

REGION FOCUS: WORLDWIDE

The Business Value of Miro



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Executive Summary

Collaboration is evolving how work gets done. Visual collaboration is an emerging force in engaging how people collaborate to drive results together. No longer just the written word, collaboration is visual and “hands on.” This drives greater engagement, collaborative equity, and results that previously were not possible.

Collaboration activities are crucial for creating alignment and action around common goals. The right technologies enable collaboration to scale and become significantly and measurably more impactful to individuals, teams, and the enterprise.

A challenge is that collaboration happens in real time; traditional decision making does not. Visual collaboration, on the other hand, expedites decision making and alignment, and does so often with stronger ideas reflective of greater representation. The result is greater productivity that enables faster decision making, as the creative and collaborative processes are clear.

IDC research shows fast-growing adoption of visual content platforms (see *Worldwide Collaborative Applications Market Shares, 2021: Optimizing the Collaborative Enterprise*, IDC #US49241222, June 2022). As opposed to traditional whiteboarding, these platforms offer new modalities for working together. Frequently, to extend their value, these platforms are integrated with other IT systems both within and outside of the collaboration applications stack. Collaboration is also more engaging when it is visual and interactive. This enables people to better communicate, comprehend, and expand ideas, allowing teams to be more productive in less time. These dynamics underscore the findings of this paper in quantifying the impact of Miro.


The research included seven interviews with organizations that had knowledge of the benefits and costs of using the Miro solution to collaborate on and streamline projects and planning.

Overall, IDC calculates that interviewed organizations will achieve average annual benefits of \$4.47 million per organization and a three-year return on investment (ROI) of 349% by:

- Significantly increasing the productivity of staff who are actively using Miro to ideate, brainstorm, plan, collaborate, and communicate


Business Value Highlights


Click each highlight below to navigate to related content within this document.


 **349%**
three-year ROI


 **\$4.47 million**
average annual
benefits per
organization


 **\$214,000**
average annual
benefits per 100 active
Miro users

 **15%**
higher level of active
user productivity

 **\$1.15 million**
higher revenue due to
business enablement

 **19%**
increased employee
satisfaction

 **35%**
increase in the use of
visual collaboration in
meetings

 **15%**
enhanced meeting
productivity

- Enabling organizations to increase revenue by breaking down silos and encouraging real-time strategizing

Situation Overview

The COVID-19 pandemic accelerated not just the adoption of collaborative technologies but the pace of digital adoption by most people in the workforce. The rise of collaborative applications in just the first four months of the pandemic in 2020 was so significant that the number of users for these applications grew at five times the rate you would typically expect for these applications in a normal year (see *Worldwide Collaborative Applications Market Shares, 2020: The Year of Mass Adoption*, IDC #US48061921, July 2021). Not only did many less technology-savvy people use collaborative applications to connect with each other and their work, but they started to digitally transform themselves and understand how work gets done.

Business itself is in the process of changing from the industrial era to the digital business era. Processes, outcomes, and expectations from companies are evolving into a more collaborative and conversational model. IDC finds 43% of global businesses are now focusing on increasing employee productivity. In North America, 41% are also focused on employee experience as a key driver for employee retention and productivity (see *Future of Work Trends for 2022*, IDC #US48712522, January 2022). Today, cutting-edge collaboration tools for employees have become an expectation that enables better hiring and retention (see *IDC's Annual Collaboration Survey, 2022*, IDC #US47735822, May 2022).

Just as social media normalized more visual content in our personal lives, people are expecting to see more visual collaboration options in the workplace. Visual collaboration solutions help democratize work by providing innovative tools for elevating diverse perspectives in a shared digital workspace.

Companies are starting to realize that every worker—employee, frontline worker, hourly worker, or contractor—now needs to be connected. Every person needs to be able to work from anywhere, at any time. Each connected person produces a stream of digital ideas and data from their online journeys that can be utilized, often with the help of machine learning (ML) or artificial intelligence (AI), to improve the business. Over time, IDC expects that companies will be able to connect examples of group creativity to customer outcomes, such as customer lifetime value.

More mature collaborative enterprises have expanded the use of software integrations—the “secret sauce” of collaboration applications. The benefits of these integrations most frequently included reducing workers’ time to find data, reduced context switching, and saved time for individuals and groups alike (see *IDC's Annual Collaboration Survey, 2022*, IDC #US47735822, May 2022).

Software integration also creates more data points that can be tied to business outcomes. Enterprises that take advantage of collaboration software frequently realize improved time to market or time to completion metrics.

Miro Platform Overview

Miro is a visual collaboration platform that can be used independently or integrated with numerous applications including Slack, Microsoft Teams, Google, Zoom, and Cisco Webex, as well as other tools commonly used in product development such as Jira and Asana. The product provides a flexible but intuitive canvas for brainstorming, planning, iteration, teaching, running meetings, and beyond. Miro is often referred to as an endless canvas that opens the door to numerous use cases. It offers live embedding to easily pull in a Miro whiteboard wherever a user works and extends visual collaboration to other applications to help reduce context switching and create more streamlined workflows. In presentation mode, it can replace traditional presentation software yet remain collaborative with interactive features. Miro also provides a wide array of visual templates for use cases from brainstorming to project planning to agile workflows, including a library of more than 1,000 community-developed templates in Miroverse.

The Business Value of Miro

Study Firmographics

IDC interviewed seven organizations that had robust knowledge and experience regarding the impact of Miro in terms of costs and benefits. To uncover the operational and business benefits of Miro, interviewed organizations were asked a wide variety of quantitative and qualitative questions regarding their use of the platform.

Table 1 (next page) presents the firmographics of the interviewed organizations. All interviewed organizations were large in terms of company size, with the number of employees ranging from 3,500 to 450,000. On average, organizations had 120,500 employees, with an IT staff of 17,690 and an annual revenue of \$12.9 billion. The organizations spanned the globe, located in the United States, Australia, Brazil, Czech Republic, and Switzerland. A variety of industries were represented in the research, namely apparel, consulting, construction, finance, geosystems, healthcare, and retail.

TABLE 1

Firmographics of Interviewed Organizations

	Average	Median	Range
Number of employees	120,500	51,000	3,500–450,000
Number of IT staff	17,690	1,250	30–100,000
Number of business applications	1,640	300	150–10,000
Annual revenue	\$12.9B	\$6.0B	\$635.0 M–\$46.8B
Countries	United States (3), Australia, Brazil, Czech Republic, and Switzerland		
Industries	Apparel, consulting, construction, finance, geosystems, healthcare, and retail		

Source: IDC In-depth Interviews, August 2022

Choice and Use of Miro

When the pandemic struck, it became abundantly clear to the interviewed organizations that they needed a virtual platform to support the collaboration and communication that drove their businesses. In many instances, organizations had heavily relied upon in-person meetings for strategizing, planning, and collaboration. In fact, one organization stated, *“We used to work in the office, before COVID-19, and we used to use a regular whiteboard. When we had meetings that involved coworkers around the globe, we used to just have cameras pointing to the whiteboards. Once COVID-19 hit, we were looking for tools that we could use to collaborate even if you’re not in the same room.”* This need drove the organizations to evaluate virtual collaboration platforms, including Miro.

Interviewed organizations had specific reasons for selecting Miro as their virtual collaboration solution and were able to clearly dictate these reasons to IDC. Miro was viewed as a highly functional, simple-to-use platform for those who needed to meet or collaborate remotely. Miro was also selected because of the infinite collaboration space it provided, which appealed to organizations with creative staff and layers of complexity for cross-functional projects. Organizations also noted that Miro did not sacrifice security for functionality. This point was critical in the selection of Miro, because in many cases, these enterprise-level organizations needed the solution to support highly sensitive work, such as product planning and product road maps.

To further elaborate, customers specifically noted:

Ease of use:

“Miro stood out for its ease of use, and it also has a rich number of tools available and performance benefits, so it was a good combination of these things.”

Security:

“An important aspect for us was the data security, for our IT especially; it is very important if we are planning our projects or road maps for the future that no one can access the data.”

Collaboration and whiteboard functionality:

“It’s an overall very good tool for collaboration, in addition to the whiteboard solutions.”

Cross-functional alignment and decision making:

“There are a lot of creative, design-minded people and operations and technical process-minded people in my organization. We needed a solution to help us bridge that gap. This was pre-COVID-19. Miro also had essentially an infinite whiteboard space that we can come back to over time and build upon ideas.”

Remote collaboration:

“Miro was initially started in our organization before COVID-19 as a way to collaborate between teams. It started off as a very small initiative in our digital division, a way to share using a whiteboard with people who were remote. It was a reasonably small use case, about 100 or so people, and then really exploded as COVID-19 hit in March 2020 as a way for people who are working remotely to replace the whiteboard in the office to come up with an idea or share a drawing with someone.”



Miro was viewed as a highly functional, simple-to-use platform for those who needed to meet or collaborate remotely.

Table 2 (next page) provides additional information regarding the usage of Miro by the interviewed organizations. As shown, there was an average of 8,240 licenses, with a staggering 2,080 active daily users. Miro supported a large volume of projects, averaging 1,500 per year. In addition, Miro had a footprint across 15 countries. Additional metrics are presented.

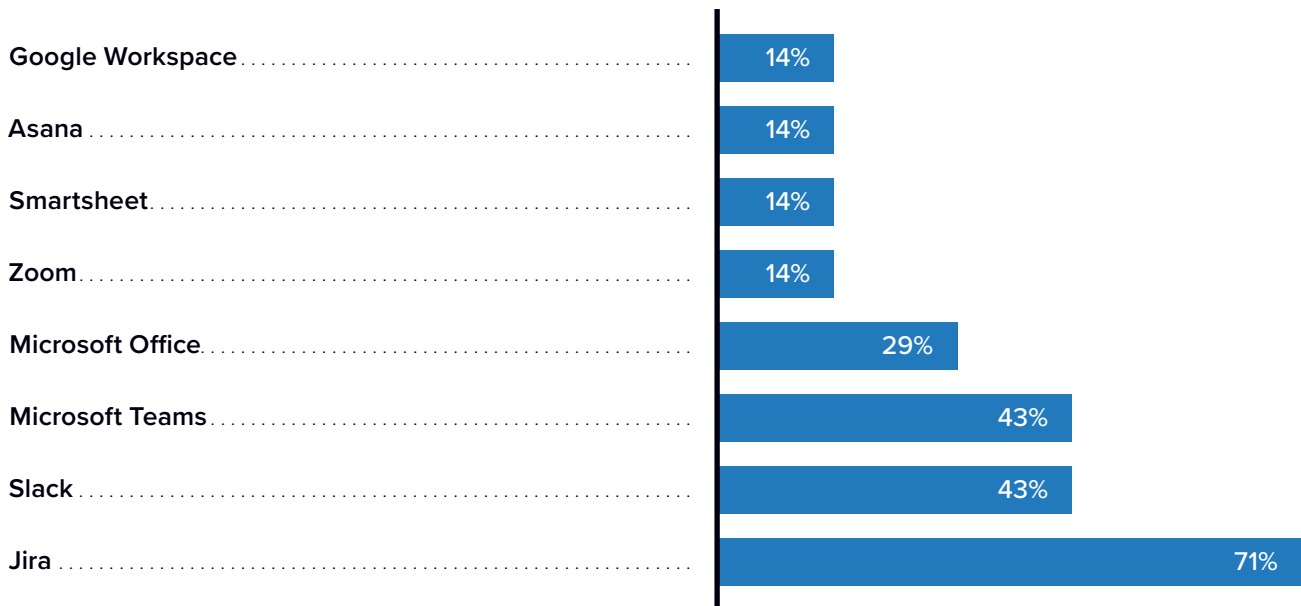
TABLE 2
Organizational Usage of Miro

	Average	Median
Number of licenses	8,240	2,350
Number of daily active users	2,080	800
Number of sites/branches/offices	87	10
Number of countries	15	10
Number of projects per year on Miro	1,500	300

Source: IDC In-depth Interviews, August 2022

As shown in **Figure 1**, Miro was also integrated into a variety of tools. Organizations especially appreciated the integration with Jira, Slack, and Microsoft products.

FIGURE 1
Miro Tool Integration
(% of organizations)



n = 7, Source: IDC In-depth Interviews, August 2022

Business Value and Quantified Benefits of Miro

Study participants noted significant operational and business improvements from their use of the Miro solution. Most significantly, Miro facilitated productive virtual collaboration. While this was especially important during the pandemic, it remains important because all interviewed organizations intend to remain hybrid workplaces in the future. Virtual collaboration enabled strategizing, planning, and brainstorming among large groups and small teams and, importantly, broke down organizational silos. This created greater organization-wide visibility and transparency. Miro also helped support new hybrid ways of working and helped decrease the need for meetings.

Study participants discussed these benefits in greater detail as follows:

Facilitation of large group collaboration:

“Miro helped get large groups of people together to workshop without needing to be in the same physical location. Historically, if there was a strategy session, it would’ve been in a big room and people would’ve flown in from different offices. When COVID-19 first hit, that was done in Word documents or asynchronous collaboration, where ideas were put in and someone would need to sort that all out. Miro gave us the ability to perform all of that in real time with people who were working virtually and facilitate large sessions where 10–40 people come up with strategy.”

Enablement for developers to work remotely:

“The largest part of our employee population is developers, and we have them in full remote mode, so there is no way we could do what we do without Miro.”

Enablement for growing product team collaboration:

“We started out as five people and now we’re 7,000 people, and half of those came from the pandemic. In the last two years, we actually doubled our number of employees. If we didn’t have Miro, I don’t think the product teams would be able to get as much done as we did.”

Transition from a meeting-heavy organization:

“The thing that I see is that we are able to get ‘context’ faster. And we’re actually building new ways to work. So transitioning from a very meeting-heavy environment to one where you can work more effortlessly together.”

Empowerment of greater visibility between teams:

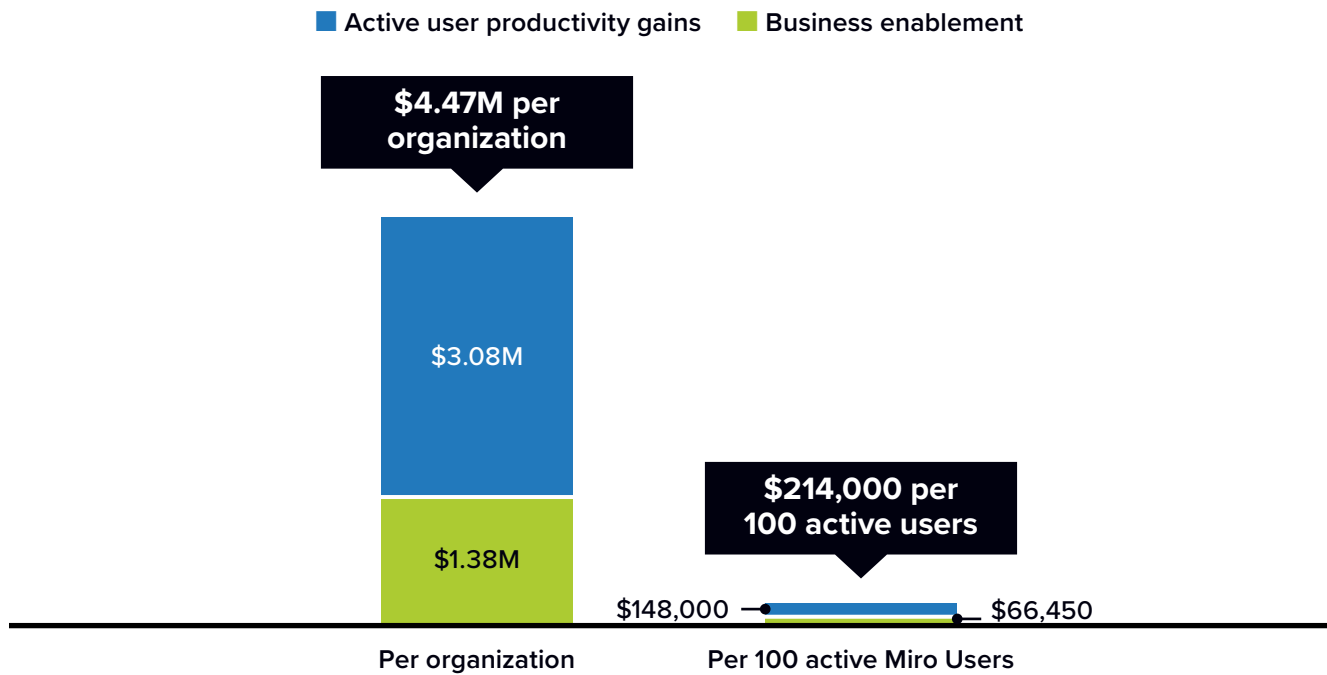
“The main thing that Miro has created is greater visibility between teams.”



The main thing that Miro has created is greater visibility between teams.”

Illustrating the previous comments, **Figure 2** showcases the considerable value organizations achieved from their use of Miro. IDC’s business value calculations indicated that interviewed organizations achieved \$4.47 million in average annual benefits with Miro, \$214,000 per 100 active Miro users. This large benefit was accomplished through active user productivity gains and business enablement.

FIGURE 2
Average Annual Benefits
 (\$)



n = 7, Source: IDC In-depth Interviews, August 2022
 For an accessible version of the data in this figure, see [Data for Figure 2](#) in Appendix 2.

Operational Impact of Miro

Miro had an exceedingly positive operational impact on interviewed organizations. Specifically, organizations noted that they were able to strategize and plan with far greater speed and efficiency. Miro enabled this efficiency by providing a seemingly infinite space for information, visual collaboration, and intuitive functionality that supported the needs of end users. The solution also allowed participants to prepare for meetings in advance and enabled attendees to collaborate before, during, and after sessions to help ensure alignment and get work done more efficiently.

Additional operational discussion details are provided as follows:

More efficient planning sessions:

“Big room planning sessions are run with more efficiency. The first one that was run without Miro took 1.5–2 days; the second one that was with Miro took under a day. There was a lot of prework involved from the facilitators to make sure all the content was on Miro, but we found that it was so much quicker to go through that session when everything was visualized.”

Creation of a project life-cycle content hub:

“The product team has big boards for specific products because it’s an infinite growing whiteboard. You can have one section of the same whiteboard with the product development written down or drawn out, and you can have another one with priorities and who’s going to take on tasks, including what numbers you need to have in hand.”

Readily available information:

“For our projects, we have everything on one board, so there’s no need to go anywhere like email or chat. That is the big advantage.”

Effective hybrid meeting facilitation:

“With Miro, you use the mobile app and easily take a photo of the onsite whiteboard and upload the pictures directly in Miro. It’s very useful in that matter and supports the idea of hybrid meetings. Our meetings are running with more efficiency because it is much easier to collect all the feedback during the time without asking people or checking the chat and switching between things. You can also divide the whole meeting into sections and so you can run the timer.”

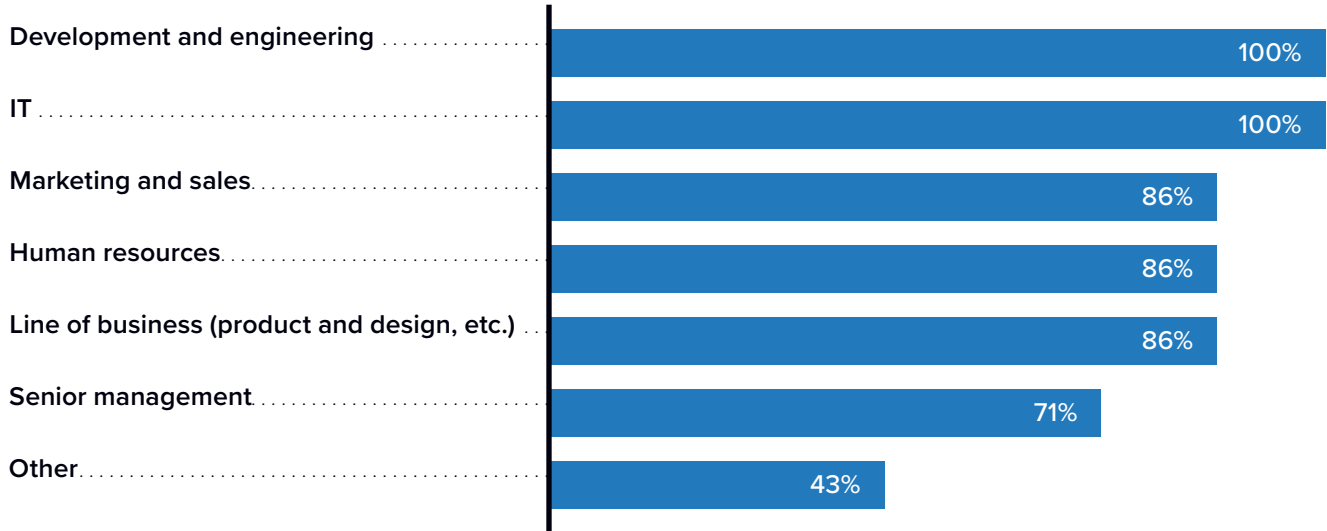


At the time of interviews, 61% of their employees were categorized as remote workers. All interviewed customers said they intend to remain hybrid workplaces in the future and plan to use Miro to support that strategy.

When interviewed organizations started with Miro, usage gained traction with IT and developers, but as users recognized the value of the solution, adoption trickled across the entire organization. **Figure 3** (next page) illustrates the large footprint that Miro has within interviewed organizations. As one participant noted, *“There’s more usage in some areas than others, but I would say there are people from every part of the business now in Miro. Some areas have only got a couple of people and are starting to become more widely used, but other areas like IT have had it for a while.”* It is extremely important to note that Miro customers expect to continue to use Miro beyond the pandemic. At the time of interviews, 61% of their employees were categorized as remote workers. All interviewed customers said they intend to remain hybrid workplaces in the future and plan to use Miro to support that strategy.

FIGURE 3
Business Areas Using Miro

(% of organizations)



n = 7, Source: IDC In-depth Interviews, August 2022

The business areas noted in **Figure 3** were using the Miro solution to support a wide variety of initiatives and tasks. Most commonly, Miro was being used by organizations to strategize and ideate (see **Figure 4**). Visual collaboration was especially helpful for these tasks.

FIGURE 4
Tasks Supported by Miro

(% of organizations)



n = 7, Source: IDC In-depth Interviews, August 2022

IDC then evaluated the productivity gain of active daily users recognized as a result of using Miro. It was made clear by study participants that active users could communicate, prepare for meetings, and collaborate with ease in Miro—teams went from verbal to visual communication, which left less room for uncertainty or confusion. It also created a permanent, accessible “single source of truth” or record of previous conversations and decisions. In fact, active users were saving approximately 80 hours per year just from streamlining their conversations. A study participant noted, *“When it comes to ideas, strategy, and feedback, Miro is a huge help. There’s been a huge benefit when it comes to email because often our conversations would’ve been me writing a long email to you, then you reply with all your comments, and later we turn that into a proposal. Now it can be mapped quickly in Miro, and for some of those use cases, it’s turned 2.5 hours of work into a 15-minute discussion. Miro is being used to brainstorm things together and then we’ll turn it into some work. It’s unlocking something we wouldn’t have had before.”*

Miro provided users with valuable tool integrations (Jira, Slack, Microsoft, Smartsheet, etc.), numerous functions (sticky notes, diagrams, video, templates, etc.), and the ability to run effective workshops or planning sessions. This increased functionality translated into a large productivity gain of 15% for daily active users and resulted in an annual benefit of \$3.3 million per organization (see **Table 3**). In addition, IDC calculated that active daily users were able to work with the equivalent productivity level of 320 additional full-time employees from their use of the Miro platform.

TABLE 3
Active User Productivity Gain

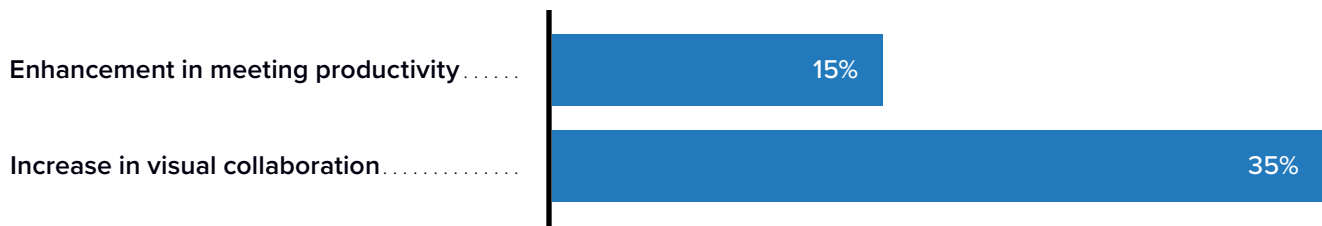
	Before Miro	With Miro	Benefit	Percent Benefit
Equivalent productivity level, FTEs	2,080	2,400	320	15%
Assumed operating margin	15%	15%		
Value of staff time per year	\$21.8M	\$25.2M	\$3.3M	15%

Source: IDC In-depth Interviews, August 2022

Miro also empowered users to have more productive meetings when using visual collaboration. Many of the organizations traditionally relied upon in-person meetings to visually collaborate and ideate using a physical whiteboard. Miro virtualized this experience for organizations and increased the number of meetings that were using visual collaboration by 35% (see **Figure 5**, next page).

The use of Miro also enhanced the overall productivity of meetings by 15%. Staff came to meetings prepared because Miro made information readily available. This enabled employees to brainstorm prior to the actual meeting and have productive discussions. As stated by an interviewed organization, *“I think because of availability of readable information and increased interaction, the duration of the meetings was reduced. The team meetings stand-ups are usually 15–30 minutes every day. Beforehand, you can imagine if there is only one board where the planning is and the people from the other locations have to tell you, ‘Please write a sticker to do this, do that,’ you can imagine this takes maybe double the amount of time. It’s hard to justify it now. If I just think about the stand-up without Miro, then I still believe that it would take double the time, or you would not get the same amount of information.”*

FIGURE 5
Visual Meeting Collaboration
(% of improvement)



n = 7, Source: IDC In-depth Interviews, August 2022

Finally, Miro helped improve employee experience, as users across these organizations appreciated having a tool that streamlined their day-to-day work, increased organizational transparency, and fostered creativity. It was easier to find information, be prepared, and work as a team. As a result, employee satisfaction for users increased by 19%.

Business Enablement Benefits

Miro enabled interviewed organizations to accomplish strong business growth by establishing more efficient workflows, creating stronger connections, and helping build trust across teams. Through the use of Miro, these organizations were more agile and could evolve with business demand. Importantly, staff could more easily strategize on a quarterly or ongoing basis rather than locking into a business strategy at the start of the year. This enabled organizations to prioritize important goals and tasks, which led to more clarity and job satisfaction for employees and, in turn, higher overall revenue for the business. In addition, Miro helped break down silos, allowing users to creatively collaborate across different business areas and teams.

Study participants discussed business enablement in detail as follows:

Greater iteration agility:

“I’ve seen a few interesting things come out of different teams around business agility. People are using Miro for simple retros to show ‘what did we do well last sprint’ and figure out what can we improve — through to heatmaps of where our products are doing well and where they’re not doing so well. There are all sorts of diagrams out of Miro’s template universe [Miroverse] coming through and being used as well.”

Better business prioritization:

“Strategizing and planning are more effective with Miro: we’re able to put everything on the board and go through each of those, make a presentation, and prioritize which ones we can do and which we cannot.”

Evolving business strategy with distributed teams:

“We’re moving to quarterly planning sessions instead of yearly planning sessions, and some of that has been due to the digital unlocks in the space where it doesn’t require everyone to be physically together every year. We can run planning meetings more regularly because they are remote and virtual. As a result, we are evolving our strategy rather than something we write down and keep in place for a year.”

Improved standardization of business process:

“We have a great checklist of what you must deliver before you can release. We have standardized these meetings with the different disciplines so that only when all of them agree that the things have been done and that the demo has been done, only from that time onward we can progress with the release in a certain direction. All this is visualized with Miro so you can see who participated, who gave the okay, what was missing.”

In using Miro, agility was increased across the entire organization, including during strategizing and planning. One participant noted, *“Our organization is trying to be agile across every part of the business, regardless of whether it’s the more traditional IT areas, sales, marketing, finance, or HR. Miro is considered one of the key enablers as part of that agility journey. It has meant that we’re moving from yearly strategy and planning sessions to now quarterly. It allows us to be a lot more agile when it comes to business strategy that we can shift and change every three months. We still maintain long-term strategies and long-term goals, but it has meant that quarter by quarter, we can now adjust as we need along the way and measure that progress and visualize it.”* Miro users were also able to deliver projects 14% quicker, which in some cases enabled organizations to go to market faster.

As illustrated in **Table 4**, interviewed organizations attributed total additional net revenue per year of \$1.15 million to their use of Miro and the business agility it created.

TABLE 4
Business Enablement — Higher Revenue

	Per Organization	Per 100 Active Miro Users
Total additional gross revenue per year	\$7.67M	\$368,170
Assumed operating margin	15%	15%
Total additional net revenue — IDC model	\$1.15M	\$55,225

Source: IDC In-depth Interviews, August 2022

In addition to increasing revenue related to the use of Miro, organizations experienced a reduced need to travel. Interviewed organizations noted that Miro effectively enabled staff to collaborate online, especially regarding product and project planning. Traditionally, these initiatives were done in person. A study participant further elaborated on this topic: *“The big topic for us is reduced travel because we would fly everyone in to do planning workshops. It’s a big win that we can do that now virtually. Efficiency is significant when starting a project. Previously, it took three to four weeks, and we are usually now half of it, so the start of a project is much improved.”* This effectiveness allowed organizations to reduce travel spend by an average of \$357,750 per year (see **Table 5**).

TABLE 5
Travel Cost Reductions

	With Miro	Per 100 Active Miro Users
Travel cost reduction per year	\$357,750	\$17,160

Source: IDC In-depth Interviews, August 2022

ROI Summary

Table 6 presents IDC's return on investment and analysis for study participants' use of Miro. As shown, IDC projects that study participants will achieve three-year discounted benefits worth an average of \$10.6 million per organization through the benefits previously described. These benefits compare with total three-year discounted costs of \$2.4 million per organization. IDC projects that the benefits and investment costs will result in an average three-year ROI of 349% and a break-even point in investment occurring in approximately 5.4 months.

TABLE 6

Three-Year ROI Analysis

	Per Organization	Per 100 Active Miro Users
Discounted benefits	\$10.6M	\$509,800
Discounted investment	\$2.4M	\$113,545
Net present value (NPV)	\$8.3M	\$396,260
ROI	349%	349%
Payback period	5.4 months	5.4 months
Discount factor	12%	12%

Source: IDC In-depth Interviews, August 2022

Challenges/Opportunities

The single biggest challenge that Miro has is name recognition, which is rapidly changing. While Miro does not have a traditional team collaboration messaging layer (like Slack, Microsoft Teams, or Google), it was never designed for that purpose. It was designed for visual collaboration and to easily integrate with the messaging layers, if needed. Therein lies the opportunity for Miro, which was designed to enable teamwork across large and small projects and teams. More importantly, it creates a place for work to be done.

The place happens to be virtual, but it also, as this paper demonstrates, is a profitable place that brings many voices together effectively. To further this effort, Miro supports a growing number of integrations that extend the ability of Miro to be a “single pane of glass” for team collaborative activities. Also of note is the strong base of Miro fans; in some cases it has literally changed the lives of the Miro customer.

IDC revenue estimates show Miro with 31% year-over-year growth. This ranks above the market average for both 2021 and 2020 (source: IDC’s *Worldwide Semiannual Software Tracker*, April 2022).

Conclusion

We are rapidly moving from the end of the industrial era into the digital business era. COVID-19 served as a catalyst to accelerate global virtual collaboration. Businesses must adapt to these changing patterns to thrive, but also to attract and retain talent. This requires embracing the systems that meet the workforce’s expectations and enable the workforce to be more productive, wherever they are working from. IDC believes that the hybrid work model is here to stay. It enables companies to operate during times of uncertainty and to hire the best talent from anywhere in the world. Collaboration is a team sport that includes subject matter experts across business units and regions. Increasingly, collaboration also includes customers and partners.

Great collaboration, now key to the customer and employee experiences, is a proven pillar of digital transformation. It connects every portion of the business, breaking down barriers between departments or locations. The easier a platform is to use, the more valuable it becomes. To that end, collaboration is becoming more visual, which makes it easier to connect people and systems, and also facilitates the enablement and broader engagement of people working together. Miro enables the enterprise to further each of these outcomes. The 349% ROI value of Miro stated previously underscores that while the future of visual collaboration is still evolving, the ROI and other benefits can be realized now.

Whiteboarding, as referred to in this paper, should not be tied to the dry-erase markers of the past. Rather, Miro’s seemingly infinite canvas and its ability to enable collaboration from effectively anywhere go far beyond traditional whiteboard capabilities, earning the term “visual collaboration platform.” Miro’s ability to integrate with core IT products increases the value to the enterprise. As companies understand the power of integrated applications with Miro, this value can only be expected to increase over time.

Appendix 1: Methodology

IDC's standard Business Value/ROI methodology was utilized for this project. This methodology is based on gathering data from organizations currently using Miro as the foundation for the model.

Based on interviews with organizations using Miro, IDC performed a three-step process to calculate the ROI and payback period:

- 1. Gathered quantitative benefit information during the interviews using a before-and-after assessment of the impact of using Miro.** In this study, the benefits included employee productivity gains, staff time savings, and reduced costs.
- 2. Created a complete investment (three-year total cost analysis) profile based on the interviews.** Investments go beyond the initial and annual costs of using Miro and can include additional costs related to migrations, planning, consulting, and staff or user training.
- 3. Calculated the ROI and payback period.** IDC conducted a depreciated cash flow analysis of the benefits and investments for the organizations' use of Miro over a three-year period. ROI is the ratio of the net present value (NPV) and the discounted investment. The payback period is the point at which cumulative benefits equal the initial investment.

IDC bases the payback period and ROI calculations on a number of assumptions, which are summarized as follows:

- Time values are multiplied by burdened salary (salary + 28% for benefits and overhead) to quantify efficiency and manager productivity savings. For purposes of this analysis, based on the geographic locations of the interviewed organizations, IDC has used assumptions of an average fully loaded salary of \$100,000 per year for IT staff members and an average fully loaded salary of \$70,000 per year for non-IT staff members. IDC assumes that employees work 1,880 hours per year (47 weeks x 40 hours).
- The net present value of the three-year savings is calculated by subtracting the amount that would have been realized by investing the original sum in an instrument yielding a 12% return to allow for the missed opportunity cost. This accounts for both the assumed cost of money and the assumed rate of return.
- Because IT solutions require a deployment period, the full benefits of the solution are not available during deployment. To capture this reality, IDC prorates the benefits on a monthly basis and then subtracts the deployment time from the first-year savings.

Note: All numbers in this document may not be exact due to rounding.

Appendix 2: Supplemental Data

The table in this appendix provides an accessible version of the data for the complex figure included in this White Paper. By clicking “Return to original figure” below the table, you can quickly get back to the corresponding data figure.

DATA FROM FIGURE 2

Average Annual Benefits

	Per organization	Per 100 active Miro users
Active user productivity gains	\$3.08M	\$148,000
Business enablement	\$1.38M	\$66,450
Total	\$4.47M	\$214,000

n = 7, Source: IDC In-depth Interviews, August 2022

[Return to Figure 2](#)

About the IDC Analysts



Megan Szurley

Senior Research Analyst, Business Value Strategy Practice, IDC

Megan Szurley is a consulting manager within IDC's Custom Solutions Division, delivering consultative support across every stage of the business life cycle: business planning and budgeting, sales and marketing, and performance measurement. In her position, Megan partners with IDC analyst teams to support deliverables that focus on thought leadership, business value, custom analytics, buyer behavior, and content marketing. These customized deliverables are often derived from primary research and yield content marketing, market models, and customer insights.

[More about Megan Szurley](#)



Wayne Kurtzman

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Wayne Kurtzman is research director for the IDC Social, Communities, and Collaboration practice. He is an experienced technologist, practitioner, and analyst of enterprise social media, collaboration, and analytics programs. Prior to joining IDC, Wayne led emerging technology programs for global B2B and B2C companies, leveraging community collaboration and social media to drive employee and customer experience, new efficiencies, and new revenue streams. He has developed global community, social, and analytics practices as well as award-winning knowledge management and advocacy programs.

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