

PRIMUS

DOMO: HOW PRIMUS IS USING DATA TO ELEVATE OPERATIONAL EXCELLENCE



INTRODUCTION

If you're aware of business intelligence and analytics, you already have a partial picture of Domo and its capabilities. What Domo does so well, and why Primus is implementing it into our operation, is it takes disparate business technologies and data platforms and consolidates them into a singular, visual and customizable tool that can be used to uncover business insights. In other words, Primus uses Domo to connect and empower our business with data.

Consider this analogy: Domo is much like a train depot. Multiple trains (software platforms like Procore, ViewPoint, Destini, etc.) carrying cargo (data) on separate tracks (Primus departments like construction, accounting, estimating, etc.) all find their way to the depot (Domo), where they work together to eliminate inefficiencies and produce a cohesive approach to our business. Some of the biggest brands in manufacturing, media, financial services and more are using this powerful tool. Now Primus is bringing it to our business to improve communication, eliminate waste and bring value to our customers.

"Domo allows our team to compile data from multiple software sources and create real-time and predictive analytics," said Primus Chief Technology Officer John Robba. "It's a game-changer."

THE PUSH FOR OPERATIONAL EXCELLENCE

Implementing Domo internally is similar to Primus adding front-end services and automation to our core client services: it maximizes efficiency and communication to deliver operational excellence. With Domo, we can:

- Connect and Transform – Eliminate complex permissions while securely connecting and combining data from any on-premises or cloud source.
- Visualize and Analyze – Create real-time visualizations that enable teams to conduct advanced analysis.
- Automate Workflow – Use predictive analytics to automate workflows.

As a result, Primus team members and clients both benefit from easily digestible and actionable business intelligence.

MAXIMIZING DATA

Each Primus team member can customize their Domo dashboard to set parameters for access and consolidate relevant data. For example, construction project managers can monitor the daily budget and schedule progress of their projects from one centralized dashboard. Data from Procore, ViewPoint, Destini and other software is combined to create easy-to-understand graphs and charts that indicate a project's status in real-time.

Users can also set alerts for when their data changes by a pre-determined percentage. This gets the team closer to push data analysis versus pull data. For example, our general superintendents are responsible for monitoring daily reports. With Domo, they do not have to go to their dashboards and search for missing reports (pull data). They receive an alert once a change in the pre-determined parameter is detected (push data). This option is also available on the customer side.

Furthermore, Primus is in the early stages of using this data to create predictive analytics that automate workflows. Soon, when a project's goals are strained, Domo will be able to suggest solutions that, once approved by the project manager, will automatically initiate the specific workflow that will resolve the challenge. This will allow our teams to work faster and with more precision.

“Using analytics to automate specific workflows brings Primus into the next generation of design-build-automate services,” said Primus President Matt Hirsch. “I am proud of the leadership position our team is taking.”

If you are one of our clients, you're already benefiting from Domo as we use it to deliver operational excellence in each area and phase of our design-build-automate process. Everything that we do is designed to build long-lasting relationships. As your partner and trusted advisor, Primus is excited about our added resources and how they can make you more profitable.

To learn more about how you can benefit from Primus and Domo, contact Matt Lietzan at mlietzan@primusbldrs.com.