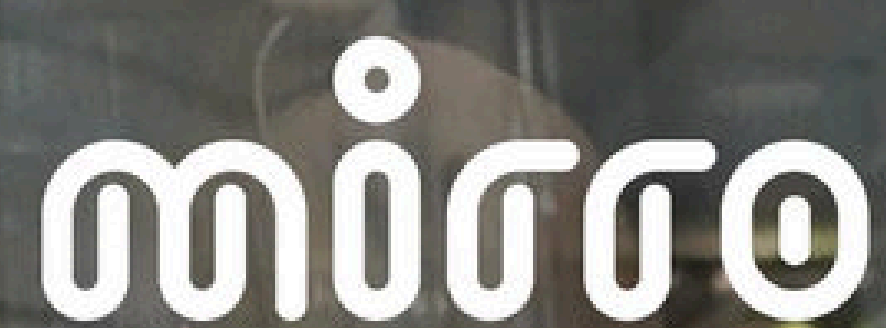


The Mirro logo is displayed in the top left corner of the header image. It features the word "mirro" in a lowercase, white, sans-serif font, with a small circular icon above the 'i'.

## CASE STUDY

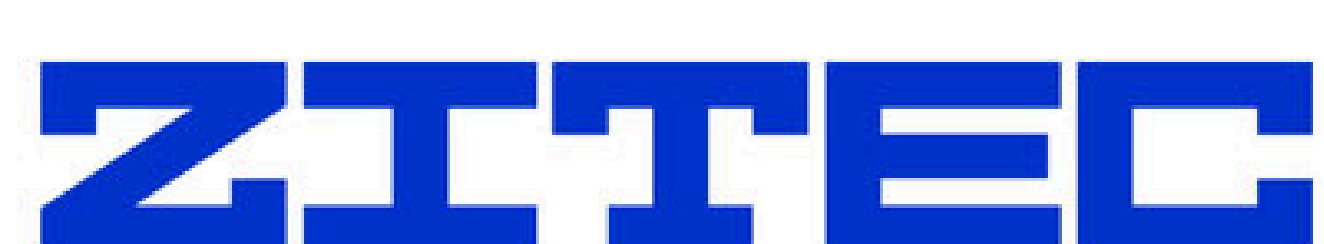
# How Mirro Lifted Zitec's B Corp Workers' Impact Area Score by 30%

Industry: **Software development**    Company size: **500**

Certified



Corporation

The ZITEC logo is displayed in a white box. It consists of the word "ZITEC" in a bold, blue, sans-serif font.

Zitec was founded in 2003, and over the years it has grown profitably and sustainably, reaching over 500 employees and collaborators by 2025, with revenues exceeding 38 million EUR in 2025, marking a 14% increase. Zitec is the first B Corp-certified IT company in Romania, demonstrating its commitment to the environment, people, and social responsibility. This certification positions Zitec as a responsibility benchmark and leader in Romania's IT sector.



*Mirro is a tool that gives you a very clear picture of your company's performance, with a focus on the governance of company objectives (the OKRs module) and team satisfaction and dynamics. For us, during the B Corp certification process, we were pleasantly surprised by how much information and data were available, especially for the Workers pillar, which played a decisive role in helping us obtain the certification.*

**Cristina Polischi, CFO, ZITEC**



## The business challenge

B Corp is one of the most rigorous international certifications for responsible business, evaluating companies against high standards of social and environmental performance, transparency, and accountability. Obtaining it is not a PR exercise but a genuine audit conducted by B Lab that reviews concrete evidence from several years of operations.

B Corp certification requires companies to balance profit and purpose. The criteria were organized into five core impact areas or pillars (Governance, Workers, Community, Environment, and Customers) at the moment of Zitec's certification, each with its own questions that companies need to answer during the self-assessment stage. The threshold for obtaining the certification is 80 out of 200 points.

The certification requires companies to document and provide multiple policies, reports, and statements on performance management processes, continuous feedback, gender and age demographics, and salaries and compensation, among other information.

Each must be backed by clear evidence and historical data. That's where most companies fall short. The practices may exist, but the documentation doesn't, or it does, but in a form that can be challenged. For example, an Excel spreadsheet can be edited the night before a submission. A platform with years of unbroken historical records cannot.

**Mirro was a lifesaver here, because the data on the platform is secure and cannot be manipulated overnight.**



*Mirro is the go-to tool for any CEO who does not want to be surprised by performance dropping in their organization. As a sustainability professional who works with diverse clients and helps them compare their impact against B Corp standards, I know the hardships the management and HR teams face. They need to adjust their organizations to meet the future demands of justice, diversity, and inclusion, pay gap analysis, employee performance feedback, and more. This is easily provided by Mirro, making decision-making clear and results-oriented. Mirro takes the pulse of the organization and makes performance forecasting easy and transparent, so that any decision-maker has time to prepare and act proactively for their people. The beauty of it is that not only can managers give feedback to their teams, but teams can give feedback to their managers as well.*

**Corina Radu**, CEO, Impact Market Romania

## The solution: Mirro

Zitec began the process of obtaining B Corp certification, led by CFO Cristina Polisch, with a cross-functional team spanning finance, talent, sales, and communications. The team found that Mirro had been building the audit case for years.

For the **Workers impact area**, the team extracted directly from Mirro:

**74 eNPS score**

**4K** feedback submissions

**1K** recognition submissions

- **Performance check-in history:** structured check-ins, feedback exchanges, and development conversations logged across multiple years. Analysts could track the process's consistency over time, not just read a policy stating that it exists.
- **Workforce data:** gender and age distribution charts pulled directly from Mirro's people analytics: structured, verifiable, and ready to export.
- **Pay gap reports:** compensation data showing equal pay for equivalent roles across genders.

For the **Governance impact area**, Mirro's OKR structure provided institutional proof of strategic transparency. When Zitec sets a company-wide objective in Mirro, every employee sees it. That's verifiable, organization-wide accountability, exactly what B Lab scores under the Governance pillar.

Mirro was also submitted to B Lab as a product with direct client impact: a platform that helps other companies evaluate people fairly, reach every employee, and pay equitably. **This also contributed to Zitec's score on the Customers impact area.**



## The business outcome

Zitec obtained 117 points in the self-assessment and 95 points in the final certified score, 18% above the 80-point threshold. Zitec became the first IT company in Romania to earn B Corp certification.

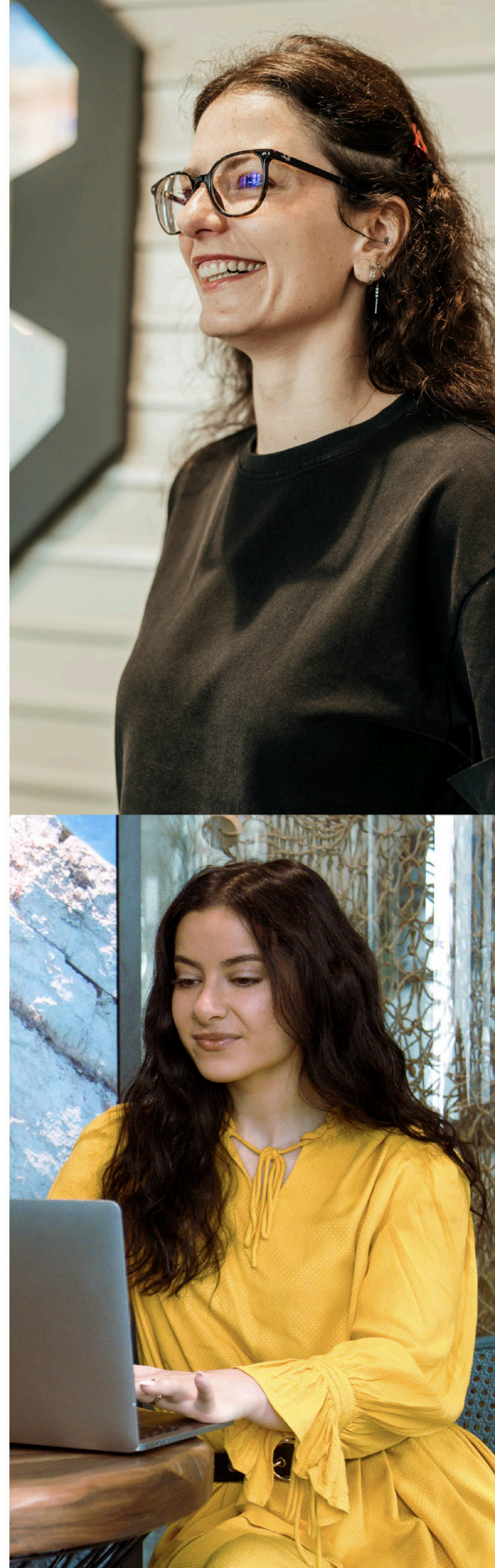
**Specifically in the Workers pillar, Zitec obtained 38.4 out of 50 possible points, well above the average for similar companies in the market.**

Zitec ran their people operations on Mirro for years, and audit readiness was a byproduct. That's the practical implication for any company considering certification: if you run people processes on a structured platform with a consistent record, you don't need to reconstruct evidence retroactively. The data already lives in the system.

**Zitec's ability to demonstrate transparency in performance evaluation processes and equal pay raised the Workers pillar score by 30%.**

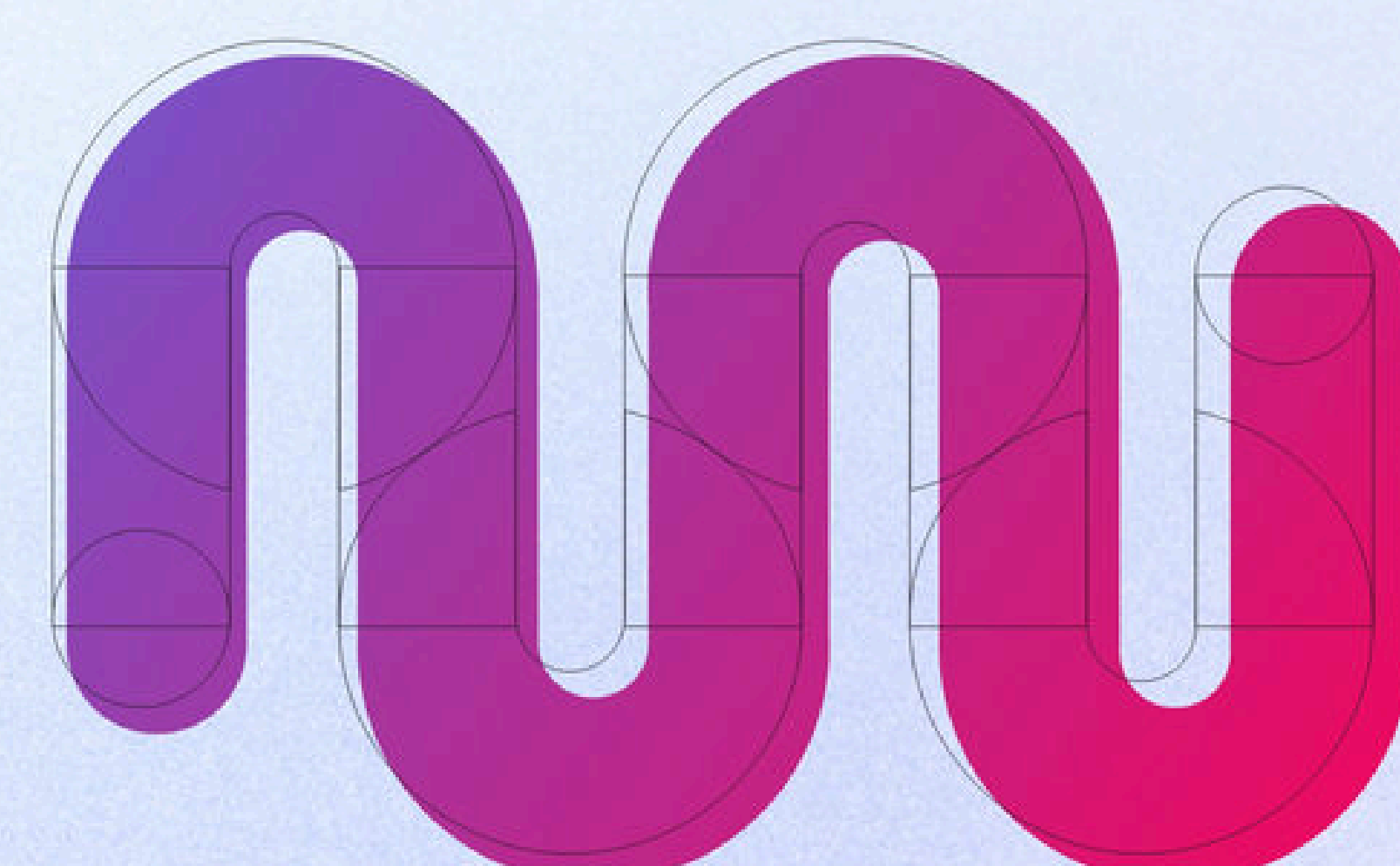
## What's next

B-Corp certification renews every three years. Zitec intends to improve its score in the next cycle, and Mirro remains the platform where that evidence accumulates. For companies across Europe considering B-Corp certification, Zitec has paved the way. Mirro has shown what it means to be the people's infrastructure behind a certified responsible business.



Mirro is the infrastructure that brings clarity to organizations, aligning teams with business objectives and supporting people and company performance. The platform drives coherent strategy execution, providing visibility into goals, performance, and progress, with direct impact on how people collaborate and deliver results.

Mirro is used by companies around the world, including McDonald's, eMAG, ProCredit Romania, Hochland, Hyperfy, Lactalis, Kinderpedia, Sameday, and Adore Me.



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