

GWC DATA.AI
SOLUTION MATTERS

Acknowledgement

We extend our heartfelt gratitude to



whose partnership has been invaluable in this journey. Their commitment to innovation and collaboration has empowered us to push the boundaries of data intelligence. Together, we are not just building solutions—we are shaping the future of AI-driven insights.

This is only the beginning, and we look forward to achieving even greater milestones together.

Preface

Data fuels modern businesses, yet too often, it remains confined within silos or entangled in outdated systems. Domo revolutionizing this landscape has inspired us at GWCDATA.AI to author this book. As trusted Domo partners, we have witnessed its unparalleled ability to seamlessly connect to any data source, enable AI-driven insights and empower businesses to build custom applications. When these capabilities are fully harnessed, they drive the best possible return on investment eliminating inefficiencies, accelerating decision-making, and unlocking new revenue opportunities through data-driven innovation.

Our journey with DOMO started with a mission: turn data chaos into actionable clarity. This book is both a deep dive into DOMO's standout features—its connectors, AI capabilities, its easily adaptable visualization capabilities, and app platform—and a showcase of how GWCDATA.AI makes these tools work for you. From that vision, we've crafted products like Migration Accelerator, industry-specific 360-degree solutions alongside products like governance application and Gen AI solutions.

Whether you're an executive eyeing a data-driven edge, an analyst craving real-time insights, or an IT leader planning a BI upgrade, this book is for you. We're excited to share what DOMO can do and how our innovations amplify it. Think of this as your invitation to rethink what's possible with your data.

Let's get started – turn the page and see how DOMO and GWCDATA.AI can unlock your business's potential.

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The Rise of the Modern Data Stack

The Data Explosion

In the digital age, data has become the lifeblood of organizations. Every click, transaction, interaction, and process generate data, contributing to an exponential increase in the volume of information businesses must manage. By 2025, it's estimated that global data creation will exceed **175 zettabytes**, a figure that underscores both the opportunity and the challenge of the data revolution.

\$293K spent on AI
EVERY MINUTE.

467,000 hours saved by employees using
ChatGPT EVERY MINUTE.

DALL·E 2 generates
1,389 Images
EVERY MINUTE.

35 New cars with hands-free automation
are sold EVERY MINUTE.

185 Gallons
of water cool the ChatGPT
Supercomputers EVERY MINUTE.

ChatGPT is prompted
6,944
Times EVERY MINUTE.

7,431
Minutes of video is
generated with AI EVERY
MINUTE.

19,028
Images created using Text-to-Image Algorithm
EVERY MINUTE.

1 deep fake occurs EVERY MINUTE.

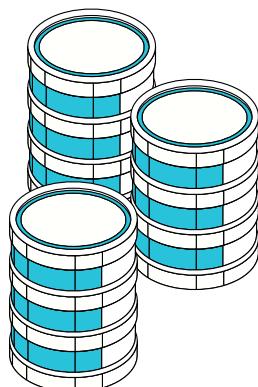
52 College Papers
Flagged for AI Plagiarism
on Turnitin EVERY MINUTE.

While this explosion of data presents immense potential, it also highlights significant complexities. Traditional tools and infrastructure—rigid, siloed, and resource-intensive—are no longer sufficient. The need for agility, scalability, and real-time decision-making has ushered in a **new paradigm: the modern data stack**.

The Modern Data Stack

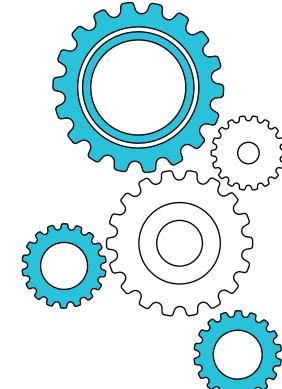
Data Sources

Gather data from various sources, including cloud platforms, native APIs, enterprise data warehouses (EDW), data lakes, and on-prem systems.



Connect, Transform & Ingest

Connect, Transform & Ingest – Integrate raw data, apply necessary transformations, and ingest it into a structured format for efficient storage and analysis.



BI Back-end

Store & Query

Store & Query – Centralized data storage in a scalable and optimized environment, ensuring quick and efficient querying for business intelligence.



Model & Prep

Model & Prep – Build, train, and deploy machine learning models while structuring and refining data for predictive analytics and AI-driven insights.



Analytics

Analytics – Generate interactive dashboards, reports, and ad-hoc queries to extract actionable insights and support data-driven decision-making.



Share & Collaborate

Share & Collaborate – Foster cross-team collaboration by enabling secure data sharing, real-time insights, and self-service analytics.



BI Front-end

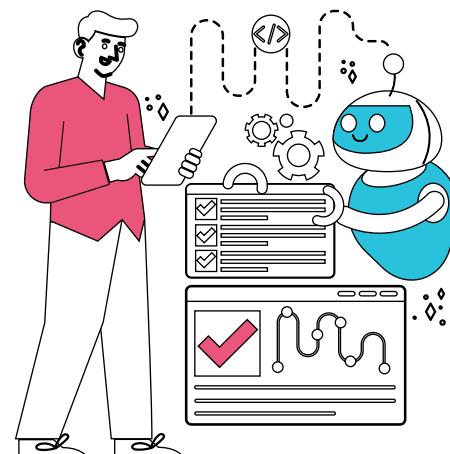
The modern data stack is a suite of cloud-native, interoperable tools designed to simplify and enhance data workflows. It brings together innovations across data collection, storage, transformation, and analysis, ensuring that businesses can extract actionable insights faster and more efficiently than ever before.

From Data to Action: The Role of Artificial Intelligence

The modern data stack does more than just streamline workflows; it transforms how organizations think about and use data. Artificial Intelligence (AI) and Machine Learning (ML) have added a new dimension, turning data from a passive resource into an active enabler.

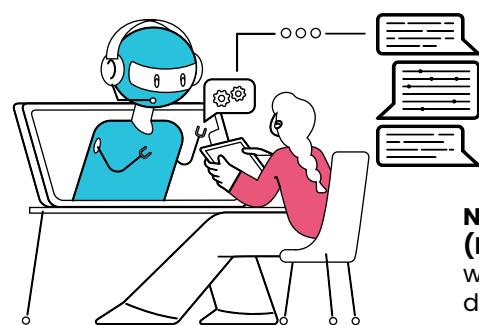
Recent advancements include:

1.



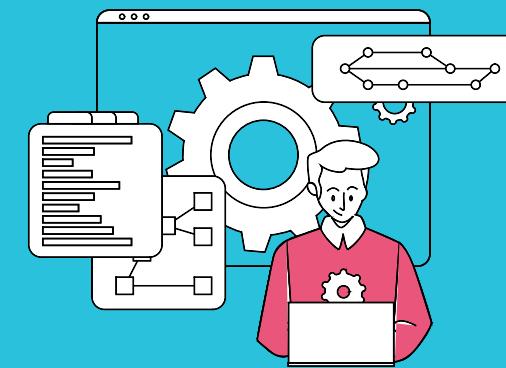
AutoML:

Democratizing machine learning by automating model selection, feature engineering, and tuning



2.

Natural Language Processing (NLP): Allowing users to interact with data conversationally, breaking down barriers between technical and non-technical teams.



3.

No-Code and Low-Code Solutions:

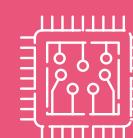
Making advanced analytics accessible to every team member, regardless of technical expertise.

These innovations have created an environment where data is not just analyzed but operationalized—integrated into the daily workflows of businesses to drive measurable outcomes.

Generative AI: A Tool, not a Panacea

Generative AI has emerged as a dominant trend in the data and AI landscape, often touted as a solution for everything. However, its widespread adoption has led to instances where it is being misapplied to tasks better suited for classical AI techniques. This misalignment creates a dissonance, leaving organizations wondering, "Why aren't we seeing the results we expected?" The answer often lies in using Generative AI for the wrong use cases.

GWC Data.ai solutions are designed to streamline complex operations and provide actionable insights, ensuring that your business runs efficiently and effectively.



AI-Powered
Automation
Solution



Advanced Data
Analysis

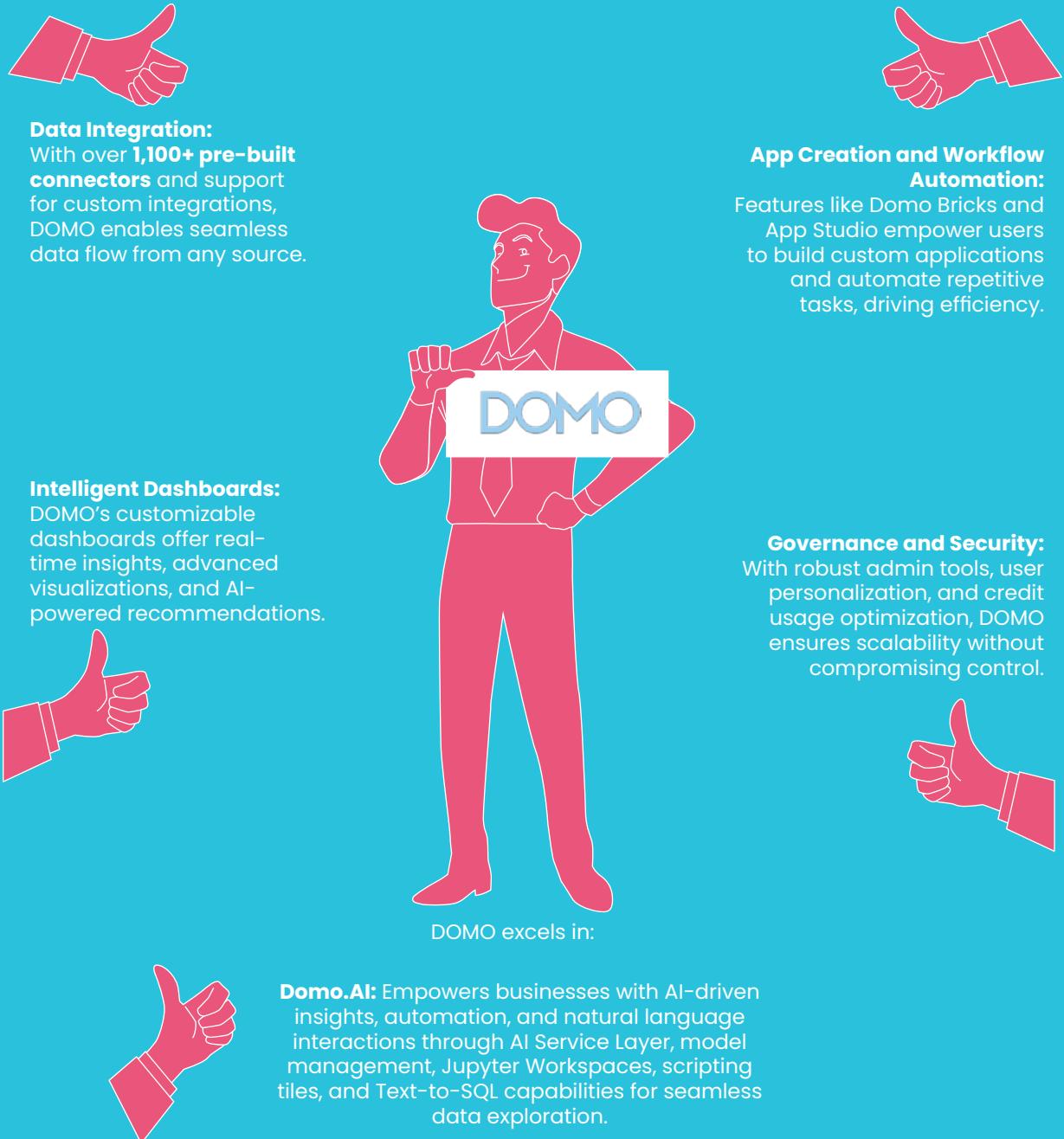


AI-Driven Insight

At GWC Data.ai, we emphasize the importance of understanding the strengths and limitations of each AI paradigm. By aligning the right technology with the right problem, we help organizations avoid these pitfalls and achieve impactful outcomes. Generative AI is a powerful tool, but only when applied thoughtfully and strategically.

Introducing DOMO: AI and Data Product Platform

As organizations adopt the modern data stack, the need for a unified, user-friendly platform to harness its full potential becomes clear. This is where DOMO shines. DOMO is more than just a BI tool; it's an end-to-end data platform that connects, transforms, visualizes, and operationalizes data in one place.



Data Integration:

With over 1,100+ pre-built connectors and support for custom integrations, DOMO enables seamless data flow from any source.

App Creation and Workflow Automation:

Features like Domo Bricks and App Studio empower users to build custom applications and automate repetitive tasks, driving efficiency.

Intelligent Dashboards:

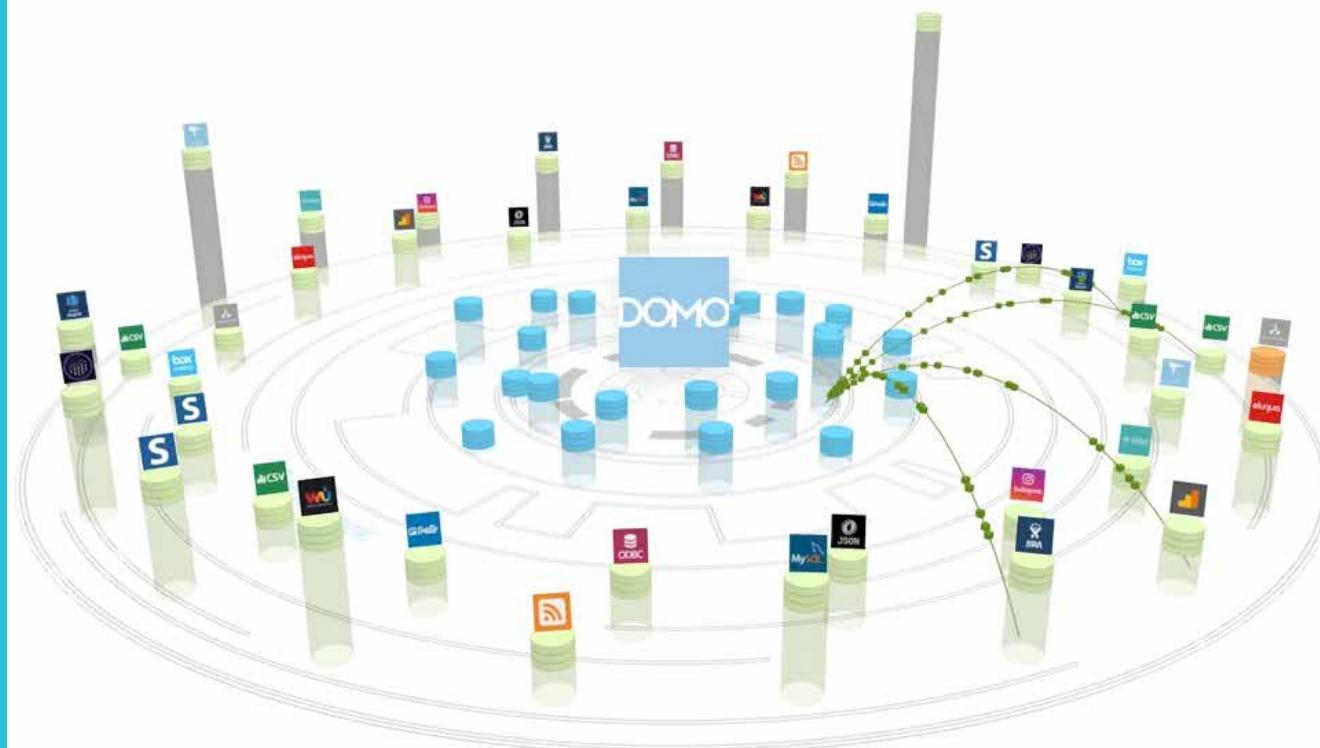
DOMO's customizable dashboards offer real-time insights, advanced visualizations, and AI-powered recommendations.

Governance and Security:

With robust admin tools, user personalization, and credit usage optimization, DOMO ensures scalability without compromising control.

Domo.AI: Empowers businesses with AI-driven insights, automation, and natural language interactions through AI Service Layer, model management, Jupyter Workspaces, scripting tiles, and Text-to-SQL capabilities for seamless data exploration.

The future of data-driven decision-making



Welcome to

DOMO

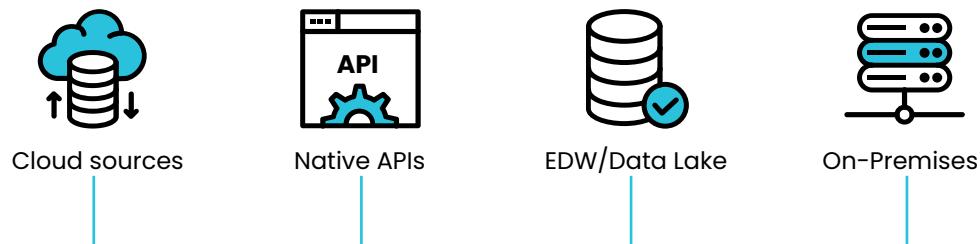
Data is the backbone of decision-making in today's fast-paced world. Organizations are flooded with information from myriad sources, but simply having data isn't enough. **The real challenge lies in harnessing its potential—integrating, analyzing, and acting on it to drive outcomes.** This is where **DOMO** steps in, revolutionizing the way businesses interact with their data.

DOMO is more than a BI tool. It's an end-to-end data experience platform designed to:

Eliminate silos **Empower users** **Foster a culture of innovation**

Whether you're a data engineer, analyst, or business leader, DOMO equips you to do more with your data, transforming insights into impact.

Domo Fulfils Modern Stack Capabilities



Connect, Ingest and Transform

Store and Query

Model and Prep

Analyze and Empower

Share and Collaborate



DOMO's Unique Capabilities:

Hey, have you heard about DOMO? It seems like a game-changer for data management and visualization.

Yeah! It simplifies integrating data from different sources. They have over 1100 pre-built connectors, so you can pull in data from cloud apps, on-premise systems, and even IoT devices.

That sounds seamless. But what if we don't want to move data into DOMO?

No problem! It supports federated queries, meaning you can query data directly from external sources without moving it. Plus, real-time data pipelines keep everything updated without delays.

That's super efficient. But once the data is in, how do we present it?

DOMO's visualization tools are powerful! You can build custom dashboards, use "Beast Mode" to create advanced calculations without coding, and even craft compelling data stories with visuals and narratives.

That's great for making data more engaging. But what about collaboration?

I like that—it removes silos and keeps teams aligned. But can we customize it further?

Sounds like a complete package. But how secure is it?

Wow, DOMO really covers everything—data integration, visualization, collaboration, and security—all in one platform.

That's another strength! They have Buzz, an internal messaging tool for discussing insights directly in dashboards, plus alerts and notifications to keep everyone updated. You can even add annotations for extra context

Absolutely! With App Studio, you can create low-code or no-code apps, integrate with APIs for automation, and even access pre-built apps from the Domo App Store to speed things up.

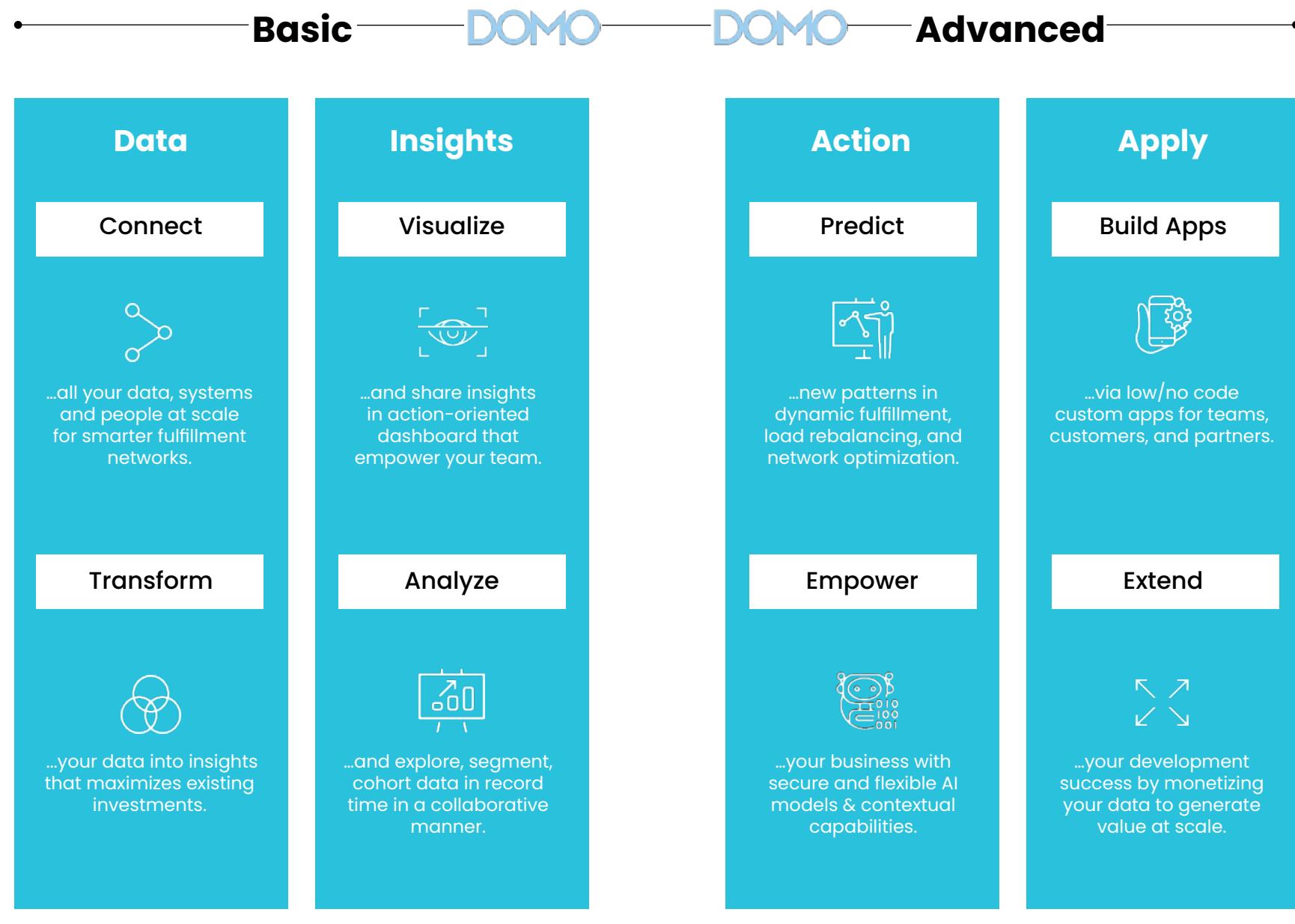
Security is built-in. They offer Role-Based Access Control (RBAC) to manage user permissions, audit trails to track data interactions, and data monitoring to ensure accuracy and compliance.

Exactly! It's designed to help businesses focus on insights rather than dealing with technical barriers.

It's a complete solution for modern businesses looking to bridge data integration, BI, and operational analytics in one place.

A Comprehensive AI and Data Products Platform

Data



DOMO.AI

DOMO.AI

Value



Why Customers Choose DOMO Over the Competition

DOMO's Unique Capabilities:



“Deliver insights in days, not months—DOMO: Whatever it takes!”

1. Time To Value:

DOMO enables businesses to generate value in days or weeks, not months or years.

- **Self-Service Analytics:** Empower users of all skill levels to generate insights independently.
- **Seamless Integration:** Connect to any system—on-premises, cloud, IoT/edge, or hybrid—and start deriving value instantly.
- **Sustainable Growth:** DOMO eliminates churn and overhead by building solutions that scale over time.



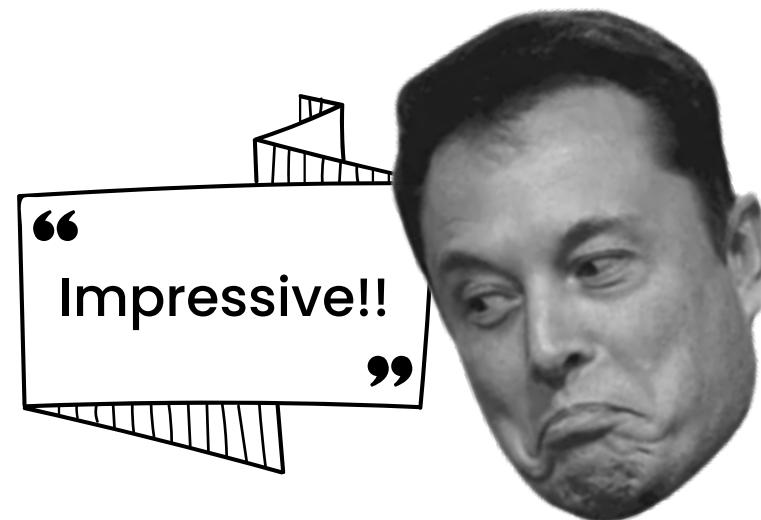
450% ROI

DOMO

2. Total Cost of Ownership (TCO):

DOMO delivers end-to-end capabilities at pricing comparable to other tools, but with significantly greater ROI.

- **Unlimited Users:** Access the full platform without extra user costs.
- **Native SaaS Architecture:** Auto-scaling and self-healing infrastructure eliminate operational headaches.
- **Proven ROI:** A Forrester study found DOMO delivers a 450% ROI, far surpassing competitors.



“Impressive!!”

3. User Experience:

DOMO simplifies the user experience, making it intuitive and accessible for both technical and non-technical users:

- **Unified Interface:** Perform integrations, data prep, and app development in one cohesive environment.
- **Ease of Onboarding:** New users get up to speed faster compared to other tools.
- **Streamlined Workflows:** Native integration with cloud data warehouses (CDWs) reduces complexity.



"Handles peak loads with ease, adapts to any business need."

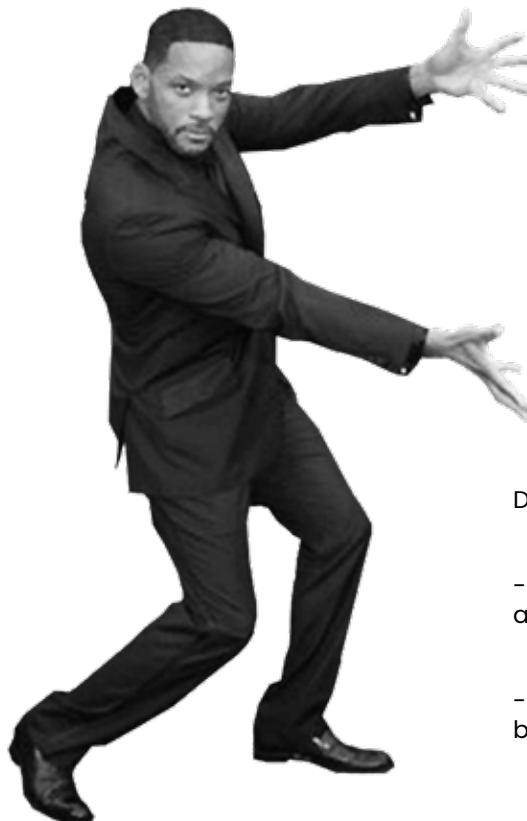
"Server goes brrr... please no more users."



4. Scalability & Adaptability:

DOMO ensures that businesses can scale and adapt to evolving needs without compromising performance:

- **Dynamic Elasticity:** Handles peak loads with consistent performance.
- **Future-Proof Architecture:** Adapts to changing business conditions while supporting long-term scalability.



5. Advanced Integrations & Data Preparation

DOMO excels in integration and data preparation, ensuring a strong foundation for analytics:

- **1100+ Connectors:** Supports a wide range of systems and tools, from transactional APIs to IoT and streaming data.
- **Comprehensive Data Support:** Batch processing, API-based transactions, and IoT/streaming integrations provide maximum flexibility.

Hello! It's **DOMO**
your advanced AI!



6. Advanced Customizations:

DOMO offers advanced features that cater to a wide spectrum of users:

- **Pro-Code/Low-Code App Builder:** Build custom workflows and apps effortlessly.
- **AI/MLOps:** Leverage machine learning models within the platform.
- **Writeback Functionality:** Update source systems directly from DOMO, streamlining processes.

New Password:

"No governance, no security, no compliance"

Super weak

New Password:

"DOMO's role-based access & compliance policies"

Strong

7. Governance & Security:

DOMO's governance and security capabilities are among the best in the industry:

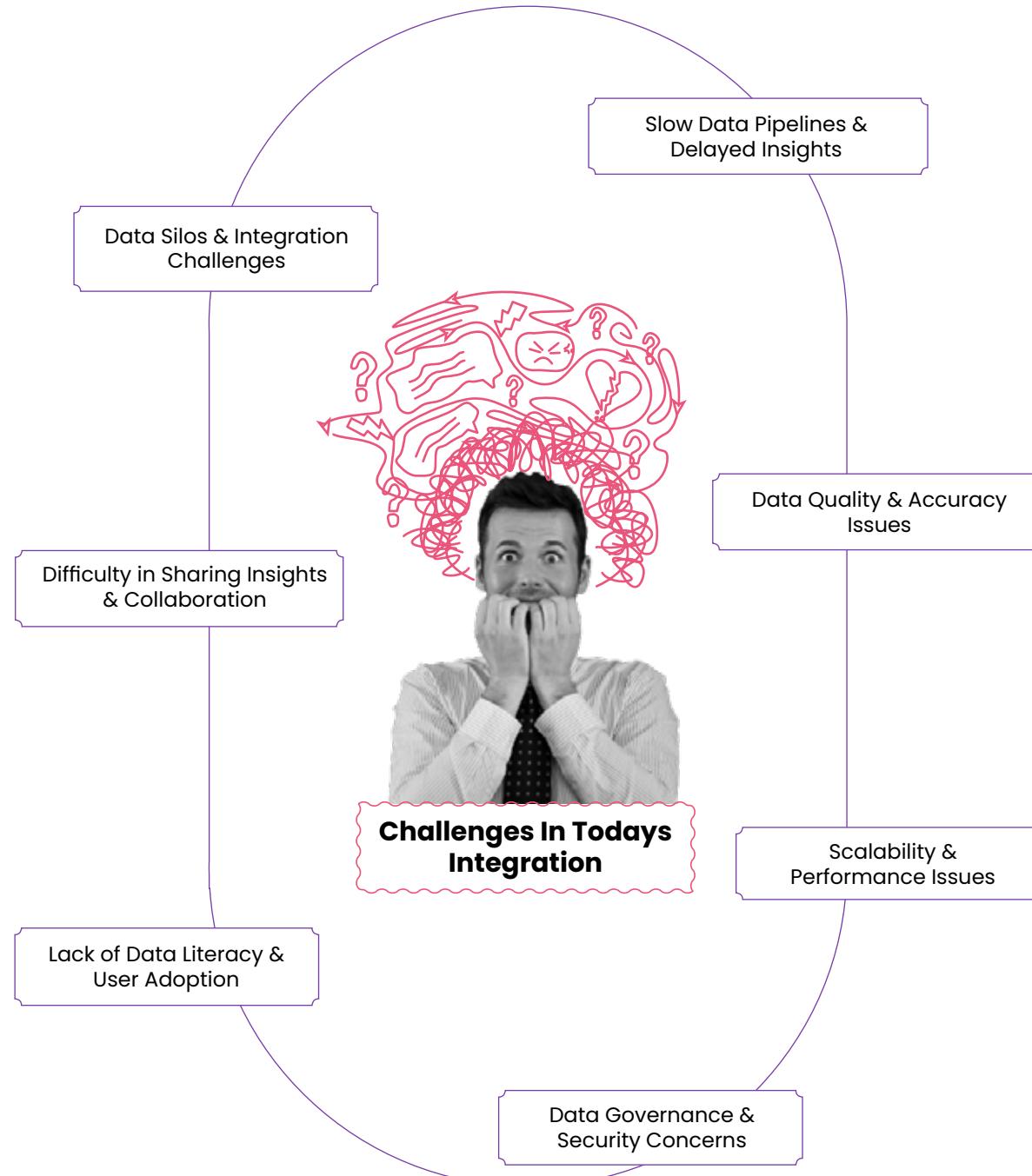
- **Comprehensive Data Governance:** Includes data lineage, auditing, and policy management.
- **Global Compliance:** Meets standards such as SOC2, HIPAA, and HITRUST.

Connecting the Dots

Integration
Simplified

In today's fast-paced business world, the ability to integrate diverse data sources seamlessly is no longer optional—it's **essential**. DOMO's robust integration capabilities help organizations bring their data together, ensuring that decision-making is **faster, smarter, and based on comprehensive insights**.

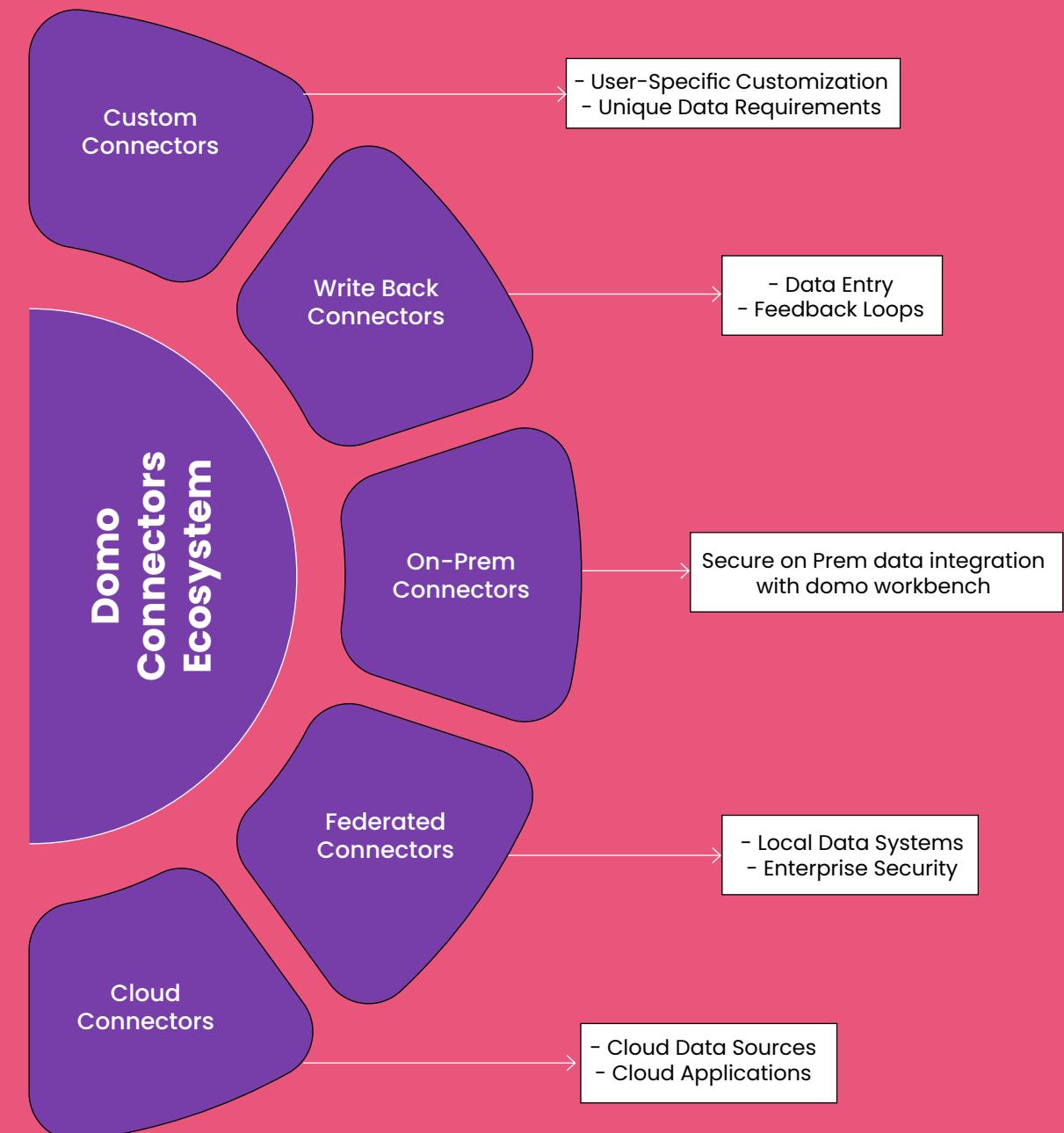
Domo, with its connectors and platform capabilities, aims to address these challenges by enabling seamless data integration, providing real-time insights, and ensuring data accuracy and security.



Overview of Connectors:

DOMO's Connector Ecosystem: A Tailored Solution for Every Business

Domo's powerful connector ecosystem, with over **1,100** pre-built integrations, seamlessly links data from platforms like **Salesforce, Google Analytics, AWS, and SQL** databases. These connectors eliminate manual integration, enabling businesses to ingest data directly and focus on actionable insights. Whether integrating cutting-edge SaaS tools, legacy on-premises systems, or custom solutions, Domo ensures secure, native connections tailored to modern business needs.



Cloud and Web Connectors Demystified

Domo's cloud connectors provide seamless integration with over 1,100 platforms, including Salesforce, Google Analytics, AWS, and SQL databases. By eliminating manual data pipelines, they unify data across systems, ensuring real-time accessibility and accuracy. These connectors empower businesses to focus on insights and decisions instead of struggling with integration challenges. With robust scalability and secure connectivity, Domo connectors are the backbone of efficient BI.

Problems Without Domo Cloud Connectors:

Fragmented data silos and lack of unified insights.



Delayed access to critical business data, slowing decision-making.



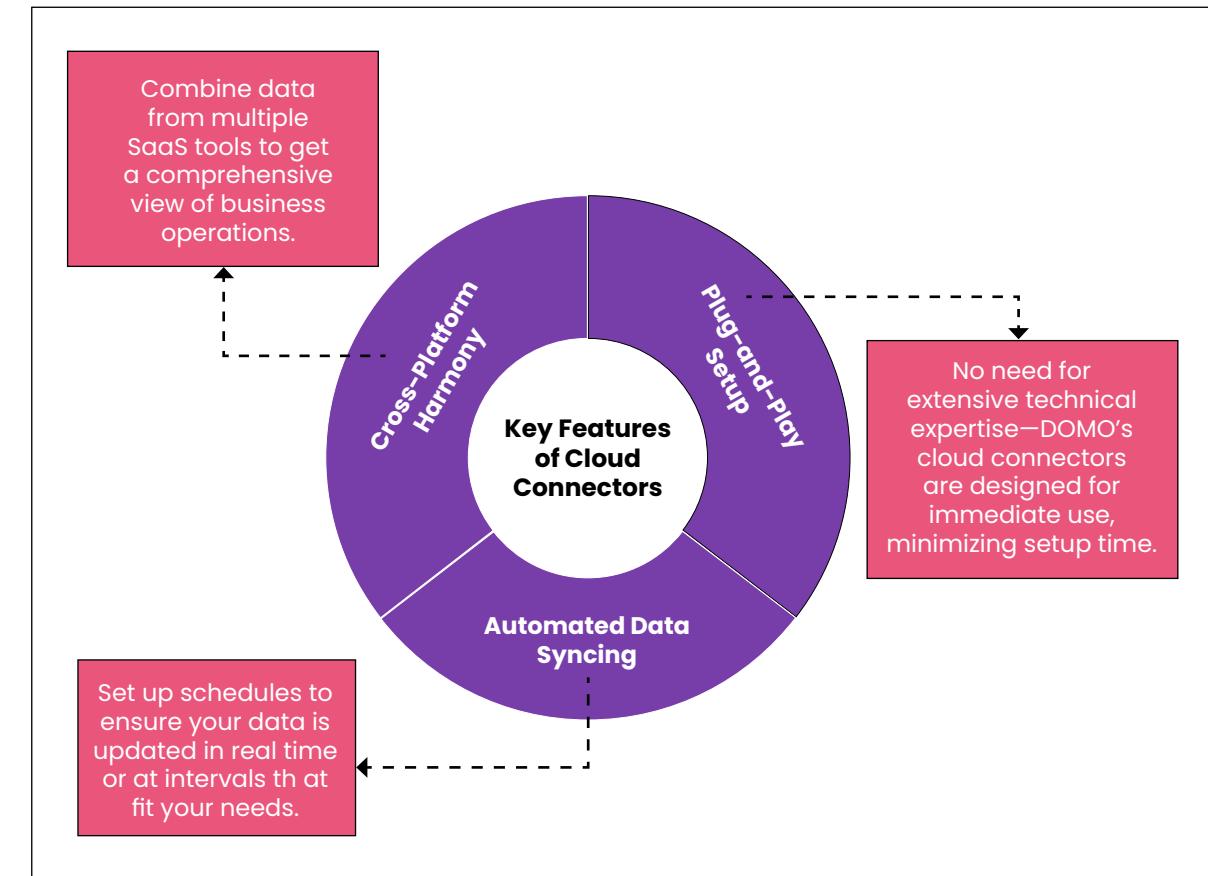
Weak data governance and security vulnerabilities.



Manual, error-prone data integration processes.



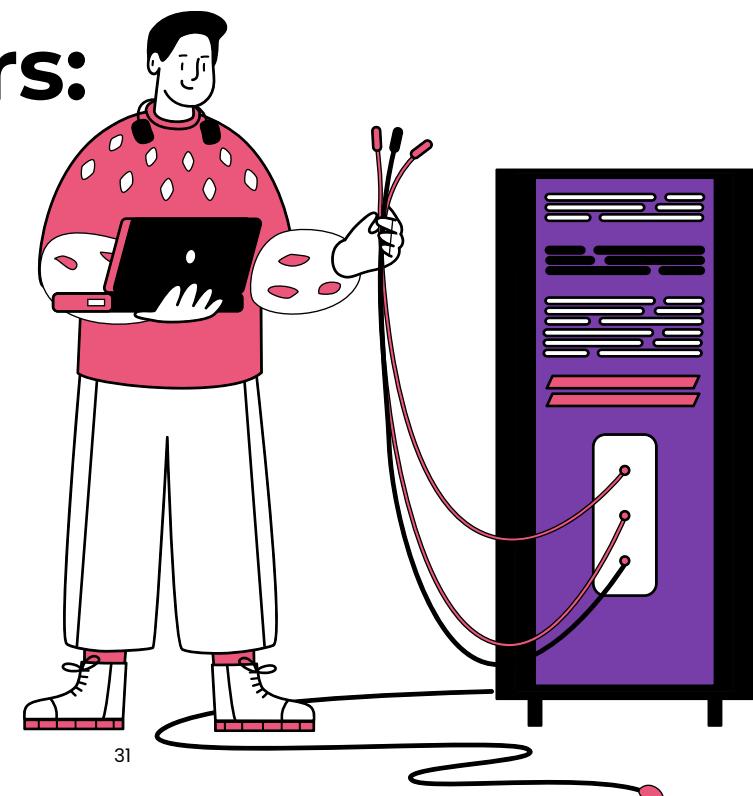
Inability to scale with growing data and integration needs.



On-Prem Data Connectors:

Domo's On-Premises Data Connectors facilitate the secure integration of your on-prem data with the Domo platform, enabling comprehensive analysis and visualization without compromising security.

The primary tool for connecting on-prem data to Domo is Domo Workbench. This client-side application allows you to securely upload data from your on-premises systems to Domo.



Steps to Connect On-Premises Data Using Domo Workbench

- Install Domo Workbench
- Configure Data Source Connections
- Create and Manage Data Jobs
- Schedule and Monitor Data Transfers

Key Importance of Domo's On-Premises Data Connectors

- Seamless and secure Integration with On-Prem Systems
Connects directly to databases, files, and enterprise applications without requiring major infrastructure changes.
- Unified Analytics Across Geographies
Enables businesses to access on-prem data from multiple locations and consolidate it into a single Domo instance for holistic insights.
- Real-Time and Scheduled Data Refresh
Supports automated scheduling and event-based triggers to keep datasets updated without manual intervention.
- Data Governance and Compliance
Ensures that sensitive data remains within the organization's security policies while still being accessible for analysis.

Federated Connections

Without federated connectors, businesses may face the following challenges:

1. **Increased Storage Costs:**
Importing large datasets into Domo requires additional storage, increasing operational expenses.

2. **Complex Data Management:**
Synchronizing and maintaining multiple copies of the same dataset can lead to version control issues and additional workload.

3. **Security Risks:**
Duplicating sensitive data across systems can increase exposure to breaches or non-compliance with data governance policies.

4. **Performance Bottlenecks:**
Importing and processing massive datasets can slow down workflows and analytics performance, especially for high-frequency updates.

Federated Connectors

1. Federated connectors are designed for **real-time querying** of data from both **on-premises and cloud data sources**, without importing it into Domo.

2. They allow businesses to **access and analyze live data** while keeping it in its original location.

3. This **minimizes storage costs, enhances security, and ensures compliance** by avoiding duplication or unnecessary movement of sensitive data.

Overview

Domo's Federated Connections enable organizations to access and query data directly from their existing databases, data warehouses, and data lakes without replication or movement. This approach ensures that users always work with the latest data while maintaining governance and security policies within their native environments.

How It Works?

For Cloud Data Sources

These connections use native integrations and optimized query execution to ensure efficient data retrieval and processing with major cloud data platforms, allowing direct querying without the need to transfer data into Domo.

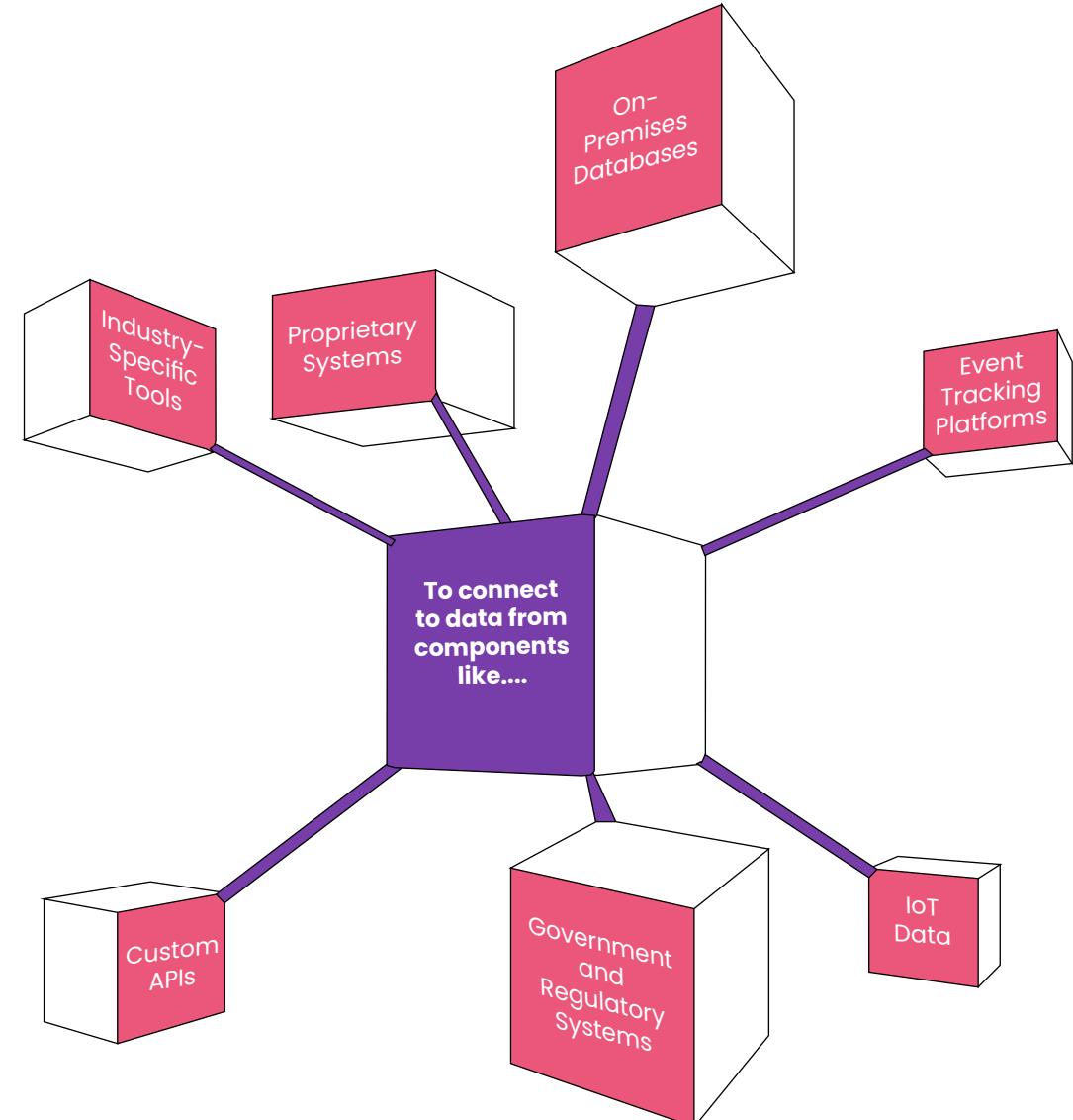
For On-Premises Data Sources

For on-premises databases, Federated Connections can be established using Domo Workbench or secure gateway configurations to access data behind firewalls.

To enable on-premises Federated Connections, organizations may need to configure network settings, VPNs, or SSH tunnels to ensure secure access to internal databases.

Custom Connectors: Flexible Solutions for Unique Needs

Domo empowers organizations to seamlessly integrate a wide range of data sources through its robust custom connector capabilities. When pre-built connectors are insufficient for specific needs, users can leverage Domo's developer-friendly tools to create custom connections. This flexibility enables the integration of proprietary systems, on-premises databases, and other unique data sources that may not be supported by standard connectors.



This is where other BI tools falls short.

How Custom Connectors Elevate Domo?

Empowering users to integrate data independently

Reduced IT Reliance

Data Accessibility

Integrating with various data sources for comprehensive analysis

Controlling access and protecting sensitive information

Security

Implementing checks and transformations for accurate data

Tailoring integration to meet specific business needs

Flexibility

Creating Custom Connectors in Domo

Domo provides several approaches for creating custom connectors to integrate with unique data sources. These methods cater to different levels of technical expertise and integration complexity.

1. Using the Domo Connector IDE

This approach is ideal for developers with some technical experience but may not require extensive coding skills. The Connector IDE provides a user-friendly interface with a guided workflow, making it easier to build and test connectors.

Key Features:

- **Drag-and-drop interface:** Simplifies the process of defining data sources, configuring connections, and mapping data fields.
- **Guided workflow:** The IDE provides a step-by-step guide, making it easier for developers to build connectors even with limited coding experience.
- **Built-in testing tools:** Allows developers to test their connectors and troubleshoot issues within the IDE.

2. Using the Domo API

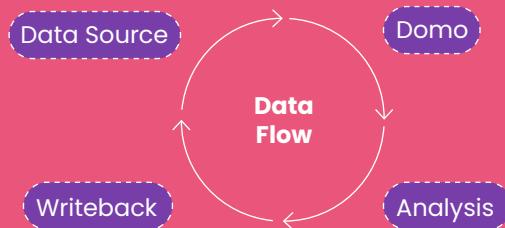
For advanced users and complex integration scenarios, the Domo API offers greater flexibility and control. This approach requires strong programming skills but enables developers to customize every aspect of the connector.

Key Features:

- **Full programmatic control:** Enables developers to customize every aspect of the connector, including data extraction, transformation, and loading.
- **Integration with other systems:** Allows for seamless integration with other systems and platforms.
- **Suitable for complex scenarios:** Ideal for highly customized integrations and complex data pipelines.

Write Back Connectors

Domo's writeback connectors facilitate seamless two-way communication between various platforms, enabling organizations to enhance their data workflows significantly.



Here are the **key features** and **benefits** of using Domo's writeback connectors:

Database Sync

Domo Writeback to databases allows businesses to not only read and analyze data within Domo but also update the source system with new or transformed data, ensuring real-time consistency and improved decision-making.

1. Real-Time Data Synchronization:
2. Bidirectional Integration:
3. Seamless Data Transformation:

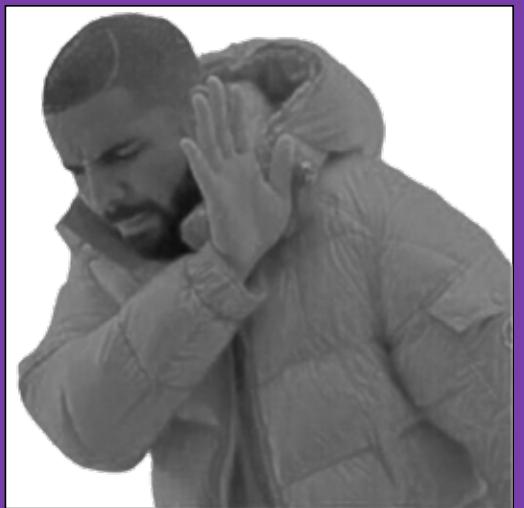
Data Input Forms with Writeback

Purpose:

Form Writeback in Domo allows end-users to input data into custom forms on Domo dashboards, which can then be written back to systems like CRM, ERP, or databases, automating data entry and improving workflow efficiency.

1. Easy Data Entry:
2. Increased Efficiency:
3. Reduced Errors:

By automating these actions, Domo Write Back Connectors streamline workflows, improve operational efficiency, and empower businesses to act on insights more quickly and effectively.



Without Domo Writeback Connector:

Develop Custom Data Integration Middleware

Build Data Processing Pipeline

Handle Authentication and Security

Develop User Interface for Data Input

Build Testing and Debugging Tools

Ongoing Maintenance and Updates



With Domo Writeback Connector:

Simple Configuration

No Need for Middleware or Complex Pipelines

Built-In Testing and Security

Pre-Built Forms for User Input

Ongoing Maintenance with Domo's Updates

NOTES

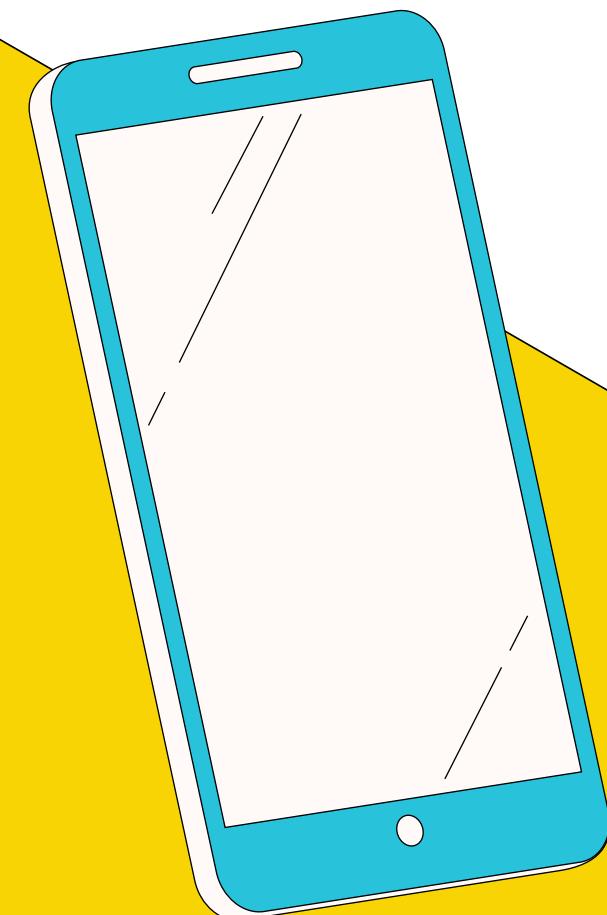
Magic ETL

No Code,
No Limits

Traditional ETL



Domo's Magic ETL



Requires extensive coding knowledge and technical expertise.

No-code, drag-and-drop interface simplifies data preparation.

Mainly used by data engineers and IT teams.

Accessible to all users, including business analysts and marketing managers.

Manual process to clean, combine, and transform data through scripts and queries.

Easily clean, combine, and transform data without writing code.

Complex dataflow development from scratch.

Enables quick and efficient dataflow creation.

Longer setup and processing times due to manual coding.

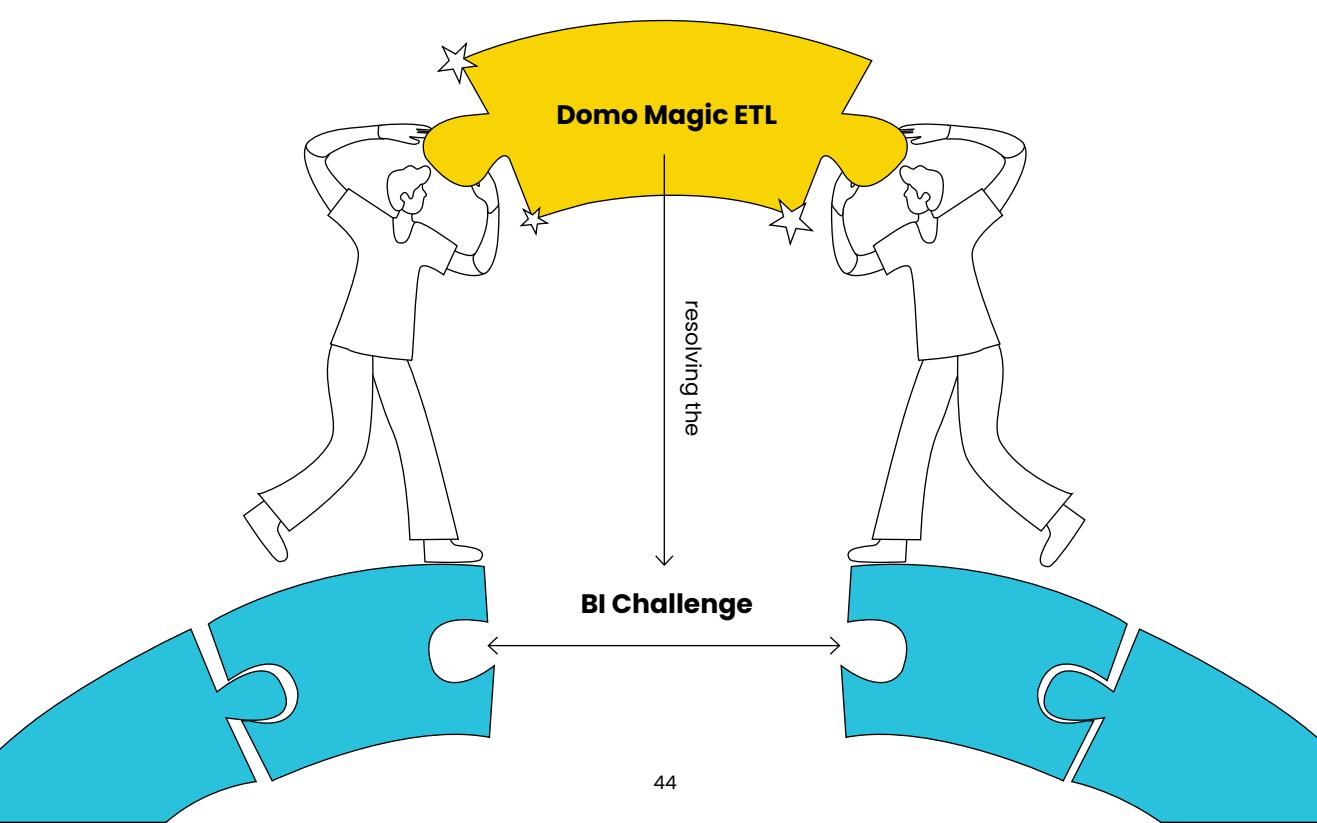
Faster data processing with ready-to-use insights.

Insights are limited to technical teams who can interpret data transformations.

Empowers teams with accessible insights for better decision-making.

BI Challenge → How Domo Magic ETL resolves it

Complex Data Transformations	Drag-and-drop interface with prebuilt actions like joins, pivots, and calculated fields.
Fragmented Data Sources	Integration with Domo's 1,000+ prebuilt connectors to unify diverse data streams.
Error-Prone Dataflows	Visual dataflows with step-by-step previews reduce errors and simplify debugging.
Dependency on IT Teams	No-code environment allows business users to independently build and manage dataflows.
Scalability Challenges	Domo's cloud infrastructure scales Magic ETL dataflows automatically for large data volumes.
Lack of Dataflow Visibility	Interactive canvas provides clear visualization of data flows and dependencies.

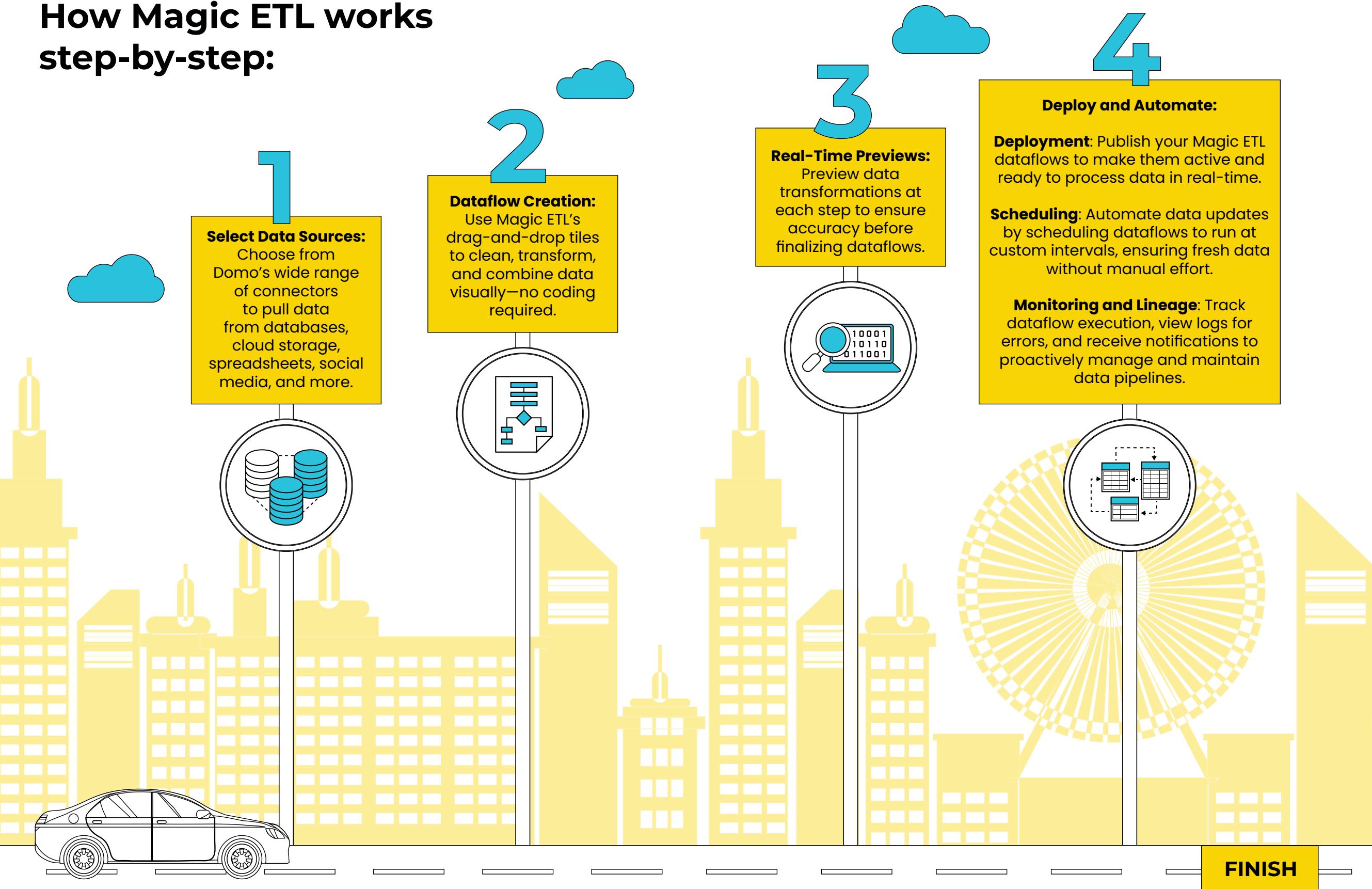


DOMO Magic ETL Features

1. **Python Transformations** Extends ETL capabilities with custom scripts.
2. **Data Cleansing** Ensures data quality by removing duplicates and correcting errors.
3. **Drag-and-Drop Interface** Allows users to create data pipelines visually without coding.
4. **Data Enrichment** Enhances data by combining it with additional information.
5. **Real-time Data Preview** Enables users to see data transformation results instantly.
6. **Collaboration and Version Control** Facilitates team collaboration and tracks pipeline changes.
7. **AI/ML Model Integration** Leverages predictive analytics for data tasks.



How Magic ETL works step-by-step:



Effective ETL Building in Domo: Strategies for Optimal Performance

Domo's Magic ETL offers robust tools for transforming data, but to truly maximize performance and minimize credit consumption, strategic planning is essential. Data partitioning is one such strategy that can significantly enhance efficiency by organizing data for optimized processing and storage.

Best Practices for Building Efficient ETL Dataflows in Domo



Plan Your Data Flow

- Map out the desired output and required inputs before starting.
- Break larger dataflows into smaller, modular steps for better manageability.



Leverage Data Partitioning

- Divide datasets into logical partitions (e.g., by time, region, or category) for smaller, targeted processing.
- Use partitioned data sources when available (e.g., Snowflake, Redshift, or S3).



Filter Data Early

- Apply filters to remove unnecessary data as early as possible in the ETL pipeline.
- Minimize the volume of data moving through the pipeline.



Optimize Data Transformations

- Perform aggregations, grouping, and filtering steps early to reduce the data size.
- Simplify join logic and avoid using nested or complex joins where possible.



Schedule ETL Jobs Strategically

- Run ETL jobs during off-peak hours to reduce resource competition.
- Set jobs to run only when critical data changes occur.



Archive Historical Data

- Move older data to cost-effective storage solutions (e.g., S3 or Glacier).
- Keep only active data in the live pipeline to reduce processing loads.



Minimize Redundant Dataflows

- Consolidate similar dataflows into a single pipeline.
- Use shared datasets where possible to avoid duplication of effort.



Monitor and Debug Regularly

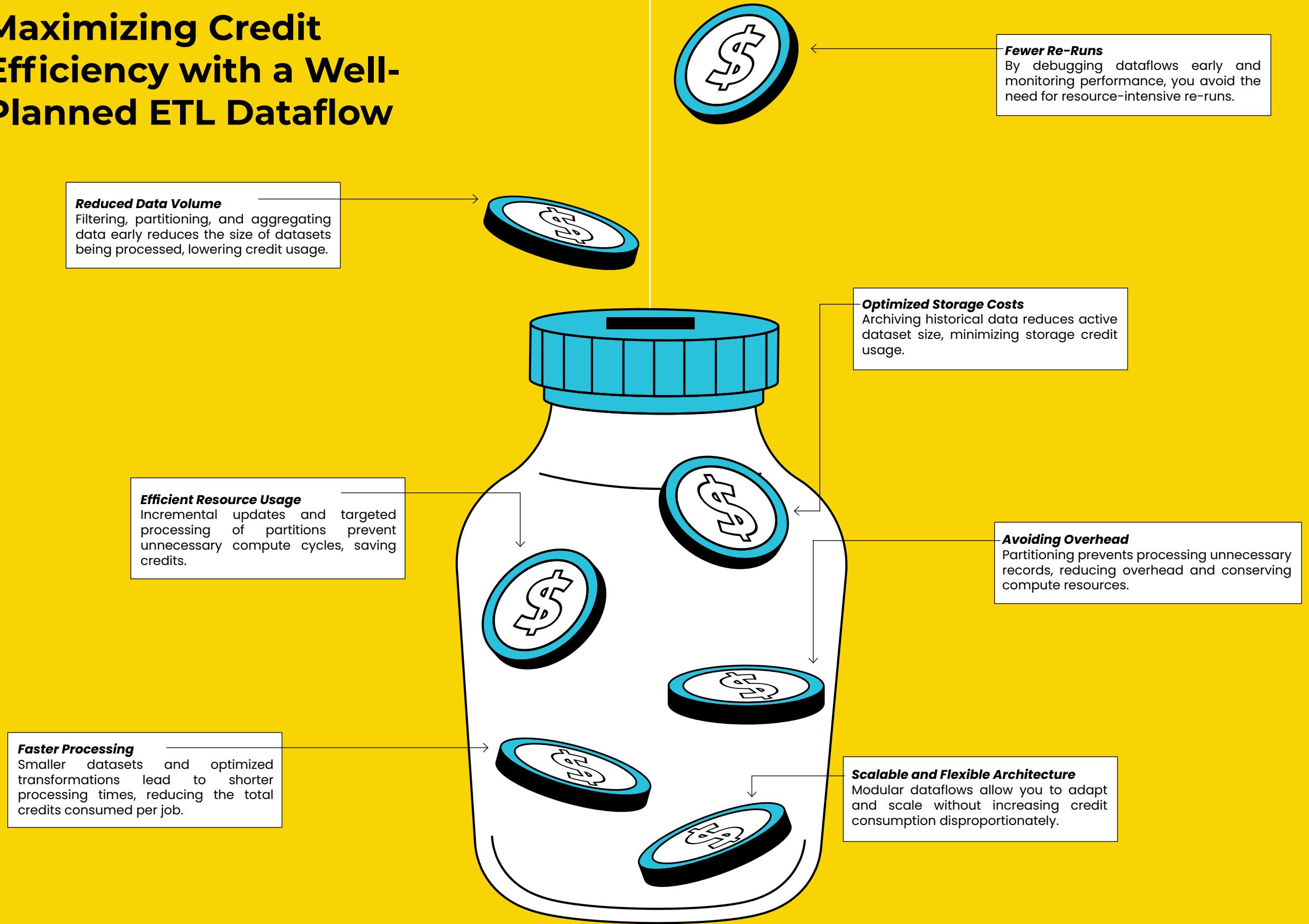
- Test transformations step-by-step using Data Preview in Magic ETL.
- Set up alerts and logs to monitor ETL performance and catch inefficiencies.



Collaborate and Document Dataflows

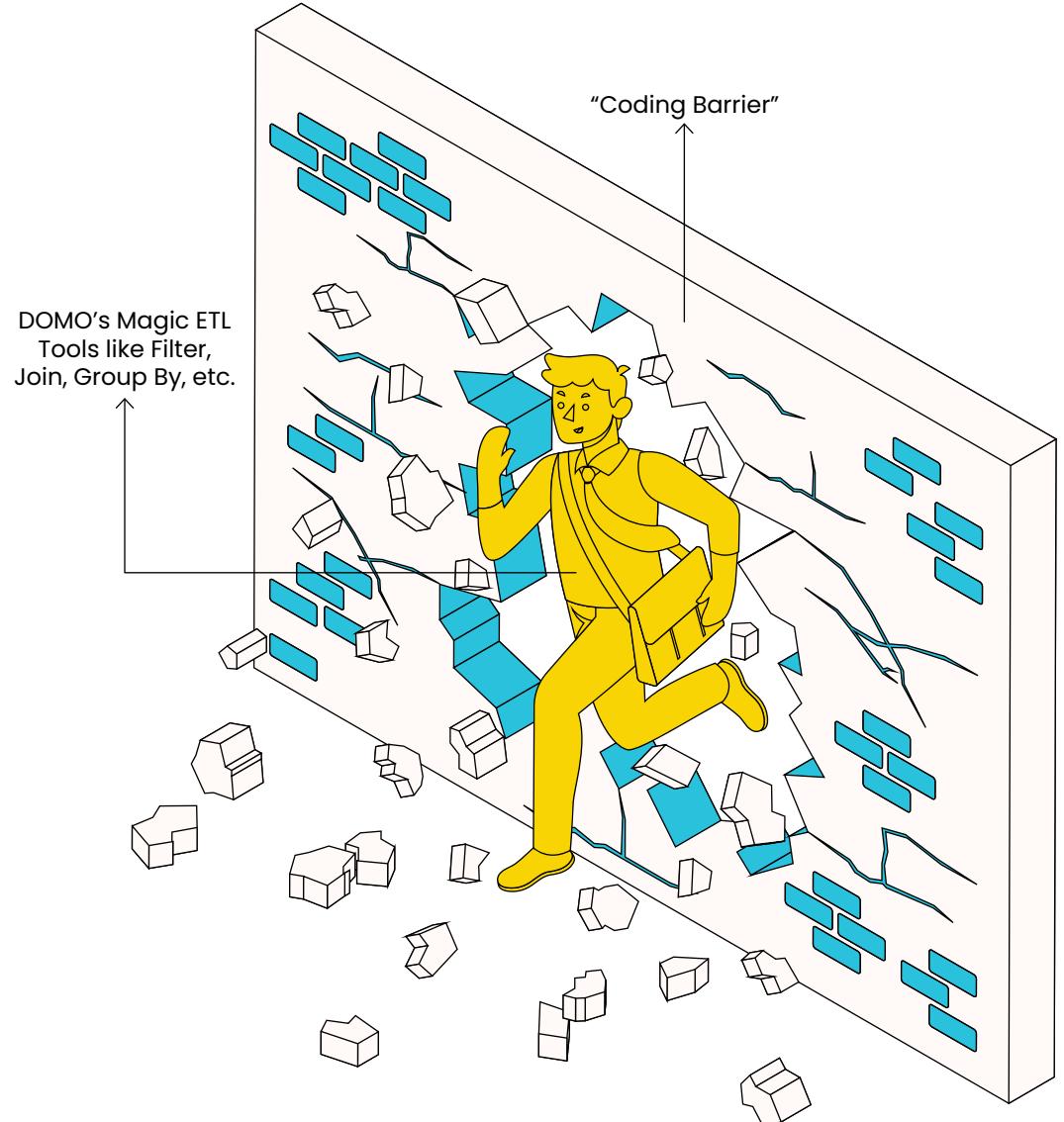
- Maintain clear documentation for your ETL dataflows to improve team collaboration.
- Version dataflows to track changes and improvements over time.

Maximizing Credit Efficiency with a Well-Planned ETL Dataflow



No-Code/Low-Code Transformations: Empowering Every User

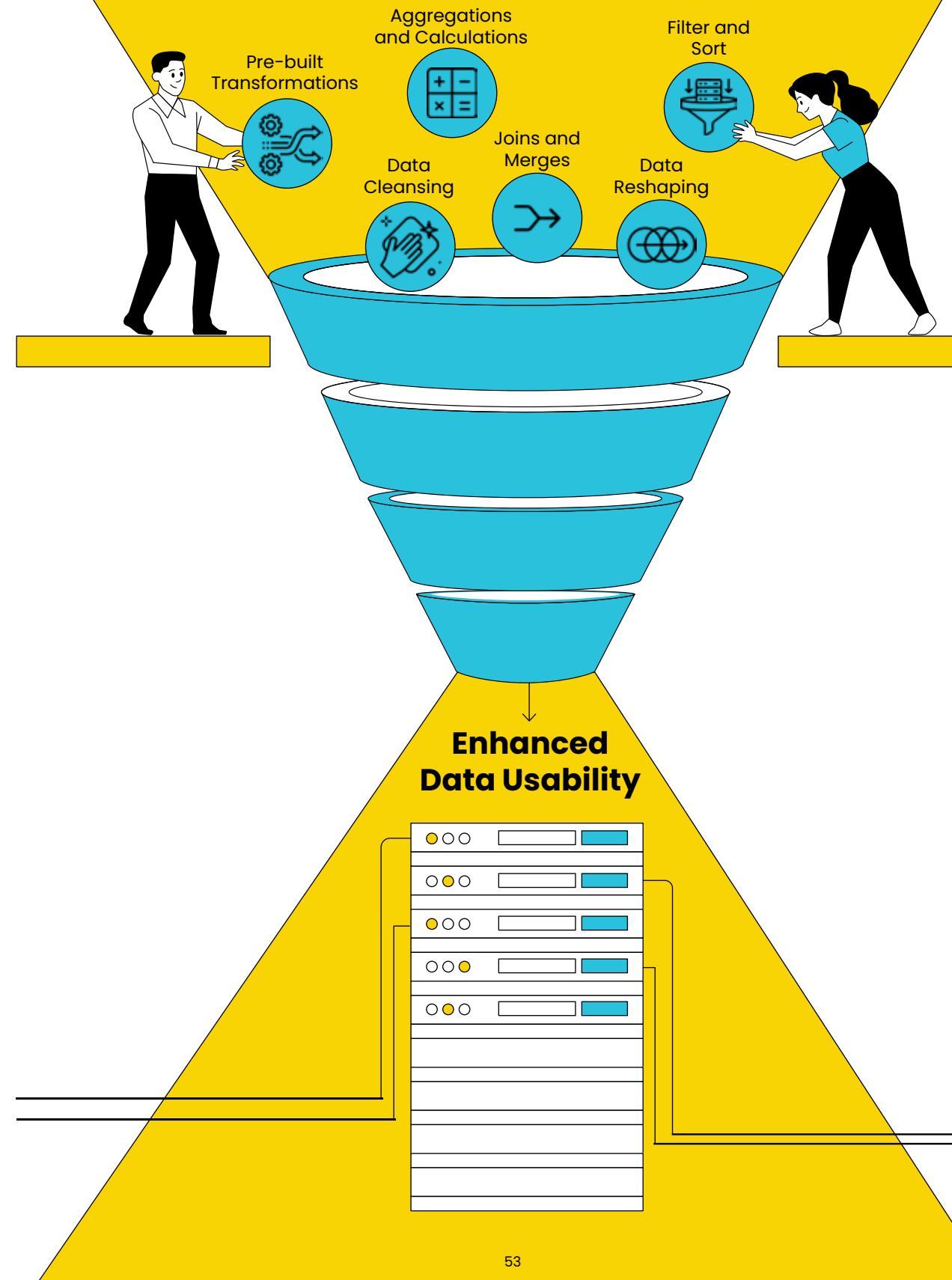
In the past, transforming data often required coding expertise, making the process slow and inaccessible for many. With DOMO's Magic ETL, those barriers are eliminated.



Whether you're a business user or a seasoned analyst, Magic ETL empowers you to perform sophisticated data manipulations without writing a single line of code.

Core Features:
Sophisticated Transformations, Simplified

Transformative Data Processes



Data Transformation

Joins and Merges:

Bringing Data Together

Combining data from multiple sources is simple with Magic ETL's flexible join tiles:

- Join Types:

Supports inner, left, right, and full joins, ensuring users can tailor data combinations to their needs.

- Dynamic Merging:

Easily reconcile datasets with different structures by matching key columns, allowing seamless integration of diverse data sources.

Aggregations and Calculations: Unlock Deeper Insights

Magic ETL helps you uncover trends and insights by aggregating and calculating data:

- Summarize Data:

Group data by key fields to calculate metrics like totals, averages or counts.

- Create Calculated Fields:

Use an intuitive formula builder to add new columns derived from existing data, such as profit margins or growth rates.

- Custom Metrics:

Define metrics unique to your business needs, such as KPIs or operational benchmarks.

Data Cleansing:

Make Your Data Analysis-Ready
Magic ETL includes intuitive tools to clean and standardize data effortlessly:

- Duplicate Removal: Eliminate redundant entries to ensure data accuracy.

- Missing Value Handling:

Replace or fill missing data fields using built-in methods like mean, median, or placeholders.

- Format Standardization:

Transform data formats (e.g., dates, currencies, text) to ensure consistency across datasets.

Filter and Sort: Focus on What Matters

- Conditional Filters:

Filter data based on specific criteria, such as date ranges or numerical thresholds.

- Dynamic Sorting:

Organize data by relevance or priority, ensuring insights are easy to interpret.

Pre-Built Transformations: Save Time with Ready-to-Use Tiles

DOMO provides a library of pre-configured transformation tiles for common tasks, such as concatenating text, normalizing values, or converting units. These tiles accelerate dataflows and minimize repetitive setup.

Data Reshaping: Fit Data to Your Needs

- Pivot and Unpivot:

Reorganize rows and columns to adapt data structures for analysis.

- Data Sampling:

Extract representative subsets of data for faster testing and validation.

- Field Splitting and Merging:

Split combined fields (e.g., full names into first and last names) or merge multiple columns into one.

Validation and Previews: Confidence in Every Step

- Live Previews:

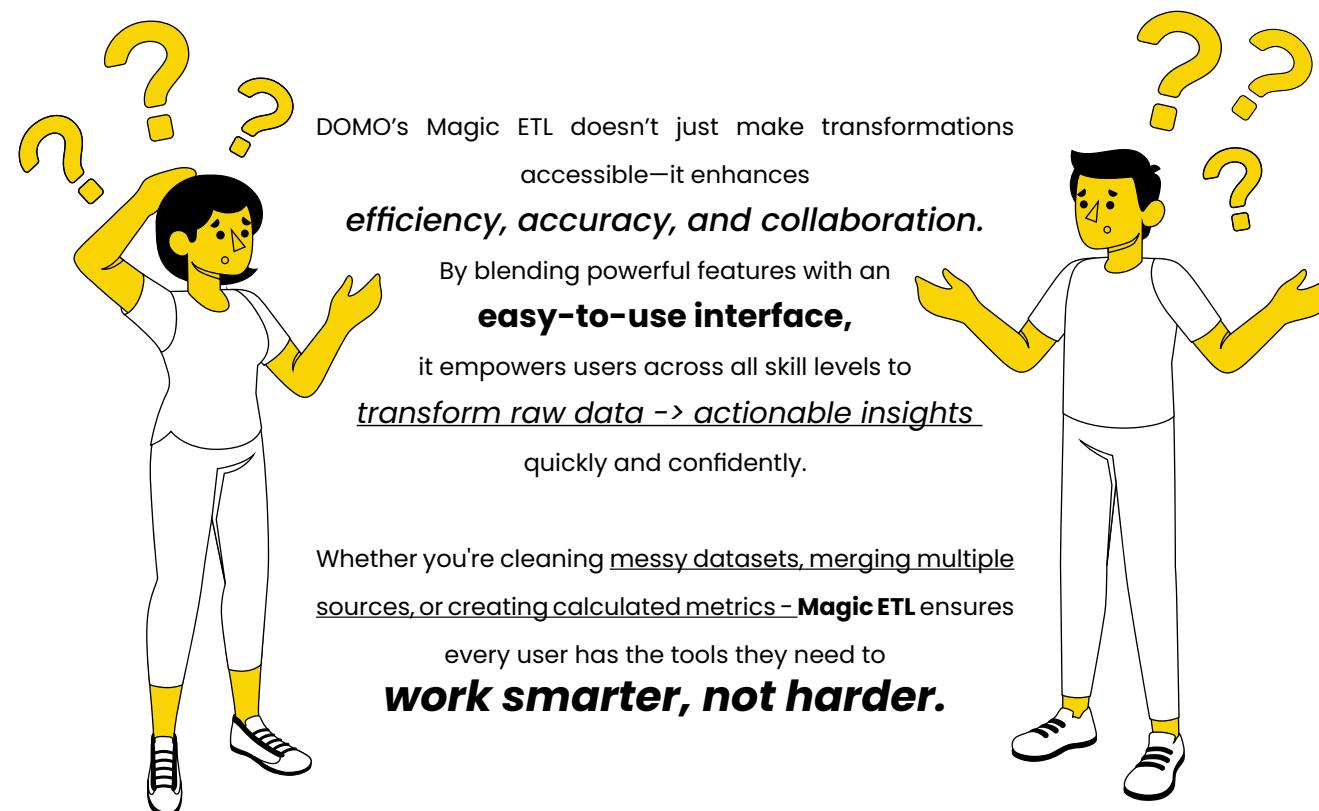
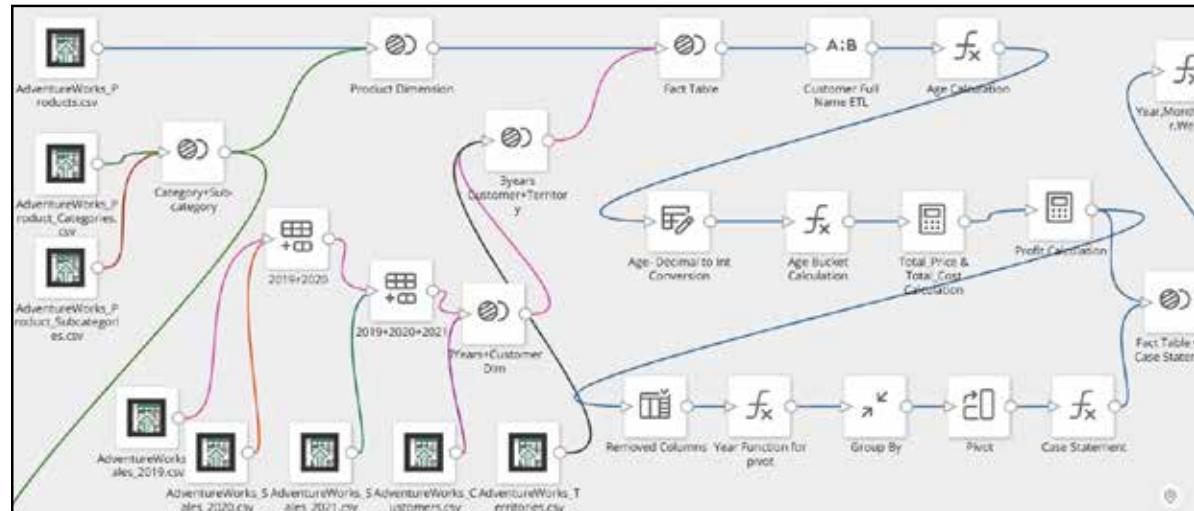
See transformation results as you build your dataflows, ensuring accuracy at every step.

- Error Detection:

Built-in alerts notify you of data inconsistencies, helping you address issues before deploying dataflows.

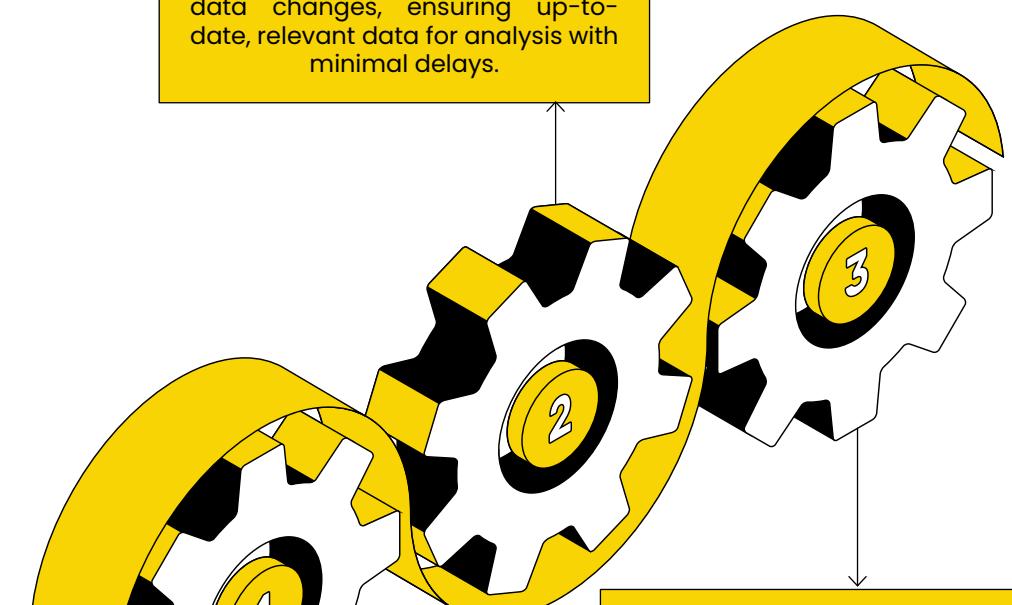
Preview

DOMO Magic ETL Dataflow Management



Event-Based Triggers

1. Real-time data integration through event triggers, automatically activating dataflows when new data or changes occur in connected systems.
2. Dynamic pipelines respond to data changes, ensuring up-to-date, relevant data for analysis with minimal delays.



Error Handling and Alerts

1. Proactive monitoring tracks ETL dataflows and generates alerts for issues like failed updates or data mismatches.
2. Faster issue resolution with instant notifications, improving data pipeline reliability and minimizing downtime.

Scheduling Made Easy

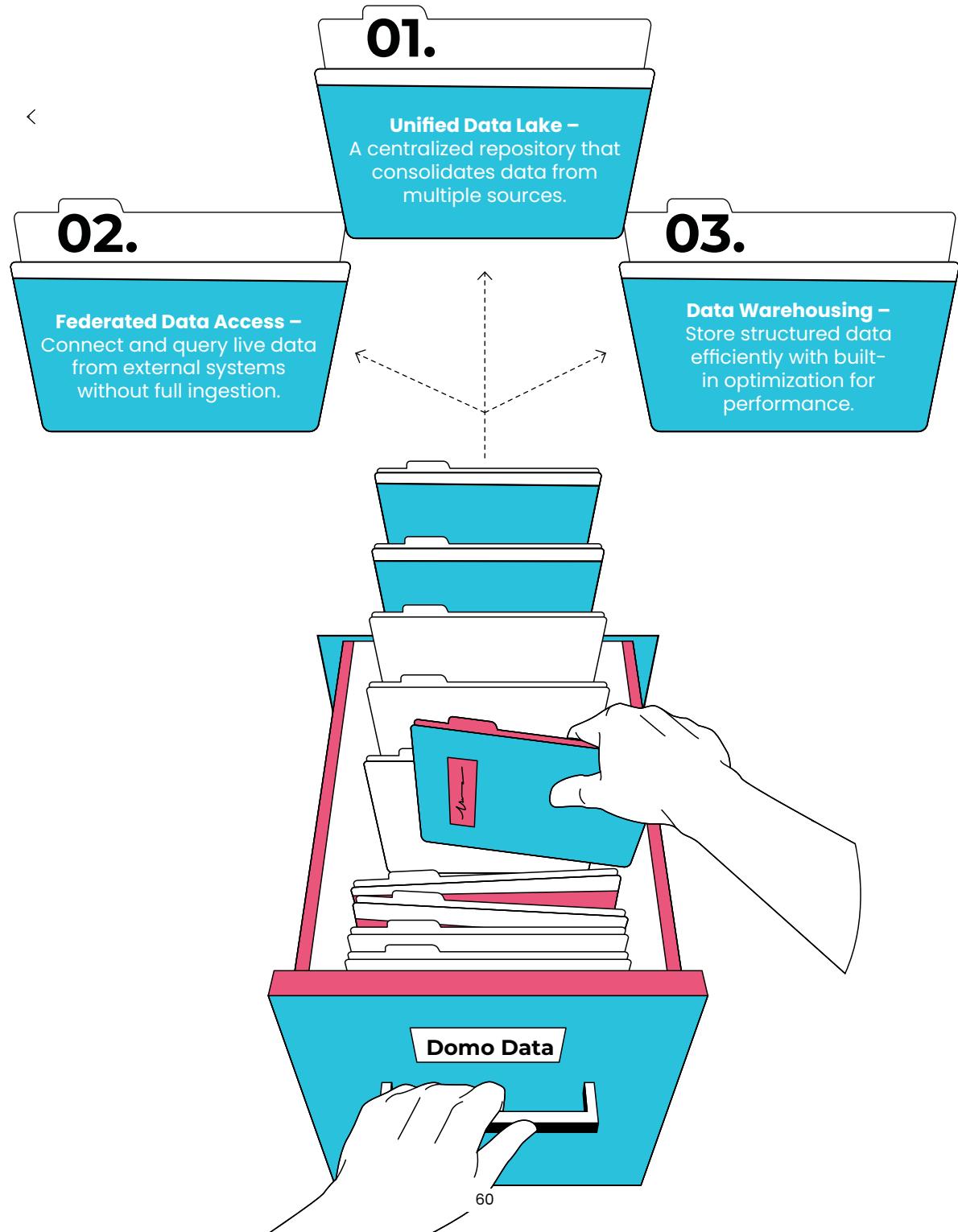
1. Flexible scheduling options allow users to set custom intervals for data refresh, ensuring timely updates for any use case (hourly, daily, weekly).
2. Reduced manual intervention through automation, allowing teams to focus on strategic tasks while ensuring data is always accurate and available.



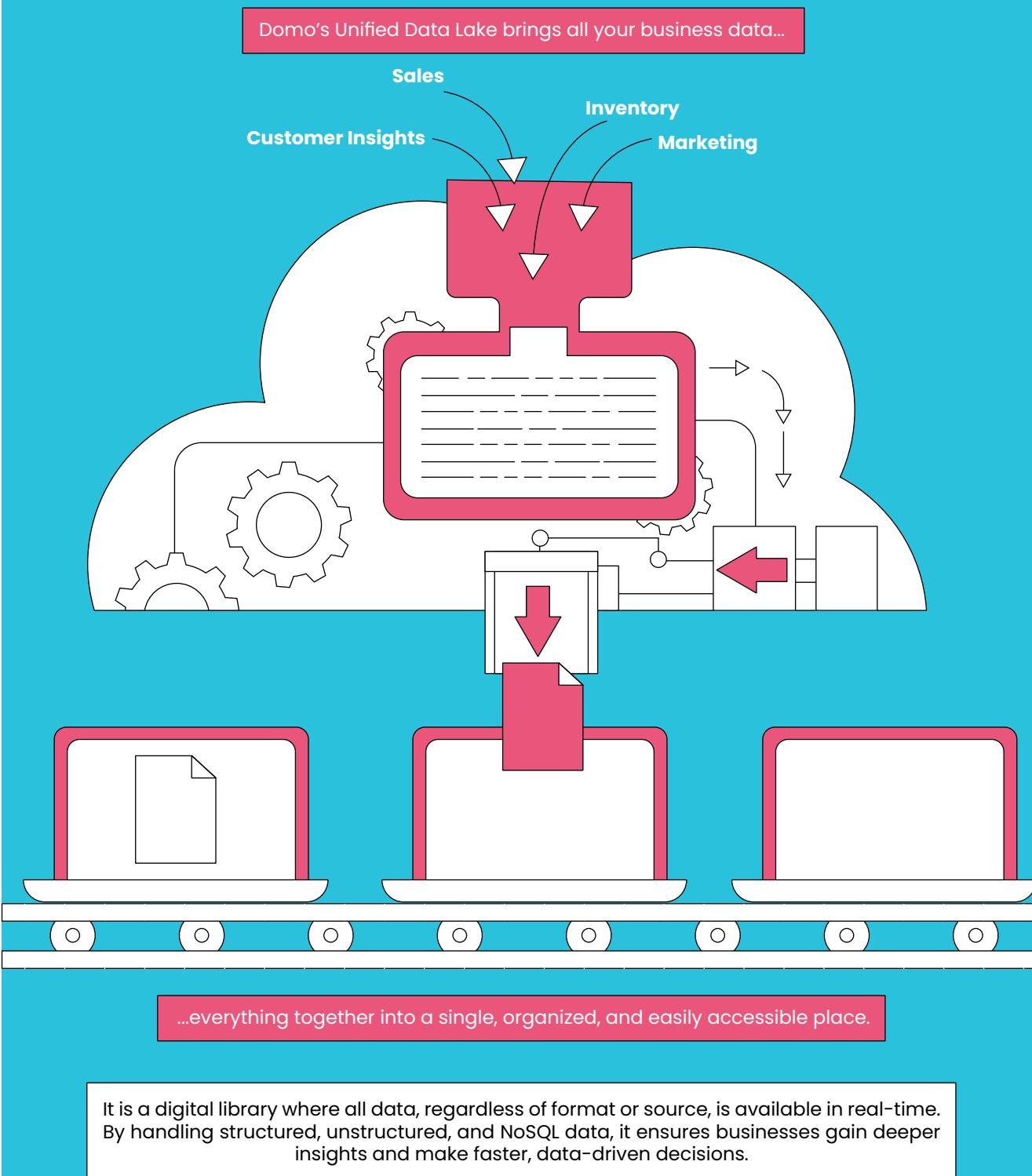
Store and Manage Your Data Securely

Domo provides a secure, scalable, and intelligent data storage framework that unifies information from various sources. With its cloud-native architecture, businesses can store, manage, and optimize data seamlessly while ensuring accessibility and governance.

How Domo Stores Your Data:

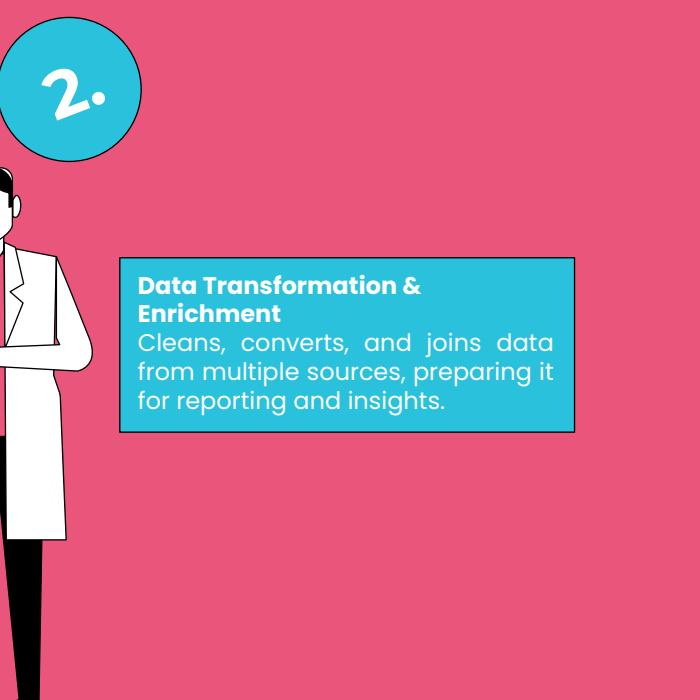
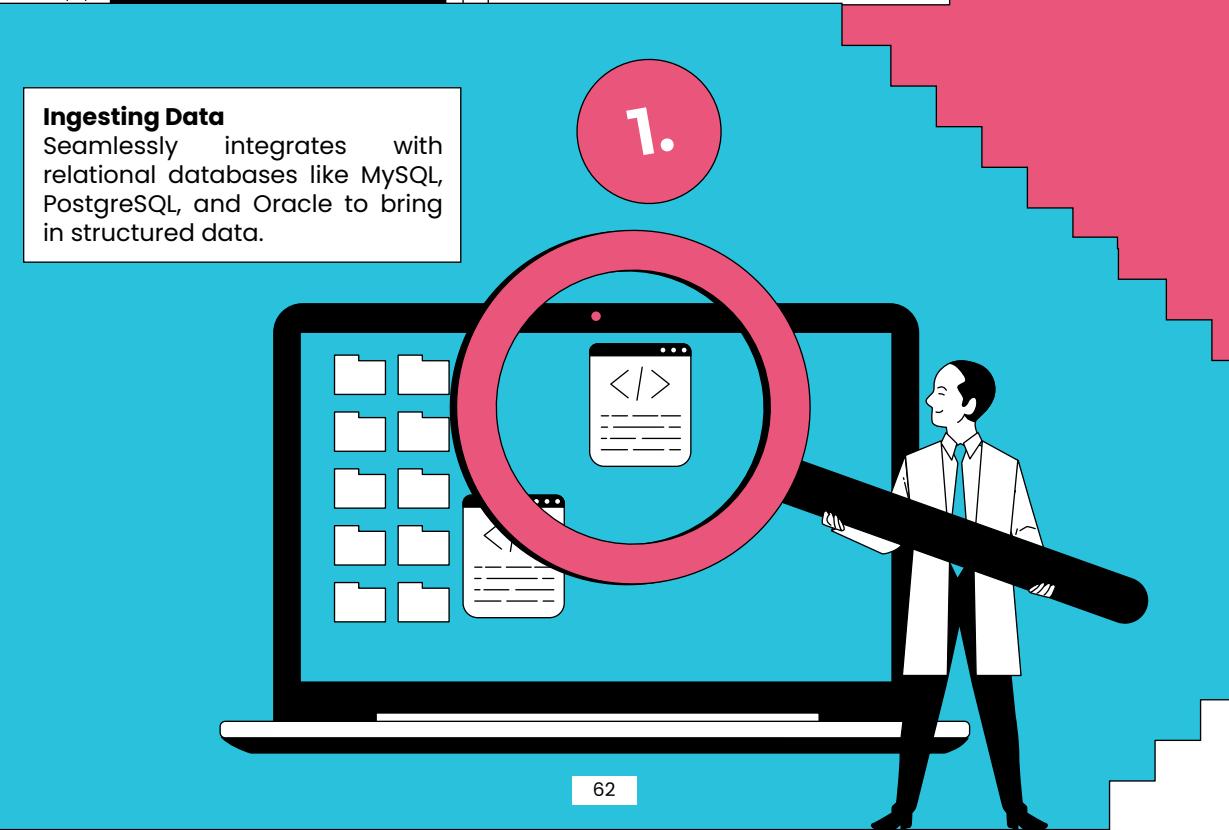
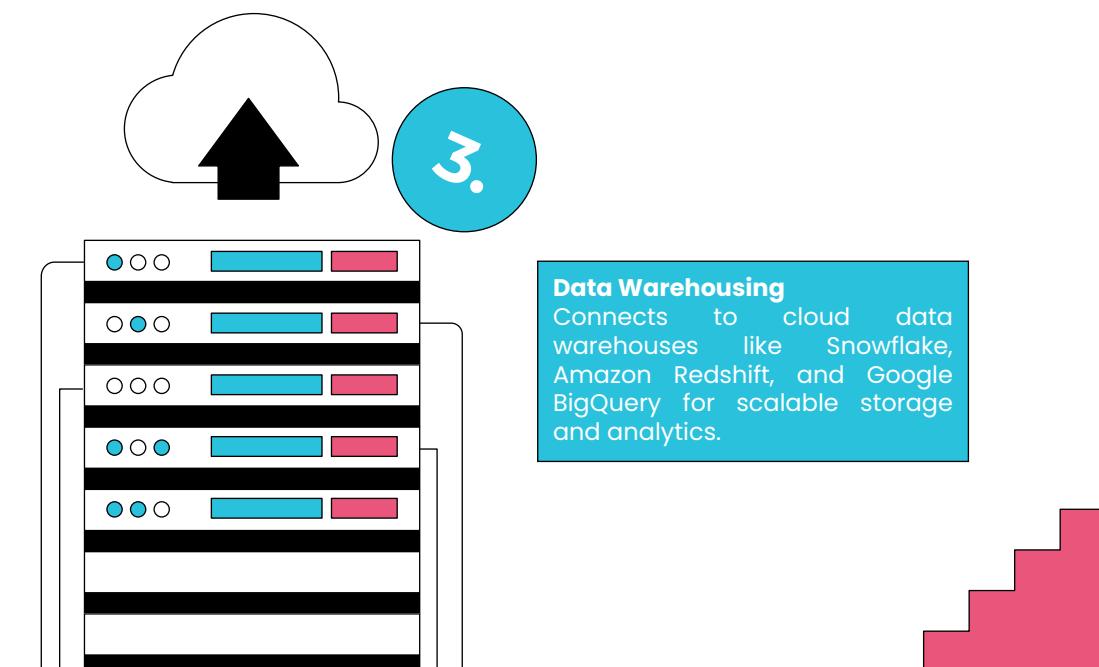


Domo Data Warehouse



Handling Structured Data:

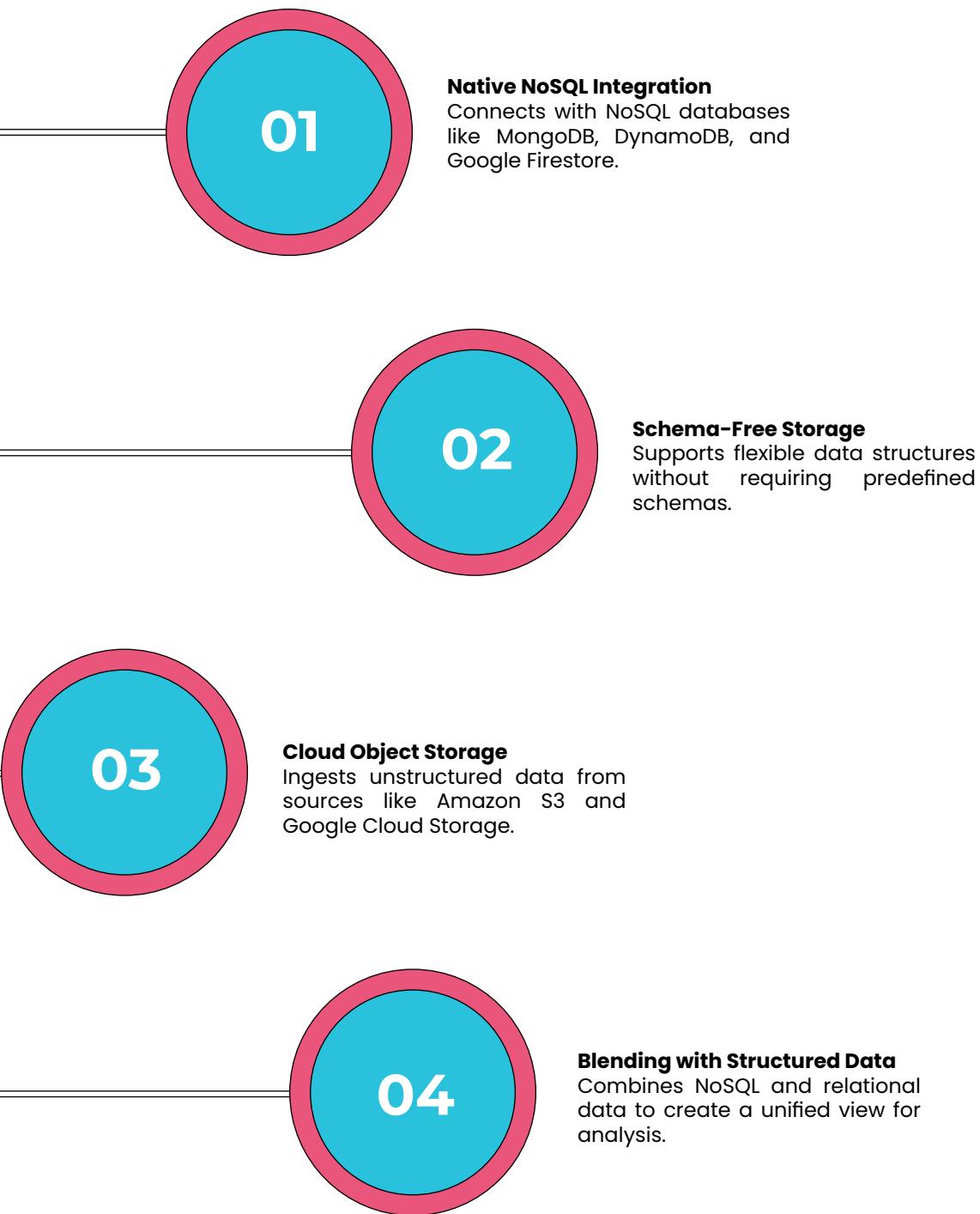
Domo's Unified Data Lake provides a centralized, organized, and easily accessible repository for all business data, ensuring seamless integration and real-time availability.



Handling NoSQL Data:

NoSQL databases are designed to store and manage large volumes of unstructured or semi-structured data, such as **JSON**, **key-value pairs**, **documents**, and **time-series data**. They are essential for handling dynamic data from sources like **web applications**, **IoT devices**, and **real-time analytics**.

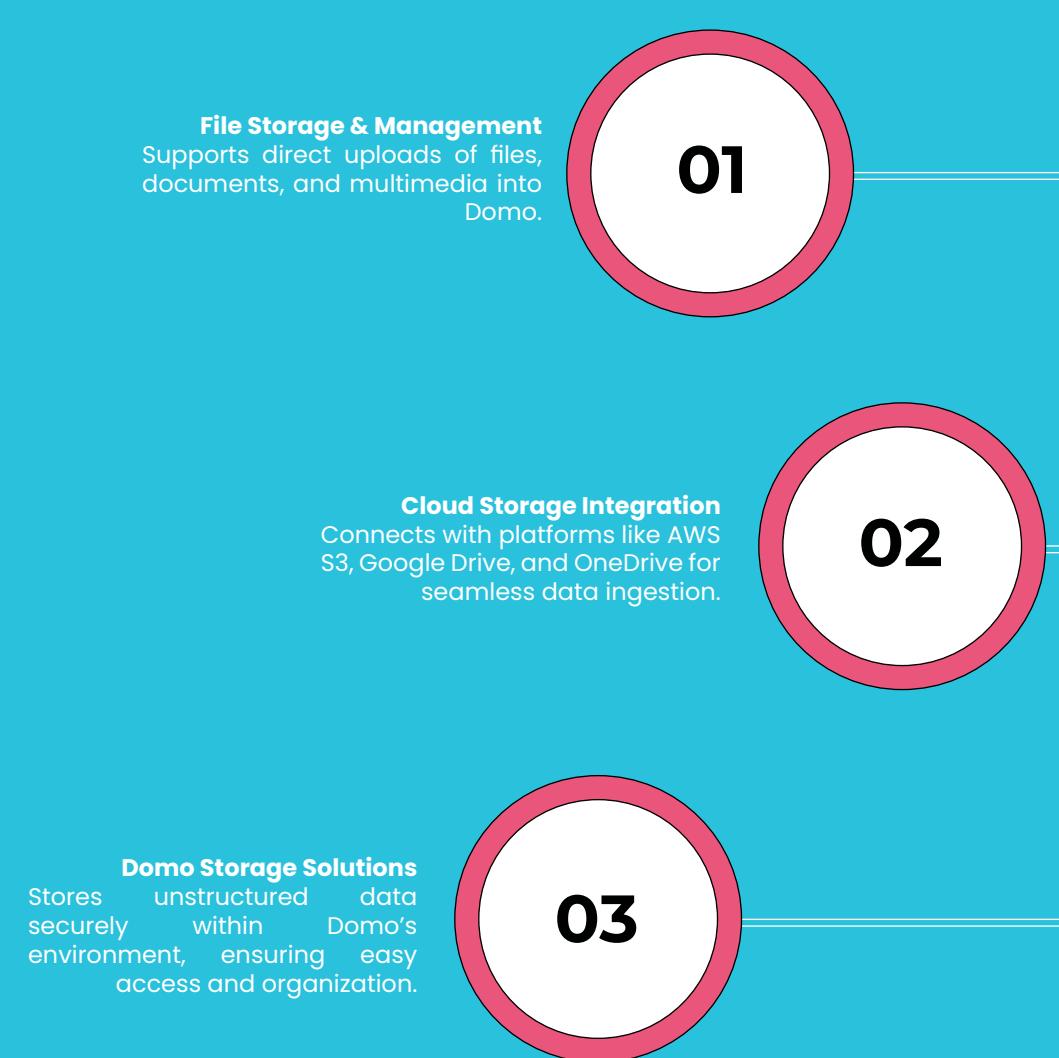
How NoSQL Data is Stored in Domo:



Handling Unstructured Data (Images, Videos, PDFs):

Unstructured data, such as files, images, and videos, makes up a significant portion of business information. It includes documents, PDFs, multimedia content, and logs from various sources. Managing this data efficiently is crucial for analysis, collaboration, and decision-making.

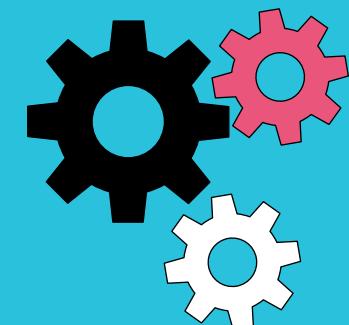
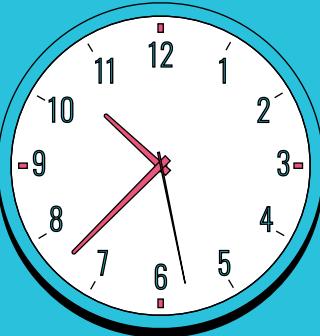
How Unstructured Data is Stored in Domo:



How Does Domo's Unified Data Lake Help Your Business?

Domo's unified data lake provides a centralized repository for all your data, regardless of its source or format. This approach offers several key benefits:

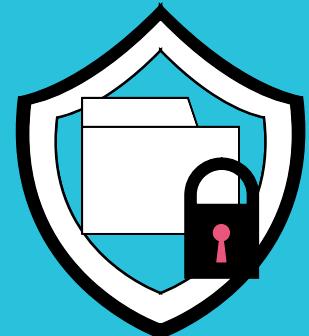
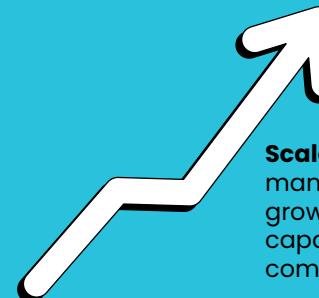
Real-Time Availability: Gain instant access to the latest data updates, ensuring decisions are based on the most accurate information.



Centralized Access: Eliminate silos by consolidating data from spreadsheets, databases, cloud platforms, and other sources into one unified platform.



Scalability: Easily store and manage data as your business grows, without worrying about capacity limits or system complexity.



Data Governance and Security: Protect your data with robust governance, ensuring compliance, privacy, and secure access control.



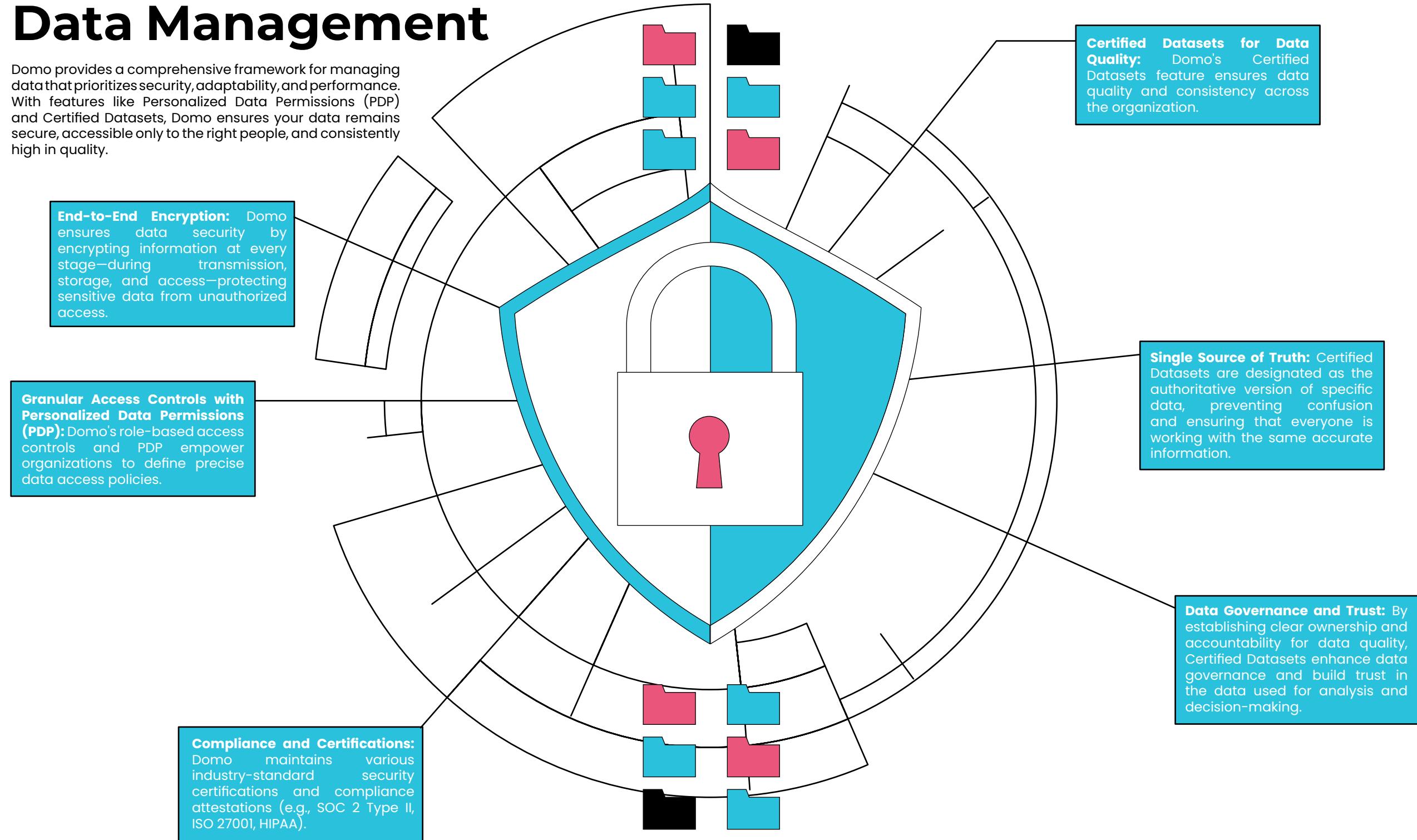
Advanced Analytics and Machine Learning: Leverage AI-powered insights to uncover trends, automate processes, and drive smarter business decisions.

Secure, Scalable, and Optimized Data Management

Domo provides a comprehensive framework for managing data that prioritizes security, adaptability, and performance. With features like Personalized Data Permissions (PDP) and Certified Datasets, Domo ensures your data remains secure, accessible only to the right people, and consistently high in quality.

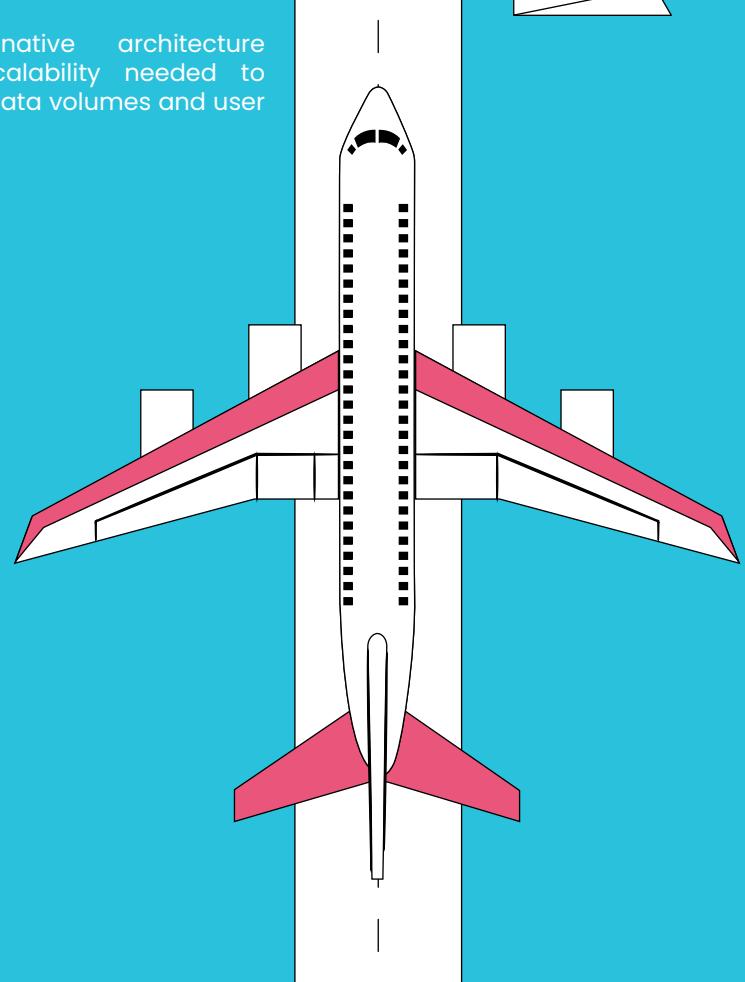
Comprehensive Data Security:

Domo prioritizes data security at every level, employing advanced measures to protect sensitive information.



Scalable Infrastructure:

Domo's cloud-native architecture provides the scalability needed to handle growing data volumes and user bases.



Elastic Scalability:

Domo's platform can automatically scale its resources to accommodate increasing data volumes and user traffic, ensuring consistent performance even during peak usage periods.



Reduced IT Overhead:

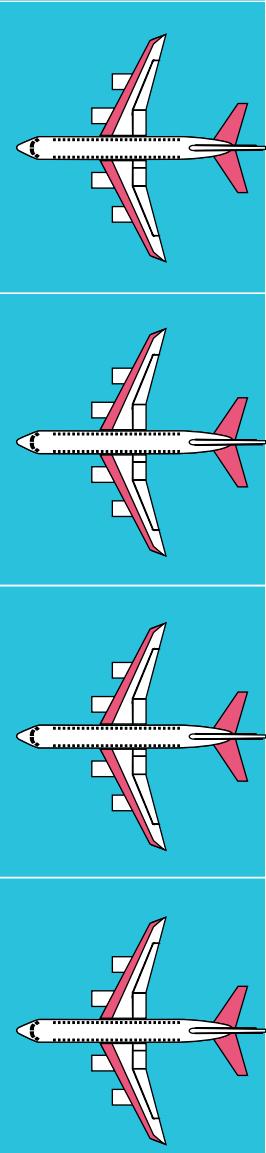
By leveraging Domo's cloud-based platform, organizations can reduce the IT overhead associated with managing on-premises data infrastructure patching, freeing up IT resources to focus on other strategic initiatives.



Use Cases

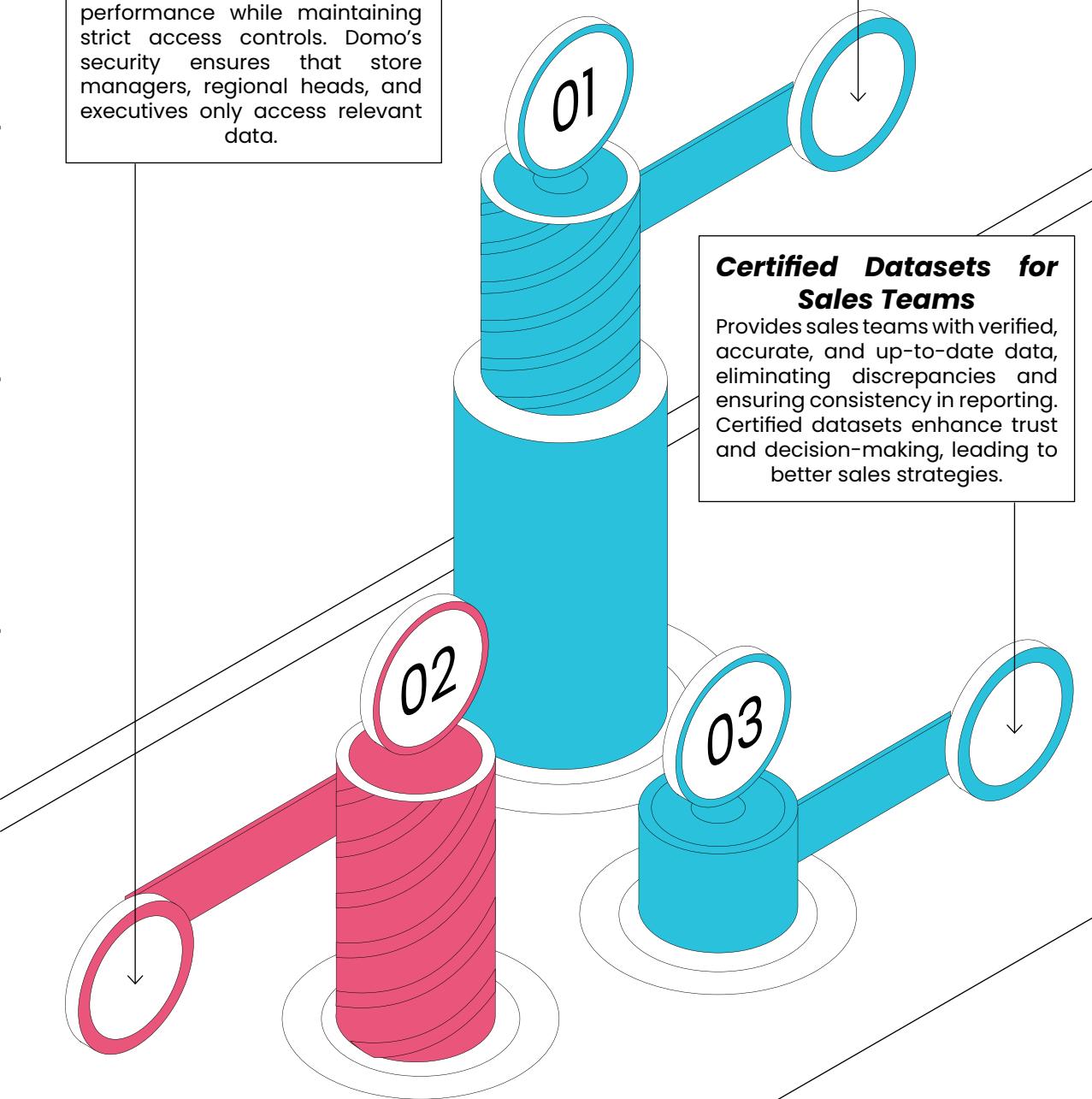
Scalable Data Analytics for Retail Operations

Enables retail businesses to analyze large-scale inventory, customer behavior, and sales performance while maintaining strict access controls. Domo's security ensures that store managers, regional heads, and executives only access relevant data.



Role-Based Access for Financial Teams

Ensures sensitive financial data is only accessible to authorized personnel, reducing risks of data breaches and unauthorized modifications. Finance teams can securely manage budgets, forecasts, and reports while maintaining compliance.

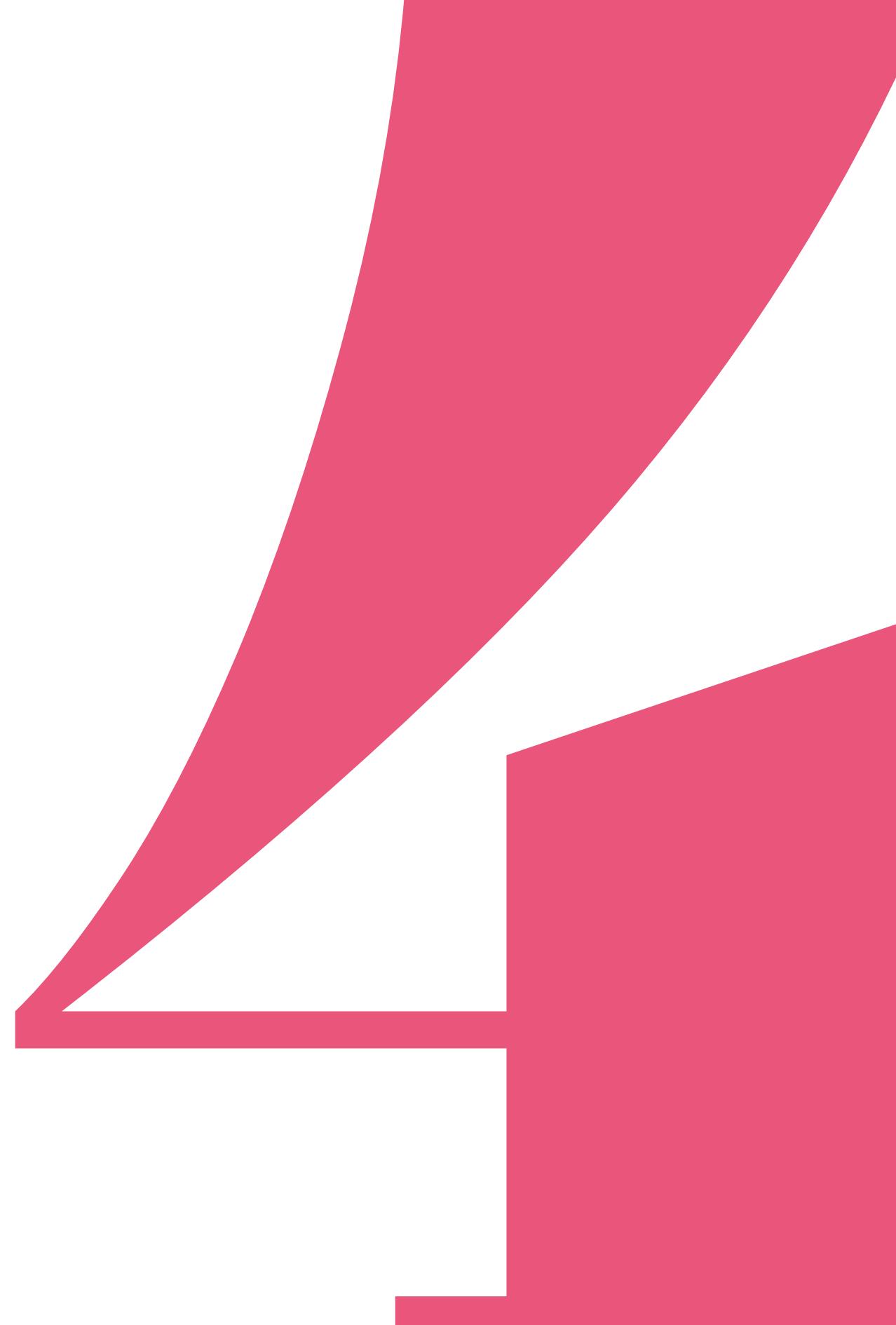


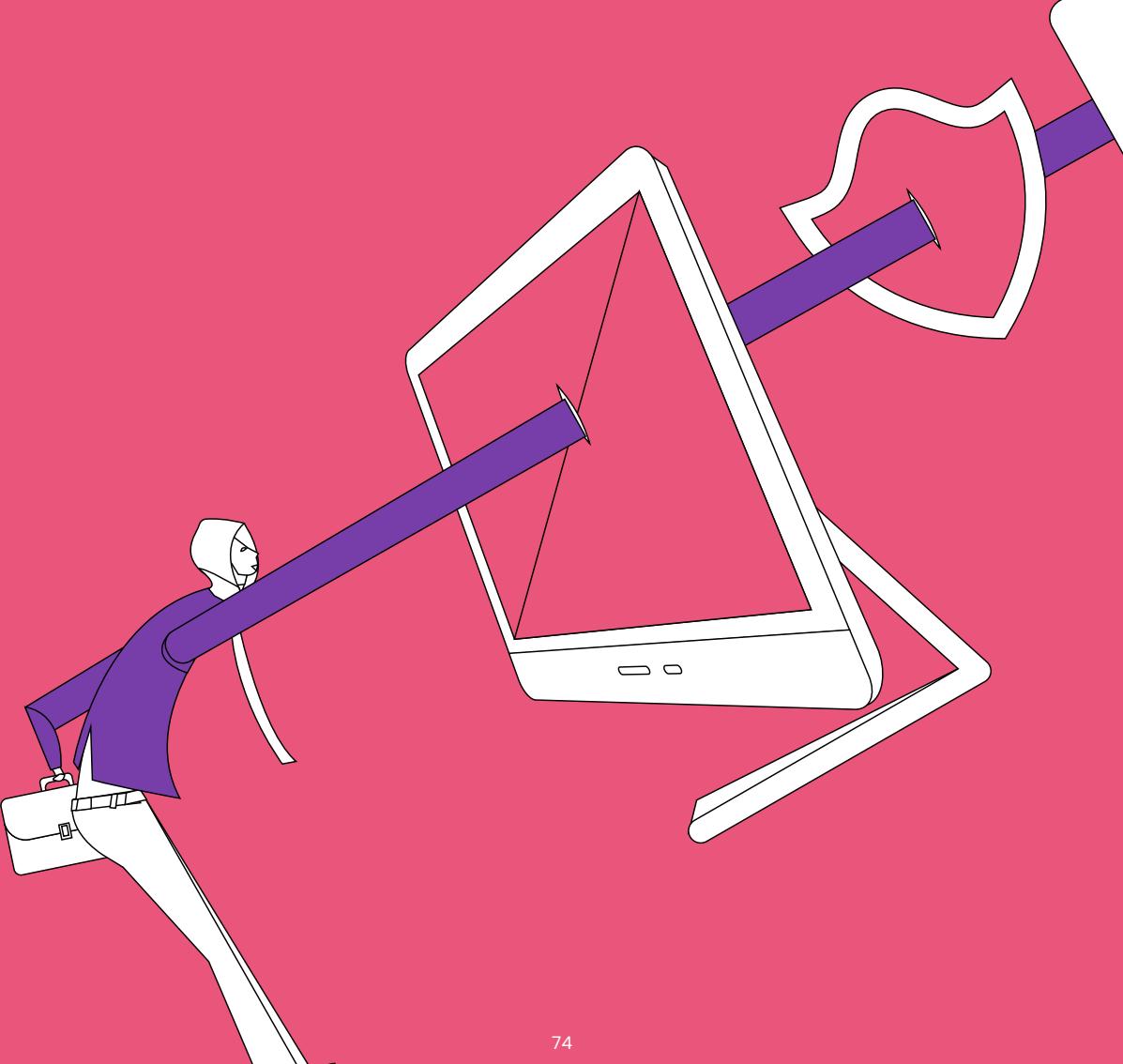
Certified Datasets for Sales Teams

Provides sales teams with verified, accurate, and up-to-date data, eliminating discrepancies and ensuring consistency in reporting. Certified datasets enhance trust and decision-making, leading to better sales strategies.

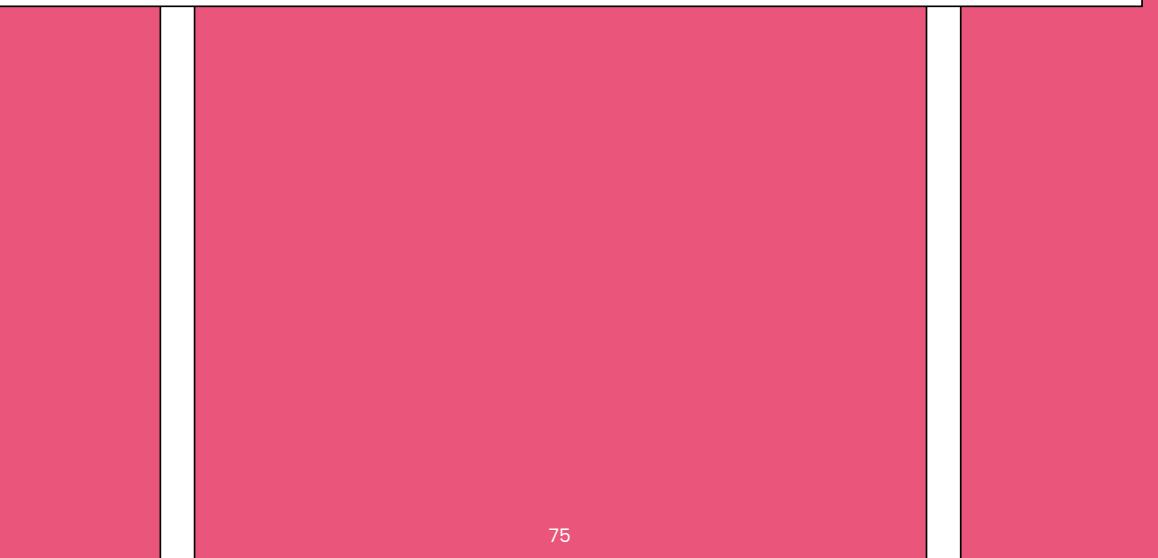
Governance in Motion

Secure,
Compliant, and
Connected





In today's data-driven world, governance is more than a necessity—it's the backbone of trustworthy insights and secure operations. At its core, data governance refers to the policies, processes, and tools that ensure data is accurate, accessible, secure, and used responsibly across an organization.



Domo governance is crucial for ensuring data quality, security, and compliance within an organization. It provides a framework for managing and controlling how data is accessed, used, and shared within the Domo platform.

Problems without Effective Governance:

Without robust data governance, organizations face significant risks across data quality, security, operations, and user trust.

Data Quality Issues

- Inconsistent definitions lead to conflicting insights.
- Errors from poor data entry and transformation impact decisions.
- Lack of validation results in flawed analysis.

Operational Inefficiencies

- Disorganized data makes retrieval and analysis slow.
- Duplicate sources create redundancies and wasted resources.
- Decision making is delayed due to unreliable insights.



Security & Compliance Risks

- Unauthorized access increases breach risks (GDPR, HIPAA).
- Data misuse leads to reputational damage.
- Inability to track usage makes compliance difficult.

Loss of Trust & Adoption

- Users hesitate to rely on inconsistent data.
- Confusion and frustration hinder analytics adoption.

The Power of Governance with Domo

As businesses rely on data to inform decisions, drive innovation, and achieve strategic goals, the need for robust governance becomes clear. Without effective governance, organizations risk issues such as data inaccuracies, breaches, regulatory non-compliance, and decision-making based on unreliable information.

Domo's governance framework transforms data management by ensuring:

Data Integrity

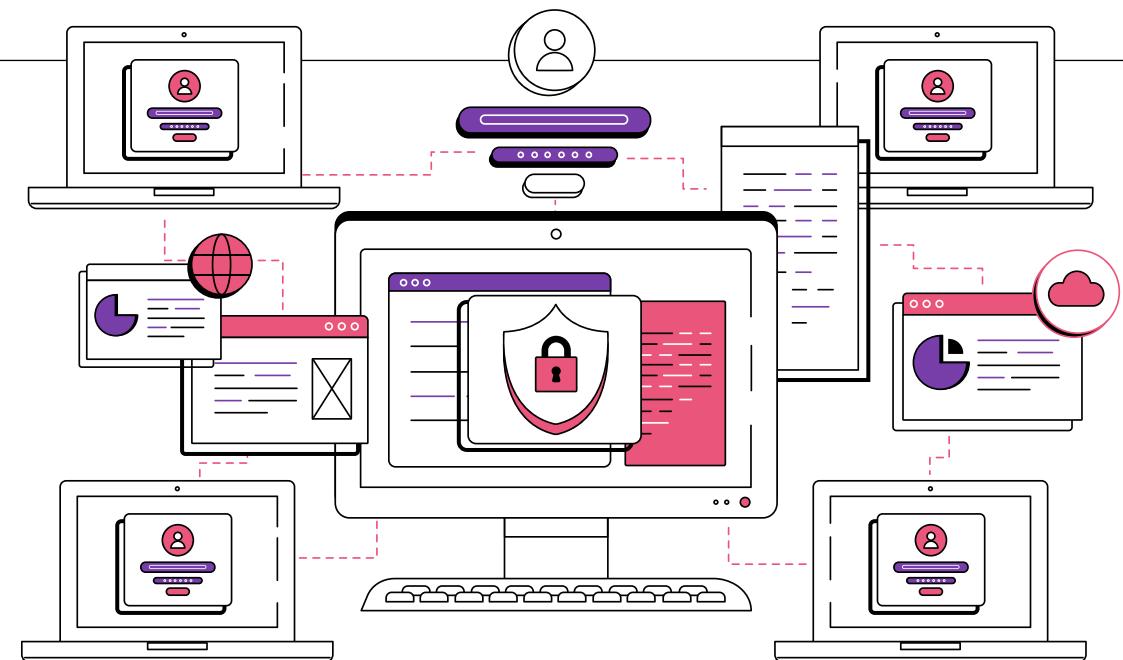
Accurate, consistent, and reliable information for decision-making.

Security & Compliance

Protection of sensitive data while adhering to GDPR, HIPAA, and SOC.

Efficient Collaboration

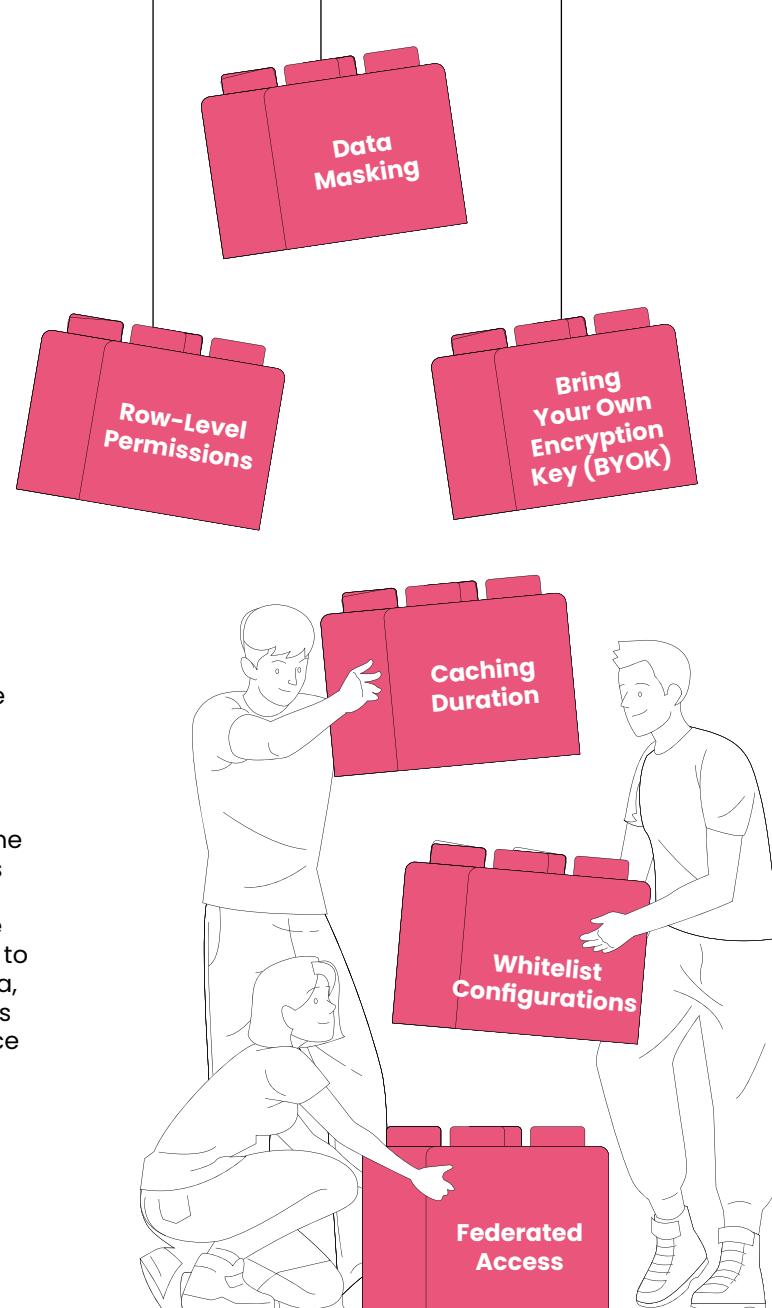
Seamless data sharing across teams while maintaining control.



By implementing governance, businesses don't just gain control – they build trust, enabling secure and confident data-driven operations.

This section delves into **Domo's Governance Toolkit**, best practices for **data flow governance** and highlights **real-world examples** of how organizations have achieved seamless integration while maintaining impeccable governance standards.

Domo's Governance Toolkit: Enhancing Data Security and Management



1. Data Masking

Data masking protects sensitive information by hiding it from unauthorized users while allowing approved personnel access. It ensures privacy and security when sharing data, such as partially masking PII, financial records, or health data (e.g., showing only the last four digits of a credit card).

1. Customizable Masking Rules

Tailors data masking based on roles and policies.

2. Enhanced Data Security

Prevents unauthorized access and reduces data breach risks.

3. Regulatory Compliance

Ensures adherence to data protection laws like GDPR and HIPAA.

4. Broad Collaboration

Allows team collaboration without exposing confidential data.

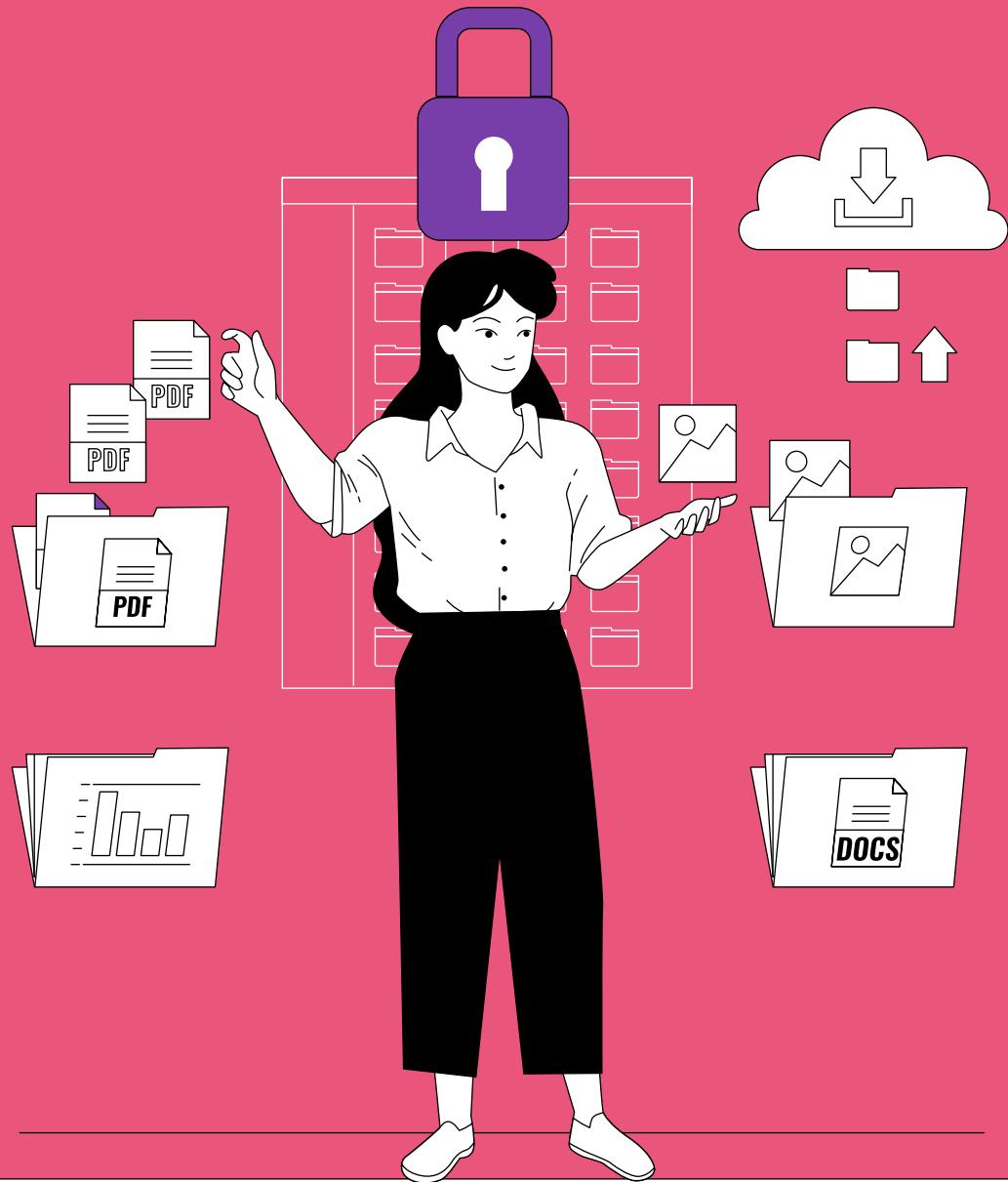
5. Business Continuity

Protects data during sharing with external partners.

Benefits: Enhances privacy, security, and compliance by restricting unauthorized access while preserving data usability across finance, healthcare, retail, and HR.

2. Personalized Data Permissions (PDP)

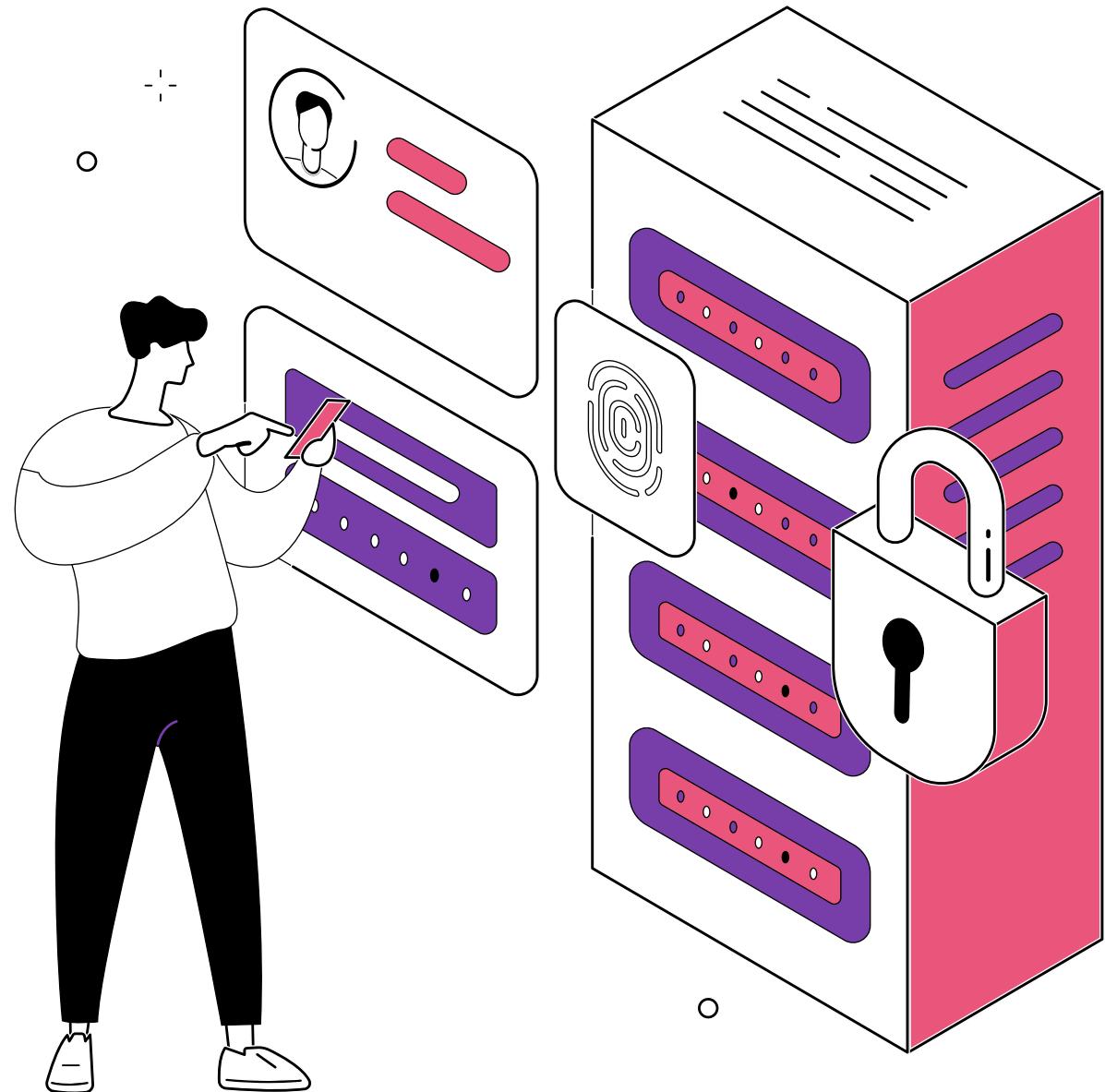
Domo's Personalized Data Permissions (PDP) control access by role or region, ensuring users see only relevant data—sales reps view their territory, managers see aggregated data, and executives access full insights. This eliminates redundancy, simplifies dataset management, and enhances security by limiting exposure to sensitive information, ensuring compliance with data privacy regulations.



Benefit: Ensures secure, role-based access, eliminates redundant datasets, and enhances regulatory compliance by protecting sensitive information.

3. Federated Access

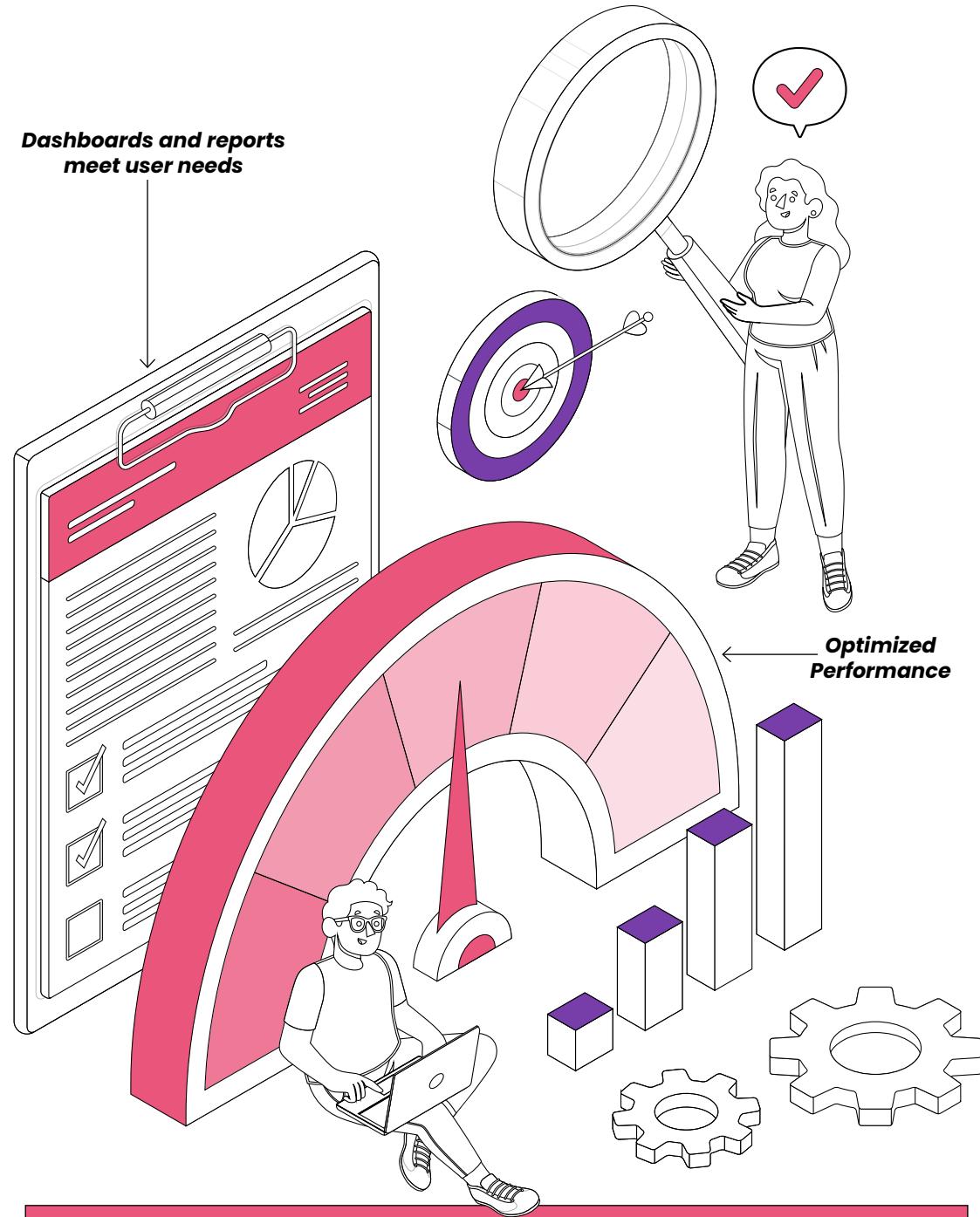
Federated access supports seamless and secure identity management across different systems and platforms. By integrating with identity providers like Okta, Microsoft Azure AD, or Google Workspace, Domo enables single sign-on (SSO) and centralized user management, making it easier to maintain consistent access policies.



Benefit: Streamlines authentication processes, reduces administrative overhead, and improves user experience while maintaining high security.

4. Caching Duration

Caching duration controls how long data remains in cache storage before refreshing. Administrators can configure caching settings to strike a balance between system performance and data freshness. For instance, dashboards that require real-time data may have shorter caching durations, while less dynamic reports can leverage longer durations for better performance.



Benefit: Provides flexibility to optimize performance without compromising data relevance, ensuring dashboards and reports meet user needs.

5. Whitelist Configurations

Whitelist configurations provide an additional layer of security by allowing administrators to specify exactly which users, devices, or systems are permitted to access particular datasets, applications, or features within Domo. Unlike broader access controls, whitelisting creates a pre-approved list of trusted entities, ensuring that only those explicitly allowed can interact with sensitive or critical resources.

How It Works?

Administrators define access parameters, such as:



→ **User-Level Whitelisting:** Specific users or groups are granted access to datasets or features based on their roles and responsibilities.

→ **Device Whitelisting:** Only authorized devices (e.g., company laptops, managed smartphones) are allowed to connect to Domo.

→ **System Whitelisting:** Access is restricted to predefined IP addresses or trusted network ranges, such as those belonging to the organization's internal network or VPN.

Whitelisting is seamlessly integrated into Domo's governance framework, ensuring consistent enforcement of access rules across all components, from datasets to dashboards.

Why Whitelisting Matters?

1. Audit and Monitoring

Simplifies auditing and enhances visibility.

2. Enhanced Security

Reduces unauthorized access and attack vectors.

3. Improved Compliance

Meets regulatory standards like GDPR and HIPAA.

4. Granular Control

Role-based access for legitimate needs.

5. Reduced Insider Threats

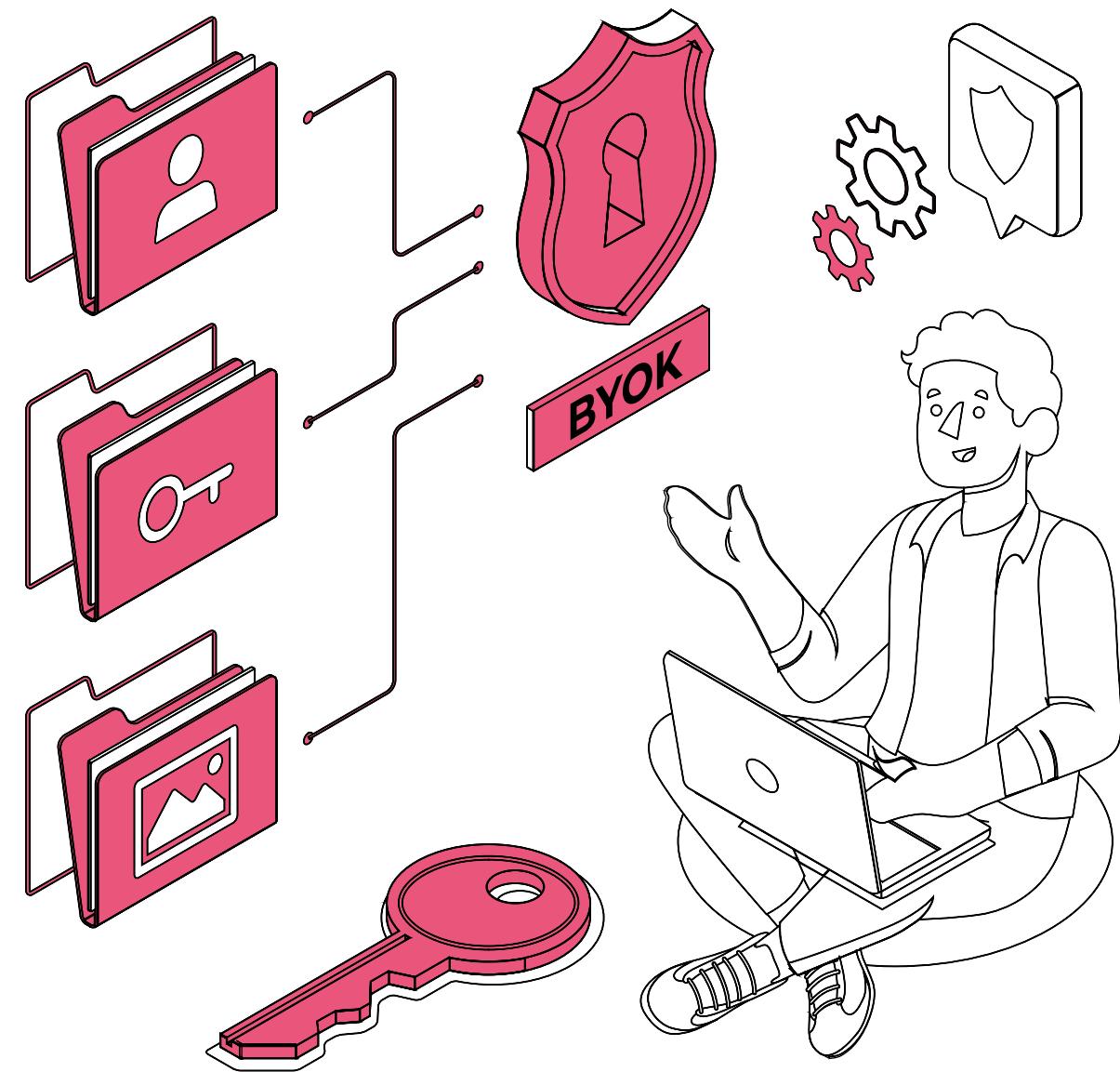
Mitigates risks of internal misuse.

6. Customizable Policies

Tailored access based on organizational needs.

6. Bring-Your-Own-Encryption-Key (BYOK)

Domo's BYOK tools allow customers to manage their own encryption keys, giving them greater control over data security. This feature is ideal for organizations with strict compliance requirements, as it ensures that encryption keys remain under the customer's ownership and management.



Benefit: Offers an added layer of security, especially for highly sensitive data, by allowing businesses to retain control over encryption and decryption processes.

Data Flow Governance

Best Practices: Building Trust in Your Data

Effective governance isn't just about restricting access—it's about enabling secure and reliable data usage across your organization. DOMO provides the tools and frameworks needed to govern data flows with precision.

Key Best Practices

→ **Ownership & Roles**

Assign data owners and define access levels (viewer, editor, admin).

← **Standardized Naming**

Use consistent dataset and workflow names for clarity.

→ **Monitor Data Lineage**

Track data origins, transformations, and usage to ensure accuracy.

← **Automate Policies**

Enforce rules for archiving, access control, and anomaly detection.

→ **Regular Audits**

Optimize data flows, enhance performance, and maintain compliance.

Benefits of Governance

- Ensures Data Accuracy & Reliability

Eliminates duplicates, errors, and inconsistencies for better decision-making.

- Enhances Security & Compliance

Protects sensitive data with role-based access, data masking, and audit trails.

- Builds Trust in Analytics

Clear policies improve transparency, collaboration, and data adoption.

- Improves Operational Efficiency

Reduces time spent on errors and streamlines data workflows.

- Supports Scalability

Keeps data manageable as businesses grow.

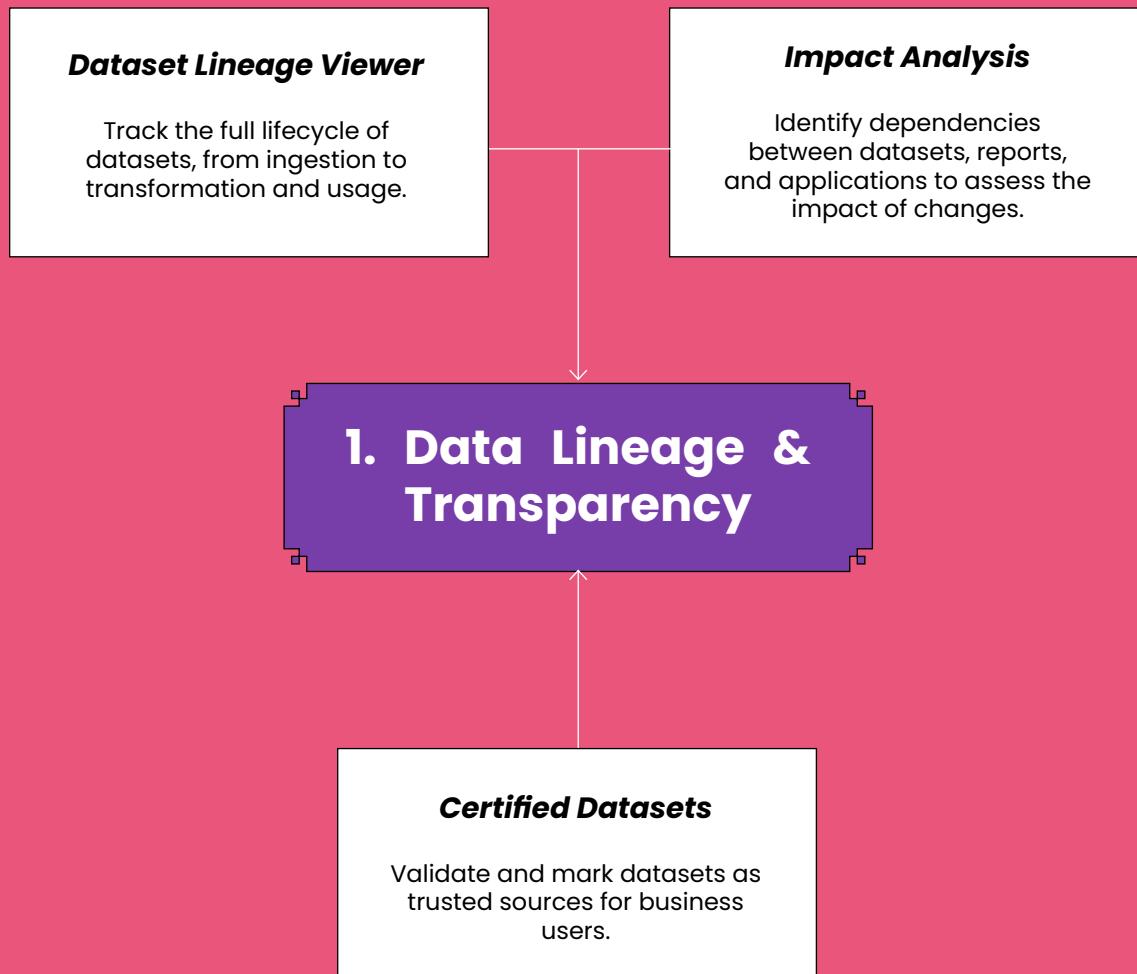
- Gives a Competitive Edge

Enables faster, data-driven decisions for market leadership.

Govern and Secure

- Scalable Data:

Domo provides a **comprehensive governance framework** to ensure **data security, access control, compliance, and operational transparency**. With powerful tools for **lineage tracking, role-based security, compliance automation, and workflow governance**, organizations can confidently manage their data ecosystem while maintaining security, efficiency, and scalability.

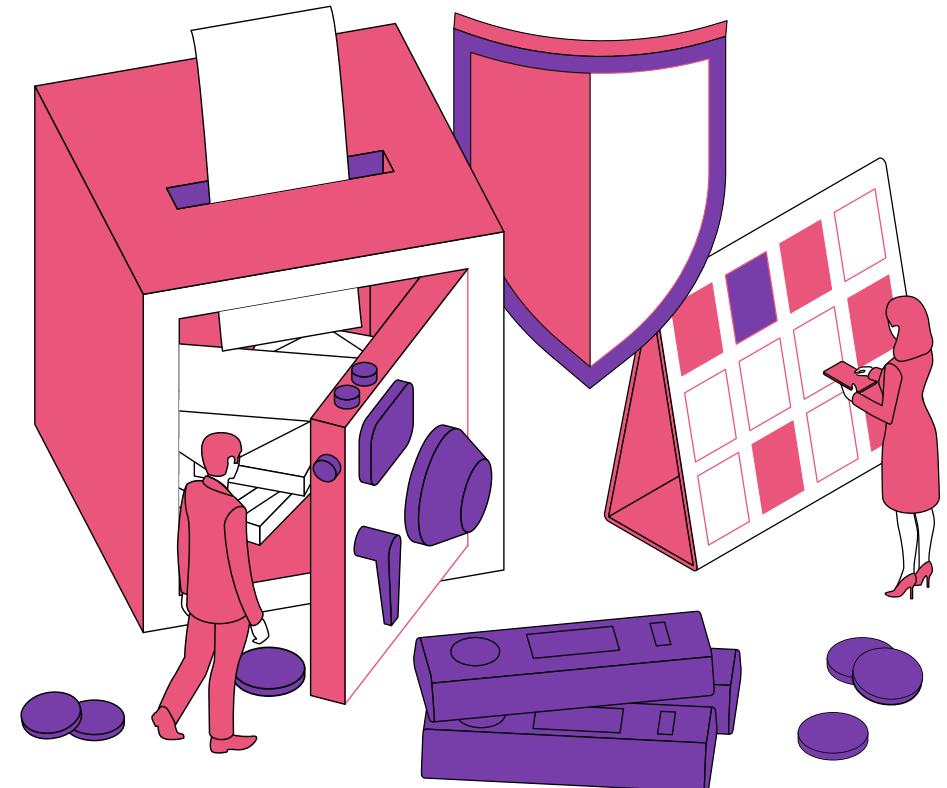


2. Access Control & Network Security

User & Group Management – Centralized control over access rights for individuals and teams.

Role-Based Access Control (RBAC) – Define user roles with precise permission levels.

Secure Data Sharing – Governed sharing across internal teams and external partners with Domo Everywhere.



PrivateLink & Secure Connectivity – Enable encrypted private connections for high-security data transfers.

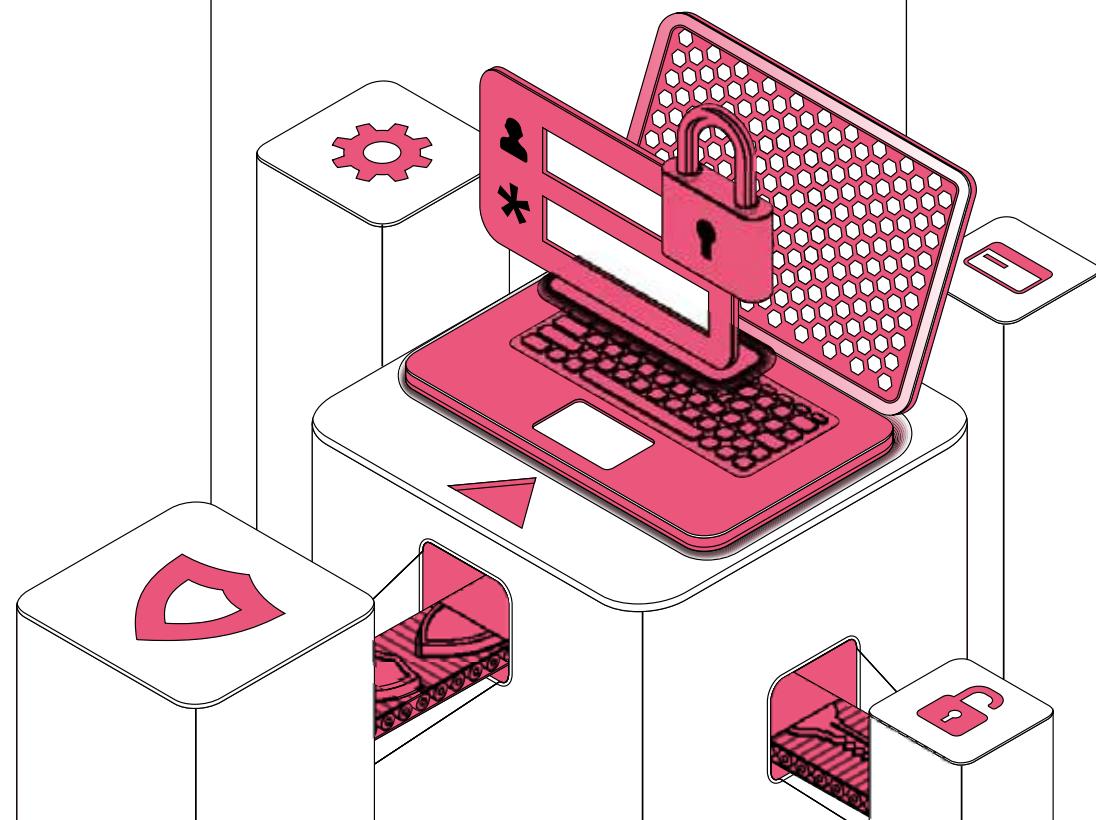
Data Democratization – Enable secure, self-service access to data, empowering teams to make data-driven decisions.

OAuth Authentication & Encryption (TLS1.2+) – Strengthen authentication and ensure end-to-end data encryption.

3. Data Stewardship & Quality Management

Data Governance Center – Manage policies, ownership, and data access from a single dashboard.

Stewardship Assignment – Assign data owners to datasets, reports, and workflows for accountability.



Automated Data Quality Monitoring – Configure alerts and validation rules to detect anomalies and errors.

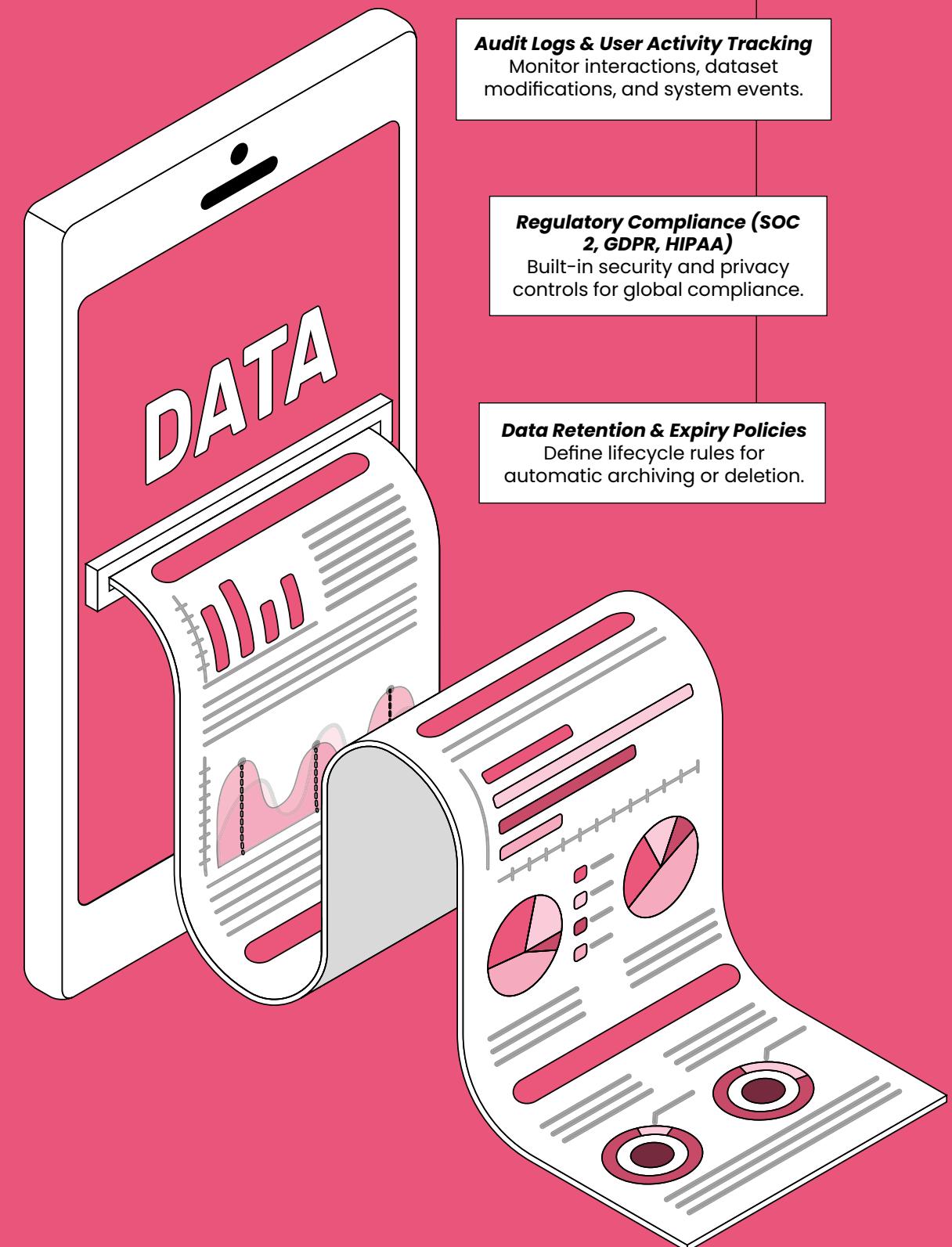
Data Policies & Compliance Frameworks – Implement automated governance rules for quality control and regulatory adherence.

4. Compliance & Auditability

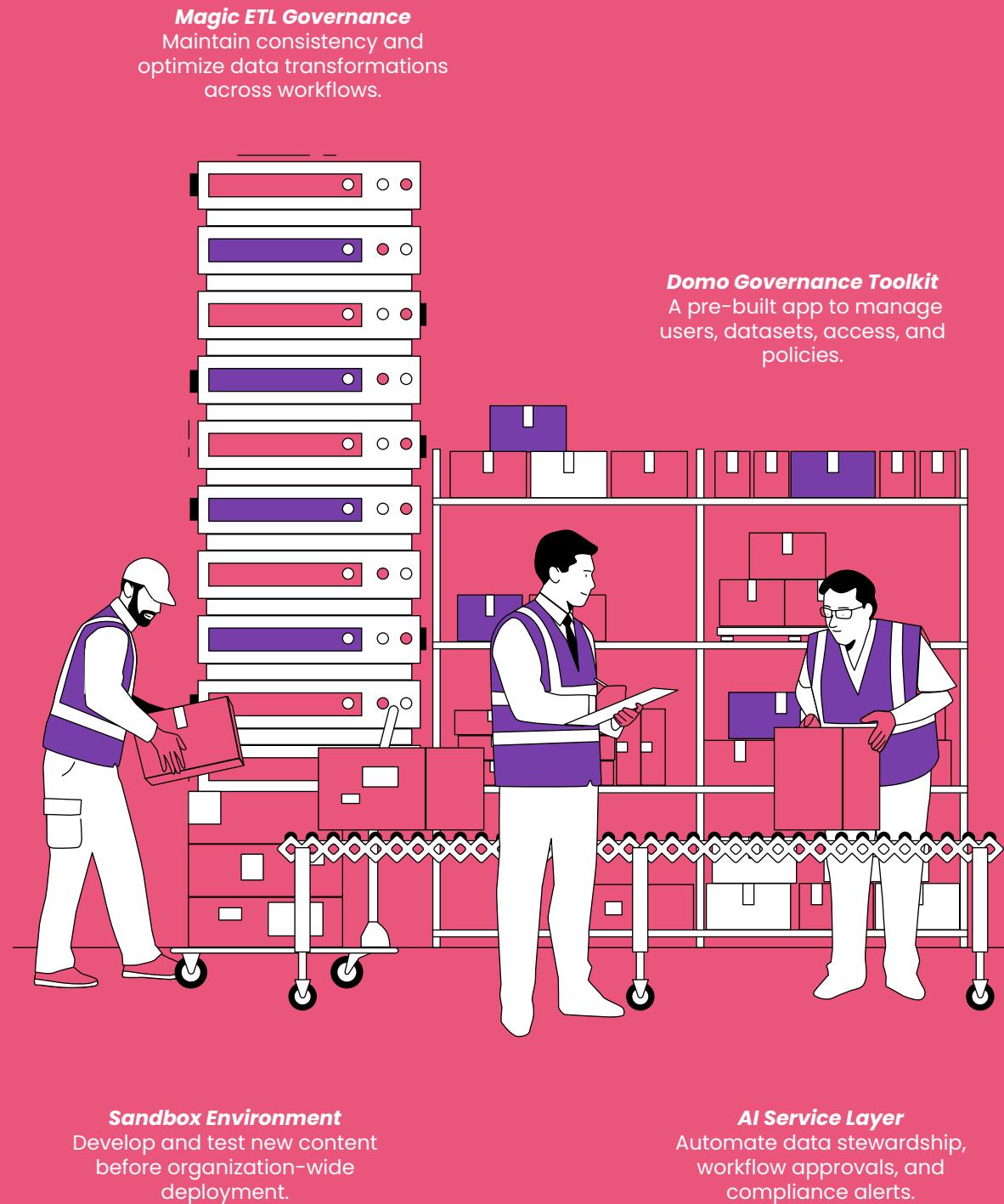
Audit Logs & User Activity Tracking – Monitor interactions, dataset modifications, and system events.

Regulatory Compliance (soc 2, GDPR, HIPAA) – Built-in security and privacy controls for global compliance.

Data Retention & Expiry Policies – Define lifecycle rules for automatic archiving or deletion.



5. Governance & Workflow Automation



Outcome

Domo's governance framework ensures visibility, security, and compliance while enabling scalable, governed data operations. By leveraging these tools, businesses can enhance data integrity, control access, and automate governance, leading to faster, more reliable decision-making.

DOMO Credit Governance:

Domo's consumption-based pricing model allows businesses to pay based on platform usage rather than a fixed number of licenses.

This flexible model gives organizations unlimited access to Domo features and user seats at no extra cost. Businesses purchase credits that cover their usage over the duration of the contract.

Credits in Domo are like a digital currency that you buy and spend as you use different Domo features.

Executions	Number of credits
Data storage	1 per million rows stored in the Domo platform
Data ingest/refresh	1 per table created or updated
Data write-back	1 per table written
DataFlow: Magic ETL	1 per output table created or updated
DataFlow: Data Science	2 per output table created or updated

Disclaimer:

The credit utilization details mentioned above is as of 2025 and are subject to change as per future updates in Domo's consumption policies. Organizations should review Domo's latest documentation or contact their account representative for the most up-to-date information.

Credit Monitoring

Domo offers a Credit Utilization interface that allows users to track used credits, monitor credit balances, and review subscription details.

Credit usage can be viewed directly in the admin > Company settings>credit utilization.

Additionally, the DomoStats app, available in the Appstore, provides insights into credit usage across all users.

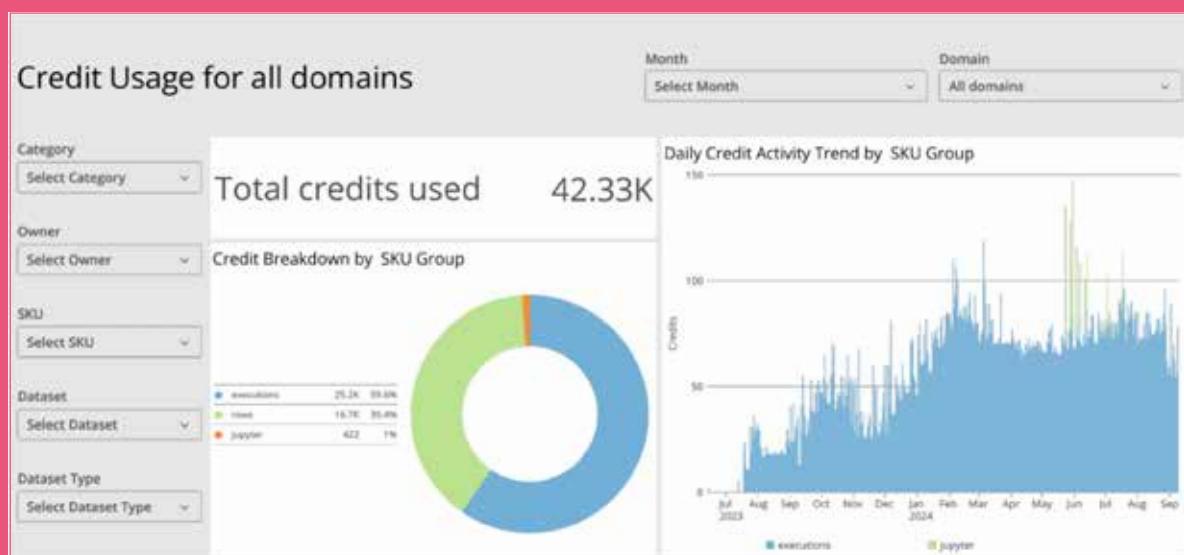
QuickStart Dashboard

A dashboard is available to help visualize credit usage data from the Used Credits Domostats Report.

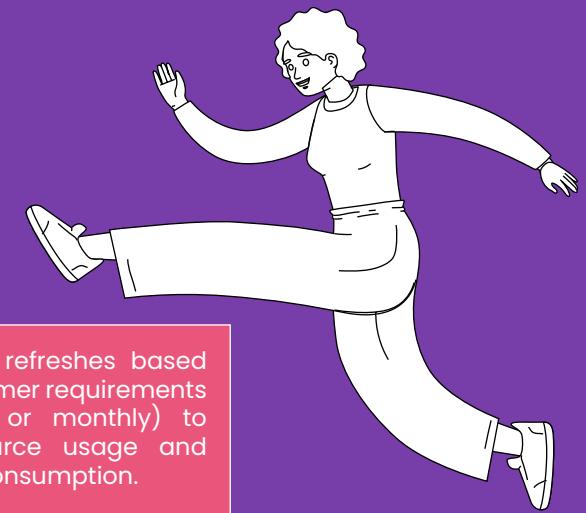


Domostats DataSet:

DomoStats Report offers raw data to support detailed analysis of credit usage. This Dataset is updated daily and can only be accessed from the primary instance within an account. It aggregates usage data across the primary instance and all sub-instances into a single comprehensive report.



Best Practices and Optimization Techniques to Minimize Credit Usage



Regularly delete tables or views that are no longer needed to avoid unnecessary storage costs.

Schedule data refreshes based on actual customer requirements (daily, weekly, or monthly) to minimize resource usage and reduce credit consumption.

Ensure Jupyter workspaces are stopped when not in use to prevent unnecessary credit usage.

Regularly review and analyze data usage patterns to identify and optimize high-cost queries or processes.

Where possible, merge or streamline data sources to reduce the number of queries and data processing operations.

Establish retention policies to archive or purge older data that is no longer needed, freeing up storage and minimizing processing costs.

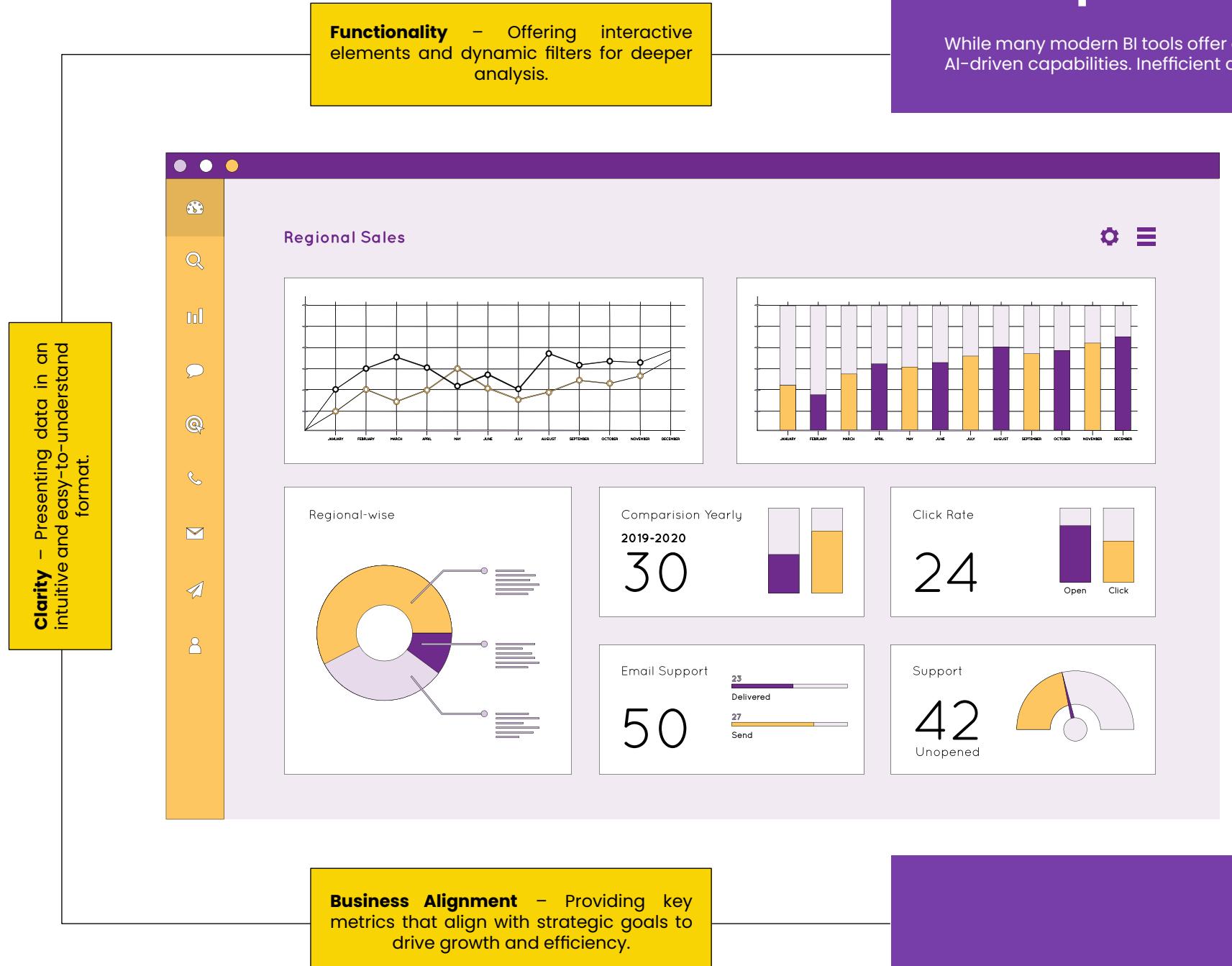
Building Powerful Dashboards



Dashboards that Delivers Positive Business Impact

Dashboards are essential tools for transforming complex data into meaningful insights that drive decision-making and collaboration. A powerful BI dashboard simplifies data visualization, aligns teams across functions, and delivers real-time intelligence to enhance operational efficiency.

A well-structured dashboard should focus on:



When built correctly, dashboards become more than just reporting tools; they serve as a central intelligence hub that empowers users with actionable insights.

Limitations of BI Tools That Lack AI Capabilities

While many modern BI tools offer data visualization and reporting, they often fall short in leveraging AI-driven capabilities. Inefficient dashboards struggle with:

O Static Insights
Lacking AI-powered predictive analytics to anticipate trends and opportunities.

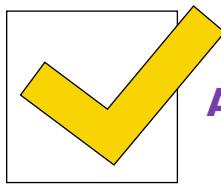
O Manual Data Processing
Requiring users to spend time on data wrangling instead of focusing on insights.

O Limited Automation
Missing AI-driven automation for anomaly detection, recommendations, and forecasting.

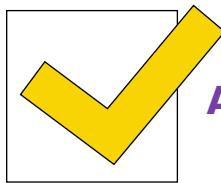
O Reactive Decision-Making
Without AI, dashboards only provide past and present data, limiting proactive strategies.

Why Domo Stands Out?

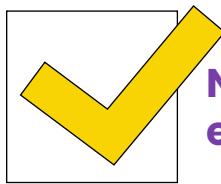
Unlike traditional BI tools, Domo offers a modern, AI-powered platform that transforms dashboards into intelligent business solutions. With built-in AI capabilities, Domo enhances decision-making through:



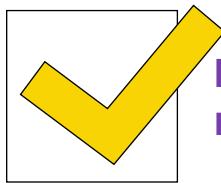
AI-driven predictive insights



Automated anomaly detection



Natural language queries for easy data exploration

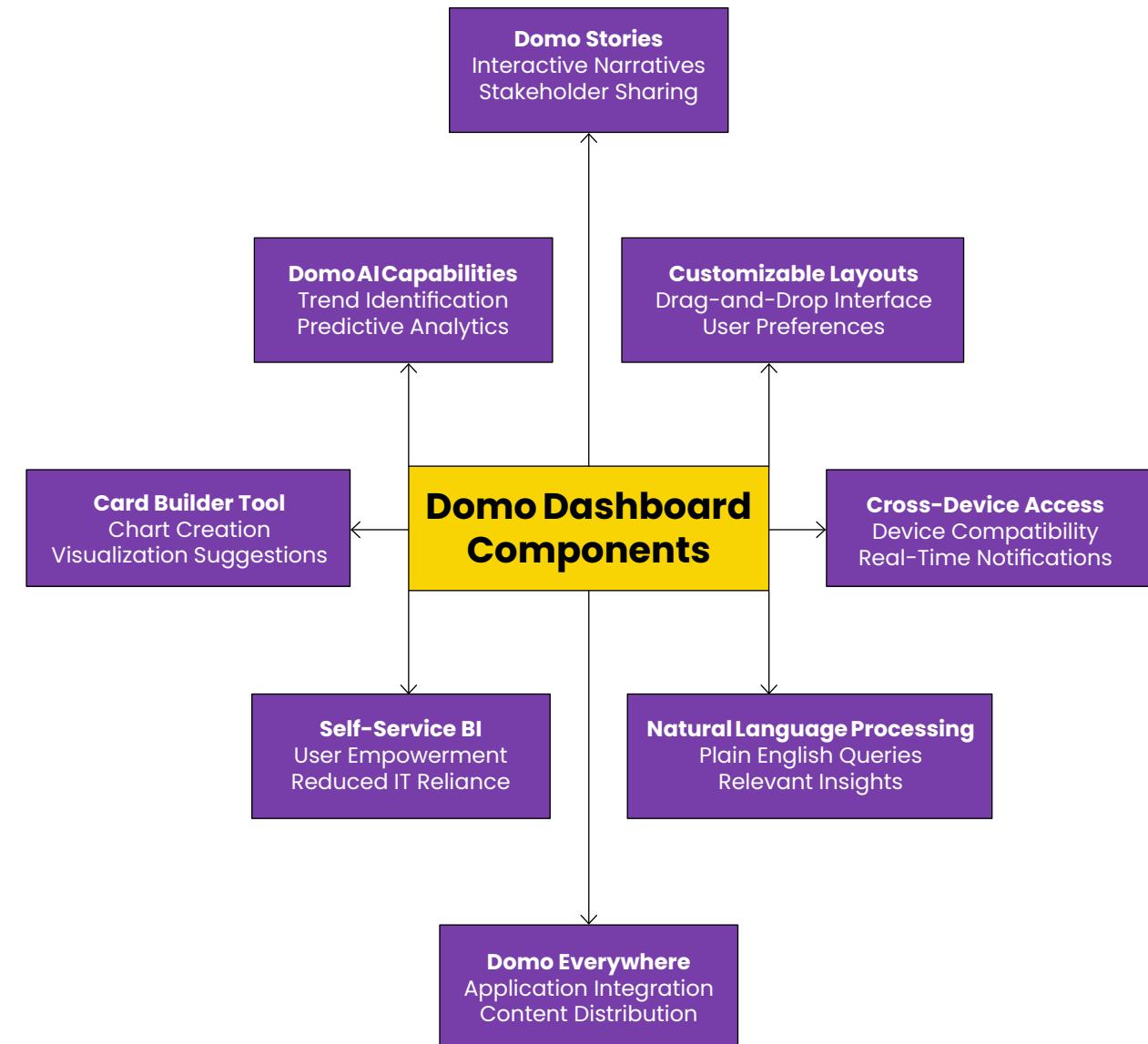


Intelligent alerts and recommendations

By combining AI with real-time data, Domo ensures that businesses stay ahead of the curve, making smarter and faster decisions.

Building Powerful Dashboards

Domo provides a comprehensive platform for building dashboards that allows users to create visualizations quickly and efficiently. Key features include:

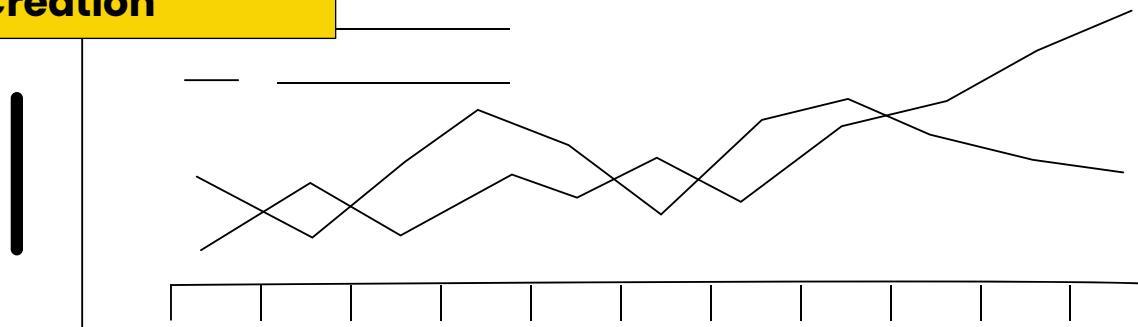


Domo's Card Builder: Empowering Data- Driven Decisions

Domo's Card Builder Tool allows users to easily create a wide variety of visualizations . The tool automatically suggests the most appropriate visualizations based on the data uploaded, reducing the need for expertise in design or data visualization.

**Accelerated Insights
and Actionability**

**Effortless Visualization
Creation**

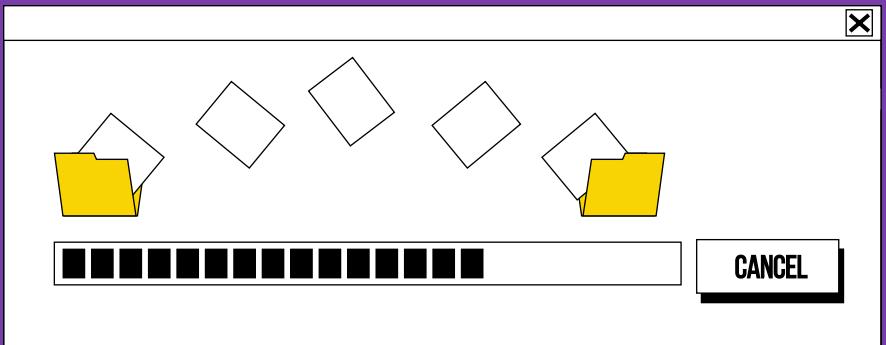


**Automated Visualization
Recommendations**



**Empowering Business Users
by self service capabilities**

Card Builder: Analyzer Interface



The Domo Card Builder Analyzer interface empowers users to create insightful visualizations with ease. It offers **50+ of chart types**.



The intuitive **drag-and-drop interface** simplifies data exploration and preparation, while advanced features like **Beast Mode** and **AI/ML integration** enable **complex analysis and powerful insights**.



The screenshot illustrates the Domo Card Builder interface, divided into two main sections:

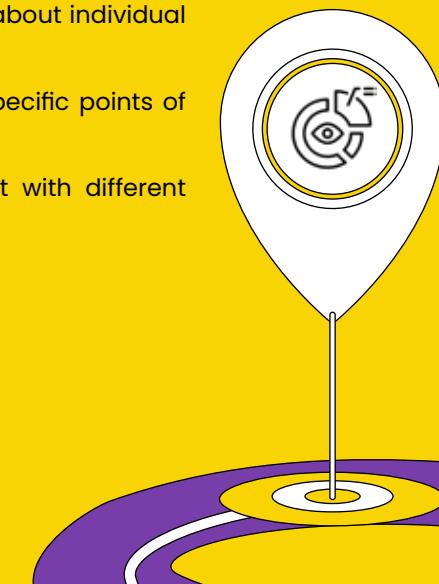
- Left Side (Dataset Editor):** Shows the 'DataSet' tab selected. A dataset named 'Credits_final' (79.2K rows) is listed. Below it are sections for 'Columns', 'Variables', 'Segments', 'Dimensions', 'Measures', and 'Calculated fields'. A list of calculated fields is shown, including '123 = AI Request', '123 = Auto_ml', '123 = Average Utilization R...', '123 = avg_credit', '123 = c2', '123 = cred_final', and 'abc = Credit Limit Alert'. A 'CREATE CALCULATED FIELD' button is at the bottom.
- Right Side (Chart Builder):** Shows a chart titled 'Jupyter Credits' with a summary statistic '1.29K ▲ -9.61%'. The chart is a line graph with a purple line showing fluctuations over time. Above the chart are various configuration tabs: 'DATASET', 'LINEAGE', 'DATA TABLE', 'FILTER & SORT', 'PROPERTIES', 'CONTROLS', 'COLOR RULES', 'AUTO PREVIEW', 'TOOLTIPS', 'CHART TYPES', 'ANNOTATION', 'BEAST MODE', 'SEGMENTS', and 'YOY'. To the right of the chart is a 'Chart types' sidebar with a search bar and a list of options: 'Word cloud', 'Horizontal symbol overlay', 'Vertical symbol overlay', 'Heat map', and 'Candlestick'.

Visualization Options:

Over 50+ Chart Types: A wide range of chart types are available, including line charts, bar charts, pie charts, scatter plots, heatmaps, geographical maps, and more.

Visual Control:

- **Color Rules:** Apply color rules to data points based on specific conditions, highlighting trends and outliers.
- **Tooltips:** Interactive tooltips provide detailed information about individual data points when hovered over.
- **Annotations:** Add annotations to the chart to highlight specific points of interest or provide additional context.
- **Chart Themes:** Customize the appearance of the chart with different themes and color palettes.



Data Exploration & Preparation

Dataset Selection: Select the dataset you want to analyze.

Data Filtering: Filter the data using various criteria (e.g., date range, specific values) to focus on the relevant information.

Data Sorting: Sort data in ascending or descending order based on selected columns.

Column Selection: Choose the specific columns you want to include in your analysis.

Calculated Fields: Create new calculated fields by combining existing columns or using mathematical functions.

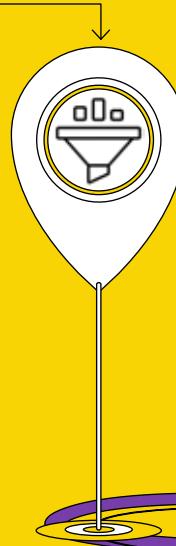
Data Transformations: Perform various data transformations, such as aggregating data, creating bins, and applying filters.

Leveraging Predefined Date Filters for Time-Series Analysis

Importance of Time-Series Analysis: Helps identify trends, patterns, and make data-driven decisions using historical data.

Domo's Simplified Approach: The Card Builder Analyzer streamlines time-series analysis with predefined date filters.

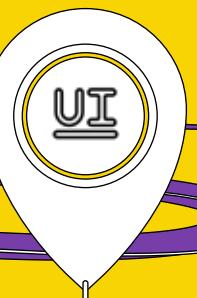
Quick & Easy Selection: Users can effortlessly choose specific time periods for deeper insights.



User Interface and Experience

Drag-and-Drop Interface: The interface is designed to be user-friendly with a drag-and-drop functionality for easy data exploration and visualization.

Real-time Updates: The chart updates dynamically as you make changes to the data or filters, providing immediate feedback.



Advanced Features

Beast Mode: This advanced scripting language allows for complex data transformations and calculations that are not possible with standard functions.

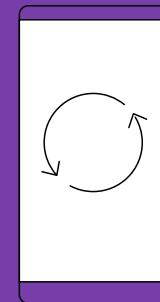
Segments: Create segments to group data based on specific criteria and analyze their behavior.

AI/ML Integration: Integrate Domo's AI capabilities for automated insights, predictive modeling, and anomaly detection.

Self-Service Business Intelligence with Domo

Reduced Reliance on IT:

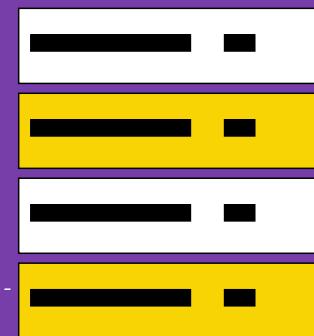
By eliminating the need for IT assistance for every data request, self-service BI significantly reduces the burden on IT teams.



Improved Data Literacy:

By encouraging employees to interact directly with data, self-service BI enhances data literacy across the organization.

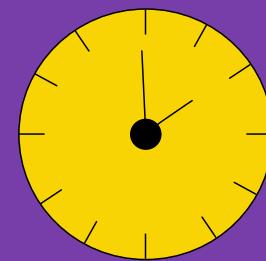
This empowers users to better understand data, make informed decisions, and contribute more effectively to business success.



Domo's Self-Service BI feature empowers employees across an organization to explore data and generate reports without relying on IT departments. By centralizing all analytics in a unified platform, Domo puts the power of data in the hands of the business users, allowing them to answer their own questions and make data-driven decisions.

Faster Time to Insights:

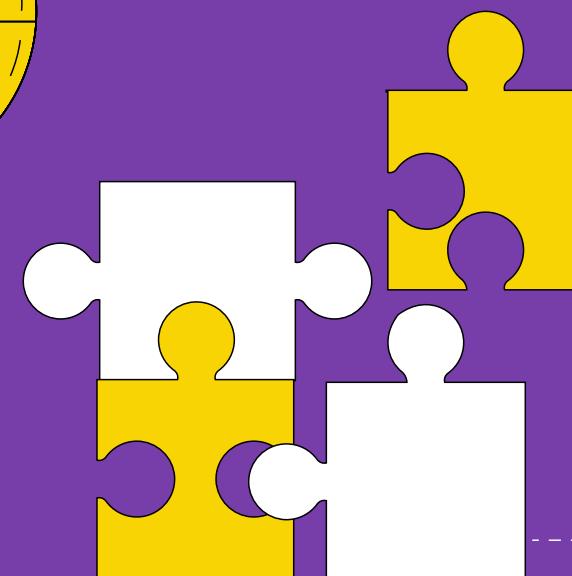
With the ability to quickly and easily access and analyze data, employees can gain insights more rapidly resulting in accelerated decision-making processes.



Empowering Employees:

Users can independently explore data, answer their own business questions, and gain valuable insights without relying on IT support.

Users can change between visuals of any card without interfering with the other users experience with the existing card.

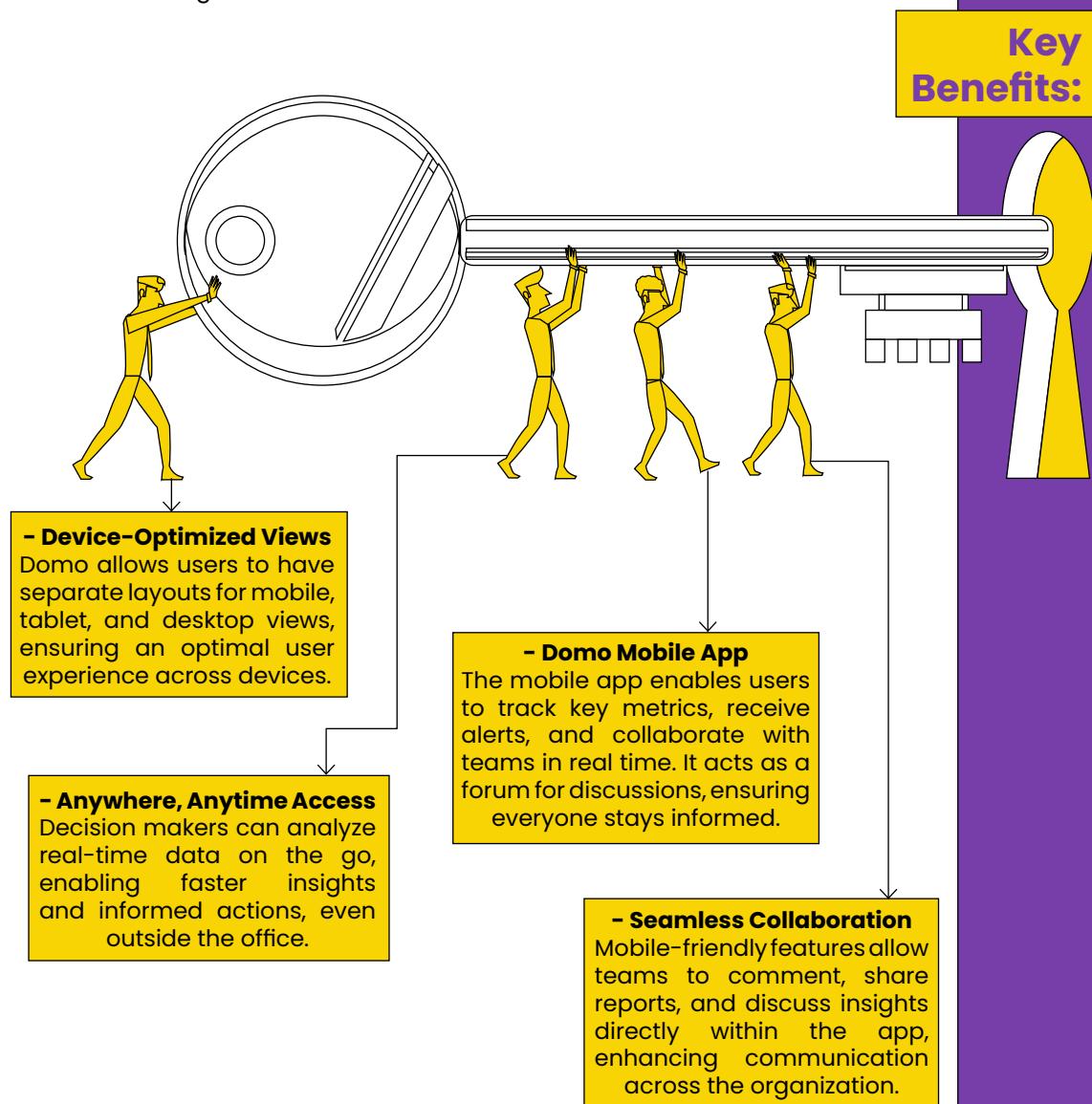


Cross-Device Access

: Data Access Anytime, Anywhere

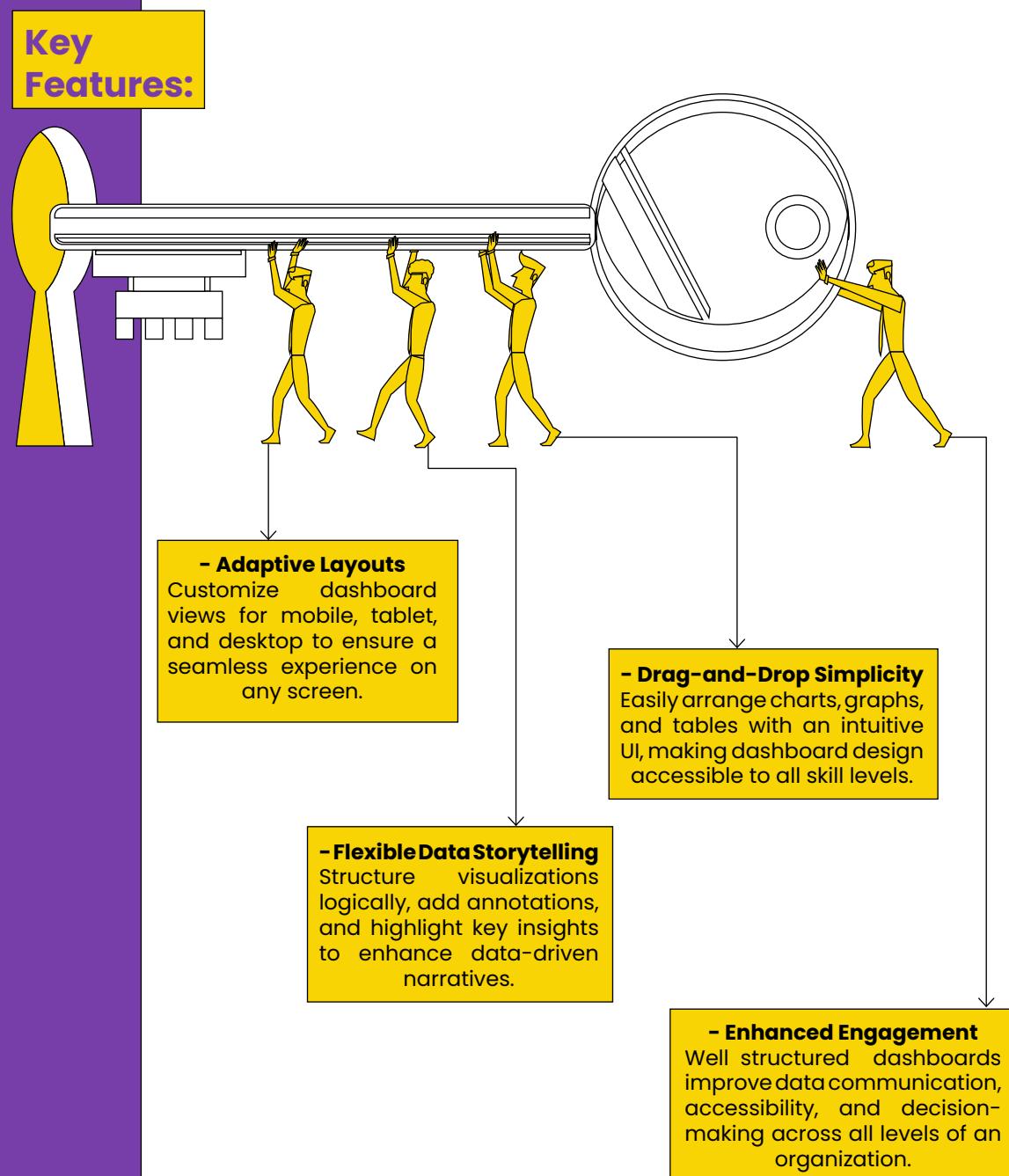
Cross-Device Access: Data Anytime, Anywhere

Domo ensures seamless access to data across multiple devices, whether it's a **laptop, tablet, or smartphone**. With dedicated **view templates** for different screen sizes, dashboards automatically adjust for the best experience based on the device being used.



Customizable Layouts: Tailoring Dashboards for Every Device

Domo's dashboarding capabilities go beyond simple visualization, enabling users to **craft tailored data stories** with flexible layouts. The platform's intuitive **drag-and-drop interface** makes it easy to design dashboards that adapt to different devices and user preferences.



Domo's **cross-device access** and **customizable layouts** ensure that users can **interact with data effortlessly**, regardless of the device they use or where they are working from.

Domo Everywhere: Monetize Your Data & Expand Market Reach

Domo Everywhere empowers organizations to transform their analytics into a scalable, revenue-generating asset by embedding dashboards and applications directly into their products, portals, and services. This enables businesses to enhance customer engagement, create new revenue streams, and differentiate their offerings with real-time, interactive insights.

Business Value Proposition:

Key Benefit	Business Impact
Monetize Analytics	Turn data and insights into subscription-based offerings, enhancing revenue potential.
Embed Analytics in Products	Seamlessly integrate dashboards into SaaS platforms, customer portals, or B2B applications.
Enhance Customer Value	Provide real-time, self-service insights to customers, increasing engagement and retention.
Improve Competitive Differentiation	Stand out by offering data-driven intelligence as part of your core product.
Scale Securely with SSO	Ensure seamless, secure user access with Single Sign-On (SSO) integration.

How Businesses Can Leverage Domo Everywhere?

01

Embedded Analytics as a Product Feature

- SaaS companies can embed analytics into their platforms, offering data insights as an added-value service.
- B2B enterprises can provide real-time dashboards to customers, positioning data-driven decision-making as a competitive advantage.

02

Data Monetization & Subscription-Based Insights

- Convert analytics into a subscription-based revenue model, where users pay for exclusive access to insights and dashboards.
- Offer tiered pricing structures, allowing different levels of data access to customers based on their business needs.

03

Enhanced Partner & Client Engagement

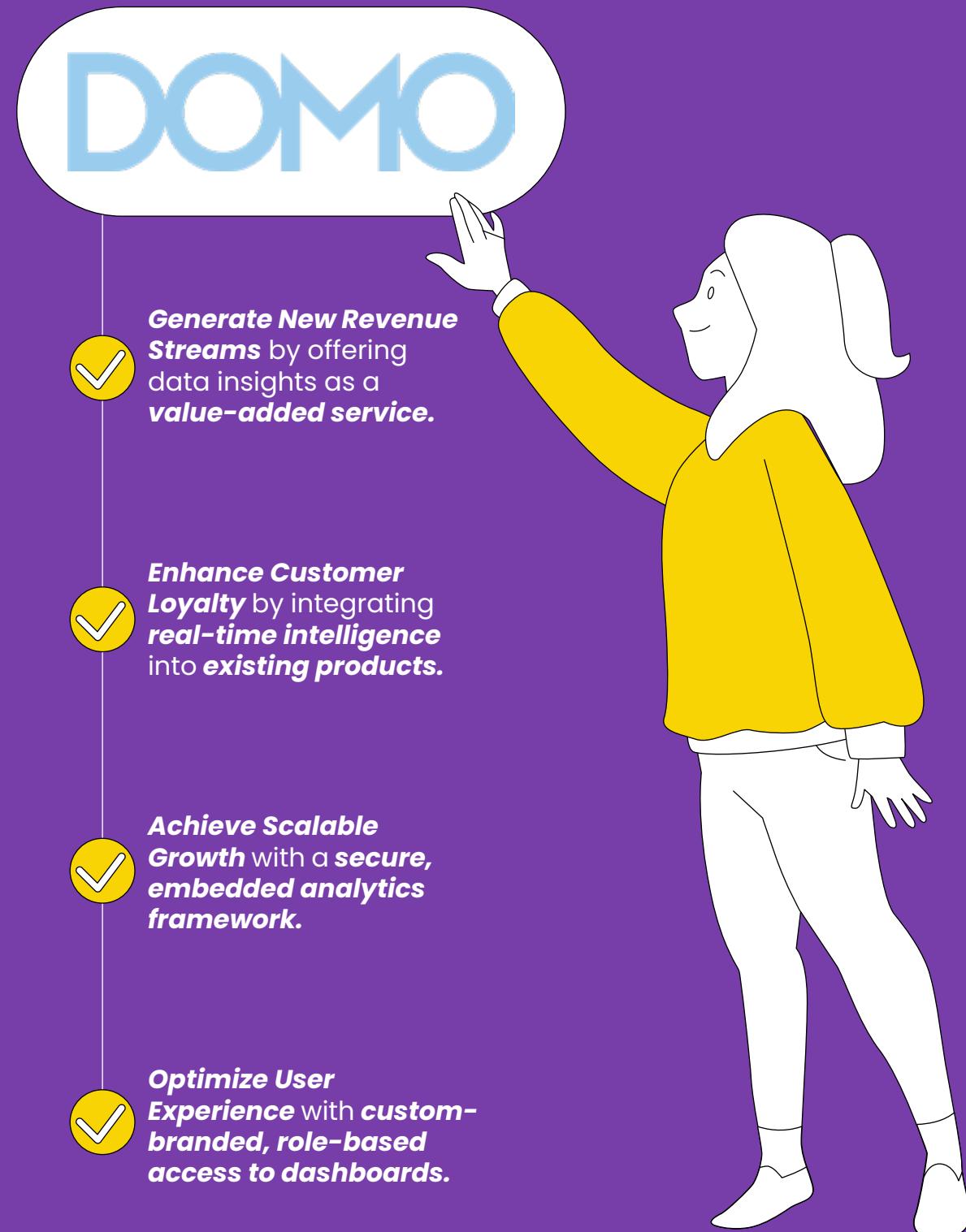
- White-label Domo dashboards to match branding, delivering a seamless customer experience.
- Provide external partners and stakeholders with controlled, role-based access to relevant insights.

SSO for Secure & Scalable Access:

Domo Everywhere integrates with **enterprise authentication systems** to ensure **secure, seamless access** to embedded applications.



Why Businesses Choose Domo Everywhere?



Domo Dashboard's Value Proposition

Domo dashboards offer a comprehensive suite of features that drive data-driven decision making and enhance business agility.

Collaborate in Real Time with Domo Buzz:



Use Case:

A marketing team can discuss campaign performance directly on the dashboard, tagging relevant team members and brainstorming next steps based on real-time data.

Features:

- @mentions for direct team member notifications
- Inline comments for specific data points or visualizations
- Ability to assign tasks and track progress within the dashboard
- Real-time updates and notifications for new comments or actions

Insights That Come to You:



Use Case:

A finance team can receive automated alerts about unexpected budget variances, allowing for proactive investigation and corrective actions.

Features:

- Anomaly detection algorithms to identify unusual data patterns
- Trend prediction models to forecast future outcomes
- Automated reports with key insights delivered directly to user inboxes.

Empowering Users to Customize Views:



Use Case:

A sales manager can switch from a bar chart to a funnel chart to visualize sales pipeline stages more effectively, gaining deeper insights into conversion rates.

Features:

- Ability to switch between various chart types (bar, line, pie, scatter, etc.)
- Options to filter and segment data within visualizations
- Ability to create custom calculations and metrics

Guided Exploration with Drill Paths:



Use Case:

A customer success manager can drill down from overall customer satisfaction scores to specific customer segments, identifying areas for improvement and tailoring support strategies.

Features:

- Interactive drill-down capabilities to explore data at different levels of granularity
- Ability to create custom drill paths to guide users through specific analyses
- Dynamic filtering options to refine data at each level of the drill-down

Advanced Visualization Techniques

In today's data-driven world, visuals must do more than display numbers—they must **tell a story, drive action, and empower users** to explore insights intuitively. Domo delivers **advanced visualization techniques** tailored to diverse business needs.

1. Dynamic and Interactive Visualizations



Drill-Down and Drill-Through Capabilities

Click on charts or KPIs to instantly explore underlying data, enabling seamless navigation from high-level summaries to granular insights.

Example: Drill down from "Total Sales" to regions, products, and transactions—all within the dashboard.

Dynamic Filters and Slicers

Filter data directly on dashboards to refine insights by time period, category, or business segment—eliminating the need for multiple dashboards.

2. Customization at Every Level

When your dashboard perfectly matches your company branding and business needs



“A well-customized dashboard speaks for itself! ”

Visualization Type Switching

Toggle between bar charts, pie charts, scatter plots, and more at the viewer level, ensuring data is presented in the most meaningful way.

Example: A sales manager uses bar charts for comparisons, while an analyst switches to heatmaps for trend detection.

Card-Level Customization

Adjust **labels, colors, thresholds, and conditional formatting** to align visuals with business needs or brand guidelines.

3. Advanced Charting Options



“Oh, so charts DO matter! ”

Waterfall & Funnel Charts

Track incremental changes in metrics like revenue growth or customer conversion through specialized charting techniques.

Geospatial Heatmaps

Map-based visuals reveal location-based insights, such as store performance or regional sales trends.

Multi-Layered Charts

Overlay multiple data points—sales trends with weather data, marketing spend with revenue impact—to uncover deeper correlations.

Feature Highlight: Domo's Sparklines add trend indicators directly within tables or cards, visualizing patterns alongside raw data.

4. AI-Powered Visual Insights



“AI spots trends before you do! ”

Automated Insights & Anomaly Detection

Domo's AI automatically surfaces trends, anomalies, and correlations, guiding users toward key takeaways.

Smart Recommendations

Get AI-driven chart suggestions based on the dataset, ensuring the best visualization for any data at hand.

5. App Studio for Custom Visuals



“Oh, you want basic charts? How about an interactive data app instead? ”

JavaScript-Based Custom Charts

Develop custom visuals beyond default libraries—such as network diagrams, timeline graphs, and predictive models.

App-Like Experiences

Create interactive data applications that go beyond dashboards, embedding real-time analytics into business workflows and decision-making.

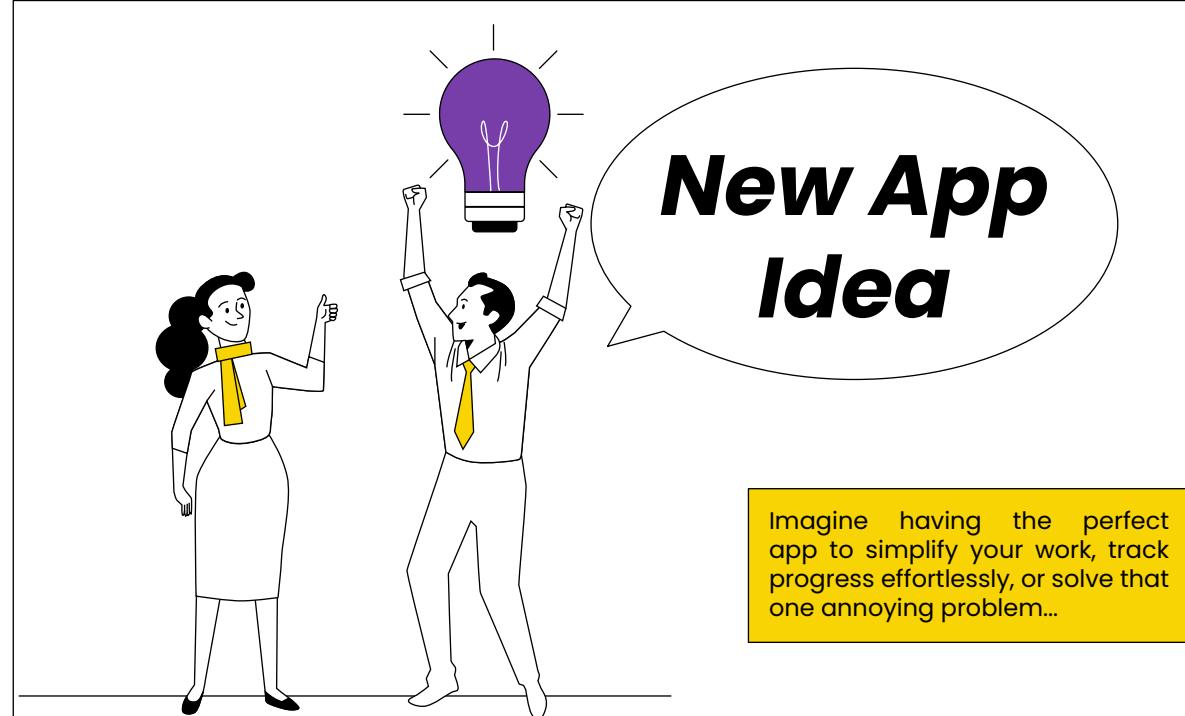
Example: A supply chain team monitors real-time shipments, with predictive alerts for potential delays.

Key Takeaway

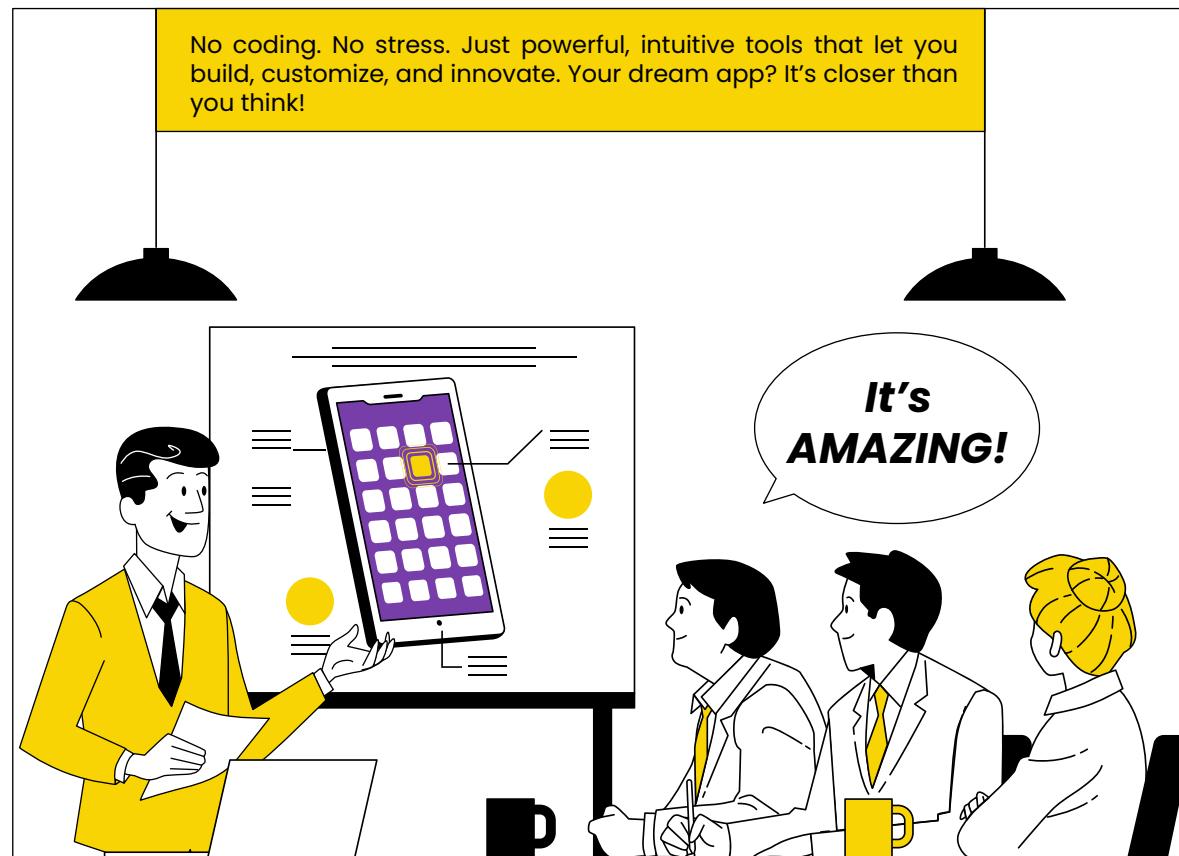
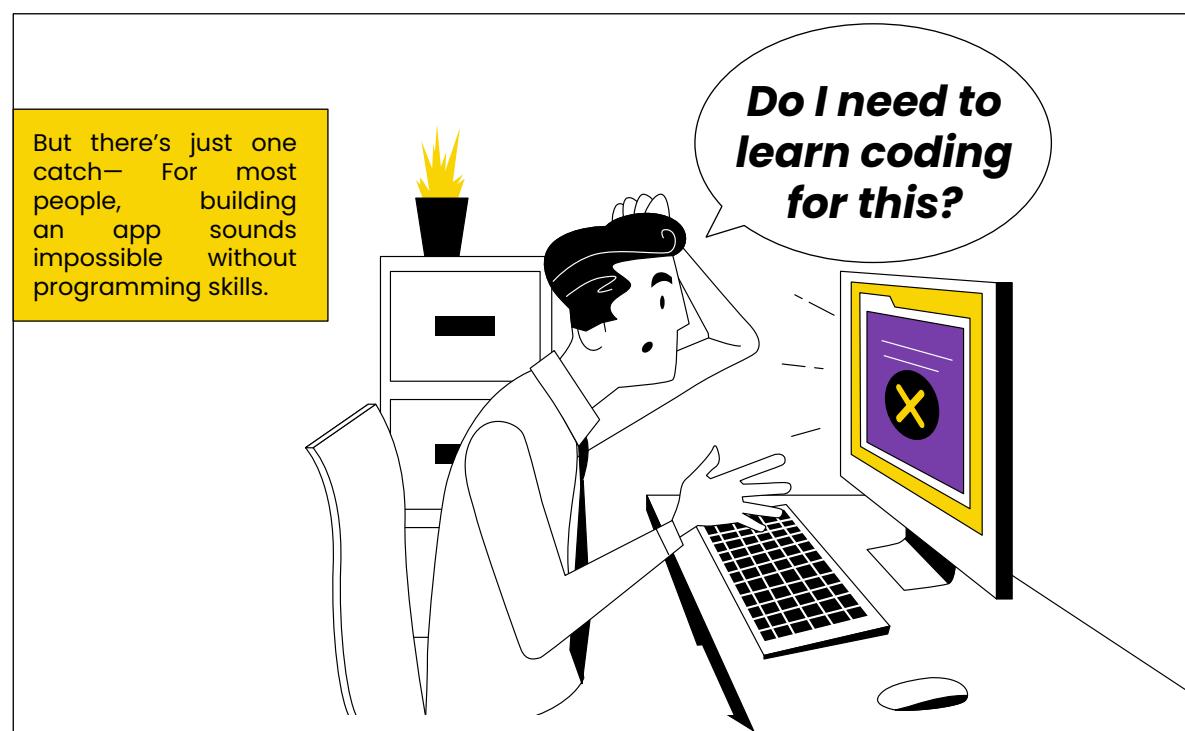
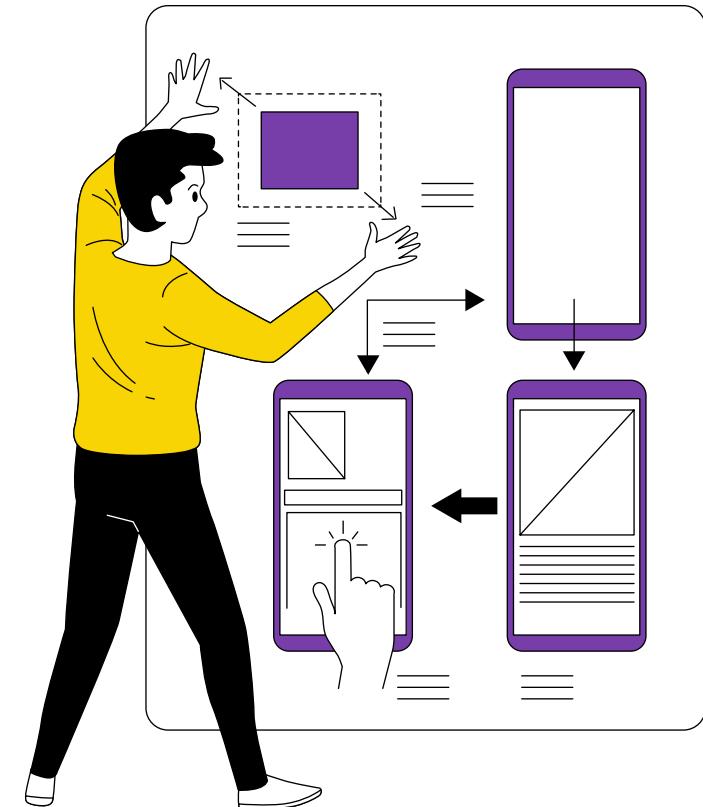
Domo's advanced visualizations go **beyond static dashboards**—offering **interactive, AI-driven, and fully customizable insights** that empower businesses to drive smarter decisions and deeper engagement.



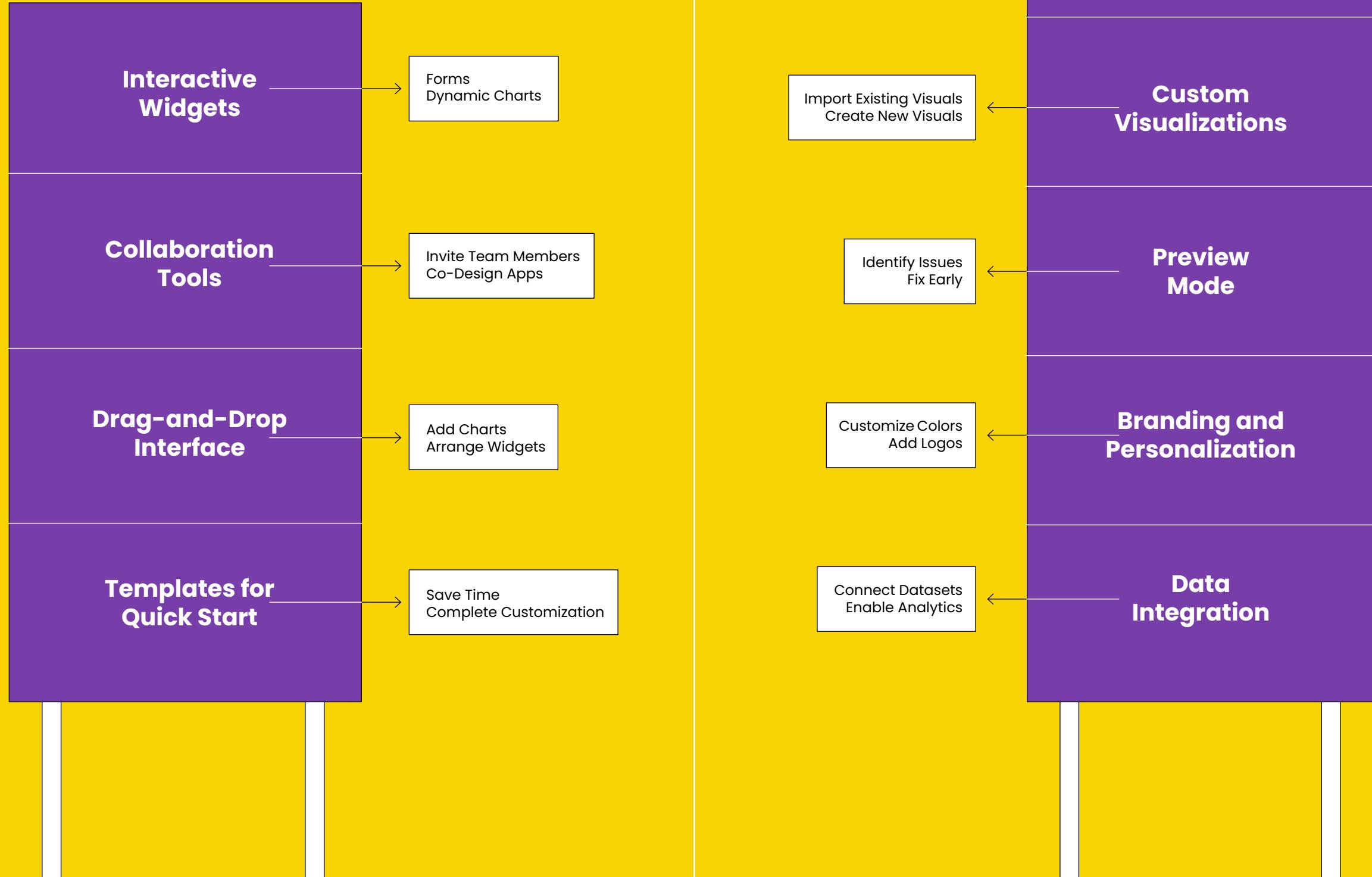
Introduction to Domo App Studio



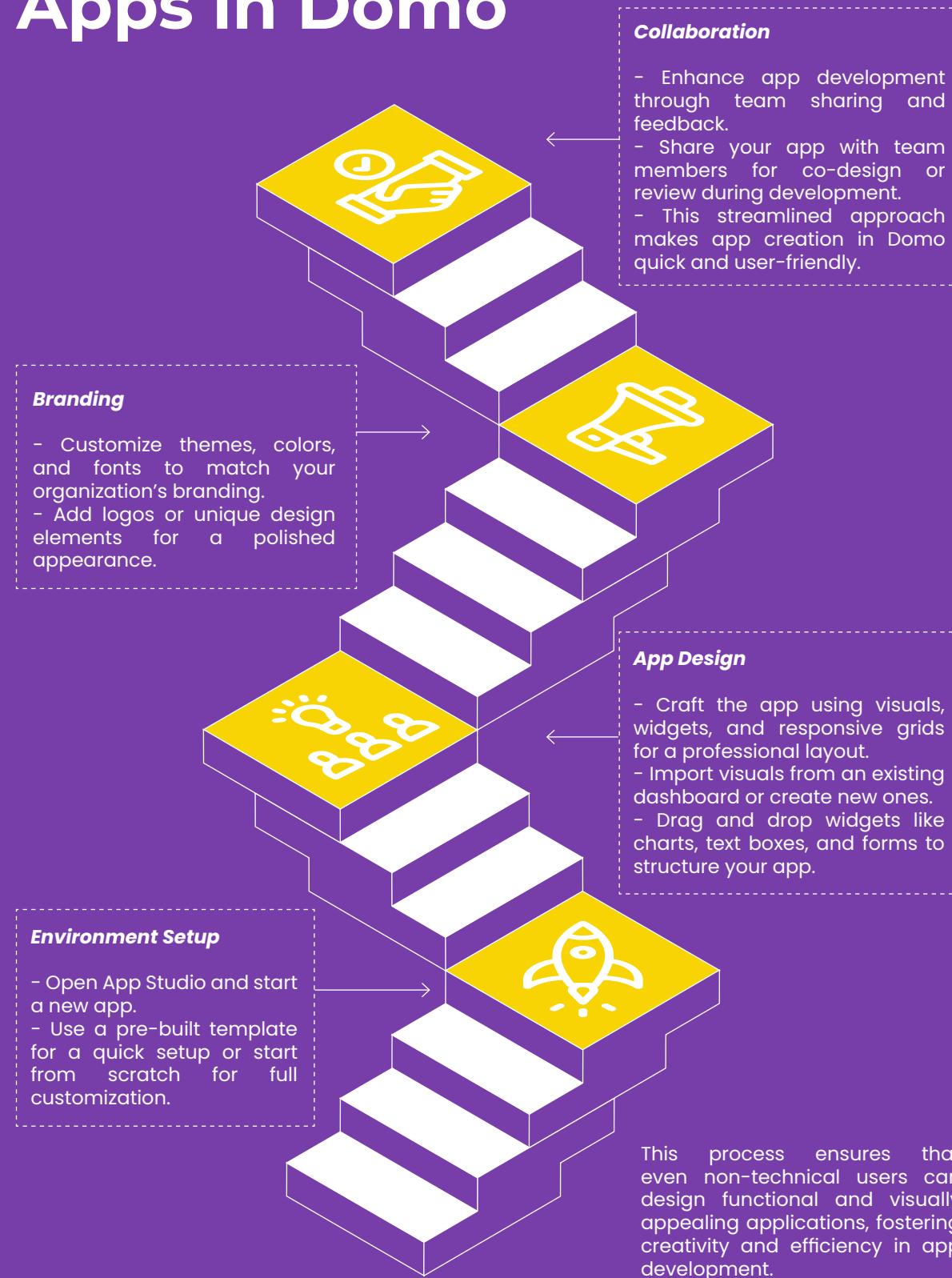
But what if you didn't have to code at all? Enter Domo App Studio—your creative playground where anyone, coder or not, can bring their ideas to life with just a few clicks. Think of it as building with LEGO bricks. Pick the pieces you need, arrange them how you like, and—voilà! Your app is ready to go.



Key Features of Domo App Studio

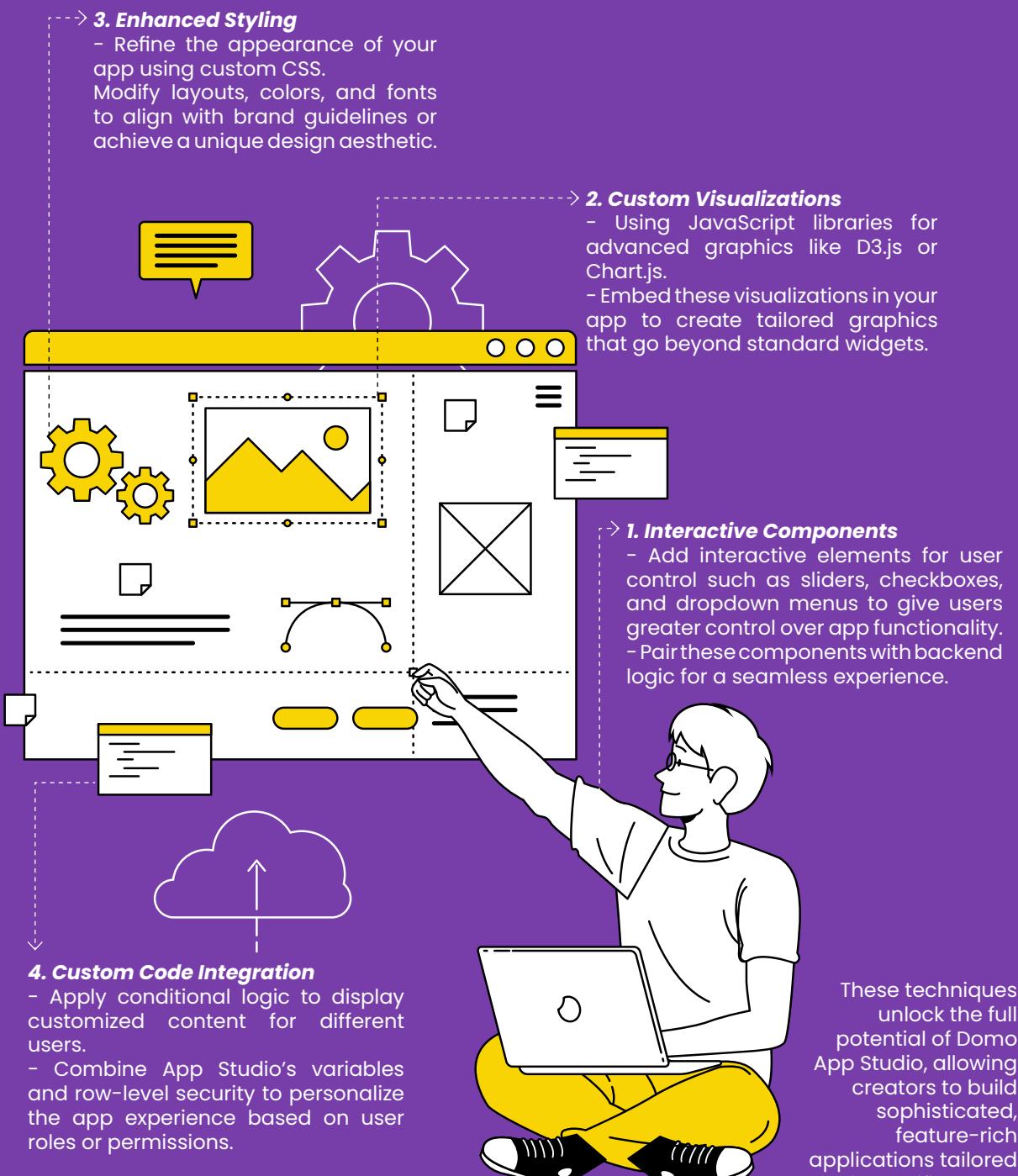


Setting Up and Designing Apps in Domo



Advanced Customization Techniques

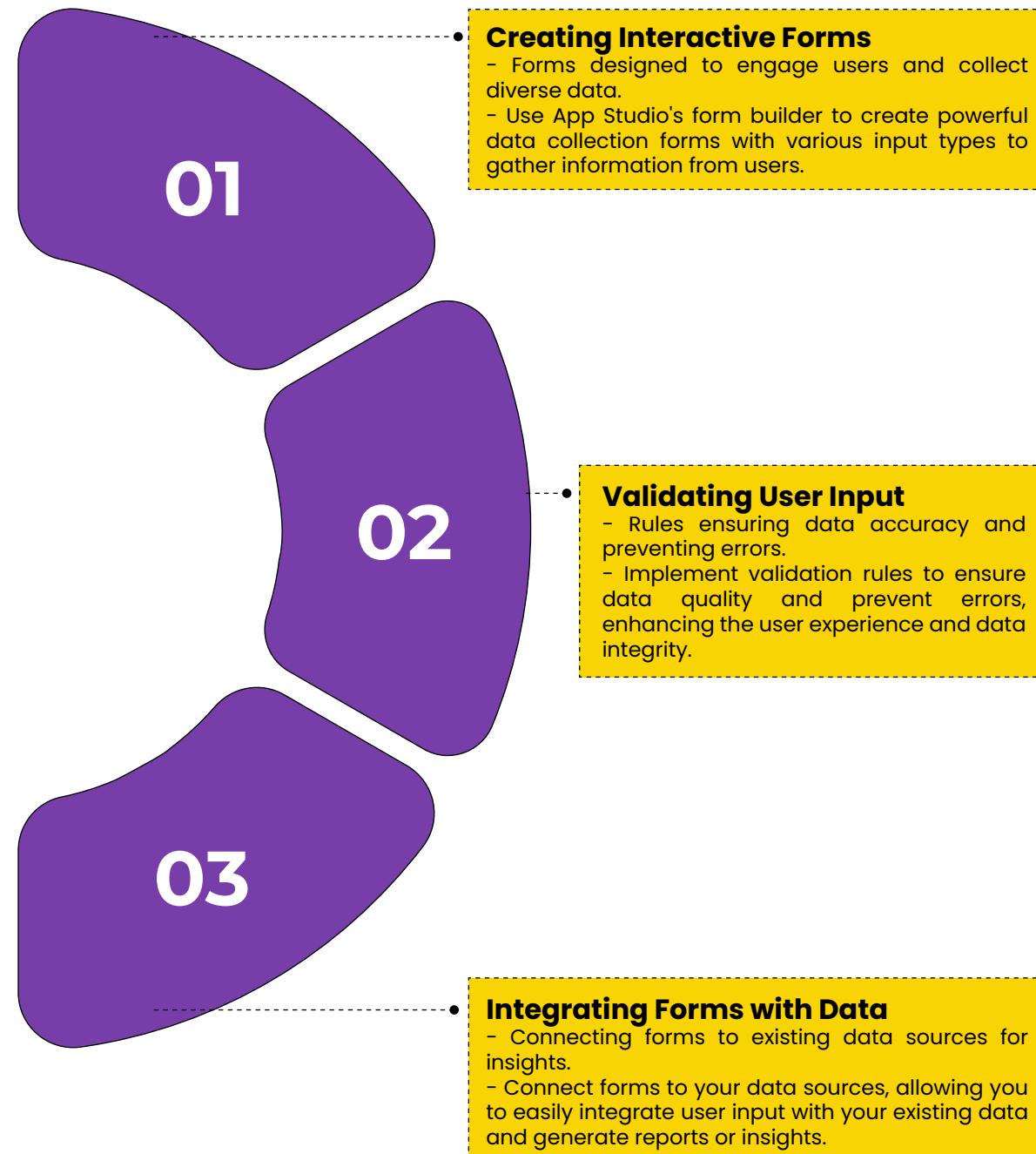
Once the basics of app creation are mastered, Domo App Studio offers advanced customization options to enhance functionality and interactivity. Here's an overview:



These techniques unlock the full potential of Domo App Studio, allowing creators to build sophisticated, feature-rich applications tailored to their specific needs.

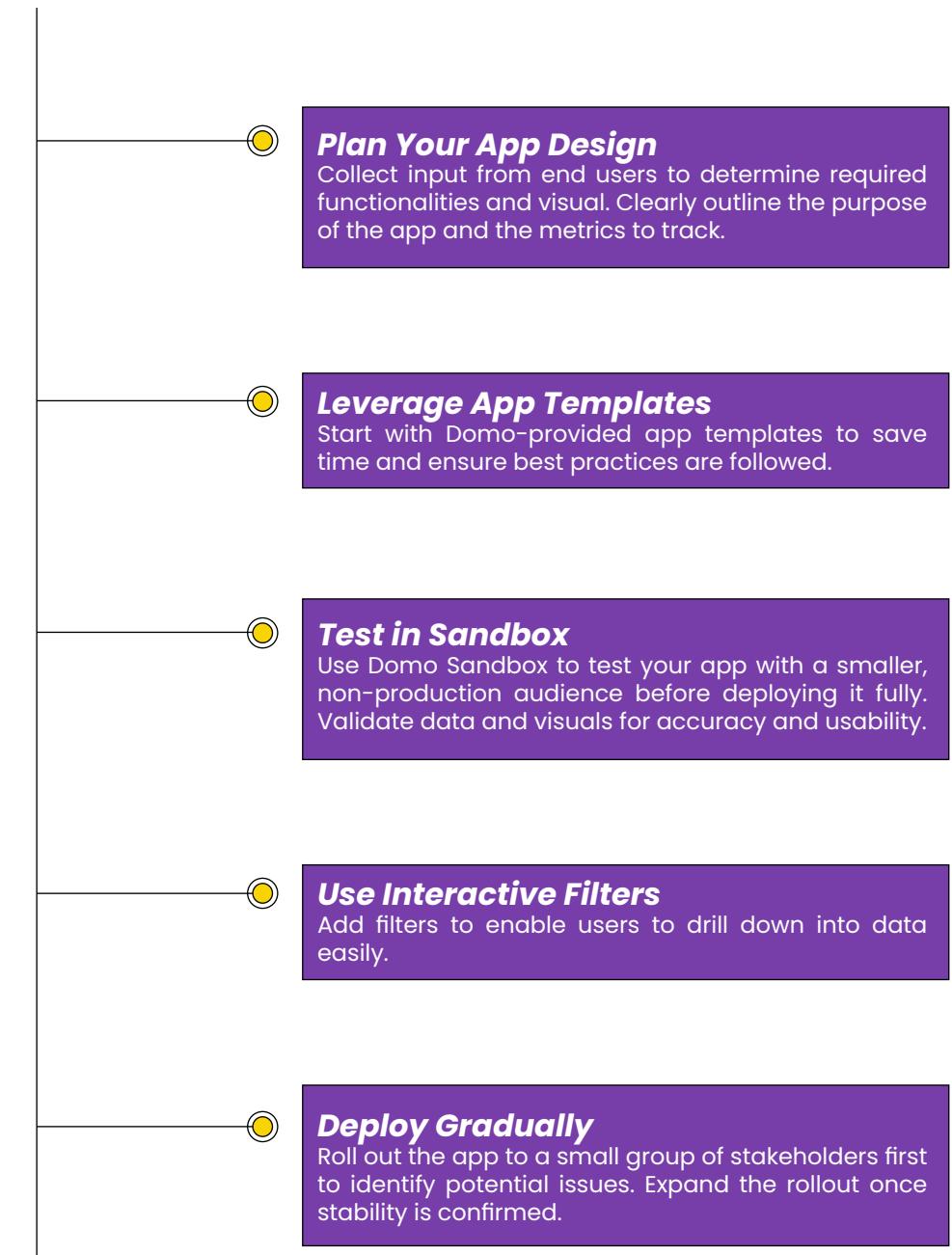
Forms in App Studio: Collecting User Data

Forms are a crucial component of many applications, allowing users to input data efficiently.



Deploying and Optimizing Performance

Deployment Techniques



Optimization Techniques

Improve App Performance

Minimize Visual Elements: Use only necessary widgets to avoid clutter and reduce load time.
Lazy Loading: Load content as needed rather than all at once, especially for apps with heavy datasets.

Implement Responsive Design

Ensure the app is optimized for different screen sizes (desktop, tablet, mobile).

Monitor Performance Metrics

Use Domo's Governance tools to monitor app usage and performance. Identify and address bottlenecks such as slow queries or excessive resource use.

Use Dynamic Features

Enable dynamic content updates based on user input or filters to make the app more interactive and efficient.

Implement Row-Level Security (RLS)

Restrict data visibility based on user roles to enhance security and reduce data volume per user.

Best Practices for Collaboration

Collaborate with your team using Domo Buzz or shared dashboards to identify areas for improvement. Use versioning in Domo Sandbox to track changes and roll back if needed.

NOTES

Domo.AI

Transforming Data
into Intelligent Insights

Artificial Intelligence (AI) is revolutionizing Business Intelligence (BI), enabling businesses to interact with data more intuitively, automate workflows, and generate predictive insights. Domo seamlessly integrates AI into its platform, making data-driven decision-making faster and more accessible.

Key AI Capabilities in Domo

1. Agent AI – Conversational AI for Business Intelligence

- Enables users to interact with data using natural language queries.
- Provides instant insights without complex SQL or formulas.

3. Jupyter Workspace – Advanced Data Science & Python Integration

- Allows data scientists to build custom AI models using Python.
- Connects to Domo datasets for in-depth analytics.

4. AI Model Builder – Custom AI Models for Unique Business Needs

- Enables businesses to train and deploy their own AI models.
- Helps automate insights and predictions based on historical data.

2. AI Playground – Pre-Trained AI Models for Instant Insights

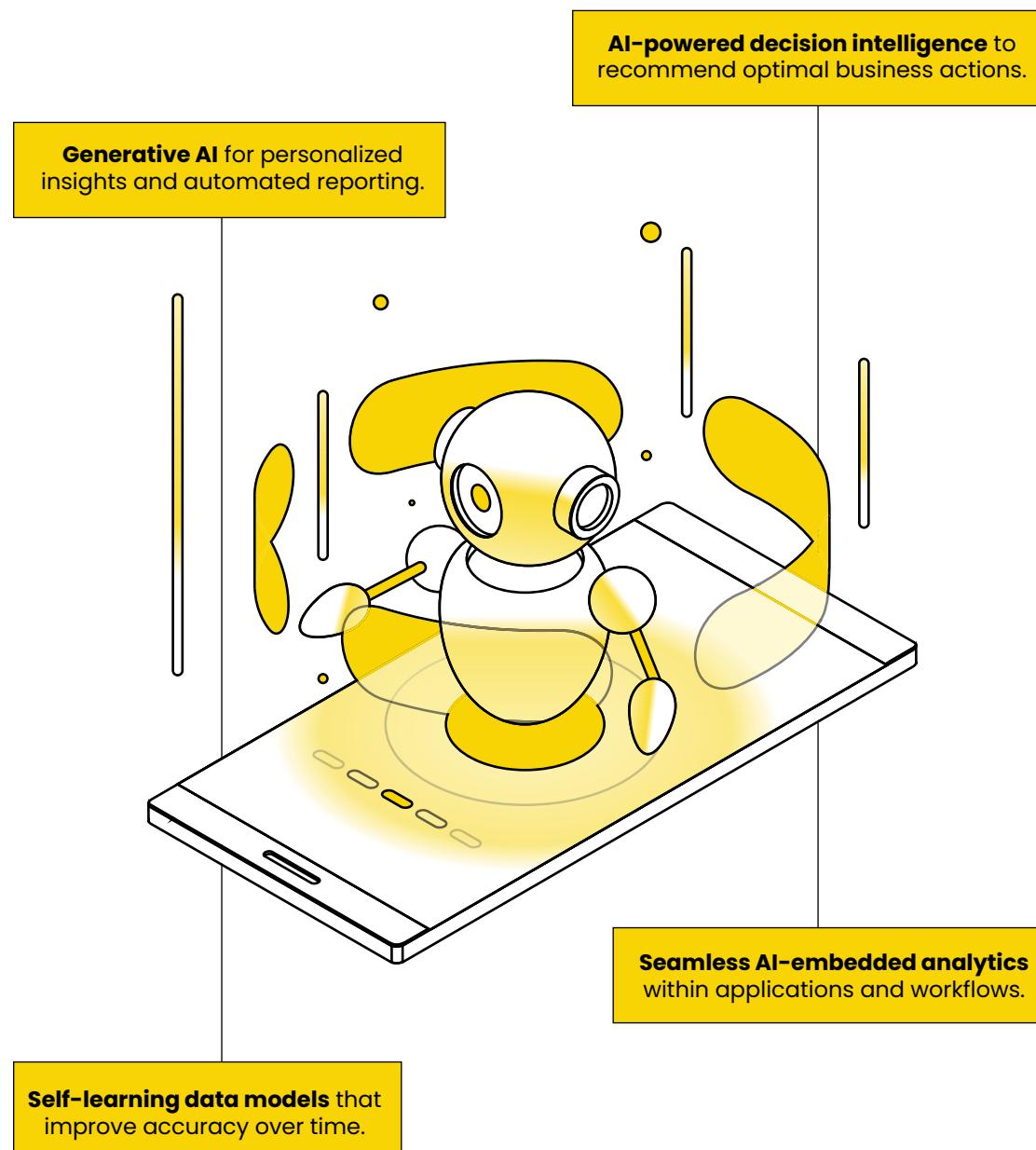
- Offers ready-to-use AI models like Text-to-SQL, Forecasting, and Text Summarization.
- Helps users apply AI to data without coding expertise.

5. AI & Data Science in ETL – Enhancing Data Pipelines with AI

- Automates data transformations and anomaly detection.
- Enriches datasets with AI-driven insights before visualization.

The Future of AI in Business Intelligence

AI is reshaping the BI landscape, making analytics more proactive, predictive, and automated. The future of AI in BI includes:



By integrating AI across BI platforms, businesses will unlock faster insights, better automation, and smarter decision-making, redefining how data drives success.

DOMO.AI Agent: Dashboard in Seconds

Instant Dashboard Creation:
Domo.AI automates data ingestion, transformation, and visualization, enabling dashboards in seconds without manual effort.

AI-Powered Insights:
Users can generate dashboards using natural language inputs, making analytics accessible without BI expertise.

AI Readiness: Overview and Importance

The AI Readiness Score in Domo.AI evaluates how well a dataset is prepared for AI-driven insights. It depends on several key factors, including:

- Data Connectivity**
Examines integration with other datasets for enriched AI-driven insights.
- Data Completeness**
Checks for missing values, ensuring sufficient data points for AI models.
- Data Consistency**
Evaluates formatting, standardization, and uniformity across fields.
- Data Volume & Granularity**
Assesses whether the dataset has enough records and the right level of detail for AI analysis.
- Historical Depth**
Determines if past data is sufficient for trend analysis and predictive modeling.
- Feature Relevance**
Analyzes if the dataset contains meaningful variables that contribute to AI-driven outcomes.
- Data Freshness**
Measures how recent and frequently updated the dataset is, impacting real-time decision-making.

Domo AI Agent

Agentic AI in Domo.AI revolutionizes dashboard creation by allowing users to generate insights simply by providing a **natural language prompt**. This eliminates the need for manual data exploration, complex queries, or visualization setup.

How It Works:



Understands the User's Intent – AI interprets the prompt, identifying key metrics, dimensions, and relationships.



Automatically Connects & Prepares Data – Fetches relevant datasets, applies transformations, and ensures AI readiness.



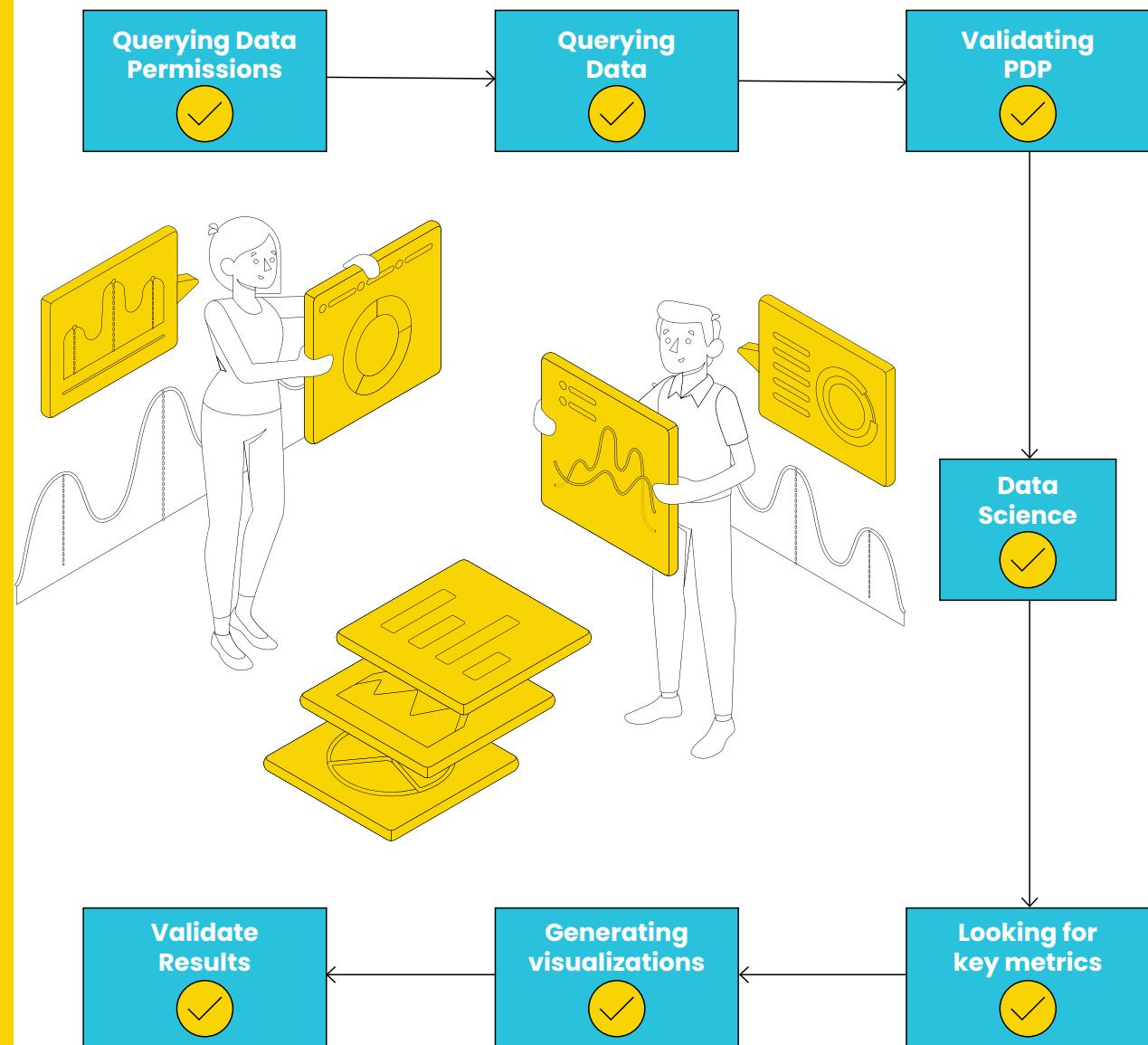
Provides Actionable Insights – Adds AI-driven recommendations, summaries, and interactive features for better decision-making.

Generates Visualizations Instantly – Selects the best chart types based on data patterns and analytical needs.

Example:

```
| User-Prompt  
"Identify and visualize fraudulent transactions above $10,000 over the last six months in our banking dataset, and highlight key metrics."
```

Agentic AI : process of creating Dashboard



1. Querying Data Permissions



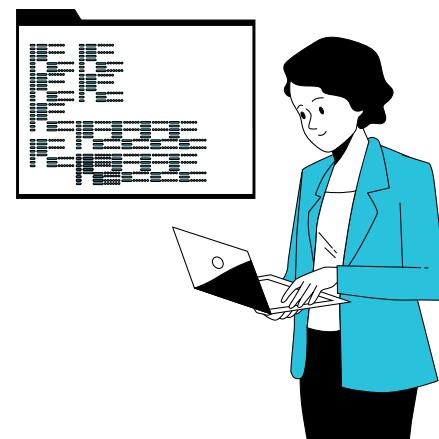
What Happens:

The system checks whether the user has the necessary permissions to access the banking dataset. This is critical because banking data is sensitive and governed by strict regulations like GDPR or CCPA.

Example in Action:

The system verifies that the user is authorized to view transaction data and that their role allows access to records exceeding \$10,000 without revealing sensitive customer details. If permissions are valid, the process continues.

2. Querying Data



What Happens:

The system extracts the relevant data based on the user's prompt. It queries the database to retrieve all transactions above \$10,000 within the last six months.

Example in Action:

SQL or similar queries are used to fetch:

3. Validating PDP



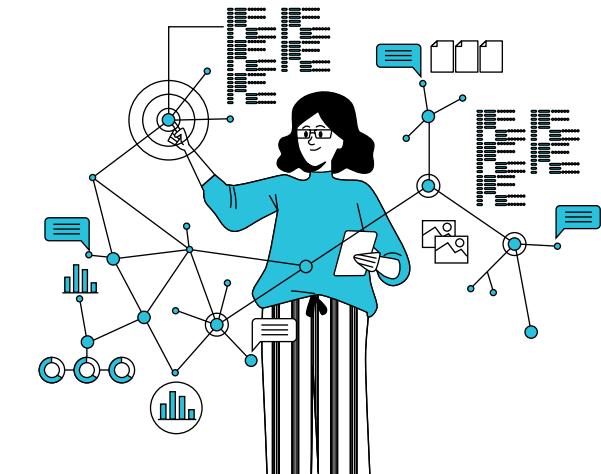
What Happens:

The system ensures compliance with data governance policies. This includes masking sensitive information, restricting data sharing, and confirming access aligns with organizational rules.

Example in Action:

If a transaction dataset includes PII (e.g., customer names or addresses), the system ensures this information is masked or excluded from the results. For instance, customer IDs might be anonymized, or location details might be generalized to regions.

4. Data Science



What Happens:

Advanced data science techniques are applied to analyze the data. Fraud detection models, such as clustering, anomaly detection, or classification algorithms, are used to identify suspicious transactions.

Example in Action:

The system uses an Isolation Forest algorithm or a logistic regression model to flag transactions as likely fraudulent. Features like transaction amount, frequency, and location changes are used as inputs.

5. Looking for Key Metrics



What Happens:

Key metrics are calculated from the processed data to provide actionable insights.

Example in Action:

- The system calculates:
 - Total flagged transactions: E.g., 150 transactions flagged as fraudulent.
 - Percentage of flagged transactions: E.g., 3% of total transactions.
- Average transaction value: E.g., \$15,200 for flagged transactions.
- High-risk customer count: E.g., 25 customers flagged as high risk.

6. Generating Visualizations



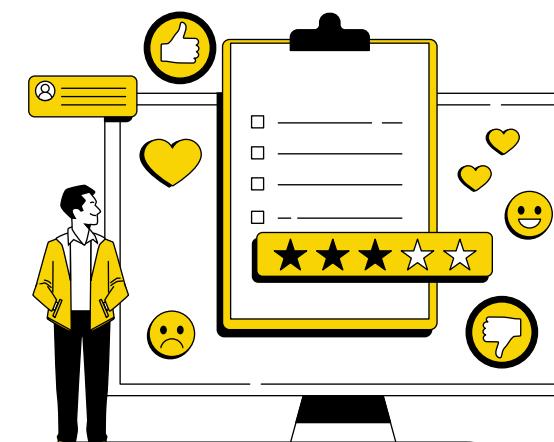
What Happens:

Data visualization tools are used to present insights in a clear and actionable format, such as charts, graphs, or dashboards.

Example in Action:

- The system generates:
 - A **bar chart** showing flagged transactions by region.
 - A **line graph** showing trends in flagged transactions over time.
 - A **pie chart** displaying the proportion of flagged vs. total transactions.

7. Validate Results



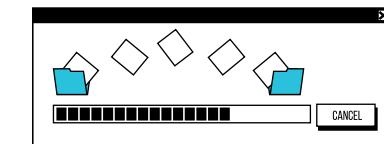
What Happens:

The system verifies the results to ensure they align with the user's query and are accurate for reporting or further action.

Example in Action:

- The system cross-references flagged transactions with known fraud cases to validate the model's accuracy.
- The analyst reviews visualizations and metrics to ensure no errors occurred during data extraction, analysis, or visualization.

Final Output



After following these seven steps, the user receives:

- A table listing fraudulent transactions above \$10,000.
- Key metrics summarizing the flagged transactions.
- Visualizations (e.g., bar charts, line graphs) that provide actionable insights.
- A validated report ready for stakeholders, ensuring compliance and accuracy.

Example in Action:

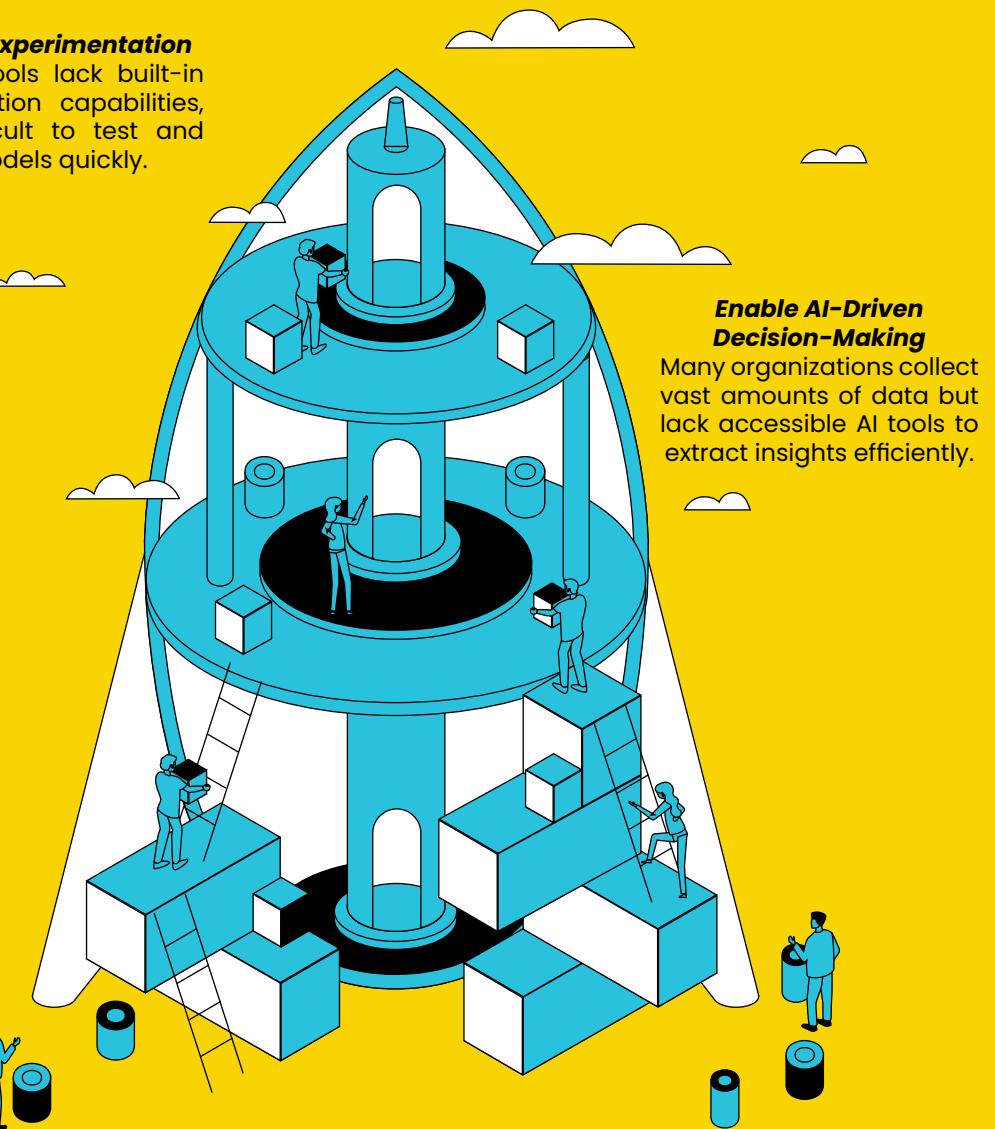
- **No BI Expertise Needed**
Business users can create dashboards without technical skills.
- **Faster Decision Making**
Reduces time spent on data preparation and visualization.
- **Smart & Adaptive**
Learns user preferences and improves dashboard suggestions over time.

AI Playgrounds: Where Ideas Come to Life

Domo AI's playground is an **experimental space** for developers, data scientists, and business users to **build, refine, and deploy AI solutions**. With advanced tools and a user-friendly interface, it enables rapid prototyping, seamless model integration, and actionable insights—helping users **turn ideas into real-world AI applications** quickly and efficiently.

Accelerate AI Experimentation

Traditional BI tools lack built-in AI experimentation capabilities, making it difficult to test and refine AI models quickly.



Enable AI-Driven Decision-Making

Many organizations collect vast amounts of data but lack accessible AI tools to extract insights efficiently.

Bridge the Gap Between Data Scientists & Business Users

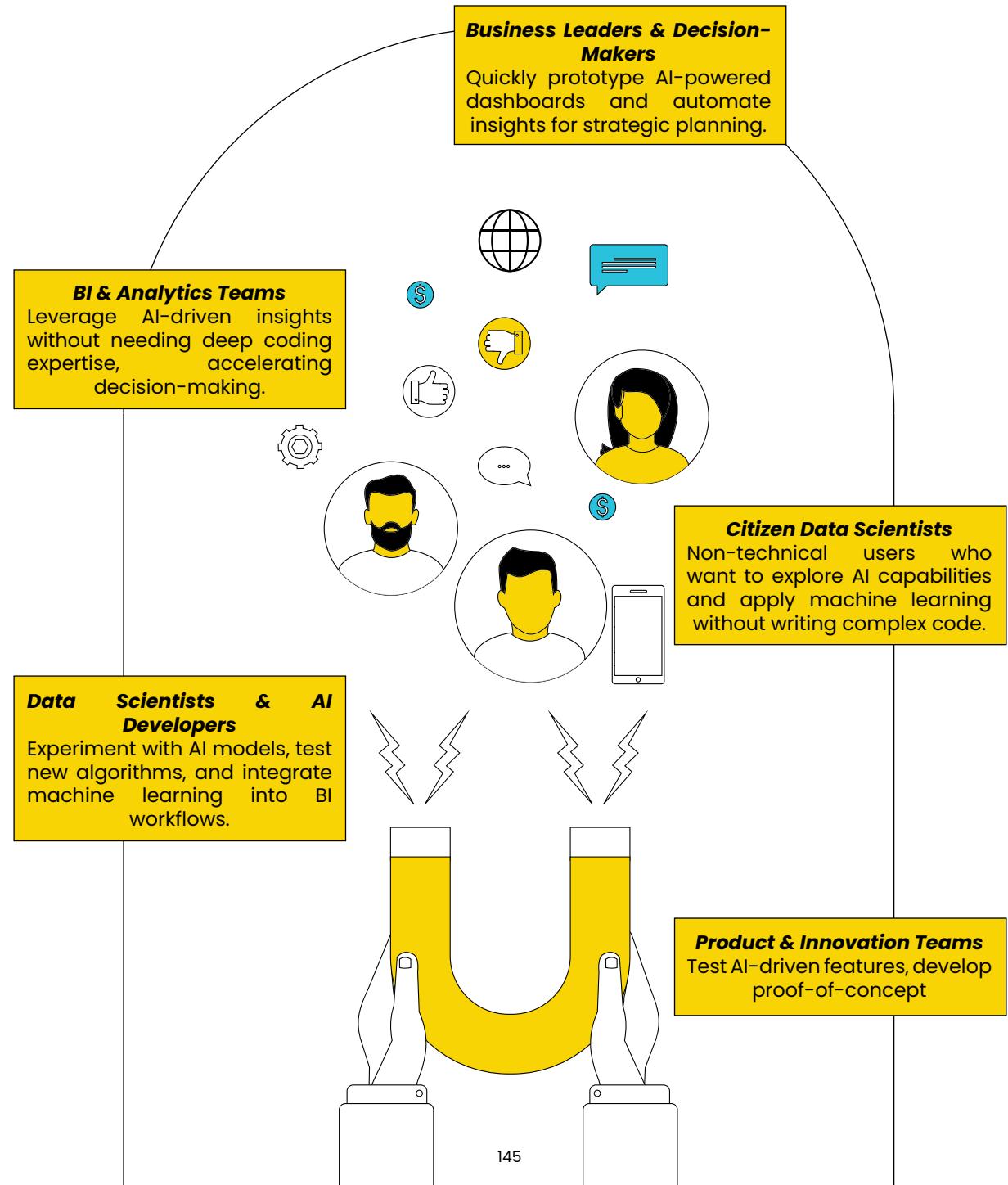
AI development often requires technical expertise. The AI Playground simplifies the process, allowing business users to leverage AI without coding.

Ensure Safe & Scalable AI Implementation

Deploying AI in production can be risky. The playground provides a secure testing space to refine models before full-scale deployment.

Key Audience for Domo AI Playground

The **Domo AI Playground** is designed for a diverse range of users across technical and business functions, including:



AI Models Provided :

The **Domo AI Playground** offers a variety of AI-driven capabilities to enhance data analysis, automation, and decision-making. Based on the image, here's an elaboration on the services available:

1. Text-to-SQL Templates

Converts natural language queries into SQL statements, enabling quick and accurate data retrieval.

Example Use Case: Banking Data Insights

Prompt: "Show me the total number of high-risk transactions in Q3 2024."

Output:

```
SELECT COUNT(*)  
FROM transactions  
WHERE risk_level = 'high' AND quarter = 'Q3' AND year = 2024;
```

2. Text Generation Templates

Generates structured, context-aware text tailored to specific needs like marketing, communication, or documentation.

Applications: Customer communications, newsletters, product descriptions.

Example Use Case: Personalized Banking Emails

Prompt: "Draft an email offering a new savings account feature to premium customers."

Output:

```
Subject: Unlock Exclusive Benefits with Our New Savings Account  
Dear [Customer Name],  
We're excited to introduce our premium savings account with enhanced features, including higher interest rates and zero maintenance fees. Sign up today to enjoy these exclusive benefits!
```

3. Text Summarization Templates

Extracts essential insights from lengthy documents, enhancing readability and comprehension.

Example Use Case: Financial Report Summaries

Prompt: "Summarize the annual financial report into three key points."

Output:

- Revenue grew by 15% compared to the previous year.
- Operational expenses decreased by 8%, improving profit margins.
- Investments in digital transformation accounted for 25% of the budget.

4. Forecasting Templates

Uses historical data to generate predictive insights, aiding in strategic decision-making.

Applications: Sales projections, fraud predictions, demand forecasting.

Example Use Case: Loan Demand Forecast

Prompt: "Forecast monthly loan applications for the next six months using historical data."

Output: Predictive analytics displayed in charts or tables, highlighting expected peaks and declines in loan demand.

5. Image-to-Text Templates

Extracts text from images, such as scanned documents or handwritten notes, using OCR technology for efficient data processing.

Applications: Automating document workflows, analysing receipts or contracts.

Example Use Case: Processing Loan Applications

Prompt: "Extract customer details from this scanned loan application form."

Output:

Name: John Doe
Loan Amount: \$50,000
Duration: 5 years

Benefits of Pre-Designed Templates

- **Time Efficiency:**

Accelerates development by providing ready-to-use solutions.

- **Flexibility:**

Tailors output to specific business needs.

- **Consistency:**

Ensures uniformity across tasks like data retrieval, content creation, and forecasting.

- **Accessibility:**

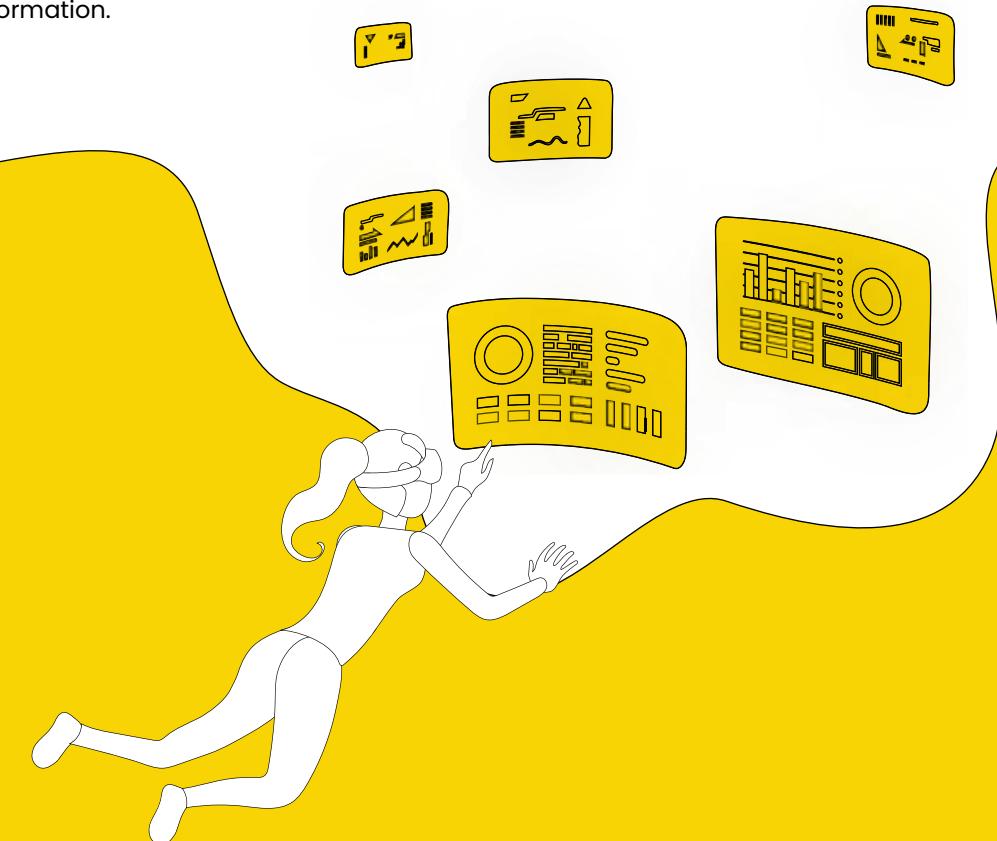
Enables non-technical users to leverage AI capabilities effortlessly.

By leveraging these templates, organizations can streamline workflows, enhance productivity, and make data-driven decisions with ease.

These AI capabilities make Domo AI Playground a powerful tool for automating insights, simplifying complex data operations, and enhancing decision-making.

Intelligent ETL: Where Data Science Meets AI Magic

In today's data-driven world, **ETL (Extract, Transform, Load)** processes are no longer just about moving data from one place to another. The integration of **Artificial Intelligence (AI)** and **Data Science** into ETL has transformed it into an intelligent, decision-making pipeline capable of automating insights and driving strategic decisions. Let's explore the two most pivotal aspects of this transformation.



AI Integration

The incorporation of AI technologies to enhance data processing and decision-making.

Data Science Enhancement

The use of data science techniques to refine and optimize ETL processes.

AI Services in ETL

AI services in ETL pipelines introduce capabilities like **forecasting, model inference, and anomaly detection** that make ETL processes more than just data preparation. These services integrate pre-trained models or deployable AI models into the pipeline to derive actionable insights as the data moves through the stages.

AI Model Forecasting

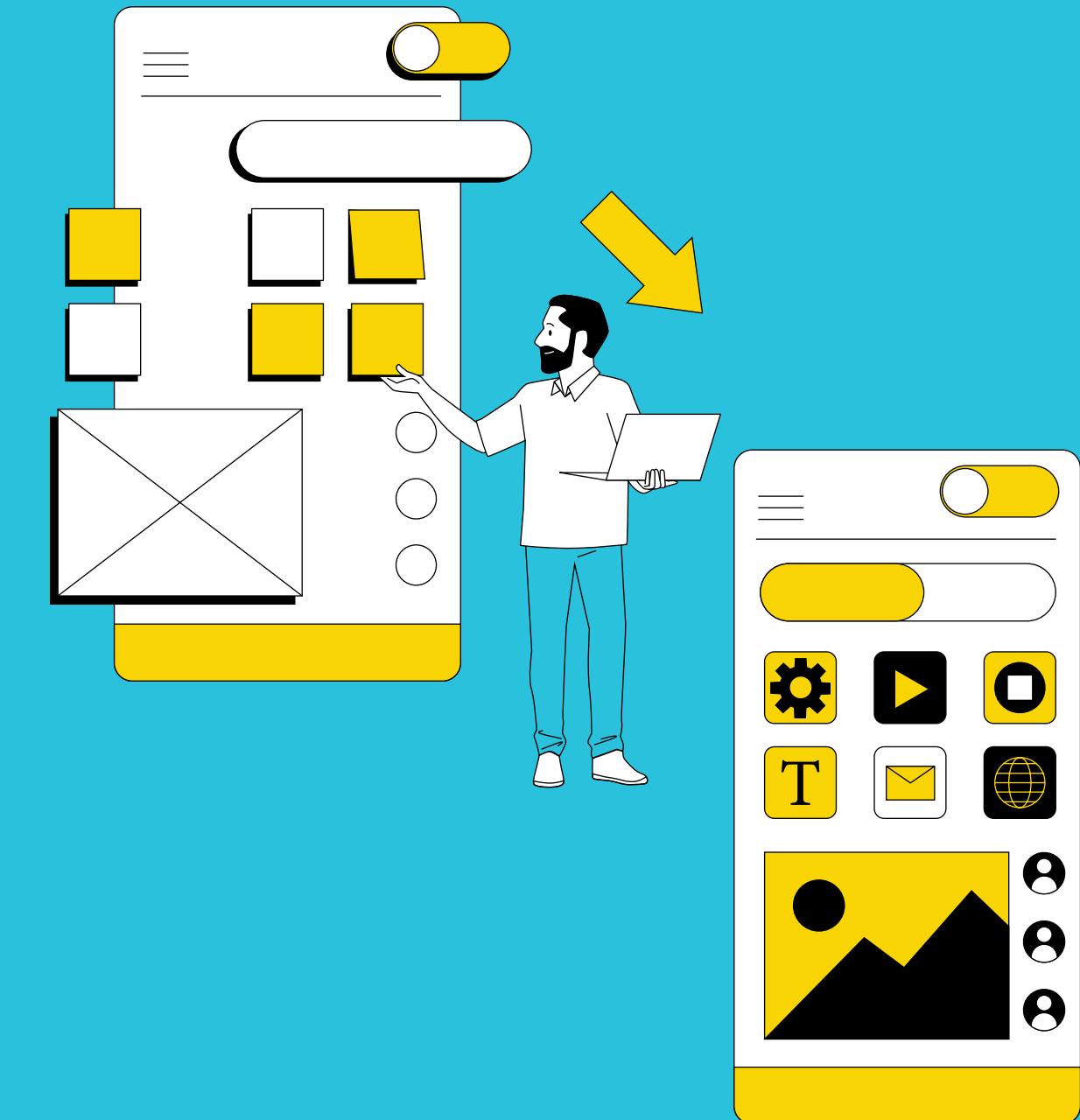
Real-time forecasting models can be seamlessly embedded into the ETL pipeline to enable forward-looking insights:



Banking Use Case: During the “Transform” phase of the ETL process, an AI model predicts next month’s loan default rates based on historical data. This forecast is integrated as a new feature before loading into Domo dashboards.

AI Model Inference

Pre-trained AI models can infer patterns and derive actionable insights dynamically within the ETL pipeline:



Banking Use Case: A Natural Language Processing (NLP) model performs sentiment analysis on customer service interactions. During the ETL pipeline transformation stage, it categorizes customer feedback from chatbot transcripts and emails as positive, neutral, or negative sentiments.

AI and More :Domo for Data Science

The Need Data science:

Feature	Traditional BI	Domo's Data Science
Analytics Type	Descriptive (What happened?)	Predictive & Prescriptive (What will happen & what to do?)
Data Processing	Structured Data Only (Excel, SQL)	Handles Structured & Unstructured Data (IoT, social media, images, text)
Insights & Decision Making	Static Reports & Dashboards	AI-Powered Insights, Automated Alerts, & Real-Time Predictions
Automation & AI	Manual Data Exploration	Automated Machine Learning (AutoML), Forecasting, and Anomaly Detection
Customization & Personalization	Limited, Requires IT/Analysts	Self-Service AI, Personalized Dashboards, Recommendation Engines
Speed & Scalability	Slow, Batch Processing	Real-Time AI-Powered Decision Making
Integration & Extensibility	Limited Data Sources, Hard to Scale	Connects with Snowflake, Databricks, AWS SageMaker, Python & R

Data Science Capabilities in Domo

Domo provides a range of data science features that empower both technical and non-technical users to apply AI and machine learning within their business workflows. Below are the key capabilities:

1. AI & Machine Learning Models

- AutoML: Automatically selects, trains, and optimizes machine learning models with minimal user input.
- Prebuilt ML Models: Includes common models like regression, classification, clustering, and forecasting.
- Custom ML Models: Users can bring their own machine learning models and integrate them with Domo's platform.
- Deep Learning Support: Leverage advanced AI models for tasks such as image recognition, NLP, and recommendation systems.

2. AI-Powered Insights & Predictions

- AI Readiness Score: Assesses data quality and structure before applying AI models.
- Predictive Analytics: Forecast trends, customer behaviors, and sales using time-series analysis and other techniques.
- Anomaly Detection: Identifies outliers and unusual patterns in data automatically.
- Recommendation Engines: Generates personalized recommendations based on historical data and AI models.

3. Model Training & Deployment

- AI Model Training: Users can train models within Domo's environment using historical data.
- Model Versioning & Experimentation: Supports A/B testing of models to compare different approaches.
- Model Deployment & Automation: Once trained, models can be deployed into production and integrated with dashboards.
- Integration with External AI Models: Users can connect Domo with external AI services such as TensorFlow, AWS SageMaker, and Snowflake ML.

Jupyter Notebook in Domo: A Game-Changer for Data Science in BI

Introduction

Domo stands out as the only modern BI platform that seamlessly integrates Jupyter Notebook, empowering data scientists, analysts, and developers to perform advanced analytics, machine learning, and AI-driven automation—all within the same ecosystem where business data resides.

This feature bridges the gap between traditional BI and modern data science, enabling users to go beyond visualization and dive deep into predictive analytics, model training, and AI-driven automation.

Key Capabilities of Jupyter Notebook in Domo

Capability	How It Works in Domo
Advanced Data Science & ML	Build, train, and deploy machine learning models directly in Domo using Python & R.
Seamless Data Access	Directly access Domo's unified datasets without needing external data pipelines.
AI Model Training & Deployment	Train models using AutoML, TensorFlow, or Scikit-learn, then deploy for real-time insights.
Automated Workflows & AI-Powered Dashboards	Integrate ML outputs into Domo dashboards and trigger actions based on AI-driven insights.
Custom AI & NLP Applications	Build recommendation engines, sentiment analysis models, and generative AI applications.
Cloud Scalability & Security	Run Jupyter notebooks securely within Domo's infrastructure without external dependencies.

4. AI Playground & No-Code AI

- AI Playground: An interactive space to experiment with AI models, test hypotheses, and refine predictions.
- No-Code & Low-Code AI: Enables non-technical users to apply machine learning models without coding.
- Prompt-Based AI Model Selection: Users can input natural language queries, and Domo suggests relevant models and insights.

5. Data Science & Engineering Tools

- Python & R Scripting: Advanced users can write custom data science scripts within Domo.
- ETL & Feature Engineering: Allows transformation, cleansing, and preparation of data for AI models.
- Notebook Integration: Connects with Jupyter Notebooks for advanced AI and data science experimentation.
- Cloud & On-Prem Integration: Connects with data warehouses (Snowflake, Databricks, BigQuery, Redshift, etc.) to process large datasets.

6. AI-Driven Data Storytelling & Visualization

- Natural Language Querying (NLQ): Users can ask business questions in plain language and receive AI-driven insights.
- Auto-Generated Dashboards: AI suggests the best way to visualize data based on user queries.
- Conversational AI: AI-driven chatbots within Domo assist in exploring data and insights interactively.
- Real-Time AI Alerts: Automated alerts based on AI insights notify users of key business changes or trends.

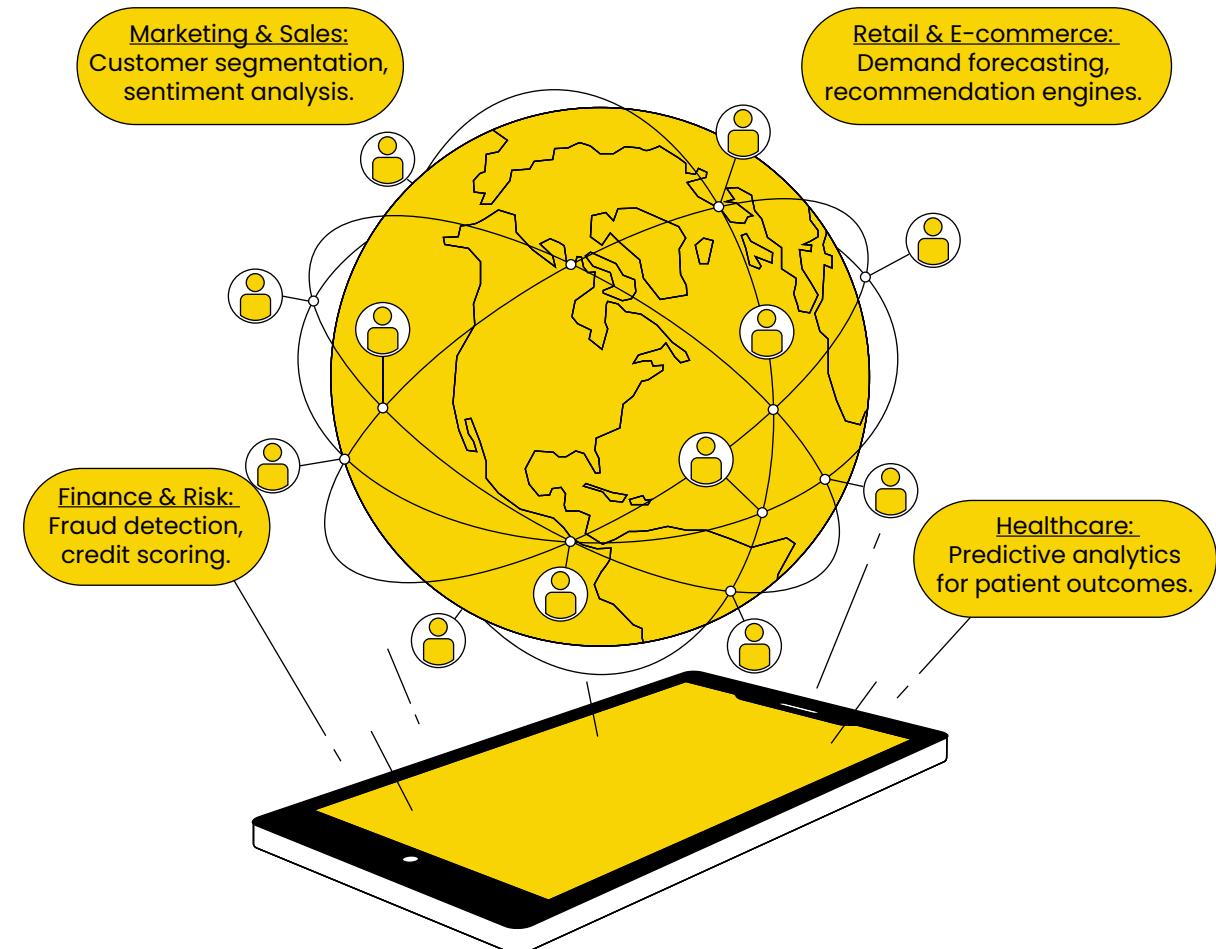
Why Jupyter Notebook in Domo is a Game-Changer?

Unlike other BI tools that require separate environments for data science workflows, Domo allows users to:

- Apply AI & ML models directly to Domo datasets without exporting data.
- Run Python & R natively within their BI platform.
- Operationalize ML insights by integrating models into dashboards, workflows, and automated alerts.
- Leverage built-in security & governance without external tools.

Jupyter

Real-World Applications



Conclusion

Domo's Jupyter Notebook integration is a breakthrough feature that combines BI with advanced data science, making it the only BI tool that truly enables full-scale AI-driven decision-making inside a unified platform. This removes the complexity of using external tools and empowers organizations to move from insights to intelligent automation seamlessly.

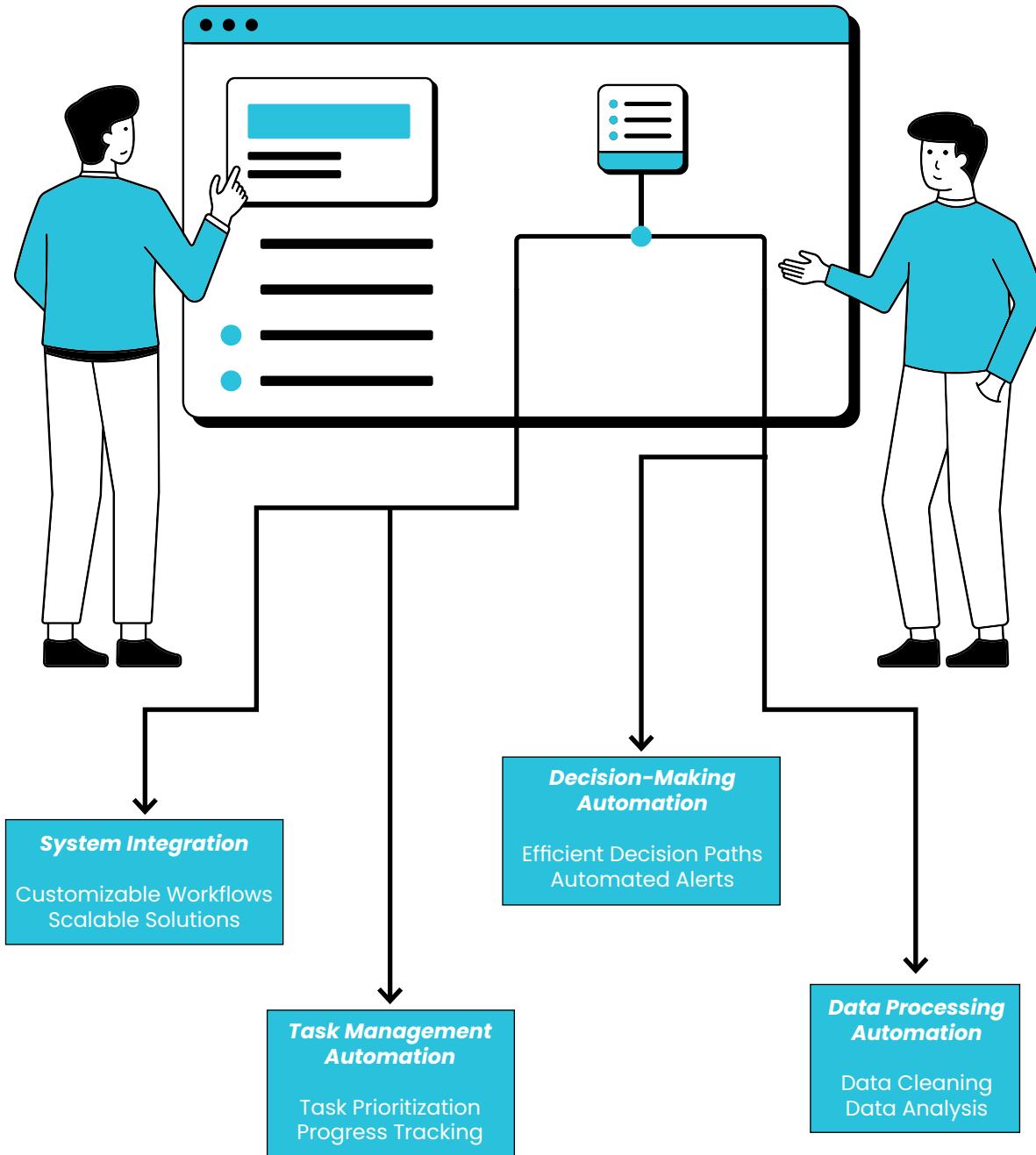
Data Apps and Workflows



Automate Everything: Domo Workflow

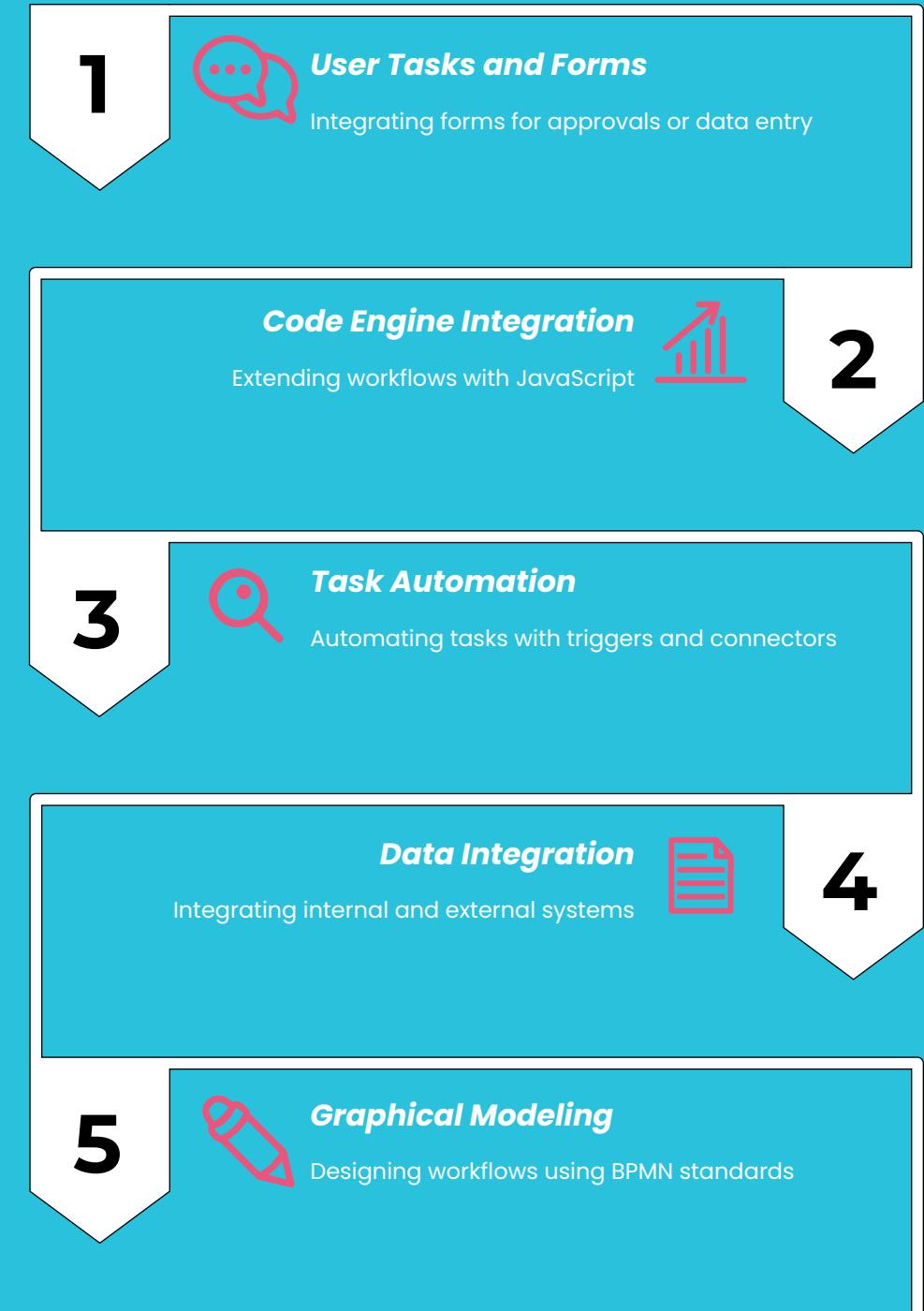
Domo Workflows is a powerful tool designed to automate various business processes by integrating different systems and automating decision-making, data processing, and task management.

It allows you to design, implement, and track workflows that are customizable, scalable, and efficient for a variety of business needs. Below is a detailed breakdown of Domo Workflows' capabilities and how to leverage it for automation.



Overview of Domo Workflow Capabilities

Domo Workflows provide a visual, configurable environment to design and execute business processes effectively. Key capabilities include:



Creating Data and Automation Workflows

Creating workflows in Domo involves a combination of setting up processes for data movement and automating tasks that reduce manual intervention.

1. Data Workflows:

Data workflows help automate data-related tasks, such as data ingestion, transformation, and synchronization with external systems. They enable users to:

- **Extract Data** from external sources like databases, APIs, or files.
- **Transform Data** using built-in functions or custom code.
- **Load Data** into Domo's platform or external systems.

For instance, you could set up a data workflow to automatically pull data from a marketing platform every day, clean it, and then upload it into a Domo dataset.

2. Automation Workflows:

Automation workflows are used to manage routine tasks like notifications, approvals, and reporting. This might include:

- **Email Notifications:** Send automated email alerts when a certain threshold is met, like a sales target or a deadline approaching.
- **Task Assignments:** Automatically assign tasks to specific individuals based on certain conditions or roles.
- **Data Processing:** Trigger actions to process and analyze data after a specific event occurs.

Managing and Maintaining Workflows

Once workflows are created, they need ongoing management to ensure they are running efficiently and meeting business requirements. Here's how you can manage and maintain your workflows:

1. Monitoring Workflows:

Domo provides a dashboard to track the status of workflows and manage their execution. Key monitoring capabilities include:

- **Real-Time Execution Status:** Logs, Notifications and Alerts
- **Troubleshooting and Debugging:** Error Logs, Retry Mechanisms, Versioning
- **Performance Optimization:** Scale Workflows, Optimize Logic

Customizing Workflows with APIs and SDKs

While Domo Workflows offers a low-code/no-code interface for creating workflows, it also provides APIs and SDKs for advanced use cases to further customize and integrate workflows.

1. Domo Workflows API:

The Domo Workflows API allows developers to integrate workflows into external systems and automate advanced tasks. You can: **Trigger Workflows, Track Workflow Status & Custom Inputs**

2. SDKs for Extending Functionality:

Domo offers SDKs for custom integrations. The SDKs are available for various languages like JavaScript and Python, allowing you to: **Integrate External Services, Extend Built-in Actions, Automation and Scheduling**

3. Custom Functions:

With **Domo's Code Engine**, you can create custom functions using JavaScript or Python to enhance your workflows. These custom functions can be used within workflows to manipulate data, connect to external services, or execute advanced logic.

Domo Apps Overview

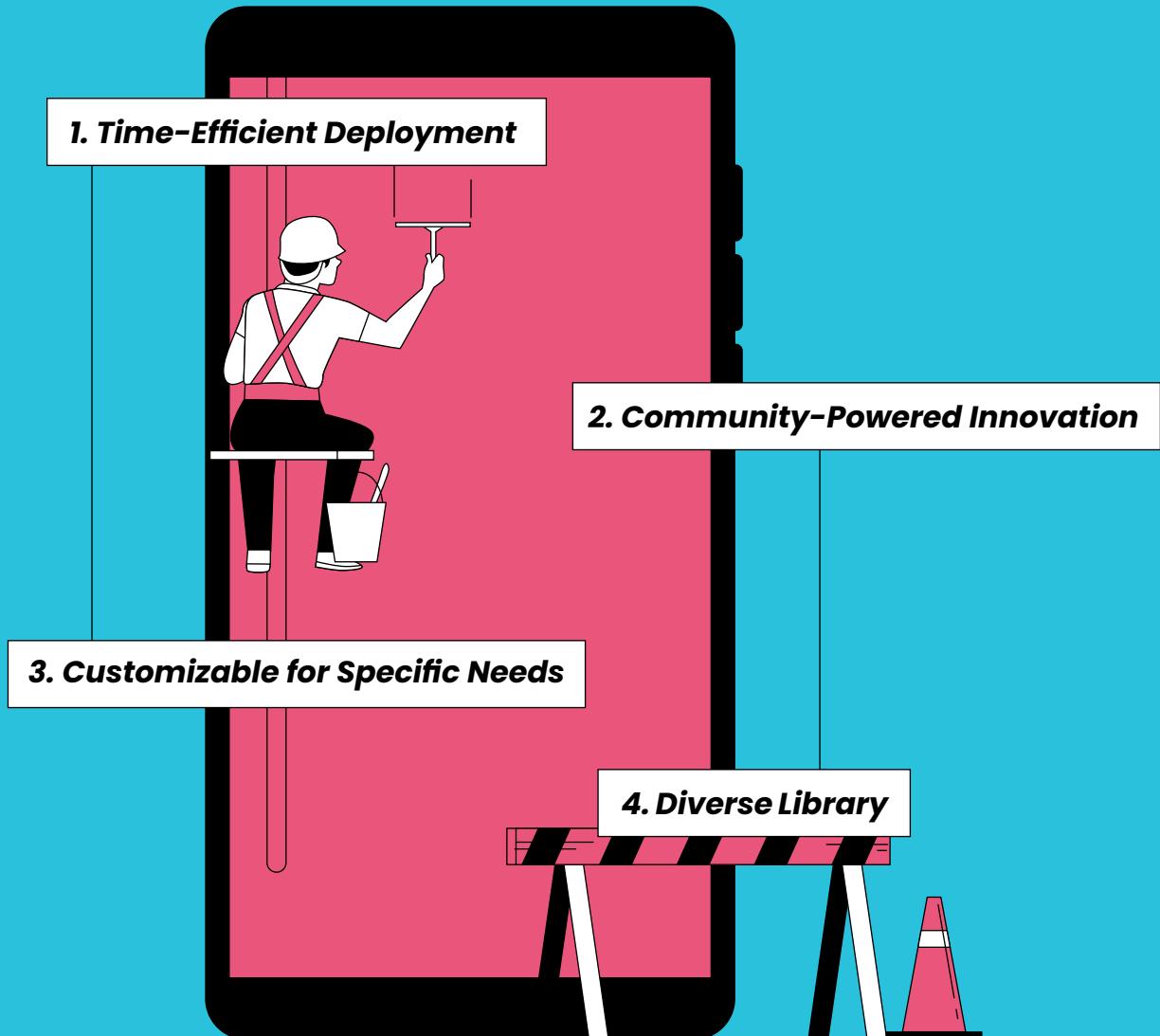
The Domo platform empowers developers and business users to create custom applications tailored to their unique needs.

Pre-Built Domo Apps

Pre-built Domo apps are an integral part of the Domo platform, offering a wide range of ready-made applications designed to deliver immediate value.

With minimal setup, organizations can quickly deploy these applications to harness actionable insights, optimize processes, and streamlining.

- Benefits of Pre-Built Domo Apps:



Domo DDX Bricks

Domo DDX Bricks(DOMO Bricks) empower developers to create custom visualizations and interactive dashboards using a browser-based code editor.

- Need for DDX Bricks:

- These components are ideal for advanced applications requiring unique designs or specific interactivity not available in pre-built solutions.
- By combining JavaScript, HTML, and CSS with Domo's seamless data integration capabilities, developers can build applications that deliver actionable insights in visually compelling formats.

Core Features of Domo DDX Bricks:

1. Code-Based Flexibility:

- Move beyond drag-and-drop interfaces to develop highly customized dashboards.
- Incorporate external libraries via CDNs for enhanced functionality.

2. Simple Development Environment:

- The built-in editor allows developers to write, test, and deploy code directly within the Domo platform.
- Pre-loaded templates and components reduce the time to production.

3. Interactive and Dynamic Designs:

- Create engaging user interfaces with advanced animations, charts, and widgets.
- Enable real-time updates to visualizations, making data presentations more impactful.

4. Integrated Deployment:

- Apps created with Domo Bricks are directly deployable within the Domo environment.
- Leverage Domo's secure infrastructure and data governance policies.

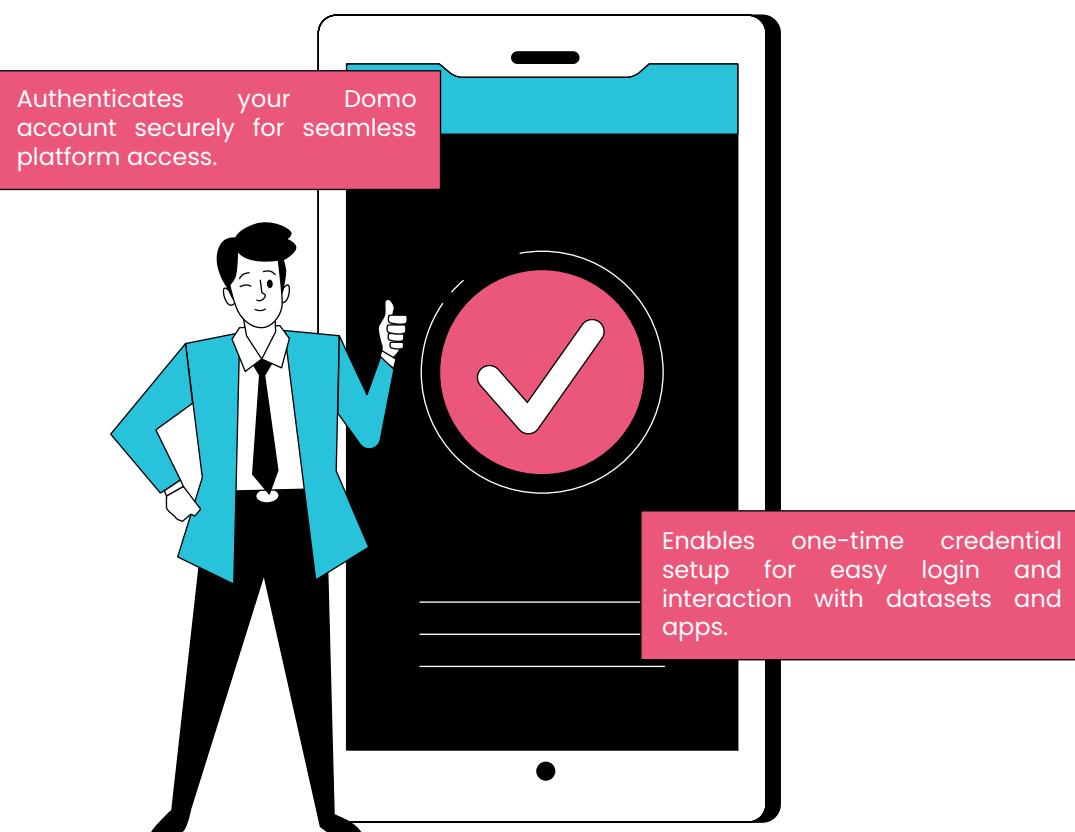
Custom App Development

Domo provides an advanced platform for developers to create custom applications that address specific business needs. The development process is highly flexible and supports both low-code and pro-code options, making it accessible for developers with varying skill levels.

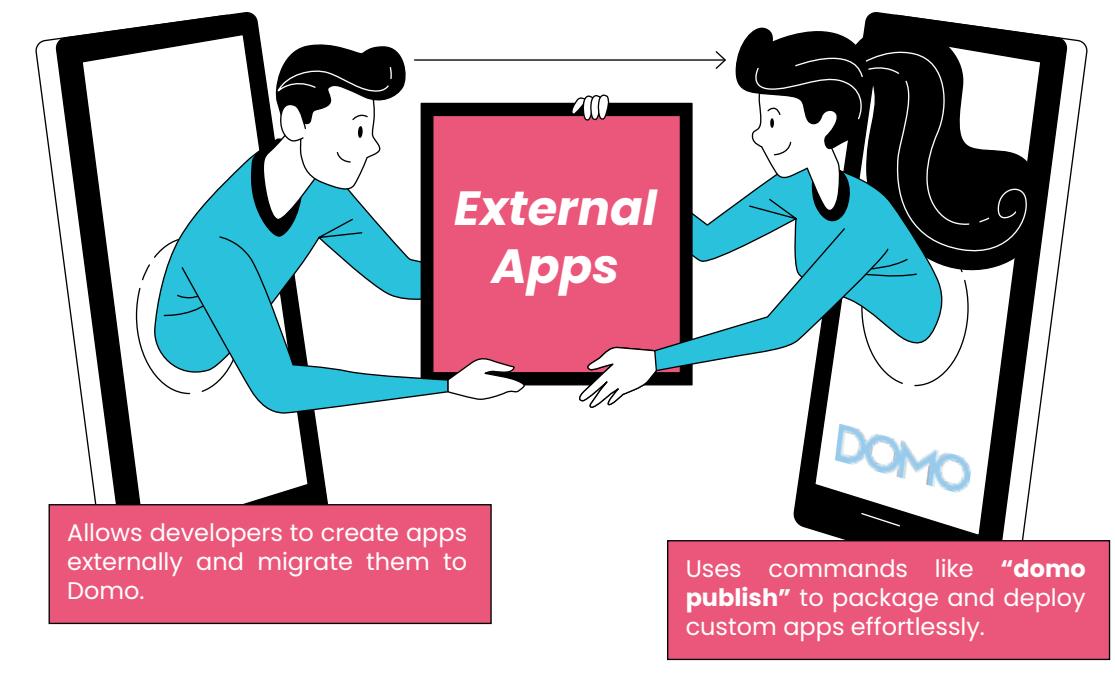
DOMO CLI: Developer's Buddy

Domo CLI (Command Line Interface) is a developer's tool designed to automate and streamline interactions with the Domo platform, including managing datasets, dataflows, and visualizations.

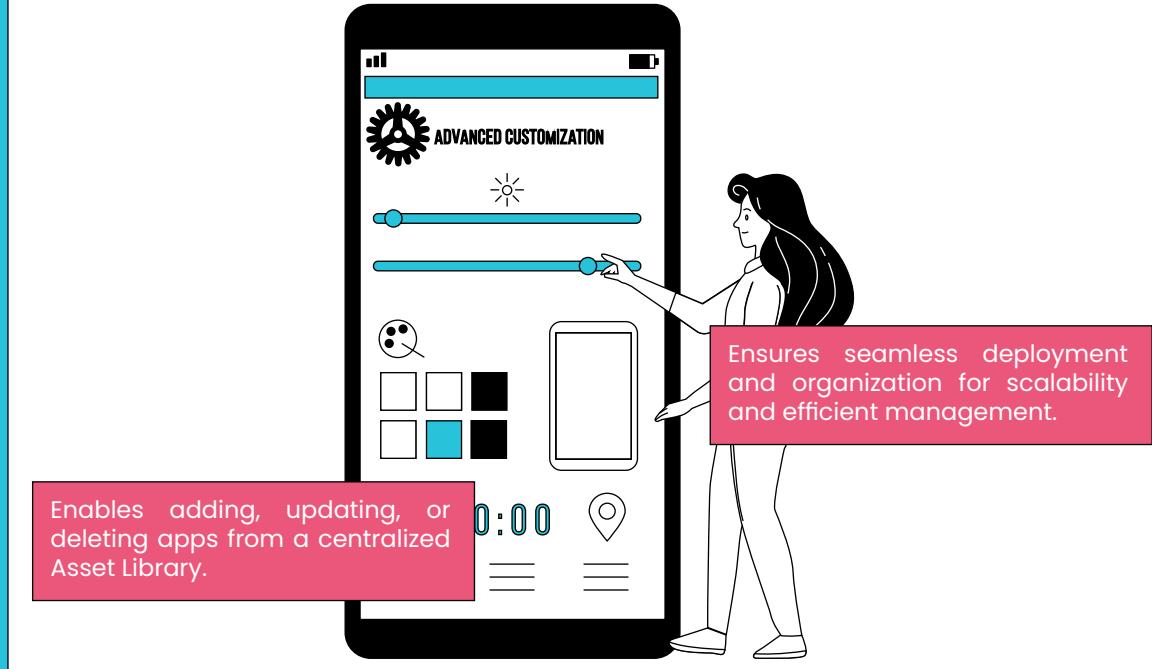
1. Verify Domo Account in CLI:



2. Create and Move External Apps to Domo:

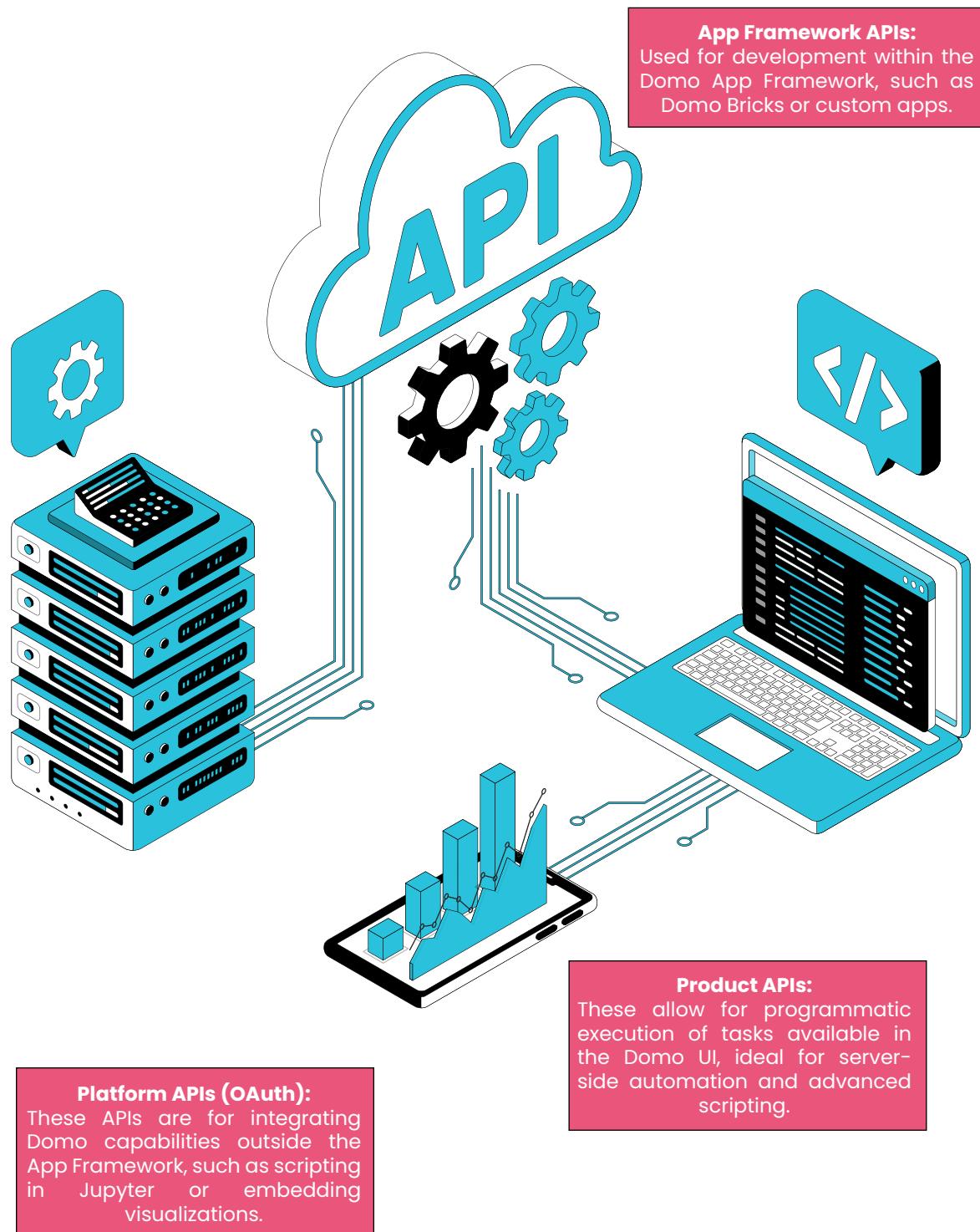


3. Manage Custom Apps in the Asset Library:



API-Driven Development

API-driven development in Domo allows integration of its capabilities into applications and workflows, essential for building custom apps, automating tasks, and scripting workflows. Domo offers three main types of APIs tailored for different development contexts:



Domo Everywhere

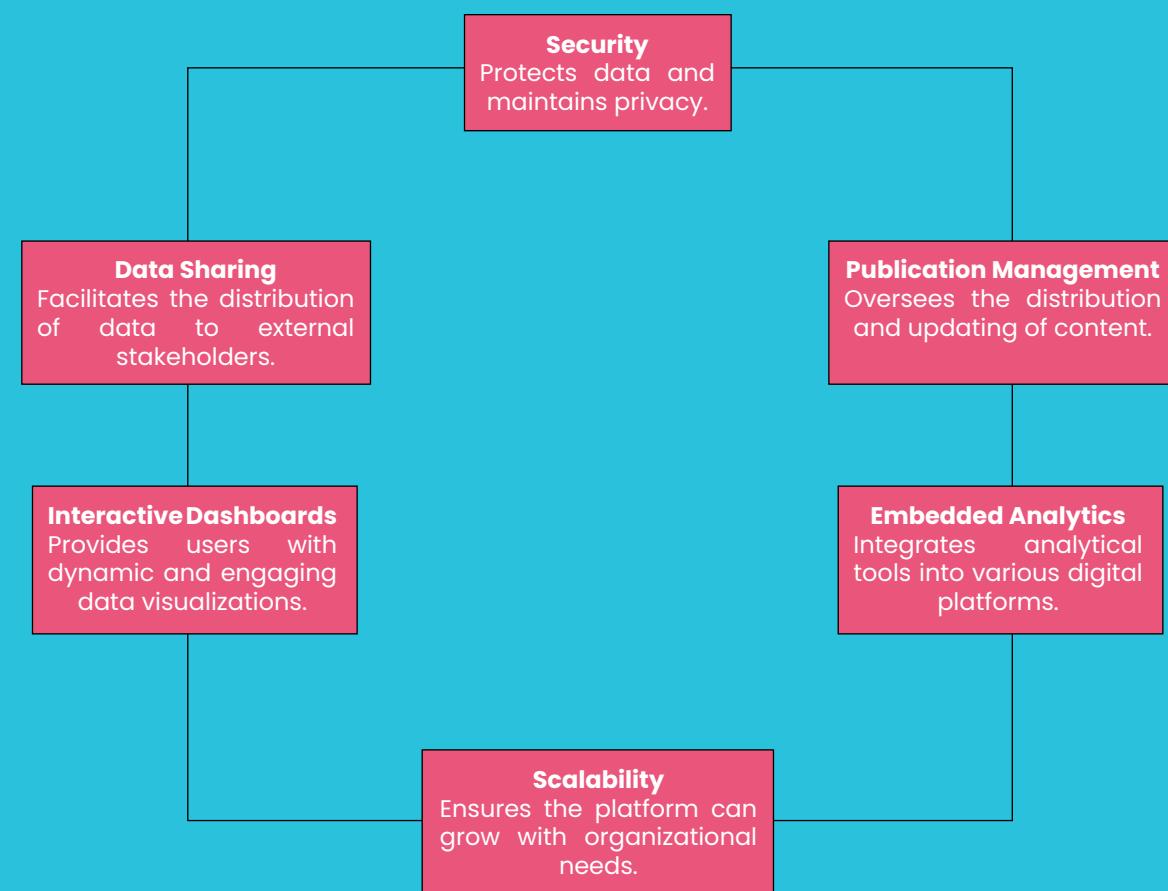
- Embed into your ecosystem

Overview of Domo Everywhere

Domo Everywhere is a powerful platform designed for organizations to share data and content externally with customers, partners, or vendors at scale.

It provides tools to distribute interactive dashboards, manage publications, and embed analytics seamlessly into websites, portals, or applications.

By combining scalability, security, and personalization, Domo Everywhere enables organizations to deliver insights to their audience while maintaining control and governance over their data.



Embedding in Sites and Software

Domo's embedding capabilities empower businesses to bring live analytics into the platforms where their audience already operates, enhancing engagement and decision-making.

Key Features:

SSO Integration: Securely integrate Domo dashboards into existing systems using Single Sign-On (SSO) for a seamless user experience.

Programmatic Filters: Dynamically adjust dashboard content using server-side filters, ensuring every user sees data tailored to their needs.

Dynamic Iframe Heights: Automatically adjust iframe sizes to prevent scroll traps and ensure smooth interactions across devices.

Programmatic Filtering and Data Personalization

Programmatic filtering provides a scalable and secure method to personalize data for users without requiring individual Domo accounts.

Master Dataset Utilization
Simplifies data management through row-level security.

Dynamic Filtering
Allows content to adapt based on user-specific attributes.

Future-Proof Security
Ensures data protection without relying on third-party cookies.

Embedded Capabilities and OEM Integration

Domo Everywhere extends beyond dashboard embedding, enabling organizations to offer advanced analytics capabilities directly within their branded applications.

Brand Alignment
Offers white-label customization with branding elements.

Domo Everywhere Capabilities Overview

Full Platform Integration
Allows partners to connect and analyze their data.

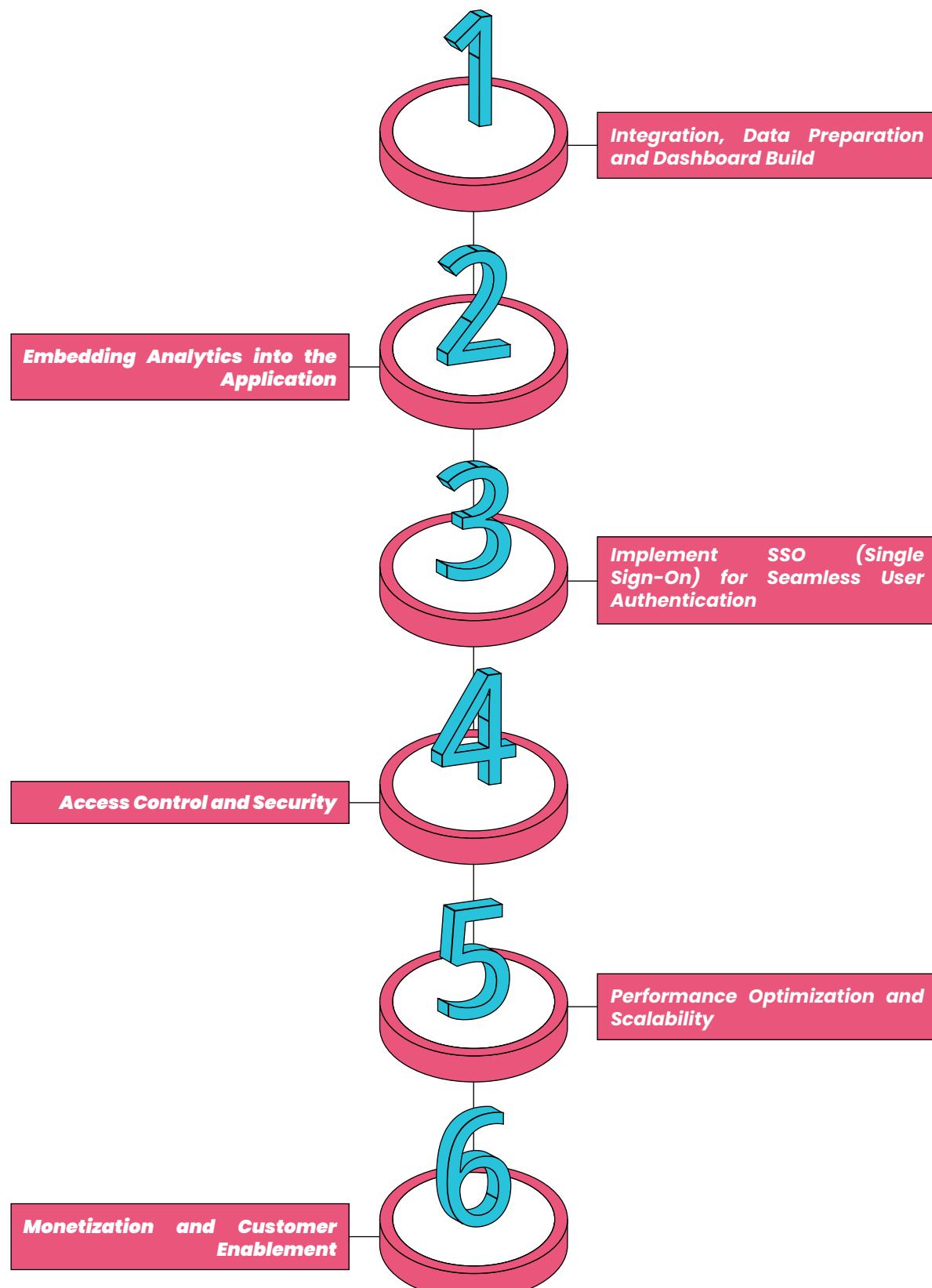
User Empowerment
Enables external users to create dashboards and manage reports.

Use Case: Enhancing Customer Experience with Embedded Analytics

A SaaS company providing project management solutions wants to enhance its platform by offering real-time analytics to its users.

Currently, customers export data to external tools for reporting, leading to inefficiencies, fragmented insights, and delayed decision-making.

DOMO Enabled Solution Steps:



Key Benefits:

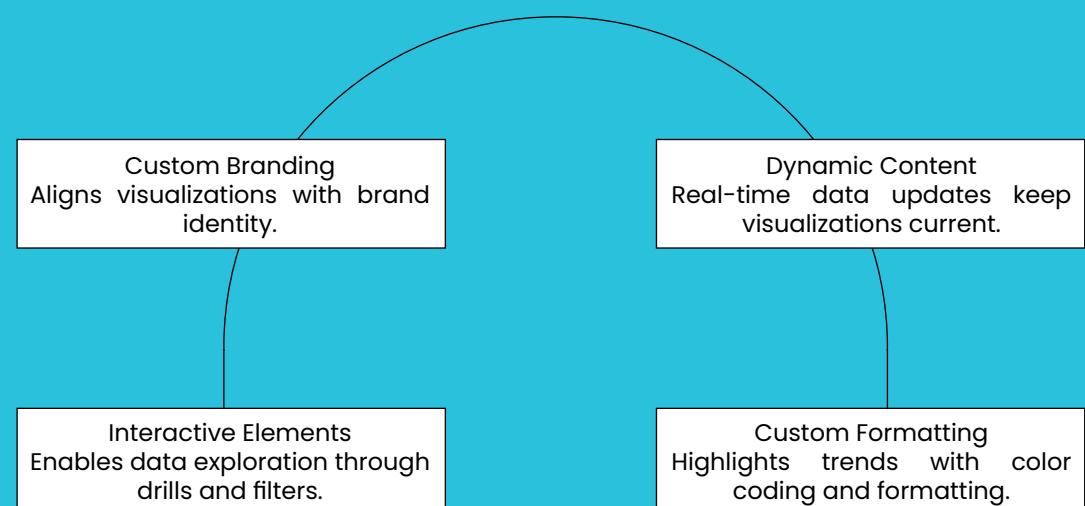
- Seamless User Experience:** Users access insights within the platform without switching tools.
- Customizable Dashboards:** Tailored analytics for different customer segments.
- Scalability & Security:** Role-based access ensures secure and scalable data sharing.
- Monetization Opportunity:** Premium analytics as an additional service boosts revenue.

Tailored Insights: Custom Data Visualizations in Domo

Domo empowers users to create highly customized visualizations that cater to specific business needs and enhance data storytelling. Let's delve into two key aspects of this capability:

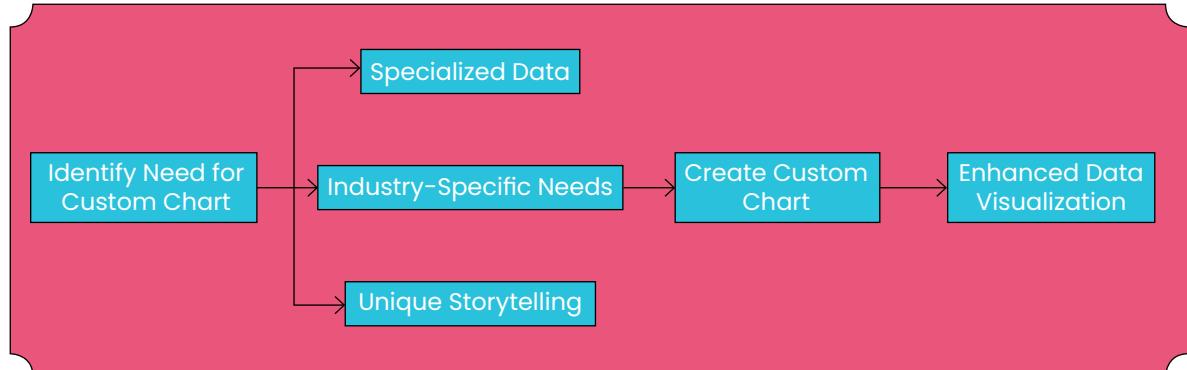
Creating Interactive Cards

Interactive cards are powerful tools for presenting key metrics and insights in a visually appealing and engaging manner. Domo offers a wide range of customization options to tailor cards to your specific requirements:



Custom Chart Types and Use Cases

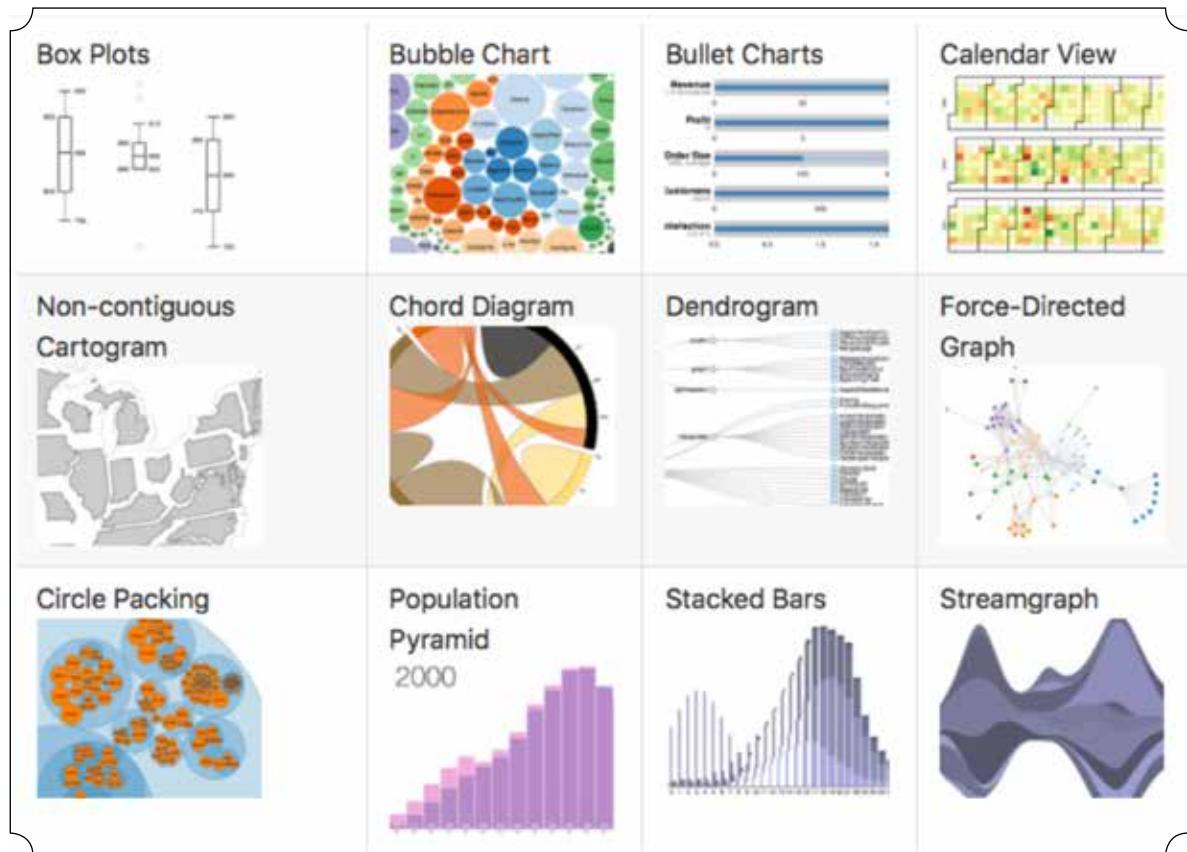
Domo's flexibility extends to creating custom chart types, providing unparalleled control over data visualization. Here are some common use cases for custom charts:



To create custom visualizations in Domo, you can leverage:

Custom JavaScript charts: For advanced users, you can incorporate custom JavaScript charts into your Domo dashboards, providing maximum flexibility and control.

By leveraging Domo's powerful customization capabilities, you can create compelling and informative visualizations that drive better decision-making.



NOTES

Domo & Cloud Databases

Scaling Data Across
Leading Cloud Platforms

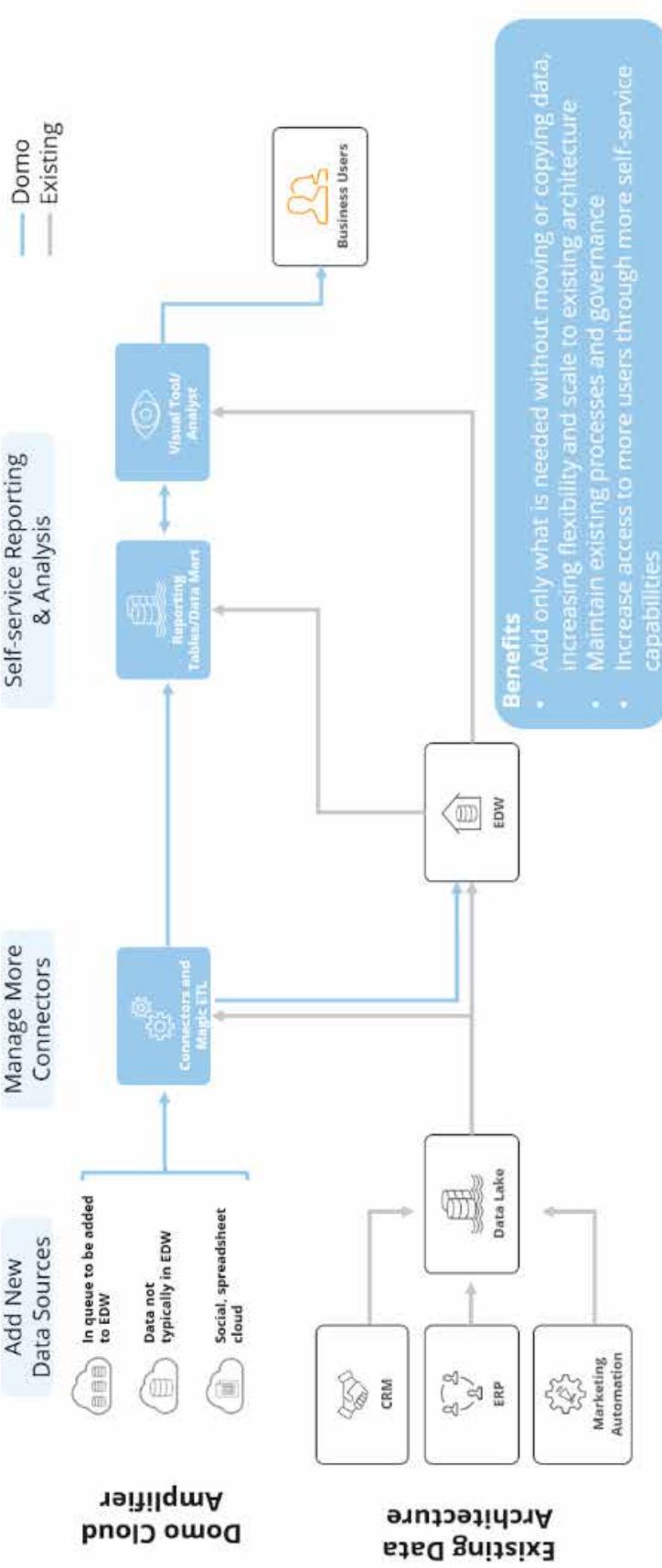
Bridging Cloud Platforms with Domo Cloud Amplifier

Domo's Cloud Amplifier is a multi-cloud data integration solution designed to help organizations seamlessly connect, govern, and leverage data across various cloud platforms.

By creating a unified virtual layer, Cloud Amplifier enables businesses to access real-time, actionable insights without the need to move or duplicate data, thereby preserving existing investments in data infrastructure.

This robust tool offers native, single, and bi-directional data integrations with leading cloud data platforms, including Snowflake, Google BigQuery, Amazon Redshift, Databricks and Dremio.

Key Feature	Benefit
Direct Data Querying – Access and query third-party cloud databases within Domo, enabling real-time insights without moving data.	Put data to work without copying or moving.
Bidirectional Data Flow – Write data back into third-party cloud databases using Domo's Magic ETL and Connector Library, ensuring a connected data ecosystem.	Ability to build custom, high-performance, automated, and bi-directional pipelines catered to any business need.
Secure Authentication with OAuth – Authenticate and manage access to Snowflake and other cloud databases using OAuth, maintaining strong security and governance.	Extend existing governance rules established in 3rd party cloud database providers (OAuth).
Optimized Cloud Resource Usage – Reduce unnecessary data movement and optimize compute efficiency by keeping workloads within cloud environments.	Balance compute costs across all 3rd party cloud database providers.



1. Snowflake + Domo -A Connected Ecosystem:

Simplify data management and get actionable intelligence faster with Snowflake and Domo



Eliminate data silos, streamline data ingestion, and access powerful analytical and visualization tools to free up resources and democratize data access for enhanced collaboration and decision making across your business.

Build a hybrid data cloud platform that empowers data-driven decision

Domo Cloud Amplifier is a native integration that unlocks the value of the Snowflake Data Cloud, adding the flexibility and speed business users require, with the security and governance that IT demands. It overcomes challenges that can delay or impair the effective business use of data.

1

Connect to pull and push data into snowflake

Use Domo's suite of cloud connection tools to ingest directly into your Snowflake cloud, complementing your existing ingestion architecture.

Integrate natively with Snowflake by leveraging our bi-directional, Cloud Amplifier federated integration framework, optimized and tuned specifically for Snowflake.

2

Transform Data to our needs

Use Domo's Magic transformation UI to leverage Snowflake compute for robust transformations without moving your data.

Make data transformation accessible to business user with Domo's drag-and-drop data transformation tools.

3

Govern not just DOMO but also Snowflake

Extend your data governance strategy with Domo by honouring the permissions and policies set within your Snowflake instance to track how Snowflake is being used.

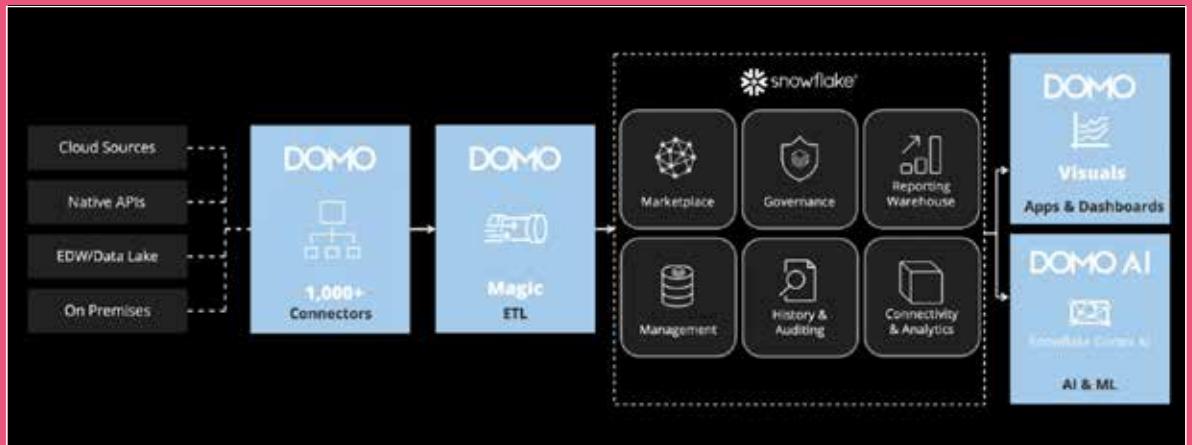
Monitor how Snowflake data is being used to improve workload management, data operations, versioning, and certifications.

4

Visualize in DOMO

Create visualizations from your Snowflake data and empower business users to create their own.

Build intelligent apps and discover new ways to provide data to your business for better decision-making.



Data Residency Compliance – Snowflake allows data to reside in the preferred cloud region, ensuring compliance with regulatory requirements. Domo connects without moving data, enabling real-time access while maintaining governance.

Single Source of Truth – Snowflake centralizes all enterprise data, acting as a governed data warehouse. Domo seamlessly integrates, ensuring teams access consistent, real-time, and trusted data for decision-making.

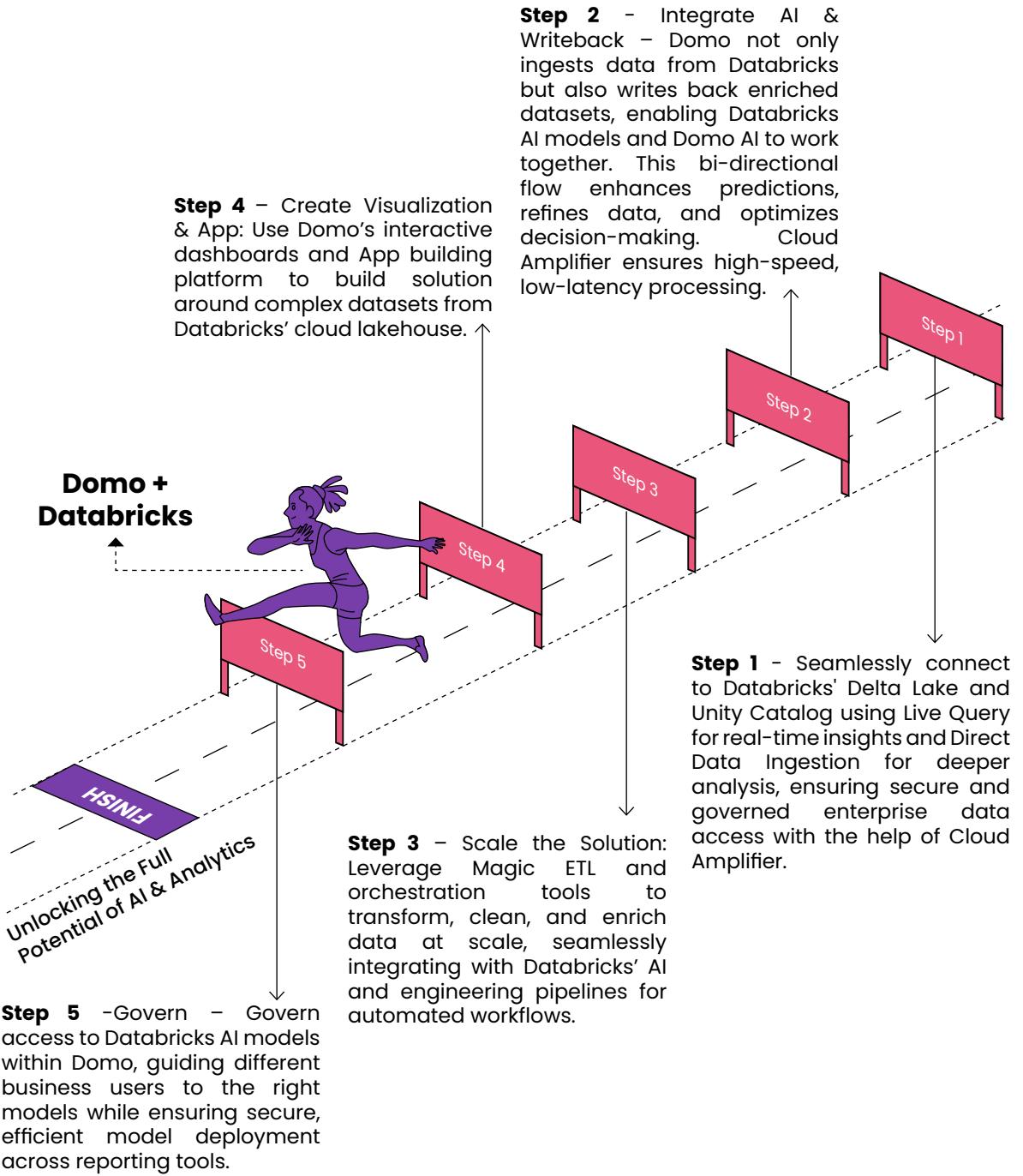
Optimized Cost Management – Snowflake's separation of storage and compute allows businesses to scale efficiently. Domo's intelligent caching and federated access minimize duplication, reducing both storage and query costs.

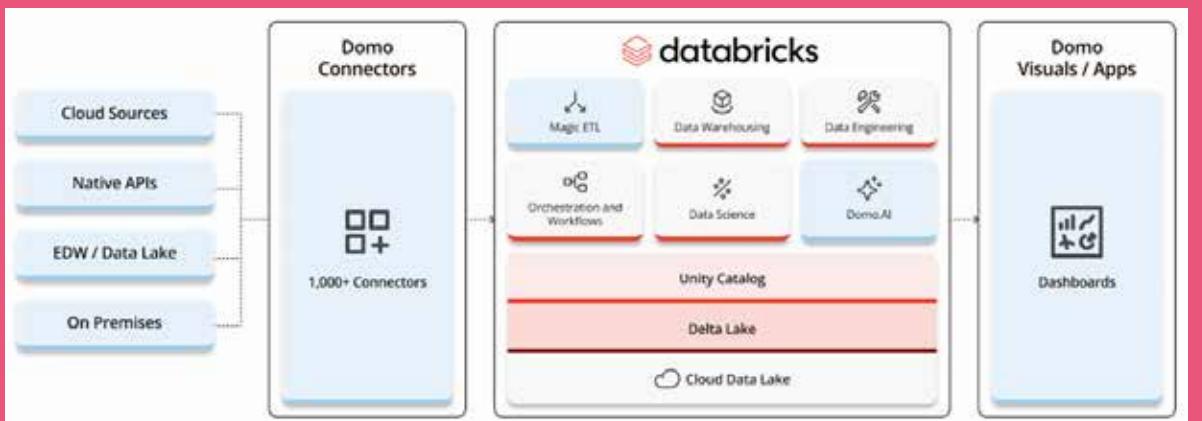
Auto Scalable Infrastructure – Snowflake's auto-scaling and high-performance architecture handle massive workloads. Domo leverages Snowflake's power, ensuring fast insights and interactive dashboards without performance lags.

AI driven data integrated into snowflake – Domo enhances Snowflake's capabilities with Magic ETL and its AI and data science bricks, which enables businesses to create AI-driven insights, automate reporting, and streamline operations.

2. DOMO + Databricks - AI-Powered Data Pipelines

Enhance machine learning model integration, break down data barriers, optimize data connectivity and ingestion, and leverage advanced analytics and visualization tools to maximize business impact and efficiency.





Outcomes:



Maximized Data ROI – Unlock the full potential of enterprise data by seamlessly integrating Databricks' AI and analytics with Domo's real-time insights, driving smarter business decisions.



Faster Time-to-Value – Reduce deployment and analytics turnaround with automated data pipelines, AI-driven insights, and writeback capabilities, accelerating revenue impact.



Scalable & Cost-Optimized – Leverage governed data access, AI model sharing, and Cloud Amplifier to ensure efficient scaling, reducing infrastructure and operational costs.



Competitive Edge – Enable AI-powered decision-making, predictive analytics, and self-service BI, positioning businesses for innovation, agility, and sustained market leadership.

3. Google BigQuery + Domo: Scalable Data Processing



Unified Data Access & Governance

- Connect directly to Google BigQuery using Domo's native connector and Cloud Amplifier, and Enforce BigQuery IAM-based access controls within Domo to maintain governance, security, and compliance across data workflows.



Intelligent Data Processing & Writeback

- Run federated queries on live BigQuery datasets within Domo for high-performance analytics
- Enable bidirectional data flow—writeback transformed datasets from Domo into BigQuery to power advanced AI/ML models and enterprise reporting.



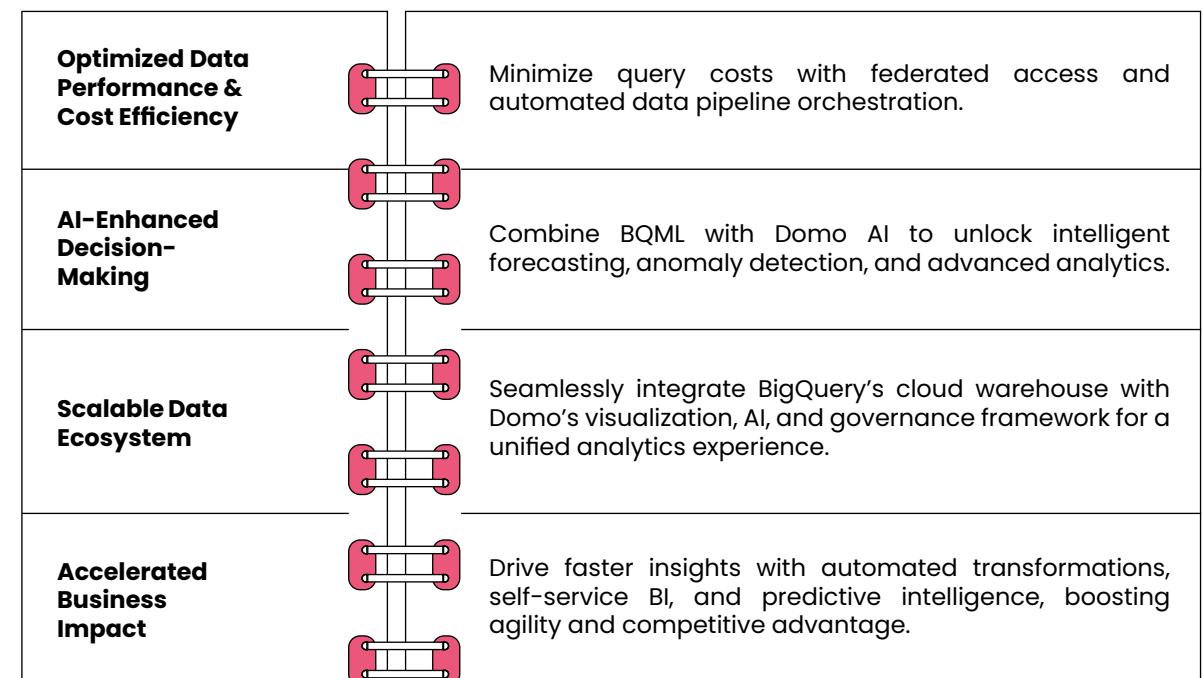
AI-Powered Insights & Visualization

- Leverage BigQuery ML (BQML) and Domo AI to build advanced predictive models, improving forecasting and decision-making and create Visualizations



Enterprise-Grade Compliance & Governance

- Apply BigQuery's built-in encryption, audit logging, and security policies within Domo to meet compliance standards like GDPR, HIPAA, and SOC 2.
- Implement role-based access controls (RBAC) and data lineage tracking to ensure transparency, security, and efficient model deployment.



Currently Supported Platforms:



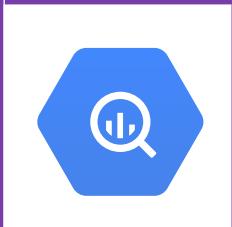
Snowflake

Read and Write access with OAuth support in beta enables real-time data ingestion and transformation within Snowflake, allowing for faster insights and improved agility.



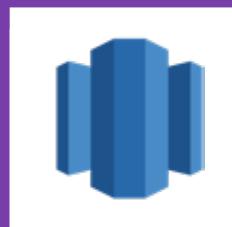
Databricks

Read access is currently available, with Write and OAuth support to be added in the future. This will enable users to leverage Databricks' data processing and machine learning capabilities within Domo.



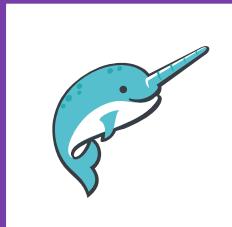
BigQuery

Read and Write access with OAuth support enables real-time data ingestion and analysis within Google BigQuery, leveraging its powerful query processing capabilities.



Redshift

Read and Write access (Write access in beta) with OAuth support in beta facilitates seamless data integration and analysis within Amazon Redshift, enabling users to build data warehouses and perform complex analytics.



Dremio

Read and Write access with OAuth support in beta provides seamless integration with Dremio's data virtualization capabilities, enabling users to access and analyze data from multiple sources without moving it.

Platforms with Future Availability:



Azure SQL

Read access is currently available, with Write access coming soon (beta in Q1 2024). This will enable users to leverage Azure SQL for data warehousing and transactional workloads within Domo.



Azure Synapse Analytics

Read access is currently available, with Write access coming soon (beta in Q1 2024). This will enable seamless integration with Azure's data warehousing and analytics services.



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SOLUTION MATTERS

DOMAAS

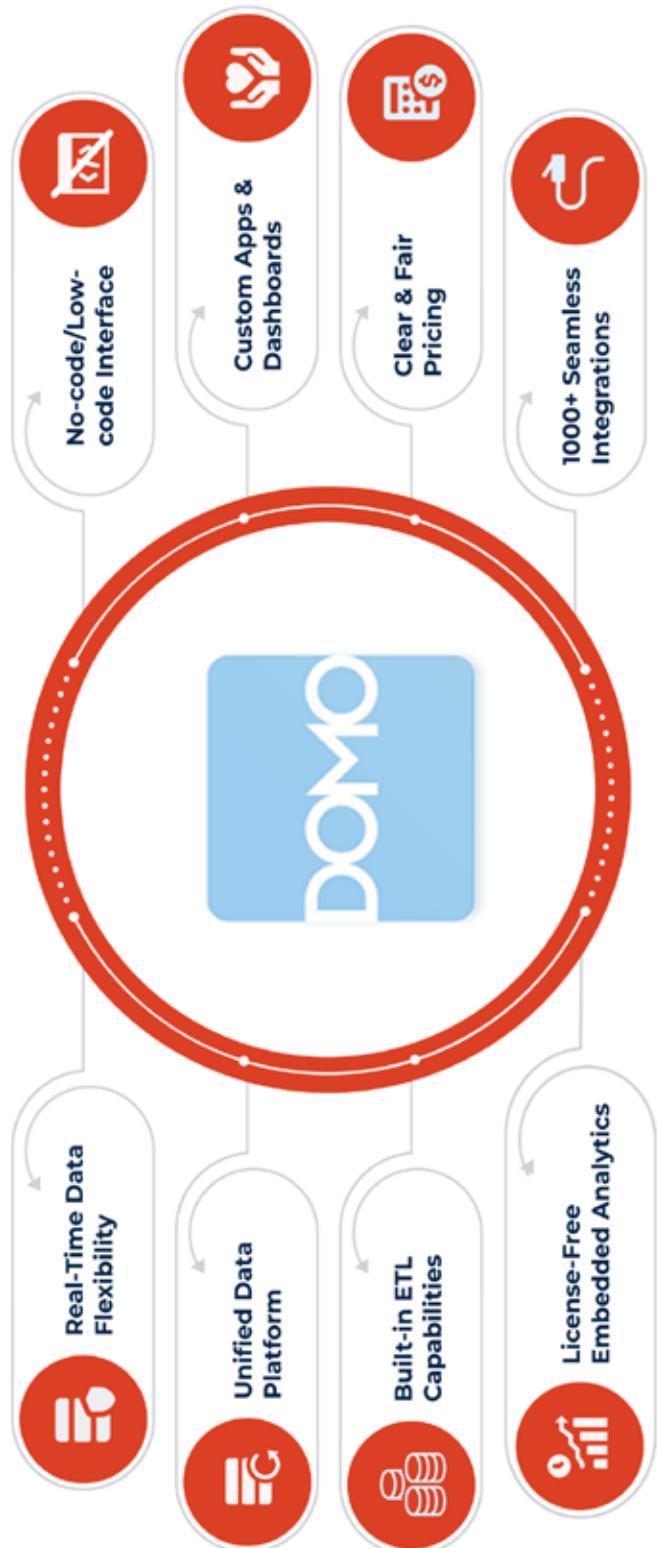
Migration As A Service



Scan to open

Legacy BI to DOMO

DOMO's Edge Over Legacy BI Tools



How Traditional Migration Processes Look

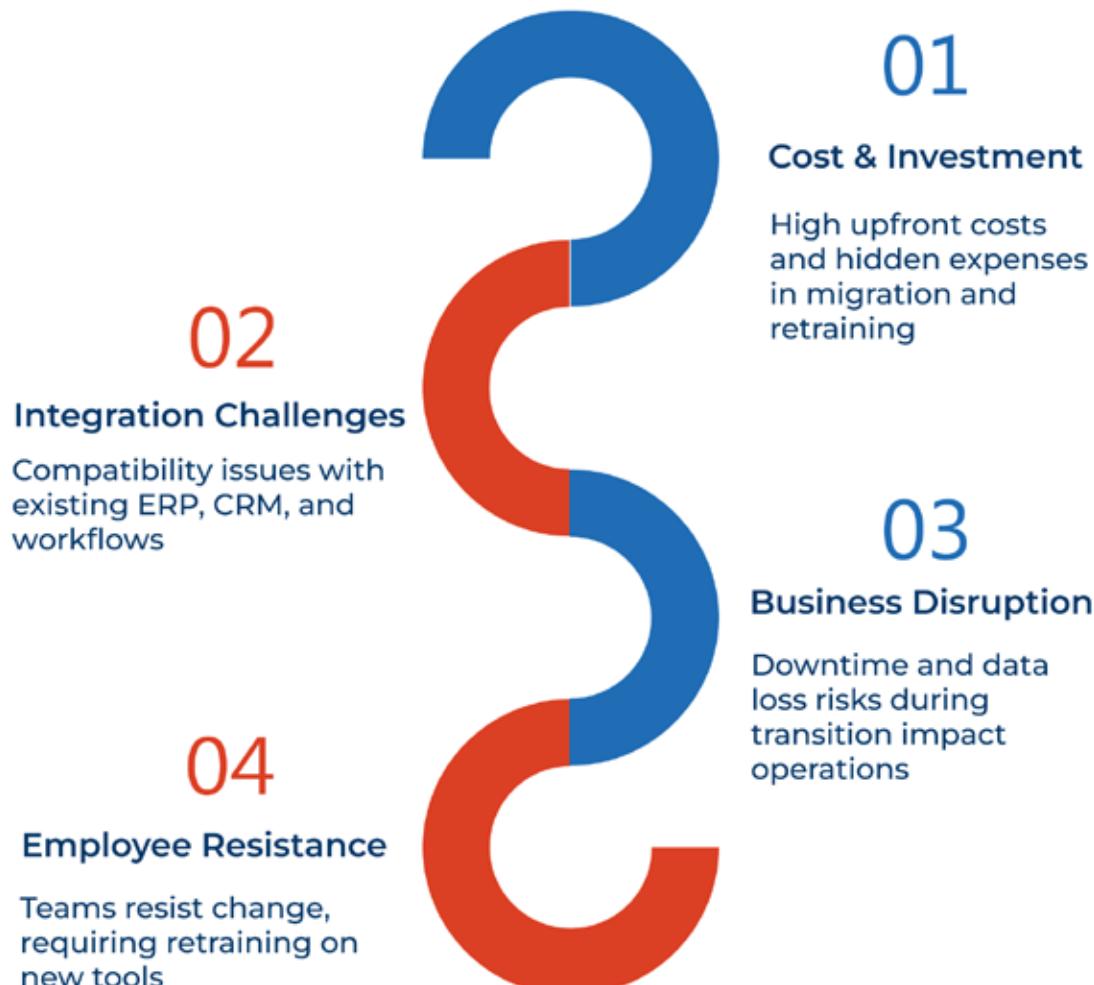
Migrating from one BI platform to another can be a daunting task, often characterized by

Breakdown of Report Migration



Why Business Owner Hesitate to Migrate?

BI migration poses costs, integration, and adoption challenges but drives efficiency and long-term ROI



INTRODUCING DOMAAS

DOMAAS (Migration as a Service) Simplifies BI Migration

How DOMAAS helps businesses transition from legacy BI to DOMO?



Reducing Cost & Investment Concerns – Automated migration and optimized pricing minimize costs

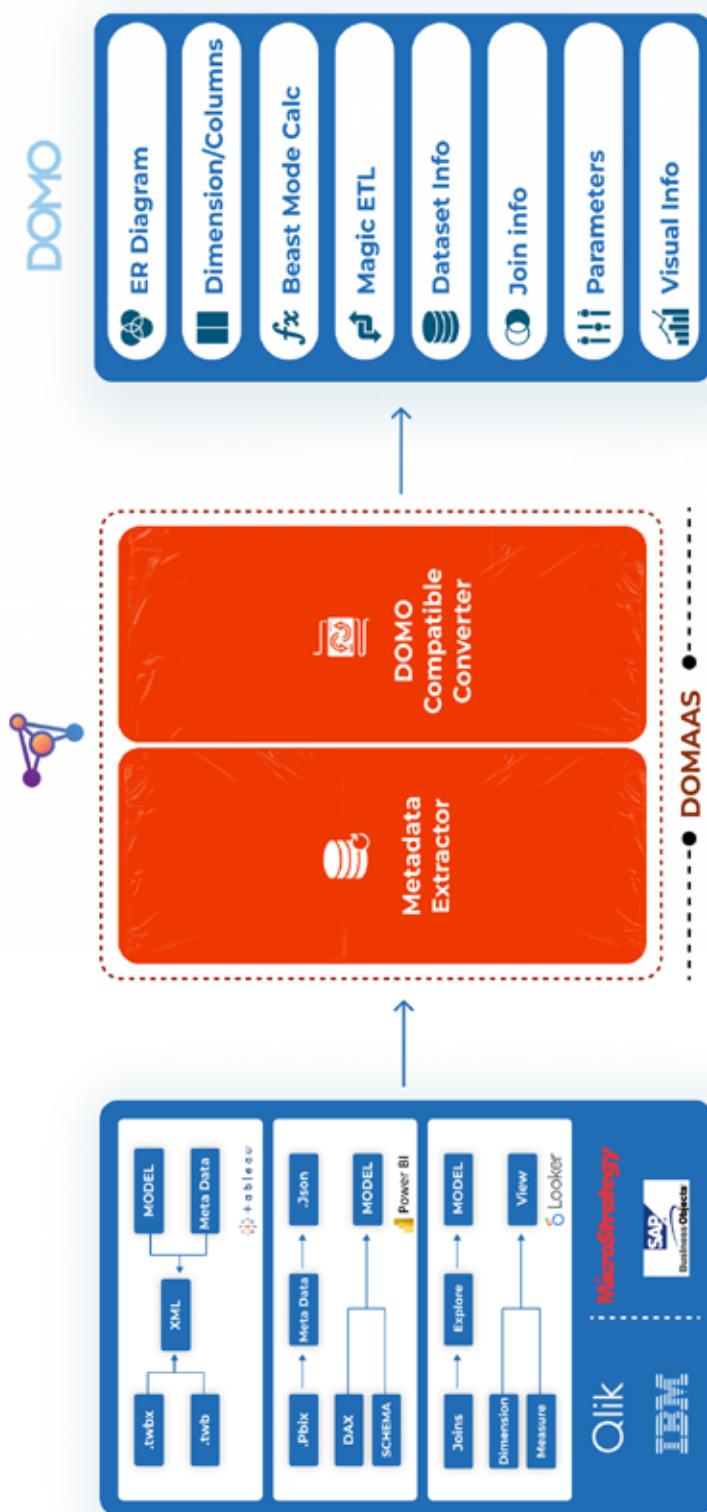
Minimizing Business Disruption & Downtime – Zero downtime migration ensures seamless transitions

Streamlining Integration Challenges – Automated mapping and native connectors simplify integration

Easing Employee Adoption – Familiar UI, side-by-side validation, and built-in training ease adoption

Maximizing DOMO ROI – AI-powered insights, speed optimization, and strong governance maximize value

Architecture



Value Props of DOMAAS

DOMAAS automates formula and field conversions, ensuring accurate and efficient migration of dashboards and data models. It reduces migration time by 65%, offering faster deployment with minimal technical expertise required.

Automation Migration Accelerators

DOMAAS accelerates automation by seamlessly converting formulas and fields, reducing manual mapping errors and streamlining migration.

Fast Migration 60% Migration TAT Improvement

Ensures rapid migration of dashboards and data models to DOMO, preserving all relationships and data structures while improving migration TAT by 60%.

40% Reduction in Migration Cost

DOMAAS reduces migration costs by 40% by enabling users with SQL knowledge to manage the process, eliminating the need for expertise in LookML or DAX.

Predictable Outcomes Low Manual Intervention

Automates much of the migration process, reducing costs and the time required to transition to DOMO ensuring faster deployment, **65% of time saved**.

Technical Expertise Source – Target Mapping

Automatically maps source-to-target data by generating ER diagrams for each dashboard visual, offering clear insights into data connections.

Scalable for Large Migrations

DOMAAS efficiently handles large-scale migrations, ensuring seamless data transfer, optimized performance and regardless of complexity.

DomoVerse



 Centralized Monitoring

 Security Compliance

 Performance optimization

 Cost Efficiency

Scan to open



System Architecture

The System Architecture Integrates Snowflake With Domo's Federated Data And Cloud Amplifiers For Seamless Data Access. Domo Magic ETL Processes Data Into Domo Data Sets, Ensuring Efficient Transformation. Insights Are Visualized Through Domo Dashboards And Domo Apps For Enhanced Decision-Making

SNOWFLAKE GOVERNOR

The **Snowflake Governance App** Offers Visibility, Control, Cost Optimization, And Security Compliance For Snowflake Environments

SNOWGO

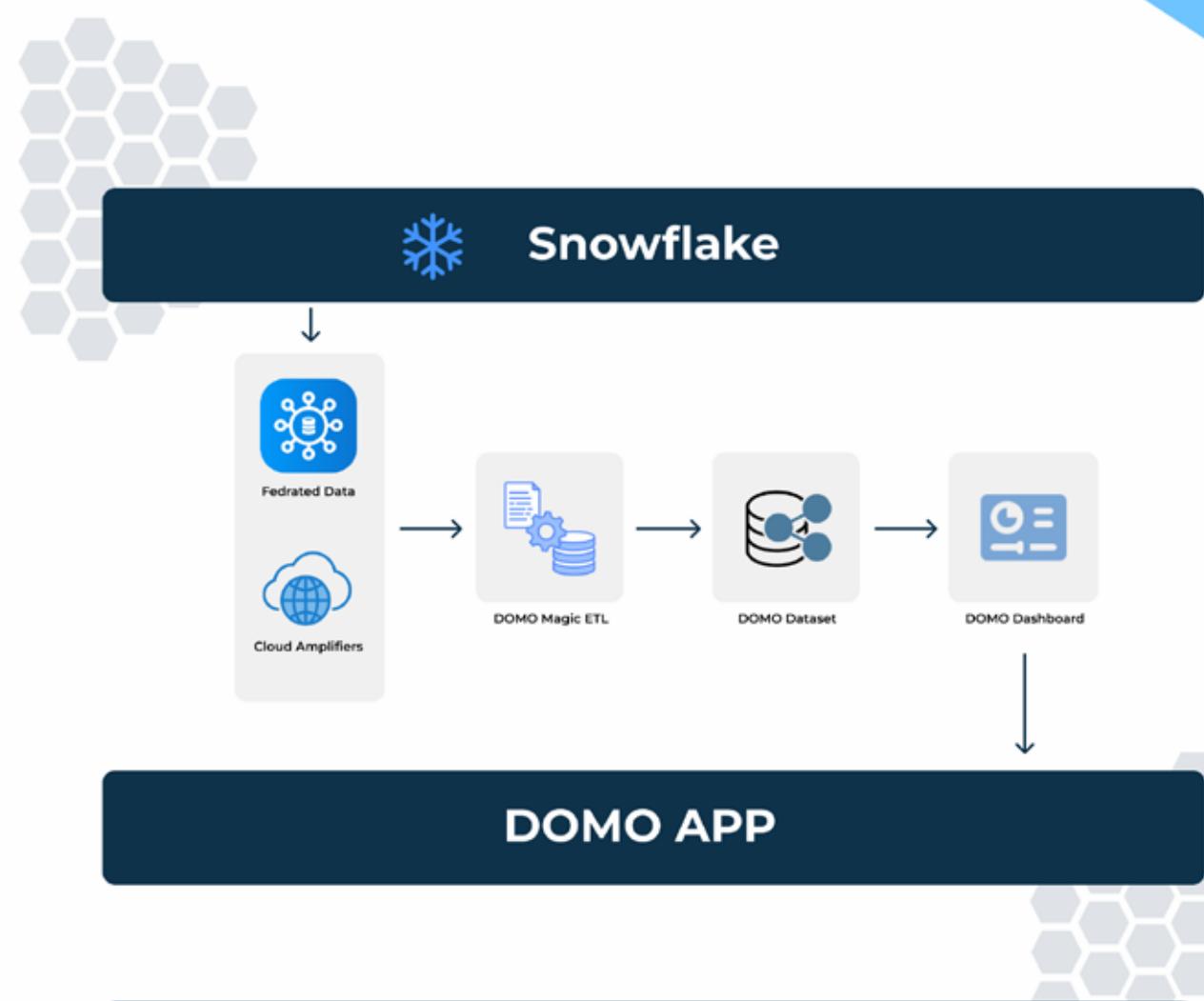
Key Features



- Account Overview**
- Query Performance**
- Cost Management**
- Security & Compliance**
- Warehouse Performance**
- Data Pipeline**
- Alert & Anomalies**
- Data Governance**



198



Just Enter Your **Snowflake Credentials** And API Tokens - Unlock Instant Insights Into Your Snowflake Governance With Zero Hassle!

199

Snowflake Governor Dashboards

Snowflake Governor Dashboards

Account Usage Overview

- Provides Insights Into Storage Costs, Compute Usage, And User Activity.
- Helps Optimize Performance And Manage Expenses Effectively.
- Identifies Largest Tables And Tracks Database Activity Trends.



Query Performance Monitor

- Identifies Inefficient Queries And Tracks Execution Trends.
- Monitors Top Users, Warehouse Utilization, And Query Success Rates.
- Detects Performance Bottlenecks And Optimizes Resource Allocation



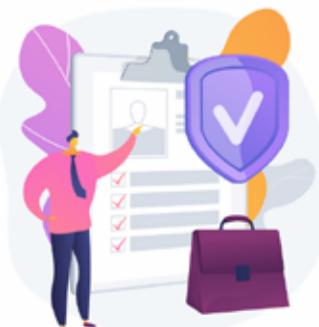
Cost Management

- Tracks Credit Consumption By Warehouses, Users, And Queries
- Identifies Cost Drivers And Optimizes Spending
- Forecasts Future Expenses And Highlights Inactive Resources Consuming Costs



Security And Compliance

- Monitors Authentication Security, Privilege Management, And Role Changes
- Tracks Failed Logins And Suspicious Access Patterns
- Ensures Adherence To Compliance Policies And Prevents Security Breaches



Data Governance

- Ensures Data Accuracy, Reliability, And Compliance
- Tracks Metadata, Data Freshness, And Schema Changes
- Identifies Redundant Datasets And Outdated Views



Warehouse Performance

- Optimizes Warehouse Sizing Based On Query Performance
- Monitors Concurrency Levels And Warehouse Scaling Events
- Tracks Credit Consumption And Idle Time To Reduce Costs



Data Pipeline Monitoring

- Tracks Execution Trends, Failures, And Concurrency Of Snowflake Tasks
- Identifies Resource-Intensive Tasks Consuming Excessive Credits
- Ensures SLA Adherence And Prevents Delays In Data Processing



Alerts And Anomalies

- Detects Anomalies In Query Execution, Warehouse Credits, And User Logins
- Tracks Failed Queries, Inactive Databases, And Warehouse Concurrency Breaches
- Prevents Performance Issues And Cost Overruns Through Proactive Monitoring



System Architecture

The System Architecture Integrates Snowflake With Domo's Federated Data And Cloud Amplifiers For Seamless Data Access. Domo Magic ETL Processes Data Into Domo Data Sets, Ensuring Efficient Transformation. Insights Are Visualized Through Domo Dashboards And Domo Apps For Enhanced Decision-Making



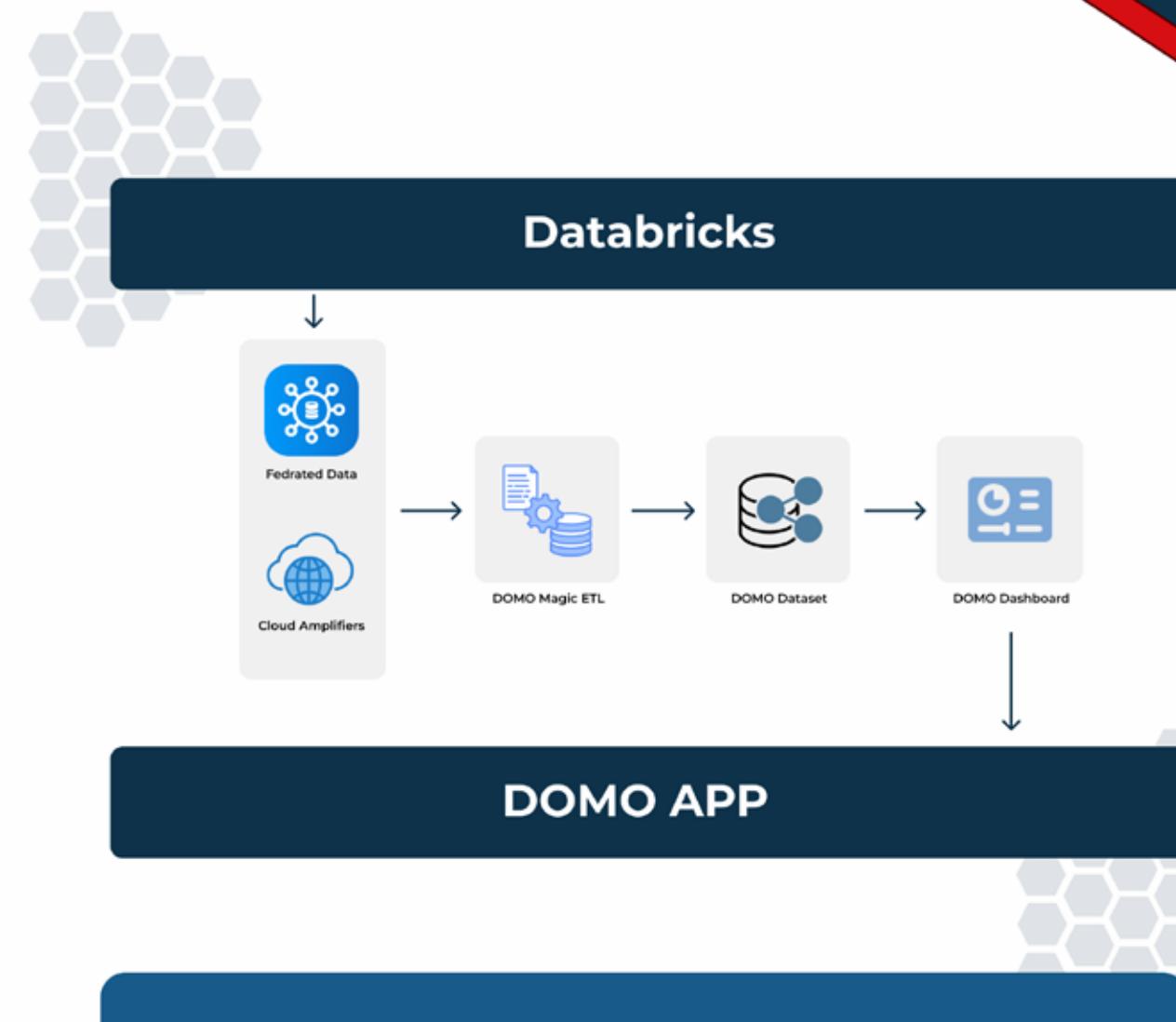
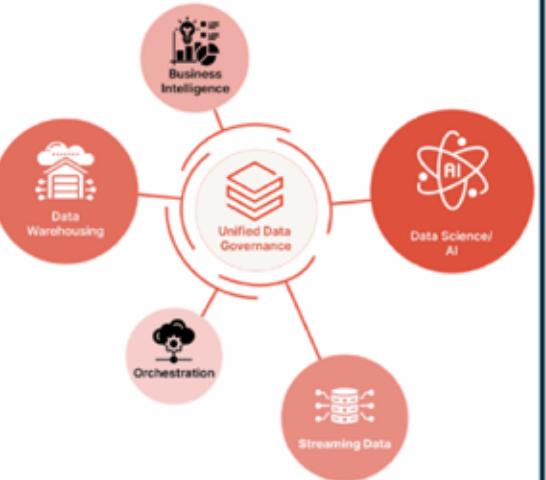
DATABRICKS GOVERNOR

The Databricks Governance Dashboard Offers A Centralized View Of Governance And Operational Metrics. It Helps Teams Monitor Usage, Optimize Performance, Enforce Security, And Ensure Compliance Efficiently

Key Features



- Account Overview
- Query Performance
- Cost Management
- Security & Compliance
- Warehouse Performance
- Data Pipeline
- Alert & Anomalies
- Data Governance



Just Enter Your **Databricks Credentials** And API Tokens - Unlock Instant Insights Into Your Snowflake Governance With Zero Hassle!

Databricks Governor Dashboards

Databricks Governor Dashboards

Account Usage Overview

- Provides Insights Into Workspace Activity, Resource Consumption, And User Engagement
- Helps Optimize Cluster Usage And Manage Costs Efficiently
- Identifies Underutilized Resources And Trends In Platform Usage



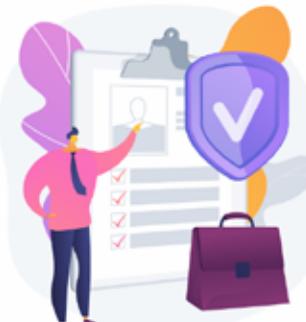
Query Performance Monitor

- Identifies Slow And Inefficient Queries To Enhance Execution Speed
- Monitors Warehouse Utilization, Query Concurrency, And Performance Trends
- Helps Optimize Workloads By Detecting Bottlenecks And Tuning Queries



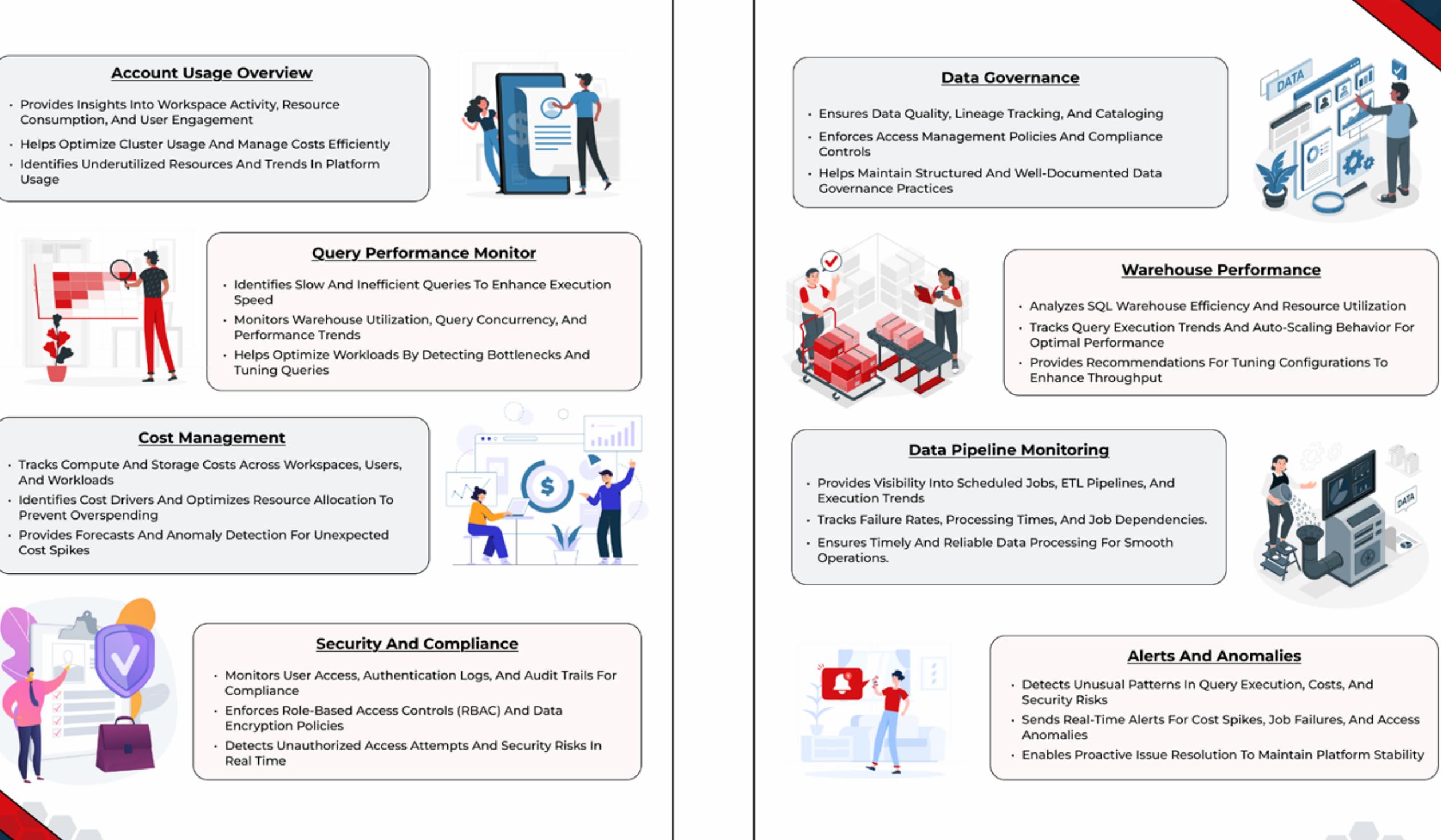
Cost Management

- Tracks Compute And Storage Costs Across Workspaces, Users, And Workloads
- Identifies Cost Drivers And Optimizes Resource Allocation To Prevent Overspending
- Provides Forecasts And Anomaly Detection For Unexpected Cost Spikes



Security And Compliance

- Monitors User Access, Authentication Logs, And Audit Trails For Compliance
- Enforces Role-Based Access Controls (RBAC) And Data Encryption Policies
- Detects Unauthorized Access Attempts And Security Risks In Real Time



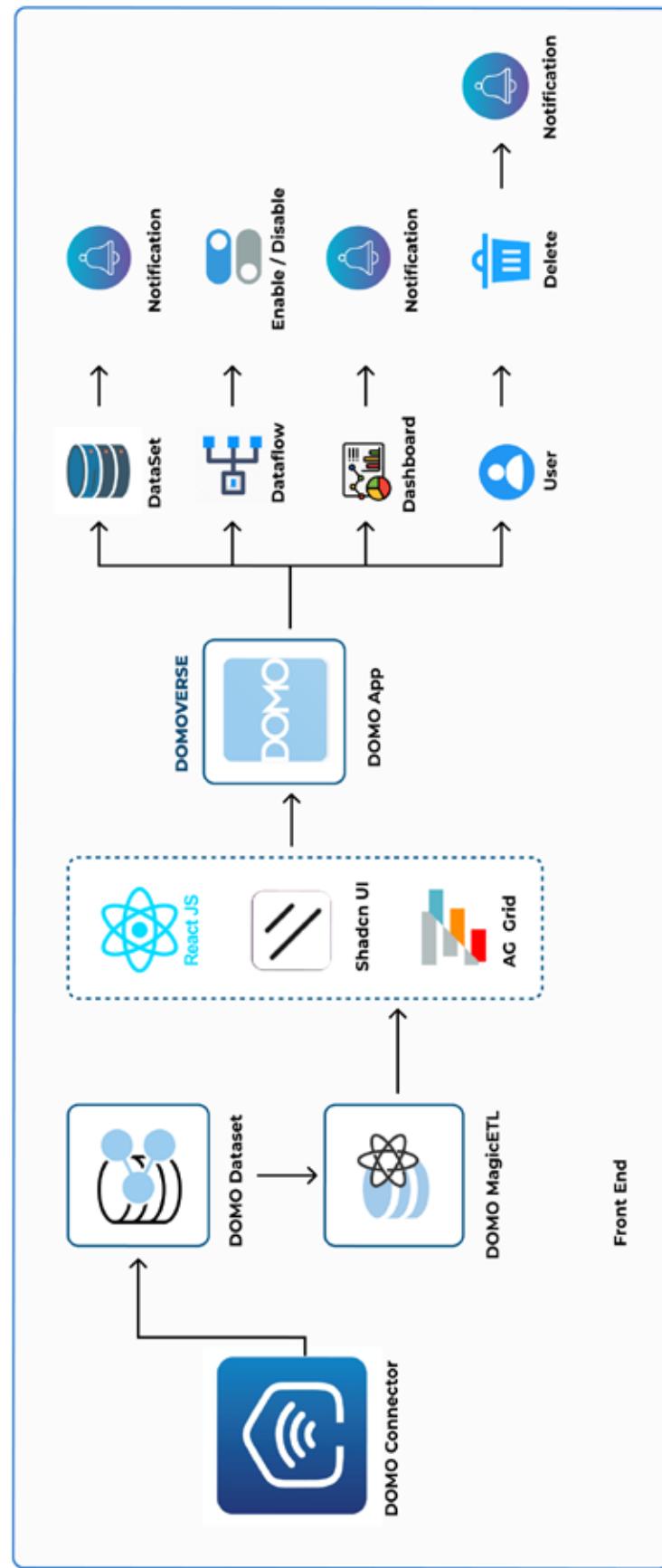
Domo Governor

Domo governor is a robust platform that optimizes Domo instance management with intelligent governance, real-time insights, and automation

Key Features

- Credit Usage Monitoring
- Automated Alerts
- Advanced Visualizations
- Secure API Access
- Workflow Automation
- Real-Time Insights

Architecture



Getting Started with Domo Governor

User Roles

Admins

Complete control over Domo instance management

Dataset Owners

Manage datasets and get notifications

General Users

View dashboards and activity updates

Centralized Governance

Manage your entire Domo instance efficiently from one platform.

Outcomes

Automation & Alerts

Reduce manual efforts with intelligent monitoring and proactive notifications.

Resource Optimization

Track usage and gain actionable insights for smarter resource management.

Credit-Based Governance

Tracking

Monitor credit usage across datasets, dataflows, and dashboards effortlessly.

Optimization

Get automated alerts to optimize resource utilization effectively.

Visualization

View visual lineage maps for clear dataset relationships.

High performance data display

ag-Grid

Efficient state management

React Hooks

Seamless communication with Domo services

Custom API Integration

Streamlined process automation

Automated workflow

Secure API access

Token Management

Data Security & Management

Token Management

Secure, token-based authentication ensures encrypted access and fine-grained API control.

API Communication

SSL/TLS encryption protects data in transit, ensuring confidentiality and preventing breaches.

Automated Workflows

Secure workflows automate tasks, reduce errors, and enforce compliance with best practices.

Future

Machine Learning:

Predict usage patterns for smarter resource allocation and optimization.

Enhancement

Increased Automation:

Expand workflows to minimize manual intervention and streamline tasks.

Custom Notifications:
Enable tailored alerts to match specific user needs and preferences.

Performance Optimization

Memoization:

Boost performance by caching results to reduce redundant calculations.

Optimized Rendering:

Ensure smooth user experiences with minimal re-renders using React best practices.



GWC DATA.AI
SOLUTION MATTERS

DOMODOCX

Scan to open



DOMO DOCX

AI-Powered Documentation for Domo

Organizations face persistent challenges in maintaining comprehensive and up-to-date documentation, particularly in fast-paced environments where frequent updates and releases occur. Traditional documentation methods are often

Challenges

- **Time-Consuming**
Manual documentation slows project timelines.
- **Prone to Errors**
Human-generated docs can be inconsistent.
- **Difficult to Maintain**
Tracking changes & updates is cumbersome.
- **Inefficient for Auditing**
Auditors face challenges with outdated information.
- **Lack of Standardization**
Documentation quality is inconsistent and unreliable.



GenAI Domo Document Generator

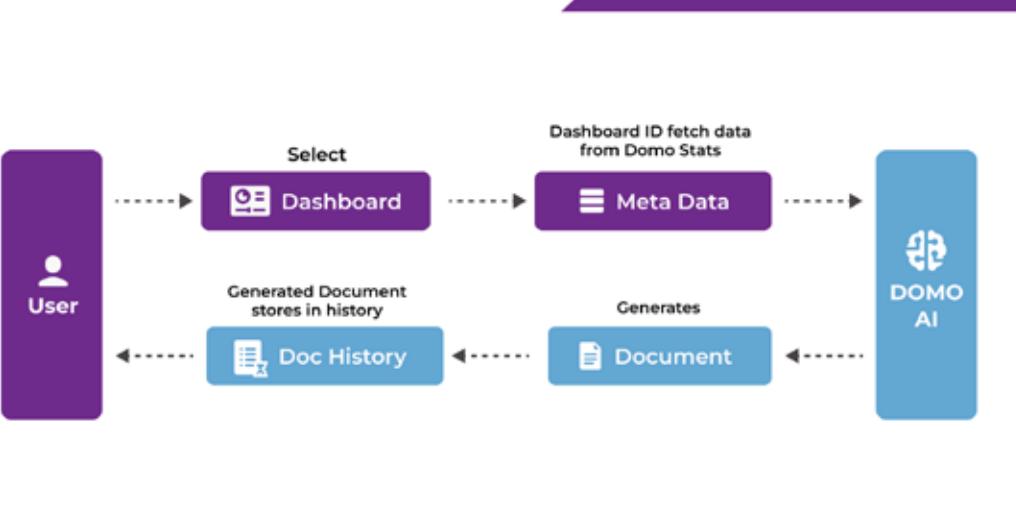
A Game Changer

The **GenAI Domo Document Generator** automates functional documentation for every release, integrating with Domo Governance AI to provide seamless, AI-driven automation and intelligent structuring.

How It Works?

- Automated Doc Generation
- Real-Time Data Integration
- Role-Based Access Control
- Version Control & Tracking
- AI-Powered Summarization

Architecture



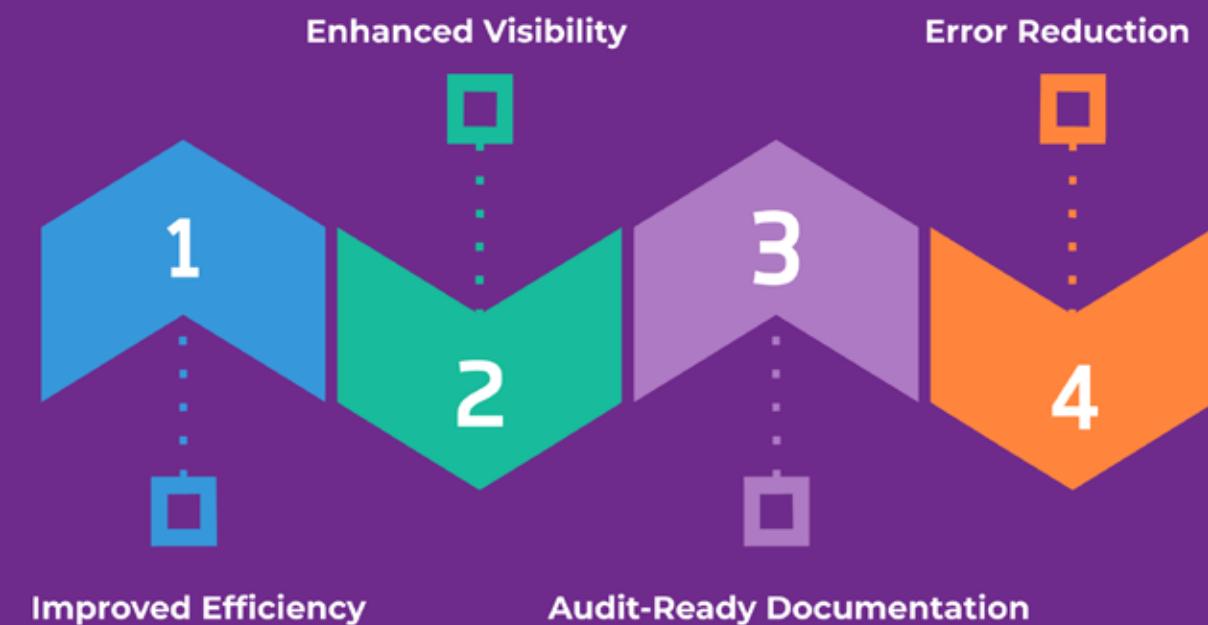
Key Features

- Automation & Efficiency
- Role-Based Access & Versioning
- AI-Driven Insights
- Enhanced Project Management
- Auditing & Compliance Support

Key Features

Benefits

Automates documentation, reducing errors and saving time. Ensures compliance with audit-ready reports. Enhances visibility and collaboration with real-time insights.





GWC DATA.AI
SOLUTION MATTERS

INFOBEAM AI

Scan to open

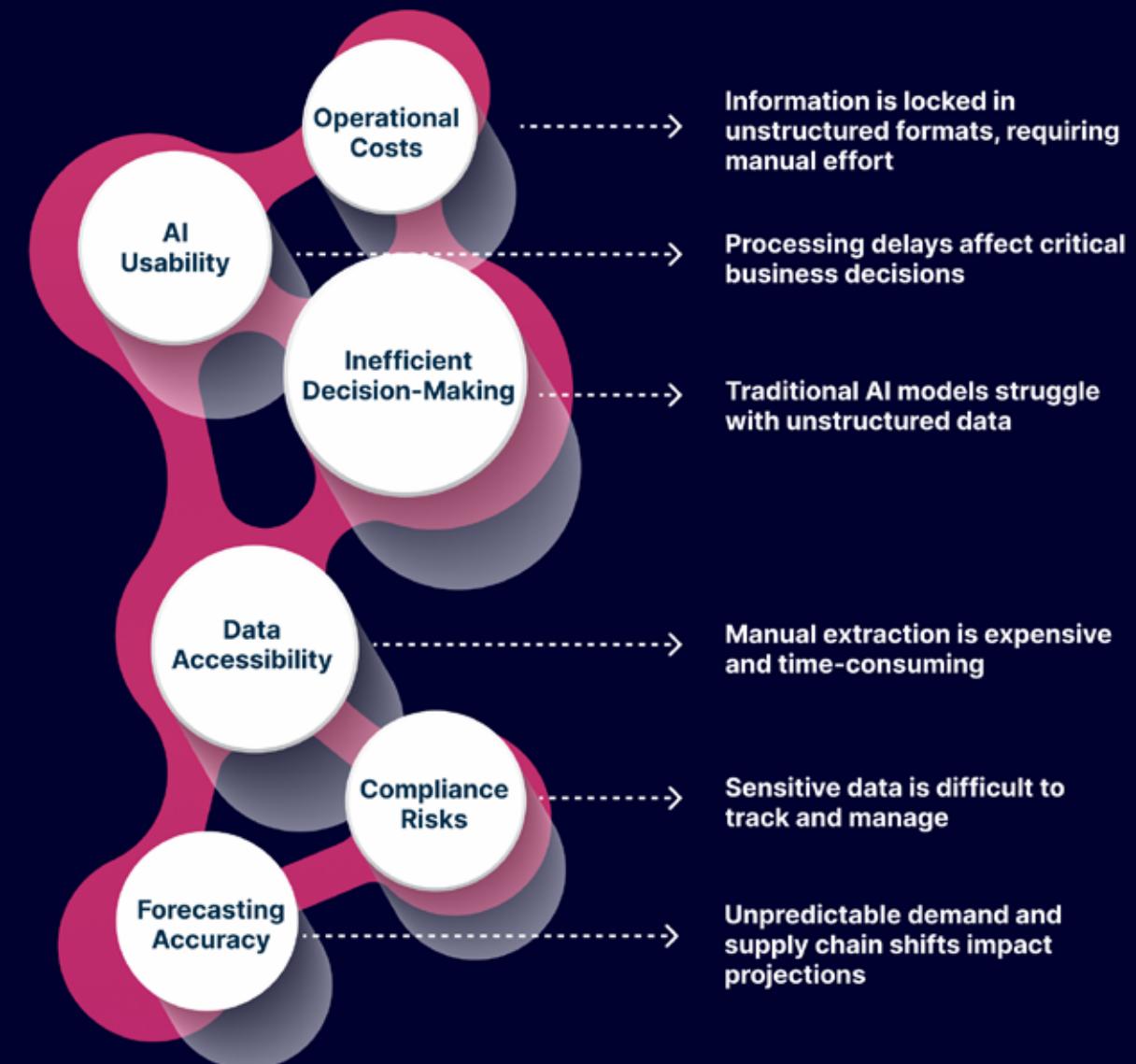


Transforming Unstructured Data with InfoBeam AI

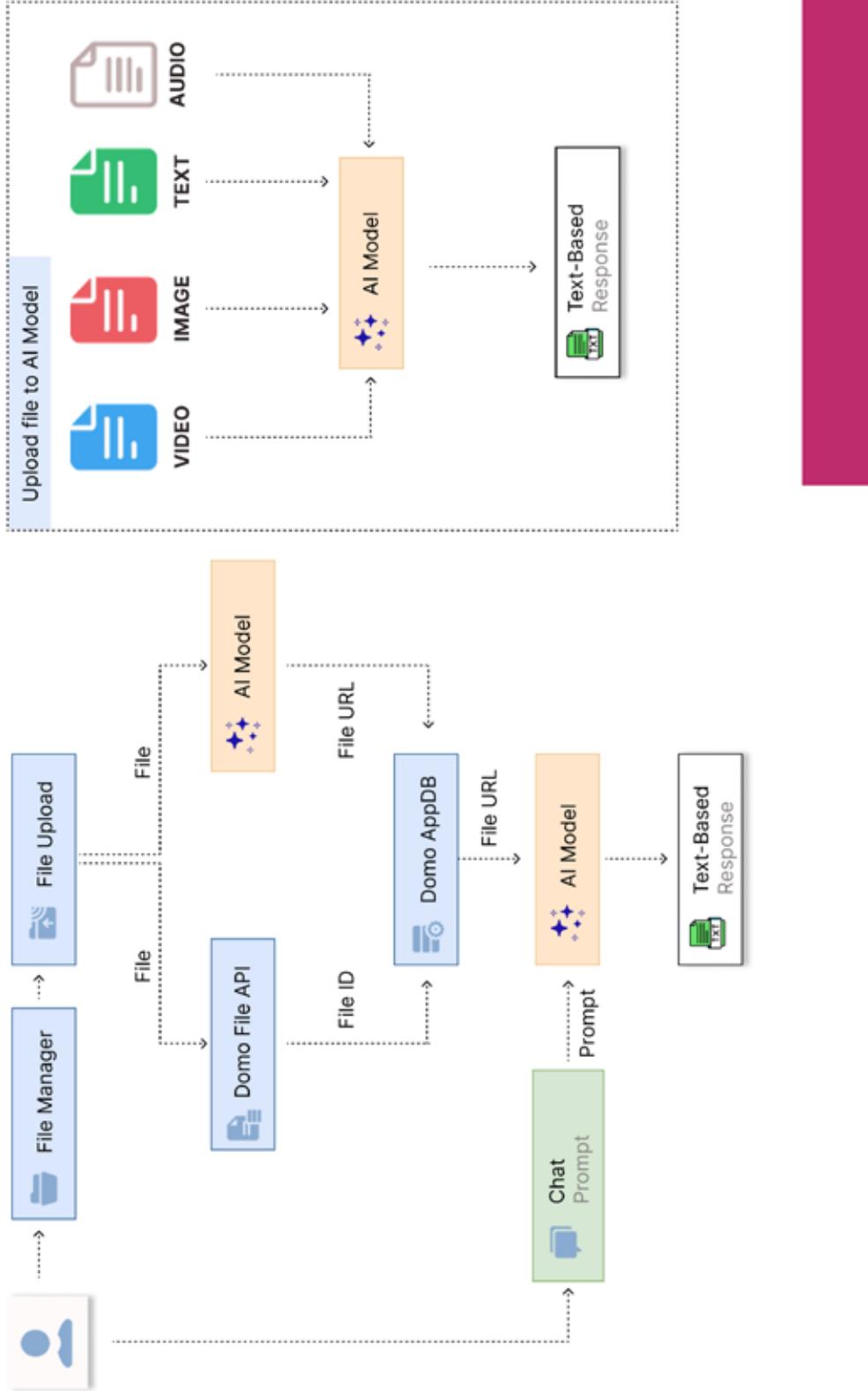


Challenges in the Industry

Businesses face key challenges in handling unstructured data

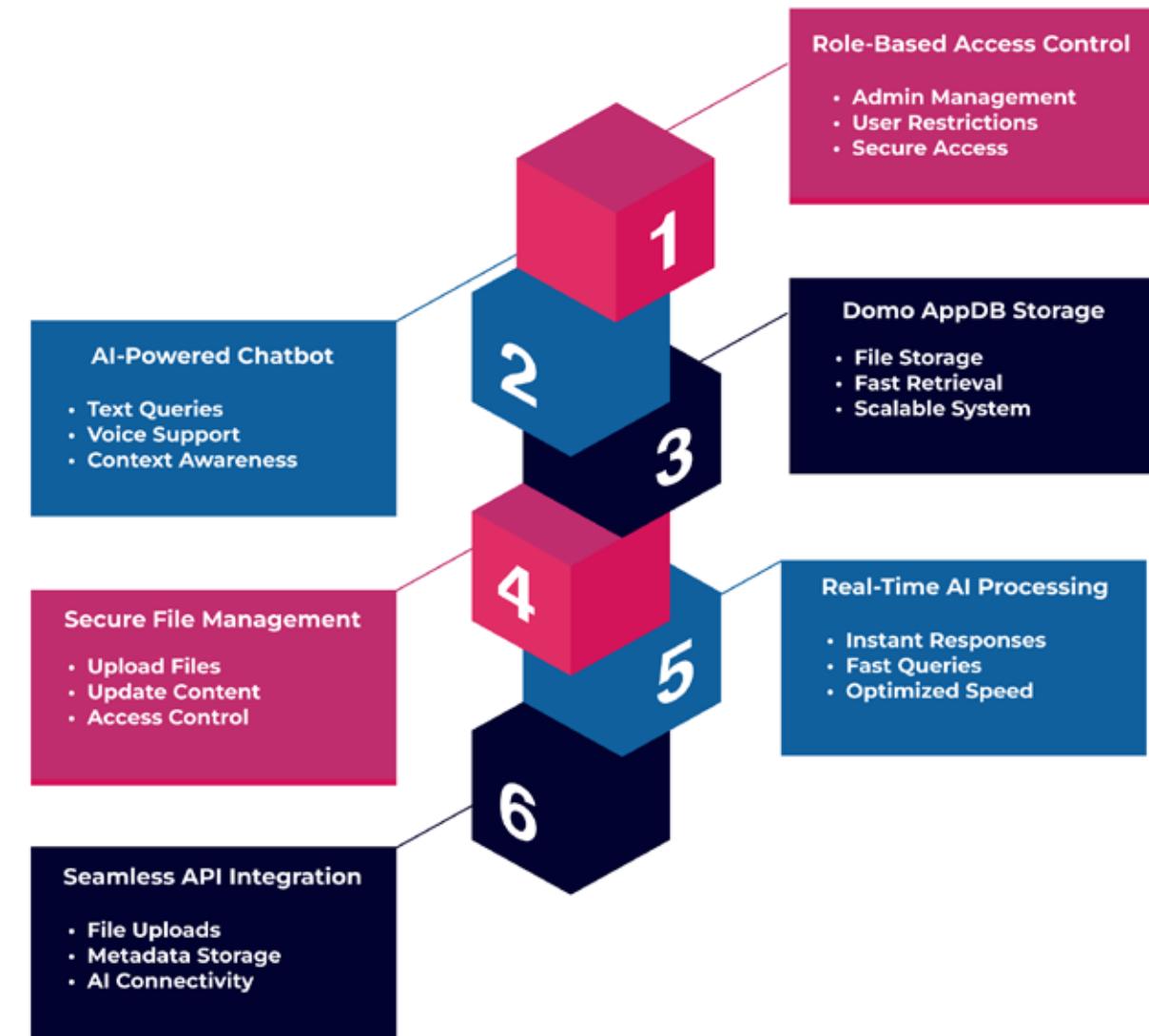


Infobeam AI's High-Level Architecture



Benefits of InfoBeam AI

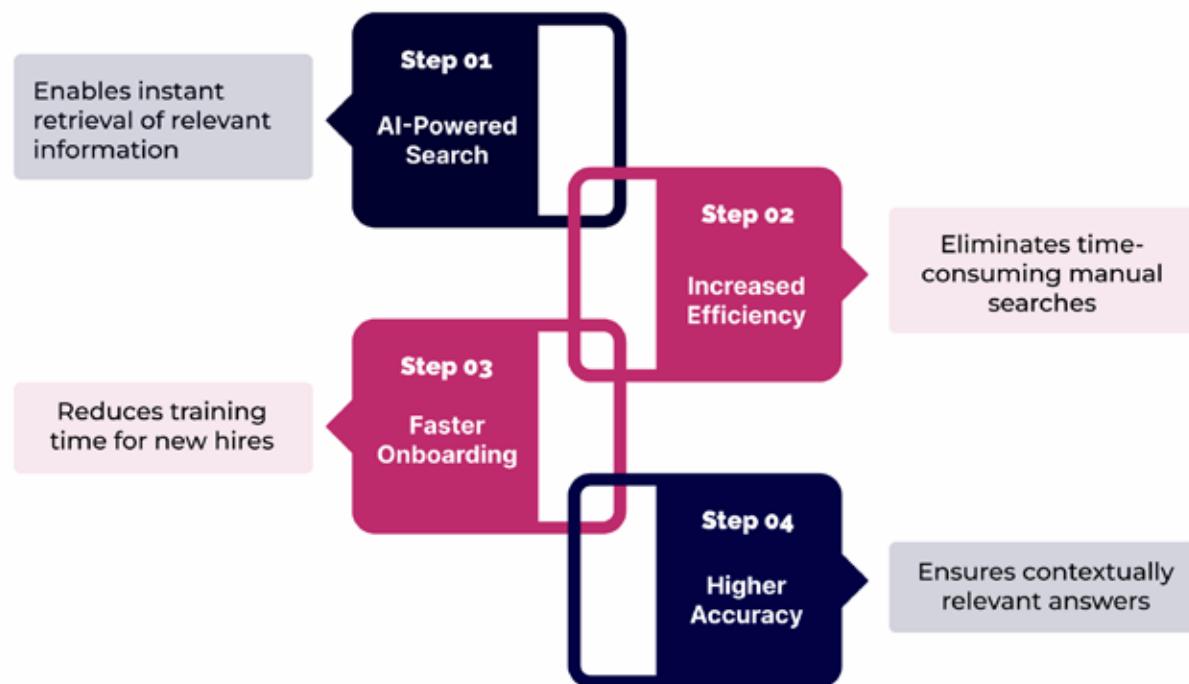
InfoBeam AI ensures secure file management with role-based access, fast retrieval, and seamless API integration. Its AI-powered chatbot supports text and voice queries, providing real-time, context-aware responses. Backed by Domo AppDB storage, it delivers optimized speed and scalability for efficient data handling.



Sales Playbook Optimization

-Use Case

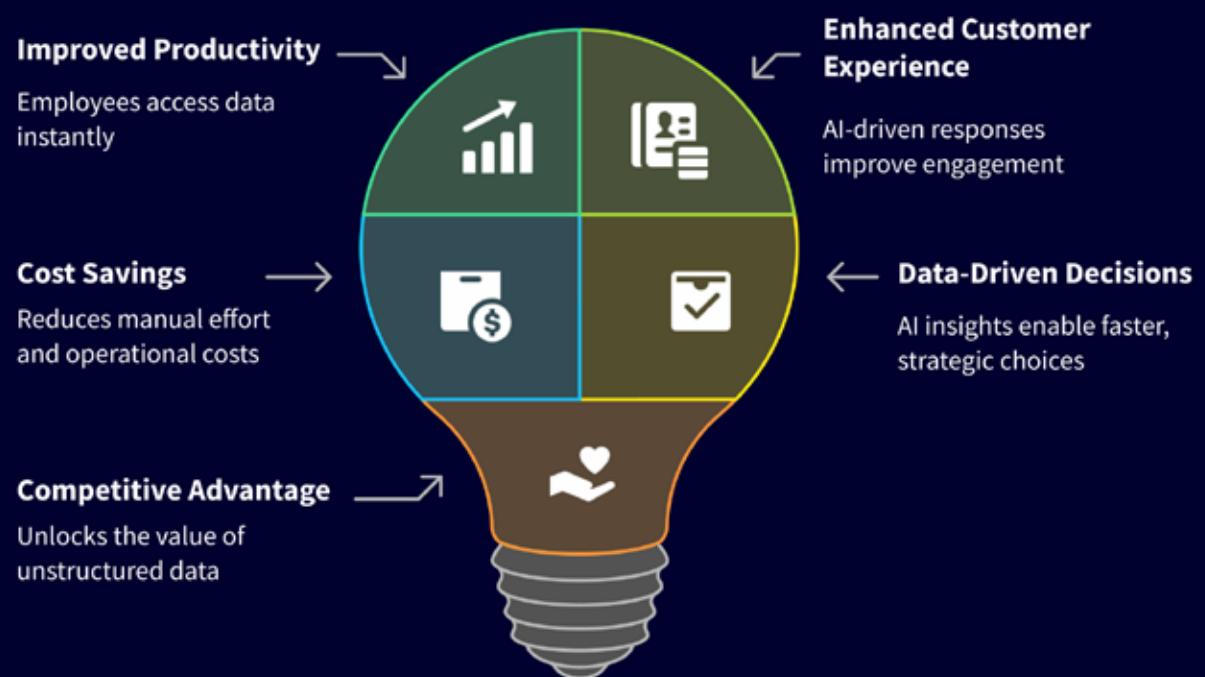
InfoBeam AI streamlines sales playbook access with AI-powered search, eliminating manual effort. It accelerates onboarding, boosts efficiency, and ensures quick retrieval of key insights. With enhanced accuracy, sales teams get precise and relevant information instantly



It optimizes sales playbooks with AI-powered search, enabling quick access to relevant information. It streamlines onboarding, boosts efficiency, and eliminates manual searches. With higher accuracy, it ensures contextually precise answers for sales teams

Transforming Productivity with Smart Data Access

InfoBeam AI boosts productivity by providing instant data access and reducing manual effort. It enhances customer experience, drives data-driven decisions, and lowers operational costs. By unlocking unstructured data, it gives organizations a competitive edge



B E N E F I T

MANUFACTURING 360



Scan to open



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SOLUTION MATTERS

The Manufacturing 360 Revolution

Conquering Chaos with Data-Driven Intelligence

- Manufacturing drives innovation and large-scale production, shaping industries worldwide.
- **Hidden inefficiencies** can disrupt workflows, increasing costs and reducing productivity.
- **Undetected bottlenecks** often lead to delays, impacting supply chain effectiveness.
- Proactive optimization ensures sustained **growth and long-term competitiveness**.



CHALLENGES

Supply chain delays

Warehouses were overloaded

Machines broke down unexpectedly

Rising costs & operational inefficiencies

Customers became frustrated



Our costs are rising, customer satisfaction is dropping, and I have no clear visibility on where things are going wrong. What's happening here?

Emma (CEO)

We're making decisions with outdated reports. By the time we react, the damage is already done.

Jake (Inventory Planner)

Last week, an unexpected machine breakdown set us back three days. We had no warning. If we keep running blind, we're in trouble.

Sam (Production Manager)

Noah, we need real-time insights - across supply chain, production, maintenance, and finance. This isn't just about efficiency anymore; it's about survival.

Emma (CEO)

I was waiting for this moment. Meet Manufacturing 360, powered by DOMO. It integrates data from across manufacturing operations into a single platform, providing real-time visibility and control.

Noah (CIO)

The Power of Real Insights

Pulled up the Manufacturing 360 Dashboard on the big screen. Within seconds, real-time data revealed bottlenecks, inefficiencies, and key areas for improvement.

Noah (CIO)

This is impressive, but I don't have hours to dive into multiple dashboards every day. I need a single view that instantly tells me if things are **on track** or if something needs urgent attention.

Emma (CEO)

Supply Chain

Production Efficiency

Maintenance

Workforce Analysis

Finance Analysis

Logistics

Inventory Analysis

CSAT

Quality Analysis

Safety & Compliance

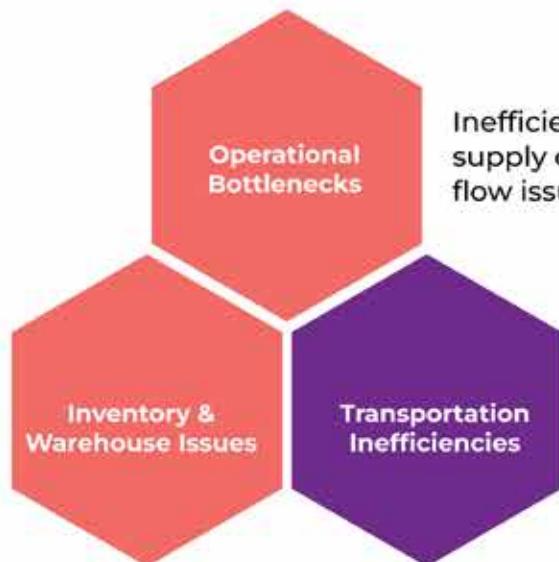
ESG

That's why we built the **Supply Chain KPI Scorecard** - a traffic light system for your supply chain. It provides an **at-a-glance view of major KPIs**, flagging underperformance with a red indicator so you know exactly where to focus first.

Noah (CIO)

Supply Chain KPI Scorecard

Challenges



Rising freight costs, delayed shipments, and poor shipping accuracy

Inefficiencies in order fulfillment, supply chain delays, and cash flow issues

High holding costs, inaccurate stock tracking, and stockouts impacting operations

Outcomes



This is exactly what we needed. Instead of chasing problems, we're now predicting and preventing them.

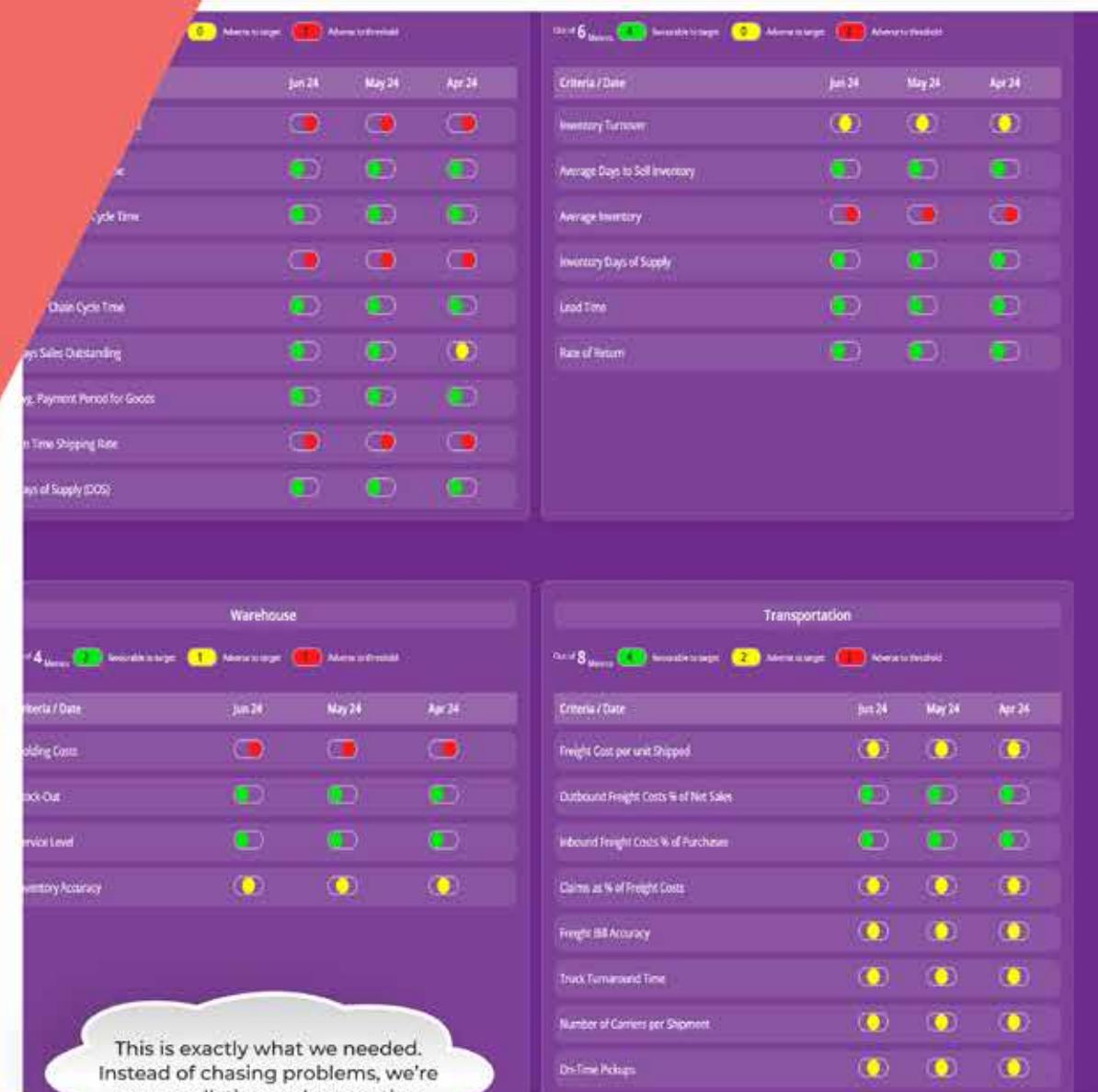
Emma (CEO)

And this is just the beginning.

Noah (CIO)

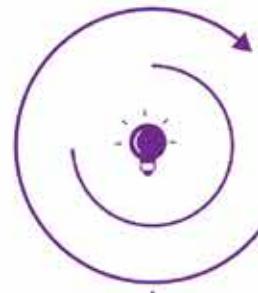
Let's do it. If we can optimize the supply chain this quickly, I can't wait to see what Manufacturing 360 does for the rest of our operations.

Emma (CEO)



Inventory Analysis

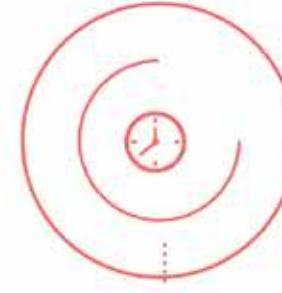
Efficient stock tracking and optimization tools



Silos

Fragmented Data Across Departments

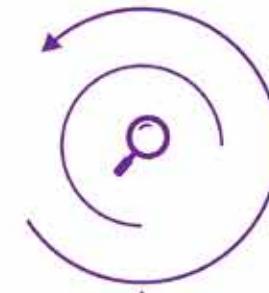
Retail executives lacked a centralized view of performance metrics, making data-driven decisions difficult.



Lag

Slow Response to Market Shifts

Without real-time insights, leaders reacted too late to revenue fluctuations, operational inefficiencies, and customer trends.



Ambiguity

Unclear ROI on Strategic Initiatives

Tracking the success of business strategies and investments was challenging, leading to inefficient resource allocation.



Real-Time Inventory Tracking

Turnover Dashboard and Carrying Cost Calculator optimized stock movement and expenses.

Balanced Stock Levels

Stock Level Dashboard and JIT-based reports prevented overstocking and shortages.

02

Supplier & Lead Time Management

AI-driven procurement and Lead Time Dashboard improved delivery predictability

03

04

Supplier Performance Optimization

On-Time Delivery Scorecard and Defect Rate Analysis enhanced reliability

05

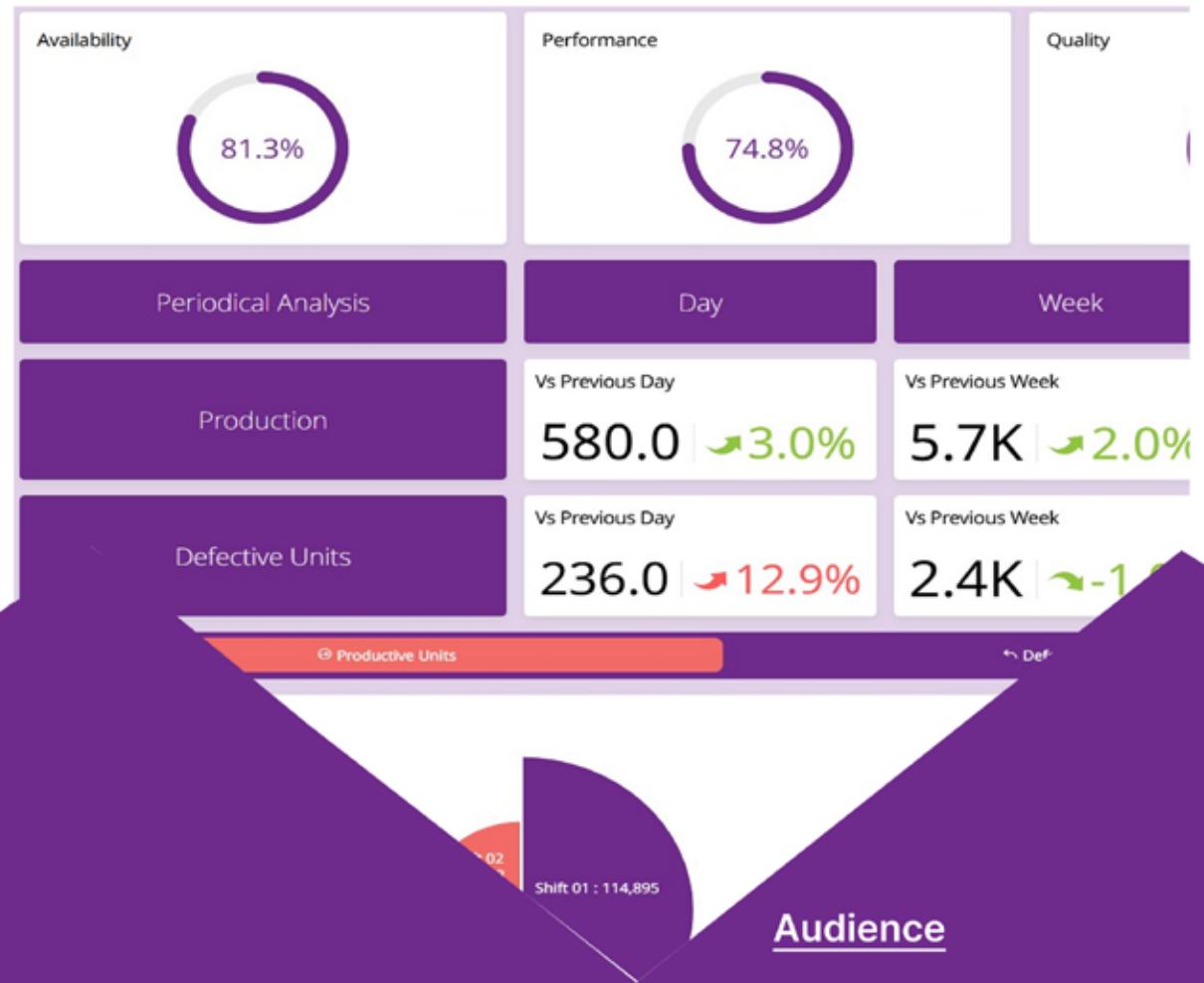
Efficient Inventory Classification

ABC Analysis and Reorder Point Optimization ensured proper stock prioritization



Audience

- Inventory Managers
- Warehouse Managers
- Supply Chain Executives
- Operations Managers



Product Analysis

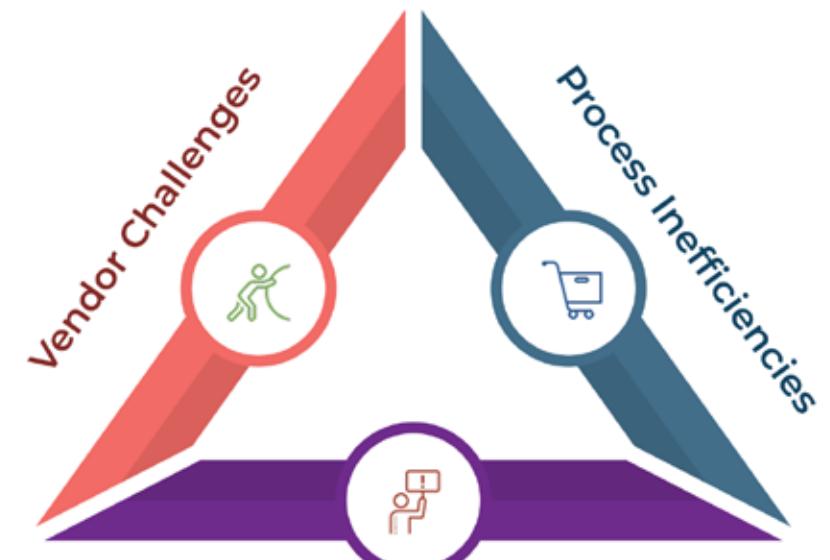
Evaluate product trends and performance insights

With the supply chain optimized, the next focus was production efficiency an area riddled with missed targets, bottlenecks, and excessive waste.

Audience

- Production manager
- Operations manager
- Quality Assurance teams
- Process Improvement teams

Challenges



Production Shortfalls

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Real-Time Production Tracking

Monitoring Dashboard and Shift Performance Analysis ensured steady output



Cycle Time & Bottleneck Reduction

OEE Tracking and Cycle Time Analysis improved efficiency



Waste Minimization & Quality Improvement

FPY Dashboard and Scrap Rate Analysis reduced defects

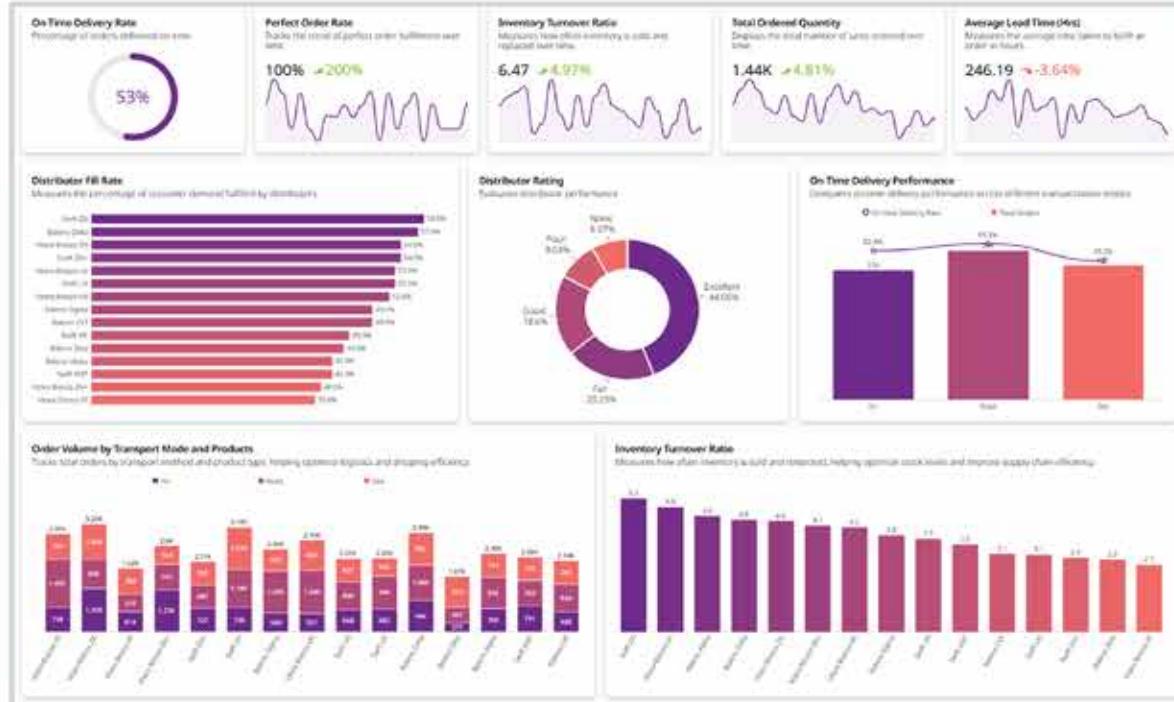


Operational Efficiency Enhancement

Data-driven insights optimized machine performance and workflow

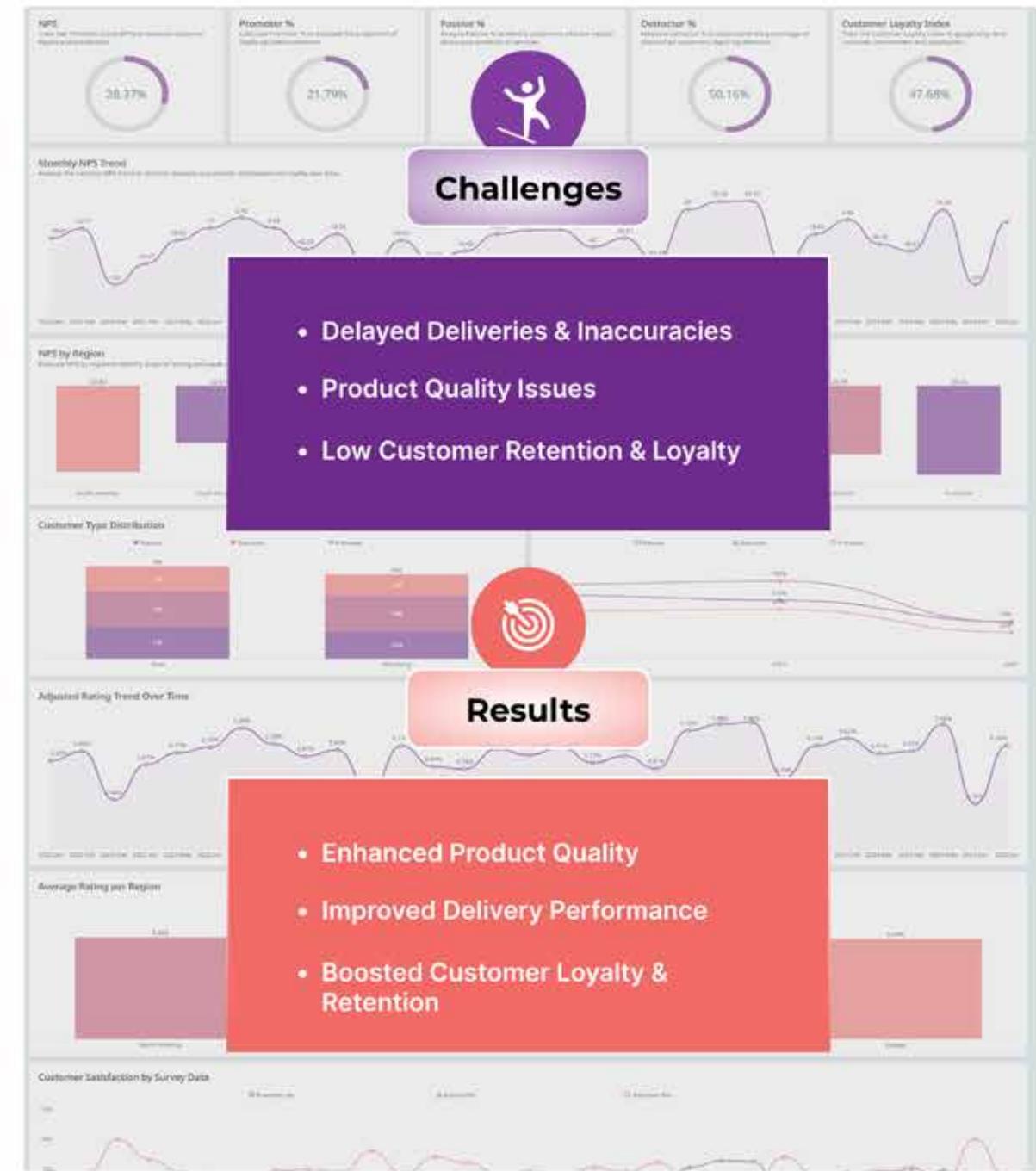
Supply Chain and Logistics

Optimize supply chain operations with visibility into delivery timelines, freight costs, and supplier performance metrics



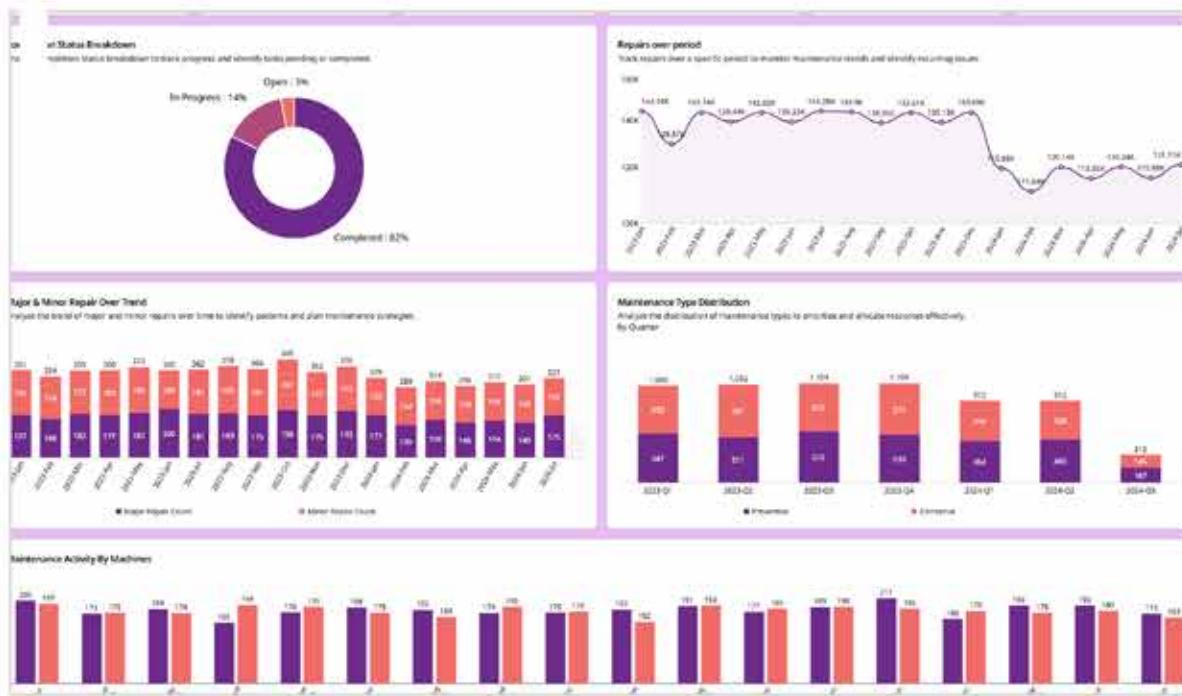
Customer Sentiment Analysis

Leverage customer insights to improve satisfaction by monitoring sentiment, complaints, and loyalty trends through analytics



Maintenance Dashboard

Minimize operational downtime by scheduling preventive maintenance, monitoring equipment health, and managing repair timelines effectively



Finance Dashboard

Assess financial performance, control costs, and improve profit margins with detailed revenue, expense, and profitability analytics



CHALLENGES

- Unplanned Equipment Failures
- High Maintenance Costs
- Limited Predictive Insights

RESULTS

- Preventive Maintenance
- Reduced Downtime & Idle Time
- Implemented Predictive Maintenance

Energy and Sustainability Dashboard

Track energy usage, carbon footprint, and sustainability metrics to ensure compliance and promote greener manufacturing operations



Challenges

- High Energy Consumption & Costs
- Environmental Impact
- Limited Renewable Energy Adoption



Outcomes

- Optimized Energy Consumption
- Increased Renewable Energy
- Reduced Carbon Footprint & Improved Waste Management

Production Analysis

Gain visibility into production line performance, identify bottlenecks, and improve throughput for greater manufacturing efficiency

C H A L L E N G E S

Low Labor Productivity

Low labor productivity impacts efficiency and profitability.



B E N E F I T S

Optimized Workforce Productivity

Optimized workforce productivity enhances efficiency and profitability.



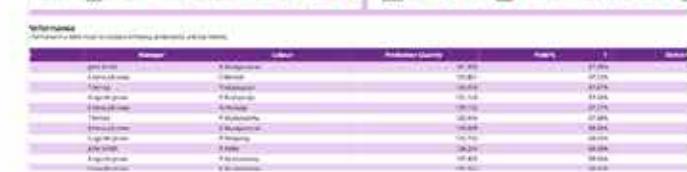
Improved Attendance Consistency

Improved attendance consistency reduces costs and disruptions.



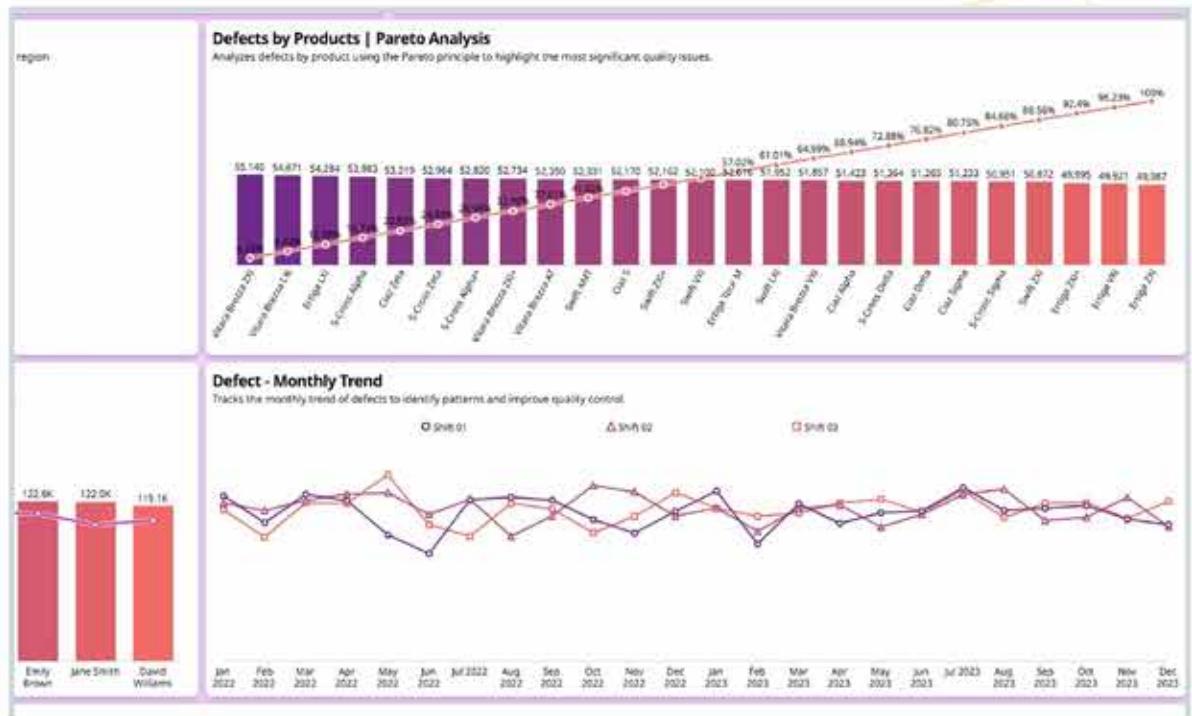
Boosted Employee Satisfaction

Boosted employee satisfaction drives retention and performance.



Product Quality Analysis

Monitor product defects, evaluate quality control metrics, and maintain adherence to manufacturing quality standards for customer satisfaction



EVENT 360

Scan to open



GWC DATA.AI
SOLUTION MATTERS

Event 360

Optimize, Engage,
Grow, Succeed



Entertainment Pitfalls

Operational gaps in bookings, marketing, and engagement reduce revenue and attendance. Addressing them boosts efficiency and profitability

Booking Blind Spots

Hidden bookings cause missed chances to optimize schedules and attendance

Revenue & Profit Leaks

Lacking revenue insights blocks targeted growth and monetization

Feedback Silence

Ignoring customer sentiment leads to missed chances for better experiences

Marketing Misses

Hidden bookings cause missed chances to optimize schedules and attendance

Cross-Selling Gaps

Hidden bookings cause missed chances to optimize schedules and attendance

Event Trend Oversights

Analyze event trends to identify patterns, optimize planning, and enhance engagement

Expense Inefficiencies

Identify and reduce expense inefficiencies to optimize costs and improve financial performance

Geographic Disconnect

Analyze geographic disconnects to bridge gaps, enhance collaboration, and improve efficiency

Segment Targeting Failures

Identify and address segment targeting failures to improve outreach and maximize impact

Utilization Underperformance

Detect and resolve utilization underperformance to enhance efficiency and maximize resources

Platform Performance

High-Level Insights for Optimized Platform Performance and Ecosystem Success

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Platform Executive Team

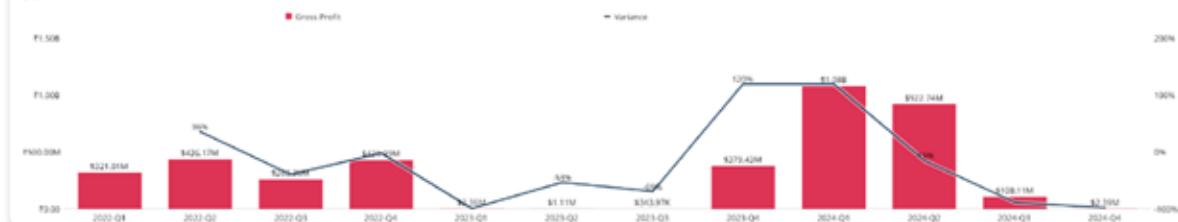
Provide the platform executive team with strategic insights to optimize performance and drive ecosystem growth.

Event Promoters

Empower event promoters with data-driven insights to maximize reach, engagement, and event success.

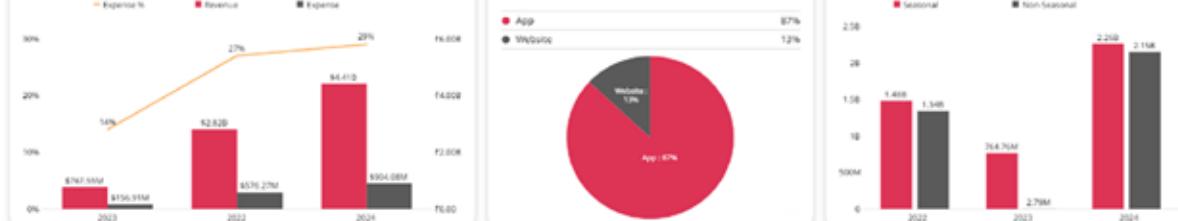
Gross Margin Trend

By Quarter



Revenue vs Expense Analysis

By Year



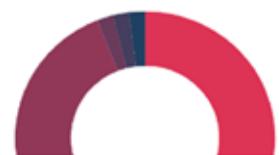
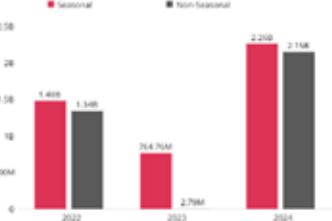
Revenue By Booking Source

By Source



Seasonal Revenue Trends

By Season



Challenges



Fragmented Visibility Across the Platform

Lack of unified data on ticket sales, user engagement, and event performance hinders effective decision-making



Suboptimal Event Discovery

Without insights into user preferences, promoting relevant events becomes difficult, impacting sales and user satisfaction.



Difficulty Demonstrating Platform Value

Clear data is needed to showcase increased sales and reach for partners, attracting and retaining them



Comprehensive Ecosystem Insights

Executive Summary Dashboards consolidate key platform and partner metrics for a holistic overview



Event Discovery Optimization

User segmentation and trend analysis enhance recommendations and event curation



Driving Partner Success

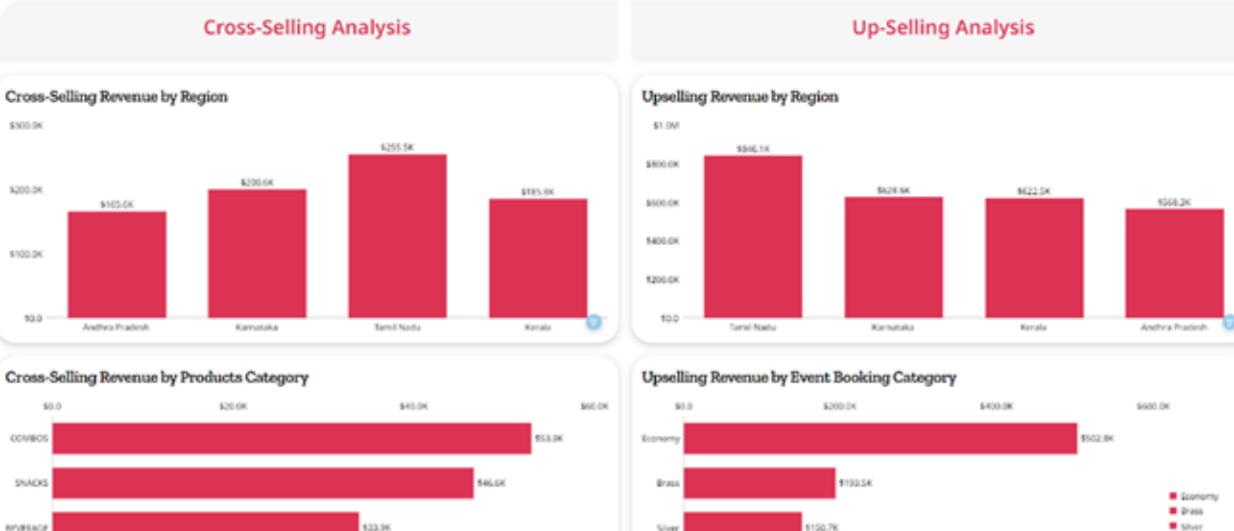
Performance reports and ROI measurement tools showcase platform impact and improve partner retention

Revenue and profit Analysis

Maximizing Profitability and Growth

- Event Strategists
- Business Development Managers

AUDIENCE



CHALLENGES

1

Limited Visibility into Revenue Drivers

Difficulty identifying the most profitable events, genres, or demographics hinders effective resource allocation and strategic decision-making

2

Suboptimal Pricing Strategies

Lack of insights into average ticket prices, cross-selling revenue, and upselling opportunities leads to missed revenue maximization opportunities

3

Regional & Channel Performance Disparities

Uneven profitability across regions or booking channels (app vs. website) prevents targeted optimization efforts

Outcomes

Identify high-performing revenue streams and optimize pricing strategies to maximize profitability. Leverage data insights to improve efficiency, enhance marketing, and drive growth



High-Performing Revenue Streams

Analyze event, region, and customer-based profitability to focus on the most profitable sectors



Optimized Pricing & Upselling

Leverage ticket price analysis and seasonal trends to maximize revenue and marketing impact



Improving Efficiency & Performance

Use venue scores and data insights to identify top-rated zones and new marketing opportunities



Marketing Analysis

Driving Ticket Sales and Audience Engagement

- Campaign Strategists
- Digital Marketing Teams

AUDIENCE



CHALLENGES

- Inefficient Marketing Spend Allocation
- Low Conversion Rates from Marketing Efforts
- Difficulty Measuring Customer Acquisition Cost (CAC)

Utilities

- Maximizing ROI
- Enhancing Campaign Performance
- Reducing Acquisition Costs

Cross-Selling & Up-Selling Analysis

Maximizing Customer Value and Basket Size

- Marketing Teams
- Product Managers

AUDIENCE

CHALLENGES

Untapped Revenue Potential

Missed revenue due to ineffective cross-selling and up-selling

Lack of Targeted Promotions

Lack of insights weakens cross-selling and up-selling effectiveness

Ineffective Bundling & Pricing

Poor bundling limits customer appeal and sales potential

Optimizing Cross-Selling & Upselling

Lack of insights weakens sales effectiveness

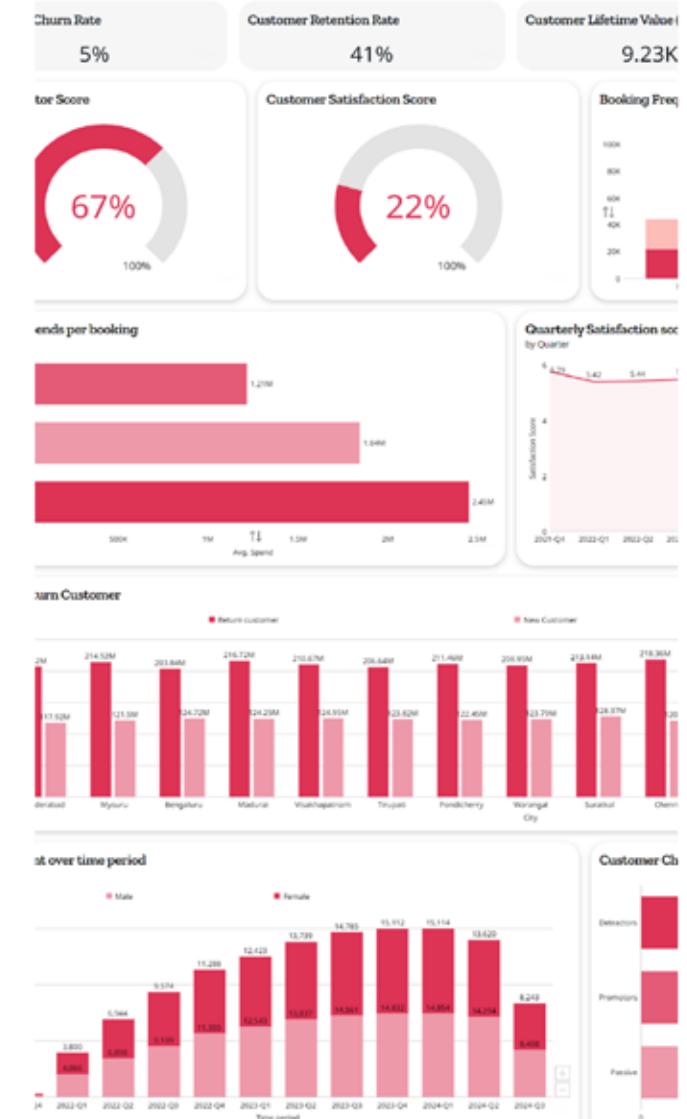
Optimizing Products & Pricing

Leverage gift cards & top zones to optimize placement and value

Boosting Customer Retention

Use purchase patterns to tailor offers and boost repeat sales

OUTCOMES



Geographical Analysis

Driving Targeted Growth and Engagement

Challenges

- Uneven Regional Performance
- Targeting Regional Audiences
- Lack of Demographic Insights

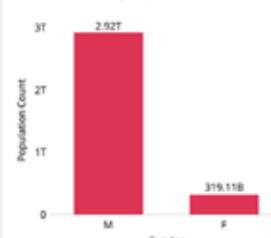
Outcomes

- Key Region & Product Insights
- Regional Demographic Insights
- Enhancing Customer Acquisition

Population

152.21M

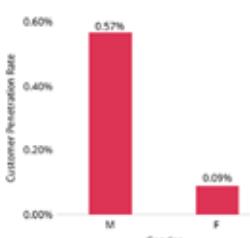
Gender Demographics



Customer Penetration Rate

0.01%

Gender Penetration Rate



Gross Revenue

21.42B

Revenue by Age Group



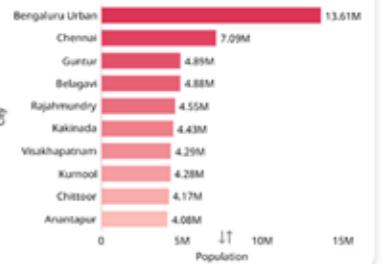
Customer Satisfaction Score (CPS)

39%

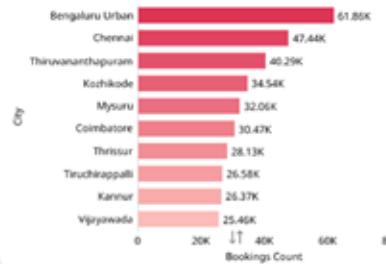
Feedback Scores by Sentiment



Top 10 city by Population



Top 10 city by bookings count



Top 10 City by Revenue



Expense Analysis

Driving Profitability through Cost Management

Total Expenses

₹2.12B

Budget Efficiency

108%

Expense Type

₹

AUDIENCE

- Finance Directors
- Budgeting Teams

Budget Overruns

Limited expense visibility leads to overspending and budget challenges

Uncover Cost-Saving Opportunities

Limited understanding of cost drivers prevents effective cost optimization

Expense-Impact Insight

Unlinked expenses and revenue hinder informed investments

Ensuring Budget Control

Budget metrics and resource allocation drive goal alignment

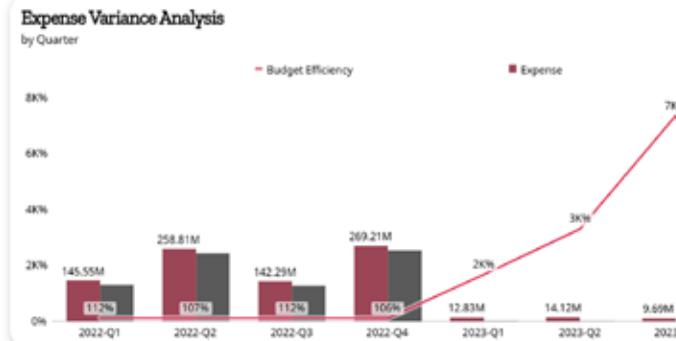
Transparency into Expenses:

Expense and marketing analysis drive smarter planning

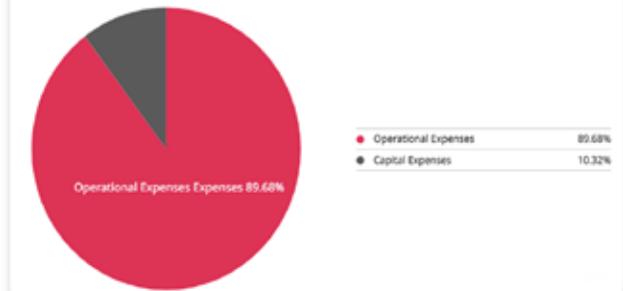
Optimizing Marketing

Forecasting expenses and revenue drives long-term profitability

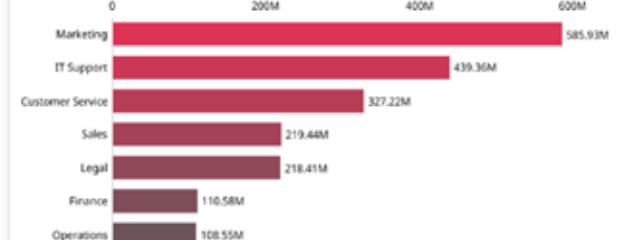
Expense Variance Analysis by Quarter



Operational vs. Capital Expenses



Expense Distribution by Department



Cost Management

Financial Analysis

Budgeting

Expense Tracking

Profitability

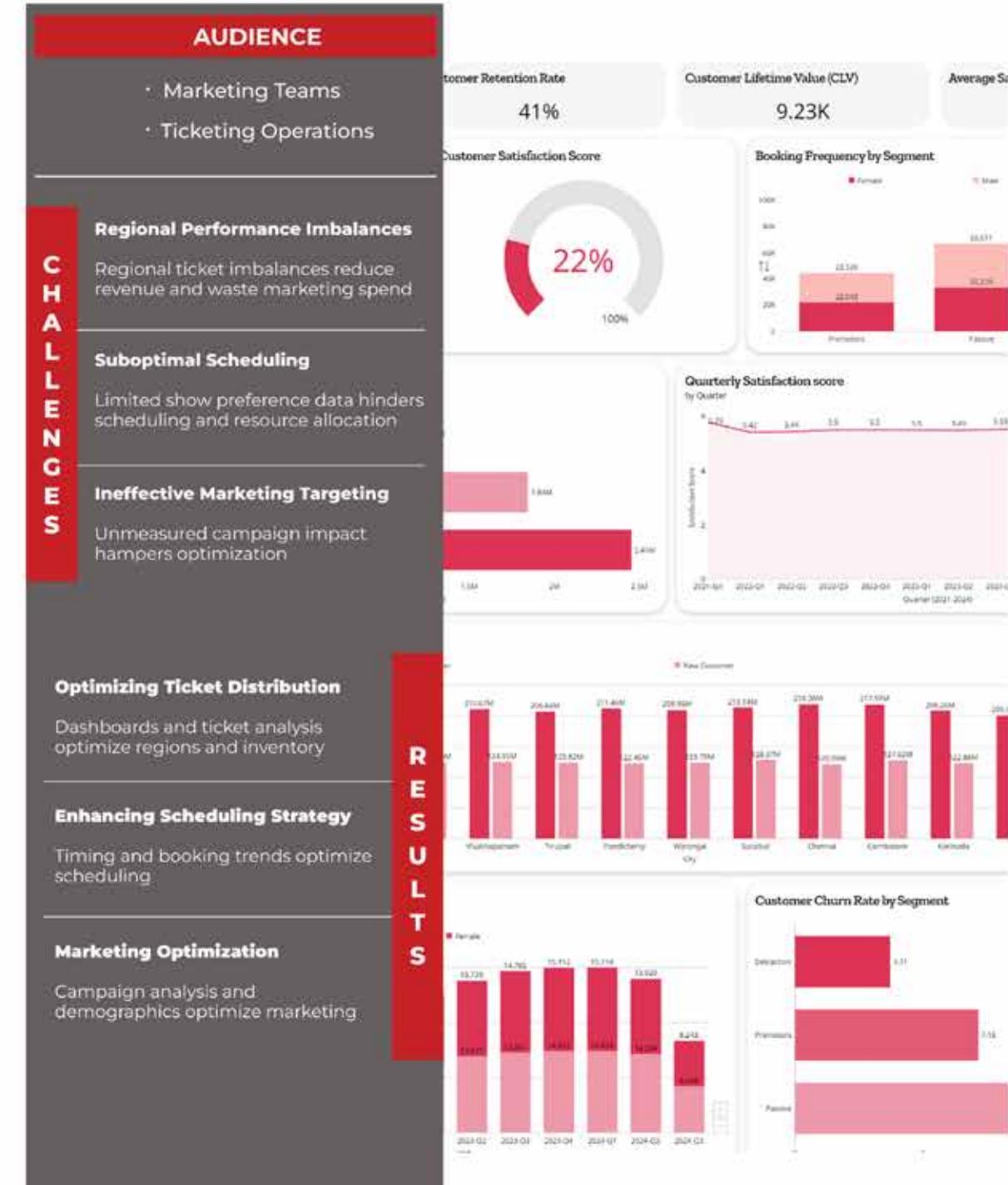
Feedback Analysis

Elevating Customer Satisfaction and Loyalty



Booking Analysis

Maximizing Attendance and Revenue



Maximizing Revenue and Occupancy

Optimizing Venue Performance with Theatre Utilization Analysis

-Entertainment 360

- Venue Managers
- Revenue Management

AUDIENCE

Low Seat Occupancy

Difficulty identifying causes of empty seats leads to lost revenue.

CHALLENGES

Varied Venue Performance

Venue performance insights enhance underperforming locations

OUTCOMES

Inefficient Resource Allocation

Lack of insights prevents optimal staffing and resource management.

Increase Revenue

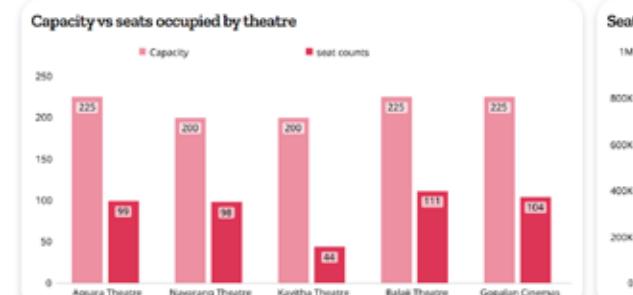
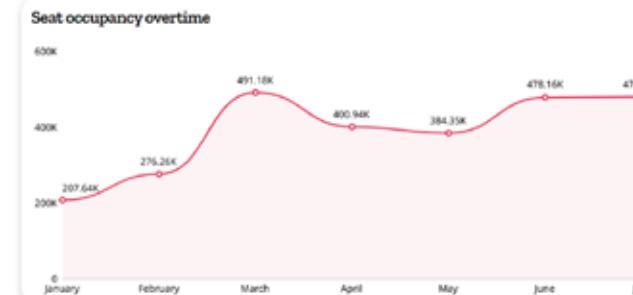
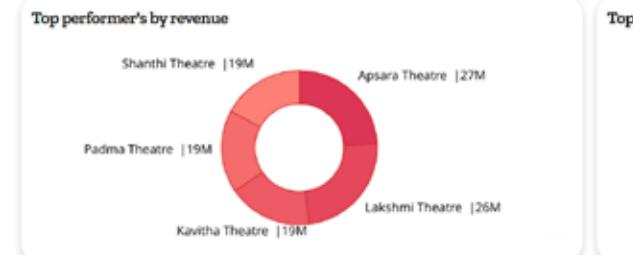
Theatre analysis and revenue trends optimize performance

Develop Effective Strategies

Insights optimize venues, resources, and seat occupancy

Enhance Customer Experience

Feedback analysis highlights key concerns and improvements



Maximizing Audience Engagement & Revenue

Optimizing Content Strategy with Movie and Event Analysis

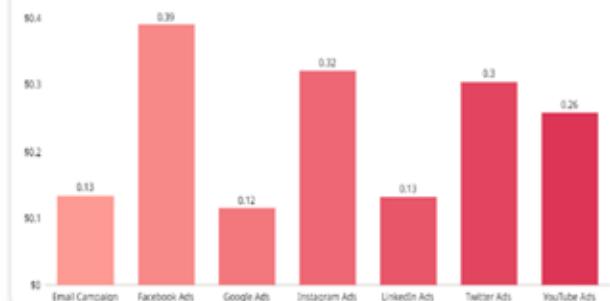
-Entertainment 360

- Content Strategists
- Programming Directors

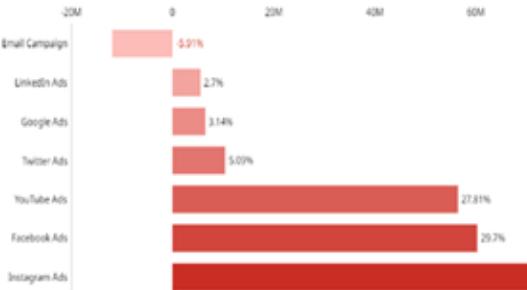
AUDIENCE



CPC by Marketing



Revenue by marketing



CHALLENGES

- Difficulty identifying high-performing event types
- Missing Event Scheduling Insight
- Inefficiency in demographic specific information



OUTCOMES

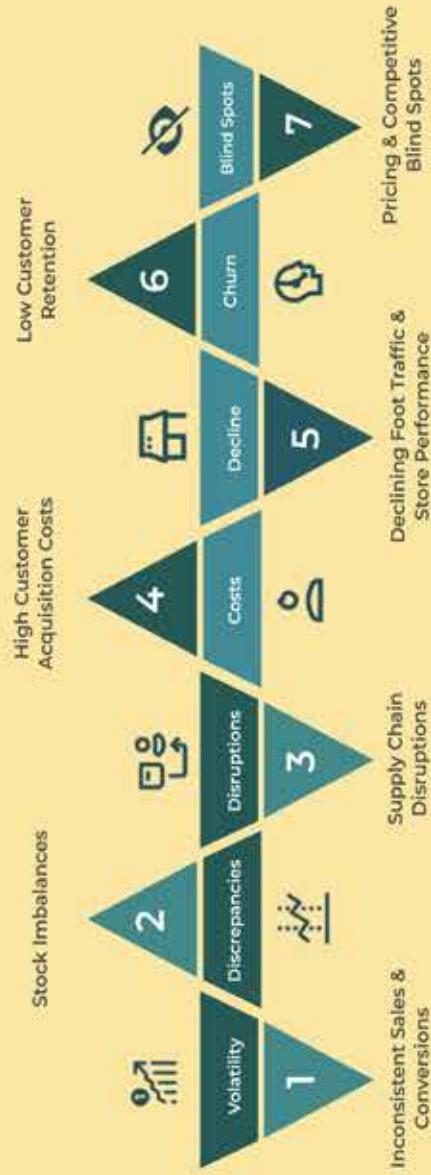
- Optimize Scheduling Strategies
- Improve Platform's event content for all age group
- Improve Customer Relations

RETAIL 360



Retail 360

Challenges



Transforming Data into Actionable Insights for Smarter Retail

Results

GWC Data.AI's Retail 360 Dashboards, powered by DOMO, unify retail data across sales, marketing, inventory, and customer engagement, enabling smarter, faster decisions.

- Unified & Real-Time Insights
- Enhanced Customer Acquisition & Retention
- Optimized Sales & Revenue Growth
- Efficient Inventory & Supply Chain Management
- Executive-Level Decision Support



Retail System

Unified Data for Retail Efficiency

Integrating Inventory, E-commerce, CRM, and ERP systems enables seamless operations and data-driven decisions. POS, Footfall Sensors, and Procurement enhance efficiency, while Project Management and Research Tools drive innovation.



Optimized Insights for Growth

A Retail 360 ecosystem centralizes data from multiple sources, improving visibility and performance. Businesses can leverage real-time insights to enhance customer experience, streamline operations, and boost profitability.



Executive Summary

High-level overview of retail performance

Challenges



Silos

Fragmented Data Across Departments

Retail executives lacked a centralized view of performance metrics, making data-driven decisions difficult.

Lag

Slow Response to Market Shifts

Without real-time insights, leaders reacted too late to revenue fluctuations, operational inefficiencies, and customer trends.

Ambiguity

Unclear ROI on Strategic Initiatives

Tracking the success of business strategies and investments was challenging, leading to inefficient resource allocation.

Benefits

01

Executive Summary

consolidated key sales, inventory, customer engagement, and financial KPIs, offering real-time visibility into business performance

02

Performance Benchmarking

Allowed leadership to quickly identify high- and low-performing areas and take corrective action

03

Financial Performance

Monitored revenue, profit margins, and cost-to-revenue ratios, ensuring better financial planning

04

Expense Tracking

Provided insights into operational spending, helping cut unnecessary costs while improving profitability

05

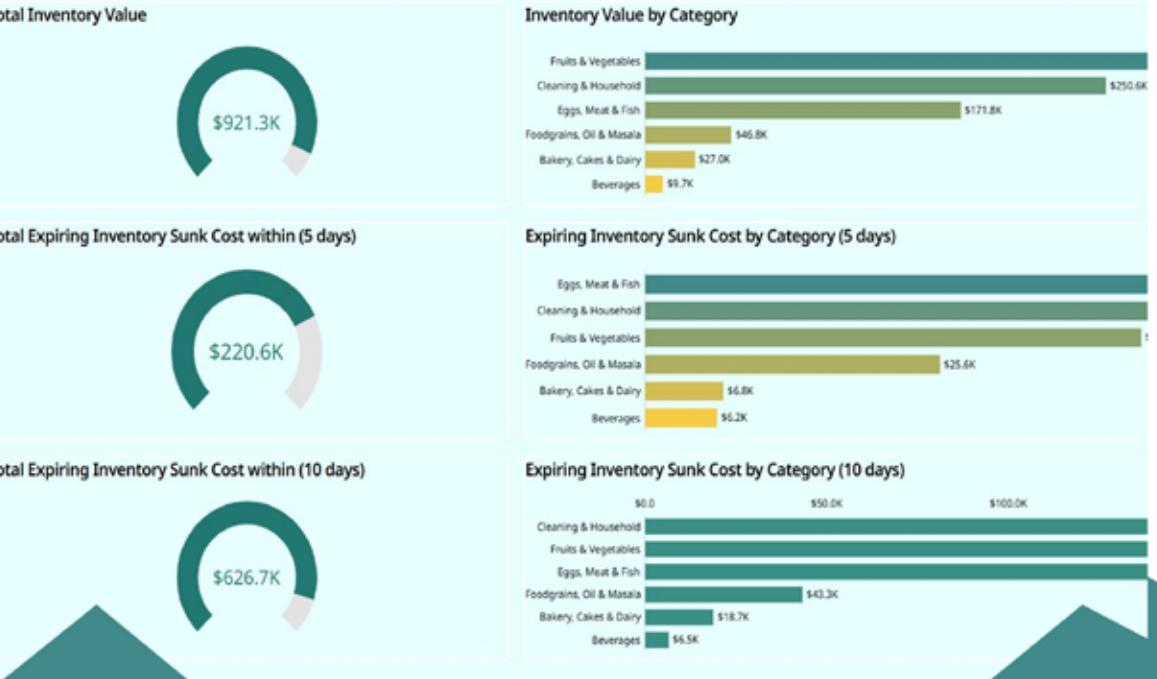
Strategic Initiatives

Measured the impact of major projects and business expansions, ensuring alignment with long-term goals

Audience

- C-Suite Executives
- Business Owners





Inventory Management

Optimize stock levels and reduce wastage

Optimize inventory with real-time tracking and AI-driven demand forecasting to prevent stock issues. Enhance supplier performance by monitoring delivery metrics and defects. Strengthen procurement with data-backed sourcing and cost-efficient strategies.

Audience

- Procurement Team
- Supply chain managers

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Optimizing Inventory Management

Leverage real-time dashboards to track stock levels, reduce overstocking, and minimize carrying costs.

Smarter Demand Forecasting

Use AI-driven insights and seasonal trend analysis to predict demand fluctuations and improve stock replenishment.

Enhancing Supplier Performance

Monitor delivery rates, defect percentages, and lead times to ensure better vendor management and supplier reliability.

Strengthening Procurement Strategy

Implement data-backed supplier evaluations and streamlined sourcing to optimize cost, quality, and long-term partnerships.

Product Performance Insights

Track sales trends and top-performing products

AUDIENCE

- Merchandising Managers
- Sales & Finance Analysts
- Store Managers

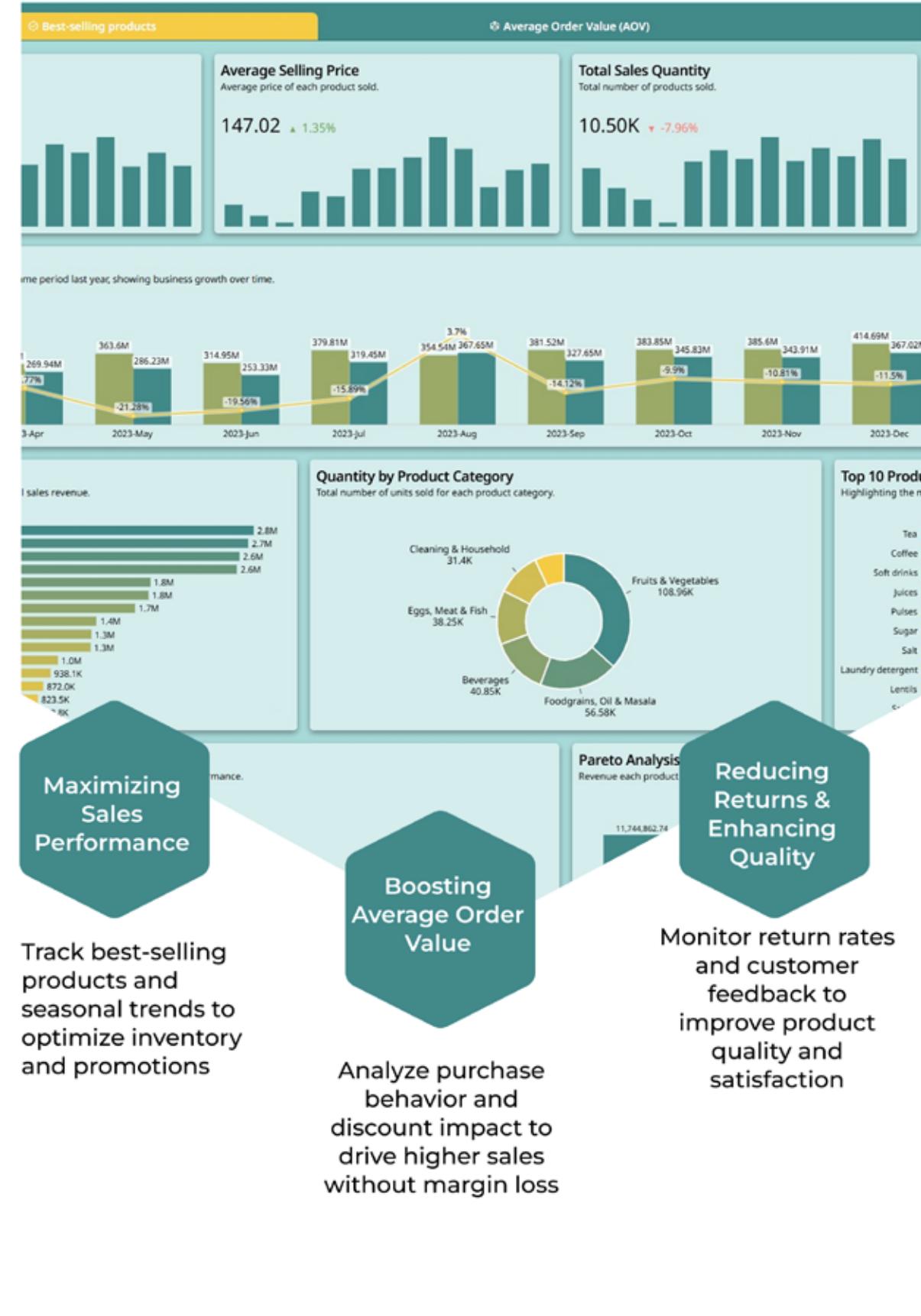
CHALLENGES

Lack of Visibility into Best-Selling Products

Low Average Order Value (AOV)

High Product Return Rates

Optimize sales, boost order value, and reduce returns with data-driven insights.



GWC DATA.AI
SOLUTION MATTERS

Store Operations Excellence

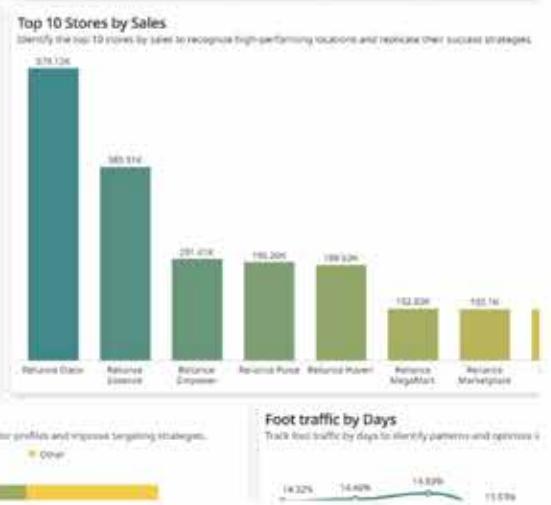
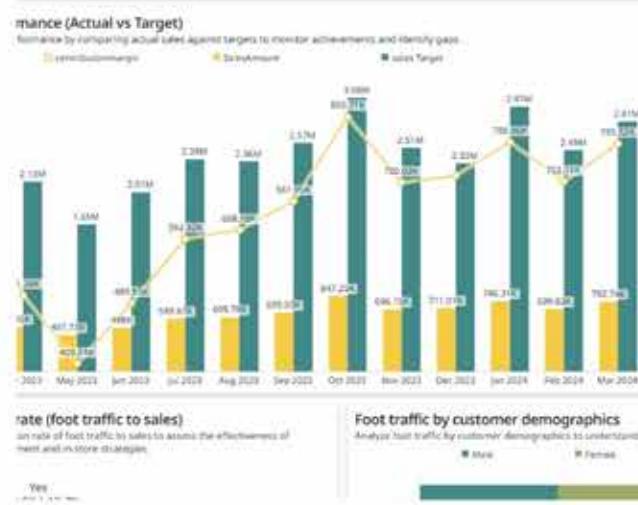
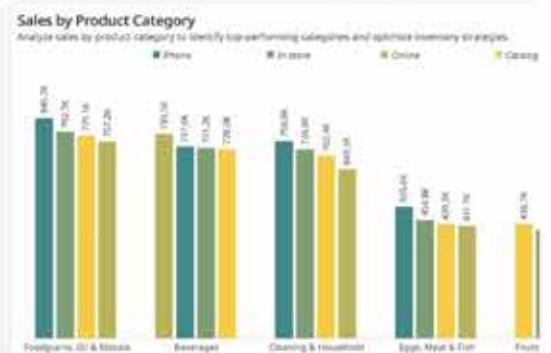
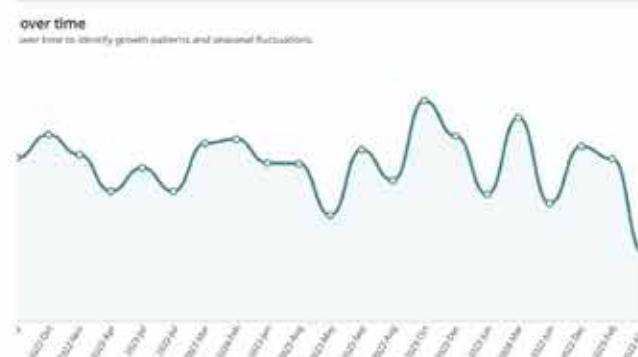
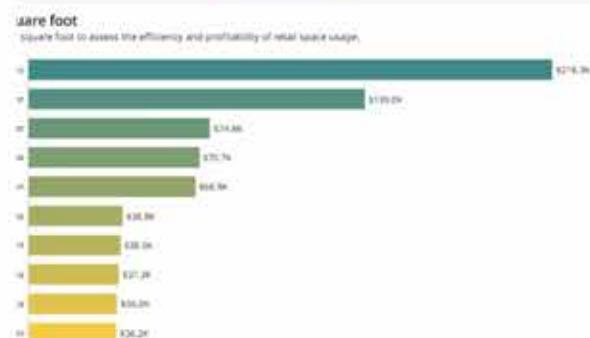
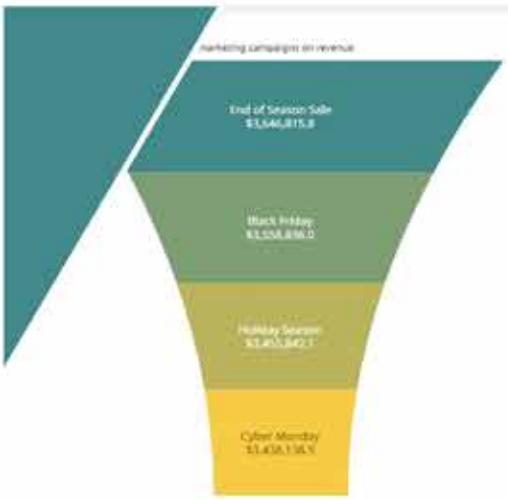
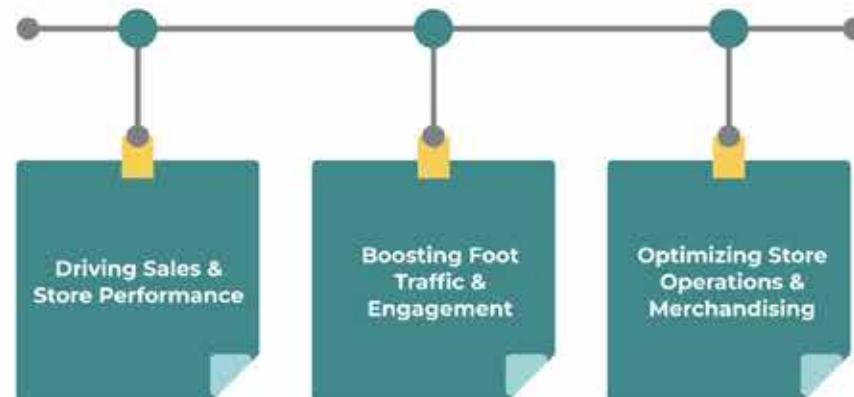
Ensure operational efficiency and staff productivity

Challenges



Many physical stores saw lower customer visits, but there was no clear strategy to attract more shoppers.

Outcomes



Customer Engagement Analysis

Gain insights into customer preferences, shopping behaviors, and interactions to personalize experiences and boost satisfaction



Challenges

- Fragmented Customer Journeys
- Ineffective Email Campaigns
- Unoptimized Website Experience



Outcomes

- Mapping the Customer Journey
- Optimizing Email Campaigns
- Improving Website Engagement

Customer Retention & Loyalty Performance

Monitor retention rates, loyalty programs, and customer lifetime value to foster long-term relationships and loyalty



Conversion Analysis

Measure conversion rates across sales funnels, identify roadblocks, and optimize for higher success at every touchpoint



CHALLENGES

- Low Funnel Conversions
- Lack of Product Insights
- High Cart Abandonment

OUTCOMES

- Improving Sales Funnel
- Enhancing Product Performance
- Reducing Cart Abandonment

Competitive & Consumer Insights

Leverage market benchmarks and consumer trend data to stay ahead of competitors and adapt to changing demands

C H A L L E N G E S

Lack of Competitor Insights

Lack of competitor insights weakens positioning & hinders growth.

Unclear Consumer Trends

Unclear consumer trends lead to missed opportunities & poor strategies.

Limited Regional Insights

Limited regional insights result in ineffective market targeting and growth.

Gaining Competitive Advantage

Gaining competitive advantage drives growth and market success.

Identifying Emerging Trends

Identifying emerging trends uncovers new business opportunities.

Optimizing Location Strategies

Optimizing location strategies enhances market reach and growth.

R E S U L T S



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