

# Miro helps Ubisoft spark connection and creativity to improve video game production

## Ubisoft at-a-glance

**13K**

Monthly active users

**75%**

of Ubisoft users say Miro improves efficiency

**68%**

say Miro improves quality of work

**“Ubisoft is a decentralized company: many professionals work in studios based in several countries. With a big emphasis on creativity, Miro matches perfectly with our way of working.”**



**Gabriela Iovu-Dumitriu**  
Product Owner at Ubisoft

*Ubisoft has been a household name in the video game sector for more than 35 years with flagship titles such as Assassin's Creed and Watchdogs. Today there are more than 21,000 Ubisoft employees spread over more than 40 sites around the world, with approximately 80% dedicated to game production.*

When teams went remote in 2020, it was critical for Ubisoft to adopt a truly collaborative solution that would bring connection and creativity into their company culture. Since its rollout, Miro has established itself as an essential tool to help production teams to thrive in the modern work environment.

## Highlights

### Problem

The sudden shift to remote work in 2020 accelerated Ubisoft's digital transformation. Teams needed ways to work together as if they were in the same room to maintain productivity and efficiency, without disrupting their day-to-day workflows.

### Solution

Miro creates connection across remote teams and provides a central hub to support game production where users pitch and visualize ideas. It is also used to streamline workshops, sprint management, and onboarding.

### Results

Ubisoft's teams have seen an improvement in efficiency and quality of work since adopting Miro. Ubisoft continues to expand usage across multiple teams to improve engagement and collaboration.

## Bringing creative elements together in one “team hub”

Teams at Ubisoft quickly came to embrace Miro's intuitive user interface and flexible online workspace for a range of activities including workshops, brainstorming, and Agile workflows.

Today production teams use Miro as a team hub to visualize ideas, pitch artistic elements of games, and share different types of media in one visual workspace. In workshops, teams stay engaged with features like voting and the timer that create structure and interactivity.

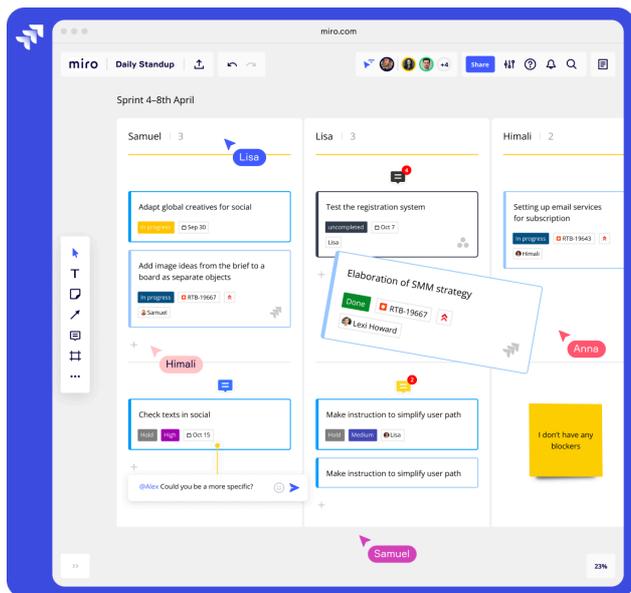
During sprints, managers use Miro to get an up-to-date view of the status of all their team's tasks. While Jira is used for the more micro side of task management, Miro allows managers to zoom out and see the big picture.

## Visualizing Jira tasks in Miro for improved visibility

To minimize the need for context-switching and duplicated work across different tools, Miro is integrated into Ubisoft's collaborative tools ecosystem. This helps automate content updates and notifications, as well as reduce work waste.

Integrating [Jira with Miro](#) allows Ubisoft's production managers to see how issues relate to each other. This way, teams can collaborate quickly to tackle them or resolve challenges. Miro also allows users to freely shuffle issues around and create a custom overview to keep track of them.

Miro has been critical for adding a “visual layer” on top of regular task management, helping to plan from a higher-level view and make the best decisions possible.



Example of Jira cards linked within Miro

**“Our teams already use Jira for sprint and task management and Miro allows us to add a visual layer to this planning. One board can hold several sprints on Jira which gives us a more global view of the planning of a production team.”**

Gabriela Iovu Dumitriu  
Product Owner at Ubisoft

## Achieving support, governance, and scale with Miro Enterprise

With the [Miro Enterprise plan](#), Ubisoft has a dedicated Customer Success Manager. With this resource, Miro and Ubisoft have co-created a custom enablement plan designed to meet Ubisoft's specific business needs.

Miro has helped Ubisoft enhance team engagement and collaboration through facilitating community interactions, simplifying the onboarding process, and ensuring everyone gets the most out of Miro's features. Notably, Ubisoft teams are taking advantage of [custom apps](#) built on Miro's platform and [Miro AI](#), which offers capabilities like generating mind maps or summarizing key themes in brainstorming.

Taking advantage of Miro's advanced administration capabilities, Ubisoft is in the process of creating a customized tool for governance and content maintenance to ensure that content in Miro remains relevant and up-to-date for all users. This is a key component of Ubisoft's goals to optimize productivity.

Ubisoft also plans to create personalized content to support teams including [custom templates](#) — for example, for specific game production needs and starter kits — as well as other guides and training content.

From integrating seamlessly into the existing toolstack to making it easy to replicate best practices, Miro is helping Ubisoft create a culture of productivity and collaboration.

[Learn more about Miro](#)

[Learn more about the Jira integration](#)