

Q&A with Jake Fackrell, CEO of Domega, Inc. acquiring Vast Amounts of Raw, Unstructured, Non-normalized Data then Filtering and Analyzing it for Clients in the Real Estate, Automobile and Fraud Protection Industries



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CEOCFO: Mr. Fackrell, what is the vision at Domega?

Mr. Fackrell: Domega is a word derived from Domegemegrottebyte, which is a term for data storage. You've heard of a megabyte and a terabyte? Well the terms keep getting bigger and bigger until you get to a Domegemegrottebyte, which is an unfathomable amount of data. We thought Domegemegrottebyte was a little long for a URL, so we shortened it to Domega. With regard to our vision, we acquire vast amounts of raw, unstructured, non-normalized data that our software is able to structure, normalize, augment and filter, and then send it back out to our clients. Therefore, we create value where there was no value before with a great deal of non-normalized, unstructured data out there. That is what Domega is all about. We have all of this data and we provide it to our clients, who then are able to use that data and information to go out and use it in their businesses. Our whole purpose is to empower achievers to create abundance.

CEOCFO: What is the challenge in putting all of the data together? What do you understand that other do not?

Mr. Fackrell: There is a massive amount of information on the internet and we are able to make sense of it. We are able to do it in a way that is economical. We are able to gather massive amounts of raw, unstructured data and then we're able to turn it into valuable, usable information. We have been in the "big data" vertical since before people called it "big data", so we feel like we know the industry really well, we know how to get hard-to-get-data and how to structure it, and we know what our clients are looking for and how to enhance it to help our clients succeed.

CEOCFO: Would you give us an example of what a client is looking for, their industry and how you put something together for them?

Mr. Fackrell: One example would be in the real estate industry, where we work with thousands of real estate professionals who buy our data from us. Real Estate agents are always looking to go get more listings, because that is how they make their money, succeed in life and how they make a living. Therefore, we empower and enable them with the tools to help them do that. We identify every "For Sale By Owner" in the country, and that information is all online. It is actually out there in the public domain, but it is in an unstructured, non-normalized format, so it is not very useable to our

clients, because it is very hard to get and compile this data. For example, a home owner has typed out a 2,000 word description of their home and they put it online to sell. We gather all of that information and data, then package it up nicely for our clients and deliver it to them every day, in a cloud-based system that our clients can log into and access that and make contact with the home owner to get a listing. 84% of the “For Sale By Owners” will end up listing with an agent. Therefore, it is a very rich source of data and information for our clients. Another example would be in the family history vertical. Lately, genealogy work has been huge and everyone is scrambling to find out who their great, great, great grandfather was. Therefore, there are many companies out there now that compile a great deal of genealogy data. We assist them by going out and scouring the internet and finding every obituary that we can find on the internet. If you think about an obituary, it is written in a way that is similar to a “For Sale By Owner” is written. Someone has typed out a 2,000 word description about their grandmother that has passed away, and each obituary is filled with rich data and content about parents, grandparents, children, grandchildren, names and places and dates. Our tool is able to not only acquire all of that data, but we are able to filter, augment and enhance it. Those are two real-world examples of data that we are gathering and filtering.

CEOCFO: *Is there a human element that comes into play?*

Mr. Fackrell: Yes there is a human element that comes into play. In fact, the name of the company before we changed it to Domega a few years ago was actually called Humanized, because we actually do have a human element at the end of process who review the data to ensure quality. We do make sure before we send out the data that the quality is there and that we are not sending out anything that should not be sent out to our clients.

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CEOCFO: *What is the competitive landscape?*

Mr. Fackrell: Specifically, in the real estate industry there are a few competitors. There are a great many people trying to help real estate agents succeed just like we are. However, we have been around for longer than any of them and pride ourselves in providing real estate professionals with the best quality information in the industry because lots of information is good but lots of accurate information is better. In the other areas, with big data and gathering data outside of real estate, we have not seen very many direct competitors doing what we are doing, which is doing the heavy lifting. We do the honey do’s that the honey don’t do. Many of our clients don’t want to hassle with what we are doing, as it is very complex, complicated and just takes a great deal of time to do what we do, so big companies as well as small mom and pop shops would rather just have us do what we do best so they can focus on what they do best.

CEOCFO: *How do you reach out to potential new clients and possible new industries?*

Mr. Fackrell: We reach out in a couple of different ways. We have what we call referral partners, for example in the real estate industry, there are many coaches and trainers out there that coach and train real estate agents, so we work with many of them to refer business to us. If you are a coach you want your clients to succeed and we provide those tools to help them do that, so they refer their clients to us. We also are the preferred partner for many of the big brands in real estate, so that is another way that we get our name out there. The big brands want their agents to succeed, we have gone through a vetting process with them and we are the preferred vendor when it comes to this type of information.

CEOCFO: *Domega was named one of the fastest growing companies in Utah this year, so it would seem that business is good. How do you continue the trajectory? What is ahead for you?*

Mr. Fackrell: We were honored to be named, for the third year in a row, one of Utah’s fastest growing companies. As you grow and get bigger and bigger, it gets more difficult to keep growing. We are going to be diligent in our effort to outperform ourselves year over year, we’ll innovate new and better products and we will proceed with an undying belief that we can and will overcome any challenge. We feel like we are just scratching the surface and if we stay focused we’ll be able to provide valuable information to large and small companies in many verticals.

