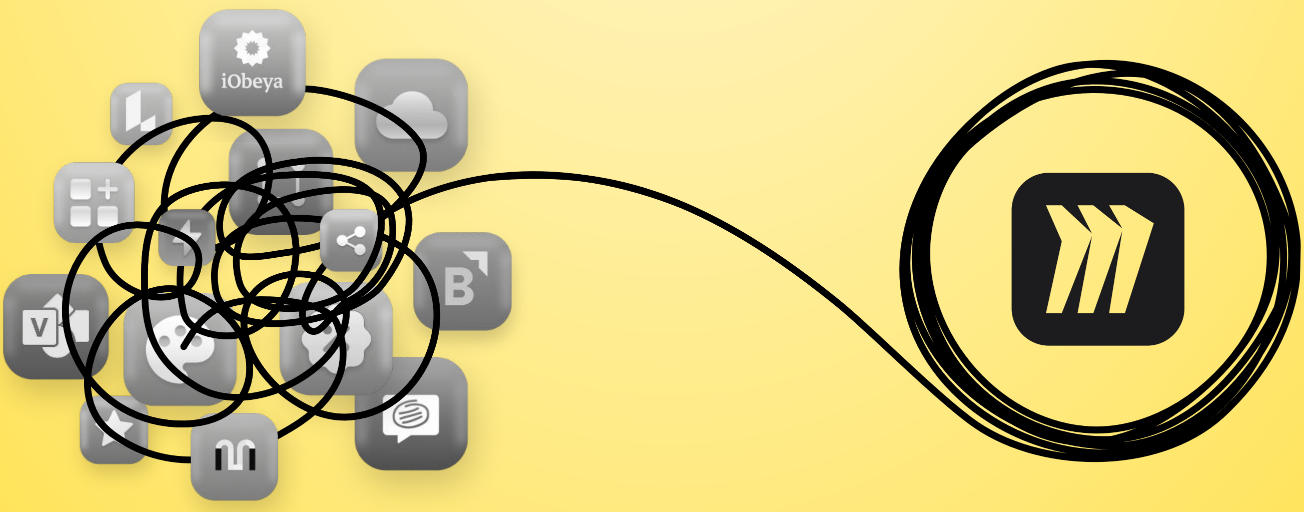
FROM CHAOS TO CLARITY

How Miro helps teams consolidate to great



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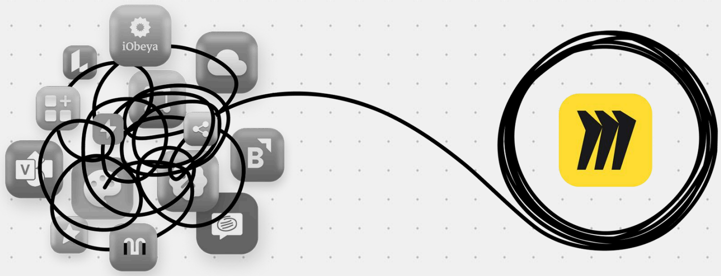
WHY TOOL CONSOLIDATION MATTERS



Even set against the myriad concerns keeping IT leaders up at night, the unchecked growth of enterprise apps is the stuff of nightmares.

According to Forrester,

77%

of US IT decision makers report "moderate to extensive" tool sprawl[1]. They're facing pressure from the C-suite to cut costs, reduce complexity, and mitigate risks.

That's why **63%** of those decision makers plan to pursue "moderate consolidation strategies" as part of regular IT maintenance over the next two years, while a further **34%** are planning an aggressive strategy to "significantly reduce" tool sprawl[2].

Whichever way you cut it, virtually every single IT leader out there agrees they need to do something to get their arms around the issue.

Slashing away until the budget balances is certainly the simplest solution. The only problem is that it might not be the most effective.

As Forrester also says in a new report,
"Standard ROI policies drive misguided investment priorities."

THEIR CONCLUSION?

Battling tool sprawl shouldn't just be measured in terms of what you save, but also what – or who – you enable.

A people-first ***APPROACH TO TOOL CONSOLIDATION***

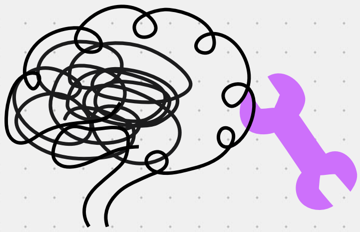
Take a step back for a second. What's the goal of any tech stack? In the simplest possible terms, It's to help employees get stuff done. So the starting point for any decisions relating to tool consolidation has to be understanding what people are trying to do and the things that are actually slowing them down.

At Miro, we've conducted our own research on exactly this question, and the results are illuminating. Based on a survey with over 3,000 people, we found that the top five factors getting in the way of innovation are:

- **Rigid ways of working**
- **Ineffective communication**
- **Unclear strategy**
- **Siloed teams**
- **Indecision or fear**

Once IT leaders have a clear line of sight into these kinds of issues, they can collaborate on solutions that benefit both the business and the people driving it. Solutions that empower people to work together more effectively and innovate faster.

Getting to these solutions needs a shift in mindset as much as a shift in strategy.



For instance, 71% of all tool consolidation efforts today are goaled on improvements to system performance and reliability[3]. A people-first approach widens the aperture to include team performance and project speed. In this world, tool consolidation KPIs don't just include cost savings but also things like user satisfaction and time to market. Right now, only 53% of IT leaders are tracking these kinds of value-based metrics[4].

A people-first approach also means empowering teams to drive innovation and transformation through more connected ways of working. To do that, IT leaders themselves need to be more connected to the rest of the business. But according to one analyst we spoke to, that's rarely the case.

18%

of workers reach out to IT when they have a business problem. And yet there's a direct correlation between employee satisfaction and the relationship with IT. "When product teams collaborate closely with IT to solve business problems - versus just seeking support from them - their NPS score jumps from minus three to 53," the analyst said.

FIVE STEPS TO FIGHT TOOL SPRAWL

Let's say IT leaders nail this shift from support function to strategic driver of innovation. That's great for the business, but it doesn't actually solve the problem of tool sprawl. There comes a point where tough decisions still need to be made about which tools to keep and which to cut. Fortunately there's a playbook for leaders to follow.

1

Define your goals

As we've seen, tool consolidation should be tied to value-based metrics, not just IT efficiency. So the first step is to define what success looks like. It might be something like faster onboarding or improved user experience. Most importantly, it needs to have the buy-in of all stakeholders. Tools that 'work' but don't meet employees' needs will result in shadow IT or adoption failure.

2

Inventory and audit your current stack

The temptation here is just to count active licenses and take it from there. But the secret of a successful audit is to measure real usage and business value. Most enterprise apps will have an analytics tool that shows who's using them, what for, and how often. That makes it easier to identify redundancies or cost centers. A true people-first approach will also include user surveys to understand friction points or unmet needs.

3

Prioritize integration as well as elimination

Some consolidation wins come from connecting tools, not just replacing them. Your final tech stack should integrate with your data layer, identity systems, and workflow engines.

4

Engage employees and design for adoption

Of course, a people-first approach to tool consolidation means engaging with employees. But doing this in an intentional way can be harder than it sounds. The trick is to do it early and often with interviews, champions, pilots, and training. Often, a gradual phasing in of new tools works better than hitting the giant red launch button. Whatever the tactic, bringing people along for the ride is the best way to avoid low adoption rates or even outright resistance.

5

Establish ongoing ownership

The other benefit of a phased launch is that it becomes a consistent discipline, rather than a one-and-done mindset. It can be supported by clear policies for app requests, renewal, procurement, and cancellation, along with other controls to prevent a return to the bad old days of tool creep.

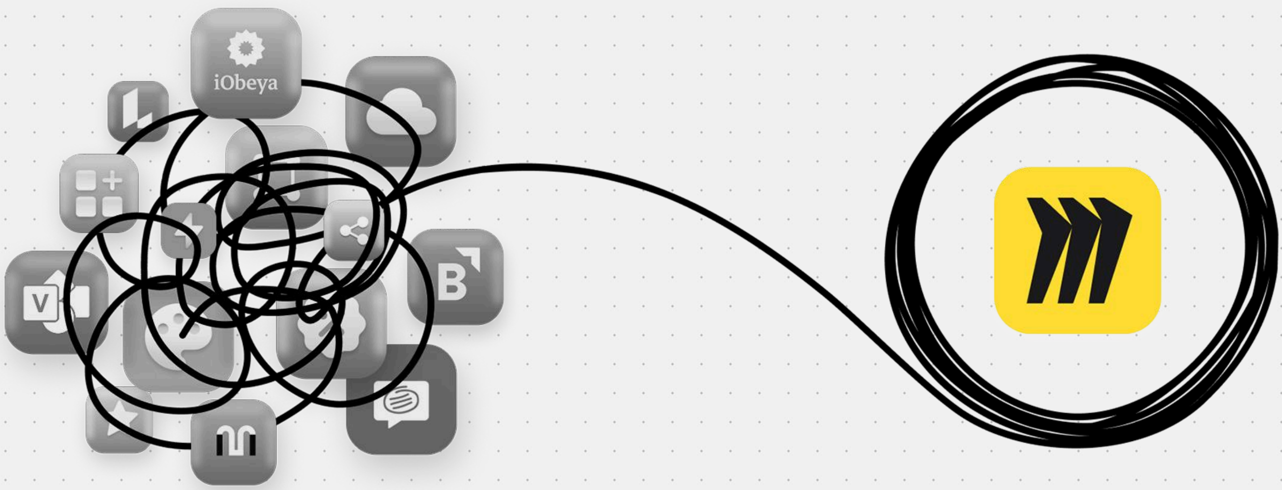
How Miro helps

TEAMS CONSOLIDATE TO GREAT

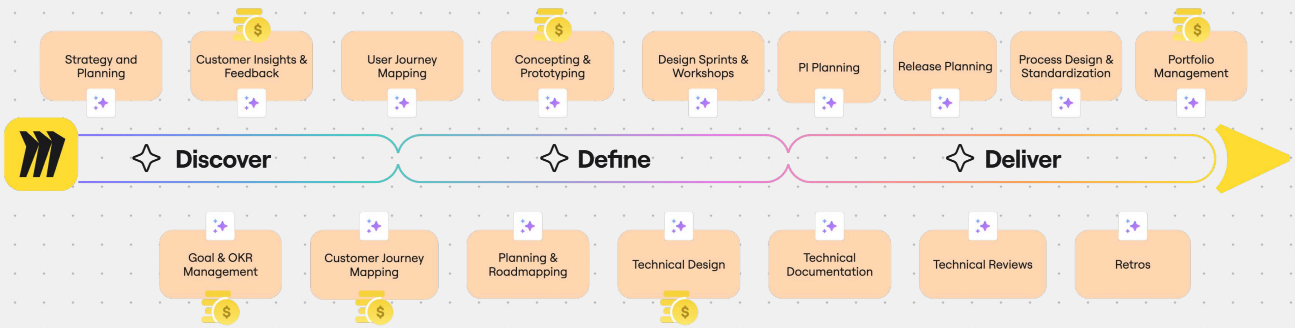
With a strategy in place, it's time to make the call. Consolidate onto what? This is where Miro comes in.

Miro eliminates the chaos of tool sprawl and offers teams a smarter way to work

by providing a single, secure, and scalable platform for visual collaboration. It strikes a balance between support for broad use cases like roadmapping or goal management, and specialized workflows like prototyping and AI transformation.



One tool, countless capabilities



In fact, when organizations consolidate their visual collaboration tools onto Miro they see three major benefits[5]:

Greater productivity

79%

of users says Miro has increased work productivity

Organizational efficiency

80%

of users says Miro has increased alignment across teams

Faster strategy

Miro users see a

19%

reduction in time to project completion

Let's take a look at each area in more detail.

CONSOLIDATE FOR MORE PRODUCTIVE WORK

Miro brings every team together on a single platform, which makes collaboration easier, engagement deeper, and cross-functional work faster. But it's not just people that can all suddenly co-exist in one place - it's data, context, and information, too.

Thanks to a huge ecosystem of integrations with the likes of Google, Microsoft, Adobe, Figma, and many more, Miro acts as a one-stop-shop for content.

By some estimates, workers waste *3.5 hours* every day switching between apps. If you eliminate that disruption by consolidating onto Miro, you save around *164 hours* (or six-and-a-half days) per year for every single person in your business.

As every IT leader knows, AI is also driving a productivity revolution. Whatever the job, Miro AI is there to help you do it faster. For instance, teams can breeze through boring tasks like staying on top of updates or comments with automated summaries. They can transform brainstorms into polished diagrams or crisp project briefs in seconds. And even create custom AI shortcuts to turn repetitive tasks into simple, one-click processes. All of which gives them more time to focus on the things that truly matter.

BOOSTING PRODUCTIVITY AT CENTRICA

UK-based energy leader Centrica has experienced the pain of tool sprawl - and the benefits of consolidation - firsthand.

"I think the biggest challenge within my engineering team was the fragmentation of tools across the product delivery lifecycle," explains Titu Joseph Rajan, the Head of Integration for Centrica's internal technology team. **"That made it really difficult to maintain an easily accessible and unified view of our work."**

"Designs weren't kept in a single place where everybody could see it at the same time," Rajan continues. "It wasn't collaborative. If two people wanted to work on different aspects of the same diagram at the same time, how do you do it? It's impossible."

With Miro, his team no longer needed to open multiple tools or browser windows to find what they were looking for. Instead, they could access everything they needed - from technical designs to architecture diagrams, data models, and more - on a single Miro board. Because the place they talked about the work was also the place they actually *did* the work.

In a little over a year, knowledge sharing has improved while decision making and prototyping are faster. Put simply, Rajan's team is getting a lot more done in a lot less time.

"What Miro gives us is a repeatable, scalable process for innovation that we can use in all our future programs," he says.

"Without it, we'd be moving much slower and introducing more risk into our end-to-end delivery. This speed is absolutely important for us, and it can benefit any organization looking to improve their workflows and deliver better results, faster."

CONSOLIDATE TO ESCAPE THE CHAOS

A single, centralized platform means fewer tools to procure, onboard, manage, and secure - increasing IT control and reducing not just administrative burden but the risk of shadow IT. That immediately strengthens an organization's security posture, ensuring compliance with enterprise policies while reducing risk exposure and audit complexity.

This was certainly the experience for Nicole Tate, Senior Director of Digital Employee Experience at financial operations platform Bill.com. Her role is to "equip employees with top-notch tools that help them do their best work." But following the Covid pandemic and a merger, Nicole found herself overseeing more than 600 apps, with duplicative licenses, siloed workflows, and soaring costs. In particular, much of the same work was being done across Lucid and Miro.

Enter Miro Technical Services who joined forces with Nicole's team to identify a way forward, including a migration plan that allowed admins to prepare their end users for the switch. They also provided documentation to help people get up to speed with Miro and ensure a stress-free transition. According to Nicole, Miro "streamlined our workflows and reduced application fatigue."

It was a similar story at HR software provider Workday - but with one important difference. When the time came for Murali Rathnam, Workday's VP of IT Infrastructure, to choose between Miro and Lucid, what swayed him wasn't just user experience or feature set. It was security.

With Miro, robust SSO, SCIM provisioning, and role-based permissions give IT full control over who accesses what, enabling secure collaboration across teams and countries. It also meets the highest security standards with SOC 2 Type II, ISO 27001, GDPR, and HIPAA compliance, ensuring data protection at scale for global enterprises.

"Miro showed up as head and shoulders above the competition in every way," says Murali.

Over the next few months,

3,000

workday.

Workday employees were migrated to Miro,

along with over

60,000

Lucidchart documents.

That came with significant cost savings. And because we know that begs the question, 'How significant?' we've put together an ROI calculator so you can put a real dollar amount on the costs saved and value added through tool consolidation.

We also ran a few numbers ourselves, and even a conservative estimate returns almost $350,000 to the IT budget for engineering, product, and design teams if they consolidate four visual collaboration tools onto Miro.

CONSOLIDATE FOR A STRATEGIC FUTURE

You might already be familiar with Forrester's High-Performance IT report. In case you're not, the basic argument is that cutting tools to save costs overlooks the potential returns on innovation that those tools could create in the future. The problem is that word potential. These returns are unpredictable and hard to measure. But not impossible - especially with Miro.

By consolidating workflows across the organization into Miro, IT leaders can gain much better visibility across all projects, making it easier to implement solutions that drive breakthrough ideas, increase efficiency, and deliver long-term success.

That's exactly what happened at Xero, the small business cloud accounting platform, as the company scaled globally.

Courtney Martyn, the firm's Head of Experience Strategy, was tasked with creating a Customer Journey Framework that mapped the hundreds of ways customers ran their business - from storing documents and paying bills to claiming expenses - and how they intersected across Xero's platform.

"We had teams working across a range of different tools, which created too much complexity."

- Courtney Martin,
Head of Experience Strategy

"Projects were moving quickly", says Courtney, "and there were so many dependencies on other teams, but we were spending more time getting aligned."

Courtney decided to use Miro not just to figure out what the framework should look like, but also to be the place that it actually lived. In the end, it delivered more than just improved communication - it became a catalyst for innovation. "It helped us identify gaps and highlight jobs that Xero could potentially get into," explains Courtney.

"That becomes a spur for innovation because we're asking ourselves if we're going to do that better than anyone else, how would we do it?"

TOOL CONSOLIDATION: THE CONCLUSION

In addition to managing an increasingly complex technology landscape, IT leaders are under pressure to reduce costs - all while navigating resistance from teams who don't want to lose the tools they rely on.

But while they might feel like they're caught between a rock and a hard place, there is a way forward. The best leaders will measure success by the value tech brings to people not just by the number of tools or the amount of budget they cut. When IT partners closely with teams, they can create smarter, more connected ways of working that boost innovation and impact.

With Miro on board, organizations can consolidate their tech stack with confidence, knowing they're setting their teams up for productive work while reducing risk and laying the foundations for a smarter, faster future.

READY TO MEET THAT FUTURE RIGHT NOW

Book a meeting

SOURCES

1: Forrester research, 'CIOs get tech sprawl under control', 2024
2,3,4: Forrester Research, 'The state of tech sprawl in the US', 2024
5: Data based on surveys with over 40,000 Miro execs and users