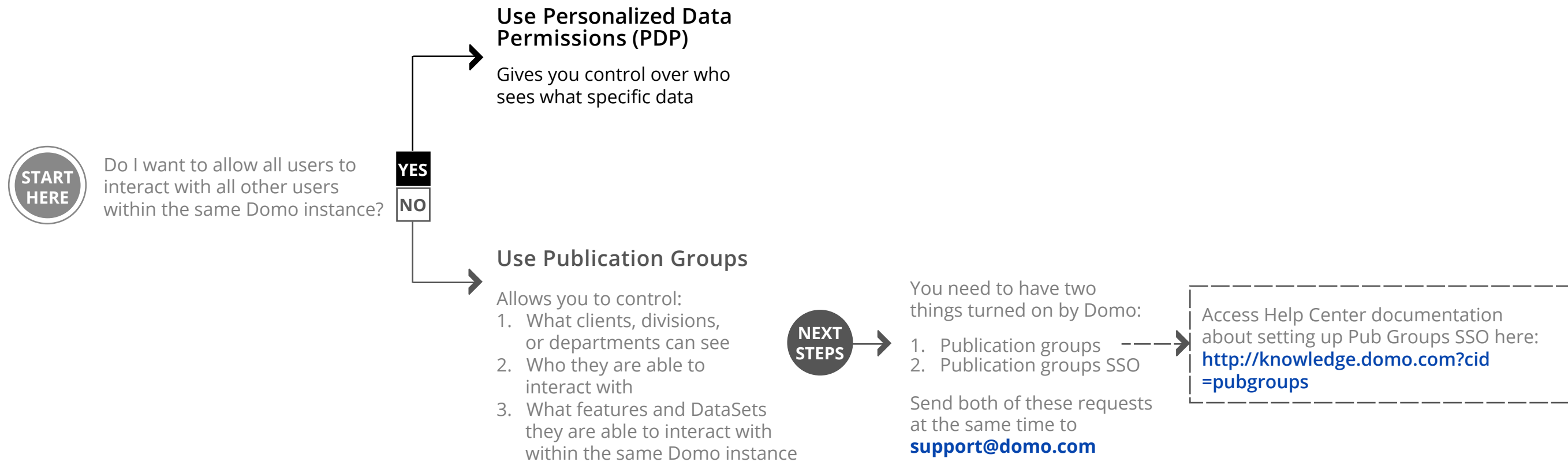


When to use Personalized Data Permissions vs. External Publication Groups



When is PDP the Best Option?

Use Personalized Data Permissions for data sharing, to control how data is shared, and filtered.

- Ideal if you have “creator” audience
- Very targeted and protected data-based approach
- Customized landing page, with user ability to view/create cards with PDP data
- Administration at a Data Level
- Data-level filtering protects data
- Prohibits users outside PDP policy from accessing data sets and data flows
- Domo’s recommended solution in 95% of data sharing use cases

When is Publication Groups the Best Option?

Use Publication Groups for content sharing, to target your audience, and customize their pages.

- Ideal if you have “viewer” audience
- Very targeted and protected page-based approach
- Forced landing page, with a controlled filter for specific audiences
- Administration at the Page Level
- Page-level filtering protects data
- Prohibits external pub group users from Buzzing or interacting with anyone else
- Can provide a pseudo “white-label” experience