

Why Enterprises Are Replacing Jira:

How Two Global Enterprises Achieved Cost-Efficient Lean/Agile Transformation?

"Best tool for managing teams and goals"

Overall Rating ★★★★★ 5.0

Ease of Use ★★★★★ 5.0

Customer Service ★★★★★ 5.0

Features ★★★★★ 5.0

Value for Money ★★★★★ 5.0

Likelihood to Recommend 10/10

Overall: Today, monitoring the efficiency and effectiveness indicators of teams is much easier due to the use of Kanbanize, in addition to the integration between teams, with other tools. For me it is the best workflow management tool we have on the market today.

Pros: The most impactful feature of Kanbanize for me is the ease of extracting efficiency metrics from teams and tracking OKRs, followed by the ease of integration with other tools.

Cons: The question of graphs of efficiency indicators and graphs made by advanced filters should allow more customizations (changing colors, using fields, etc.)

Alternatives Considered: [Jira](#), [Trello](#) and [monday.com](#)

Customer Service ★★★★★ 5.0

Features ★★★★★☆ 4.0

Value for Money ★★★★★ 5.0

Likelihood to Recommend 10/10

Cons: I believe there is potential for further integration with tools for software development or native embedding.

Alternatives Considered: [Jira](#)

Businesses today need **scalable, cost-efficient solutions** to drive **agility and strategic execution** across teams. Many struggle with **rigid, high-cost project management tools** that limit enterprise-wide transformation. While Jira has been the go-to for **software development**, its **costs and inflexibility** create barriers for broader adoption.

Businessmap, however, offers a **comprehensive, cost-effective platform** for **strategy execution and cross-team project management**. This whitepaper explores how companies like **Banco Carrefour** save **over \$200K annually** by making the switch—achieving **greater efficiency, scalability, and alignment**.

1. How Banco Carrefour Saves Over Quarter of a Million by Switching from Jira to Businessmap?

Before adopting Businessmap, Banco Carrefour used Jira for IT project management and struggled with several inefficiencies:

- **Integration Issues:** Teams faced difficulties in connecting workflows, leading to operational silos.
- **Information Bottlenecks:** Slow and inefficient information flow hindered decision-making.
- **Lack of Strategic Visibility:** No clear link between strategic initiatives and daily operations.
- **Multiple Disconnected Tools:** A fragmented ecosystem of project management tools made consolidation and tracking complex.

These challenges created inefficiencies that hampered productivity and strategic alignment.

Implementing Businessmap for Strategy Execution & Work Management

Banco Carrefour decided to replace Jira with Businessmap after a market evaluation, recognizing its:

- **Flexibility & Customization:** Adaptable workflows without rigid methodologies.
- **Unified Portfolio Visibility:** A consolidated, real-time view of initiatives across teams.
- **Scalability Beyond IT:** Adoption expanded to non-technical teams with an OKR-driven approach.
- **Automation & Process Optimization:** Critical workflows were streamlined, reducing manual effort.
- **Advanced Analytics & Reporting:** Enhanced decision-making with data-driven insights.
- **Centralized Solution for Planning and Portfolio Management:** With the help of management and team boards, the bank consolidates multiple tools for PI Planning, enhancing collaboration and transparency.

The implementation was structured and collaborative, ensuring smooth adoption across the organization. Within two months, Banco Carrefour identified bottlenecks and optimized strategic actions, leading to rapid improvements in productivity and efficiency.

Key Results

\$200K+ Annual Savings

Lower software licensing, maintenance, and external consultancy costs.

60% Reduction in Delivery Time

Faster execution & streamlined workflows.

36% Increase in Productivity

Enhanced capacity to process and deliver results.

Why Businessmap Stands Out?

Banco Carrefour highlights key differentiators of Businessmap:

- **Comprehensive Flow Metrics & OKR Integration** for strategic alignment.
- **Ease of Use & Customization**, adapting to evolving business needs.
- **Enhanced Governance & Visibility**, leading to better decision-making.

As the bank continues expanding Businessmap across departments, it strengthens its position as a leader in financial innovation and operational efficiency.



Businessmap is not just a tool, but a solution that evolves with our organization, enhancing productivity and strategic alignment.

*Naiara Reis,
Head of Innovation
at Banco Carrefour*



2. Why a Gaming Corporation Replaced Jira with Businessmap for a Large-Scale Lean/Agile Transformation?

A similar case comes from a large gaming corporation in North America.

We spoke with the **Director of Transformation** who was leading a **Lean/Agile initiative** across the organization. Their goal was to improve **visibility, collaboration, and efficiency** across **14 Agile pods (cross-functional teams)** while ensuring executive leadership had real-time insights into project progress.

Challenges with Jira

Initially, the company relied on Jira to manage development processes, but as Agile adoption expanded, Jira proved inefficient for integrated planning and visibility across teams.

The key challenges included:

- **Limited Executive Visibility:** The CEO and senior leadership struggled to track Agile initiatives in Jira due to its **complexity and lack of high-level reporting**.
- **Fragmented Tool Usage:** While Agile teams and leadership used Businessmap, the IT department and European vendors continued implementing Jira, creating **communication silos** and **delays in defect resolution**.
- **Lack of Real-time Collaboration:** Managers outside Agile squads had **no insight** into what their team members were working on, making performance evaluations difficult.

The Solution: Large-Scale Lean/Agile Transformation in a Single Platform

Despite initial tool fragmentation, Businessmap quickly became a game-changer for Agile teams and leadership:

- **Real-time Executive Dashboards:** Leaders could track overdue tasks, bottlenecks, and key Agile metrics without navigating complex reports.
- **Flexible Workflows & Automation:** Teams easily configured workflows, **automated repetitive tasks**, and adapted to evolving business needs.
- **Improved Cross-functional Collaboration:** Managers could **filter and track individual team members' contributions** without disrupting Agile squads.
- **Reduction in Meetings & Reporting Overhead:** Automated reporting and dynamic dashboards significantly **reduced the need for status meetings**.

Key Results

200+ Employees Trained on Businessmap

internally without external support.

Executive Leadership Adoption

enabled seamless top-down visibility into Agile execution.

Increased Efficiency

Teams **eliminated redundant meetings** and minimized administrative work, allowing more focus on delivery.



Businessmap gave us visibility, automation, and ease of use that transformed our Agile workflows. The ability to create dynamic dashboards, track real-time progress and clearly align goals with work activities was a game change for both our teams and leadership. This level of capability was not available in Jira.


*Sai Rudramaina,
Head of Agile Excellence*



[Watch Full Video Testimonial from Sai](#)

3. Why Businessmap Is The Ultimate Jira Alternative?

Businessmap emerges as a Jira alternative by offering a more adaptable, transparent, and cost-efficient platform not just for IT project management but complete work alignment across the entire organization.

<p>Overall Rating</p> <p>Ease of Use</p> <p>Customer Service</p> <p>Features</p> <p>Value for Money</p> <p>Likelihood to Recommend</p>	<p>★★★★★ 5.0</p> <p>★★★★★ 5.0</p> <p>★★★★★ 5.0</p> <p>★★★★☆ 4.0</p> <p>★★★★★ 5.0</p> <p> 10/10</p>	<p>"Best Tool for Lean and Business Agility."</p> <p>Overall: Its native adherence to the main needs presented by our organization, combined with the strong integration of the strategy into the functioning of the teams, was essential for choosing Kanbanize as a management tool for our organizational transformation. It enabled the use of our lean-agile operating model.</p> <p>Pros: Certainly adherence to lean and agile methods and practices and ease of use.</p> <p>Cons: I believe there is potential for further integration with tools for software development or native embedding.</p> <p>Alternatives Considered: Jira</p>
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Key Advantages of Businessmap Over Jira

➤ Eliminates Expensive Add-ons

Jira's core functionality is limited without additional paid plugins. Businessmap **includes workflow automation, reporting, and portfolio management by default**, reducing extra costs.

➤ Portfolio-Level Visibility & Strategic Alignment

Jira lacks advanced built-in strategic alignment features. Businessmap offers **end-to-end visibility**, enabling organizations to align daily tasks with business objectives through **OKRs, portfolio management, and real-time analytics**.

<p>Overall Rating</p> <p>Ease of Use</p> <p>Customer Service</p> <p>Features</p> <p>Value for Money</p> <p>Likelihood to Recommend</p>	<p>★★★★★ 5.0</p> <p>★★★★★ 5.0</p> <p>★★★★★ 5.0</p> <p>★★★★★ 5.0</p> <p>★★★★★ 5.0</p> <p> 10/10</p>	<p>"Best tool for managing teams and goals"</p> <p>Overall: Today, monitoring the efficiency and effectiveness indicators of teams is much easier due to the use of Kanbanize, in addition to the integration between teams, with other tools. For me it is the best workflow management tool we have on the market today.</p> <p>Pros: The most impactful feature of Kanbanize for me is the ease of extracting efficiency metrics from teams and tracking OKRs, followed by the ease of integration with other tools.</p> <p>Cons: The question of graphs of efficiency indicators and graphs made by advanced filters should allow more customizations (changing colors, using fields, etc.)</p> <p>Alternatives Considered: Jira, Trello and monday.com</p>
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➤ Scalability Across Teams

Unlike Jira, which is primarily designed for software development, Businessmap **supports all departments**—from IT and marketing to HR and finance—making it a true enterprise-wide solution.

➤ Reduces IT Administration Overhead

Jira often requires **dedicated admins** to manage workflows, permissions, and integrations. Businessmap **empowers teams to self-manage workflows**, cutting administrative costs.

➤ Multiple Workflows Across a Single Team

Jira's rigid workflows often require extensive customization and dedicated admin support. Businessmap, on the other hand, allows teams to create **custom workflows effortlessly** without technical expertise.

➤ Intuitive User Experience

Jira's complex interface can be overwhelming, leading to long onboarding times and inefficiencies. Businessmap provides an **intuitive, user-friendly platform** that promotes quick adoption and increased productivity.

➤ Built-in Process Optimization & Automation

Businessmap includes **native workflow automation**, reducing manual effort in planning, execution, and reporting. Jira requires additional configurations and add-ons for similar capabilities, increasing costs and complexity.

4. How Businessmap Compares to Jira's Costs?

One of the primary reasons organizations replace Jira with Businessmap is the **significant cost savings** without compromising functionality. Jira's pricing structure often leads to **hidden costs** through expensive add-ons, user-based pricing, and complex administrative overhead.

Get Much More with NO ADD-ONS			Get Much More for LESS		
OKRs (Objectives & Key Results)	✓	Add-On	Visibility	Everything at a GLANCE	Requires a lot of manual action
Portfolio Management	✓	Add-On	Software Category	Project Portfolio Management Platform	Issue & Project Tracking System
Advanced Agile Roadmaps	✓	Premium	License Cost per User/Month	\$6.78	\$8.58
Dependency Management	✓	Premium	Total Cost of 3 Add-Ons User/Month	\$0.00	\$2.53
Advanced Analytics & Dashboards	✓	Add-On	Total Cost per User/Month	\$6.78	\$11.11
Work Hierarchy	UNLIMITED	LIMITED epic-story-task	Total Cost 1000 Users/Year	\$80 760	\$133 320
Supported PM Methods	Advanced Kanban, SAFe, Scrum, PMO, OKRs, Hybrid, KMM, Flight Levels	Basic Kanban & Scrum	YOU SAVE MORE THAN	\$50 000 / YEAR	REPLACING ONLY 3 ADD-ONS
Usability Score*	4.7	4.1			
Customer Service Score*	4.7	4.2			

*Based on Reviews on [Capterra](#)

Cost Comparison: Businessmap vs. Jira (Premium)

- **Businessmap** provides an all-in-one platform, including **workflow management, OKRs at scale, unlimited automations, and real-time collaboration**—all at a **fraction of Jira's cost**.
- **Jira (Premium)** requires **additional paid add-ons** to match Businessmap's functionality, driving costs significantly higher.

For large-scale implementations (**1000+ users**):

- ✓ **Businessmap is 30% less when compared to Jira (Premium)** with no add-ons
- ✓ **Businessmap is 70% less when compared to Jira Enterprise with add-ons**

On average, by eliminating the need for separate project and goals management tools, Businessmap helps companies achieve up to 50% cost savings over Jira, with greater savings as teams scale.

[See Full Businessmap vs Jira Comparison](#)

See How Businessmap Helps You Optimize Costs & Achieve Lean/Agile Transformation

What is Businessmap?

Businessmap is a software platform that helps you align strategic goals with project execution by bringing 3 tool categories into one:

- Goals Management & OKRs Tools
- Project Portfolio Management Tools
- Workflow Management Tools

How we support you on your journey:

To serve the unique needs of your enterprise, we tailor our solutions and complement them with our multifaceted support system. Ensure lasting value and exceptional ROI with exceptional resources including:

- Support and Implementation Packages
- Video training portal
- Comprehensive knowledge base
- Customer Success Team
- Technical support with unbeatable response times
- New software releases every month
- Regular webinars and online workshops

What our customers say about us:



“Initially, I just want to track my deliverables, but mapping the workflow had a completely unintended, yet amazing effect: the team built a common understanding of how work gets done.”

Benoît Guillaud
Project Leader at GE Aviation



“The software has created a new environment centered around communication and transparency in a visually appealing way that we haven't seen before.”

Ben Jackman
Logistics Supervisor at BMW
Constructors



“Businessmap is an excellent tool for managing projects. It offers clear visibility into task progress and promotes seamless collaboration across multiple teams. By enabling efficient work tracking and visualizing workflows, it streamlines project management processes, leading to increased productivity and preventing overburden.”

Dr. Adalbert Huber
Vice President, R&D and QA
at Carl Schlenk AG

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