



Domo Raises the User Experience Bar Again With Domo Stories

March 21, 2019

After a year under development and based on input from dozens of customers, Domo taps into the power of the platform to introduce a new offering to close the data literacy gap and help customers get more value from their business data

SILICON SLOPES, Utah, March 21, 2019 (GLOBE NEWSWIRE) -- **Domopalooza 2019** -- Today [Domo](#) (Nasdaq: DOMO) announced Domo Stories, a new feature set that empowers customers to put more context around data, help them close the data literacy gap and get more value from their business data. With Domo Stories, customers can create customized dashboard layouts, offer a curated, guided experience around data, and more effectively lead others through a data story from a trusted data set, to ensure audiences better understand the story the data is trying to tell.

As businesses push digital transformation deeper into business processes, the ability for everyone to quickly and accurately comprehend information is critical to how decisions are made. Domo Stories removes ambiguity and ensures data is understood as intended.

"When I'd be on site with some of our largest and most forward-thinking customers, they would repeatedly ask for this functionality. They wanted the tools that allowed them to easily build powerful data-driven stories and share them with more people in their organization. Our Labs and Product teams collaborated to deliver this solution, and our customers love the result," said Daren Thayne, chief technology officer at Domo. "Domo Stories allows our customers to share their data accurately, efficiently and as importantly, intuitively across the business. The ability to communicate and comprehend data in context are critical skills for data-driven businesses to succeed."

Domo Stories builds on the power of the Domo platform, ensuring data is delivered in real-time, and is presented consistently on any device. With the ease of drag and drop, customers can completely customize dashboard layouts, add new cards and new headers for a guided experience. They can also customize the look and feel, size and colors of cards to emphasize information, while making data easier to understand.

Domo Stories also allows customers to control how cards interact with each other so the data story extends as far as it needs to go. This includes the ability to filter an entire dashboard on a data range with a click, and the ability to set custom interaction relationships between cards. A connected narrative in a Domo Story can include embedded dynamic values that update automatically when the underlying data is updated to ensure the story is always up to date.

For more information on Domo Stories, visit <http://www.domo.com/product/stories>.

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. You can also follow Domo on [Twitter](#), [Facebook](#) and [LinkedIn](#).

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