



Server to cloud: why make the move?

Why enterprises are saying goodbye to self-managed solutions and migrating to Atlassian cloud

EXECUTIVE SUMMARY

In this day and age of continuously evolving technology, instant communication, and widespread availability of information, enterprises across all industries are finding that they must constantly adapt. Organizations often need to meet and adjust to new customer demands, market conditions, or regulations - and do so quickly and seamlessly. There's no denying it's a tall order.

In order to keep up with these changes, more and more enterprises are turning to cloud solutions. Organizations are increasingly migrating out of traditional data centers and into software as a service (SaaS) offerings or public clouds. In fact, [Gartner](#) predicts that by 2025, 80% of enterprises will migrate entirely away from on-premises data centers in favor of colocation and cloud infrastructure. You're not alone if your company has a cloud-first directive - cloud adoption is the new norm.

Many organizations are looking to SaaS in particular to meet their needs, as it allows for scalability and removes the administrative burden of managing and maintaining software. In an era where the only constant is change, SaaS technology helps enterprises better meet the growing - and often unpredictable - demands of their business.

Atlassian is meeting that need by increasing our investment in our cloud offerings and [simplifying our self-managed offerings](#) to ensure cloud is ready for every enterprise customer. We've already hit a number of big milestones in the last couple of years that make our cloud products a great choice for enterprises and we have plans to continue delivering even more value in cloud.

As more and more organizations expand - or consider expanding - their cloud footprint within their IT toolsets, your own organization is likely doing the same. But we know it's critical to understand the implications of making that shift before you do it.

In this guide, we'll explore:

- The advantages of adopting SaaS
- How Atlassian's cloud solutions are different from our server ones
- Why enterprises are making the move



What is Atlassian cloud?

Cloud is our Atlassian-managed SaaS offering. Rather than installing and maintaining our products on your own servers, we host, set up, secure, and maintain your products in the cloud for you. What's more, we offer a [Cloud Enterprise](#) plan that includes enterprise-grade features like unlimited instances, SAML SSO, a 99.95% SLA, and 24/7 support.

Enterprises are making the move to Atlassian cloud today to:

- Future proof their business with access to continuous innovation
- Say goodbye to downtime, maintenance, and infrastructure headaches
- Increase ROI with a lower total cost of ownership

Why move to cloud?

To begin with, we've invested heavily in our cloud products to make them the best choice for enterprises. Atlassian cloud products are built on different codebases than our self-managed ones and, as a result, offer a new, modern experience as well as many features that you won't find in server or Data Center.

In fact, we're placing the majority of our R&D focus and investment in our cloud products, so you unlock the lion's share of Atlassian's investment in innovation. As we invest more in our cloud products, the feature disparities between our cloud and self-managed offerings will only grow.

How does cloud compare with Data Center?

Data Center is a reliable, long term option for enterprise customers who wish to remain self-managed. We recommend Data Center for our largest customers (if you have 25,000+ Jira or Confluence users, or 250+ Bitbucket users) or for our customers whose critical requirements are not on our roadmap.

Here are the best resources to help you dive into the differences:

- [Cloud vs. Data Center quiz](#)
- [Cloud roadmap](#) and [Data Center roadmap](#)
- [Cloud Trust Center](#)

Or, you can [get in touch with us](#).

By moving to cloud, you not only reap the benefits of our investment in our cloud platform, but you also benefit from the general advantages that SaaS technology brings. Namely, you can save time and resources as well as lower your total cost of ownership.

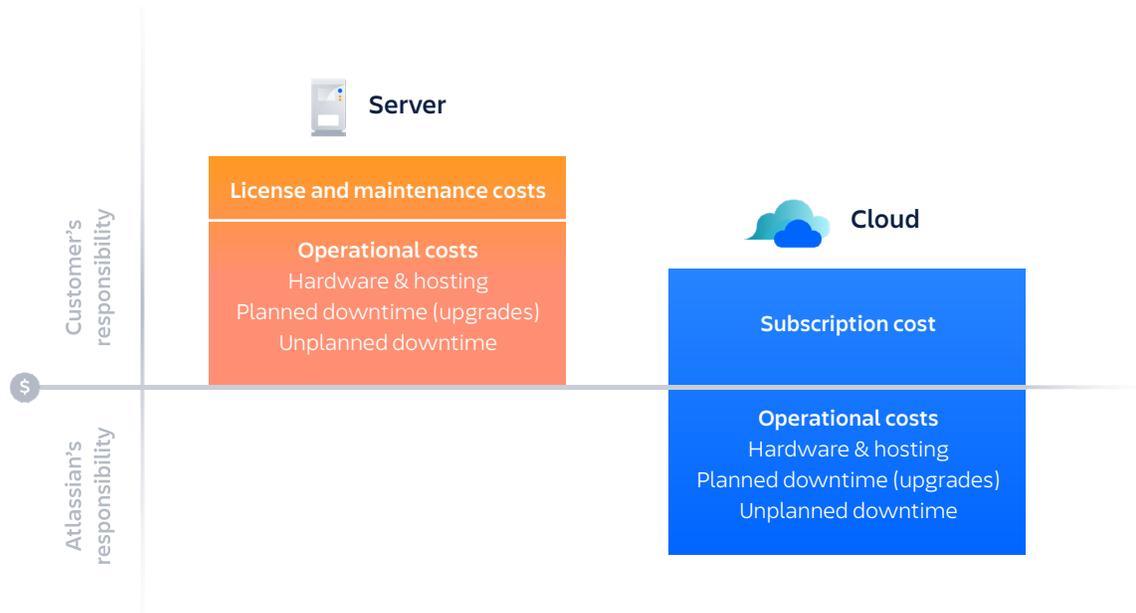
Because we take on many of the administrative tasks involved in maintaining your Atlassian products in cloud, you're free to focus your time and energy on strategic contributions to help drive business value. When you're not managing physical hardware or hosting, you can save valuable time and redistribute it to other business needs.

Lastly, moving to our cloud products can help eliminate some of your costs from IT overhead, maintenance, and hardware, since you're no longer responsible for many of the costs associated with hosting and operating your Atlassian products. And while the subscription cost of cloud may be higher, the operational cost savings can be huge. From a total cost of ownership perspective, cloud brings savings for many enterprises.

“ We calculated a 4-6 million dollar annual impact from degradation and outages alone. This needed to be fixed, and the trend of downtime would pay for the transformation [to cloud].

TOM WYLIE, ATlassian PRODUCT OWNER, ARM

Total cost of ownership: Comparing server and cloud costs



Unique value in cloud

You adopted Atlassian products to help your teams work better together. Whether you're using our products for agile project management, DevOps, or collaboration at scale, we want that experience to be even better than it is now.

That's why we've focused on bringing capabilities to our cloud products that will supercharge your teams. As we focus our R&D attention and investment more and more on our cloud products, we've built out a number of capabilities you won't find in server that help your teams work more effectively.

In particular, we're developing innovative, cloud-only features in the following areas:

AUTOMATION

INTELLIGENCE

INTEGRATIONS

DATA & INSIGHTS

A MODERN, UNIFIED EXPERIENCE



AUTOMATION

As we aim to unleash the potential of every team, we're constantly looking for ways to help teams work smarter and faster. One way we do that in our cloud products is through automation.

When your end-users are using Atlassian tools day in and day out for their work, it can be frustrating and time-intensive to perform repetitive, manual tasks. Plus, the overall hit to productivity can be huge when you multiply those time losses on an enterprise scale. Being able to automate some of those repetitive tasks is a big win. That's why we've focused on building automation into cloud.

Automation is seamlessly embedded within our cloud products, meaning you don't need to spend extra time buying, installing, administering automation add-ons, or creating and maintaining custom scripts, like you do on server.

The [automation](#) capabilities built into Jira Software allow you to set up rules without any code or scripting - making it quick and easy. What's more, you can automate processes both across our cloud products as well as with third party tools.

Check out our [Jira automation template library](#) to learn about some of our most popular automations and how to get started.

For example, our native DevOps triggers in Jira Software and Bitbucket can help you make certain actions or workflows automatic to save time and strengthen your DevOps toolchain. You can set triggers when users commit or submit a pull request to automatically update ticket status - saving your teams valuable time. You can even apply these triggers to more complex workflows, such as reassigning issues for testing or code review, or even sending a message to your team's Slack channel about new PRs.

These capabilities help your teams stay focused on the work that matters and eliminate any repetitive tasks that bog down their day.

INTELLIGENCE

Another way we've prioritized making your teams more efficient is through building our cloud products with what we call "smarts" - the subtle, often unnoticeable application of data-driven algorithms and machine learning techniques that help your teams speed up collaboration.

Machine learning is a big buzzword and there's no doubt that there are plenty of gimmicky applications of it out there. But particularly at the enterprise level, it can be a huge advantage and time saver. Imagine if every employee using your Atlassian products saved 10 seconds on 100 tasks every day. That makes for significant time savings and a much more delightful experience for your teams. And it's why we've invested in building machine-learning-powered capabilities into our cloud products - capabilities which you won't find in server.

With predictive search, you get a personalized search experience that shares the most relevant results specifically for you. We've also added predictive user mentions that recommend a list of people based on who you work with regularly and what you're working on. Features like these make it easier for your teams to stay productive without context switching and are just the beginning for harnessing the power of machine learning to build the best collaboration experience in our cloud products.

In Jira Software, we can predict the top five most likely assignees in an issue with an accuracy of 86 percent.

The image shows a side-by-side comparison of search results in Jira and Confluence. On the left, the Jira interface shows a search for 'test' with a list of issues: QS-423 (Bump testing library version), QS-191 (Define best practice testing), and SAPI-901 (Unit test merged behaviour). On the right, the Confluence interface shows a search for 'roadmap' with a list of pages, blogs, and attachments: Search Relevance Roadmap, How we roadmap our work, and Search Platform - Roadmap. Below these, there are two more sections showing predictive user mentions for 'test' and 'roadmap'.

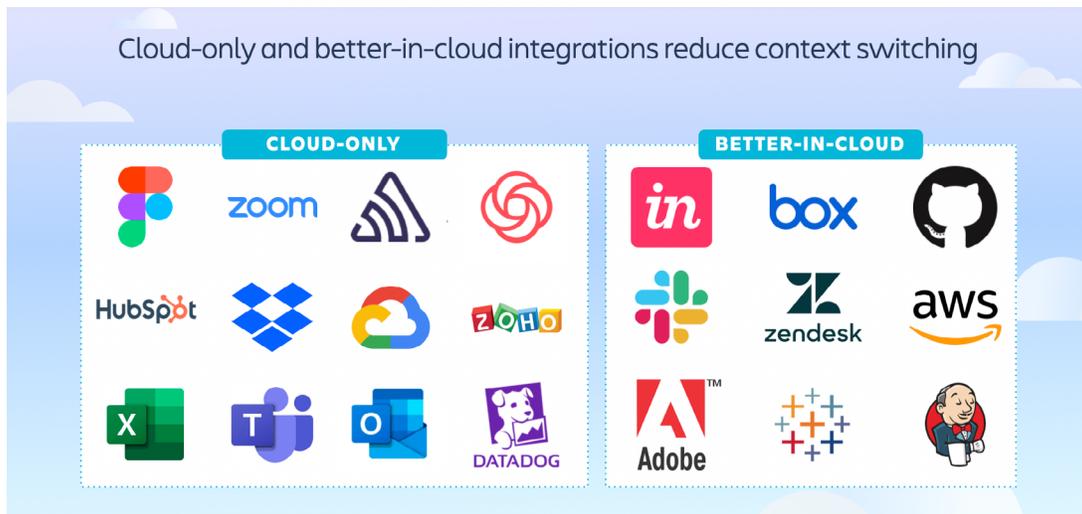
Product	Search Query	Results
Jira	test	ISSUES 99+ QS-423 Bump testing library version (Quick search) QS-191 Define best practice testing (Quick search) SAPI-901 Unit test merged behaviour (Search API)
Jira	test	ISSUES 99+ JS-92 Add integration test (Jira Software) JS-239 Team mentions in page (Jira Software) JS-445 Test TODO bot (Jira Software)
Confluence	roadmap	PAGES, BLOGS & ATTACHMENTS 99+ Search Relevance Roadmap (Search & Smarts) How we roadmap our work (Search & Smarts) Search Platform - Roadmap (Search & Smarts)
Confluence	roadmap	PAGES, BLOGS & ATTACHMENTS 99+ Jira Software Roadmap (Jira Software) Jira Monthly Roadmap Meetings (Jira Software) FY21 Jira Software Roadmap Detail (Agile for teams)

INTEGRATIONS

As more and more organizations rely on SaaS tools to improve collaboration and make work more efficient, SaaS toolsets are getting big. And the value of all those tools is amplified when they connect and integrate with one another. Atlassian products play well with all your best of breed tools including Slack, Microsoft, Google, and [more](#), in order to help you get the most out of your toolset.

For example, our Jira Software and [Slack integration](#) means that your teams can move quickly and minimize context switching. Issue previews give you the information and key details you need while staying focused on the conversation. And you can even create a Jira ticket, change its status, assign teammates and more all directly within Slack.

In addition to the integrations that are better and more robust in cloud, we also offer a number of integrations that are only available in cloud and that you won't find in our server or Data Center offerings. Our goal is to facilitate a seamless experience between your Atlassian products and the others in your toolset and we're focusing on creating that experience in our cloud products.



DATA & INSIGHTS

You and your teams are using various products everyday to be productive and innovative, but there is value in understanding how that work gets done. Being able to take that data and make decisions allows you to better support your teams and objectives - but that can be particularly challenging at scale. That's why we've prioritized adding capabilities in cloud that will surface helpful data and actionable insights.

Firstly, we've introduced new reporting capabilities that will improve the way your teams and organization operate and ultimately help you make data your competitive advantage.

We recently acquired [Chartio](#) - a cloud-based analytics solution - to bring powerful analytics and data visualization capabilities to our platform, that will enable you to build custom reports and visualizations across your Atlassian cloud products and third party tools.

And not only are we adding reporting capabilities powered by our own analytics engine, we're also building a common data layer which will give everyone direct access to their data in a structured format that is easy to query, so you can choose to layer your own BI tools on top of your Atlassian data.

Lastly, [Insight](#) for Jira gives enterprises full visibility into your assets and services as well as your dependencies. This native Jira configuration management database (CMDB) provides the right context to build a great internal and external service experience.



A MODERN, UNIFIED EXPERIENCE

We've also prioritized bringing all these cloud-only capabilities to you in a more modern and unified experience than what you'll find in server or Data Center. In particular, we've strengthened the cross-product experience, built out mobile capabilities, and made our products more modern and easier to use in order to improve the overall experience for end-users of cloud.

UNIFIED

Your Atlassian products should work seamlessly together. Full stop. That's why we've built a consistent experience across our tools that makes it easy to flow from one to the next.

Users sign in to our cloud products with one set of credentials and see a common UI and navigation across them all. Our app switcher helps users easily move between products and the Atlassian Start page provides one central place to navigate content and search across all sites. This unified experience makes it easier and faster for your teams to use Atlassian products.

The screenshot displays the Atlassian Start page, which provides a unified user interface. At the top, the "ATLASSIAN Start" header is visible. Below it, a "Switch to" section offers quick access to various products, including Jira Software, Confluence, Jira Service Desk, Jira Core, Bitbucket, and Cloud administration. A "Frequent places" section lists recently visited locations like "Customer Support" and "Sales Ops". The bottom section, titled "Worked on" and "Viewed", shows a list of recent activities, such as "New Lenovo Thinkpad Setup" and "IO-030 Track2Go e-trace dropping GPS connection", along with their contributors and timestamps.

Worked on	Viewed		
TODAY	YOUR ACTIVITY	CONTRIBUTORS	
New Lenovo Thinkpad Setup (Notebook) Facilities Workplace Support	Edited	2 hours ago	
IO-030 Track2Go e-trace dropping GPS connection for remote stations IT Operations	Commented on	4 hours ago	
Bad JSON data coming back from hotel API Platform	Commented on	4 hours ago	
Fixing the printer IT Operations	Edited	4 hours ago	

A MODERN, UNIFIED EXPERIENCE

MOBILE

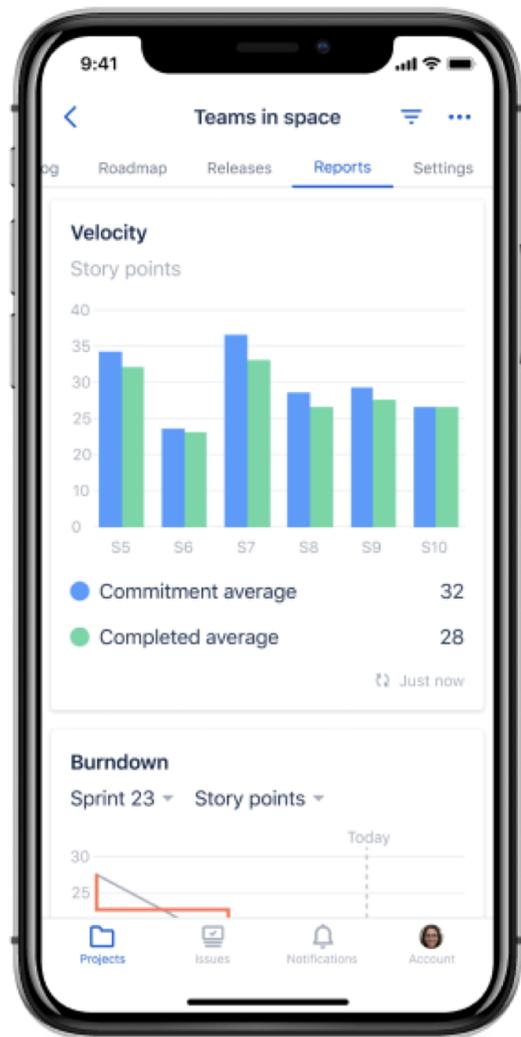
We also know that you and your teams want to be able to work whenever and wherever, so we've optimized the mobile experience of our cloud products.

Today, we have almost complete coverage of all views that are available on the web.

Our mobile apps for cloud do not require you to use VPN, making it easier for your teams to stay connected while maintaining the right-level of security.

We also have MDM (mobile device management) available now and MAM (mobile access management) coming soon. With MDM, you can control managed devices and enforce security policies such as restricting copy & paste, blocking screenshots and requiring users to authenticate with FaceID/TouchID. And with MAM, you'll be able to control and manage apps remotely without requiring users to enroll their device.

Additionally, we offer SSO support and device visibility with Access to ensure that your instance maintains its security position.



What's possible in our cloud mobile apps?

◆ Jira Software

- Access popular dashboard views directly on your phone or tablet
- Use developer tool integrations to see the pull requests of your developer tools
- Approve PRs directly from mobile
- Switch between multiple instances or accounts
- Access your add-ons directly from the issue view

✕ Confluence

- Create or edit pages with the new editor on mobile
- Respond to time-sensitive comments quickly
- Manage your Confluence notifications

⚡ Jira Service Management

- Access all of your fields and approve tickets right from your phone or tablet

Your teams can also use our Jira Software Cloud native MacOS app right on their desktop. Who doesn't like dark mode?

“ The mobile application has been a significant gain for us. Additionally, the direct integration with other products we use like Slack and GSuite has been a productivity assist as well.

KEVIN MCWILLIAMS, SYSTEM ADMINISTRATOR, THE PHILADELPHIA INQUIRER

A MODERN, UNIFIED EXPERIENCE

MODERN

For your teams to collaborate more seamlessly at scale, they need products that are easier and more intuitive. We've invested heavily in how we make this happen across our products.

For example, we've built a better collaborative editor in [Confluence Cloud](#). The new editor includes more features, shortcuts, and templates that allow your teams to create content quicker. We've even added a wide range of macros that you can insert inline as you type.

Another example is the intuitive service experience we've built in [Jira Service Management](#) that you can use to categorize your service requests, incidents, problems and changes. Leverage new features like bulk ticket actions and machine learning capabilities to intelligently categorize similar tickets, and take action quickly.

Lastly, with [next-gen projects](#) in Jira cloud, we've created both a simple and powerful project tracking experience that makes it easy even for your non-technical teams to get up and running quickly. And going forward, we'll also add a lot of the power of Classic projects and build out more robust capabilities in next-gen.



How cloud meets enterprise requirements

The innovative features in our cloud platform offer end-users a uniquely seamless experience that they won't find in our self-managed products. But making sure that your products meet your organization's requirements is just as important as keeping your users happy and modernizing your toolset. It's critical that your tools meet your security and compliance needs, provide administrative controls, and are able to support your organization's scale.



Security and compliance

The security and compliance of IT toolsets has long been a major concern for many organizations. And as the Gartner Top Security and Risk Management trends report points out, that concern is only growing as remote work expands at an unstoppable pace. What's more, enterprises are often particularly vulnerable to security issues as a result of supporting a large number of both applications and users. That's why we've brought particular attention to the security and compliance of our cloud products.

It's important to note that because we take on many of the administrative tasks involved in managing your products, security and compliance goes from being your responsibility to being a shared responsibility. And it's not one that we take lightly.

We provide built-in, enterprise-grade security features, meet several compliance standards, and provide full transparency into our security practices in order to ensure our enterprise customers' security and compliance needs are met.



Privacy

Your data is our responsibility, and you can rest assured that it is handled with the utmost care. To begin with, Atlassian cloud products are [GDPR compliant](#). We also [encrypt data](#) in transit and at rest, publish an annual [Transparency Report](#) summarizing government requests for users' data, and provide additional information about our policies and procedures for responding to those requests in our [Guidelines for Law Enforcement](#).

Additionally, we know that having greater control over your data through data residency is crucially important for many of our customers - particularly those in highly regulated industries. That's why we currently offer it in our [Cloud Enterprise](#) plan and will soon offer it in our Standard and Premium plans as well. Data residency is currently available for the US and EU realms, and we have plans to add additional regions including Australia, Canada, the UK, and Japan.

Learn more about data residency on our [website](#) or by checking out our [documentation](#) and our [roadmap](#).

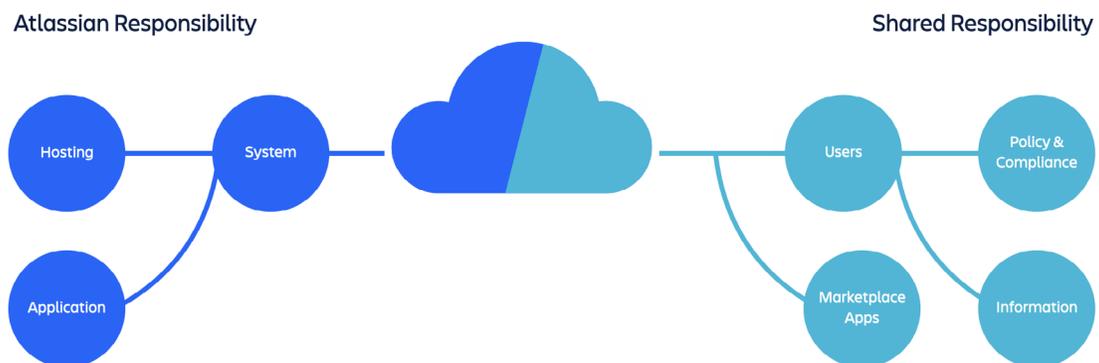
We're also working on [selective edge BYOK encryption](#) to help ensure that your data is only seen and accessible to those who are authorized. With this feature, you'll be able to designate specific fields, projects, pages, and spaces for encryption using keys solely under your control.

You can learn more about the specifics of our data storage and privacy practices by visiting our [Trust Center](#).

Security

In addition to the many features we offer to help you keep your products secure, we also have robust security practices and processes in place to ensure your data is safeguarded. And we are as transparent about those practices as possible. For example, we [share detailed information](#) about how we secure our internal environment and identify, protect against, and respond to security threats. Our aim is to help you feel informed and safe using our products and services.

It's important to remember, however, that security is a shared responsibility in cloud. One responsibility that falls to you, our customers, is managing and granting access to your users. We know that this is a critical part of keeping your products secure, so we offer [Atlassian Access](#) - our identity management solution for cloud. In addition to features like SAML SSO, user provisioning, and two-factor authentication, Access also offers capabilities like CASB integrations and organization audit logs. Access is a critical ingredient for enterprise security, which is why we've invested in it to help you keep your Atlassian products as secure as possible.



Compliance

Our security program has been developed and run in compliance with a number of industry standards. Complying with well-known industry standards is an integral part of our approach to security because we understand they provide independent assurance to our customers that Atlassian's security program meets a baseline of security controls.

Here are a few of the key standards that we comply with:

- SOC2 and SOC3
- ISO 27018
- ISO 27001
- GDPR

What's more, we go through recertification every year to continually prove our products' compliance.

See the complete list of industry standards we comply with [here](#) and track our [cloud roadmap](#) for more to come.

Governance and controls

As an operational model, cloud makes it easier for you to support your teams at scale because we're maintaining and managing the infrastructure, reliability, and performance of your products - which is the value of SaaS.

That doesn't mean that we take over all administrative tasks from you. It does mean, however, that your responsibilities will change - and it's important to understand how they change and to what extent. With cloud, you can focus more of your time on being a strategic partner to the business and finding new ways to make your products work efficiently and effectively.

Nevertheless, we understand that you're used to having extensive control over your self-managed products. It's also important for you to have a certain level of control in order to meet your organization's requirements - particularly at the enterprise level. To give you that right level of administrative oversight, we've built a number of capabilities into our cloud products.

For example, even though new features and fixes are deployed automatically to your instance, your team may still want to test the updates and control how they're pushed out to your user base. We've added [sandboxes](#), which you can use to test and experiment before rolling out to production, and [release tracks](#), which allow you to decide when you want to push an update to your teams.

Especially as you have more people standardizing on your products, you need to have visibility into instance to maintain your security position. That's why we've added admin insights in Premium and Enterprise Cloud. With [admin insights](#), you can track the adoption of your cloud products throughout your organization. This information can help you understand how your teams are using their products, in order to make data-driven decisions around budgeting and licensing and give you a seat at the table in business decisions.

Scale, performance, and reliability

Your products need to be capable of supporting all of your teams at scale - and staying performant while doing so. When you're supporting a large number of users, the potential for impacts to performance - as well as the ensuing loss to productivity - increases. And as you add more employees, acquire businesses or simply just grow your product usage, you need to be able to easily and seamlessly scale your products up. Which is why it's particularly important for enterprises to use scalable, reliable, and highly performant tools.

Scale

USERS PER INSTANCE

We continue to add higher user tiers per instance. Today, we can support 10,000 users per instance, and this number is actively growing. We're currently running an early access program for 20,000 per instance and we plan on making this generally available in Q3-Q4 of 2021 - and we're not stopping there. We plan to increase this number to 35,000 users per instance in 2022

Check out our [cloud roadmap](#) to keep up-to-date on the latest timelines.

UNLIMITED INSTANCES

With our [Cloud Enterprise plan](#), you unlock unlimited instances, which enables you to move more of your teams to cloud.

In a self-managed environment, it's incredibly challenging to manage multiple instances of the same product, so, consolidating your teams onto a primary instance allows you to standardize your teams on one platform while making it easier to administer. With cloud, that isn't the case. Because we're hosting and managing your products for you, the same overhead doesn't exist when you have multiple instances.

Many organizations, in fact, are seeing the benefits of running in a multi-instance environment. Some of those benefits are:

- Allow teams to operate autonomously
- Enable you to support multiple data regions
- Maintain sensitive or high security data
- Enable app autonomy

Ultimately, your teams can build a truly customizable experience without compromising the compliance requirements of your organization or adding additional overhead.



Reliability

FINANCIALLY BACKED SLAS AND ENTERPRISE-GRADE SUPPORT

Your teams need to be able to access their products anytime, anywhere, so you can't afford to have any downtime. Our [financially backed SLAs](#) guarantee that it doesn't happen. Cloud Premium has a 99.9% uptime SLA, with Cloud Enterprise providing the highest level SLA at 99.95%

In the event an incident does occur, we've built transparency into the process and provide [real-time status updates](#) for all of our cloud products.

And, if you need it, we include varying levels of [enterprise-grade support](#) with our cloud plans.

Business Continuity and Disaster Recovery programs

We've also built our Business Continuity and Disaster Recovery programs as an additional part of the reliability of our cloud products. In the event of a disruption, these programs provide failsafes so your teams aren't impacted. If you need to recover your data, our backup program automatically performs daily application and database backups.

Performance

We aren't just prioritizing the reliability of your products, we're also looking at how to make them work faster. We implemented a [single page application \(SPA\) framework](#) to help speed up load times and reduce the bundle size of data in your browser. We've already seen a huge improvement in Jira Software and Confluence.

And we will continue to improve performance. Check out our [roadmap](#) to learn about the investments we're making in the performance of our cloud products.

“With Atlassian cloud, I'm not waking up in the middle of the night because a node in the data center was down. That's a hugely positive aspect for me and my customers because I can ensure the best SLA possible.”

LAURENT BORDIER
ATLASSIAN ADMIN

Start exploring cloud today

As we've acknowledged, the feature disparities between our cloud and self-managed offerings will only continue to grow as we invest more in our cloud products. Our cloud-only, innovative capabilities allow your teams to be more efficient and can help your teams deliver value to your customers.

And if you're still concerned about keeping some pieces of your Atlassian toolset self-managed for security or compliance reasons, you can begin your migration now and take a gradual approach. We understand this is a tactic many enterprise customers may want to take, so we're preparing for these situations and building features that will help make managing both our cloud and self-managed products easier.

Lastly, any successful migration is going to take time. Every organization is going to have different needs that require careful planning before your migration. Starting early and planning ahead can help ensure you deliver value to your users as soon as possible.

Next steps

Migrating your Atlassian tools is no small decision and it's important to fully understand your options before making the move. You can start a free trial of [Jira Software](#), [Confluence](#), [Jira Service Management](#), or [Bitbucket](#) to explore the individual products more deeply and learn more about their cloud-only features.

