



TECH PARTNERS

AI Platforms

Cloud Data
Warehouses (CDWs)

Description

Tech platforms are the backbone of companies' data infrastructure. They have a significant influence on which other data partners their customers consider, and create a key point of entry for new business conversations.

Strategy

- Domo + tech partners complete the entire solution businesses need to get value from Data + AI.
- They're excited to recommend a solution that simplifies their own sales cycle, and delivers a better, faster ROI for their customers.
- And customers get streamlined costs, simplified management, and data intelligence they can scale across their organization.



DATA PARTNERS

Domo
Everywhere

Enterprise Resource
Planning (ERP)

Customer Relationship
Management (CRM)

Description

Data partners monetize their data by integrating Domo analytics into their own software solutions.

Strategy

- Domo + data partners expose more users to the benefits of Domo's platform experience and capabilities, while helping customers create new revenue streams through custom embedded analytics solutions.



APP PARTNERS

Vertical
Platforms

App
Marketplaces

Description

App partners create custom data applications using Domo to promote on Domo's marketplace, or third-party marketplaces. These apps deliver immediate value, while leveraging AI and machine learning models for predictive insights and generative AI for advanced decision-making.

Strategy

- Domo + app partners help organizations accelerate their data-driven initiatives, while showing off Domo's seamless connectivity with the broader ecosystem.
- By expanding the accessibility of creating and accessing Domo apps, we can drive platform users, product exposure and brand awareness among a high-value audience of known data users, while showcasing our broader platform capabilities that seasoned users know how to flex.



CHANNEL PARTNERS

Consulting
Firms

Systems
Integrators

Services
Partners

Description

Channel partners implement all of the software components for companies' data infrastructure, so they can achieve their desired outcomes. With deep domain expertise, they become trusted, independent advisors, with significant influence on their customers' data partner decisions.

Strategy

- Domo + channel partners elevate Domo's reputation as a unique and valuable contributor in companies' existing data infrastructure.
- As advisors, they are key evangelists for the benefits of Domo + tech partners, and have a strong influence on recommending partner growth and expansion within the organizations they support.

