



# Key indicators of scale

Internal signs that your organization is growing

Scaling an organization efficiently and effectively is no small feat. When you think of scaling, most individuals immediately look towards the more grandiose [external drivers](#) such as M&A or new market entry. However, these aren't the only signs of scale, there are many key indicators (that leaders and admins should be on the lookout for) that can be found within the walls of an organization.

Admins typically have a direct line of sight to these indicators and therefore can play a significant role in an organization's ability to grow confidently. They can become strategic advisors within their organization by helping identify early warning signs of when software needs to modernize to ensure smart and effective scaling.

Early warning signs of scale that go unchecked will have negative impacts on both your software and your organization. Not having the appropriate software can hamper your organizational growth goals and negatively impact your software's performance, availability, and security, all of which can impact your bottom line.

While all organizations are unique, and can often see signs of scale in different areas, there are common indicators of scale that all organizations (and admins) should be on the lookout for.

### 3 important indicators to keep an eye out for

 All user administration, no strategy

 Internal product adoption

 Performance Degradation

# Indicators

## All user administration, no strategy

With scale comes more users, and no one sees this clearer than an admin. Often admins are unable to reach the full potential of their role because they are inundated with user administration. While increased users can be a “good sign” for the organization, if handled incorrectly, without a user management strategy, it can have serious negative ramifications.

In today’s business climate user bases span functions, regions, and even domains, streamlining user management has never been more critical, especially to an enterprise. This is often a clear sign of the need to modernize to an enterprise-grade offering.

If not addressed early, this issue will only continue to grow exponentially and be harder to remedy, all while rendering admins less efficient and effective in the other part of their roles. As organizations scale, the amount of tools and complexity of the systems that support them increases as well. Teams are evolving and collaborating in real-time and the sheer volume of data being created and transferred is staggering.

If an organization does not have sufficient user management capabilities, this can lead to mismanagement and serious issues around the security and performance of your instance, both of which will negatively impact successful future growth.



### **LACK OF A USER MANAGEMENT STRATEGY?**

The absence or lack of a user management strategy can:

- Slow scaling efforts by not appropriately allocating work access
- Decrease instance performance
- Have negative security impacts

## Internal product adoption

Product growth within an organization, either horizontal or vertical, is a prime early indicator of scale. It's key to remember that scale isn't just measured by the number of users but includes increased product usage and engagement. This could be recognized as an increase in the number of Jira issues or Confluence pages created, all while the volume of users stays relatively flat.

Identifying these signs early is key. It is common for products to quickly spread across a company as they are adopted by new teams and departments looking for ways to solve business demands. If your software is unable to handle, or keep up with this growth, it can put your organization in jeopardy. Analyzing adoption trends and saturation points of your Atlassian products across your organization and in different departments can be a way to help forecast possible future growth.

Staying cognizant of product growth and usage within your organization will allow you to make calculated and smart choices, giving you the runway to modernize your software to handle growth demands prior to being negatively impacted.



### **DON'T LEAVE THINGS UNCHECKED**

Unchecked product growth and usage can lead to:

- Degraded performance and decreased workflow
- Cause outages and lost revenue

## Performance Degradation

When organizations scale in user volume and usage but don't have software that can match their growth, performance degradation and outages can become common. Admins typically are at the front lines having to deal with this, however, the impact of performance degradation spans significantly beyond the admin, impacting organizational workflow and profits. While this is often one of the later signals that your organization's scaling is outgrowing the capabilities of its tech-stack, it is also one of the most dire. This will only continue to get worse as organizations continue to scale. Admins can alleviate both personal frustration and organizational bottlenecks by identifying these signals and using them to make the business case for upgrading software.

### KEEP IN MIND

Performance degradation can:

- Slow scaling efforts by not appropriately allocating work access
- Decrease instance performance
- Have negative security impacts



# How to respond

First and foremost, it is critical that scale and growth signs are responded to in a timely fashion, we often refer to this as the tipping point. For organizations to scale smart they need to address these signals by modernizing and updating to a software offering that will appropriately scale with their organization. Atlassian provides two great options for our product lines depending on your hosting needs. Atlassian's cloud, our SaaS offering, is designed to help your organization scale seamlessly in addition to providing significant other workflow benefits and performance enhancements. For those organizations that need to maintain a self-managed environment, we provide our Data Center offering, a purpose-built solution to help organizations scale. To learn more about Atlassian Data Center read our [whitepaper](#).

To better understand the value Atlassian's cloud provides, how it helps overcome scaling challenges, and how to scale your organization in the cloud, download our [whitepaper](#).

## Want to gain additional insight about Atlassian's cloud?

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