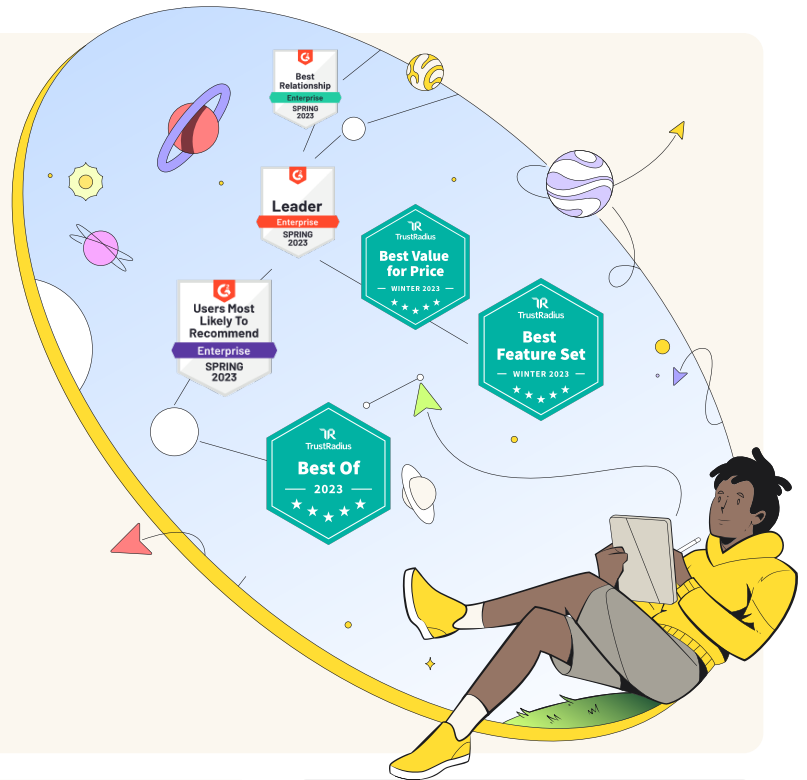




The collaborative solution for innovation companies



The only visual workspace built for innovation, Miro has consistently dominated the visual collaboration space, leading the category for over a decade. Unlike any other solution on the market, Miro provides a full suite of capabilities for diagramming, wireframing, real-time data visualization, workshop facilitation, interactive presentations, and agile practices — in a single place. Constant innovation and customer-centricity allow Miro to offer the most complete, powerful, and secure platform available.

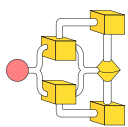
More than 60 million people and 180,000 client organizations (including many of the most innovative companies in the world like Google, Nike, and Samsung), have adopted Miro to reinvent the way they collaborate — enabling teams to accelerate time to market and ensure continuous alignment with customer needs and company strategy.

"Having tried competitors such as Lucid, Mural, Collaboard, etc., **I have found that Miro takes the win by far.** We needed more capability; something more reliable and more integrated with our existing processes. In the span of just one year, Miro had completely revolutionised the space — adding so many features we were desperate for. **So, we are now switching back to Miro.**"



Benio U., Design Leader

What makes Miro different?



Most complete

- Suite of collaborative capabilities to automate processes, streamline workflows and optimize the impact of your existing tech stack



Most powerful

- A visual workspace that can bring together 300+ simultaneous users
- Integrated, extensible platform supports any team, workload, or user
- Largest engaged user community with 2k+ templates on Miroverse



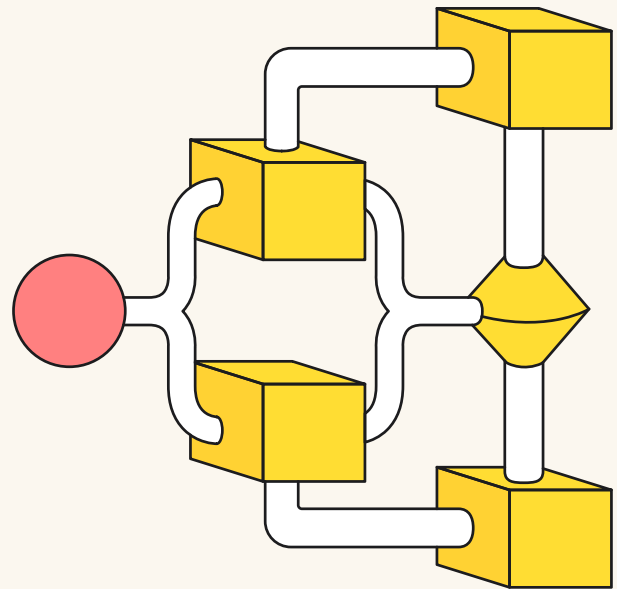
Most secure

- Most advanced set of security and compliance features for the enterprise
- Data residency in the US & EU



Capability bundles: Built-in solutions for every workflow

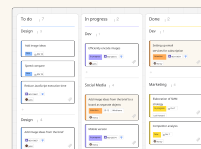
The richest native toolset of advanced capabilities for the use cases that will launch your business forward.



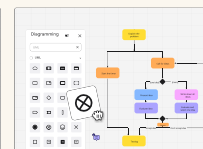
Miro users across any license type can take advantage of six capability bundles that power your company's most critical workflows. Bundles such as Product Development Workflows, Content & Data Visualization, and Workshops & Async Collaboration include advanced features you can only find in Miro.

The capabilities in each bundle work together seamlessly within one workspace, and can replace multiple stand-alone applications. By virtue of being integrated into Miro, access to these tools is expanded to users of any role or skill level. Bringing all these capabilities together in one place means reducing data silos and wasted time context-switching, driving productivity up and costs down.

6 Capability Bundles



Visual Project Management



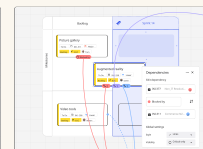
Diagramming & Process Mapping



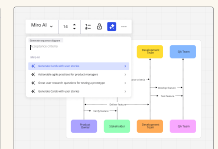
Content & Data Visualization



Workshops & Async Collaboration



Product Development Workflows



Miro AI

- ✓ full functionality
- some functionality
- ✗ no functionality

Capability comparison

MIRO

LUCID

MURAL

FIGJAM

Visual project management



Diagramming & Process mapping



Product development workflows



Content & Data Visualizations



Workshops & Async Collaboration



Miro AI



Digital Whiteboarding



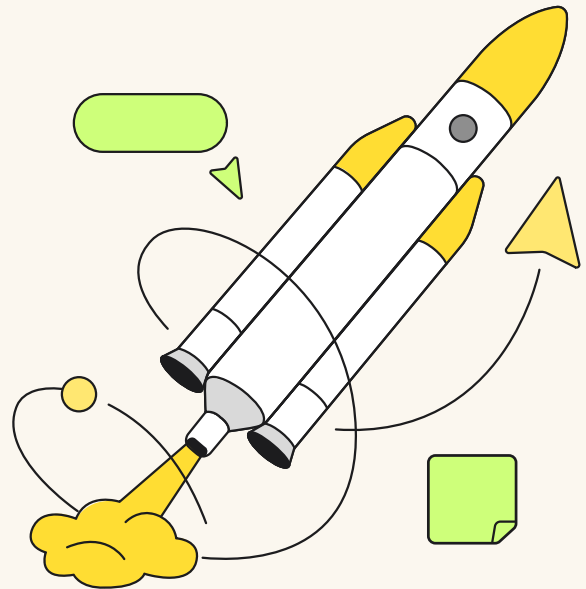
The risks of choosing the competition

- 1. Added cost:** Wasted time in multiple tools to achieve required capabilities
- 2. Misguided decisions:** High risk of using out-of-date information toggling between BI tools, collaboration tools, spreadsheets
- 3. Slow time to market:** Progress limited by face-to-face meetings when async work is too difficult



Platform: Invaluable versatility and extensibility

The most apps, integrations, and templates to power your team's work throughout the innovation lifecycle.



Miro connects with over 130 apps and integrations in one workspace, revolutionizing team alignment and efficiency. With the most first-party integrations in its category, Miro's powerful ecosystem brings a multitude of content and data types together in one place to achieve tighter alignment across teams. Plus, Miro is the only player in the space with a robust Developer Platform that lets developers build both user-facing applications and server-side integrations, making it the most flexible and adaptable solution on the market. In addition to helping teams build public apps and integrations, the platform allows you to customize the Miro experience within your company and works seamlessly with your internal systems.

With our vast library of over 2,000 templates, you can tap into the collective wisdom of Miro's community. Whether you're looking to transform brainstorming sessions into actionable plans or run efficient projects, meetings, or workshops, Miro's pre-built and interactive templates have you covered. Miro offers more templates than any other solution, allowing you to leverage the unparalleled expertise of our customers, partners, and experts.

"Miro's integration capabilities are a significant upside. The ability to **integrate external tools** and apps, such as Google Drive and Trello, adds even more functionality to the platform and **makes it even more versatile.**"



Ahmed A.,
Biomedical Engineer

The risks of choosing the competition

- Limited participation & access:** Less voices in the room = less creativity and innovation
- Slowed progress:** working across multiple disconnected tools means wasted time context switching
- Poor business decisions:** data silos and lack of visibility into content can drive negative consequences
- Capability gaps:** lack of flexibility to customize the solution to meet your company's needs



Capability comparison

MIRO

LUCID

MURAL

FIGJAM

300+ Real-time collaborators



2000+ templates



50+ 1st party apps



100+ integrations



3rd party extensibility



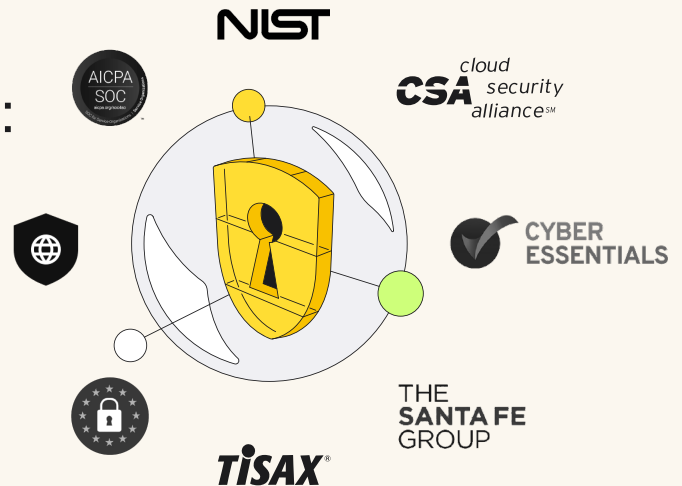
Custom apps





Security & compliance: Unparalleled peace of mind

The most advanced governance, security, and controls so enterprise teams can collaborate without the risk.



Miro is trusted by 99% of the Fortune 100 for best-in-class security, compliance, and scalability. Approved and certified, Miro follows industry best practices and regulatory requirements including SOC 2 type II, SOC 3, and ISO/IEC 27001. Unlike our competitors, Miro offers advanced certifications such as TISAX Level 2 and category-leading EU and US Data Residency, as well as adherence to GDPR/CCPA, and Cloud Security Alliance and Cyber Essentials certifications.

Miro goes beyond the basic security offered by other solutions to provide data classification, helping you protect and manage IP on the Miro platform.

Miro is the only solution that provides security integrations for SIEM, CASB, and EMM as well as Discovery APIs to help you prevent data leakage, respond to security threats, and strengthen security on mobile devices.



Capability comparison

MIRO

LUCID

MURAL

FIGJAM

Security Integrations

SIEM



CASB



EMM



Discovery APIs



Compliance & Certifications

GDPR/EU Data Residency



ISO 27001



AWS



CSA Star



SOC3



TISAX Level 2



Cyber Essentials



Data Protection

Encryption in transit



Encryption at rest AES256



Data Classification



custom tag/
manual config



EKM



Data Anonymization



" With Miro we can easily collaborate with other groups. Through brainstorming and idea generation, we discover valuable content where it matters while maintaining the confidentiality and **maximum security of our client data.** "



Shenaya D., Human Resources Manager in Pharmaceuticals

The risks of choosing the competition

1. **Out of compliance:** Online whiteboard tools don't adhere to company requirements
2. **Unprotected IP:** valuable IP within online whiteboard tools is not adequately protected and monitored
3. **Vulnerability:** less robust solutions do not allow you to detect, prioritize, and respond to security threats



Miro: The complete solution for innovative companies

Miro brings together distributed teams to make sense of complex problems, co-create solutions, and deliver better products and services. With the most complete, secure, and powerful platform on the market, Miro powers innovation for companies of all sizes, and the results speak for themselves.



Miro Enterprise impact based on IDC research

349%

3-year ROI

\$358K

Annual travel cost reductions

\$1.2M

Annual increase in revenue

80 hours

Saved per year/user with streamlined conversations

19%

Improved employee satisfaction

15%

Enhanced meeting productivity

Source: [IDC white paper: The Business Value of Miro](#)



Trusted and loved by the world's most innovative companies

DELL

CISCO



Deloitte.

Hewlett Packard Enterprise



shopify

macy's

Whirlpool

"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.**"



Wayne Kurtzman,
Research Vice President,
Social, Communities and
Collaboration at IDC