You Don't Need Dashboards, You Need Decisions CDAO – Sydney May 2025

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Why Should You Listen to Me?



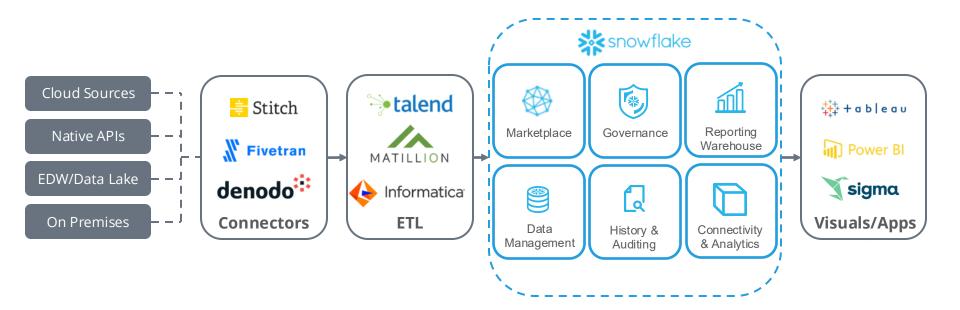


Data Strategy

Business Value

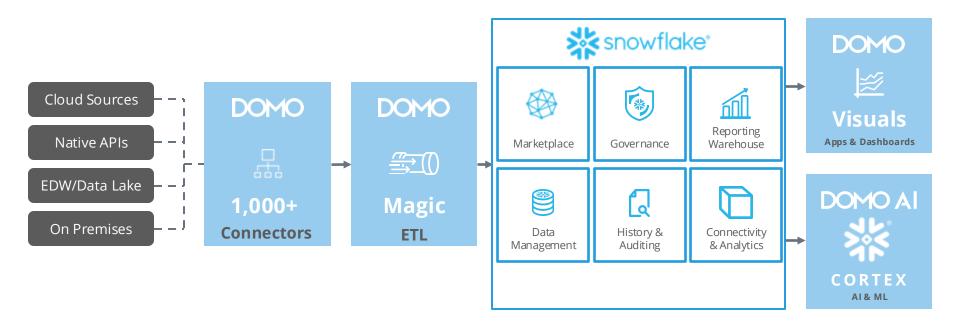
Solution Architecture

And What the Hell is Domo?



Typical Analytics Stack

And What the Hell is Domo?



Domo's Simplified Analytics Ecosystem



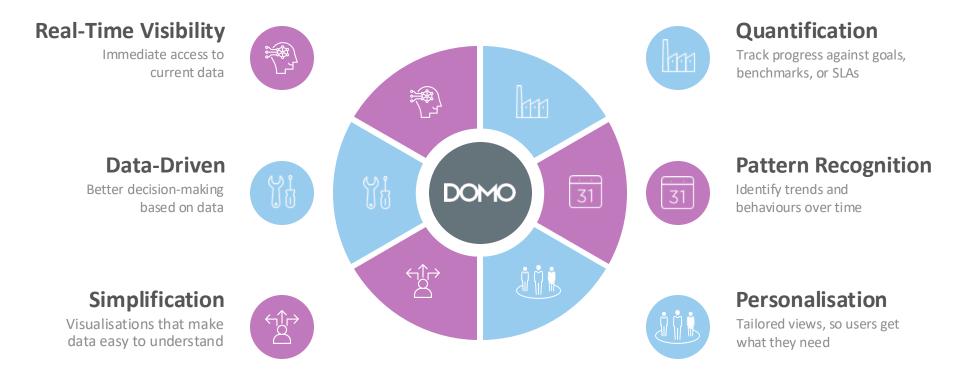
"Make decisions from where you want to be, not from where you are"

- Unknown

What Do Business Leaders Need to Decide?



What Dashboards Promised



Are Dashboards Really a Problem?

> 100%

Fox News tax distribution charts

\$61.6B

BP Deepwater Horizon risk matrix with no weighting or alerts

346

Boeing 737 flight data root cause in 2 plane crashes 2016 Census

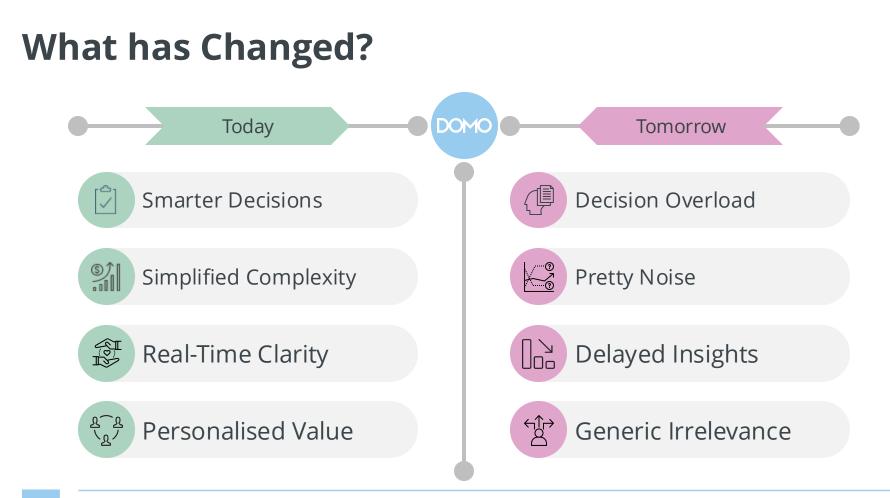
Visualisation tools crashed and misrepresented data

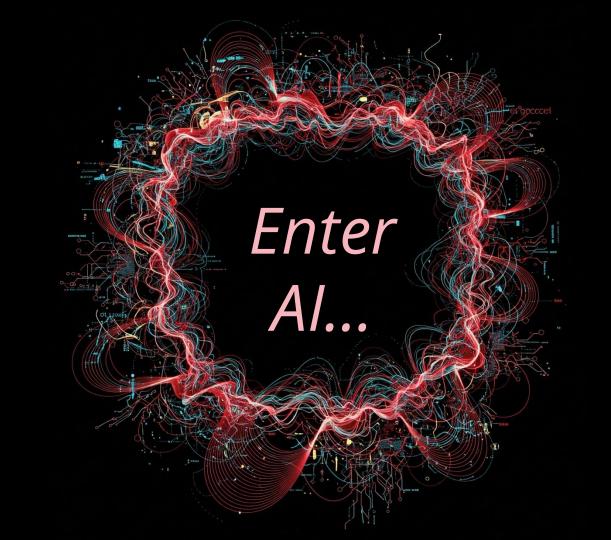
\$125M

NASA Mars Orbiter lost due to data unit mismatch

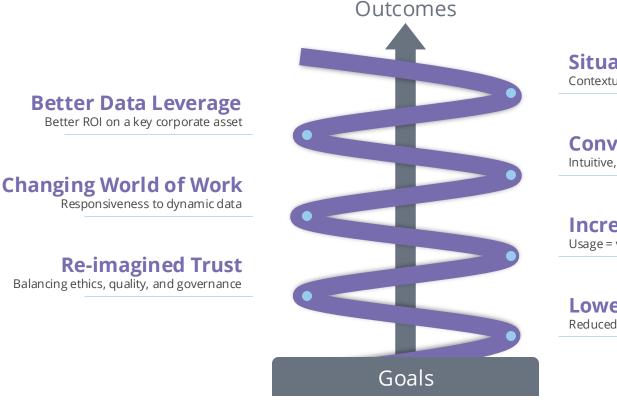
\$4M

Coca-Cola sentiment analysis yields zero





The New Promise of AI-Led Decision-Making



Situational Awareness

Contextual decision-making

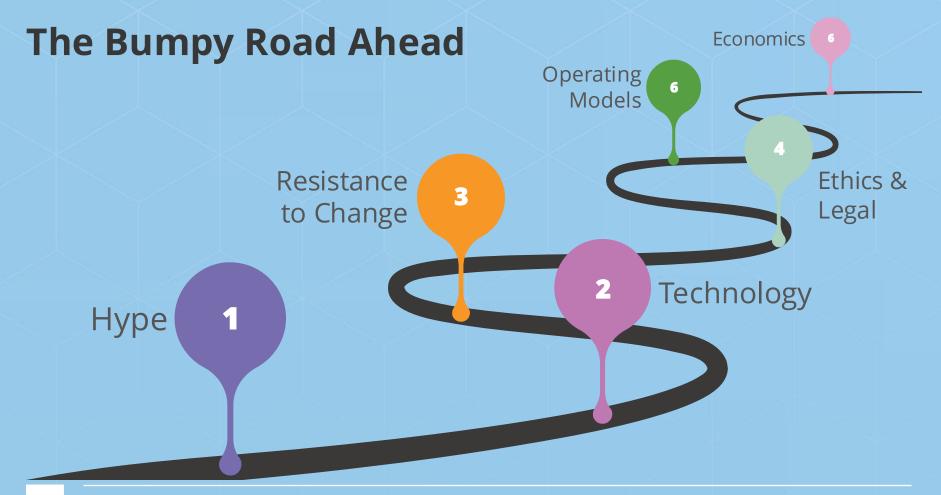
Conversational Insights

Intuitive, iterative interfaces

Increased Adoption

Usage = value

Lower BI Costs Reduced BI and data backlog



DOMO

Enabling AI Decision-Making

¥

High-Value Use Cases

Prioritise impactful uses cases with clear ROI



Ethics/Explainability

Focus on bias detection and building trust through transparency

AI Literacy/Skills

and scalable data

infrastructure

Develop top-tier AI skills across business and and technical staff

Data Platform

Establish a robust, secure,

Adoption and Integration

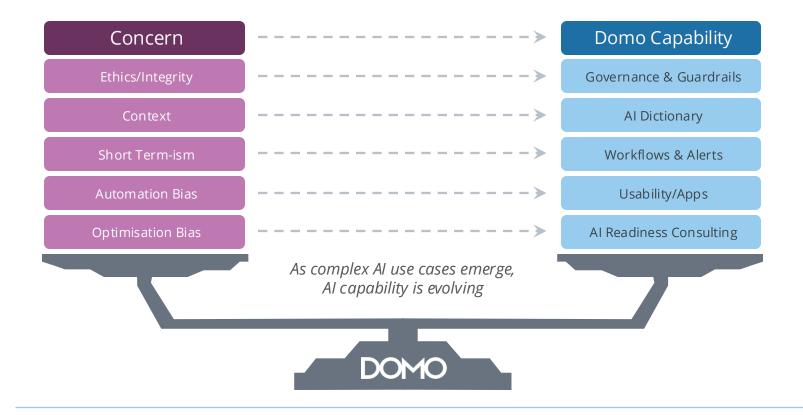
Ensure AI decision-making capability is "baked into" the day-to-day business



Continuous Improvement

Monitor AI model performance and data pipelines for accuracy and relevance

Domo's Nuanced Approach to Al



Domo's AI Resources

	Л	N	A.

Governance and Security

Al Models External	AI Model Management	Al Service Layer	Al Data Experience In Domo
🕼 OpenAl	AI Dictionary	Text Generation	AI Chat
😣 Hugging Face	Credential Storage	Text Summarisation	Auto Charts
Databricks	Direct Endpoint	Text to SQL	Calculated Field AI Assistant
🛞 Amazon Bedrock	Governance & Security	Text to Calculated Field	DataSet View SQL AI Assistant
Google Gemini	Controlled Environment		ResponsibleGPT App and Insights Dashboard
Private Default	ML Connectors		
DomoGPT	Training, Tuning, and Updates		Build your AI solutions with
			Domo Bricks & Apps
Do mo-hosted			Jupyter Workspaces
AutoML DOMO.AI			Magic ETL
Jupyter Jupyter			Workflows

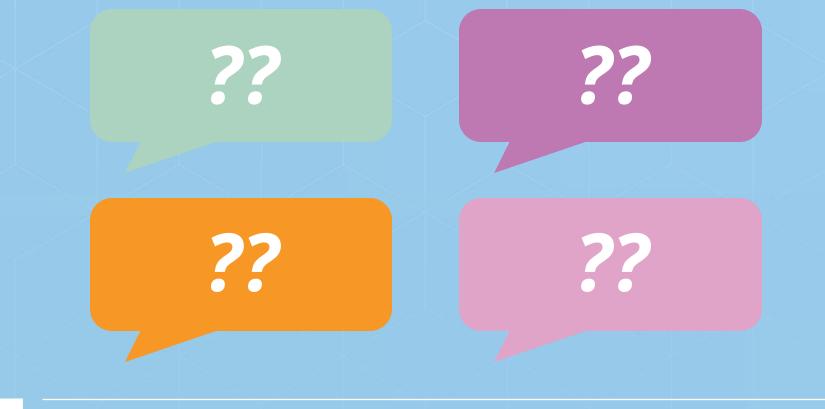
So What?

01 Dashboards Aren't Dead

02 We're Asking Bigger Questions

03 Impact is All That Matters

Questions



DOMO



Visit the team at the Domo booth

Scan the QR code to schedule a FREE Domo workshop



The AI & Data Products Platform