Case Study

High Tech Security Firm Uses Graphable and Domo Analytics to Improve Account Planning Efficiency

INDUSTRY
High Tech, Security

USE CASE
Create a seamless, intelligent data app with Domo.

GOAL
Tangibly increase sales team efficiency around sales execution and account planning.

CHALLENGE
Sales teams needed to use multiple disparate apps, tools and platforms in order to do account panning and to sell.

SOLUTION
Create a seamless, intelligent Domo data app that combines the many disparate underlying systems in a single, easy-to-use app.

RESULTS
– Empowers sales teams to sell much more efficiently by eliminating the need to be bouncing from system to system to assemble plans.
– Increases sales velocity with a more immediately available and holistic picture of accounts and account planning information.

High Tech company sought to consolidate their sales efforts and account plans in one place, enabling users to work together more seamlessly, instead of jumping between analytics, CRM, presentation tools and more, which had been resulting in disconnected and much less efficient sales teams and collaboration.

The Company

This company is an information services and technology company and a leader in identity resolution providing the data and technology that enables trusted connections between entities, particularly in the global communications and Internet industries. It offers real-time information and analytics with continuously corroborated data, responsibly leveraging billions of transactions.

The Challenge

The problem of disparate systems causing disruption to the efficiency of the workforce is not new, and it is only growing as an issue facing organizations today. Historically companies have attempted to solve this issue by adopting expensive company-wide ERPs, only to find that while it often can drive efficiencies for the business as a whole, for individuals and teams, it is impossible to account for all their needs in a single system like an ERP. Often-times within those same organization's departments and teams, they end up implementing a "best-of-breed" software solution such as a CRM or financial planning tool to augment the ERP's capabilities. And while this is helpful, it just leads to further fragmentation in the organization, and the continued multiplying of systems required to execute one's daily job.

The size of the challenge is expanding along with the increases in volumes of data, and the accompanying software tools that spring up to help manage and interact with that data. For example, it was widely estimated that in 2018 that there was approximately 33 zettabytes of data globally. In 2022, that estimate is near to 97 zettabytes. IDC now estimates that by 2025 it will reach 175 zettabytes, 61% growth since 2018 levels.

As with happens so often today across enterprises, this company's sales teams were experiencing sometimes significant disruption having to bounce back and forth from system to system. They were having to navigate across their CRM and analytics, ensure that the data was accurate and then they were having to combine their data in the form of disconnected plans in Powerpoint. It introduced obvious inefficiencies not to mention frustration to the employees, especially for salespeople who always prefer to be selling as opposed to preparing reports.

The Solution

Central to solving this particular challenge is being able to leverage a platform that can seamlessly combine application and analytics data of record in a single, easy-to-use app interface. To accomplish this, the company turned to Domo for that platform, and to the Graphable and Domo teams to implement it in what has led to a strong partnership for all.

Case Study

By combining the capabilities of the industry-leading Domo analytics and apps platform, along with Graphable's and Domo's unique skills around data integration, the Domo platform and custom Domo app building, the company found the perfect fit for their critical requirements for unencumbering the sales teams from needless activity.

Domo was recognized as the right fit because of the platform's unique focus on analytics, its industry-leading data integration capabilities with over 1,000 connectors available to common systems, and with its unique focus on data and intelligent apps. All this, along with a "*consumer design focus*" as Gartner describes it, which uniquely elevates usability and adoption, enabled the company to create a new environment in which their salespeople can flourish.

The Graphable/Domo consulting team initially worked with Domo services and company experts to craft the optimal approach to using the Domo custom app capabilities. Once in place, the company's team has successfully ramped their teams for using it in production. This process highlights what has become an unusually productive partnership, bringing together the company's deep domain expertise with Graphable and Domo's app and data integration expertise.

"Prior to using Domo's intelligent data app capabilities, sales teams were constantly having to bounce from system to system to get a full picture of their accounts, to assemble account plans and to sell. Our vision was to eliminate those inefficiencies by combining everything into a single, seamless Domo app. Graphable and Domo have made this vision a reality."

– Analytics Director

The Results

The result is a powerful customer journey data app, which is already getting high marks internally because of its ease-of-use and by eliminating pointless activity. The app is also significantly impacting sales team efficiency. It means quite simply that sales teams can spend more time selling as well, which has a positive effect on morale.

Kyle McNamara, CEO, Graphable commented, "*It is always a pleasure to partner with Domo and customers like this to leverage the Domo platform's true potential, and to drive out inefficiency while driving up results and job satisfaction in the process. We could not be happier with the partnership.*"

This is one example of how organizations are needing to respond to the proliferation of software and data, and its impacts on employees and productivity. The importance of finding elegant solutions to this problem is reflected in the corresponding rise in interest in data apps, intelligent apps and even "superapps" as Gartner is now calling a related agenda. These all focus on putting just the right capabilities into the hands of the users for each use case, while leveraging the power of analytics and AI in the process. In pursuing this creative solution, its once again obvious why the company continues to maintain its industry-leading position.

Graphable delivers insightful Hume, Neo4j graph database, machine learning, and natural language processing as well as Domo analytics with measurable impact. We are known for operating ethically, communicating well, and delivering on-time. With hundreds of successful projects across most industries, we specialize in BioTech, HighTech, FinServ and Government. Thriving in the most challenging data integration and data science contexts, Graphable drives your data science and analytics success. Find out more at graphable.ai

Questions about Graphable?

Contact us across at:
info@graphable.ai
graphable.ai/contact-us

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