



## **Domo Empowers SoftBank Corp. to Maximize Business Opportunities Through Better Data Utilization**

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SILICON SLOPES, Utah, Sept. 10, 2018 (GLOBE NEWSWIRE) -- [Domo](#)<sup>®</sup> (Nasdaq: DOMO), today announced that SoftBank Corp., one of Japan's largest telecommunications service companies, is using Domo's cloud-based platform to make better data-based decisions and take actions to drive the business forward.

SoftBank has enormous amounts of data scattered across the company that requires a substantial amount of time and effort to keep a pulse on the business. SoftBank needed a more holistic view into their marketing activities and sales productivity and a platform that could unify all data and reporting across the marketing and sales division. In addition, SoftBank wanted a more proactive and comprehensive technology approach that could easily scale across the enterprise as different parts of the business adopted a data-driven mindset.

"Deploying Domo improved our ability to leverage all of our data, making it possible for us to have a more complete view of our business and accelerate the decision-making process," said Daisuke Fujihira, Senior Director of the Digital Media Division at SoftBank Corp. "By enabling our employees with access to relevant data and promoting data usage across departments and roles, we are breaking down walls and fostering better and faster communication, which allows us to be more strategic and agile in driving the business forward."

By bringing together the people that run this business with the real-time data they need, SoftBank has been able to optimize marketing ROI and improve their B2B sales strategy by connecting business management data with the company's pipeline data. He continued, "Domo has given us the ability to see where there are new opportunities, but just as important, Domo has enabled us to maximize the opportunities that we already have."

With a library of more than 500 powerful, first-class data connectors, Domo easily pulls together data from multiple sources, providing a single platform where SoftBank can view, analyze and optimize the business, from anywhere, anytime and on any device. Domo's platform also leverages machine learning algorithms, artificial intelligence and predictive analytics, to power more advanced insights, recommendations and alerts for business decision makers across the enterprise.

To learn more about how innovative organizations like SoftBank are using Domo to get more value from their data, visit [www.domo.com/customers](http://www.domo.com/customers).

### **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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