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Domo Drives AI Success With Data Products and AI Agents

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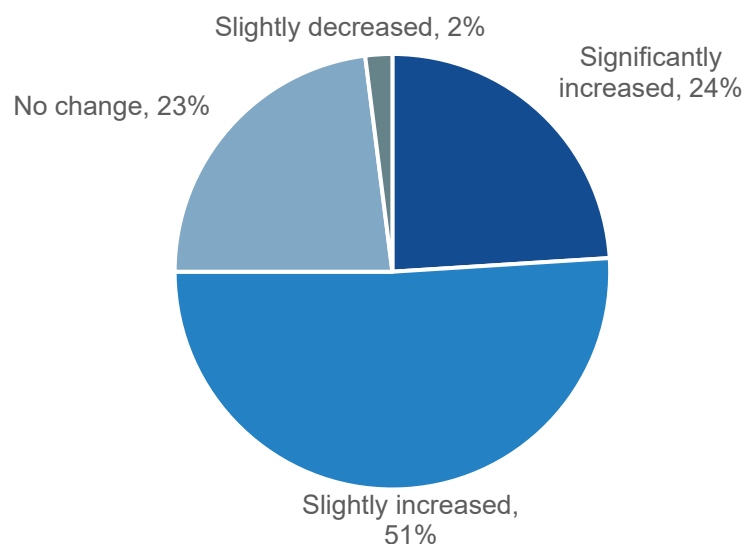
Abstract: The data products market is experiencing rapid expansion, driven by the increasing need for organizations to leverage their data for AI, analytics, and business intelligence (BI) initiatives. AI initiatives, including AI agents, require more than raw data; they require packaged solutions that deliver actionable insights. Domo is a key innovator in this space, offering a platform that enables businesses to build sophisticated data products and AI agents. The Domo platform empowers users to create data-driven applications and visualizations, facilitating informed decision-making and driving business growth in an increasingly data-centric world.

Analysis

Organizations continue to see an increase in the number of data sources they extract data from to drive AI, analytics, and BI initiatives. As shown in Figure 1, 24% of respondents reported a significant increase in sources, with another 51% also seeing a slight increase. Managing varied and growing sources as a foundation for AI is a growing challenge faced by organizations.¹

Figure 1. Data Sources Continue to Increase for Organizations

How has the number of your organization's data sources changed, if at all, over the past 12 months? (Percent of respondents, N=318)



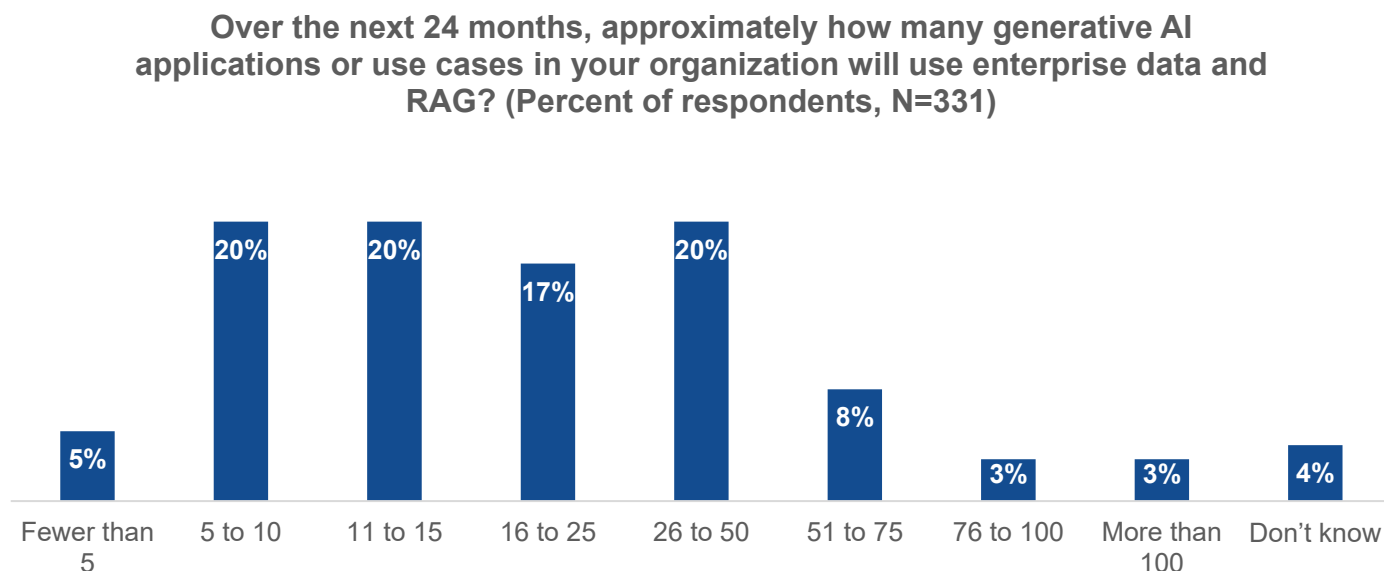
Source: Enterprise Strategy Group, a division of TechTarget, Inc.

A significant contingent of organizations (71%) expected to implement 11 or more generative AI applications, including AI agents or other use cases using enterprise data and retrieval-augmented generation (RAG) within the

¹ Source: Enterprise Strategy Group Complete Survey Results, [Data Governance in the Age of AI](#), June 2024.

next 24 months—with 14% planning for 50 to more than 100 use cases, indicating a major scale-up for many organizations. These findings reflect the steady adoption of RAG as enterprises leverage data to enhance AI capabilities (see Figure 2).²

Figure 2. Significant Plans to Build Generative AI Solutions With Enterprise Data



Source: Enterprise Strategy Group, a division of TechTarget, Inc.

Data Products Overview

With organizations racing to create unique and transformative generative AI and AI agent solutions while continuing to use data for analytics and BI, we can quickly see the value of data products. They become one of the core building blocks for data-driven organizations and are essential for AI agent development as the data foundation, context, and tools necessary for effective operations. They empower AI agents with access to clean, organized, and relevant data for training, learning, and adaptation.

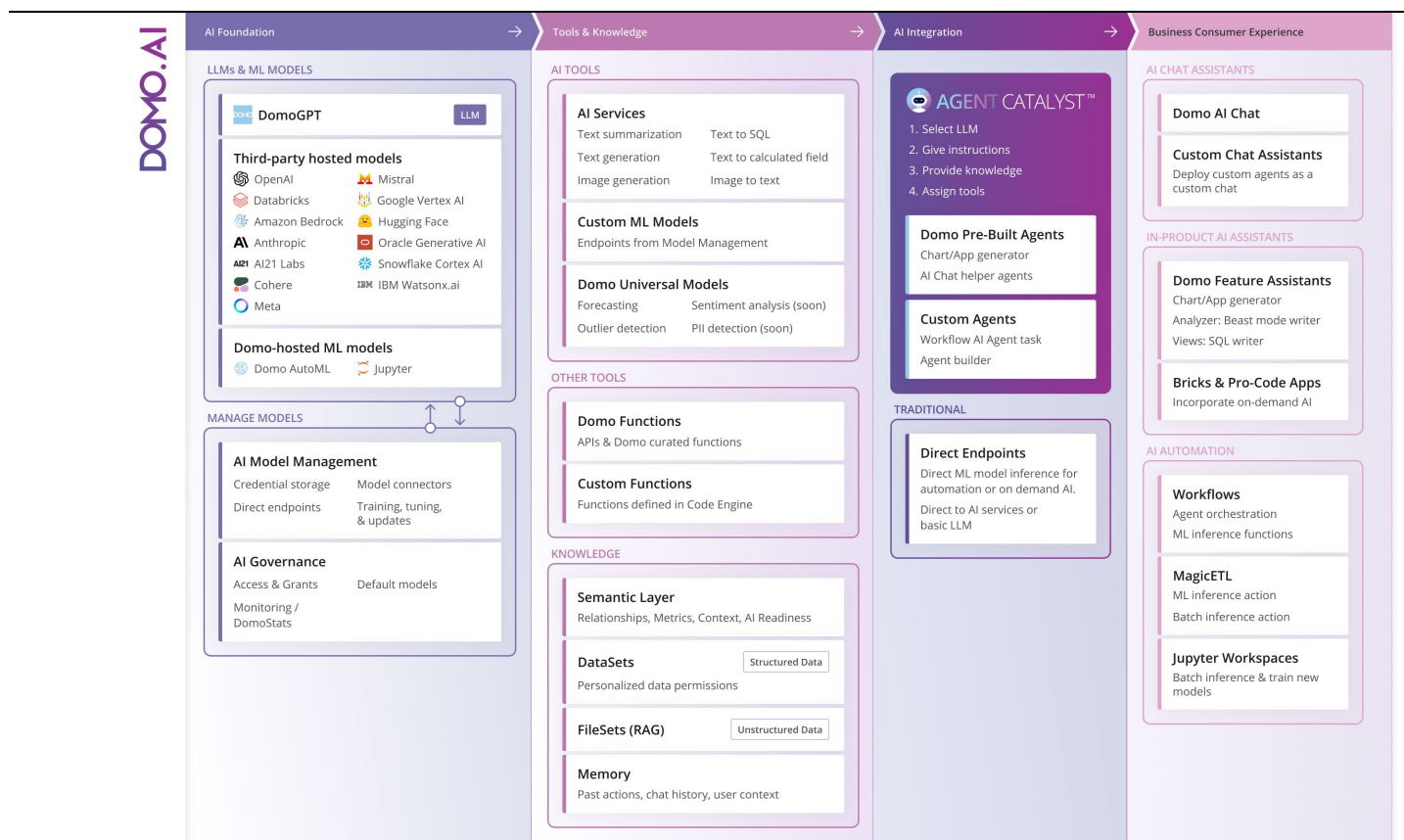
By integrating data from diverse sources and facilitating contextual understanding, data products enable agents to make informed decisions and interact seamlessly with their environments. They also support reinforcement learning and RAG and can tie into vectors for advanced similarity searches.

Domo, as an innovator in analytics, BI, and visualization, finds itself in a unique position to expand into empowering organizations further with the tools and capabilities to build generative AI solutions and powerful AI agents. As shown in Figure 3, they offer a robust end-to-end solution. This starts with Magic ETL, which can connect to the hundreds of data sources an organization might have, wherever the data resides—including every leading data lake and application. For AI, Domo provides access to the leading large language models (LLM), followed by having the tools and knowledge to facilitate the testing and development of solutions. This leads into a core area where many organizations struggle: visualizing the data to empower the organization, employees, customers, and partners with the most effective way to use the data.

² Source: Enterprise Strategy Group Research Report, [Rethinking Database Requirements in the Age of AI](#), February 2025.

This foundation of data, tools, and knowledge forms the data product that enables the development of business solutions. For example, if you're building a customer experience application, the data product might consist of structured and unstructured data such as marketing content, customer records, support interactions, and more. To ensure this data product delivers accurate, actionable insights—whether in dashboards, chatbots, AI assistants, or automated agents—it must be governed by strong data quality, security, and governance practices.

Figure 1. Domo.AI



Source: Domo.AI

Conclusion

As the world expands into using more AI capabilities, technology providers like Domo, which have been empowering global organizations to use their data for analytics, business intelligence, and data visualizations, now find themselves uniquely positioned to deliver powerful generative AI and AI agent solutions to their clients. This is not new to them, which means they can help any organization move quickly and easily from an idea to delivering impactful solutions. Equally important to the foundation are the UI and UX, which drive engagement and simplify the interaction between people and their data.

If you are on a journey to empower your organization with AI or analytics, Enterprise Strategy Group, now part of Omdia, strongly recommends looking at Domo as a solution.

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