The BI Survey 17

The world's largest survey of BI software users

This document is a specially produced summary
by BARC of the headline results for

Domo

BARC

A CXP GROUP COMPANY

Peer Group
Dashboarding-focused products

1. Top-ranked in

Business benefits
Cloud BI
Operational BI
Innovation

· · · · · · · · · · ·

Leader in

Price-to-value
Recommendation
Self-service
Ease of use
Sales experience
Data volume
Query performance
Performance satisfaction
Customer experience
Mobile BI
Location intelligence
Visual analysis

Peer Group
Self-service reporting-focused products

1. Top-ranked in

Cloud BI
Mobile BI
Operational BI
Innovation

· · · · · · · · · · ·

Leader in

Business benefits
Recommendation
Ease of use
Data volume
Query performance
Customer experience
Location intelligence
Visual analysis

Peer Group
Americas-focused vendors

1. Top-ranked in

Data volume
Cloud BI
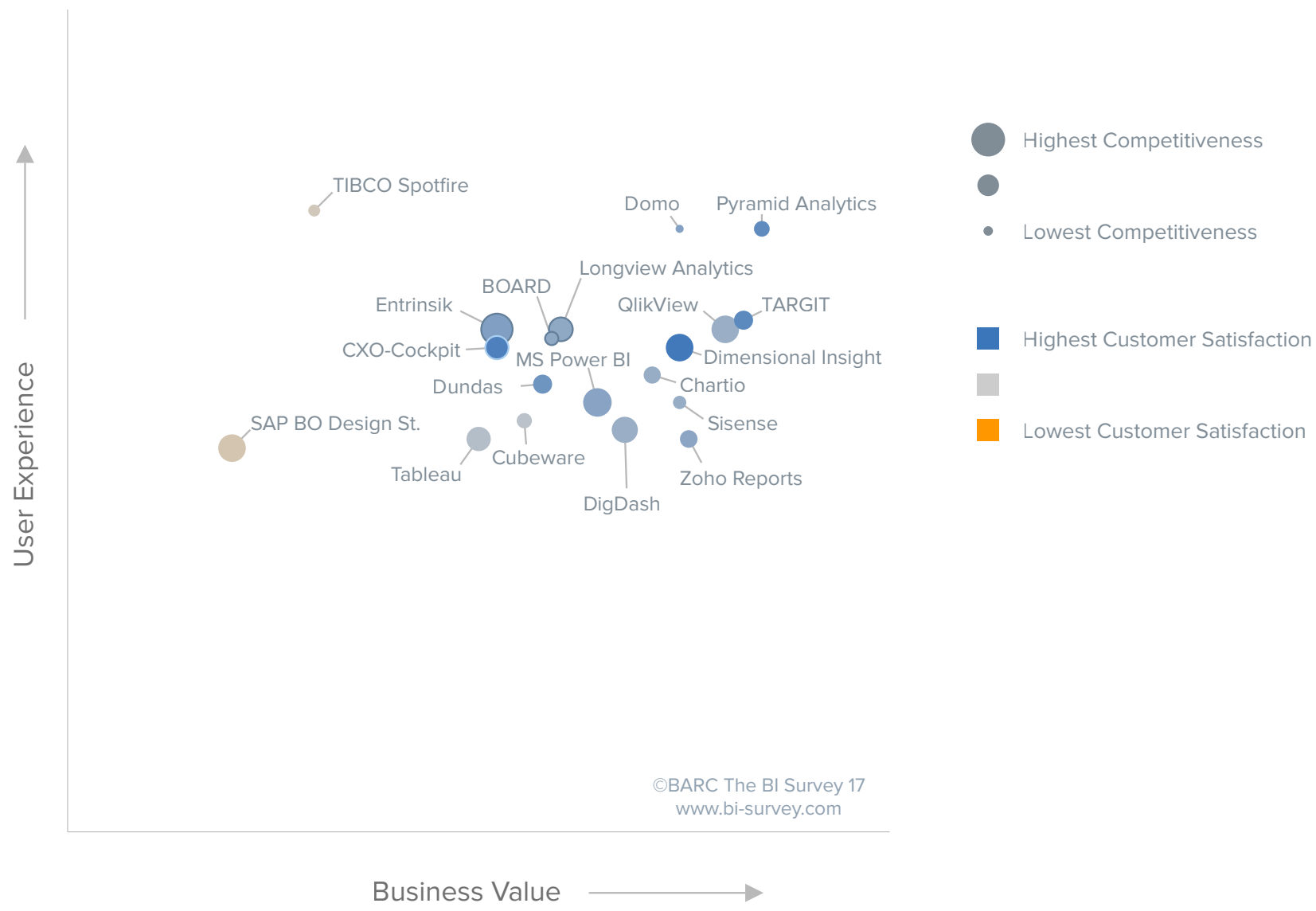Mobile BI
Operational BI
Innovation

· · · · · · · · · · ·

Leader in

Business benefits
Recommendation
Ease of use
Query performance
Customer experience
Location intelligence
Visual analysis

BARC Summary

This year is Domo's first appearance in The BI Survey, and it is impressively placed in three peer groups, achieving thirteen top-ranked positions and twenty-seven leadership positions. Among its dashboarding-focused peers, Domo is top-ranked in the 'Business benefits', 'Cloud BI', 'Operational BI', and 'Innovation' KPIs. Domo beats all its self-service reporting-focused peers in the 'Cloud BI', 'Mobile BI', 'Operational BI' and 'innovation' KPIs. Finally, Domo achieves top ranks in 'Data volume', 'Cloud BI', 'Mobile BI', 'Operational BI', and 'Innovation' when compared to other Americas-focused vendors.

Highest Competitiveness

Lowest Competitiveness

Highest Customer Satisfaction

Lowest Customer Satisfaction

User Experience

Business Value

TIBCO Spotfire

Domo   Pyramid Analytics

Longview Analytics

BOARD   QlikView   TARGIT

Entrinsik

CXO-Cockpit   Dimensional Insight

MS Power BI   Chartio

Dundas

Sisense

SAP BO Design St.

Zoho Reports

Tableau   Cubeware

DigDash

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User Experience

Highest Competitiveness

Lowest Competitiveness

Highest Customer Satisfaction

Lowest Customer Satisfaction

Pyramid Analytics
Domo
cubus
Phocas
Entrinsik
Qlik Sense
TARGIT
Bissantz
Yellowfin
Cyberscience
Dimensional Insight
Chartio
MS Power BI
Zoho Reports
DigDash
SAP BO Webl

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Business Value

User Experience

Business Value

Pyramid Analytics
Domo
Phocas
BOARD
Envision
Entrinsik
Dimensional Insight
Chartio
Yellowfin
Cyberscience
Sisense
Dundas
Zoho Reports
CALUMO

Highest Competitiveness
Lowest Competitiveness
Highest Customer Satisfaction
Lowest Customer Satisfaction

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Top-ranked in **Cloud BI**
Peer Group
Americas-focused vendors
BI-SURVEY.com

Top-ranked in **Data volume**
Peer Group
Americas-focused vendors
BI-SURVEY.com

Top-ranked in **Innovation**
Peer Group
Americas-focused vendors
BI-SURVEY.com

Top-ranked in **Mobile BI**
Peer Group
Americas-focused vendors
BI-SURVEY.com

Top-ranked in **Operational BI**
Peer Group
Americas-focused vendors
BI-SURVEY.com

Top-ranked in **Business benefits**
Peer Group
Dashboarding-focused products
BI-SURVEY.com

Top-ranked in **Cloud BI**
Peer Group
Dashboarding-focused products
BI-SURVEY.com

Top-ranked in **Innovation**
Peer Group
Dashboarding-focused products
BI-SURVEY.com

Top-ranked in **Operational BI**
Peer Group
Dashboarding-focused products
BI-SURVEY.com

Top-ranked in **Cloud BI**
Peer Group
Self-service reporting-focused products
BI-SURVEY.com

Top-ranked in **Innovation**
Peer Group
Self-service reporting-focused products
BI-SURVEY.com

Top-ranked in **Mobile BI**
Peer Group
Self-service reporting-focused products
BI-SURVEY.com

Top-ranked in **Operational BI**
Peer Group
Self-service reporting-focused products
BI-SURVEY.com

"
Its amazing and the enhancements they keep coming out with are just great.

BI-SURVEY.com

Head of business department, staffing, 100-2.500 employees

"
It's exceeded all my expectations. I've been in BI for 20 years, and grew up with BOBJ, Microstrategy, Brio, Cognos, etc. I've used Tableau, Qlik, Looker and others, and Domo I've never seen results with end users like I have with this tool. It's exactly what our organization needed.

BI-SURVEY.com

Head of business department, financial services, 100-2.500 employees

"
Great application that has dramatically improved our staff's ability to understand our clients' use of our services. Wonderfully easy-to-use with short learning curve for end-users.

BI-SURVEY.com

CIO, services, 100-2.500 employees

"
Domo is a very user friendly tool with that is adaptable to entry level and very senior analytical professionals. The platform was very easy to connect data sources to and the dashboard building was easier than any other software we tested in our RFP process. We have also been able to implement from the business side with very little IT involvement.

BI-SURVEY.com

Head of business department, financial services, 100-2.500 employees

"
Domo is one of the best tools out there for BI. It's not only an all-in-one solution for big and small organizations, but they are rapidly developing more advanced features to address areas of weakness. Their support staff is very good and the platform is fun to use.

BI-SURVEY.com

Head of business department, retail/wholesale, 100-2.500 employees

Domo overview

Founded in 2010 in American Fork, Utah, Domo has 800 employees and multiple partners. Domo has raised just under $700 million in ten rounds from 41 investors, according to crunchbase.com, and has enjoyed a 100% year-over-year growth rate for several years.

The platform is divided into five segments: connect, prepare, visualize, engage and optimize. Domo offers over 400 ready-to-use connectors to almost any data source imaginable. To prepare data, Domo has an onboard ETL tool dubbed Magic ETL. Business users have hundreds of different visualizations and charts to choose from when building cards, or dashboards. Buzz is Domo's collaboration platform so users can share and collaborate within Domo. Optimize refers to features that help users run their businesses more efficiently, such as the 1,000+ pre-built apps.

Domo is a business intelligence tool that runs on Domo's Business Cloud platform. The tool is designed to consolidate an organization's data into one easy-to-use, self-service solution for all business roles, so anyone can access the data they need and

Domo customer responses

This year we had 30 responses from Domo users.

make better decisions. This confident branding is backed up by Domo's cult following of customers, also known as 'domosapiens', who collectively praise Domo's offering.

According to Founder and CEO Josh James, "Domo is by far the largest analytics cloud platform, storing 100 trillion rows of data from all its customers in the last 12 months." That equates to 25 petabytes of data.

BARC THE **BI SURVEY 17**

The BI Survey 17 is based on findings from the world's largest and most comprehensive survey of business intelligence end users, conducted from February to June 2017. In total, 3,066 people responded to the survey with 2,564 answering a series of detailed questions about their usage of a named product. Altogether, 42 products (or groups of products) are analyzed in detail.

The BI Survey 17 examines user feedback on BI product selection and usage across 29 criteria (KPIs) including business benefits, project success, business value, recommendation, customer satisfaction, customer experience, innovation and competitiveness. There are 29 KPIs in total.

This document contains just a selection of the headline findings for Domo. It does not show all the KPI results and focuses mainly on the positive findings.

For more information on the survey, visit The BI Survey website.

User and Use Case Demographics
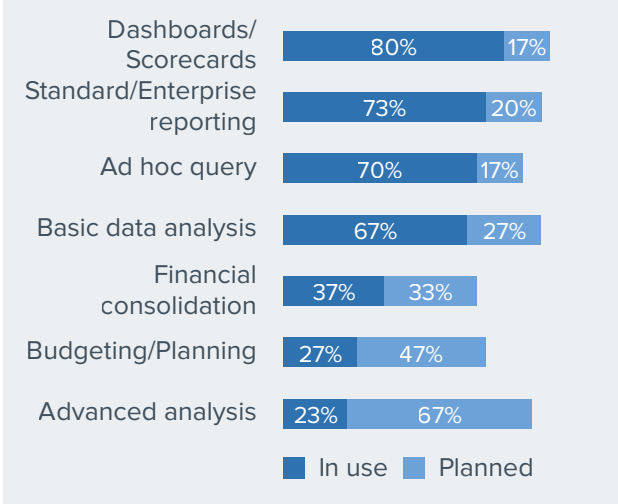
BARC Comment

Domo has a generally even distribution of customers using it for dashboards, enterprise reporting, ad hoc queries and basic data analysis. This is no surprise as Domo markets itself as a self-service tool for all users to explore their data and find insights. A much smaller number of users engage in financial consolidation, budgeting and planning, and advanced analytics. Domo also has nearly twice the average product penetration rate among its customers who are primarily small and medium-sized companies.

Compared to the average, a higher percentage of Domo users use the tool to view data, explore and analyze, navigate, and model and enrich. This speaks to Domo's multi-purpose design and focus on ease of use. It is interesting to see such a high future interest in Domo for the advanced analysis use case, maybe showing Domo customers are maturing the analyses in their applications from descriptive to predictive.

The tool most often evaluated in competition with Domo is Tableau. It is also frequently evaluated in comparison with Power BI, Qlik Sense and MicroStrategy.

Current vs. planned use

n=30

	In use	Planned
Dashboards/Scorecards	80%	17%
Standard/Enterprise reporting	73%	20%
Ad hoc query	70%	17%
Basic data analysis	67%	27%
Financial consolidation	37%	33%
Budgeting/Planning	27%	47%
Advanced analysis	23%	67%

5 products most often evaluated in competition with Domo

n=27

Tableau	59%
MS Power BI	30%
MicroStrategy	22%
Qlik Sense	22%
QlikView	19%
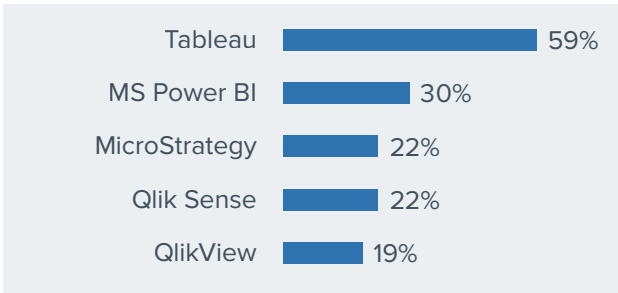
Percentage of employees using Domo

n=28

Domo	32%
Average of all products	17%
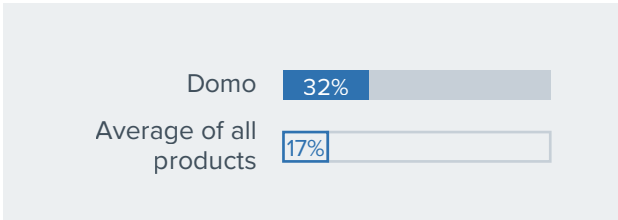
Number of users using Domo

n=28

	Domo	Average of all products
Median	30	120
Mean	599	1794
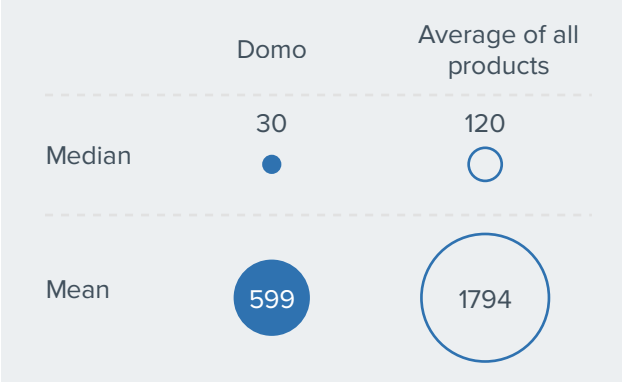
Tasks carried out with Domo by business users

n=25

	Domo	Average of all products
View	96%	91%
Explore/Analyze	92%	80%
Navigate	88%	82%
Model/Enrich	52%	29%
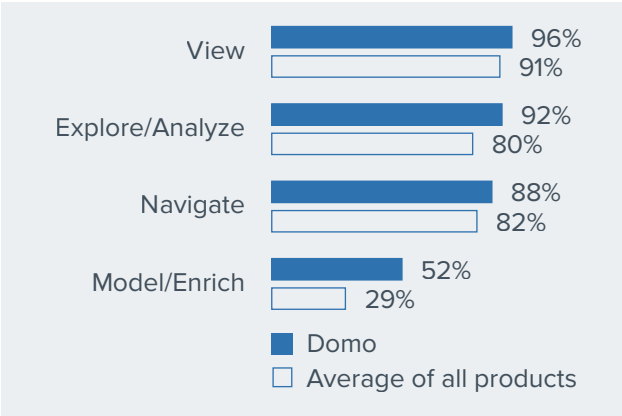
Company size (employees)

n=28

Less than 100	43%
100 - 2500	54%
More than 2500	4%

Peer Groups and KPIs
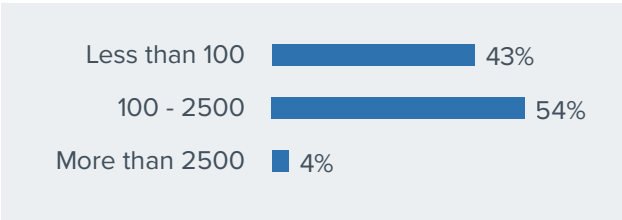
The KPIs

The BI Survey 17 provides the reader with well-designed KPI dashboards packed with concise information, which can be absorbed at a glance. The KPIs all follow these simple rules:

- Only measures that have a clear good/bad trend are used as the basis for KPIs.

- KPIs may be based on one or more measures from The BI Survey.

- Only products with samples of at least 20 - 30 (depending on the KPI) for each of the questions that feed into the KPI are included.

- For quantitative data, KPIs are converted to a scale of 1 to 10 (worst to best).

- A linear min-max transformation is applied, which preserves the order of, and the relative distance between, products' scores.

The terms 'top-ranked' and 'leader' are used in the following KPI chart titles. 'Top-ranked' indicates first position. 'Leader' usually denotes a position in the top 25-30% of products listed in the chart.

Peer Group Classification

The BI Survey 17 features a range of different types of BI tools so we use peer groups to help identify competing products. The groups are essential to allow fair and useful comparisons of products that are likely to compete.

The peer groups have been defined by BARC analysts using their experience and judgment, with segmentation based on two key factors:

1. Usage scenario - functional peer groups are mainly data-driven and based on how customers say they use the product.

2. Regional focus - is the vendor a large international vendor with a truly global presence or does it focus on a particular region? We also take into account the location of BI Survey respondents.

Domo features in the following peer groups:

- Dashboarding-focused products

- Self-service reporting-focused products

- Americas-focused vendors

Peer Groups Overview

Large enterprise BI platforms

Includes products equipped with functionality for enterprise deployments that focus on a broad range of BI use cases.

Dashboarding-focused products

Includes products that focus on creating advanced and highly sophisticated dashboards.

Self-service reporting-focused products

Includes products that focus on self-service reporting and ad hoc analysis.

OLAP analysis-focused products

Includes products that focus on analysis in dimensional and hierarchical data models.

Data discovery-focused products

Includes products that focus on visual data discovery and advanced data visualization.

Integrated performance management products

Includes products that provide integrated functionality for BI and performance management, especially planning and budgeting.

Large international BI vendors

Includes products from companies with annual revenues of $200m+ and a truly international reach.

EMEA-focused vendors

Includes products from vendors that have a significant presence in - and focus on - the EMEA region.

Americas-focused vendors

Includes products from vendors that have a significant presence in - and focus on - the Americas region.

Business benefits

This KPI is based on the achievement level of a variety of business benefits.

Business benefits – Leader

Peer group: Self-service reporting-focused products

Phocas	10.0
Qlik Sense	9.5
Domo	9.3
TARGIT	8.8
Pyramid Analytics	8.5
Dimensional Insight	8.4
cubus	8.1
Bissantz	8.0
Yellowfin	8.0
Chartio	7.8
Zoho Reports	7.5
Peer Group Average	7.4
MS Power BI	7.1
DigDash	5.9
Entrinsik	5.2
Cyberscience	4.4
SAP BO WebI	2.4

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Business benefits – Leader

Peer group: Americas-focused vendors

Phocas	10.0
Domo	9.3
Pyramid Analytics	8.5
Dimensional Insight	8.4
Yellowfin	8.0
CALUMO	8.0
Sisense	7.8
Chartio	7.8
Zoho Reports	7.5
Peer Group Average	7.3
BOARD	6.7
Envision	5.4
Dundas	5.3
Entrinsik	5.2
Cyberscience	4.4

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Business benefits – Top-ranked

Peer group: Dashboarding-focused products

Domo	9.3
QlikView	9.3
TARGIT	8.8
Pyramid Analytics	8.5
Dimensional Insight	8.4
Sisense	7.8
Chartio	7.8
Zoho Reports	7.5
MS Power BI	7.1
BOARD	6.7
Cubeware	6.6
Peer Group Average	6.5
Longview Analytics	6.4
DigDash	5.9
Dundas	5.3
Entrinsik	5.2
Tableau	5.0
TIBCO Spotfire	2.9
CXO-Cockpit	2.7
SAP BO Design St.	1.6

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BARC Viewpoint
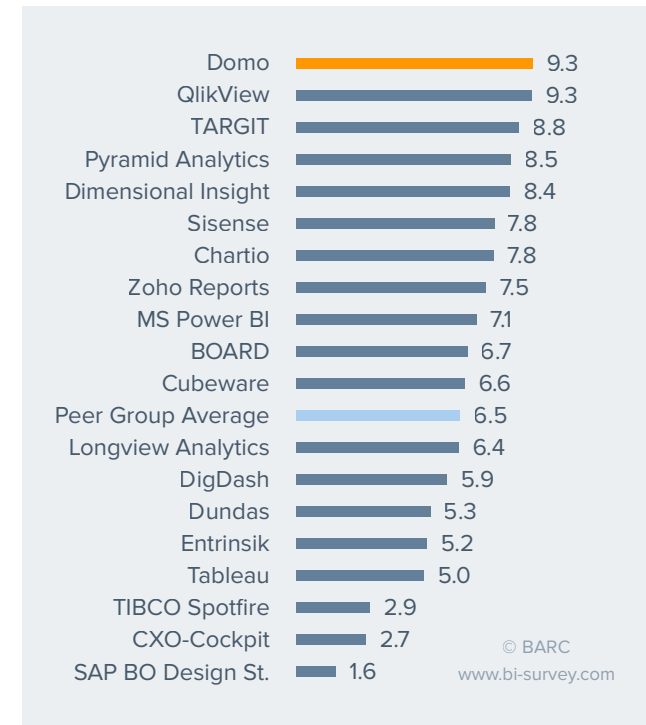
'Business benefits' is the first root KPI in The BI Survey methodology and in some ways the most important, as the business benefits pay for the BI project itself. Domo is top-ranked in the critical 'Business benefits' KPI among dashboarding-focused peers, which is a highly competitive group of twenty vendors. Furthermore, Domo is a clear leader in the 'Business benefits' KPI in both the 'Self-service reporting-focused products' and 'Americas-focused vendors' peer groups. BI Survey participants scored Domo highly on a full range of eleven criteria of both tangible and intangible benefits realized and measured by their businesses.

Self-service & Price-to-value
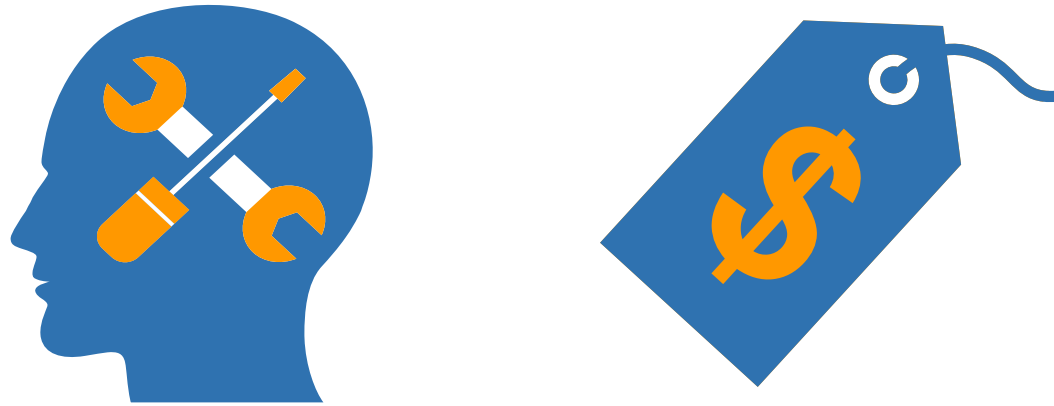
The 'Self-service' KPI is based on how many sites currently use self-service features with their BI tool.

The 'Price-to-value' KPI is based on how users rate their BI tool in terms of price-to-value ratio.

Self-service – Leader

Peer group: Dashboarding-focused products

Entrinsik	9.7
TIBCO Spotfire	9.5
Chartio	9.3
Pyramid Analytics	8.8
Domo	8.2
TARGIT	7.9
Cubeware	7.2
BOARD	6.9
MS Power BI	6.4
QlikView	6.3
Tableau	6.2
Peer Group Average	5.9
CXO-Cockpit	5.2
Dimensional Insight	5.1
SAP BO Design St.	4.3
Sisense	4.0
Zoho Reports	3.1
DigDash	2.0
Dundas	1.6
Longview Analytics	1.0

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BARC Viewpoint — Self-service

Domo is focused on delivering a product built for everyone who needs instant access to their data to make business decisions. All users can make visualizations and charts and compile them into Domo 'cards', which they can embed and share. Domo also offers thousands of pre-built applications and a design studio that non-technical users can use to build simple applications. Domo's commitment to self-service has paid off, as it is ranked as a leader among dashboard-focused vendors for the 'Self-service' KPI.
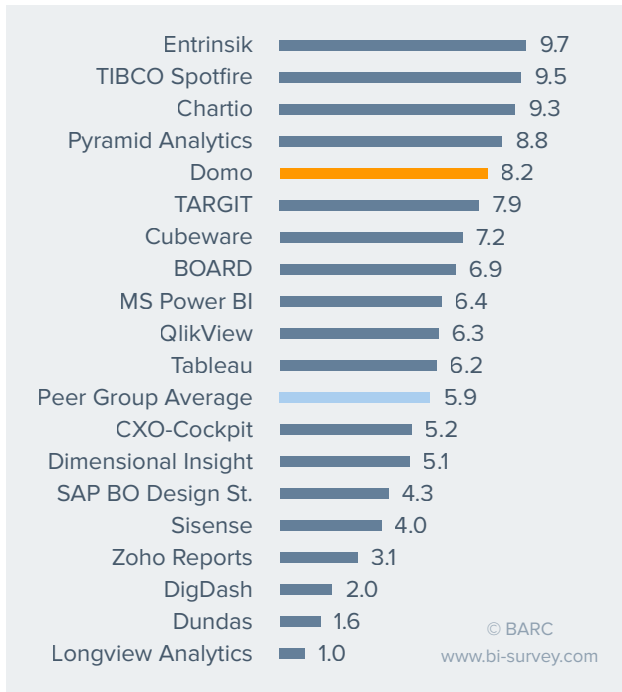
Price-to-value – Leader

Peer group: Dashboarding-focused products

MS Power BI	9.8
Pyramid Analytics	9.8
Entrinsik	9.6
Dimensional Insight	9.2
Domo	8.7
Chartio	8.6
Zoho Reports	8.4
Dundas	8.4
Cubeware	8.3
TARGIT	8.2
DigDash	8.2
Peer Group Average	8.0
Longview Analytics	7.9
CXO-Cockpit	7.8
Sisense	7.6
BOARD	7.5
QlikView	7.3
Tableau	6.6
SAP BO Design St.	5.7
TIBCO Spotfire	3.6

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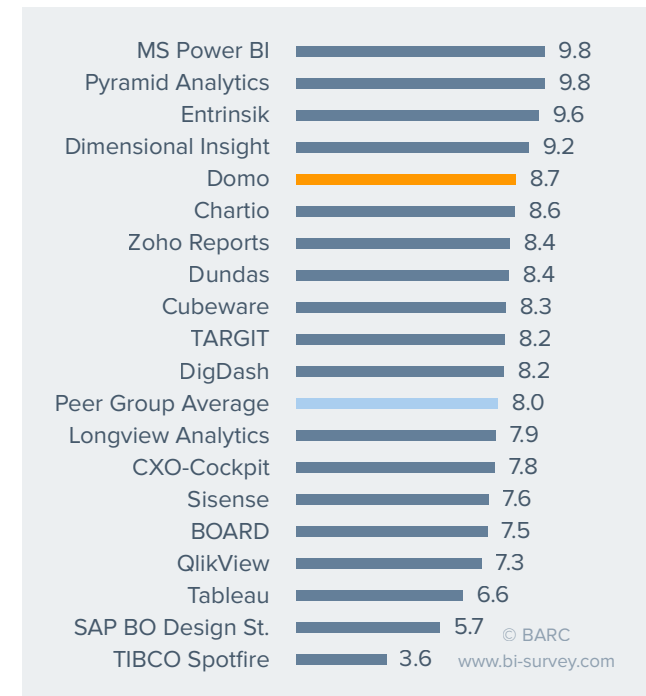
Price-to-value — BARC Viewpoint

Domo has a very happy customer base which rates the company as a leader in the 'Price-to-value' KPI. A good customer experience combined with achievement of business benefits suggests the company's private pricing is well-justified. Domo aims to offer as much value as possible by offering self-service capabilities for all types of users, independent of industry. Real-time data, automatically refreshing visualizations, and easy-to-use mobile applications for iOS and Android enable users to make business decisions on-the-go and stay abreast with all the happenings within their business.

Recommendation

This KPI is based on the proportion of users that say they would recommend the product to others.

Recommendation – Leader

Peer group: Self-service reporting-focused products

Phocas	10.0
Dimensional Insight	9.0
cubus	8.9
Domo	8.5
DigDash	8.4
Qlik Sense	8.2
Yellowfin	7.9
TARGIT	7.7
Peer Group Average	7.5
Entrinsik	7.3
Pyramid Analytics	7.3
Bissantz	7.3
Zoho Reports	7.2
MS Power BI	7.0
Chartio	6.9
Cyberscience	6.1
SAP BO WebI	2.4

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Recommendation – Leader

Peer group: Americas-focused vendors

Phocas	10.0
Dimensional Insight	9.0
Domo	8.5
Envision	8.4
Yellowfin	7.9
Peer Group Average	7.5
Entrinsik	7.3
Pyramid Analytics	7.3
Zoho Reports	7.2
CALUMO	7.2
BOARD	6.9
Chartio	6.9
Sisense	6.4
Cyberscience	6.1
Dundas	5.5

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Recommendation – Leader

Peer group: Dashboarding-focused products

Dimensional Insight	9.0
Domo	8.5
DigDash	8.4
CXO-Cockpit	8.0
TARGIT	7.7
Entrinsik	7.3
Pyramid Analytics	7.3
Zoho Reports	7.2
QlikView	7.1
MS Power BI	7.0
BOARD	6.9
Chartio	6.9
Peer Group Average	6.8
Sisense	6.4
Tableau	6.4
Longview Analytics	6.0
TIBCO Spotfire	5.8
Dundas	5.5
Cubeware	4.2
SAP BO Design St.	3.9

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BARC Viewpoint

Across all three of its peer groups, more Domo customers say they would recommend the product than most customers using other products. Typically, Domo customers from the most senior executives to standard business users are very satisfied with the product and would give Domo a clear recommendation. Once implemented, Domo has a track record of spreading successfully throughout an organization. A majority of Domo customers have a good experience and report few or no issues with the product, and the recommendations for improvements that customers do have tend to be small, and not overarching.

Ease of use
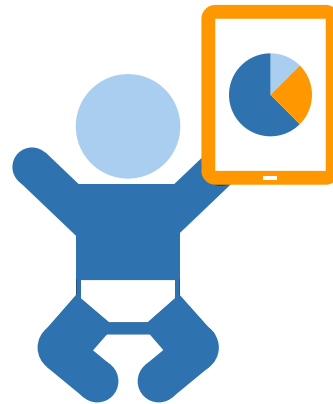
This KPI is based on how often the product was chosen for its ease of use, and on the level of complaints about ease of use post-implementation.

Ease of use – Leader

Peer group: Self-service reporting-focused products

Vendor	Score
Entrinsik	8.5
Yellowfin	8.4
Domo	8.1
Phocas	7.7
DigDash	7.6
Cyberscience	7.2
Pyramid Analytics	7.0
Peer Group Average	6.7
Chartio	6.7
TARGIT	6.5
cubus	6.3
Zoho Reports	6.2
MS Power BI	6.0
Qlik Sense	5.8
Bissantz	5.6
Dimensional Insight	5.3
SAP BO WebI	5.2

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Ease of use – Leader

Peer group: Americas-focused vendors

Vendor	Score
Entrinsik	8.5
Yellowfin	8.4
Domo	8.1
Phocas	7.7
Sisense	7.5
Cyberscience	7.2
Pyramid Analytics	7.0
Peer Group Average	6.9
BOARD	6.7
Chartio	6.7
Dundas	6.5
Zoho Reports	6.2
CALUMO	5.9
Envision	5.7
Dimensional Insight	5.3

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Ease of use – Leader

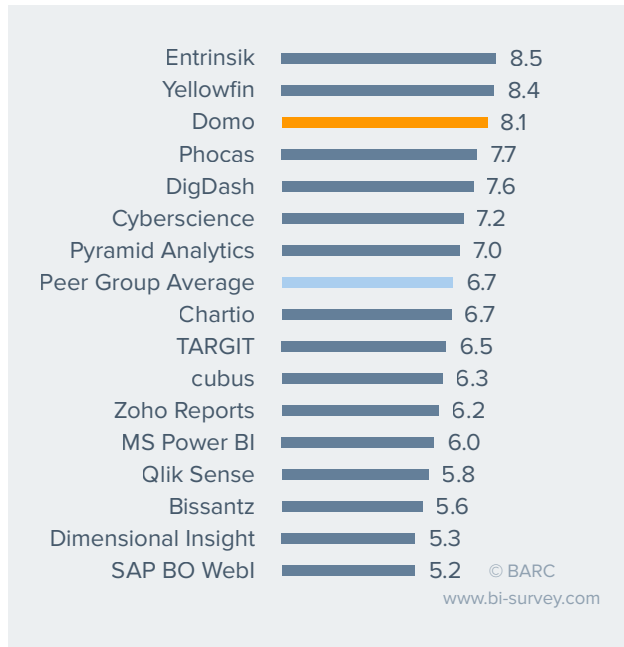*Peer group: Dashboarding-focused products*

Vendor	Score
CXO-Cockpit	10.0
Entrinsik	8.5
Domo	8.1
DigDash	7.6
Sisense	7.5
Tableau	7.1
Pyramid Analytics	7.0
BOARD	6.7
Chartio	6.7
Peer Group Average	6.7
TARGIT	6.5
Dundas	6.5
Zoho Reports	6.2
MS Power BI	6.0
QlikView	6.0
Longview Analytics	5.8
TIBCO Spotfire	5.8
SAP BO Design St.	5.4
Dimensional Insight	5.3
Cubeware	4.5

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BARC Viewpoint

Domo strives to enable each user to find success. The company is committed to making every step of the BI process easy with the goal of having the successful experience of one user able to inspire others to start using Domo. Many of Domo's customer stories have this 'land-and-expand' beginning and it's easy to see why. Over 450 ready-to-use data connectors and a good experience with Domo's 'Magic ETL' enables users of any skill level to access and prepare their data. Hundreds of visualizations and charts can be used and manipulated without any code.

Data volume
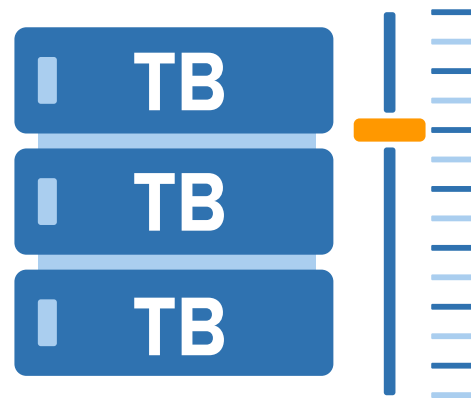
This KPI is based on the median volume of data in databases used with the BI tool.

Data volume

Data volume – Leader

Peer group: Self-service reporting-focused products

Product	Value
SAP BO WebI	8.6
Domo	8.2
Dimensional Insight	4.4
Pyramid Analytics	4.1
TARGIT	3.6
Peer Group Average	3.0
Cyberscience	2.6
Bissantz	2.4
Yellowfin	2.4
Chartio	2.3
Entrinsik	1.6
cubus	1.6
Phocas	1.5
Qlik Sense	1.2
DigDash	1.1
MS Power BI	1.1
Zoho Reports	1.0

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Data volume – Top-ranked

Peer group: Americas-focused vendors

1.

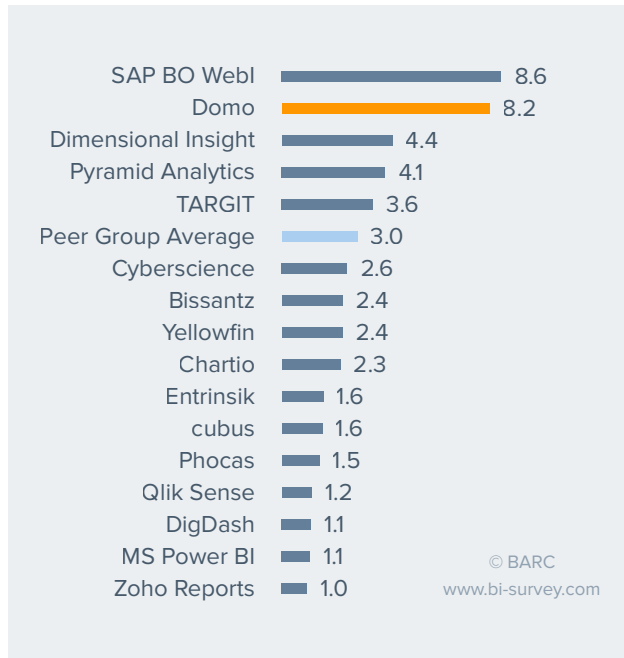| Product	Value
Domo	8.2
Dimensional Insight	4.4
Pyramid Analytics	4.1
Peer Group Average	2.6
Cyberscience	2.6
CALUMO	2.5
Yellowfin	2.4
Chartio	2.3
Sisense	2.1
Entrinsik	1.6
Dundas	1.6
Phocas	1.5
Envision	1.2
BOARD	1.2
Zoho Reports	1.0

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Data volume – Leader

Peer group: Dashboarding-focused products

Product	Value
SAP BO Design St.	9.1
TIBCO Spotfire	8.9
Domo	8.2
Longview Analytics	6.1
Dimensional Insight	4.4
Pyramid Analytics	4.1
TARGIT	3.6
Peer Group Average	3.4
QlikView	2.7
Chartio	2.3
Tableau	2.1
Sisense	2.1
Cubeware	2.0
Entrinsik	1.6
Dundas	1.6
CXO-Cockpit	1.5
BOARD	1.2
DigDash	1.1
MS Power BI	1.1
Zoho Reports	1.0

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BARC Viewpoint

Early in 2017, Domo executives announced their belief in Domo to be the largest analytics cloud platform, working with 100 trillion rows of data, or the equivalent of 25 petabytes of uploaded data. This statistic is indicative of Domo's enterprise readiness to handle data volumes from large organizations, not just divisions or small organizations. In the 'Data volume' KPI, Domo outstrips nearly all its competitors by a wide margin and is the top-ranked Americas-focused vendor.

Sales experience & Performance satisfaction

The 'Sales experience' KPI is based on how respondents rate the sales/purchasing experience with the vendor.

The 'Performance satisfaction' KPI measures the frequency of complaints about the system's performance.

Sales experience – Leader

Peer group: Dashboarding-focused products

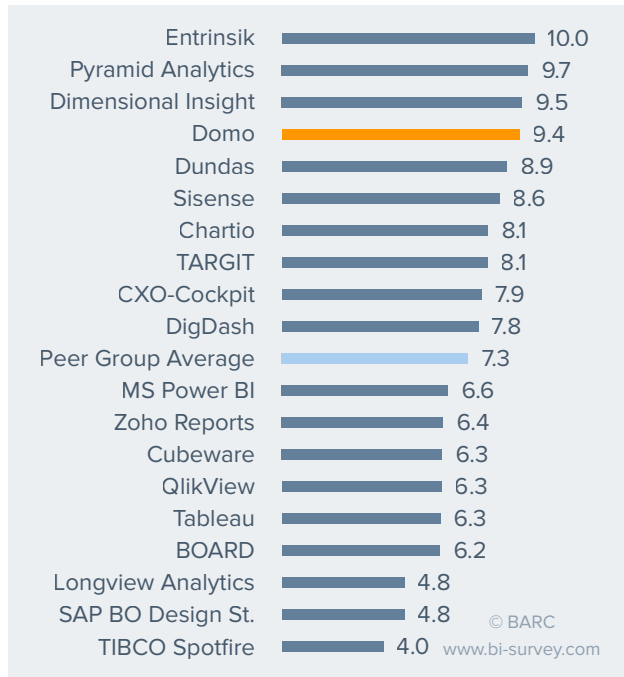|	
Entrinsik	10.0
Pyramid Analytics	9.7
Dimensional Insight	9.5
Domo	9.4
Dundas	8.9
Sisense	8.6
Chartio	8.1
TARGIT	8.1
CXO-Cockpit	7.9
DigDash	7.8
Peer Group Average	7.3
MS Power BI	6.6
Zoho Reports	6.4
Cubeware	6.3
QlikView	6.3
Tableau	6.3
BOARD	6.2
Longview Analytics	4.8
SAP BO Design St.	4.8
TIBCO Spotfire	4.0

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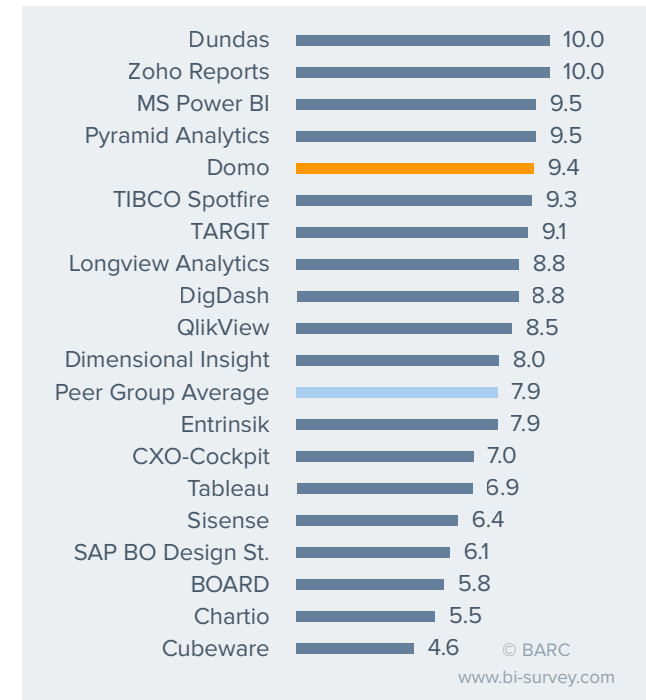www.bi-survey.com

BARC Viewpoint — Sales experience

Domo's quality customer experience starts before the software is even acquired, with a very high score for the 'Sales experience' KPI. This reflects excellent service before the product is acquired, especially the critical ability to understand the needs of its customers, assist with product evaluation and answer technical questions with timely and thorough responses. Over the last few years, BI vendors have focused on providing a seamless purchasing experience for customers. Modern online software marketplaces and subscription pricing have set the standard for customers to begin quickly. Among dashboarding-focused products, Domo is ranked as a leader in the 'Sales experience' KPI. This high score indicates material and welcome flexibility in pricing and contract negotiation, and decent general behavior.

Performance satisfaction – Leader

Peer group: Dashboarding-focused products

Dundas	10.0
Zoho Reports	10.0
MS Power BI	9.5
Pyramid Analytics	9.5
Domo	9.4
TIBCO Spotfire	9.3
TARGIT	9.1
Longview Analytics	8.8
DigDash	8.8
QlikView	8.5
Dimensional Insight	8.0
Peer Group Average	7.9
Entrinsik	7.9
CXO-Cockpit	7.0
Tableau	6.9
Sisense	6.4
SAP BO Design St.	6.1
BOARD	5.8
Chartio	5.5
Cubeware	4.6

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Performance satisfaction

BARC Viewpoint

Domo is a leader among its dashboard-focused peers in the 'Performance satisfaction' KPI. Performance is a very important root KPI for both the 'Customer experience' and 'Performance' aggregated KPIs. This score reflects happiness among a very demanding customer base and is correspondingly matched by high scores for other related KPIs. Domo's high score indicates capabilities which are frequently linked to both higher business benefits (where Domo again leads), and overall project success.

Query performance
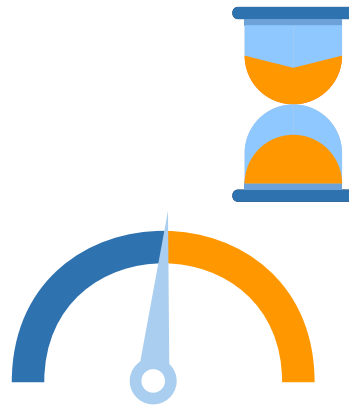
This KPI is based on how quickly queries respond (adjusted by data volume).

Query performance – Leader

Peer group: Self-service reporting-focused products

Pyramid Analytics	10.0
Domo	7.8
Qlik Sense	6.9
cubus	6.4
TARGIT	6.4
Dimensional Insight	6.3
Phocas	6.1
Bissantz	6.0
MS Power BI	5.2
Peer Group Average	5.1
DigDash	5.0
Yellowfin	4.4
Zoho Reports	4.4
Cyberscience	3.1
Chartio	2.0
Entrinsik	1.2
SAP BO WebI	1.0

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Query performance – Leader

Peer group: Americas-focused vendors

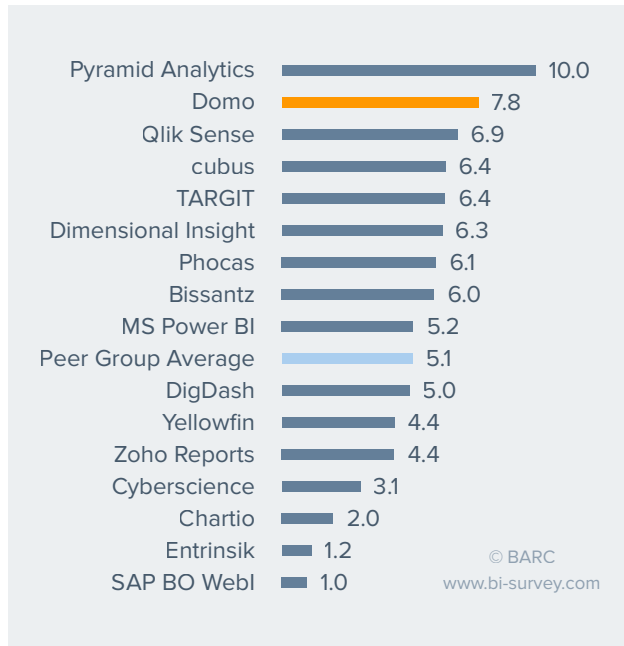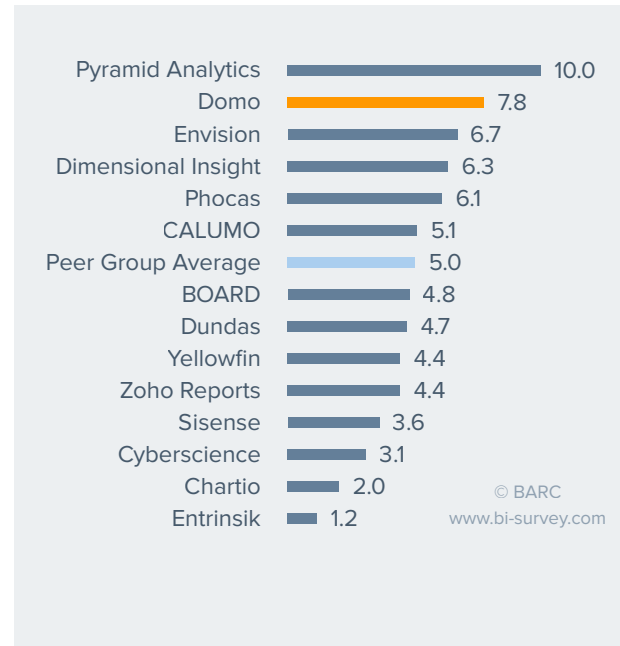|	
Pyramid Analytics	10.0
Domo	7.8
Envision	6.7
Dimensional Insight	6.3
Phocas	6.1
CALUMO	5.1
Peer Group Average	5.0
BOARD	4.8
Dundas	4.7
Yellowfin	4.4
Zoho Reports	4.4
Sisense	3.6
Cyberscience	3.1
Chartio	2.0
Entrinsik	1.2

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Query performance – Leader

Peer group: Dashboarding-focused products

Pyramid Analytics	10.0
Longview Analytics	9.8
Domo	7.8
QlikView	6.6
TARGIT	6.4
Dimensional Insight	6.3
TIBCO Spotfire	5.8
CXO-Cockpit	5.7
Cubeware	5.5
Peer Group Average	5.4
MS Power BI	5.2
DigDash	5.0
BOARD	4.8
Dundas	4.7
Zoho Reports	4.4
SAP BO Design St.	4.2
Tableau	3.7
Sisense	3.6
Chartio	2.0
Entrinsik	1.2

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BARC Viewpoint

Domo wants its customers to focus on optimizing the business, not queries. Often, BI tool users have to sacrifice performance for up-to-date data or vice versa. Various hybrid solutions to this issue exist. Domo's solution is its 'Adrenaline' engine that ensures fast query times. In all three of its peer groups, Domo is a leader in the 'Query performance' KPI. This KPI is adjusted to account for data volume, and reflects the fact that Domo customers see a clear link between their teams' happiness with the speed of the applications and their business benefits.

Customer experience

The 'Customer experience' KPI combines the 'Ease of use', 'Self-service', 'Performance satisfaction', 'Flexibility for users', 'Data volume', 'Query performance' and 'Sales experience' KPIs.

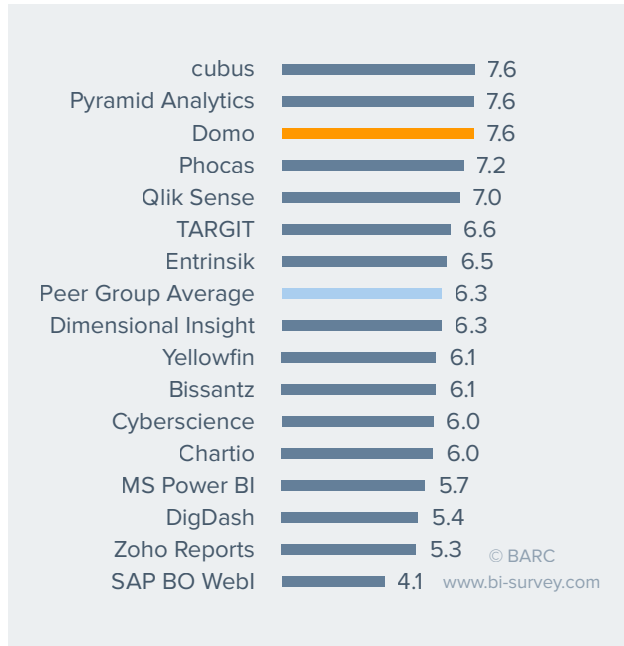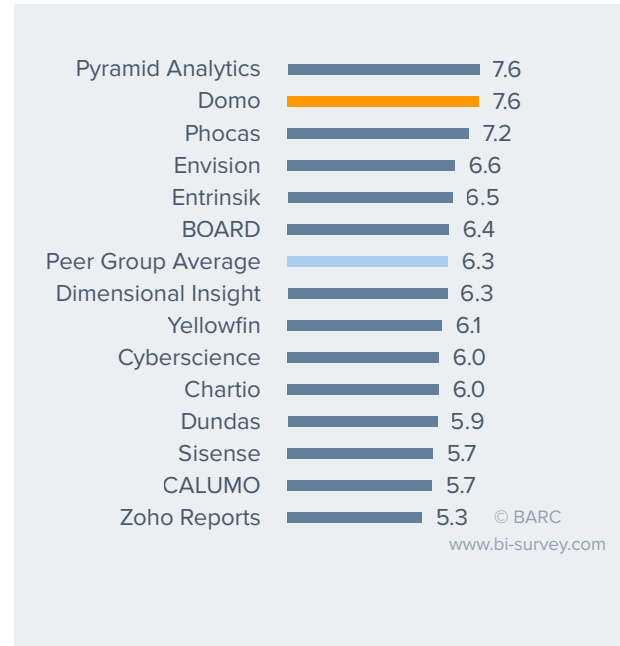## Customer experience – Leader

Peer group: Self-service reporting-focused products

cubus	7.6
Pyramid Analytics	7.6
Domo	7.6
Phocas	7.2
Qlik Sense	7.0
TARGIT	6.6
Entrinsik	6.5
Peer Group Average	6.3
Dimensional Insight	6.3
Yellowfin	6.1
Bissantz	6.1
Cyberscience	6.0
Chartio	6.0
MS Power BI	5.7
DigDash	5.4
Zoho Reports	5.3
SAP BO WebI	4.1

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Customer experience – Leader

Peer group: Americas-focused vendors

Pyramid Analytics	7.6
Domo	7.6
Phocas	7.2
Envision	6.6
Entrinsik	6.5
BOARD	6.4
Peer Group Average	6.3
Dimensional Insight	6.3
Yellowfin	6.1
Cyberscience	6.0
Chartio	6.0
Dundas	5.9
Sisense	5.7
CALUMO	5.7
Zoho Reports	5.3

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Customer experience

Customer experience – Leader

Peer group: Dashboarding-focused products

TIBCO Spotfire	7.8
Pyramid Analytics	7.6
Domo	7.6
TARGIT	6.6
Longview Analytics	6.5
Entrinsik	6.5
QlikView	6.5
BOARD	6.4
Dimensional Insight	6.3
CXO-Cockpit	6.3
Peer Group Average	6.2
Chartio	6.0
Dundas	5.9
Sisense	5.7
MS Power BI	5.7
Cubeware	5.5
DigDash	5.4
Tableau	5.3
Zoho Reports	5.3
SAP BO Design St.	5.2

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BARC Viewpoint
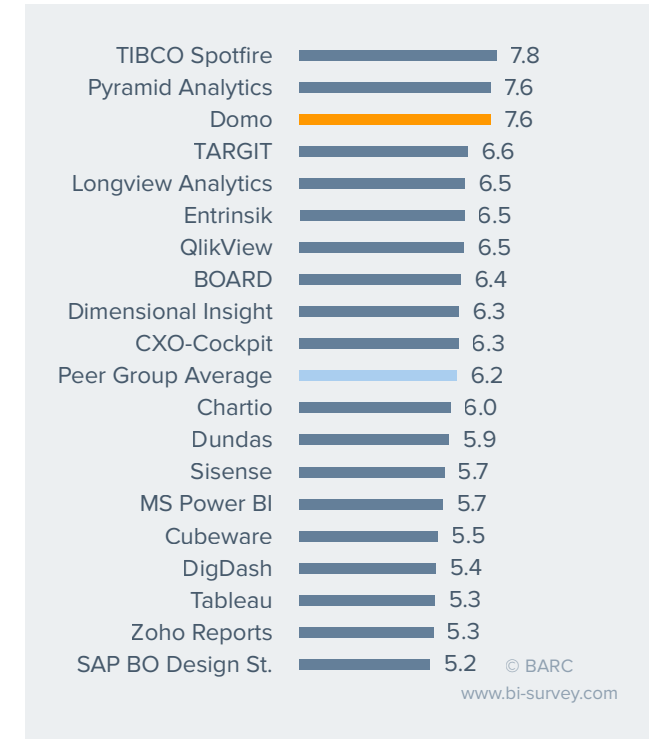
'Customer experience' is one of just four critical high-level aggregated KPIs in The BI Survey. Within all three of its peer groups and with high scores across numerous criteria, Domo is a leader in the 'Customer experience' KPI. Domo strives to meet all of its customers' needs from self-service capabilities and ease of use to handling high data volumes and query performance. The overall experience customers get with Domo is rated very highly and represented with a cult following of delighted customer advocates known as 'domosapiens'.
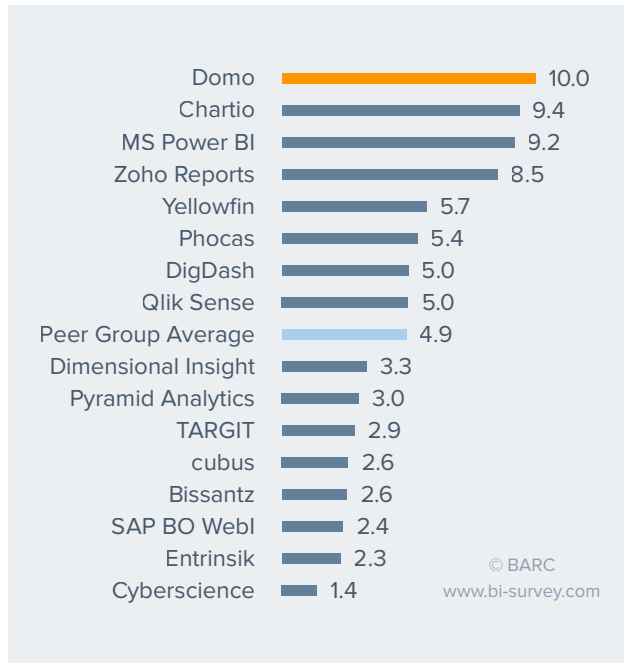
Cloud BI

This KPI is based on how many sites currently use the product in a cloud environment.
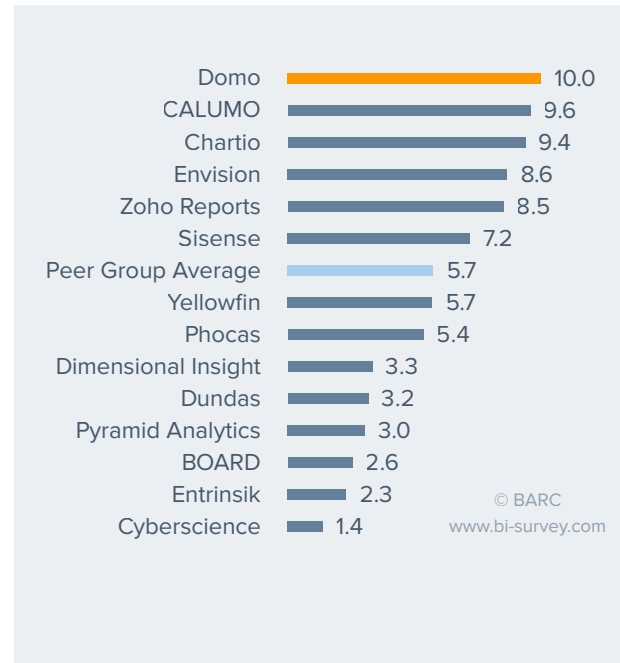
Cloud BI – Top-ranked
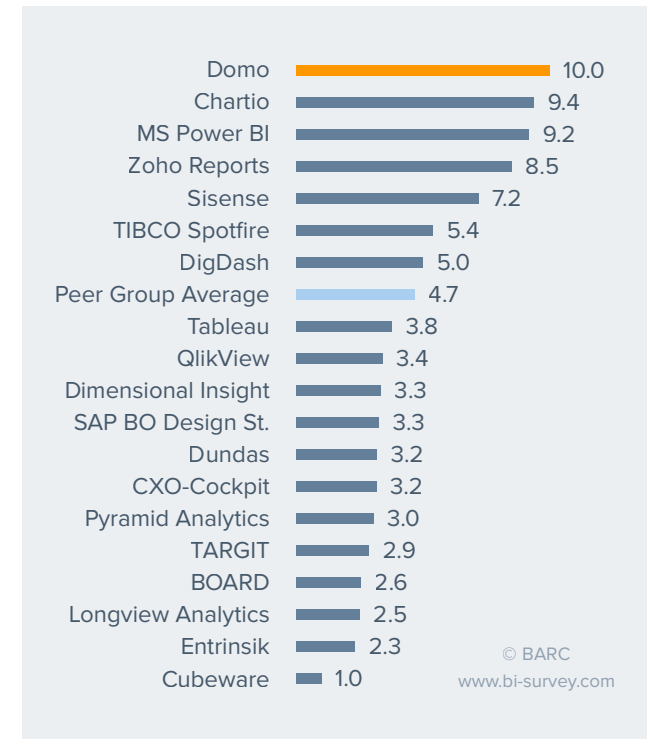
Peer group: Self-service reporting-focused products

1.

Domo	10.0
Chartio	9.4
MS Power BI	9.2
Zoho Reports	8.5
Yellowfin	5.7
Phocas	5.4
DigDash	5.0
Qlik Sense	5.0
Peer Group Average	4.9
Dimensional Insight	3.3
Pyramid Analytics	3.0
TARGIT	2.9
cubus	2.6
Bissantz	2.6
SAP BO WebI	2.4
Entrinsik	2.3
Cyberscience	1.4

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Cloud BI – Top-ranked

Peer group: Americas-focused vendors

1.

Domo	10.0
CALUMO	9.6
Chartio	9.4
Envision	8.6
Zoho Reports	8.5
Sisense	7.2
Peer Group Average	5.7
Yellowfin	5.7
Phocas	5.4
Dimensional Insight	3.3
Dundas	3.2
Pyramid Analytics	3.0
BOARD	2.6
Entrinsik	2.3
Cyberscience	1.4

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Cloud BI – Top-ranked

Peer group: Dashboarding-focused products

1.

Domo	10.0
Chartio	9.4
MS Power BI	9.2
Zoho Reports	8.5
Sisense	7.2
TIBCO Spotfire	5.4
DigDash	5.0
Peer Group Average	4.7
Tableau	3.8
QlikView	3.4
Dimensional Insight	3.3
SAP BO Design St.	3.3
Dundas	3.2
CXO-Cockpit	3.2
Pyramid Analytics	3.0
TARGIT	2.9
BOARD	2.6
Longview Analytics	2.5
Entrinsik	2.3
Cubeware	1.0

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BARC Viewpoint

Domo is the top-ranked vendor for the 'Cloud BI' KPI in each of its peer groups. The vendor has been dedicated to a cloud-first approach from the beginning. Operating in the cloud enables Domo to scale resources to meet customer needs and manage the infrastructure and redundancy of each customer's instance. The product runs on the Business Cloud platform, so all Domo customers automatically use Domo in the cloud. Domo has deployments on both private and public clouds, such as Amazon and Azure. It further offers hybrid cloud solutions for customers that need to address security concerns or a strict regulatory requirement.
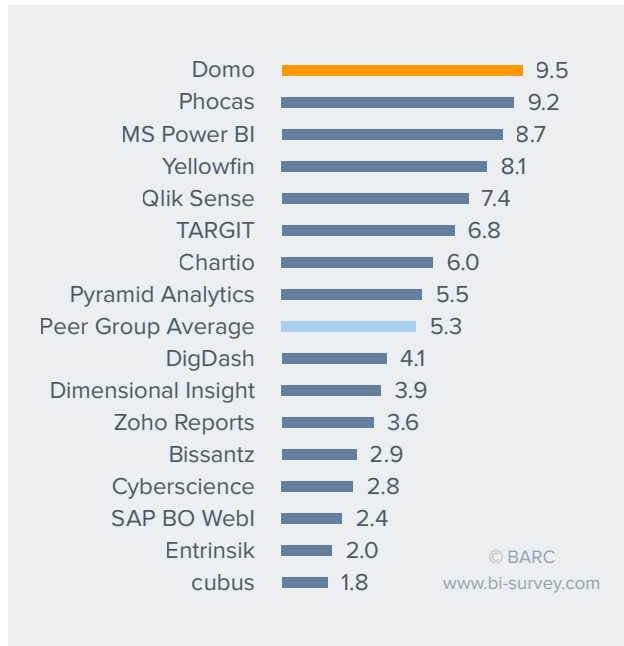
Mobile BI
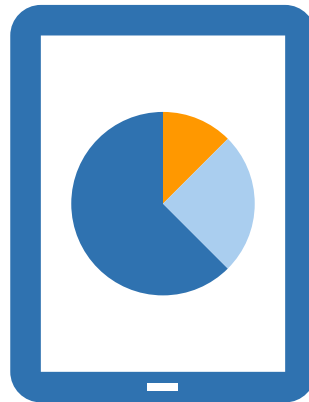
This KPI is based on how many survey respondents currently use their BI tool on a mobile device.
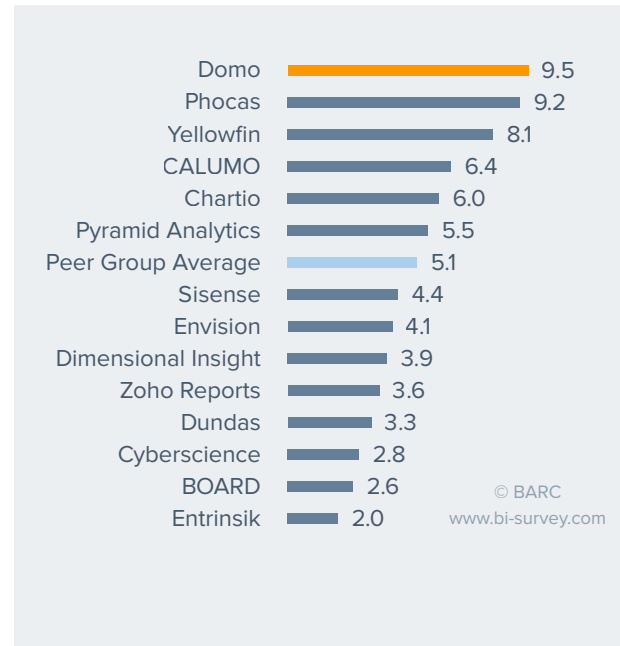
Mobile BI – Top-ranked

Peer group: Self-service reporting-focused products

Domo	9.5
Phocas	9.2
MS Power BI	8.7
Yellowfin	8.1
Qlik Sense	7.4
TARGIT	6.8
Chartio	6.0
Pyramid Analytics	5.5
Peer Group Average	5.3
DigDash	4.1
Dimensional Insight	3.9
Zoho Reports	3.6
Bissantz	2.9
Cyberscience	2.8
SAP BO WebI	2.4
Entrinsik	2.0
cubus	1.8

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Mobile BI – Top-ranked

Peer group: Americas-focused vendors

Domo	9.5
Phocas	9.2
Yellowfin	8.1
CALUMO	6.4
Chartio	6.0
Pyramid Analytics	5.5
Peer Group Average	5.1
Sisense	4.4
Envision	4.1
Dimensional Insight	3.9
Zoho Reports	3.6
Dundas	3.3
Cyberscience	2.8
BOARD	2.6
Entrinsik	2.0

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Mobile BI

Mobile BI – Leader

Peer group: Dashboarding-focused products

CXO-Cockpit	10.0
Domo	9.5
MS Power BI	8.7
SAP BO Design St.	7.3
TARGIT	6.8
Chartio	6.0
QlikView	5.6
Pyramid Analytics	5.5
Peer Group Average	5.2
Longview Analytics	4.9
Tableau	4.4
Sisense	4.4
DigDash	4.1
TIBCO Spotfire	4.0
Dimensional Insight	3.9
Zoho Reports	3.6
Dundas	3.3
Cubeware	3.0
BOARD	2.6
Entrinsik	2.0

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BARC Viewpoint
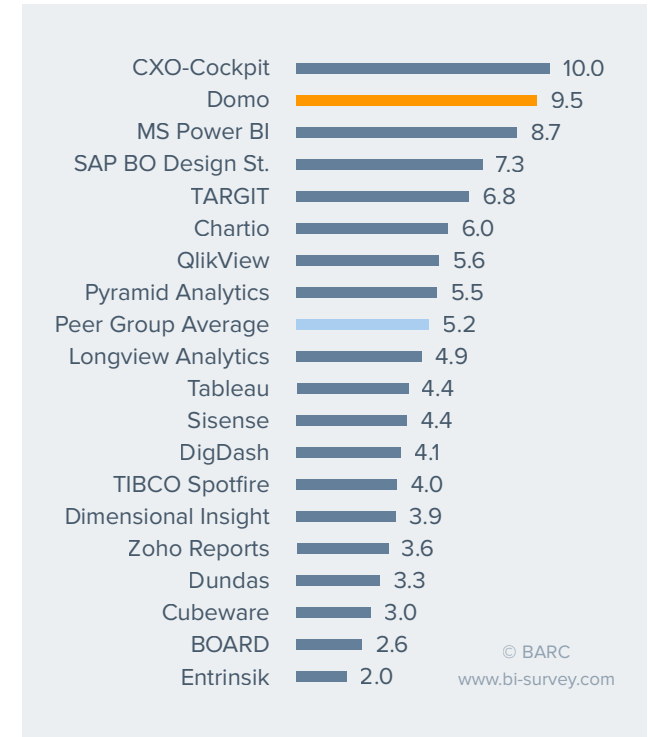
Domo has the top-ranked 'Mobile BI' score in two peer groups. Domo Mobile offers the full experience of the Domo Business Cloud. The vendor provides applications for Android and iOS devices in addition to a web experience optimized just for mobile. Users can access their data and interact with real-time visualizations anywhere and anytime for on-the-go insights and decision-making. Mobile users can also collaborate with peers by sending messages and sharing visualizations. Compared to other self-service reporting-focused and Americas-focused vendors, Domo has the highest proportion of customers using its product on mobile devices.
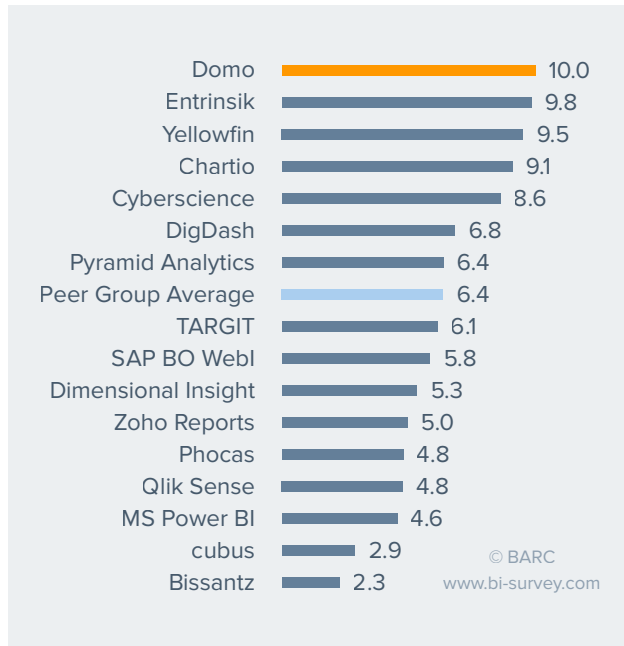
Operational BI
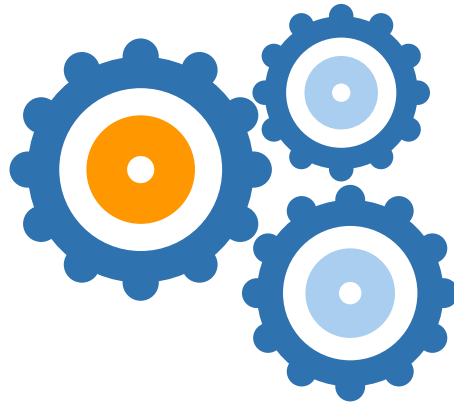
This KPI is based on how many sites currently use real-time data from transactional systems with their BI tool.
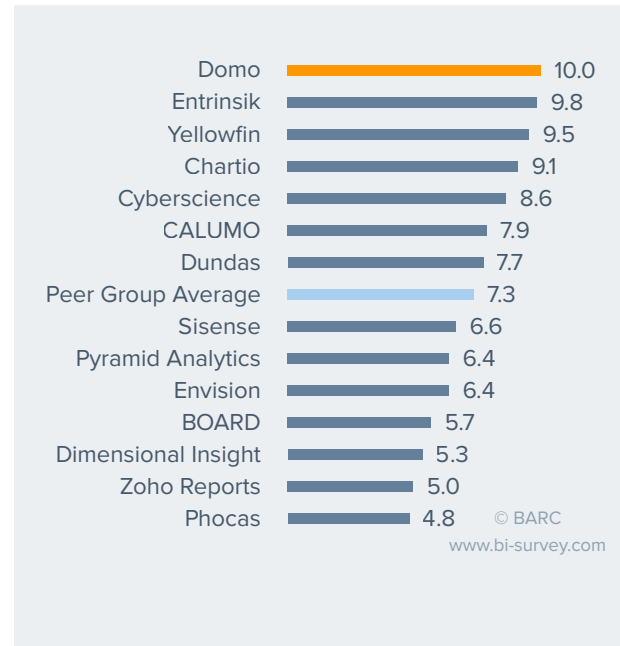
Operational BI – Top-ranked

1.

Peer group: Self-service reporting-focused products

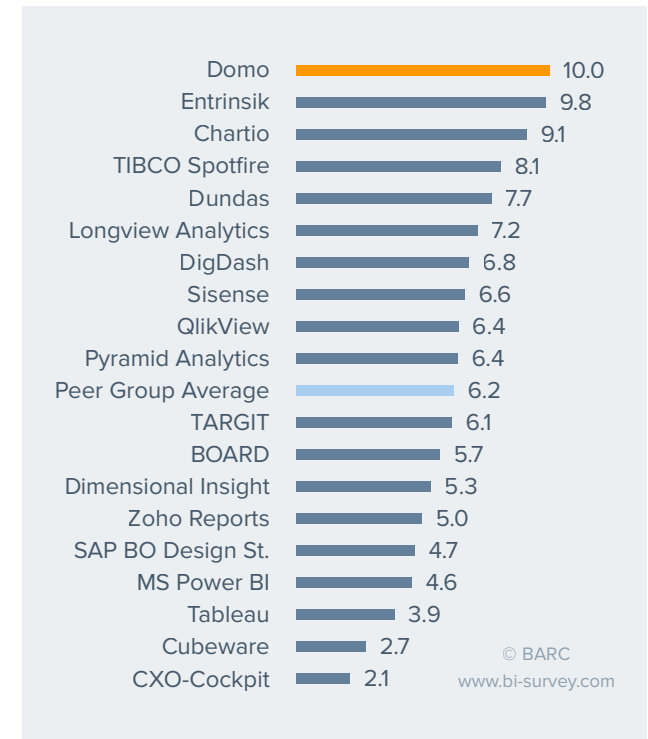|	
Domo	10.0
Entrinsik	9.8
Yellowfin	9.5
Chartio	9.1
Cyberscience	8.6
DigDash	6.8
Pyramid Analytics	6.4
Peer Group Average	6.4
TARGIT	6.1
SAP BO WebI	5.8
Dimensional Insight	5.3
Zoho Reports	5.0
Phocas	4.8
Qlik Sense	4.8
MS Power BI	4.6
cubus	2.9
Bissantz	2.3

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Operational BI – Top-ranked

1.

Peer group: Americas-focused vendors

Domo	10.0
Entrinsik	9.8
Yellowfin	9.5
Chartio	9.1
Cyberscience	8.6
CALUMO	7.9
Dundas	7.7
Peer Group Average	7.3
Sisense	6.6
Pyramid Analytics	6.4
Envision	6.4
BOARD	5.7
Dimensional Insight	5.3
Zoho Reports	5.0
Phocas	4.8

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Operational BI – Top-ranked

1.

Peer group: Dashboarding-focused products

Domo	10.0
Entrinsik	9.8
Chartio	9.1
TIBCO Spotfire	8.1
Dundas	7.7
Longview Analytics	7.2
DigDash	6.8
Sisense	6.6
QlikView	6.4
Pyramid Analytics	6.4
Peer Group Average	6.2
TARGIT	6.1
BOARD	5.7
Dimensional Insight	5.3
Zoho Reports	5.0
SAP BO Design St.	4.7
MS Power BI	4.6
Tableau	3.9
Cubeware	2.7
CXO-Cockpit	2.1

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BARC Viewpoint

Domo scores a perfect 10.0 for operational BI. A large number of Domo customers derive insights from data coming directly out of production systems, or real-time data. This empowers customers to continuously track the 'pulse' of their business. Visualizations, charts and cards automatically update as new data is acquired, so users never have to worry about outdated visualizations. Furthermore, the Domo 'Alert Center' notifies users of changes to data and content. Domo's commitment to R&D investment in real-time data analyses produces class-leading high scores in The BI Survey, as it is the top-ranked vendor in all three of its peer groups for the 'Operational BI' KPI.
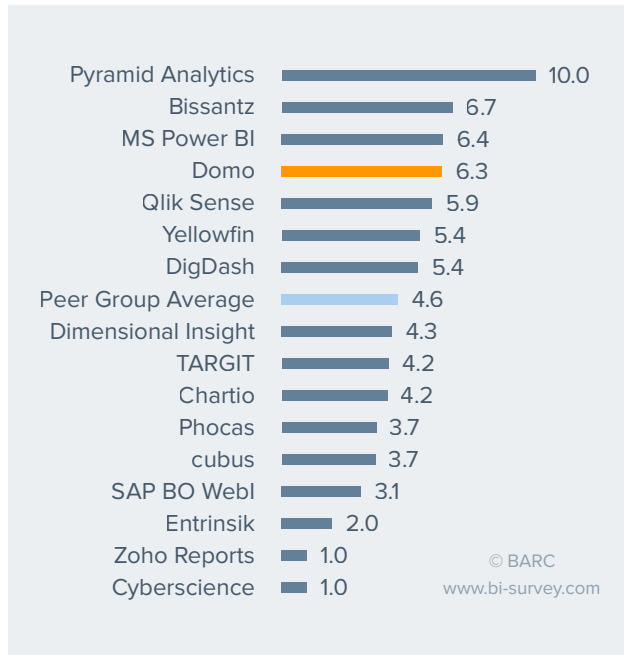
Location intelligence

This KPI is based on how many sites currently perform spatial/location analysis with their BI tool.
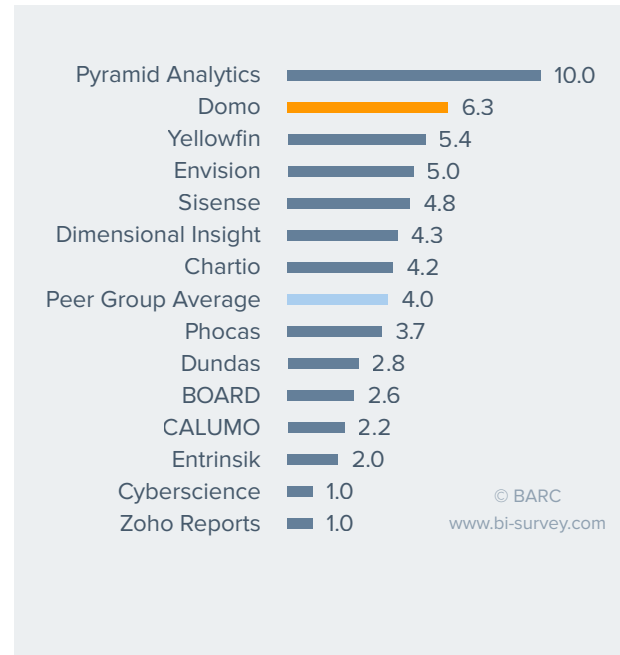
Location intelligence − Leader

Peer group: Self-service reporting-focused products

Pyramid Analytics	10.0
Bissantz	6.7
MS Power BI	6.4
Domo	6.3
Qlik Sense	5.9
Yellowfin	5.4
DigDash	5.4
Peer Group Average	4.6
Dimensional Insight	4.3
TARGIT	4.2
Chartio	4.2
Phocas	3.7
cubus	3.7
SAP BO WebI	3.1
Entrinsik	2.0
Zoho Reports	1.0
Cyberscience	1.0

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Location intelligence − Leader

Peer group: Americas-focused vendors

Pyramid Analytics	10.0
Domo	6.3
Yellowfin	5.4
Envision	5.0
Sisense	4.8
Dimensional Insight	4.3
Chartio	4.2
Peer Group Average	4.0
Phocas	3.7
Dundas	2.8
BOARD	2.6
CALUMO	2.2
Entrinsik	2.0
Cyberscience	1.0
Zoho Reports	1.0

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Location intelligence

Location intelligence − Leader

Peer group: Dashboarding-focused products

Pyramid Analytics	10.0
TIBCO Spotfire	8.3
Tableau	6.9
MS Power BI	6.4
Domo	6.3
QlikView	5.6
DigDash	5.4
SAP BO Design St.	5.2
Sisense	4.8
Peer Group Average	4.6
Dimensional Insight	4.3
TARGIT	4.2
Chartio	4.2
Dundas	2.8
Cubeware	2.6
BOARD	2.6
Longview Analytics	2.4
Entrinsik	2.0
CXO-Cockpit	1.6
Zoho Reports	1.0

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BARC Viewpoint
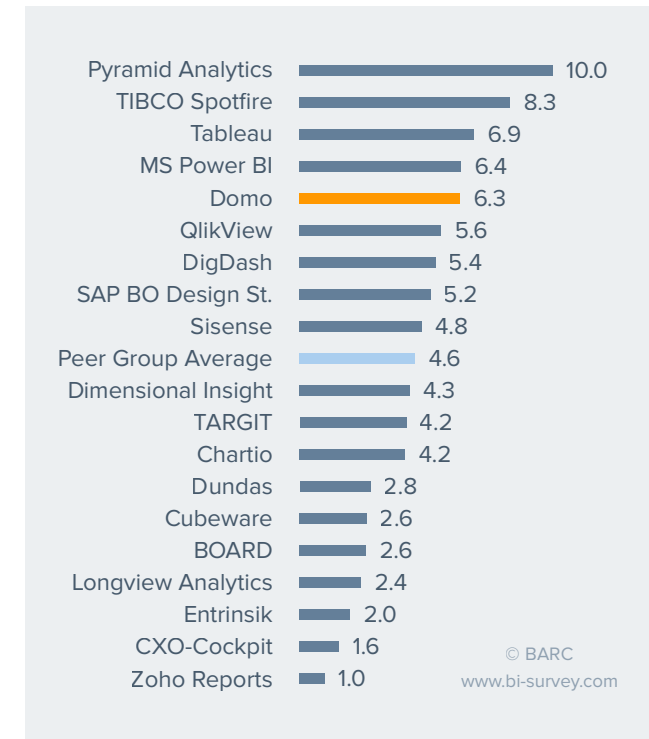
Domo is a leader in the 'Location intelligence' KPI among all three of its peer groups. Geospatial analytics is essential for businesses that want to do regional analysis. Domo customers can use interactive maps to see and compare different metrics by countries, states and zip codes in real time. Domo customers with operational real-time applications find significant business benefits from geospatial capabilities, such as custom heat maps, which enable customers to better understand capacity-planning and track customer journeys through a physical space over time.
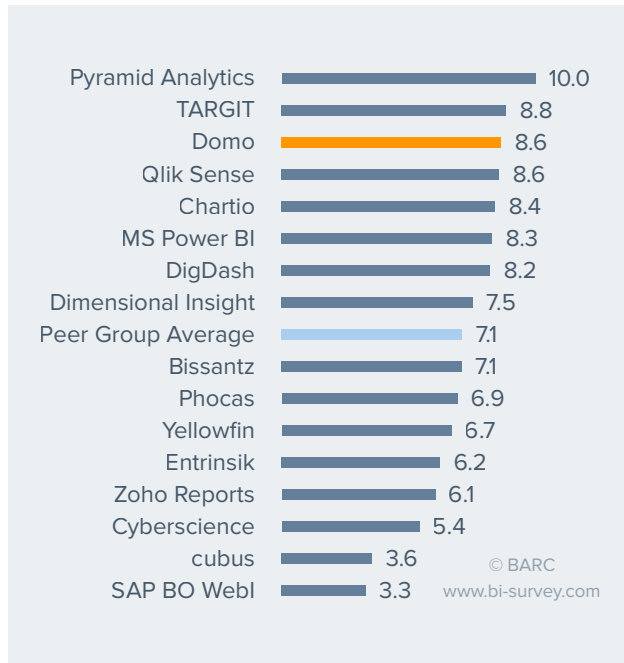
Visual analysis

This KPI is based on how many sites currently perform visual analysis with their BI tool.
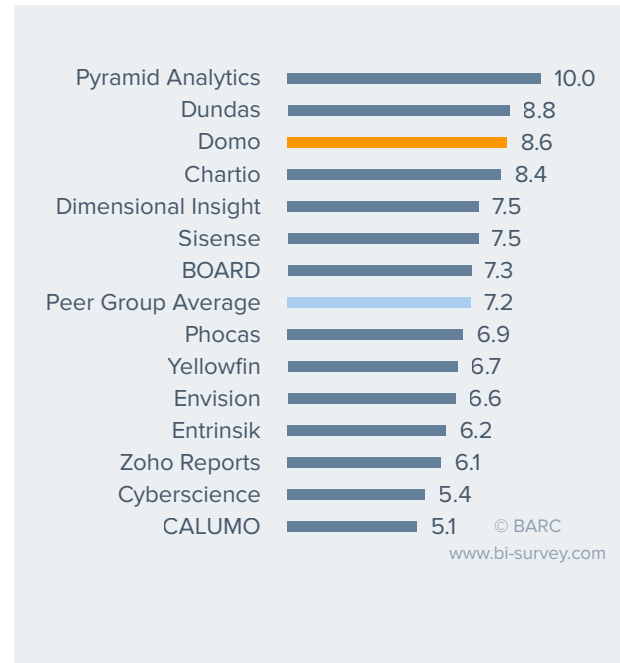
Visual analysis – Leader

Peer group: Self-service reporting-focused products

Vendor	Score
Pyramid Analytics	10.0
TARGIT	8.8
Domo	8.6
Qlik Sense	8.6
Chartio	8.4
MS Power BI	8.3
DigDash	8.2
Dimensional Insight	7.5
Peer Group Average	7.1
Bissantz	7.1
Phocas	6.9
Yellowfin	6.7
Entrinsik	6.2
Zoho Reports	6.1
Cyberscience	5.4
cubus	3.6
SAP BO WebI	3.3

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Visual analysis – Leader

Peer group: Americas-focused vendors

Vendor	Score
Pyramid Analytics	10.0
Dundas	8.8
Domo	8.6
Chartio	8.4
Dimensional Insight	7.5
Sisense	7.5
BOARD	7.3
Peer Group Average	7.2
Phocas	6.9
Yellowfin	6.7
Envision	6.6
Entrinsik	6.2
Zoho Reports	6.1
Cyberscience	5.4
CALUMO	5.1

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Visual analysis

Visual analysis – Leader

Peer group: Dashboarding-focused products

Vendor	Score
Pyramid Analytics	10.0
Tableau	8.9
TARGIT	8.8
Dundas	8.8
Domo	8.6
QlikView	8.6
Chartio	8.4
MS Power BI	8.3
DigDash	8.2
CXO-Cockpit	7.8
Dimensional Insight	7.5
Peer Group Average	7.5
Sisense	7.5
TIBCO Spotfire	7.4
BOARD	7.3
Entrinsik	6.2
Zoho Reports	6.1
Longview Analytics	5.2
Cubeware	4.9
SAP BO Design St.	4.6

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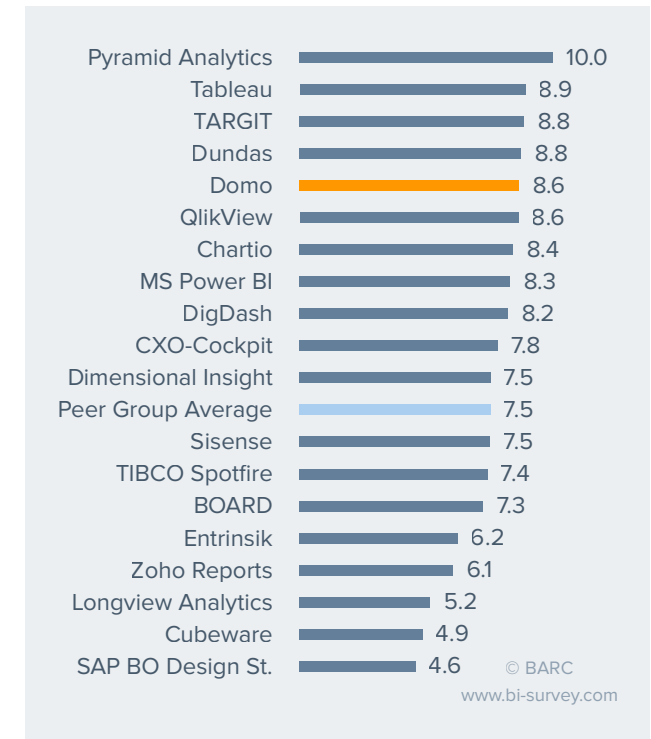
Compared to vendors in all three of its peer groups, Domo's customers do more visual analysis than most others, making it a leader in the 'Visual analysis' KPI. Domo offers its customers a quick and simple way to visualize their data with Domo Card Builder. Once data sources are chosen, Card Builder automatically suggests a visualization based on the data. If customers dislike or want to tweak the suggested visualization, they can either select a different one or customize it with a simple toolset. While users build, the visualization will automatically adjust. This visualization building process makes it easy for users to begin doing visual analysis, and the high scores in this KPI match those in the 'Ease of use' KPI.
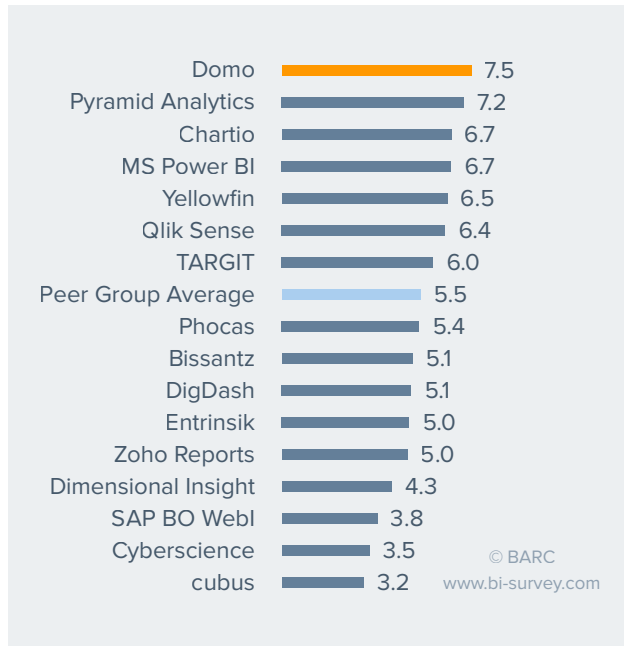
Innovation

This KPI combines the 'Embedded BI', 'Cloud BI', 'Visual analysis', 'Mobile BI', 'Operational BI', 'Location intelligence' and 'Visual design standards' KPIs to measure the product's level of innovation.
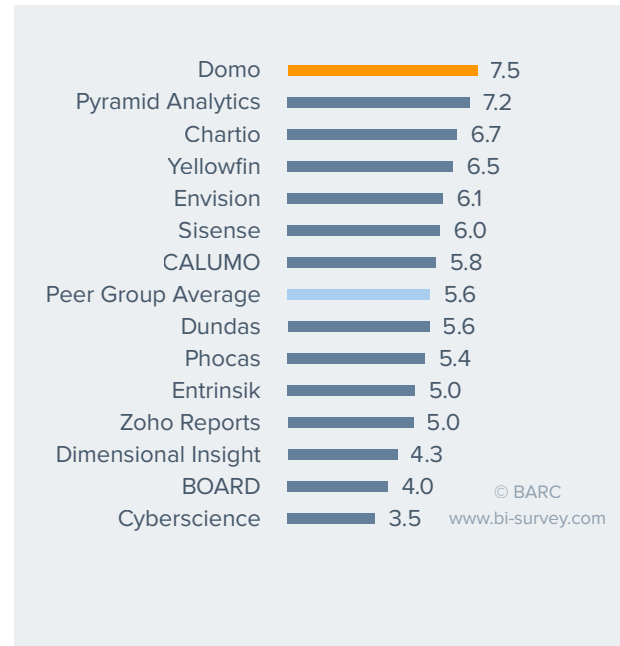
Innovation – Top-ranked

1.

Peer group: Self-service reporting-focused products

Vendor	Score
Domo	7.5
Pyramid Analytics	7.2
Chartio	6.7
MS Power BI	6.7
Yellowfin	6.5
Qlik Sense	6.4
TARGIT	6.0
Peer Group Average	5.5
Phocas	5.4
Bissantz	5.1
DigDash	5.1
Entrinsik	5.0
Zoho Reports	5.0
Dimensional Insight	4.3
SAP BO WebI	3.8
Cyberscience	3.5
cubus	3.2

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Innovation – Top-ranked

1.

Peer group: Americas-focused vendors

Vendor	Score
Domo	7.5
Pyramid Analytics	7.2
Chartio	6.7
Yellowfin	6.5
Envision	6.1
Sisense	6.0
CALUMO	5.8
Peer Group Average	5.6
Dundas	5.6
Phocas	5.4
Entrinsik	5.0
Zoho Reports	5.0
Dimensional Insight	4.3
BOARD	4.0
Cyberscience	3.5

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Innovation – Top-ranked

1.

Peer group: Dashboarding-focused products

Vendor	Score
Domo	7.5
Pyramid Analytics	7.2
Chartio	6.7
MS Power BI	6.7
Sisense	6.0
TARGIT	6.0
QlikView	5.9
Tableau	5.6
TIBCO Spotfire	5.6
Dundas	5.6
Peer Group Average	5.5
DigDash	5.1
Entrinsik	5.0
Zoho Reports	5.0
CXO-Cockpit	5.0
Longview Analytics	5.0
SAP BO Design St.	4.9
Dimensional Insight	4.3
BOARD	4.0
Cubeware	3.4

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BARC Viewpoint

Domo is the top-ranked vendor for the 'Innovation' KPI in each of its three peer groups. With close to seven hundred million dollars of venture capital funding, Domo is well positioned to continue its strong focus on research and development. Managing to combine data integration, data preparation, visualization, collaboration and optimization into a seamless self-service platform for all users in any industry and having the high customer scores to prove it is indicative of Domo's dedication to offering the best BI tool possible for its markets and customers.

BARC is a leading enterprise software industry analyst and consulting firm delivering information to more than 1,000 customers each year. Major companies, government agencies and financial institutions rely on BARC's expertise in software selection, consulting and IT strategy projects.

For over twenty years, BARC has specialized in core research areas including Data Management (DM), Business Intelligence (BI), Customer Relationship Management (CRM) and Enterprise Content Management (ECM).

BARC's expertise is underpinned by a continuous program of market research, analysis and a series of product comparison studies to maintain a detailed and up-to-date understanding of the most important software vendors and products, as well as the latest market trends and developments.

BARC research focuses on helping companies find the right software solutions to align with their business goals. It includes evaluations of the leading vendors and products using methodologies that enable our clients to easily draw comparisons and reach a software selection decision with confidence. BARC also publishes insights into market trends and developments, and dispenses proven best practice advice.

BARC consulting can help you find the most reliable and cost effective products to meet your specific requirements, guaranteeing a fast return on your investment. Neutrality and competency are the two cornerstones of BARC's approach to consulting. BARC also offers technical architecture reviews and coaching and advice on developing a software strategy for your organization, as well as helping software vendors with their product and market strategy.

BARC organizes regular conferences and seminars on Business Intelligence, Enterprise Content Management and Customer Relationship Management software. Vendors and IT decision-makers meet to discuss the latest product updates and market trends, and take advantage of valuable networking opportunities.

Along with CXP and Pierre Audoin Consultants (PAC), BARC forms part of the CXP Group – the leading European IT research and consulting firm with 140 staff in eight countries including the UK, US, France, Germany, Austria and Switzerland. CXP and PAC complement BARC's expertise in software markets with their extensive knowledge of technology for IT Service Management, HR and ERP.

For further information see: www.cxpgroup.com

Other Surveys

The BARC **BI Trend Monitor 2017** reflects on the trends currently driving the BI and data management market from a users' perspective. We asked close to 2,800 users, consultants and vendors for their views on the most important BI trends.

'BI and Data Management in the Cloud': A BARC and Eckerson Group study on current attitudes, issues and trends relating to the use of BI and DM technologies in the cloud. **Download here**.

The Planning Survey 17 is the world's largest survey of planning software users. Based on a sample of over 1,600 responses, it offers an unsurpassed level of user feedback on 18 leading planning products. Find out more at **www.bi-survey.com**

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