

**scruminc.****Organization:**

Scrum, Inc.

**Location:**

Cambridge, MA

**Website:**

www.scruminc.com

**Industry:**

Corporate Training

Scrum, Inc., consults and coaches leading companies across the globe, from start-ups to CMMI Level 5 firms. Scrum works in industries as diverse as healthcare and pharmaceuticals, software and manufacturing, consulting and construction, and sales and defense.

**Notable Data Sources:**

## Challenges

- Data was siloed in numerous systems, spreadsheets and applications
- Limited access to critical data
- BI solutions couldn't provide necessary insights

## Solution

- An executive dashboard to extract captive information
- Connects executives in different states to the company
- Gives the entire company data in a user-friendly UI

## Why Domo

### On Agile Business Analytics

"We have loved the fact that Domo could turn around a KPI quickly, and we could actually interact with it, see how we use it, and make a few alterations to it."

### On Mapping Key Business Goals

"We've used Domo to set up a predictive model of how our class sales are shaping out, how they compare to past classes, if we're on target to fill the class and if we need to invest more marketing effort earlier. It has allowed us to operate much more smoothly."

### On Seeing Data in Context

"We track operations, finance and marketing on their own tabs in Domo. It would be very difficult to keep those three things in balance without being able to bring all those metrics into one location. Now everybody on the team is on the same page."

### On Executive Use

"When the CEO isn't in the office Domo is his link back to how the company is doing. The CCO lives in Washington, DC but he's always up to date. And as the COO, I'm constantly fine-tuning our processes with the info we get from Domo. Our executive team relies heavily on it, and we love it."

### On Becoming More Efficient

"Domo has freed the team up to spend time creating value and doing what we do as a company and less overtime and wasted time creating reports for the sake of creating reports."

“With Domo, I can do a quick check on where we stand on my iPhone or iPad in an instant. That's huge.”

**Alex Brown**  
Chief Operating Officer  
Scrum, Inc.

