

REGION FOCUS: WORLDWIDE

Executive Summary:

The Business Value of Miro



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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. [Read on...](#)

Business Value Highlights

- ↑ **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

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

[Read the full white paper](#)



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