mind
meister

Pixum Increases Meeting Efficiency by 30% Using MindMeister and G Suite

SUCCESS STORY

pixum
Immer die **schönsten** Bilder

REGION

HQ in Deutschland

EMPLOYEES

120

INDUSTRY

Onlinemedien

WEBSITE

www.pixum.de

- G Suite integration simplifies sign in and sharing of maps

- Meetings are up to 30% more efficient

- Easy to structure projects and ideas

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When it comes to generating ideas and working through creative tasks, mind maps are 30% more efficient than linear documents. – Daniel Attallah

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Founded in 2000, Pixum has grown to become a leading and award-winning online photo service in Europe. As well as offering a variety of high-quality photo products such as the Pixum Photo Book, Pixum Wall Art, Pixum Calendars, photo cards, aphoto gifts, and photo prints, Pixum also presents customers a wide range of ordering options: the free Pixum Photo Book software, the Pixum apps, and the online shop. The company's headquarter is situated in Cologne where a team of 120 people - marketing specialists and IT experts and customer service agents - constantly develop new ideas and products to serve clients needs.

Pixum has been aware of the versatile benefits of mind mapping for a long time, but because traditional tools were lacking the ability to collaborate on maps the company used the format only occasionally. This changed once they discovered MindMeister.

G Suite

Requirements

"Because we've been using G Suite for about five years we're used to working with collaborative documents," explains Pixum founder and CEO, Daniel Attallah. "This is why our main requirement for a mind mapping tool was that it would allow our team to easily and efficiently collaborate on maps, just like we do with Google Docs and Sheets. MindMeister's integration mit G Suite and its ability to share maps and collaborate on them in real-time quickly convinced us to add it to our tool suite."

Benefits

MindMeister's integration with G Suite not only offers Pixum employees a simple sign-in process, it also allows team members to quickly share mind maps with already existing Google contact lists. Using the Google Drive integration maps can be stored at a central and secure place.

Usage

The Pixum team uses MindMeister for their internal meeting management as well as for planning and structuring projects. "Using MindMeister for meetings is highly intuitive for us", says Daniel Attallah. "Whoever leads the meeting or is in charge of taking meeting minutes creates the mind map and invites all other participants. The participants then access the map and add their own notes, questions and ideas."

G Suite