance concerns when sharing data outside the organization

It can be challenging for manufacturers to create and deliver separate reports to relevant stakeholders in a safe, secure, and governed way. Cybersecurity and a lack of clarity around who can access data creates added complexity, many times preventing manufacturers from wanting to share data externally at all.

Confidently share data outside your organization to drive operational improvements for both you and your stakeholders.

With Domo Everywhere, you can readily share real-time reports that are customized to specific stakeholders without cybersecurity concerns. Now you can help warehouse managers reduce time on delivery and supplier leaders demonstrate compliance with their policies, without building cumbersome reports.

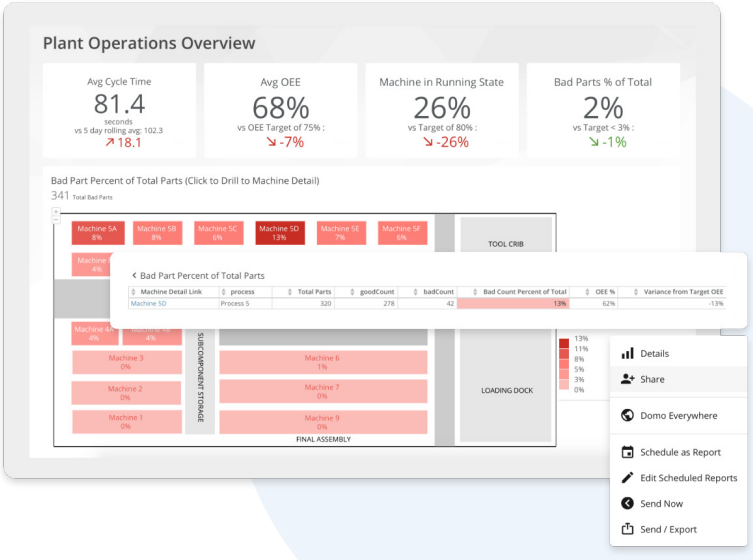


One home for all your corporate, production and distribution data

- Dynamically integrate data from various applications, systems, and locations using pre-built connectors.
- Seamlessly develop views across your manufacturing value chain, allowing you to oversee the entire manufacturing process, including acquired or one-off business units with different technology footprints.
- Access data from any device, anywhere in the world, both within your organization and externally with your partners.

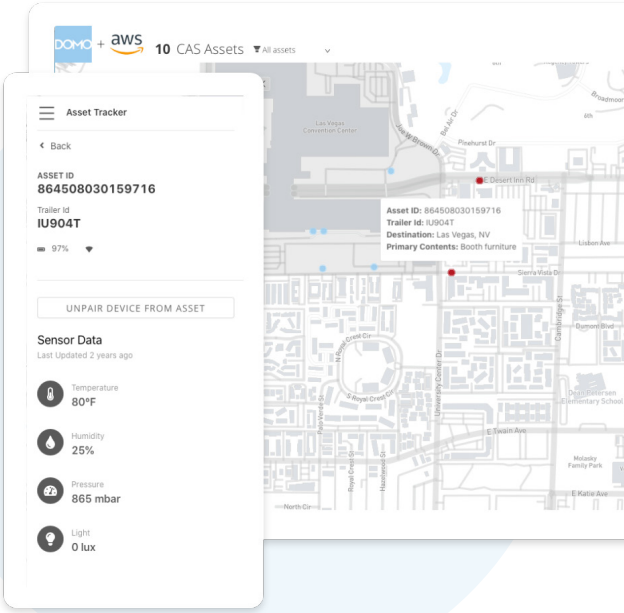
Become indispensable to your customers and partners

- Show your customers how they can self-serve their own dashboards and alerts on the platform you provide, in addition to the data that you share. They can even layer in their own proprietary data to unlock new insights.
- Create additional revenue streams, monetize your data, and become a more integral part of your customer's processes.
- Differentiate yourself in the market by sharing both quality data and goods with your suppliers and customers.



Make operations for you and your partners more efficient

- Track supplier needs and requirements in one place and easily share them using embedded analytics and Domo Everywhere, without the manual effort typically required to compile reports each time they are requested.
- Industrial manufacturers can easily track and share quality data for each component and data for on-time in-full delivery performance with suppliers. Use data to drive decisions on whether to use different raw materials or change suppliers.
- Retail manufacturers can share dashboards showing fleet departure and arrival times for each customer warehouse to avoid delays on delivery. Save your operators time and save your fleet operators additional costs.

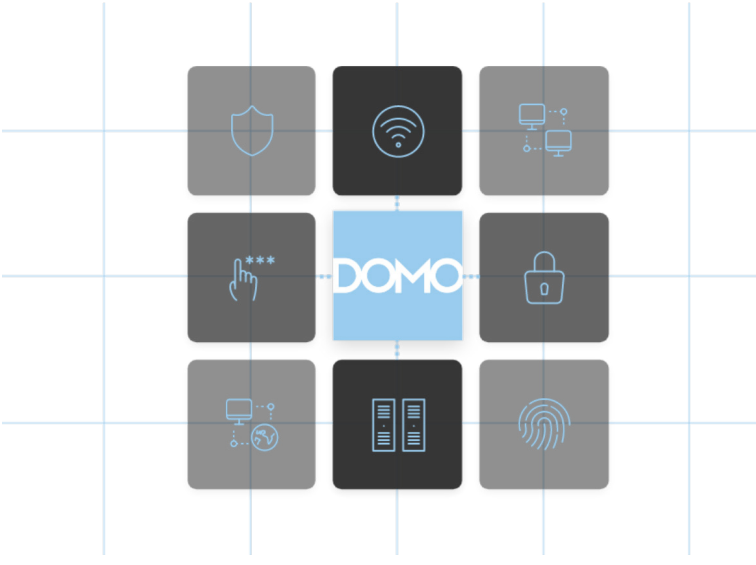


Receive data that your customers share

- Receive first-party retail sales data and analyze it by product, geography, or store with embedded analytics from your customers and Domo Everywhere.
- Target your manufacturing and distribution process by forecasting with real-world data.
- Utilize first party quality and failure data from industrial customers to influence product design and materials decisions.

Never worry about data security and governance

- Protect your data from potential cyberattacks with Domo Everywhere with multiple logical and physical security layers, in addition to customer-managed security features.
- Allow specific users to view and interact with data that is shared with them through row-level governance.



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INTEGRATING THIRD-PARTY DATA

Unlock the power of external customer data

Much of demand planning, associated purchasing, and sales forecasting within manufacturing is done based on available in-house data and does not incorporate external third-party datasets. This data is usually available in limited formats, making it difficult for manufacturers to access and utilize in day-to-day analysis. By easily accessing and layering third party data from customers like retailers or industrial resellers, manufacturers can find never-before-seen insights.

Understanding your objectives

Integrate third-party and customer data

Gather unstructured data from industrial customer portals or retail data from providers like Nielsen and IRI in an automated and time-efficient fashion.

Use real-world data to influence decisions

Incorporate quality or consumer complaint data to drive product design and manufacturing decisions.

Enhance planning and product analysis

Layer third-party data with proprietary internal data for more robust demand, production, and distribution planning as well as competitor product analysis.

Evaluate the effectiveness of marketing spend

Effectively measure the impact of marketing campaigns for specific retail products or geographies. Analyze competitor sales data trends over multiple periods.

The challenge

The biggest barrier to accessing and incorporating third-party data for most manufacturers is the manual effort involved in extracting and transforming data into insightful and usable datasets for business purposes.

Key challenges

Difficulty incorporating data

With the amount of data in third-party sources, it's difficult to incorporate it into the planning cycle. And when data is not incorporated into the planning cycle it can negatively impact demand planning, associated purchasing, and sales forecasting and strategizing.

Lengthy processes decrease productivity and waste resources

The amount of time and resources spent manually downloading, grooming, and transforming data in Excel is extensive. Additionally, it can take analysts, business intelligence experts, and executives hundreds of hours every year to manually collect this data. This time-consuming process takes away valuable time from actually analyzing trends within datasets or incorporating insights into the planning cycle.

Data variances slows automation and lengthens processes

With data coming in from multiple platforms and in different formats, automating the process can be difficult. For example, different retailers make their data available to different third-party platforms. This creates several different data sources which must be accessed and analyzed to gain a comprehensive view of both competitor and internal data.

While Domo allows manufacturers to connect to a myriad of technology systems within their organization, an often-overlooked fact is that data from third parties (which is usually difficult to obtain) can also be integrated into the same place as internal data.

Domo allows manufacturers to forecast, plan, and devise their strategy, not in a vacuum, but while keeping an eye on competitor data and market share.

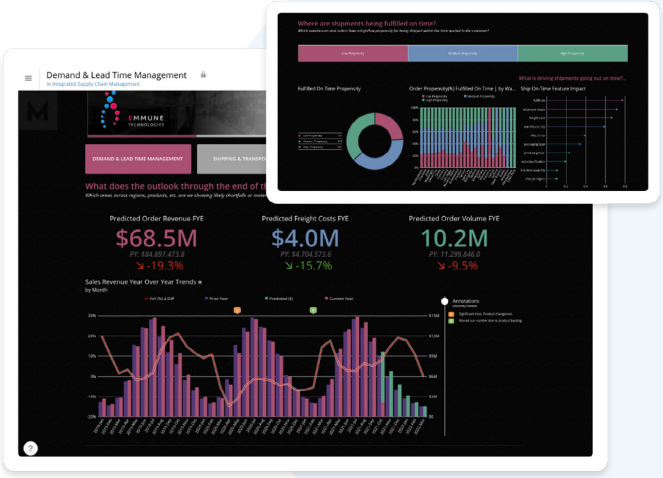
Save and repurpose hundreds of analyst hours

Domo's pre-built connectors automatically download and transform data into a usable format, saving analysts hundreds of hours every year. Plus, data automatically feeds into customized cards, showing you exactly the type of data you want to see.

Connect to third-party retail data like IRI, Nielsen, and IHS Markit, or to available customer portals for large individual clients.

Explore never-before-seen insights into retail sales

With increased transparency into sales data for a product, SKU, category, or geography, retail manufacturers can easily evaluate marketing campaign effectiveness with Domo's intelligent tools. Additionally, find deeper insight into industry trends, demand planning, and revenue forecasting.



Get closer to your industrial customers

By automatically connecting to customer portals, Domo takes the manual effort out of accessing and analyzing customer usage data such as quality failures and written complaints. Domo's data science suite with Natural Language Processing (NLP) allows you to easily capture trends and patterns based on what your consumers are saying. This data is then readily available to your product design teams to inform product development, reducing the chances of part failure and manufacturer liability.

"Our global CEO used to carry around this binder that was full of different financial and key metrics for each of his 90 plus businesses. Of course, he got really sick of carrying this binder around. Along came Domo -- now he exclusively uses Domo to check in on all of his businesses. It has facilitated an environment where all of our sister companies are able to partner together a lot more seamlessly because we have shared data."

– Angela Stizza, Director of Operational Strategy & Process Improvement, Rakuten

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"My chief supply-chain officer has probably been in communication with me three times by 10 AM–looking at cost and gross margin trends, customer service inbound calls, types of problems, etc. He tells me we can catch a product issue in one day that otherwise could have taken us three months to catch. Let's say 20 people call in one day about a specific failure with a product we just launched. That could easily get buried across the thousand SKUs that we sell, but using data correctly, we can catch it preemptively."

– Jeremy Andrus, CEO, Traeger Grills

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EXECUTIVE REPORTING

Use a unified view of key metrics to improve performance

As manufacturers continue to digitize their operations, they have large amounts of data residing in various systems and owned by different departments. This is especially true for sales, marketing, and finance data, lines of business where teams often work together, but data is siloed.

Line of business leaders need to see all this information in one unified view to get an accurate picture across the end-to-end process of demand generation, sales, contracting and recognizing revenue. With one view of this data in a central location, it becomes easier to drive data-based strategies.

Understanding your objectives

Creating a single source of truth on the health of the business

Allowing for a self-service, one-stop-shop approach for all corporate analysts and managers with P&L statements, win and close rates, and demand generation metrics viewable and verifiable all in one place, so that data can be easily trusted.

Viewing your data from anywhere at any time

Accessing data on the go with the ability to view and comment on dashboards in real-time—no need to compromise on user experience or data visibility.

Accessing summary and detail level data

Seeing high-level reports across the entire organization or digging into the specifics of revenues by geography, SKU-level production costs, or campaign effectiveness. Eliminating manual reporting by connecting real-time data.

Accurately gauging ROI across initiatives

Bringing in all marketing and finance data to track more accurately how each marketing dollar contributes to sales revenue, or the return on technology investments. Then focusing on activities that drive more revenue.

The challenge

Manufacturers have an ever-growing technology footprint. Without the right tools in place to manage and utilize the data, it's hard to derive value from it. Data is siloed and fragmented, with parts of the supply chain and development processes not inter-connected.

Analysts too often focus their time on transforming and grooming datasets into reports instead of finding trends and deriving actionable insights.

Key challenges

Fragmented data limits productive insights

Order volume data from customers is housed in a different platform than social media marketing spend, which is housed separately still from sales and contracting data. This forces analysts to hunt down data across disparate systems or and teams. The results are fewer actionable insights and more large data backlogs.

Financial data is not connected

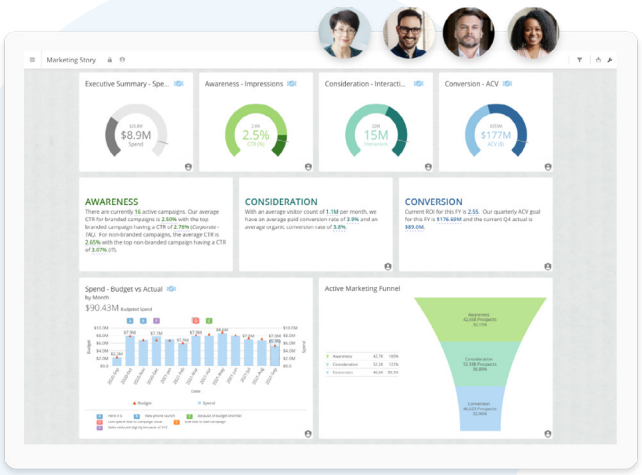
Manufacturers have traditionally relied on maintaining financial data in on-prem environments. It can be challenging for leaders to navigate cybersecurity and governance concerns when they lack clarity on who can access sensitive data. But without financial data to relate insights to revenues and profit margins, analyses of sales and marketing data can lack impact or actionability.

Lack of self-service capabilities

IT teams at manufacturers can be overloaded because end users and analysts frequently do not have the ability to access their own data. This can result in long wait times for different data sets. Moreover, with the excessive use of existing excel files as bases for new analyses, data can quickly become unreliable.

While most manufacturers have robust data gathering capabilities, Domo can enable them to unlock new data synergies, which can only be derived when information from multiple platforms and corporate functions is connected in one place.

Eliminate manual report-pulling and creation and allow everyone in your organization to derive deeper value from each data element.



One home for all your corporate data

Dynamically integrate data from all your marketing applications and advertising platforms, ERP, CRM systems, and on-prem databases using pre-built connectors. Then seamlessly develop views across your entire organization, including one-off business units and acquired brands with different technology footprints. Never worry about data security and governance. With row-level permissions for data, always know exactly who can see various pieces of data.

Examine your organization's metrics across functions

Look at sales data with minimal effort from every angle, including analyzing funnel health by region or country or looking at sales revenues or profit margins for each product, category, or business unit. Use your data to analyze the incremental sales volume and revenue impact of various marketing or operational campaigns.

Dive deep or zoom out from anywhere

View holistic data at business unit or subsidiary level – like annual North America sales trends or European order backlog contract value. Or dig deep: why did lead generation in the Southeast market fell by 3% month-over-month? Why did the cost of a raw material rose by 5% for a particular plant?

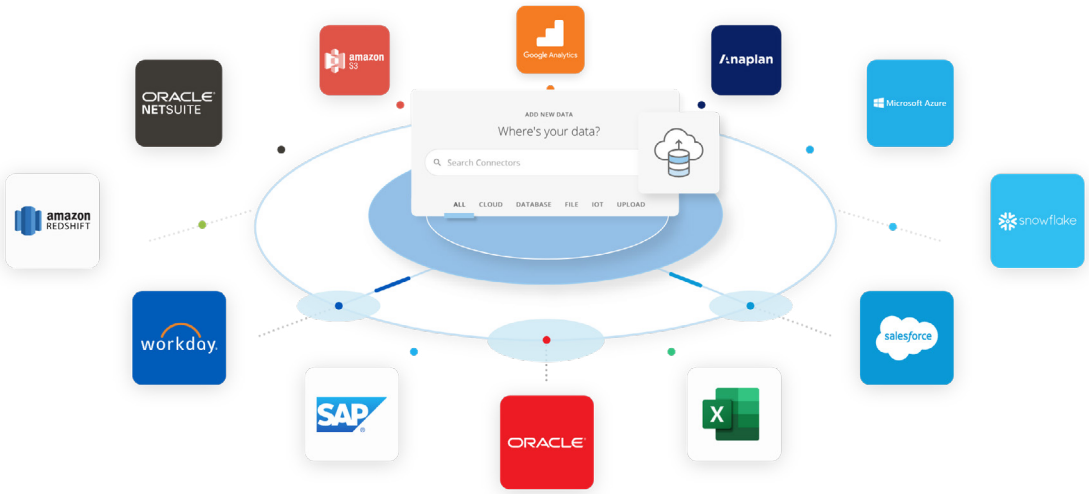
With natively built mobile capabilities, leaders and managers at your company can access these metrics as questions come up, even if they are traveling or sitting in a partner company's boardroom.

"With Domo, we have a more sophisticated sales funnel. We are able to look at close rates, win rates, we probably have 300 cards that we are using to manage the business."

– Global Director of Digital Commerce & Systems, Danaher

"Before Domo, we didn't have line of sight into where millions of dollars in spend was going compared to the budget until weeks after the month closed. With Domo, we can merge our SAP and JD Edwards data and see our spend on a real-time basis. This helps plant controllers and maintenance managers make smarter decisions about repair spending while allowing everyone to be held more accountable."

– Josh Stan, Director of Corporate Development & Reporting, Dal-Tile



"I heard from one of our partners in the healthcare space that the work we've been doing over the last five weeks leveraging Domo has been the most exciting work he's seen us do in the last ten years."

EMERSON

– Paul Heperla, VP Solution Strategy, Cold Chain, Emerson

"I was hooked the first time I opened the app on my phone. Real-time, anywhere in the world, in my back pocket, I had access."

TRAEGER

– Jeremy Andrus, CEO, Traeger Grills

Gain a 360º view of your business to power better, faster decisions across finance, sales, marketing, and operations.

See Domo in action. Visit domo.com/manufacturing

DOMO MODERN BI FOR ALL™