

Last-mile business intelligence from Domo can augment your existing infrastructure and simplify rollouts. As a rapid prototyping data mart, Domo grows faster than others, because it's intuitive enough to be used by knowledge workers in every department. This helps IT quickly test what is useful enough to justify inclusion in the data lake. And while Domo is building your data lake, your IT can begin provide answers to empower business users to adopt and perform self-service analytics.

Domo Connectors and Domo Workbench help pull data in from legacy systems while your data lake is set up. Once that data lake contains the new required data, that data can be swapped to the new source by being uploaded directly to Domo, or by taking the federated approach below. The end user does not have to switch tools at any point in this process, or even know that backend systems have changed.

See the capstone to your data strategy.

Get more value out of your data lake investment with a federated approach. Domo offers full support for top databases like Redshift, SQL Server, and MySQL, and integrates with AWS to avoid logistics challenges around data residency. Domo's federated query adapters provide additional flexibility to IT leaders that want to query Redshift datasets directly from Domo and can translate between Domo Query Language and the SQL syntax of your current database technology.

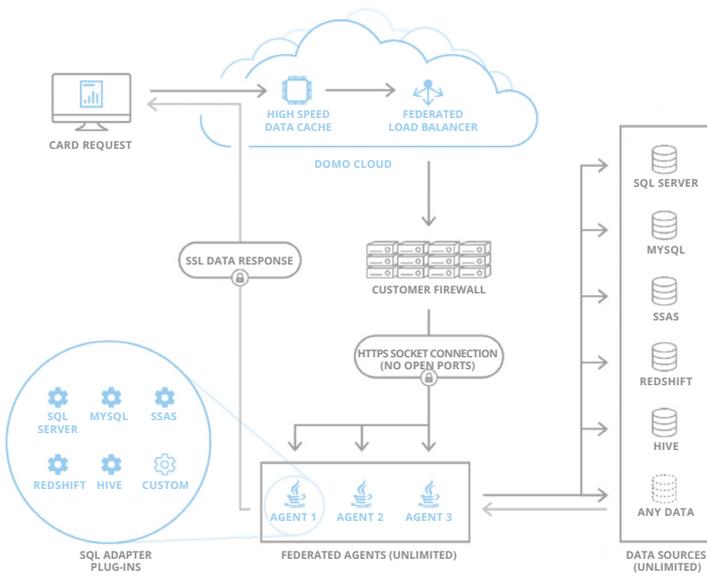


Domo embraces a variety of enterprise IT approaches to data management – from full hosting in Domo to exclusive storage in the data lake, or a hybrid blend of both.

Domo's query engine provides highly indexed and available data without the need to constantly summarize and cube. For parts of your data lake you would not want to replicate, federated agents create a cached version of the detailed raw data in your lake. This federated approach solves data residency issues between the Domo cloud and your data lake. The data remains within your lake but is accessible by Domo cards, apps and visualizations.

The query is sent directly to your lake and translated from Domo Query Language to the SQL format of your current database technology. This can still be used in conjunction with Domo storage to ensure speed of most common queries while federated is used for more complex views.

Domo federated services creates a cache of the most recent queries that only is stored long enough to render visualizations during a customizable time to live. This can actually lower storage costs by managing what gets placed in real-time hot storage vs. long-term cold storage. Time to live settings can also be overridden with a kill switch to flush the cache across all queries.

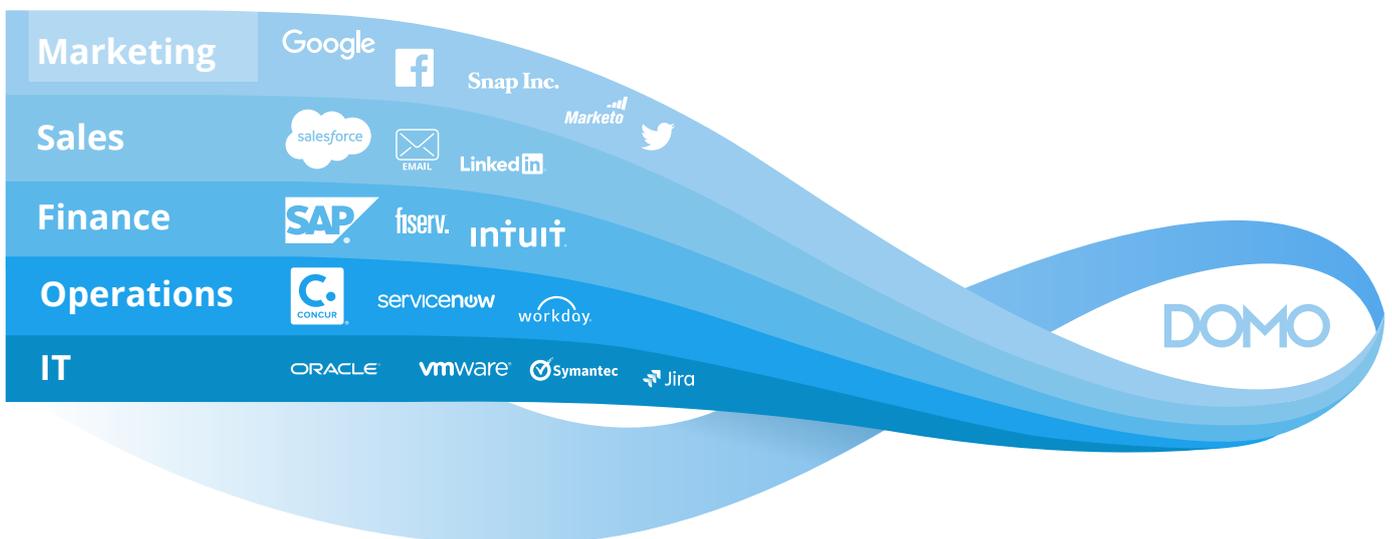


Increase user adoption across all departments.

Pressure is constantly growing for IT to deliver measurable business value. With Domo, you can confidently deploy dashboards across your entire enterprise and foster a culture of curiosity with self-serve mobile data exploration. Domo makes IT the hero by fast-tracking the path to value from data source consolidation through wide adoption.

To prove IT leadership is driving progress instead of resisting innovation, IT must find a balance between ad hoc exploration flexibility for specialists and intuitive mobile simplicity for the masses. Domo's modern cloud platform delivers the best of both. IT and BI resources invested into dashboard design drive far more value because they are reused and refreshed rather than forgotten and continuously recreated. With data-driven, real-time insights available to be turned into decisions, IT is finally empowered to be strategic, enabling employees to get actively involved in decision-making instead of waiting for the data.

Digital transformation opportunity is not just an IT problem for the CIO, it's a business opportunity for the CEO.





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