

# PTC improves alignment with global teams using Miro

## PTC at-a-glance

**900**

Miro users

**700**

Miro boards created

**\$50k**

Cost savings in annual travel expenses

**“Miro is an incredible substitute for the physical presence of in-office collaboration. It saves money, preserves knowledge, and helps connect ideas across cross-functional teams.”**



**Jorge Peña**  
Vice President of Digital Solutions at PTC

*PTC gives customers the power to create innovative products with digital solutions they can apply to their product lifecycle. As a custom software and IT services provider, they offer an array of software solutions for augmented reality that have been used with global brands like Boeing, Volvo, and Lego.*

## Highlights

### Problem

PTC was spending over \$50,000 a year to fly out teams for in-person workshop sessions. This resulted in a reduction in productivity due to the amount of travel time spent between sessions. They needed a digital tool to reduce travel time and costs in addition to replicating the experience of collaborating in person.

### Solution

Miro has helped to reduce travel costs and capture the magic of cross-functional teams collaborating in person. It is used for online workshops to help create alignment during planning for the sales teams. PTC has seen an improvement in communication between team members, onboarding new collaborators, and mimicking the efficiency of live whiteboarding sessions.

### Results

Once PTC began to leverage the power of digital tools, they saw an improvement in the organizations hybrid strategy. To date, 900 Miro users have created over 700 Miro boards that are use for white boarding sessions globally. This has led to a \$50,000 cost savings in travel expenses and has helped to create solutions for sales, marketing, and engineering.

It can be challenging to replicate the vibrant ideation and workshop energy that occurs working together in the office. PTC was spending over \$50,000 annually to fly out team members for in-person whiteboarding sessions that were later transcribed into PowerPoint for sharing across teams. PTC needed a digital tool that could save travel costs and preserve the results of their design solutions created during global brainstorming sessions.

Miro was adopted to help provide seamless collaboration for cross-functional teams as they transitioned to hybrid working environments. This resulted in a reduction in travel expenses due to the team's ability to collaborate remotely within Miro. Jorge Peña, Vice President of Digital Solutions at PTC cites how Miro “helps to reduce the burden communicating a concept, keeps a visual record of ideation, and serves as a mechanism for expediting onboarding of new collaborators.” Each of these components has helped to provide visibility and alignment during PTC's strategic planning sessions.

PTC uses Miro to help with ideation, design, and project management (tracking artifacts in context) for the digital solutions used during each customer's product lifecycle. Peña, says that “The large all-in-one canvas differs from PowerPoint because you can add content without a small footprint limitation.”

The ability to align the PTC teams within Miro has been a game changer as team members can use templates to map out and organize their ideas, collaborate, and improve efficiency during their brainstorming sessions. To date, PTC has over 900 active users and an estimated 700 Miro boards they've created to help support their hybrid initiatives as they architect solutions for their global customers.

Find out if Miro is the right tool for you and learn more about our [Enterprise plan](#) today!