



## **Domo Ranked #1 for Usability and TCO/ROI in Ventana Research's 2019 Analytics and Business Intelligence Value Index**

December 21, 2018

SILICON SLOPES, Utah, Dec. 21, 2018 (GLOBE NEWSWIRE) -- [Domo](#) (Nasdaq: DOMO), provider of the leading cloud-based operating system for business, today announced it has been ranked the highest out of 15 vendors in both Usability and Total Cost of Ownership/Return on Investment (TCO/ROI) in Ventana Research's 2019 Analytics and Business Intelligence Value Index. The Value Index assesses product adequacy for a broad range of analytics needs beyond query, reporting, analysis and publishing, to include visualizations, forecasting, natural-language implementations, collaboration, and more.

As the top ranked vendor in Usability, Domo® is recognized for its ability to support the needs of everyone within an organization – from the frontline worker to the CEO. Domo puts real-time insights directly into the hands of all employees, to empower better decision making and inform actions that can improve business performance. Domo was also ranked higher than any other vendor in the Value Index for TCO/ROI, showcasing the rapid time-to-value Domo customers achieve when leveraging the Domo platform and validating Domo's ability to put data to work and drive business forward.

"Organizations must provide technology that can access the data, generate and apply insights from analytics, communicate the results and support collaboration as needed. The Value Index provides an in-depth analysis of vendors and their product offerings," said David Menninger, SVP & Research Director, Ventana Research. "We evaluated over 1000 criteria for each of these vendors in order to provide the industry's most comprehensive assessment of analytics and business intelligence technologies."

For more information on Ventana Research's 2018 Value Index for Analytics and Business Intelligence, visit [www.ventanaresearch.com/value\\_index/analytics/analytics\\_and\\_business\\_intelligence](http://www.ventanaresearch.com/value_index/analytics/analytics_and_business_intelligence).

### **About Ventana Research**

Ventana Research is an authoritative and respected benchmark business technology research and advisory services firm. The firm provides insight and expert guidance on mainstream and disruptive technologies through a unique set of research-based offerings including benchmark research and technology evaluation assessments, education workshops and our research and advisory services, Ventana On-Demand. Ventana's understanding of the role of technology in optimizing business processes and performance and its best practices guidance are rooted in rigorous research-based benchmarking of people, processes, information and technology across business and IT functions in every industry. More information about how Ventana Research advances the maturity of organizations' use of information and technology through benchmark research, education and advisory services, can be found [www.ventanaresearch.com](http://www.ventanaresearch.com).

### **About Domo**

Domo's mission is to be the operating system for business, digitally connecting all your people, your data and your systems, empowering them to collaborate better, make better decisions and be more efficient, right from their phones. Domo works with many of the world's leading and most progressive brands across multiple industries including retail, media and entertainment, manufacturing, finance and more. For more information about Domo (Nasdaq: DOMO), visit [www.domo.com](http://www.domo.com). You can also follow Domo on [Twitter](#), [Facebook](#) and [LinkedIn](#).

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