

# **Collaborative Whiteboard Category**



## Collaborative Whiteboard Category

Collaborative whiteboard software offers an open, singular and shared space for design where collaborators can concurrently share content and make edits from their devices. The tool is similar to a physical whiteboard as the name suggests. It offers a range of features that you can use to design, save, share, and communicate content in a customizable workspace.

Whiteboard software is widely used by project management and design teams. Further, groups in any discipline can utilize a user-friendly and intuitive content sharing workspace. Most programs are standalone applications, but some are integrated into other visual collaboration or design software. A quality collaborative whiteboard solution offers the following functions: presents an editable and customizable blank design workspace that can be simultaneously accessed and utilized by multiple contributors; provides design features that you can use to annotate and draw; enables you to save the workspace.



# Customer Success Report Ranking Methodology

The FeaturedCustomers Customer Success ranking is based on data from our customer reference platform, market presence, web presence, & social presence as well as additional data aggregated from online sources and media properties. Our ranking engine applies an algorithm to all data collected to calculate the final Customer Success Report rankings.

The overall Customer Success ranking is a weighted average based on 3 parts:

## CONTENT SCORE

- Total # of vendor generated customer references (case studies, success stories, testimonials, and customer videos)
- Customer reference rating score
- Year-over-year change in amount of customer references on FeaturedCustomers platform
- Total # of profile views on FeaturedCustomers platform
- Total # of customer reference views on FeaturedCustomers platform

## MARKET PRESENCE SCORE

- Social media followers including LinkedIn, Twitter, & Facebook
- Vendor momentum based on web traffic and search trends
- Organic SEO key term rankings
- Company presence including # of press mentions

## COMPANY SCORE

- Total # of employees (based on social media and public resources)
- Year-over-year change in # of employees over past 12 months
- Glassdoor ranking
- Venture capital raised

## Award Levels



### MARKET LEADER

Vendor on FeaturedCustomers.com with substantial customer base & market share. Leaders have the highest ratio of customer success content, content quality score, and social media presence relative to company size.



### TOP PERFORMER

Vendor on FeaturedCustomers.com with significant market presence and resources and enough customer reference content to validate their vision. Top Performer's products are highly rated by its customers but have not achieved the customer base and scale of a Market Leader.



### RISING STAR

Vendor on FeaturedCustomers.com that does not have the market presence of Market Leaders or Top Performers, but understands where the market is going and has disruptive technology. Rising Stars have been around long enough to establish momentum and a minimum amount of customer reference content along with a growing social presence.



## 2020 Customer Success Awards

Check out this list of the highest rated Collaborative Whiteboard software based on the FeaturedCustomers Customer Success Report.



MARKET LEADERS



TOP PERFORMERS



RISING STARS



\* Companies listed in alphabetical order



OVERALL BEST  
**Collaborative  
Whiteboard**





122

Total Customer References

[VIEW ALL REFERENCES](#)

ABOUT INVISION



InVision is the Digital Product Design platform used to make the world's best customer experiences. We provide design tools and educational resources for teams to navigate every stage of the product design process, from ideation to development. Today, more than 5 million people use InVision to create a repeatable and streamlined design workflow; rapidly design and prototype products before writing code, and collaborate across their entire organization. That includes 100 percent of the Fortune 100, and organizations like Airbnb, Amazon, HBO, Netflix, Nike, Slack, Starbucks and Uber, who are now able to design better products, faster. Sign up for a free trial at [invisionapp.com](https://invisionapp.com) and begin streamlining your digital product workflow. Awards: Forbes Cloud 100 - 2016, 2017, 2018; Fast Company Innovation by Design Awards, Honorable Mention in the User Experience Category ...

Featured Testimonials

“We love using InVision for rapid prototyping! InVision allows us to quickly demonstrate concepts with our cross-functional teams, customers and executives so that we can collect feedback in one place and make rapid iterations.”

 RYAN COBURN  
ADOBE

“Whether you are presenting wireframes, mobile app proof of concepts, or fully polished full site demos, to either developers or clients, InVision app is the previously missing link in taking a designers' vision and translating it into a fully clickable demo. Amazing service.”

 JONATHAN BOWDEN  
DELL

“Having the ability to embed InVision screens and prototypes into our Confluence pages opens up collaboration with the wider team of engineers and product managers.”

 JURGEN SPANGL  
HEAD OF DESIGN, ATLISSIAN

“With Freehand, we can quickly create, discuss, and save our notes from our feedback sessions—and quickly make changes in real time. Being able to access Freehand directly from the InVision dashboard has made it a lot easier to collaborate.”

 KURT PETERSON  
GRUBHUB

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# 203

## Total Customer References

[VIEW ALL REFERENCES](#)

### ABOUT LUCIDCHART

## Lucidchart

Lucid Software helps companies and individuals solve complicated problems through its cloud-based visualization apps. Lucidchart, a diagramming application, and Lucidpress, a design solution, are utilized by over six million users, including Netflix, Dropbox, USA TODAY and Staples, making them two of the most popular productivity apps on the web. Since the Utah-based company's founding in 2010, Lucid Software has grown in revenue by over 100 percent each year and has received numerous awards for its business and workplace culture. The Lucid team has expanded from one ambitious college student to a team of 150+ employees. With teams dedicated to front and back-end engineering, customer service, sales, marketing and quality assurance, Lucid Software is a thriving and profitable business.

### Featured Testimonials

“Lucidchart allows us to display content in real time in Confluence. With other software programs, you have to export a diagram and then add and manage it on another file server. With Lucidchart, there is none of that. Utilizing Lucidchart's integration with Confluence enables us to work very efficiently.”



BYEONGOK HA  
BUSINESS PLATFORM PLANNING OFFICE, LINE

“It's really important to me that when I'm laying out designs and explaining a process, people aren't caught up on cosmetic flaws. I like that Lucidchart allows me to properly align and join objects. There's a lot of flexibility, and I can create a diagram that looks very nice but was still very easy to make. It's my go-to when I am trying to lay something out.”



RAHUL AMIN  
PRODUCT MANAGER, UBER

“Lucidchart has all the latest icons, including iPhone icons. These are small things that make a big difference in showing that a company is evolving quickly. I have not seen any other tools that offer the latest small icons in their documentation.”



ARUN SOMADATHAN  
SERVICE DELIVERY MANAGER, HITACHI

“Not only are there numerous shapes, but they're sophisticated and well-designed. Our diagrams look clean, modern, and professional. Between the huge libraries of shapes, the ability to bring in images or icons from Google search, integrating videos, creating multiple tabs, collaboration capabilities, being able to download in various formats—there's little that we can't do with Lucidchart.”



LAURA LIPPAY  
CHIEF EXECUTIVE OFFICER, BUILTVISIBLE

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40

Total Customer References

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#### ABOUT MURAL



MURAL makes remote design work. Their digital whiteboards empower modern teams to visually explore complex challenges and collaborate on researching, brainstorming and designing ideas. MURAL's cloud-based application works across web-based and mobile devices, locations and time zones, delivering better experiences faster, no matter where you are in the world.

### Featured Testimonials

“Currently, there are very few online tools that replicate the experience that's similar to what a real space would offer. One of these that does get close to what you'd get from a real space is MURAL.”



LAÏLA VON ALVENSLEBEN  
DESIGNER, HANNO

“MURAL is awesome, I like it a lot. The existing maps are very helpful, not just for online collaboration but also for analog use in regular projects. It's great to have ideation and project tools all in one place. As I am exploring the facilitator role, I find this very handy and I will use MURAL in my upcoming projects for sure.”



TIM MÅNSSON  
DIGITAL MEDIA CREATIVE STUDENT, HYPER ISLAND

“For a 30 or 60 minute session, where we want to share ideas or have a voting session and have a record of it for people who aren't present, doing it in MURAL is actually preferred even if we have everyone colocated.”



ERIC MORROW  
DESIGN FACILITATOR, IBM BELGIUM

“MURAL is my go-to app for starting almost all projects. It handles all parts of a project's lifecycle from ideation, to collaboration, to delivery of flows. MURAL is a must have for teams who work remotely.”



EVAN BOWERS  
PRODUCT DESIGNER, ZAPIER

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82

Total Customer References

[VIEW ALL REFERENCES](#)

ABOUT MIRO

# miro

Miro (formerly RealtimeBoard) is the most intuitive visual collaboration and whiteboarding platform for cross-functional teams. Over 2 million product managers, project managers, Agile coaches, developers, and other talented team members around the world use Miro to collaborate, brainstorm and visualize ideas, and share teamwork.

## Featured Testimonials

“Miro allows everyone to collaborate, regardless of location. We can take what’s happening on physical whiteboards and replicate it virtually, so that everybody can see and talk about it.”



JASON DZIAK  
GROUP EXPERIENCE DIRECTOR, DELL

“We use Miro to enable multiple designers to collaborate on ideas and collect feedback from a broader cross-functional team. It helps us run more efficient design processes.”



ANDREW WIGHT  
ASSOCIATE CREATIVE DIRECTOR, SAPIENTNITRO

“Miro is an endless canvas, so we can put in lots of information. It’s good when you want to present some design work, because the endless canvas not only provides a lot of flexibility but also allows you to work with different formats like videos, PDFs and even PowerPoint.”



ALFRED YEAP  
LEAD PRODUCT DESIGNER, SEEK ASIA

“Miro is not just a tool that allows us to collaborate and solve specific problems; it’s also a way of communicating. Most clients would be used to sending a lot of emails and responding in a sort of traditional way, but we try to move the confirmations and collection of information to digital tools so that we don’t have to revert back to the old ways.”



KEN KNOLL  
SENIOR PRODUCT MANAGER, BCG DIGITAL VENTURES

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82

Total Customer References

[VIEW ALL REFERENCES](#)

ABOUT BLUESCAPE



Bluescape is a digital, visual container that unifies your content and conversations in a shared, persistent space. Founded in 2012, Bluescape is a cloud-based, software as a service company based in Silicon Valley, CA and owned by Haworth Inc., a privately owned, +\$2B leading provider of workplace design, products, and technology solutions.

Featured Testimonials

“Because the workspace allows us to collaborate in real time with consultants and clients in different locations, our meetings not only have become more productive, but our team has become more aligned with clients.”



PAUL GULBIN  
MANAGING DIRECTOR, COHNREZNICK

“We are generating proposals for new work, managing multiple client training projects, tracking project milestones, conducting customized Bluescape demos for our clients, creating innovation ideation workshops and rebranding our company. In short, Bluescape has changed the way we work.”



MARY TEMPLE  
PARTNER, BTS CONSULTING & TRAINING, LLC

“Having the Price Modern showroom in play next to the Bluescape wall allows people to go through and really test and move things around, and imagine a situation within their office so they can get a more real-time feel of what's going on versus just looking at a picture.”



EHREN GAAG  
PRINCIPAL, PRICE MODERN

“Bluescape enables a more efficient, more effective way to design. We can come back and talk about the key areas through images, taken from 3D renderings, that get placed instantly in Bluescape. Since we can experience and understand the design spaces better than we've ever been able to, the process moves more quickly and we can avoid costly mistakes and delays.”



CRYSTAL KNAPIK  
PROJECT DESIGNER, VOCON

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18

Total Customer References

VIEW ALL REFERENCES

ABOUT EXPLAIN EVERYTHING

Explain Everything

Explain Everything is the interactive whiteboard platform that enables teams to collaborate, share, and learn on an infinite canvas. Combine new and existing media, annotations, and text for an engaging, visual story. Record and capture everything on the screen, go back and add more context, and share all or part of the experience for continuous development. From the boardroom to the classroom, easily interact with colleagues, customers, and students.

Featured Testimonials

“This application has transformed not only how I provide accommodations to students, but also how I create and deliver specially designed instruction and provide opportunities for guided practice to my students.”

JENNIFER HALLAS
TEACHER, OLDHAM COUNTY SCHOOLS

“Explain Everything empowers students to work creatively and independently, whilst enabling teachers to assess each student as an individual.”

FELIX KOLEWE
TEACHER, VILLA WEWERSBUSCH

“When we review our lesson on the screen through Explain Everything it makes the students feel important, powerful, and confident. It’s an amazing tool that keeps all my lessons together.”

CRUZ N. RAMIREZ
DR. MARTHA MEAD ELEMENTARY

“From a content delivery perspective, Explain Everything gave students the ability to smoothly incorporate video, pictures, voice overs, live writing, and static slides all in the same production. From a teacher’s perspective, I could rewatch presentations, review them with the lab group, and have students post them on our Good Community to garner peer feedback.”

CHRIS NAUSS
COMMUNITY HIGH SCHOOL DISTRICT 99

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Total Customer References

VIEW ALL REFERENCES

ABOUT STORMBOARD



Stormboard is an online collaboration tool that empowers teams to enhance their business processes. Capture, organize, discuss, and prioritize content. Remotely collaborate anywhere, at any time, on any device. Be agile, productive, and secure with Stormboard! Stormboard helps teams transform their meetings company-wide, no matter where employees are located, with shared sticky notes and whiteboards in an innovative digital workspace.

Featured Testimonials

“What Stormboard has done is allowed me to be more flexible and responsive to my client’s needs. It’s helped me make more effective use of my time and of my client’s time.”

CAMERON FRASER
OWNER, STONEWALL CONSULTING

“Stormboard saved us \$80,000 and made our international meeting more engaged, effective and actionable.”

ROBERT E. JOYCE JR.
CHIEF EXECUTIVE OFFICER, NORICAN GROUP

“I found Stormboard attractive [because] we could collaborate and share ideas. It was an easy format where people didn’t have to learn a lot of tips and tricks to make it work.”

DENIS COWLEY
OWNER, PRESIDENT, BOOKER TRANSPORTATION

“We used Stormboard to help run engaging collaborative workshops with participants in Brasil, China, Chicago, California, Australia and New Zealand. We had more engagement than we often get in physical workshops and the performance of the system was flawless. A great product that has taken virtual collaboration to another level.”

DANNY
SENIOR USER EXPERIENCE DESIGNER, THE ECONOMIST

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#### ABOUT AIR



Air is the whiteboard for your team's images and videos. Teams start by importing their creative assets from Dropbox or Google Drive. Manual tasks are replaced with automated structure, and seamless workflow tools enable sharing, commenting, and instant collaboration. In this way, Air immediately increases productivity for brand marketing managers, content coordinators, and social media managers.

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Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“Searching for content and knowing what we own has never been easier which has saved our team a ton of time and frustration. I can't recommend Air enough.”



KATE AURELL  
MARKETING LEAD, BEAUTYCON

“Air has brought all of our content out of an old dusty attic and into a showroom. Our whole team is now able to self serve and our assets get 10x as much use.”



MATT MICHAELSON  
CO-FOUNDER AND CEO, SMALLS

“Air has been a game-changer for our creative team. We're more organized than ever before and able to communicate at a higher level. It's a no-brainer for any team that manages and shares digital assets.”



DAVID BRADLEY  
CREATIVE DIRECTOR, DUKE ATHLETICS

“Photo recognition is my favorite feature, so that teammates and other teams who are not privy to the way our photos are organized can still access images in a short amount of time.”



SIERRA CORTNER  
SOCIAL MEDIA COORDINATOR, SPRING PLACE

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15

Total Customer References

VIEW ALL REFERENCES

ABOUT CONCEPTBOARD

Conceptboard

Conceptboard is a virtual collaboration tool that boosts productivity and improves team collaboration. Conceptboard supports you in a wide range of use cases: from interactive presentations to product development to meetings or internal trainings. Work with teams, clients, and external partners across the globe. Get projects done with remote teams or in the same room, work in real-time or asynchronous. Conceptboard integrates seamlessly into existing workflows and speeds up your collaboration.

Featured Testimonials

“The discussion of drafts now takes place directly on a Conceptboard, which means that we can avoid the numerous ambiguous emails.”



MARCEL RAUSCHKOLB
SENIOR MANAGER, T-ONLINE

“Conceptboard makes us much faster, since we need way less on-site visits. It's a fantastic tool for anyone that has to present and discuss topics over big distances.”



RALF SCHINDLER
MANAGING PARTNER, MISSION MEDIA

“Conceptboard is a great tool for us to keep a number of dialogues going and for all the members of the production team to keep in the loop in this fast-changing project.”



TOM FULFORD
RAW TV

“Conceptboard makes it easy and simple to manage our packaging review process. It quickly became our favorite Marcom tool; it allowed us to collaborate with the different departments involved, and it helped improve the quality and consistency of our brand.”



ELIANNE GARAY
SENIOR MARKETING OPERATIONS MANAGER, CORSAIR

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Total Customer References

VIEW ALL REFERENCES

ABOUT LIMNU



Limnu is centered around collaborative drawing and it provides a universal online whiteboard, available on every modern device. Additionally, an API enables whiteboarding capabilities to be integrated into other companies' products. Founded in 2015 by two former film studio employees, they set out to help teams share ideas in an easy and approachable way.

Featured Testimonials

"We've been using Limnu in our 37 collaboration stations in the active learning studios, and it's working great!"



D'ARCY NORMAN
UNIVERSITY OF CALGARY

"Using Limnu helped me bang out the illustrations. If I didn't use Limnu I'd have a lot fewer figures. There is no way I could have drawn figures so quickly in another drawing tool."



PETER SHIRLEY
RESEARCH SCIENTIST & AUTHOR, NVIDIA

"To produce excellent test scores, students need to not only understand, but also master math. This means they need to assume the role of teachers by designing and teaching their own math problems. With Limnu, we take turns creating math problems on the board and talking through them together. Because the board is live, we solve the problems in real-time, and I'm able to provide instant feedback. The different color pen features also allow us to keep track of who is writing what, making the saved screenshot notes easy to understand when students refer back to them later on."



OWNER
JOSEPHINE YEH, J.D.

"Just tried out your product. Best whiteboard feeling ever."



OURSTARTUPHUB

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Josephine Yeh, J.D.
Cultivating Confidence, Courage, and Curiosity





7

## Total Customer References

[VIEW ALL REFERENCES](#)

### ABOUT VIBE



Vibe is a collaboration solution that combines an interactive digital whiteboard and smart software. With Vibe's powerful, intuitive technology, teams can innovate, ideate, and collaborate like never before. Vibe is an all-in-one device that gives you digital whiteboarding, video conferencing, wireless screen-casting, 3rd party app integration, and more to help drive creativity and collaboration. Vibe's mission is to help humanity thrive by enabling all teams to work together effortlessly. Vibe was founded in 2016 by former Microsoft developers looking for a better way to collaborate globally.

## Featured Testimonials

“The Vibe team has been incredibly open to new ideas to improve the product and even implemented a few suggestions into the most recent software update. This type of co-collaboration makes working with Vibe a premier experience. Absolutely would recommend to anyone in the market for a digital white-board!”



SHELLY STARKS  
ASSOCIATE PARTNER, SANDLER TRAINING

“We love using the Vibe board for meetings and brainstorming sessions. It has enhanced productivity, creativity and communication amongst our team. It also feels very seamless using the Vibe board and app across various devices.”



PETER T. MALOOF  
VICE PRESIDENT, CAPGEMINI

“The Vibe board has been a game changer in how we communicate with clients, both in-person and virtually. I am a long-time user of electronic whiteboards, but the interactive and digital features of the Vibe board have exponentially increased both efficiency and the “wow” factor in client meetings.”



KAREN L. BRADY  
ESTATE PLANNING ATTORNEY, CITY OF ARVADA

“I ordered one, then saw that it was so useful we proceeded to toss out all our whiteboards and replace them with Vibe's. It's the best collaboration device we have at our office for memorializing any and all types of meetings – from administrative tasks to software design sessions. Incredible device, saves us time and money and allows us to build our AI software products faster! Congratulations on a game changer!”



HENRY SAL JR.  
CHIEF EXECUTIVE OFFICER, COMPUTING SYSTEM INNOVATIONS

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