



# Critical Insights From Domo Veterans.

It's easy to get a new tool and try to do the same old thing you've always done. With Domo, get and keep the executives' attention, leading to better decisions, insight, and business impact.

## Jason Rahimitabar | CAE

From our first key insight, we heard, "This tool is working." And just like that, we had momentum.

### Get immediate buy-in.

1. Find a pain point (preferably **low-hanging fruit**)
2. **Debunk the problem** and add clarity in Domo to the **REAL problem** causing pain
3. Provide **new metrics**, highlighting ways to **resolve** the issue
4. **Big victory** for BI and Domo, resulting in buy-in from Leadership and the **wiggle room to dig** into more of what Domo/BI has to offer

## Steve Doctor | Ingo Money

If you can win over the executive team, the rest of the organization is a slam dunk.

### Target the Executives.

1. Steal the **Talent**.
2. Own the **language**: Terms, Colors, Logic.
3. **Answer** the pressing questions.
4. **Less is more**.
5. Create **simple** cards.
6. Design for **"before coffee"** consumption.
7. **Optimize** where users are viewing.

## Dexter Clarke | Cox Automotive

Don't produce the same information and expect that to change things. Produce something new and different and make the old way of doing things redundant.

### Look at it differently.

1. Turn weekly reports into **daily reports**
2. **Use Buzz** instead of email to drive people toward the data
3. Don't just **produce** the same information they're used to
4. Present data in new and **different ways** that **cater** to your audiences
5. Add drill paths to **target productivity**
6. **Surface the data** so people can ask the "Why" and actually get answers



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[Top 10 Dashboard Best Practices](#)



# DOMOPALOOZA

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### APPS

- Learn all the basics for building your own Domo apps. Visit [Developer.domo.com](http://Developer.domo.com).
- Install and try out apps from hundreds found in the [Domo Appstore](#).
- Engage the Domo App team to help you create custom Domo apps. Contact your Customer Success Manager or Account Executive today.

### CONSULTING

Engage Domo experts to augment your team:

- Cultivate a mature data strategy
- Fuel your MajorDomo evolution
- Execute complex deployments

Email [consulting@domo.com](mailto:consulting@domo.com), contact your Domo Customer Success Manager or Account Executive to learn more.



Keep the Domopalooza conversations going long after you go home. Find fellow Domopalooza attendees in Dojo, the Domo online community: <https://dojo.domo.com/dp17>.