

### Varrow

- Contributes to 6x revenue growth for Varrow by promoting increased sales efforts and goal attainment
- Delivers anytime, instant access to sales and revenue metrics rather than outdated monthly status reports
- Eliminates hundreds of hours of manual effort a year by automating the creation of sales reports
- Gives executives real-time visibility into the health of the business and the performance of different revenue streams
- Scales and adapts to meet business growth and changes
- Enables data-driven decisions based on fresh business intelligence

### Driving Greater Business Success

Varrow delivers advanced virtualization, storage and disaster recovery solutions through its premium consulting and design services. It leverages some of the industry's most talented engineers to offer unmatched service for its clients so they can rapidly and efficiently reach their goals and objectives. Varrow has been able to reach its own business goals and objectives by relying on the dynamic business intelligence visualization capabilities of Domo, which has allowed Varrow to efficiently drive more sales and enable real-time data-driven decisions.

### Business Acceleration

Like most businesses, Varrow sets regular sales goals and metrics that it expects its salespeople to reach each quarter. A critical aspect of reaching those objectives is the ability to let its people know their progress throughout the sales period. While other businesses spend hours, days or weeks manually using spreadsheets or other cumbersome reporting tools in a repeated effort to continually generate those sales figures, Varrow uses real-time business intelligence dashboards from Domo to effortlessly allow its salespeople to immediately see their current sales goals and commission status. In the time that it has leveraged the power of Domo, Varrow has experienced 6x revenue growth over that period.

"As soon as accounting books a sale in QuickBooks, it's automatically pulled into our MySQL database and then consumed by the Domo platform, which puts it in an easy-to-digest format that lets our salespeople know exactly what sales they have that qualify for commissions," says Miguel Viera, operations associate at Varrow. "With Domo dashboards, our salespeople are never flying blind. Rather than having to wait for monthly e-mails on sales status, they always know exactly where they stand and what they have to do to reach their quarterly goals. And the mobile capabilities in Domo even allow our salespeople to check that status while they're on the go."

While Domo allows Varrow salespeople to see where they stand in relation to their individual sales goals, it also allows them to see where they stand in relation to other salespeople. "The sales world is very competitive," Viera says.

“The Domo dashboards provide my sales team and me with a central view of their performance on an ongoing basis. I look at it every day. It’s an amazing tool.”

AJ Ragosta  
**Varrow**  
VP of Sales

"When sales reps can clearly and easily see how they're doing against their peers it gives them more motivation to try to up each other. That ends up creating more and more momentum for sales, especially as we near the end of the quarter. So, having that instant access to our metrics in Domo is a very powerful thing."

Part of that power comes from the fact that Domo presents the status of key metrics in near real-time without any manual interaction from IT. Once Varrow has a Domo dashboard in place, Domo automatically extracts the information it needs from the data source and surfaces it to the right users.

"Without Domo, I don't know how we could feasibly get our salespeople the information they need when they need it," Viera says. "We'd probably have to spend four hours or so every week manipulating data in spreadsheets. Someone would constantly have to compile the information and regenerate it over and over again. Domo does that all for us. With a click of a button, a salesperson can see dynamically different views of their current sales status, different history views and different comparisons of their metrics without us having to do any behind-the-scenes extra work. Those time savings directly correlate to resource and cost savings."

## Data-Driven Decisions

The sales reps at Varrow aren't the only ones to benefit from the visual business intelligence that Domo delivers. Domo gives Varrow's executive management team quick and easy visibility into a variety of critical financial metrics as well.

"As Varrow continues to grow, it develops a variety of different revenue streams," Viera says. "Domo gives our management visibility into the ongoing health of those different revenue streams. It lets them see which areas aren't doing as well as others and which ones might need more attention. It also lets management know how the individual sales reps contribute to the revenue for our different products and services."

"Domo keeps management aware of how the business is doing and if we're headed in the right direction," Viera adds. "When you're driving towards specific metrics in specific areas, being able to get regular live updates on progress towards those metrics is very valuable, especially when you can get those updates daily rather than waiting a month. That type of visibility enables data-driven decisions that can keep our business on the right course."

## Scalability and Versatility

By keeping its business on course with data-driven decisions, Varrow has experienced continued growth. And the inherent scalability in Domo allows its dashboards to easily stay ahead of user adoption and business growth at Varrow. Domo also provides flexibility in design and implementation to allow Varrow to match its dashboards with the vision of its executive management and the needs of its different dashboard users.

"Some applications don't scale when your company doubles in size, but that's not the case with the Domo platform," Viera says. "Also, with our business growth, we've determined the need to change some of our dashboards and Domo gives us the flexibility to make those changes as needed. And its ability to pull information from a variety of different data sources means I don't have to start from scratch on my dashboards if we decide to move to a different accounting package. Domo provides us the scalability and versatility we need as our business grows and changes."

Viera adds, "Domo scales to meet our growth needs by being able to deliver timely information from a centralized dashboard. When new sales reps join our team, Domo automatically includes them in the dashboard graphs, illustrating their contribution to the organization while enabling them to track their progress as it relates to their goals."

## Better Business Performance

Domo has enabled Varrow to seamlessly and automatically transform its complex sales and financial data into intuitive dashboards that drive more sales, save money, foster business growth and facilitate more informed decision-making.

"Domo makes our business better," Viera says. "Domo helps us drive more sales and make better decisions. It gives us instant visibility into how we're performing in key areas and the company as a whole." ■

