



# Industry and Role Guidance

Mircosoft Project and Microsoft Visio Use Cases and Value Props



# Industry guidance

## INDUSTRIES

Manufacturing



Financial Services



Healthcare



Information Technology



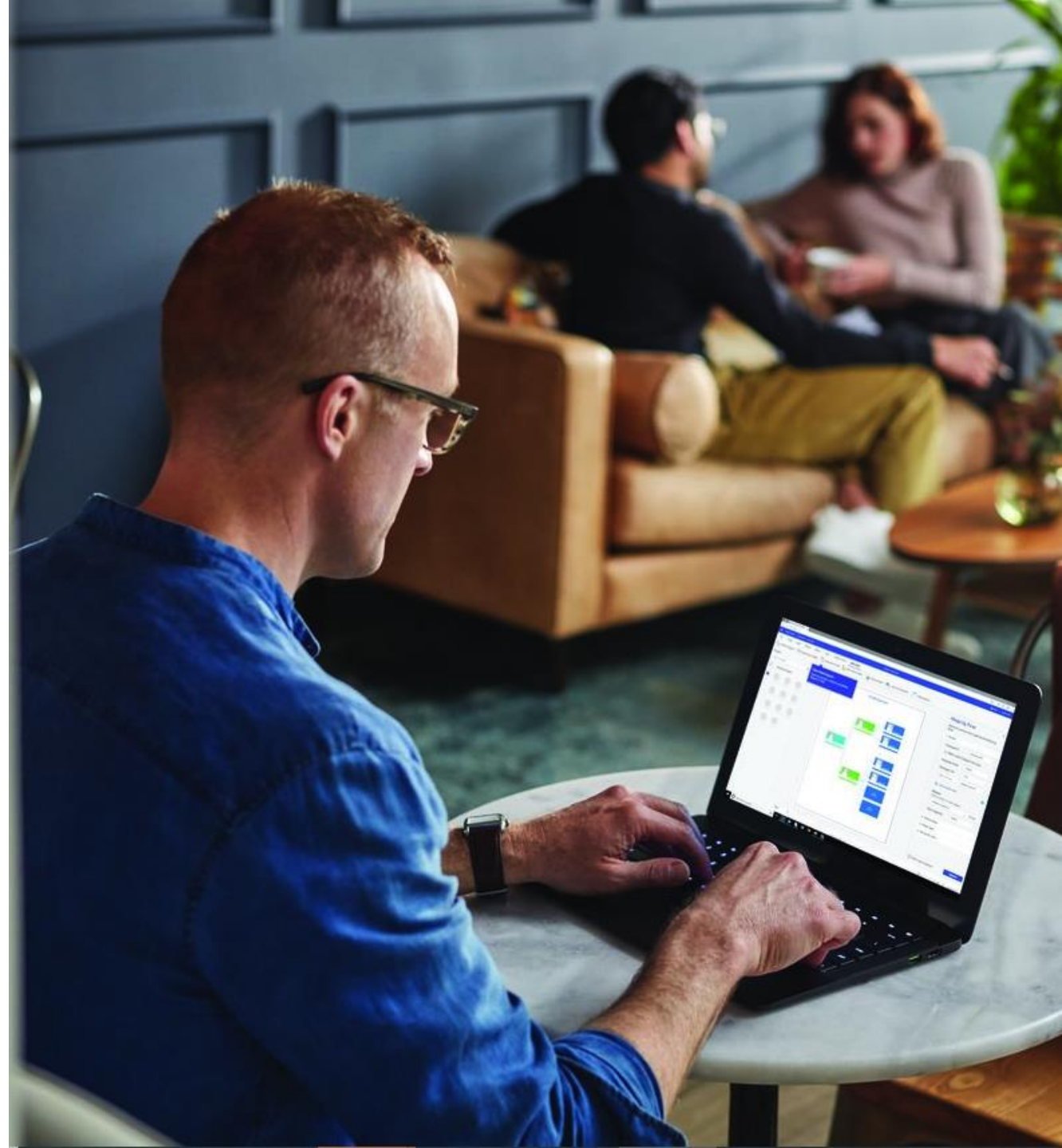
Travel & Transportation



Professional Services



Construction and Real Estate





# Manufacturing



## Quality control

Quality management regulations, manufacturing operations, customer satisfaction, process control

### Use Cases

- Resource utilization
- New employee progress tracking

### Target BDM Titles

- Chief Quality Officer | Mfg. Operations Director | Dir. of Manufacturing & Continuous Improvement

### Business Challenges / Pain Points

- Variability of materials affecting operational efficiency
- Customer dissatisfaction with manufactured products leading to lower demand
- Expensive liability claims and lawsuits

### Project Value Proposition

Easily schedule, manage issues and risks efficiently, optimize tasks and resources, and customize visual reports for actionable insights

### Visio Value Proposition

Collaborate with others and share diagrams seamlessly



## Research & development

New product R&D, existing product updates, quality checks, innovation activities

### Use Cases

- Product development status
- Track upcoming milestones
- Manage different phases of the development cycle

### Target BDM Titles

- VP, Global R&D | Chief Product Officer | Chief Technology Innovation Officer | Product Management Director

### Business Challenges / Pain Points

- Long research and development timelines
- Sharing knowledge across multiple teams and in case of turnover at long development projects
- Getting and incorporating customer feedback early on

### Project Value Proposition

Use familiar scheduling tools with Project like Gantt charts to track R&D efforts

### Visio Value Proposition

Turn information and ideas into visual stories



## Production

Manufacturing / supply chain / procurement management, R&D, production planning

### Use Cases

- Task management: design product, source, test, production
- Logistics for delivery
- Tracking off-site production

### Target BDM Titles

- Head of Manufacturing Operations | Plant Manager

### Business Challenges / Pain Points

- High costs due to inefficient processes, waste or other operational factors
- Unexpected interruptions in the production process
- Health and safety of plant personnel

### Project Value Proposition

Stay up to date with resource management tools to forecast material supply and demand. Schedule and track safety certifications of plant workers, and keep health information in one place via project sites

### Visio Value Proposition

Create professional diagrams effortlessly



# Financial Services



## Banking & Capital Markets

Holding financial assets, lending services, investment management services, equity sales and trading, investment banking services, M&A

### Use Cases

- Branch audit and inspections
- Operations/IT administration/database management
- Call center worker training, and IT improvement

### Target BDM Titles

- Head of Global Brand and Marketing (product launches) | Executive Director, Business Banking Strategy and Transformation | Business Banking Credit Risk Executive | VP, Treasury and Investments

### Business Challenges / Pain Points

- Complex product launches for new financial services or products including multiple stakeholders, markets, and contingencies
- Thin margins and continuous optimization of back office operations
- Intense competition and maintaining customer retention

### Project Value Proposition

Schedule tasks for routine audits within Project

### Visio Value Proposition

Build diagrams to visualize financial processes so that information is easy to understand and express



## Insurance

Risk management, underwriting, insurance contracts, corporate pension plans, annuities

### Use Cases

- Mapping out business processes to increase process efficiency or increase financial transparency
- Launch of strategic initiatives or projects

### Target BDM Titles

- VP, Insurance Underwriting | Director, Claims Services | VP Strategic Initiatives and Planning/ Business Development

### Business Challenges / Pain Points

- Preventing insurance fraud
- Handling complex insurance claims
- High loss ratio

### Project Value Proposition

Use built-in reports with Power BI integration to identify potential red flags in insurance fraud

### Visio Value Proposition

Connect your diagrams to data with tools like Power BI to identify red flags in real time



## Investment Management

Asset management of securities, financial statement analysis, asset selection, stock selection, plan selection

### Use Cases

- Managing complex research and reporting projects
- Managing implementation projects with institutional and corporate customers

### Target BDM Titles

- Managing Director, Portfolio Management/Operations

### Business Challenges / Pain Points

- Challenges of communicating with customers to explain a planning process and asset allocation, risks exposure and profitability
- Timely investment decisions to minimize risk exposure

### Project Value Proposition

Stay up to date with resource management tools to forecast material supply and demand

### Visio Value Proposition

Turn information and ideas into visual stories



# Healthcare



## Pharmaceuticals

Drug R&D, clinical research organizations, drug manufacturing, sales and marketing, pharmaceutical business development

### Use Cases

- Branch audit and inspections
- Operations/IT administration/database management
- Call center worker training, and IT improvement

### Target BDM Titles

- Clinical Development Director | Regulatory Affairs Director | VP, Sales & Marketing | Global Business Development VP/Director

### Business Challenges / Pain Points

- Complex product development process, driven by R&D, clinical trials, and FDA approvals
- Threat of generics
- Diminishing margins and frequent reorganizations in R&D, Clinical, and Sales & Marketing organizations

### Project Value Proposition

Use familiar scheduling tools with Project like Gantt charts to track R&D efforts

### Visio Value Proposition

Create flow charts to map out product development processes and visualize the various stages



## Health payor

Health insurance carriers, health plan sponsors

### Use Cases

- Mapping out business processes to increase process efficiency or increase financial transparency
- Launch of strategic initiatives or projects

### Target BDM Titles

- Director, Healthcare Analytics | Senior Clinical Advisor | Director, Population Health Care Management

### Business Challenges / Pain Points

- Preventing insurance fraud
- Handling complex insurance claims
- High loss ratio due to low precision of the actuary models / underwriting process
- Frequent changes due to new regulations

### Project Value Proposition

Create reports with out of the box templates to forecast number of patient claims at a given time and manage them

### Visio Value Proposition

Connect your diagrams to data with tools like Power BI to identify red flags in real time



## Health provider

Healthcare institutions, hospitals, clinics, labs, psychiatric facilities, nursing homes

### Use Cases

- Managing complex research and reporting projects
- Managing implementation projects with institutional and corporate customers

### Target BDM Titles

- Director, Hospital Administration/Operations | Chief Administrative Officer | Chief Clinical Officer | Chief Health Information Officer | Chief Innovation Officer

### Business Challenges / Pain Points

- Pressure to increase operational efficiency and balancing it with patient well-being
- Adherence to multiple medical protocols
- Managing high volume patient flows (e.g., primary care)
- Shortage of medical staff
- Abundance of new medical technologies,

### Project Value Proposition

Update patient profiles and keep their associated information together with project sites

### Visio Value Proposition

Define, enhance, and democratize processes efficiently; add data graphics to process maps to visualize KPIs for patient tracking



# Information technology



## Enterprise architecture

Data architecture, application system architecture, technology architecture

### Use Cases

- Security audit tool
- Self-serve document access system
- Upgrade documentation management system
- Project status reporting and schedules

### Target BDM Titles

- Chief Information Officer | Director, IT Operations | Chief Technology Architect

### Business Challenges / Pain Points

- Lack of comprehensive documentation
- Time consuming traditional enterprise architecture frameworks
- Challenges to have complete integration with legacy solutions

### Project Value Proposition

Enable anywhere, anytime interaction with Project and integration with Microsoft 365 communication tools

### Visio Value Proposition

Build diagrams to visualize architectures so that information is easy to understand and express



## Technical support

Monitoring and maintaining computer systems and networks, help desk

### Use Cases

- Manage employee workflow
- Risk log status tracking
- Collaborate with external customers on workflow
- Manage data access

### Target BDM Titles

- VP Global Support | Managing Director IT | VP of Customer Service | Manager, IT Operations

### Business Challenges / Pain Points

- Knowledge/skill gap
- Optimization of support services
- Long resolution times and lost issues
- Recurring issues /Repetitive, time-consuming tasks

### Project Value Proposition

Enable quick ramp-up and onboarding with Project web access and integration with Office 365 communication tools

### Visio Value Proposition

Connect your diagrams to data with tools like Power BI to identify red flags in real time



## IT security

Defense of digital information and IT assets, physical, network, and application security

### Use Cases

- Manage task calendar
- Issue tracking
- Cyber security threat resolution

### Target BDM Titles

- Chief Security Officer | Director, Cybersecurity | Executive Director, Cybersecurity & Technology Controls | Cyber Security Program Leader

### Business Challenges / Pain Points

- Threat of ransomware attacks
- Potential impact of blockchain technology in the future
- Serverless apps vulnerability

### Project Value Proposition

Use built-in reports that connect to various data source to identify potential cybersecurity threats.

### Visio Value Proposition

Run what-if analysis and future simulations right within Visio to identify potential security issues



# Travel & Transportation



## Passenger transportation

Public and private transportation, airlines, marine, road, and rail

### Use Cases

- Maintenance team process flow
- Manage transport timelines and processes
- Track purchase orders (e.g., spare parts for maintenance)
- Dynamic overview via dashboards and route layouts

### Target BDM Titles

- Director of Business Development | Customer Experience  
Director | VP, Passenger Experience | VP, Client Services & Sales

### Business Challenges / Pain Points

- High infrastructure maintenance cost
- Traffic congestion
- Environmental impact and energy consumption
- Accidents and safety

### Project Value Proposition

Easily schedule, manage issues and risks efficiently, optimize tasks and resources, and customize visual reports for actionable insights

### Visio Value Proposition

Use Visio to diagram customer-facing and operational processes



## Lodging

Short-term accommodation, hotels, motels, convention services

### Use Cases

- Visualization of dynamic reservation data from multiple sources
- Facilities layout diagrams and dashboards with key metrics

### Target BDM Titles

- VP, Franchise Operations | VP/National Director of Hospitality |  
Regional VP Lodging Development | CTO

### Business Challenges / Pain Points

- Providing best customer experience / focus on operations and quality control
- Right balance between automation and the human touch
- Competition with new business models (e.g., Airbnb)

### Project Value Proposition

Stay up to date with resource management tools to forecast room supply and demand

### Visio Value Proposition

Collaborate with others and share diagrams seamlessly



## Logistics

Transportation information flow, materials handling, packaging, inventory, warehousing, supply management

### Use Cases

- Internal/external visualization for tracking shipments
- Freight auditing and billing process
- Layouts of logistic facilities or fleet and dashboards with key metrics

### Target BDM Titles

- VP of Operations | Director, Fulfillment and Logistics | Director,  
Supply Chain Operations

### Business Challenges / Pain Points

- High fuel cost
- Need for business process optimization due to thin margins
- High turnover of first line personnel

### Project Value Proposition

Easily schedule, manage issues and risks efficiently, optimize tasks and resources, and customize visual reports for actionable insights

### Visio Value Proposition

Document processes and workflows easily with premade templates, shapes, and icons to visualize and identify steps that can be improved





# Professional Services



## Management Consulting

Change management, process analysis, technology implementation, strategy development, operational improvement

### Use Cases

- Project management of complex consulting engagements
- Staffing and resources utilization tracking for complex consulting projects, based on Time & Material pricing
- Developing new company wide HR processes and procedures
- Tracking operational efficiency of consulting projects

### Target BDM Titles

- Managing Partner | Director of Operations | HR Director | Staffing Director

### Business Challenges / Pain Points

- Attracting and developing new clients by offering a distinct value proposition
- Unique view on specific topics to support executive decisions
- Developing thought leadership to maintain credibility

### Project Value Proposition

Enable anywhere, anytime interaction with Project and integration with Microsoft 365 communication tools

### Visio Value Proposition

Tell a compelling story using diagrams to express complex ideas



## Accounting

Auditing, account preparation, accounting advice to corporate clients, individuals and small business

### Use Cases

- Accounting module within M&A due diligence
- Managing transaction life cycle
- Tracking M&A process status
- Validation of financial data from various systems

### Target BDM Titles

- Executive Director | Practice Leader | Project Management Office Leader

### Business Challenges / Pain Points

- Commoditization of accounting services
- Automation/artificial intelligence (AI)
- Increased competition from new/larger competitors

### Project Value Proposition

Use familiar scheduling tools with Project like Gantt charts to track accounting efforts

### Visio Value Proposition

Build diagrams to visualize accounting processes so that information is easy to understand and express



## Engineering Services

Design and management services for construction and engineering infrastructure, industrial processes and equipment, process management, feasibility studies and quality mgt.

### Use Cases

- Project management for large engineering projects
- Management of government documentation reporting
- Track procurement processes
- Managing component testing processes

### Target BDM Titles

- Head of Service Operations | Chief Operating Officer | VP, Strategic Consulting

### Business Challenges / Pain Points

- A shortage of top talent
- Expensive research to be on top of the segment competition
- End-to-end service delivery

### Project Value Proposition

Schedule tasks for all involved in hiring to complete evaluations and interviews

### Visio Value Proposition

Run what-if analysis and future simulations right within Visio to identify potential process issues





# Construction and Real Estate



## New construction & renovation

Quality management regulations, manufacturing operations, customer satisfaction, process control

### Use Cases

- Project estimating, timekeeping, and status check
- Organize and integrate subcontractor tasks
- Critical path management, scheduling
- Project management

### Target BDM Titles

- President | Business Owner | VP | Business Development | Executive (also does IT and Ops)

### Business Challenges / Pain Points

- Skilled labor shortages / need for resource optimization and productivity improvements
- Delays in project delivery
- Concerns about work safety
- Varied technology among general contractors

### Project Value Proposition

Utilize Burndown and Resource Overview reports to gain insights and ensure projects are delivered on time and within budget

### Visio Value Proposition

Collaborate with others and share diagrams seamlessly



## Real estate management

Renting and leasing tangible assets, intangible assets(patents). Managing, renting, selling, and buying real estate

### Use Cases

- Manage real estate listing
- Manage sales process: , inspections, attorney review, closing
- Development and facilities project management
- Budget reporting

### Target BDM Titles

- Commercial real estate manager

### Business Challenges / Pain Points

- Hiring and maintaining quality staff
- Identifying sources of revenue growth
- Property damage and unexpected maintenance
- Lowering operating costs

### Project Value Proposition

Use familiar scheduling tools with Project like Gantt charts to track management efforts

### Visio Value Proposition

Turn information and ideas into visual stories



## Real estate investment

Property purchasing, development, and management of commercial, industrial, and residential real estate. Mortgage financing

### Use Cases

- Real estate investment project planning
- Reporting tools / status tracking

### Target BDM Titles

- Project Manager | Real Estate Project Coordinator | Chief Investment Officer

### Business Challenges / Pain Points

- Large capital requirements
- Complex loan qualification process
- Impact of market fluctuations on investment value

### Project Value Proposition

Stay up to date with resource management tools to forecast material supply and demand

### Visio Value Proposition

Turn information and ideas into visual stories

# Role guidance

## TOP 5 ROLES

Information Technology



Human Resources



Operational Support

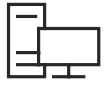


Finance



Business Intelligence (Data Analyst)





# Information Technology



## Technical Support

Monitoring and maintaining computer systems and networks, help desk

### Project Use Cases

- Manage employee workflow
- Risk log status tracking

### Visio Use Cases

- Active directory charts
- Cloud architecture diagrams

### Target BDM Titles

VP Global Support | Managing Director Information Technology | Vice President of Customer Service

### Business Challenges / Pain Points

- Knowledge/skill gap
- Optimization of support services
- Need for enhancement of self-service

### Project Value Proposition

Use Project sites to store important documents for knowledge transfer

### Visio Value Proposition

Map out steps involved in providing customer support to streamline operations



## IT Security

Defense of digital information and IT assets, physical, network, and application security

### Project Use Cases

- Manage task calendar
- Issue tracking

### Visio Use Cases

- Org. charts
- Data overlay on maps

### Target BDM Titles

Chief Human Resources Officer | Head of Talent Acquisition & Global Mobility | Director, Human Resources

### Business Challenges / Pain Points

- Threat of ransomware attacks
- IoT threats
- Potential impact of blockchain technology in the future

### Project Value Proposition

Use Project to assign tasks to security team to monitor threats

### Visio Value Proposition

Create a workflow for security incident response



## Enterprise Architecture

Data architecture, application system architecture, technology architecture

### Project Use Cases

- Security audit tool
- Self-serve document access system

### Visio Use Cases

- Roadmap for new projects
- Whiteboarding new ideas

### Target BDM Titles

Chief Information Officer | Director, IT Operations | Chief Technology Officer

### Business Challenges / Pain Points

- Lack of comprehensive documentation
- Domination of traditional enterprise architecture frameworks that can be time-consuming and inflexible in comparison with modern toolkits

### Project Value Proposition

Schedule tasks to create documentation, and store it in Project sites

### Visio Value Proposition

Map IT networks that are easy to understand with Visio



# Human Resources



## Training and Development

Professional skills training, performance management and development, coaching, mentoring, new employee orientation

### Project Use Cases

- Project planning for employee surveys
- Time sheet tracking

### Visio Use Cases

- Project planning for employee surveys
- Time sheet tracking

### Target BDM Titles

Director, Leadership Development & Training | Director, Compliance Training

### Business Challenges / Pain Points

- Dealing with changes due to mergers, acquisitions, technology, budgets, and staffing
- Developing leaders
- Audience engagement

### Project Value Proposition

Schedule tasks in Project to check in with employees for continued development

### Visio Value Proposition

Visualize organizational structure and track changes in real time with Visio



## Recruitment/ Staffing

Job analysis, sourcing, candidate screening and selection, interviewing, reference and background checks

### Project Use Cases

- Processing payroll benefits
- Promotions, terminations

### Visio Use Cases

- Org. charts
- Data overlay on maps

### Target BDM Titles

Chief Human Resources Officer | Head of Talent Acquisition & Global Mobility | Director, Human Resources

### Business Challenges / Pain Points

- Competition for talent (in particular, in Technology, Healthcare, Manufacturing, Sales & Marketing, and Accounting/Finance)
- Slow hiring process
- Dealing with less attractive offers / low compensation (e.g., due to no compensation benchmarking information)

### Project Value Proposition

Track candidate status with rich reports available from Project

### Visio Value Proposition

Streamline the hiring process by creating a visual workflow for all involved in the hiring process



## Organization Transformation

Resource optimization (use of resources, business processes, and budget allocations)

### Project Use Cases

- Change project planning
- Manage timelines

### Visio Use Cases

- Blueprint org. charts
- Transformation process flow

### Target BDM Titles

Director, Change Management | HR Director, Role Excellence and Operations

### Business Challenges / Pain Points

- Resistance from specific parts of organization
- Lack of contingency planning
- Need to be more nimble / long time to change

### Project Value Proposition

Utilize automated task creation to set a cadence for meetings to discuss contingency planning

### Visio Value Proposition

Use templated diagrams to simplify complex change management processes





# Operational Support



## Legal/Compliance

Litigation, investigations, compliance, mergers and acquisitions, contract matters and international trade issues

### Project Use Cases

- Coordinate and update project schedules
- Compliance reporting

### Visio Use Cases

- Compliance process flow
- Contract approval process flow

### Target BDM Titles

General Counsel | Chief Compliance Officer | Global Trade Operations & Compliance Director

### Business Challenges / Pain Points

- The GDPR compliance in the EU
- Increasing pressure from new/emerging regulations
- New technology as a “grey space” for compliance

### Project Value Proposition

Maintain compliance via automated task creation to perform technology audits

### Visio Value Proposition

Enable GDPR compliance and data protection with Visio and its integration with Office 365, taking advantage of the latest GDPR capabilities



## Facility Management

Facility operations and management, real estate and property management, emergency preparedness and business continuity, safety

### Project Use Cases

- Project templates
- Safety and security check status

### Visio Use Cases

- Facility layout design
- Operational process flow

### Target BDM Titles

Director of Facility Services | Facility Operations Director | Vice President of Building Performance

### Business Challenges / Pain Points

- Controlling costs
- Coordinating multiple teams
- Handling failures of equipment

### Project Value Proposition

Keep teams connected via Project integration with Microsoft 365 collaboration tools

### Visio Value Proposition

Visualize floor plans and create workflows for equipment maintenance



## Business Analysis

Business process documentation and optimization, gathering IT system requirements, project management

### Project Use Cases

- Onboarding for new team members
- Streamline sales planning, scheduling

### Visio Use Cases

- Facility layout design
- Operational process flow

### Target BDM Titles

Strategic Projects Director | Business Relationship Management Director | Director, Continuous Improvement

### Business Challenges / Pain Points

- Lack of clarity
- Getting stakeholders to make time
- Inadequate time allotted for business analysis work

### Project Value Proposition

Schedule stakeholder meetings months in advance with quick task creation and automation

### Visio Value Proposition

Create cross-departmental workflows that clearly define stakeholder tasks and timelines for completion



# Finance



## Financial Planning and Analysis

Budgeting, planning, and forecasting, aligning business processes with financial goals, monitoring operating performance, profit and loss

### Project Use Cases

- Build customer related workflows
- Assignments and task tracking

### Visio Use Cases

- Business process map
- Monitor profitability of product lines

### Target BDM Titles

Director of Finance, Planning and Analysis | VP, Financial Analysis & Analytics | Team Leader Finance and Strategy

### Business Challenges / Pain Points

- Forecasting errors (e.g., version control, missing important data and place heavy burdens on data collection)
- Handling uncertainty
- Developing unified data views when numbers come from various areas within the company and in various forms

### Project Value Proposition

Create reports with pre-built templates, and connect existing reports to Power BI to uncover potential errors in collected data

### Visio Value Proposition

Link your shapes and diagrams to business data from common data sources, including Excel, Excel Services, SQL Server, SQL Azure, and SharePoint External Lists



## Internal Control

Financial reporting, risk management, compliance, internal auditing, monitoring operations

### Project Use Cases

- Project planning
- Task management - % tasks complete

### Visio Use Cases

- Org. chart
- Assurance map

### Target BDM Titles

Leader, Knowledge Initiatives | Partner, Knowledge Management & Risk Advisory | Vice President - Corporate Accounting Controllers

### Business Challenges / Pain Points

- Controlling costs
- Coordinating multiple teams
- Handling failures of equipment

### Project Value Proposition

Create and integrate workflows with Power Automate to kick off workstreams for best practice documentation

### Visio Value Proposition

Build procedural diagrams and operational workflows in Visio that can be accessed via web browser



## Accounting

General ledger, treasury and cash management, collections, tax accounting, financial reporting, risk analytics

### Project Use Cases

- Resource utilization of developers
- Resource allocation, consulting team

### Visio Use Cases

- Auditing, billing, credit limit setting
- Display real-time accounting data

### Target BDM Titles

Executive Director | Practice Leader | Executive Vice President, Partners, Accountants and Alliances

### Business Challenges / Pain Points

- Managing payroll
- Unforeseen expenses
- Disaster preparedness

### Project Value Proposition

Utilize timesheets in Project so employees can enter their hours for payroll via web browser

### Visio Value Proposition

Diagram company income streams in Visio and connect to services such as Power BI for cash flow insights



# Business Intelligence



## Data Mining

Extraction of patterns from large data sets, automated prediction and discovery, predictive analytics, apply statistics and AI methods

### Project Use Cases

- Status tracking; data preparation, modelling, evaluation, deployment
- Regulatory compliance reporting

### Visio Use Cases

- Pattern identification
- Mapping observations to trends

### Target BDM Titles

Data Quality and Governance Leader | Business Intelligence  
Data Scientist | Chief Data Scientist

### Business Challenges / Pain Points

- Lack of skills to process large amount of data
- Abundance of data to work with and need to understand and prioritize it
- Need to quickly synthesize data and make it relevant for decision making

### Project Value Proposition

Connect Project reports to numerous data sources easily with real-time changes reflected

### Visio Value Proposition

Take advantage of more than 250,000 shapes, 400 stencils, and 80 templates to make data consumable for quick decision making



## Business Reporting

Collection, refinement, and transformation of data into knowledge, verification and cross-checks, assurance of key business activities

### Project Use Cases

- Generate reports for leadership
- Regulatory compliance reporting

### Visio Use Cases

- Report creation process flow
- Analytics process diagram

### Target BDM Titles

Business Controller

### Business Challenges / Pain Points

- Delivering self-service reporting / analysis
- Reporting / analyzing data across multiple systems
- Unlocking data buried in systems

### Project Value Proposition

Build your own reports utilizing pre-built templates, and connect to tools like Power BI to see all of your data

### Visio Value Proposition

Create add-ins with APIs to visualize data from various business systems through Visio diagrams



## Digital Dashboards

Reporting metrics and KPIs, business activity monitoring, measure efficiencies, alignment of strategies and organization goals

### Project Use Cases

- Function specific dashboards
- Portfolio management, proposals

### Visio Use Cases

- Syndicated product performance data
- Product insights, e.g, metrics and seasonality

### Target BDM Titles

Director, Business Intelligence and Insights | VP, Analytics and Insights

### Business Challenges / Pain Points

- Dashboard design not optimized for supporting business decisions, i.e. no specific user in mind
- Compatibility with critical business systems to ensure data inputs
- Real-time data availability

### Project Value Proposition

Connect Project reports to numerous data sources easily with real-time changes reflected

### Visio Value Proposition

Access your diagrams from your web browser instantly, and connect them to data sources that reflect changes in real-time