




# Stormboard's Position in the Visual Collaboration Marketplace

While Stormboard has a robust suite of features, the goal of this document is not to get bogged down in an endless list, but rather to provide an overview of the specific features that set us apart from all other visual collaboration tools you are considering, and how those features can add value to your team.

In the visual collaboration ecosystem, a digital whiteboard is the standard or base feature. All digital whiteboards are a considerable advancement from traditional whiteboards, which take up physical space, are only as secure as the room they are in, are prone to accidental erasing, and can only be shared with remote teams by pointing a camera phone at them or by taking a blurry photo to send in an email.



Through collaboration with thousands of customers, we have purposely designed Stormboard to solve bigger problems than the average digital whiteboard can handle. Whether you are using Stormboard for meetings, project planning, design, Agile frameworks, or anything else, our digital workspaces (what we call Storms), have advanced tools making prioritization, organization, delegation, reporting, and following up far more efficient and effective than the methods you are used to — not to mention significantly reducing carbon footprint through digital transformation.

The key features that set us apart fall into four distinct categories: Collaboration Enablement, Sections and Reporting, Connectivity and Integrations, and Security.

## Collaboration Enablement

Other visual collaboration tools are a simple digital whiteboard — essentially a static picture or template on a whiteboard that teams overlay their own work on.

That means that collaborating within teams can be difficult. Navigating a large, chaotic canvas is counter-productive and is an easy way to lose momentum and key ideas. Rather than having multiple templates on a massive canvas, Stormboard offers index cards and various section types that enable you to build hierarchy and maintain organization in your Storms.

Stormboard is designed with follow-up in mind. You can easily assign any task and due

date to anyone on your team. They will instantly receive an email letting them know that something has been assigned to them, as well notifications on their personal Dashboard. The status of the assignments can also be instantly exported into an Excel report to monitor progress and make sure everything is getting done.

While a standard digital whiteboard might suffice for some teams, Stormboard was purpose-built to be an asset to every team within an organization. From designers and development teams to project managers and administrators, the intuitive interface and ease of use is unparalleled in the Visual Collaboration Marketplace. Wide-spread adoption exponentially increases the value of Stormboard, eliminating barriers to inter-departmental collaboration and meetings.

## Smart Sections and Dynamic Reporting

### Smart Sections

Templates are available in many visual collaboration tools and are the basis of workflow efficiency. The templates provide a framework that guides users to generate ideas in a structured fashion — where Stormboard's 200+ templates differ is in the intelligent connection between content and template.

Currently all visual tools, other than Stormboard, simply place an image of a template in the background of their whiteboard. This approach is problematic, as the content you add is not truly related to the template — you are just adding digital sticky notes on top of a digital image. This means that if you need to resize your background image or add more sections, you have to pause your meeting, remove and/or replace the template, and then manually try and move all your content back to the right spot.

With Stormboard's customizable smart templates, you can resize or reconfigure sections on-the-go, and — with a lot of behind the scenes math and magic — your ideas automatically and intelligently stay in the correct sections, never losing context or momentum in your meeting. With 8+ section types, including Venn Diagrams, Funnels, Calendars, and Charts, there is never any need to leave your Storm or lose momentum — simply keep adding to your template and customize as necessary.

Stormboard's templates can be enhanced with custom Template Guides to streamline your company-specific processes, help facilitate a process when no facilitator is available, and ensure your teams are working consistently company-wide.

## Dynamic Reporting

The smart sections in every Stormboard template power the advanced dynamic reporting that set the bar for what whiteboard exports should be. While better than the traditional post-meeting “blurry photo of a whiteboard,” the best reporting our competitors offer is to export a PNG image, PDF, or un-summarized .csv file that still requires hours of tedious manual transcription to turn those ideas into actions.

Stormboard’s reporting capabilities stand alone in the market. We are the only visual collaboration tool that has a built-in relationship between the template and the content in your workspace, allowing you to instantly produce Word Clouds, Vote Tallies, and brandable and editable stakeholder-ready documents in Word, PowerPoint, and Excel — in addition to the standard screenshot image. Stormboard’s smart reports instantly generate your meeting minutes for you so your team can start taking action immediately.

## Connectivity and Integrations

Stormboard offers dozens of integrations specifically designed to promote efficiency and eliminate redundancies. In addition to popular programs like Microsoft (Teams, Power Automate, and Office 365), Google Drive, Dropbox, Slack, and Zapier, the difference in Stormboard comes from our agile connected sections.

Your digital workspace can automatically integrate with Jira, Rally, and Azure DevOps, opening the door to a fully connected workflow. While other visual collaboration tools also have Agile integrations, they have basic functionality — usually only the ability to place a Jira issue on their board — what we refer to as “Integrate in, Not out.” With this method, users then have to manually update Jira after their meeting, defeating the whole purpose of the integration.

Agile integrations in Stormboard are a lot more robust. We offer a true two-way sync, and the intelligent template sections have unique flexibility to do things like automatically count story points on your iteration plan or update your other tools when new content is dropped in them. When changes are made in one place, they are also instantly reflected in Stormboard. There is no double entry or manual synchronization required.

Because we strive to provide a seamless and efficient platform for our users, Stormboard also offers a full API, enabling you to work with your Stormboard data anywhere you want (or easily bring your data from other systems into Stormboard).

## Security

Stormboard offers the most robust security and privacy options in the visual collaboration space. Along with standard SOC 2 Certification, we provide Virus Scanning, Field-level Encryption, Two-factor Authentication, and regular security and penetration testing.

If you require added security, have cloud concerns, or are required to run your own security audits, Single Tenant allows you to have a full stack of servers dedicated 100% to your organization. These servers get any patches, feature upgrades, bug fixes or security updates at the exact same time as our main shared services — ensuring you are always up to date and protected.

Both Stormboard's standard security and single tenant offerings are designed to provide users with flexibility and additional layers of security meant to meet the specific and changing needs of our clients. Single tenant servers are kept up-to-date, just like Stormboard's shared servers are, and geographic hosting is available to help with regulatory and privacy concerns.

While others may offer Single Tenant as well, Stormboard is the only visual collaboration tool offering true Data Residency for added layers of security. Where your data sits is an increasingly critical question in our world of global collaboration. Stormboard is the only whiteboarding tool that allows you choose the region of choice to host your servers.