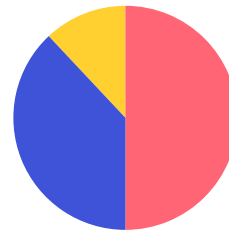# Measuring the Impact of Miro in the Enterprise

miro

About this survey

Every day, members of our team have the privilege of talking to Miro users around the world who use our product to do everything from launching new products to launching rockets into space, and from developing new software to new drugs and vaccines. Each conversation is loaded with anecdotes about Miro's value for brainstorming new ideas, facilitating workshops, and driving team engagement. This survey is an attempt to dive deeper into those anecdotes and uncover how exactly Miro benefits our customers.

To get this data, we surveyed approximately 1,225 users and administrators of our Enterprise accounts to understand how they perceive and experience Miro's value in their organizations. Then, we complied the findings in this report.

Our respondents

Our respondents included employees and leaders across the Fortune 1000, as well as SMEs and high-growth, venture-backed startups

Job role
50% Individual Contribitor
38% Manager
12% Executive / Ownersip

Company size
44% Less than 500 employees
40% 500-5,000 employees
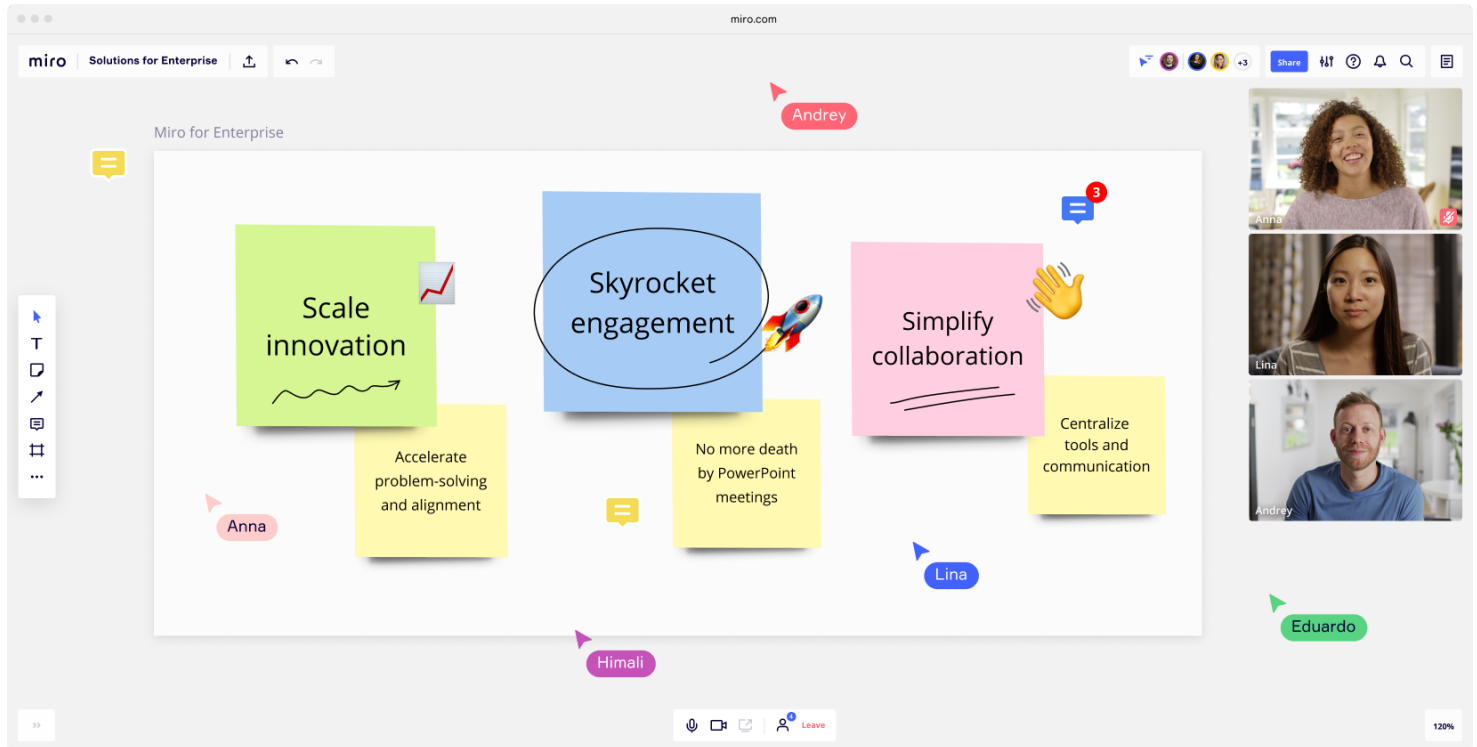16% More than 5,000 employees

Top departments
25% Product
18% IT
15% Other
13% R&D
10% Engineering

98% would recommend Miro

52% use Miro at least once per day

Miro powers meetings that matter

Meetings have always been hard to get right, even in person. Over a third of professionals (37%) consider unnecessary meetings the biggest cost in an organization (BetterMeetings). To combat this in the world of remote work, meeting facilitators need to find new ways to drive engagement from attendees and document outcomes and decisions made in meetings clearly. Our survey found that teams that use Miro to facilitate meetings see improved engagement and team productivity.

26% Improvement — By how much does using Miro reduce the amount of time your team spends in meetings?
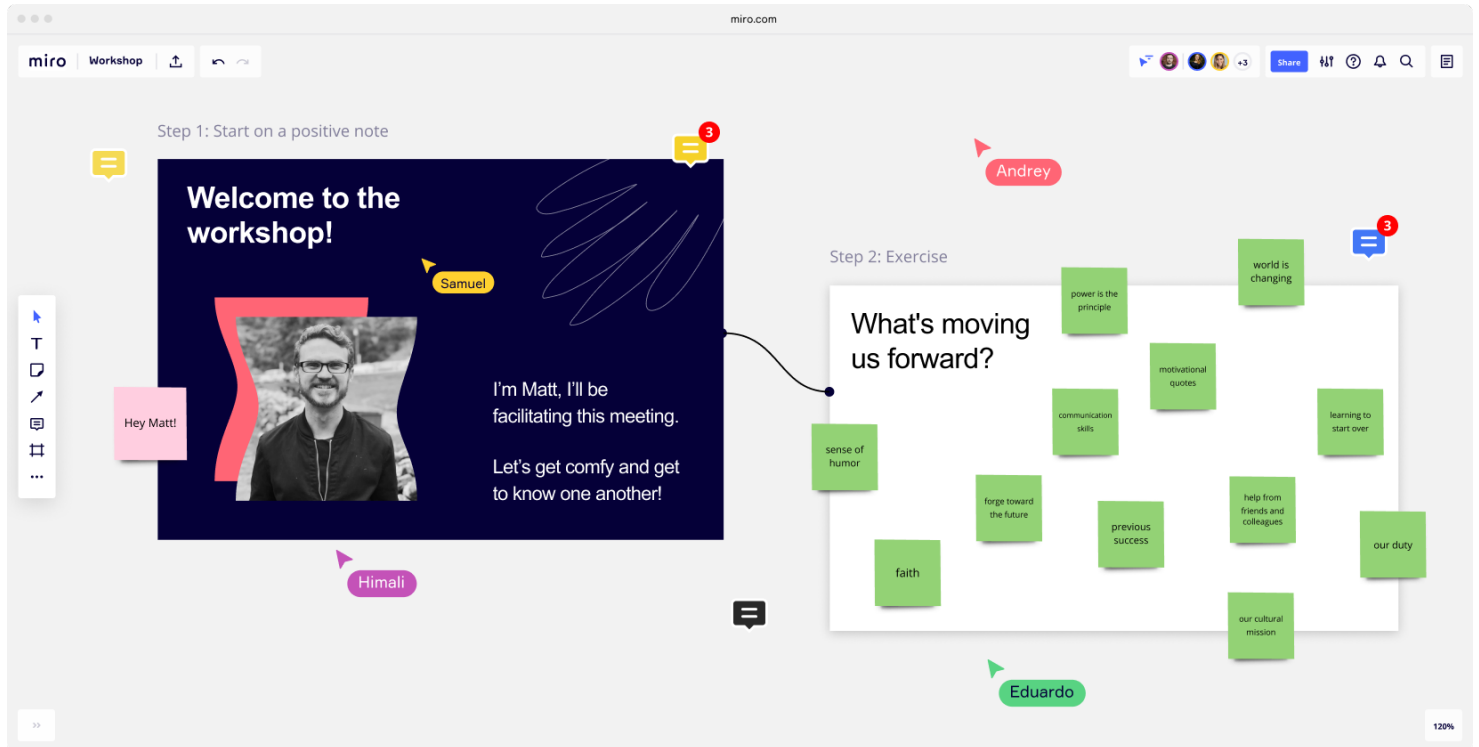
46% Improvement — By how much does using Miro improve the quality of ideas generated during brainstorms?

60% Improvement — By how much does using Miro to facilitate virtual meetings improve team engagement during meetings?

86% agree — Using Miro makes meetings more productive.

miro.com
+1-415-669-8098
sales@miro.com

Miro unlocks clarity and alignment

Executing complex projects in an enterprise requires alignment between multiple teams and functions that are needed take a project from idea to completion. Misalignment can result in delays, re-work, and disengaged or misappropriated team members. In our survey, we found that Miro helps create alignment so teams can work together with clarity to bring projects to life. These outcomes are especially powerful in remote teams.

47%
Improvement

By how much does using Miro improve alignment across teams and departments in your organization?
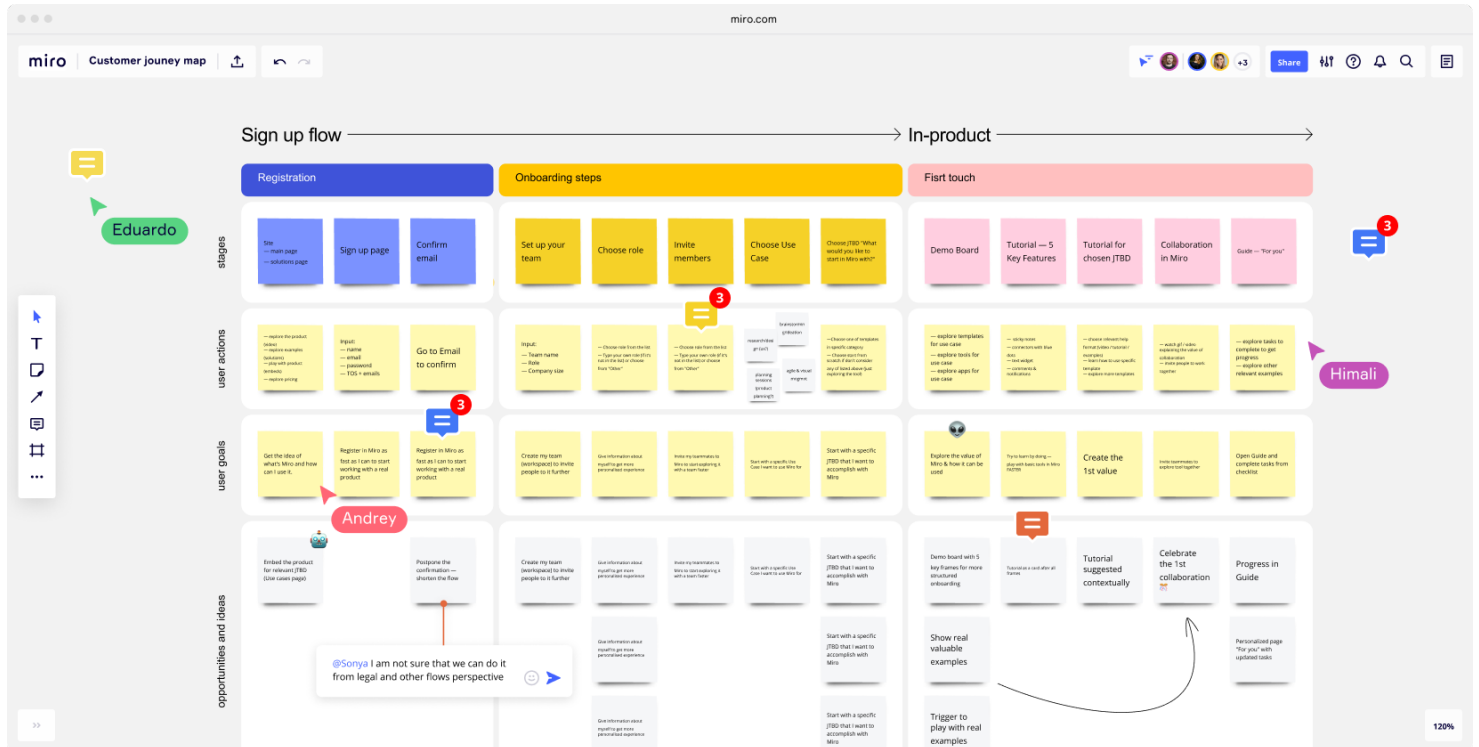
58%
Improvement

By how much does using Miro improve your ability to clearly convey ideas to your stakeholders?

75%
Improvement

By how much does using Miro improve your team's ability to collaborate while working remotely?

29%
Improvement

By how much does using Miro increase the speed at which your team can delivery projects?

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Miro delivers unique and decisive value

In addition to asking users to estimate improvements they've seen in specific areas, we also asked them how strongly they agree with a number of statements regarding Miro's impact on their business. The results show that in most cases, users overwhelmingly agree that Miro is delivering unique and decisive value to their workplace.

85% agree — Communicating visually in Miro is faster and clearer than email and messaging.

83% agree — Miro helps me feel more connected to my team while working remotely.

76% agree — Miro has filled a significant, previously unaddressed need on my team.

78% agree — I'm more effective at my job because I use Miro.

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Miro is the online collaborative whiteboard platform

At Miro, we've built a platform for modern work, enabling collocated, distributed, and remote teams to communicate and collaborate across formats, tools, channels, and time zones — without the constraints of physical location, meeting space, and whiteboard dimensions.

When the pandemic hit, those of us who thrive on in-person collaboration were worried that our creativity and productivity would suffer. Miro was the perfect tool and helped us with collaboration, whiteboarding, and retrospectives while remote.

Roxanne Mustafa

Design Team Lead
VMware

Leading brands trust Miro

PLAID CISCO Linked in

Red Hat salesforce aetna

zendesk EA vmware®

BOEING BROADCOM

We have reduced the number of meetings in design cycles by allowing independent, asynchronous reviewing and commenting in Miro. This reduces the total elapsed calendar time of any project.

Ryan Hicks

Learning Experience Director
Llamasoft