

DOMO + STANCE



Customer story

SHOT LIST

CREATED JANUARY, 2015

The Stance story...

Capturing the essence of how Stance uses Domo.

DOMO IS CHANGING THE WAY COMPANIES RUN THEIR BUSINESS.

We want to capture how Stance's executive team uses Domo to provide information faster to product management and Stance leadership, using features like DomoTalk or Domo playbooks.

We'd like to show how Stance's executive team uses Domo to increase their visibility to important data in order to make better business decisions.

Overall, we want this customer story to capture Stance's unique and trend-setting culture. And how Domo has changed the way they see insights into their business.



“There is no greater agony than bearing an untold story inside you.”

—MAYA ANGELOU

Sample generic questions.

INTERVIEWER: BEN CHILD

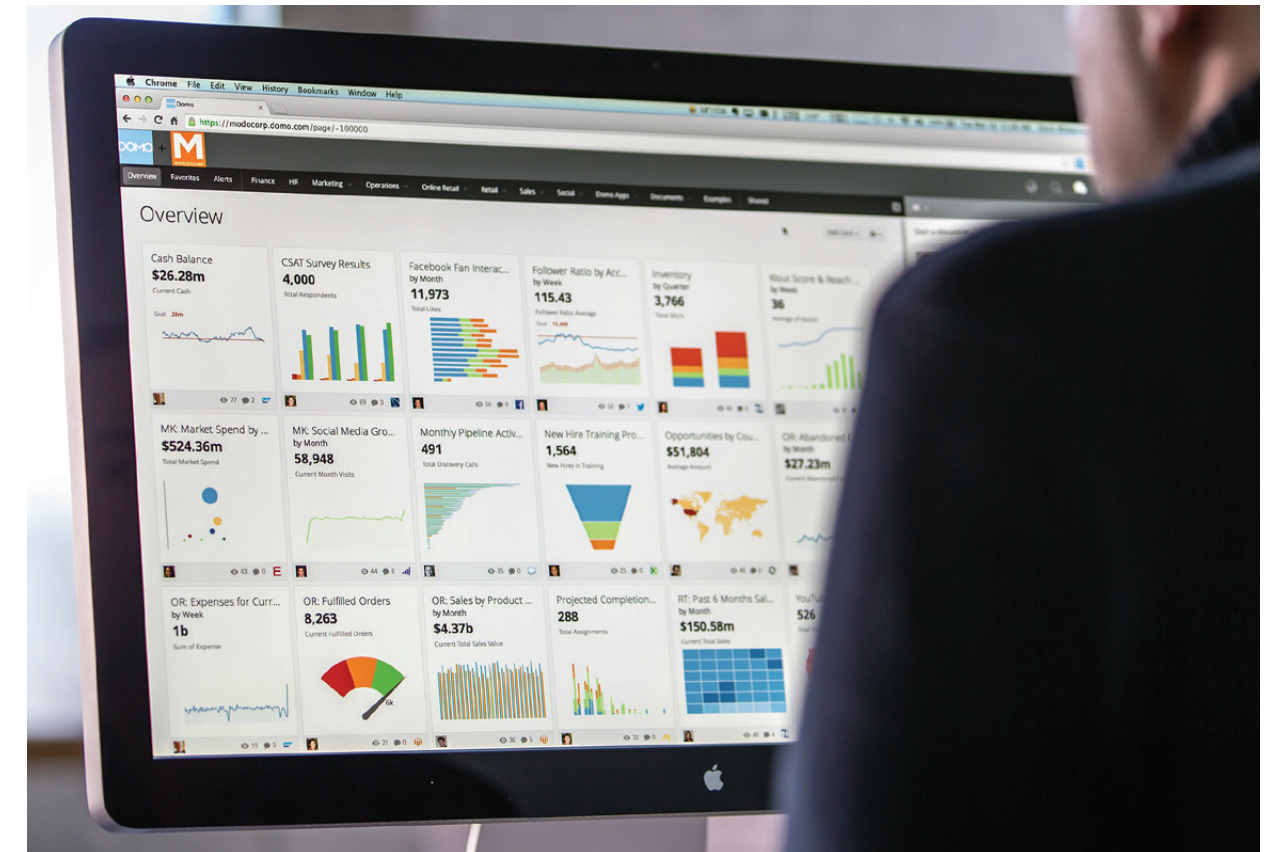
- Do you use Domo in a different way than it was intended for? How do you most often use Domo?
- Give me an example of the data you have in Domo/what you measure/how does that help your biz?
- What challenges were you facing that prompted you to look for a solution like Domo? How has Domo addressed those challenges?
- Did you evaluate any other solutions besides Domo? What made you go with Domo?
- What kind of quantifiable payback have you experienced thus far in terms of ROI or time savings?
- Which features of Domo's product have proved the most beneficial?
- How has Domo impacted your company culture?
- If we were to put your face on a Domo billboard with a short, snappy quote, what would it say?



BI/Analytics questions.

CHRIS JENKINS

- Name and title: get creative.
- What is your favorite thing about working at Stance?
- We spend so much of our time at work, how do the people you work with everyday affect your life? Your work?
- How would you describe the culture at Stance? What is your favorite part about it?
- How did you first hear about Domo?
- Why would Stance want to use a solution like Domo?
- What has Domo allowed you to do that otherwise you would not have been able?
- What were your first impressions of the product?
- How has it changed the way you work and do your job at Stance?
- Describe the power or the biggest benefit you get from using Domo? Is it an effective BI/analytics tool?
- What is your absolute favorite thing about Domo?
- Parting thoughts, what else can you share with us about life at Stance?



Finance questions.

BRIAN SHEA

- Name and title: get creative.
- Who or what is Stance? What is your favorite thing about working at Stance?
- How did you first hear about Domo?
- How has the mobile experience been with Domo? How often do you view it?
- Why would Stance want to use a solution like Domo?
- What does Stance look like in 5 years?
- How will Domo be involved in that evolution?
- What were your first impressions of the product?
- Is Domo a good Finance solution that has benefited you specifically in your role?
- Describe the power or the biggest benefit you get from using Domo?
- What is your absolute favorite thing about Domo?
- If we were to put your face on a Domo billboard with a short, snappy quote, what would it say?



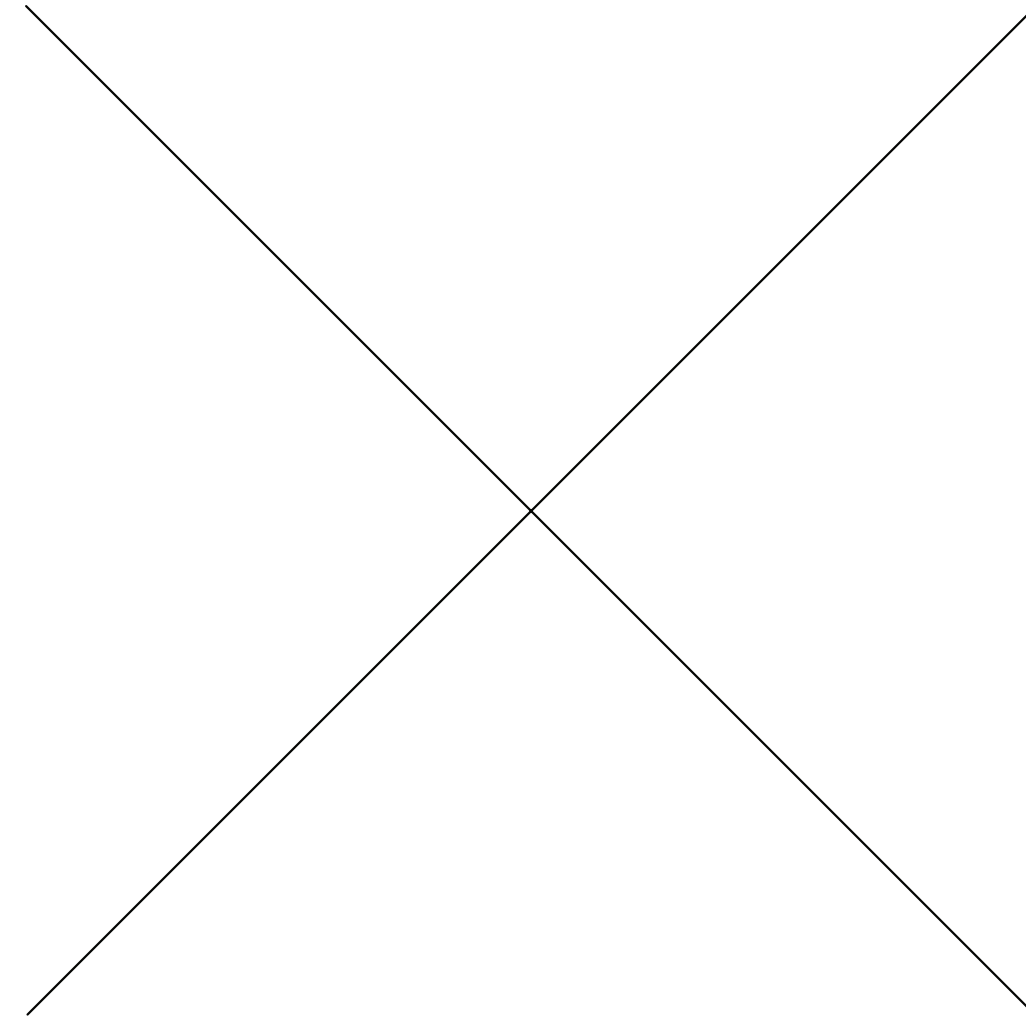
Day one.

Scouting and initial setup.

STANCE OFFICES

Connect with Stacy at TBD to do a walk through of the space. Talk about different possible b-roll opportunities and define an area in the office to conduct interviews.

- 4pm - 5:30pm walk through the available shoot space.
- 6pm move to exterior and scout available shots.
Specifically want to capture the merch-experience/
warehouse with lots of product.
- Team dinner.



“There’s only one thing that all the successful companies in the world have in common: None were started by one person.”

—ERNESTO SIROLLI

Day two.

Shoot day: Interviews and Domo product.

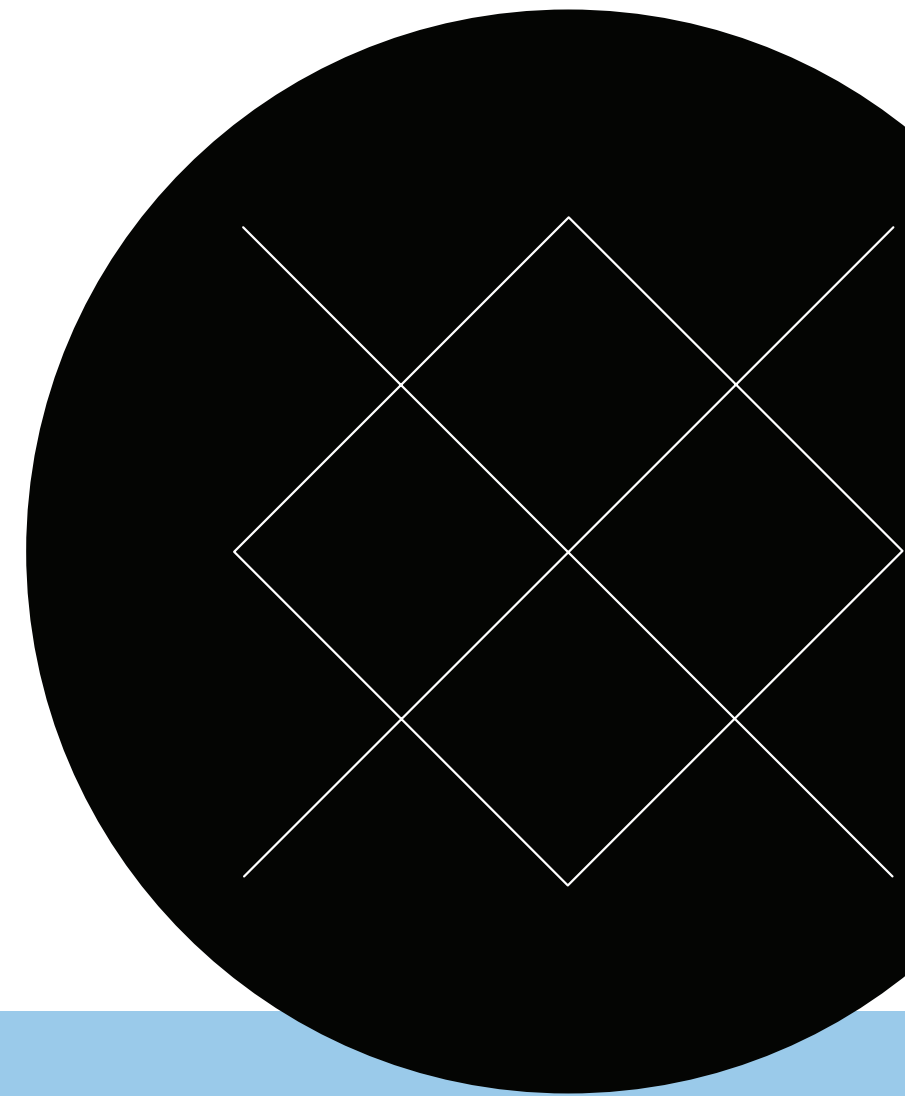
STANCE OFFICES INTERIOR

Based on the previous day scout, we'll set up for interviews and shots of Domo product on computers and mobile devices.

- **8am** call time, crew and Stacy set up for shoot.
- **10am:** interview with Jeff Kearn, CEO. Talk about Stance, the relationship with Domo and business perspective as CEO. Capture screens of product. Use on mobile.
- Break for lunch.
- **1:00pm** we begin rolling interview with Brian Shey, VP Finance. Let Brian riff on Domo. Capture additional product screens.
- **3:00pm** we begin rolling interview with Sarah? VP, Analytics. Capture screens of product relevant to content of the interview. Work/life balance.
- **4:30pm** take down interview setup and move into b-roll mode.

"My idea of a perfect world really can't be designed by one person or even by a million experts. It's going to be seven billion pairs of hands, each following their own passions."

—JAY SILVER



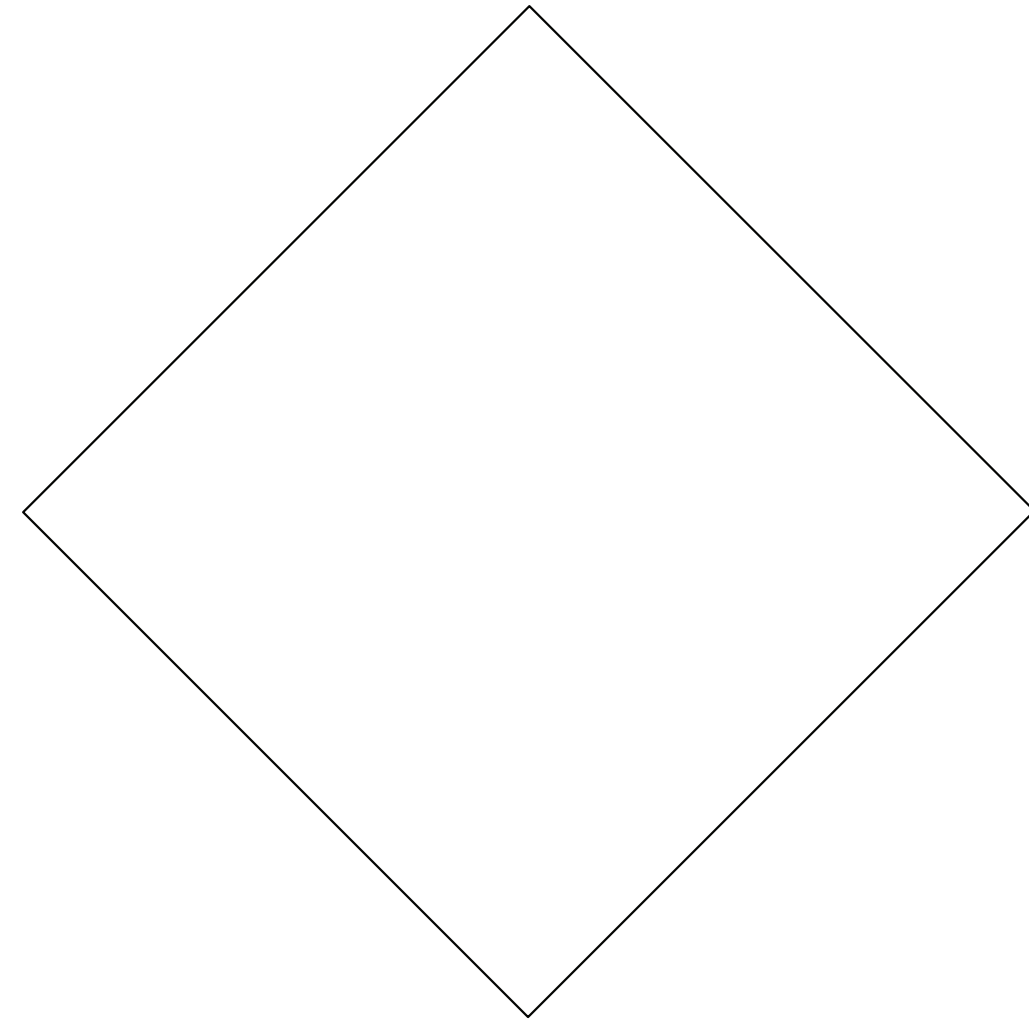
Day three.

Wrap and travel.

STANCE EXTERIOR AND PERSONAL TOUCH.

We'll shoot any additional b-roll if necessary and travel back to Utah.

- **8am** call-time with TBD.
- Travel late morning.



“The question that motivates my research is, if we can put a man on the Moon with 100,000 people, what can we do with 100 million?”

—LUIS VON AHN

The word "DOMO" is rendered in large, three-dimensional white block letters. The letters are positioned on a smooth, light blue surface that recedes into the distance. Each letter casts a soft, dark blue shadow to its right, creating a sense of depth and perspective. The lighting is even, highlighting the clean, modern design of the typography.

“A CEO shouldn’t have to get in line to obtain data about their business.
That’s crazy.”

—JOSH JAMES, CEO