

You Don't Need Dashboards, You Need Decisions

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Brad Kasell

Principal Technology Strategist
Domo Asia-Pacific

DOMO



Why Should You Listen to Me?

McKinsey
& Company



Deloitte.
Digital



ORACLE

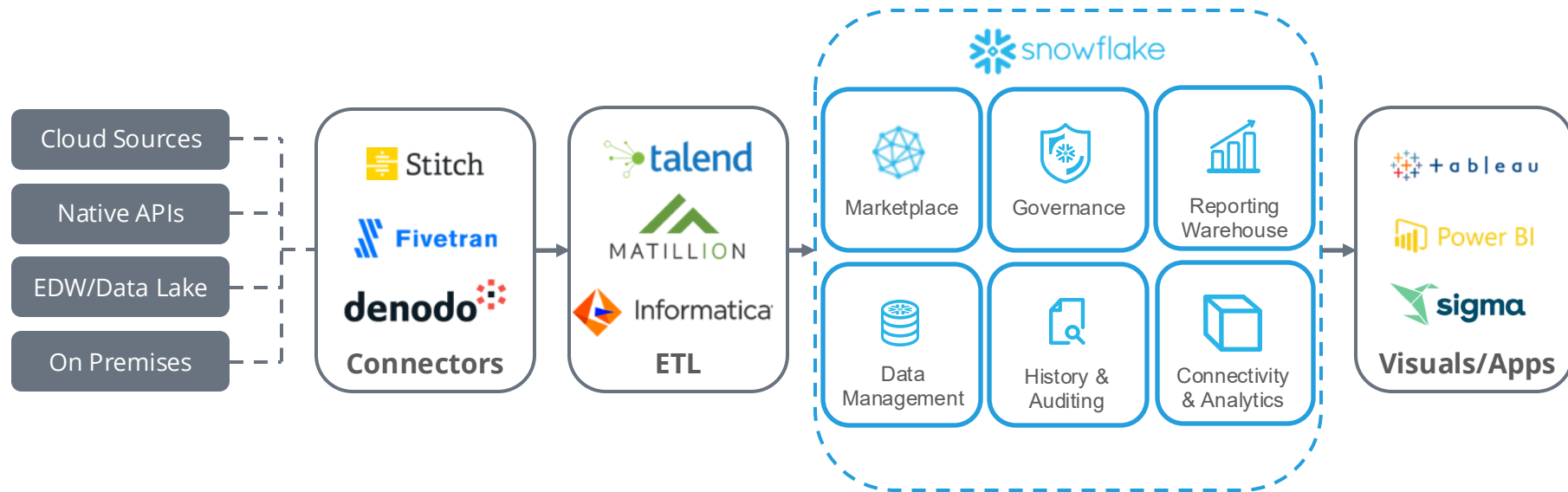


Data Strategy

Business Value

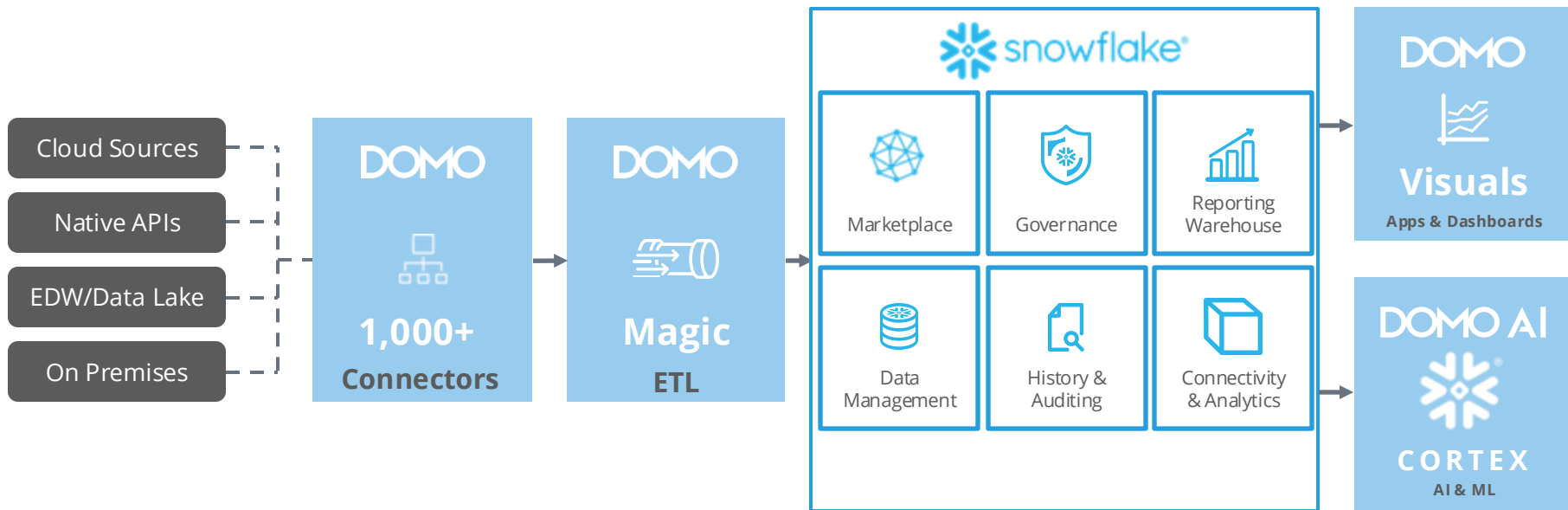
Solution Architecture

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?



Financial Performance

Fundamentals of business – increased revenue and profitability, with reduced costs



Competitive Advantage

Leapfrogging competitors to seize market opportunities and first-mover advantage



Risk Mitigation

Balancing competing priorities and accommodating unforeseen issues



Personal Integrity

Doing the “right thing” and being able to defend one’s actions

What Dashboards Promised

Real-Time Visibility

Immediate access to current data



Data-Driven

Better decision-making based on data



Simplification

Visualisations that make data easy to understand



Quantification

Track progress against goals, benchmarks, or SLAs



Pattern Recognition

Identify trends and behaviours over time



Personalisation

Tailored views, so users get what they need



Are Dashboards Really a Problem?

> 100%

Fox News
tax distribution charts

\$61.6B

BP Deepwater Horizon
risk matrix with no
weighting or alerts

\$125M

NASA Mars Orbiter
lost due to data unit
mismatch

346

Boeing 737 flight data
root cause in 2 plane
crashes

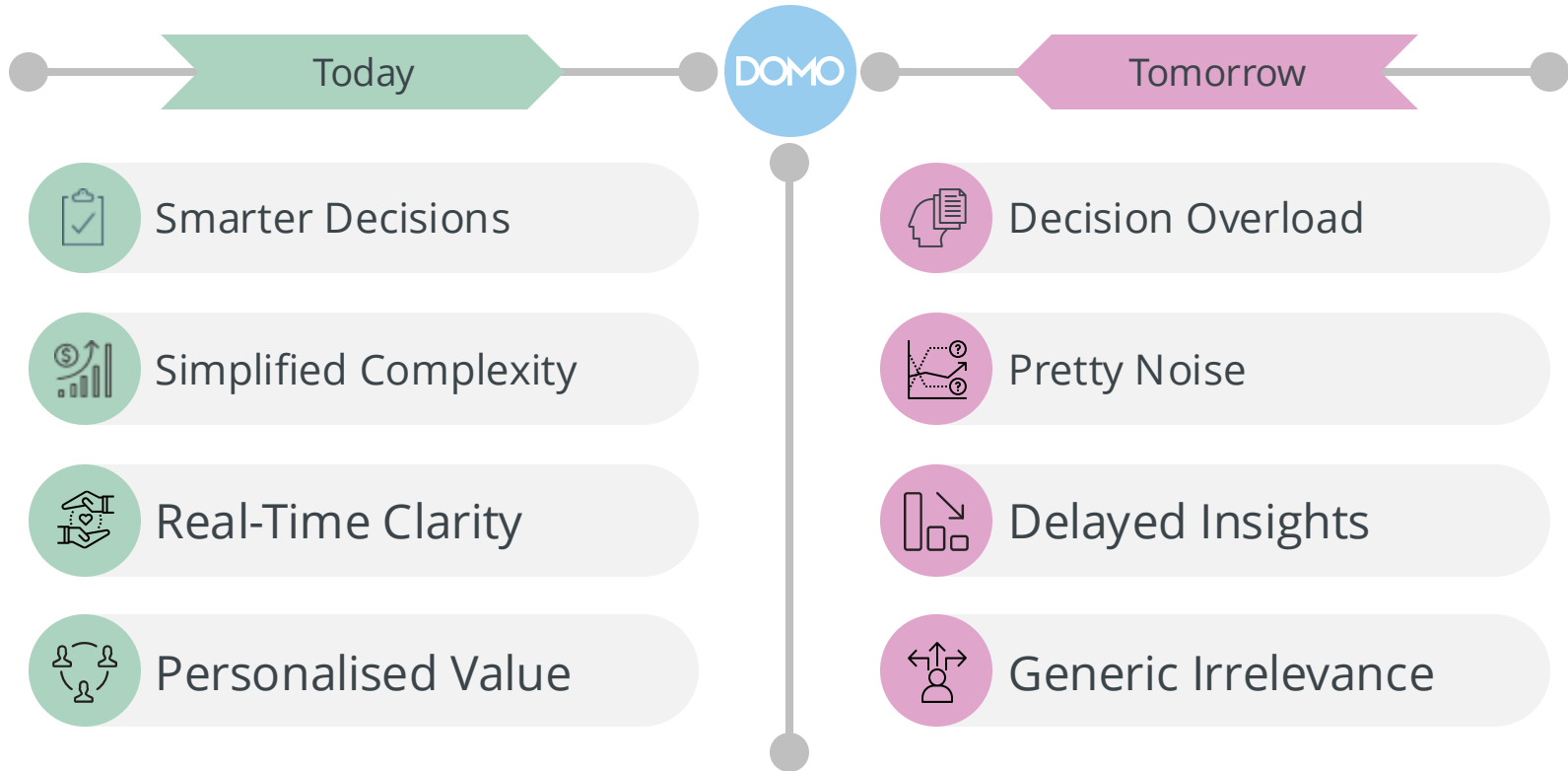
**2016
Census**


Visualisation tools crashed
and misrepresented data

\$4M

Coca-Cola sentiment
analysis yields zero

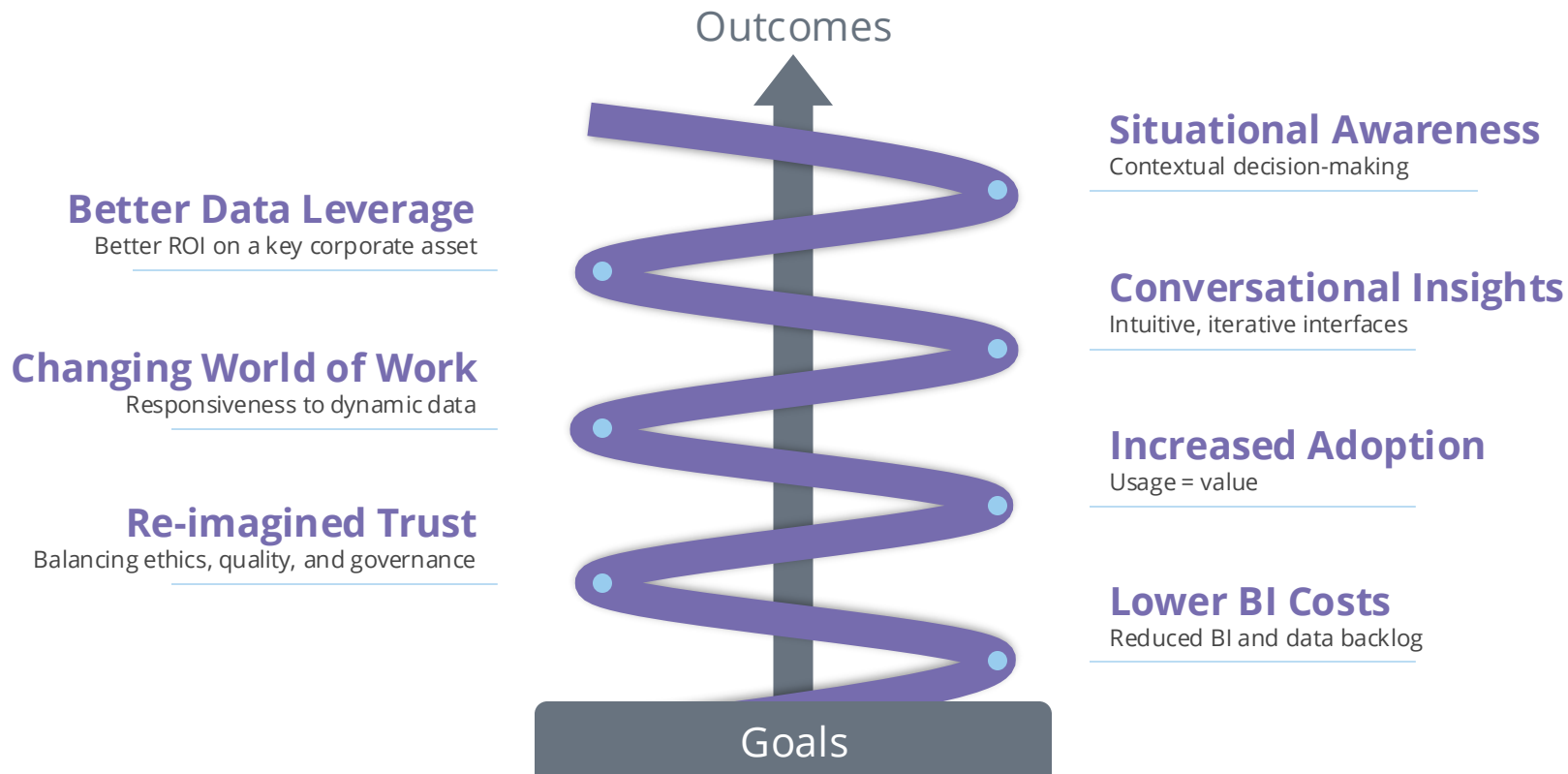
What has Changed?



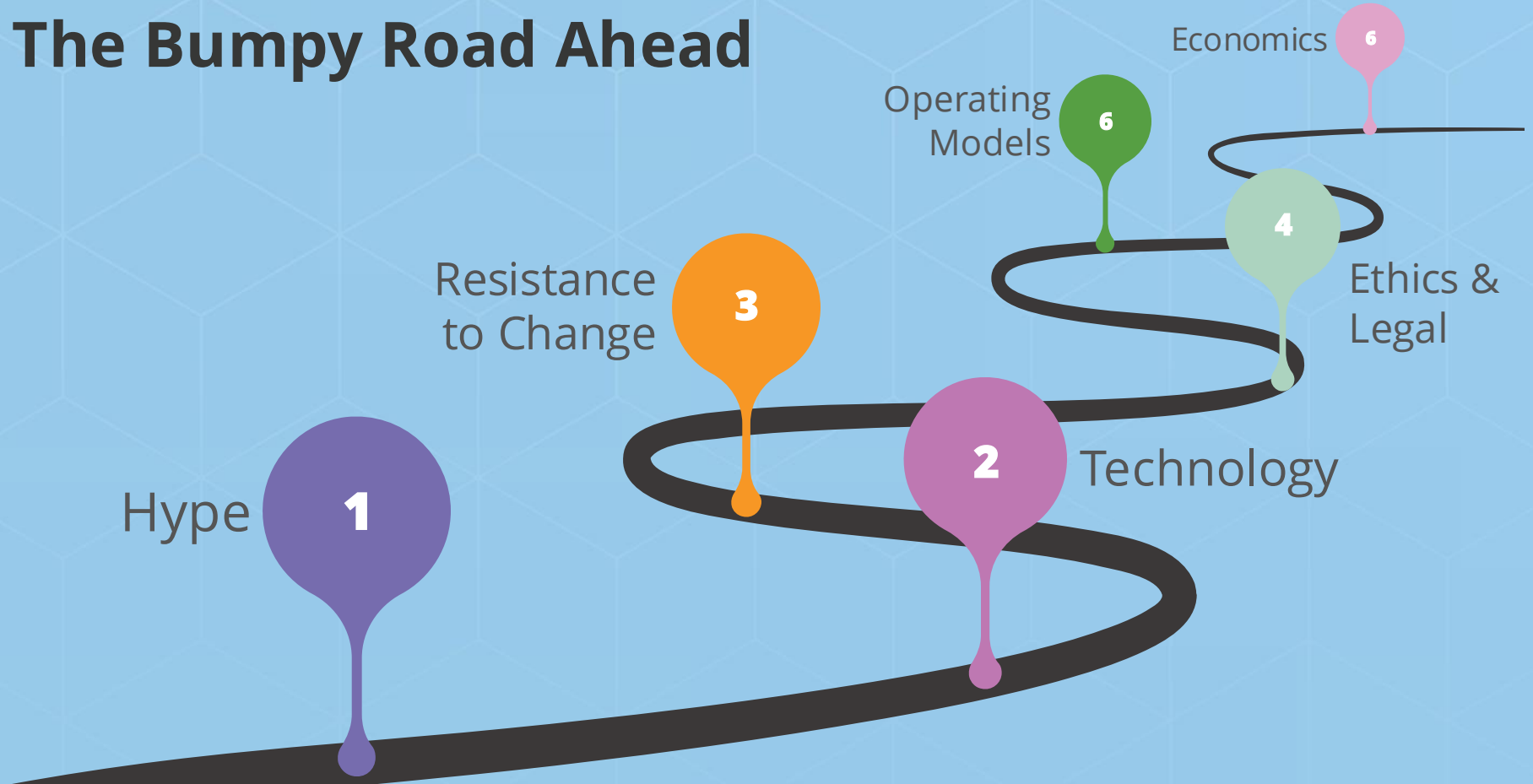


*Enter
AI...*

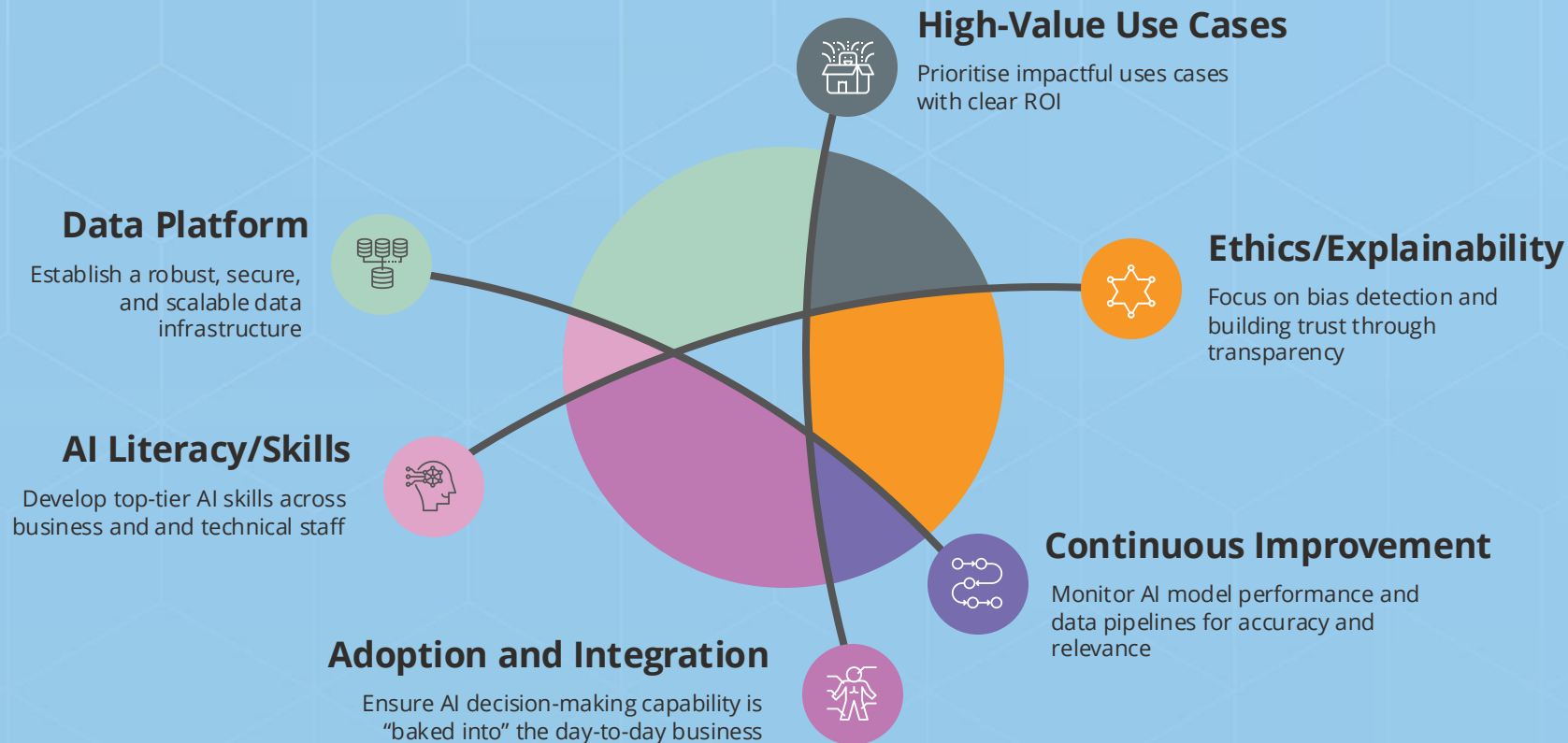
The New Promise of AI-Led Decision-Making



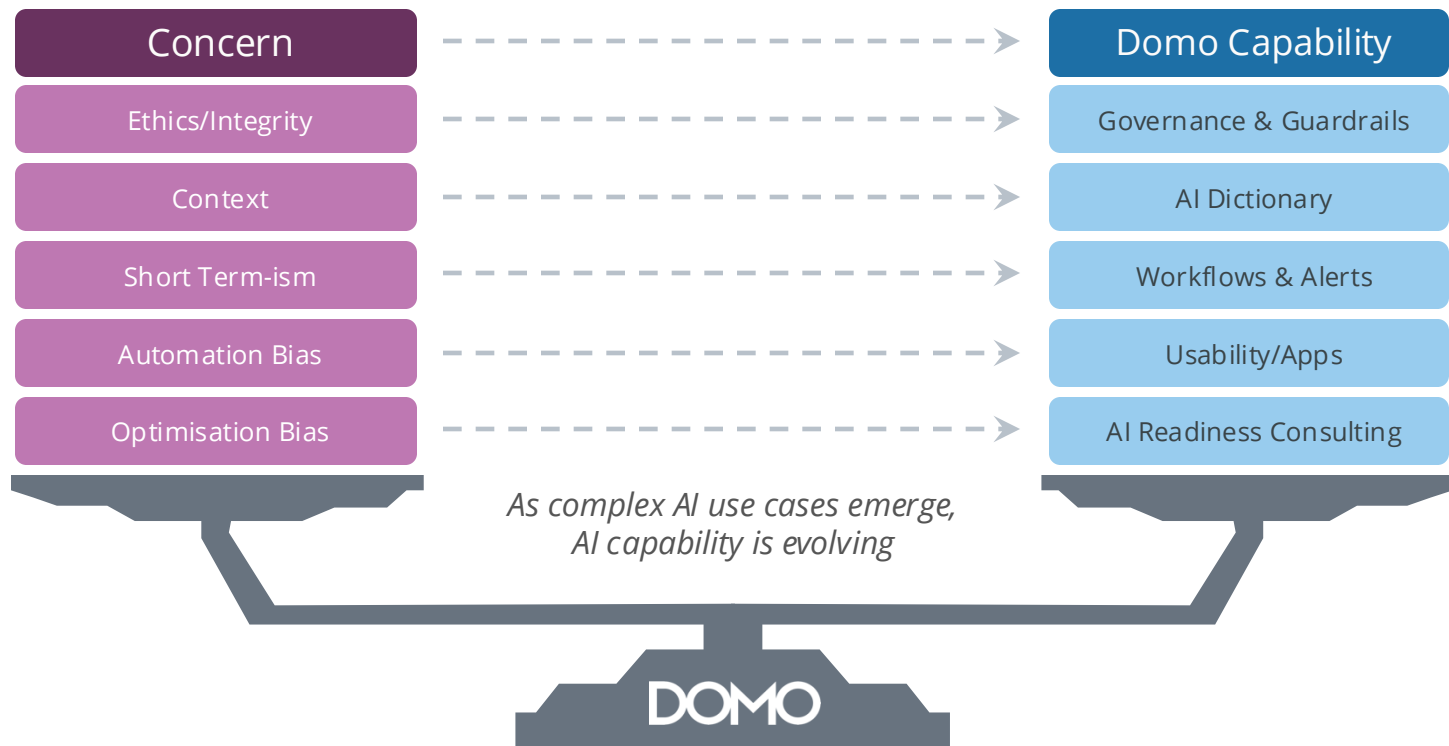
The Bumpy Road Ahead



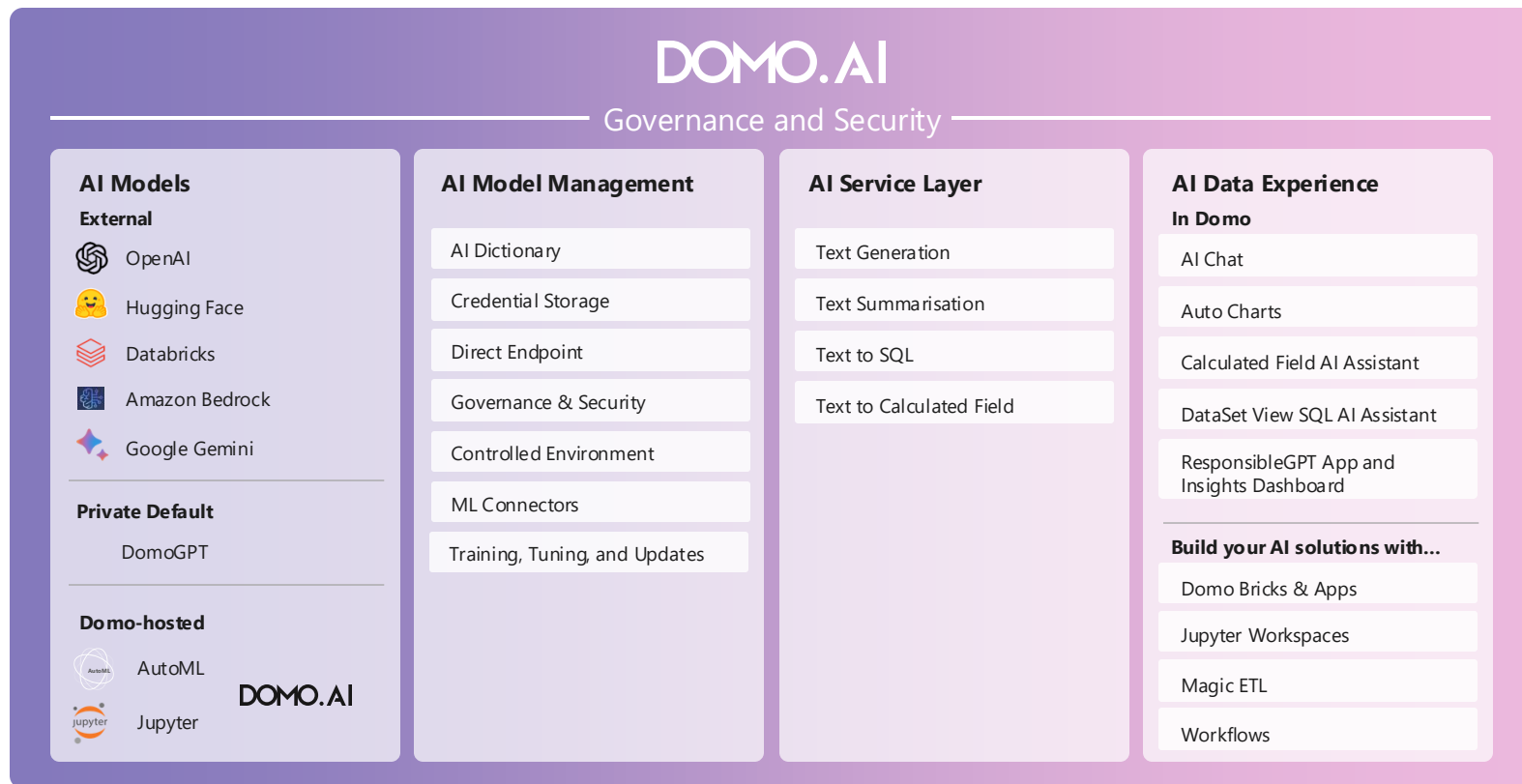
Enabling AI Decision-Making



Domo's Nuanced Approach to AI



Domo's AI Resources



So What?

01 Dashboards Aren't Dead

02 We're Asking Bigger Questions

03 Impact is All That Matters

Questions

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DOMO



**Visit the team at the
Domo booth**

**Scan the QR code to
schedule a FREE Domo
workshop**



The AI & Data
Products Platform