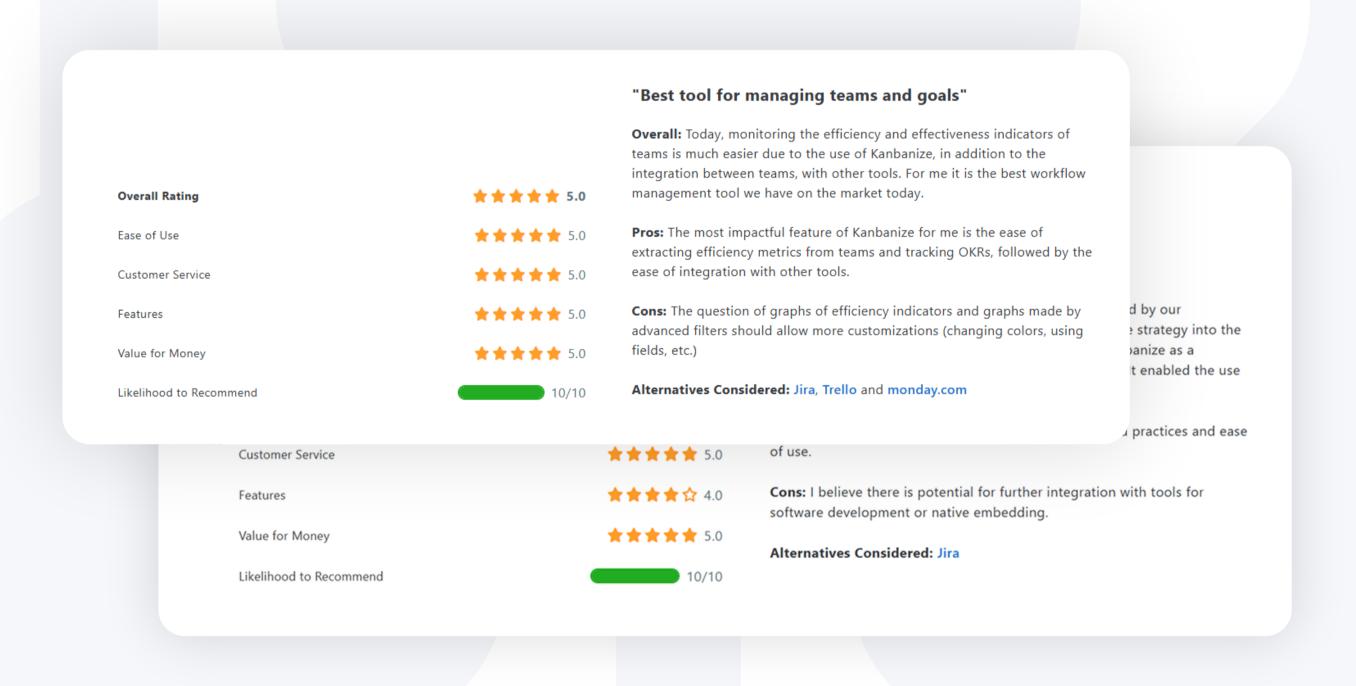


Why Enterprises Are Replacing Jira:

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





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.

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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

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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.

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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.

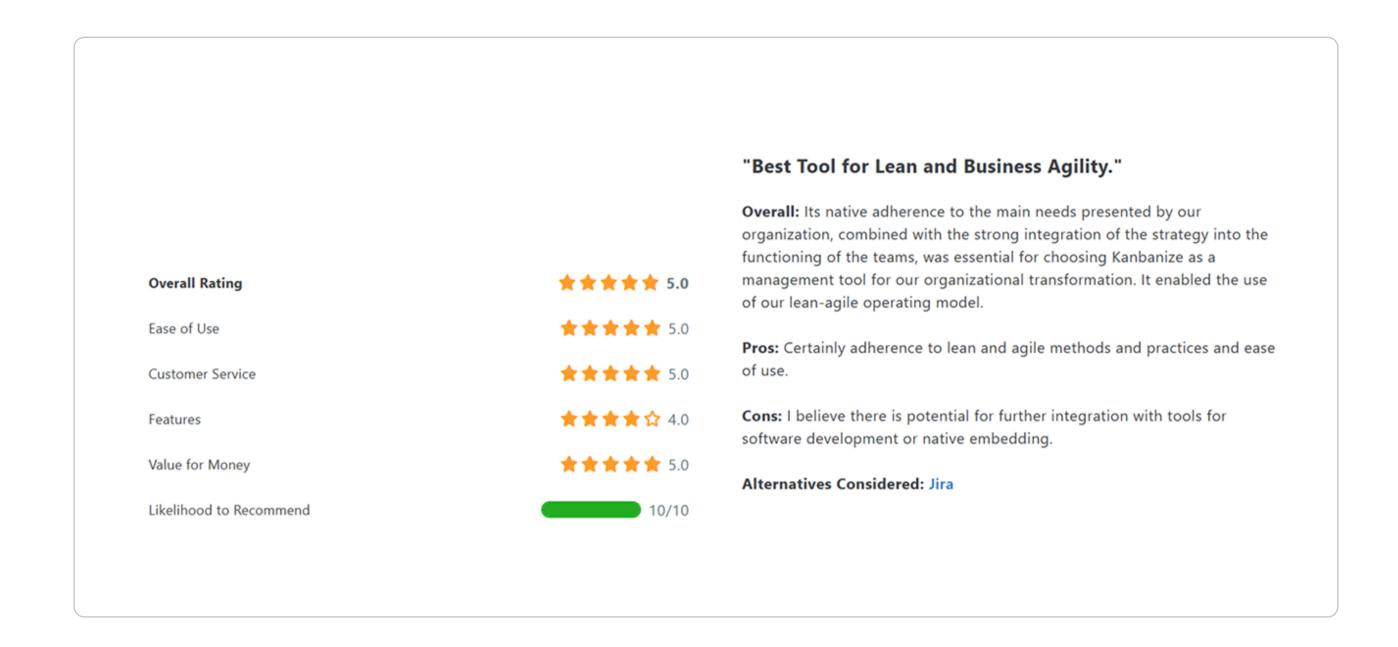
Sai Rudramaina, Head of Agile Excellence

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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.



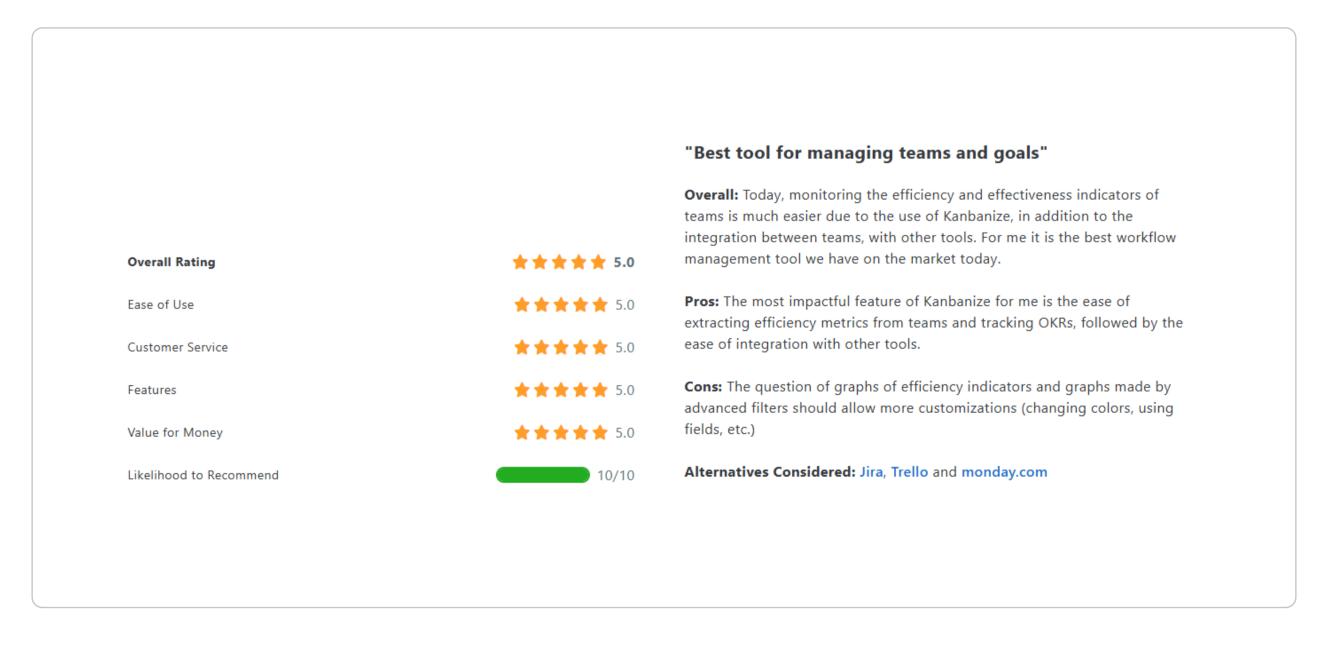
Key Advantages of Businessmap Over Jira

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**.



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

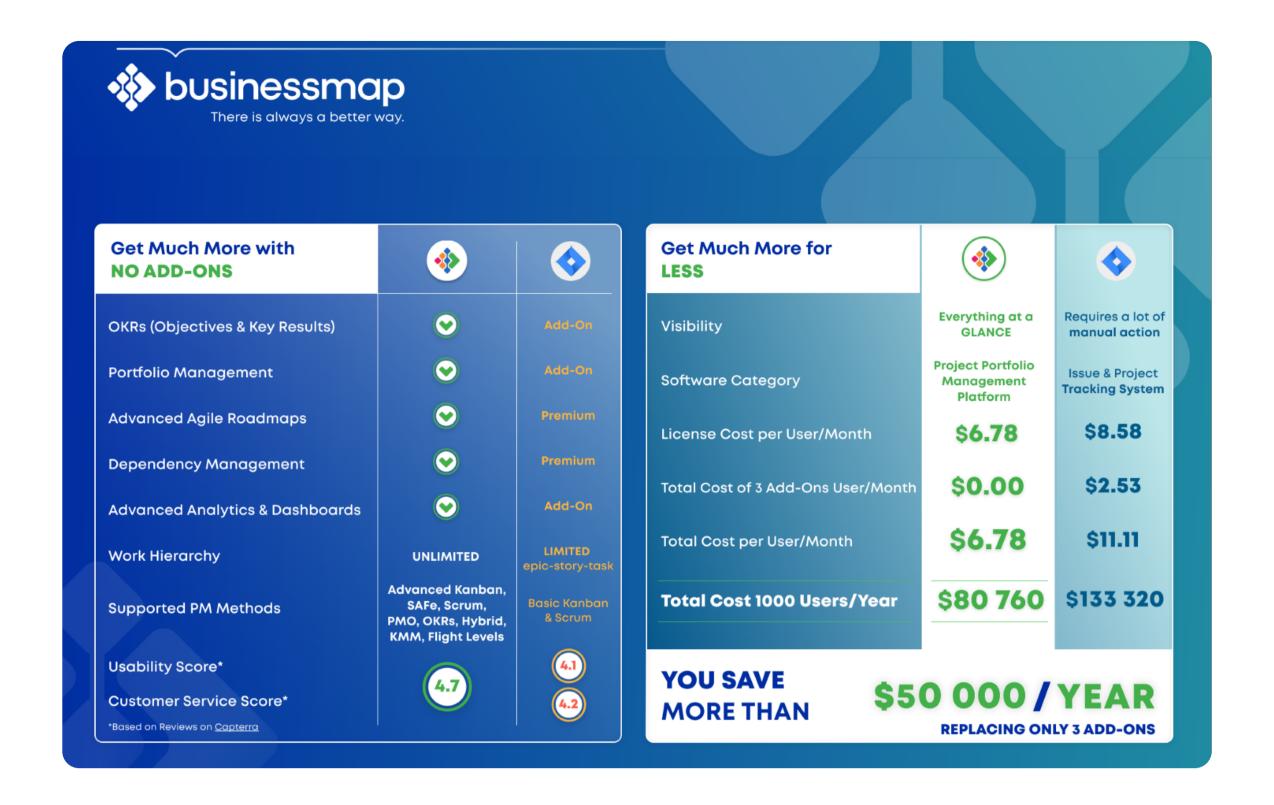
Jira's complex interface can be overwhelming, leading to long onboarding times and inefficiencies. Businessmap provides an **intuitive**, **user-friendly platform** that promotes quick adoption and increased productivity.

> 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.



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.





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

Ben JackmanLogistics Supervisor at BMWC 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 HuberVice President, R&D and QA at Carl Schlenk AG

Book your free consultation