

From Security to Cloud Readiness

Eight Trends Shaping the Atlassian Marketplace in 2022



Discovering trends in the Atlassian Marketplace

The Atlassian Marketplace is a space where customers and partners intersect. Partners are looking for ways to stay aware of customer needs, since being well informed about trends in the Marketplace is one way to feel confident in your roadmap, marketing efforts, and more.

Customer needs are one critical input for partners, but the Marketplace doesn't exist in isolation - it also reflects larger trends in the software industry and beyond. Whether it's increasing security standards or a shift to hybrid work, apps are finding new ways to knock down silos and provide the right solutions to customers.

Of course, it wouldn't be a trends report if we didn't acknowledge Atlassian's shift to Cloud and its impact on the Marketplace. As customers continue to evaluate and migrate to Cloud, we're keeping an eye on how this shift affects our customer's app needs. This informs the products our Partners develop and make available on the Marketplace.

For this report, we spoke with a wide range of members from the Atlassian community, including Marketplace Partners and Atlassian employees, to discover the leading Marketplace trends for 2022 in both application development and user experience.

“ The Marketplace is being more fully integrated into the Atlassian experience. Support siloes are being knocked down with the focus on Cloud, and Marketplace vendors are being held to higher standards of performance and support.

MORGAN FOLSUM

Product Manager at [Old Street Solutions](#)

01. Greater customer focus on app security

Security remains a top consideration for our customers. As more data moves to the Cloud, customers want the right tools to keep data safe and meet compliance requirements.

In 2021, we introduced the **Cloud Fortified** badge to designate apps that meet advanced standards in security, reliability, and support. Customers can use the Cloud Fortified badge to identify enterprise-ready apps that are prepared to meet the needs of large and complex organizations. Atlassian also upholds a baseline of security across all Cloud apps through continuous scanning for vulnerabilities and enforced security bug fix time frames for all Marketplace Partners.



5300+

Apps on
Marketplace



13.4K+

Developer community
members



5.6K

Forge Apps created



\$14 Million

Atlassian Ventures
distributed capital



10

Seed investments for
early-stage startups



\$2 Billion+

Lifetime sales

Security-conscious customers are also using apps as a solution for compliance needs within their organizations. We predict increased demand for Marketplace Apps that help customers implement organization-specific security controls or workflows - for example, **PII Protection for Jira** and **Patrol for Jira**.

Partners who want to stand out to Cloud customers may want to explore making investments in Atlassian's security programs, or well recognized certifications like SOC2, ISO27001, and relevant industry-specific certifications. Forge also makes security simpler for Marketplace Partners by providing a platform with authentication and authorization, software execution, and data management already built in, on infrastructure that is SOC2-certified.

02. Increased demand for cloud versions of apps

Cloud versions of the Server apps customers know and rely on are in demand as more customers move to Cloud. Offering your product across several hosting types has a number of advantages for developers, namely expanding your customer base and establishing business continuity for customers that are moving from Server to Cloud.

On the other side, customers want apps to be compatible across platforms and offer comparable features in both versions. If they're considering a move to the Cloud, it's reassuring to know that they'll get the same functionality.

“The ability of apps to migrate between Server and Cloud is becoming a requirement rather than a nice-to-have feature,” explained James Richards, an Atlassian Developer Support Engineer. As a result, developers currently offering Data Center solutions should consider providing a Cloud offering as well.

For organizations that deploy on Data Center, having the ability to function in the Cloud is a key feature prospective customers are looking for. Many stakeholders invest in solutions based on future needs, which may require a Cloud or hybrid infrastructure, so the more solutions developers can give them, the better.

Why Build Marketplace Applications?



Over 70% of Jira and Confluence customers use at least one Marketplace app



Customers install over 28,000 apps per week on average on the Marketplace



The Atlassian Marketplace is one of the largest enterprise software marketplaces

03. More surface area for product extensibility and customization

Customization is key for building products that fit a wide variety of use cases. Customers are seeking applications that can do more to meet their specific needs and challenges, and app developers are rising to meet that demand.



As a result, we want to create more opportunities for app developers to customize Atlassian products and reach a wider audience. “Over the next year, you’ll see the extensibility of Forge match and then surpass what’s possible in Connect,” explained Adam Moore, Atlassian Product Manager. “That means a whole new set of use cases will become available, and we’ll see a wave of innovation from developers who are quick to take advantage of the new features and extension points.”



04. Higher demand for team-oriented applications

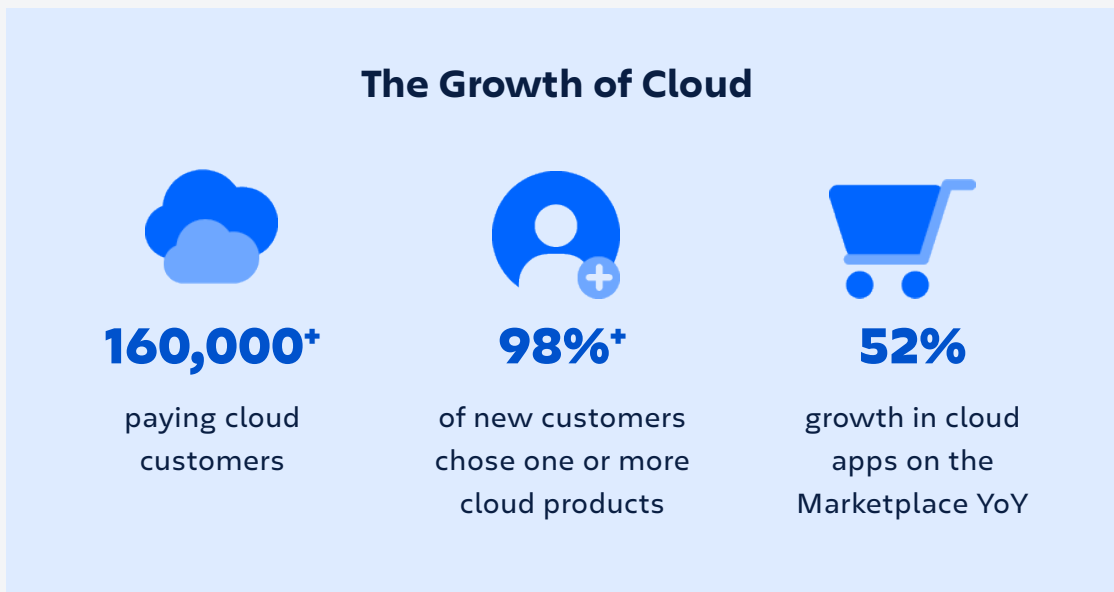
Marketplace apps that address the challenges of building software are incredibly important to Atlassian customers and partners alike. However, we're noticing a growing demand for apps and tools that cater to business teams solving for less technical use cases, like office management, HR and employee engagement, marketing, and more.

Simple, well-documented apps built for a business audience are immensely powerful for Atlassian customers. "The more non-technical teams use Jira," said Morgan Folsom, Product Manager at Old Street Solutions, "the more they'll need apps that are easy to use, straightforward, and well-supported."

Additionally, the demand for business applications is driven, in part, by the changing work structure brought on by the COVID-19 pandemic. As some companies shift to a hybrid remote work environment, the demand for business applications that allow people to collaborate remotely and in the office are increasingly appealing.

05. New applications built on Forge

Since releasing Forge in May 2021, over 5,600+ apps have been built on the platform, both for customers' private extensibility needs and for public distribution via the Atlassian Marketplace. Forge gains new capabilities every week, and the share of Marketplace apps built on Forge is growing steadily.



“As Forge gets built out, developers will start having it as their first choice for developing new apps,” said Marketplace Partner Biro Florin, Founder at [Jexo](#).

Forge offers a number of benefits for Marketplace Partners. From scalability to security, Forge provides Atlassian-hosted infrastructure and a less complex development experience, allowing developers to ramp up quickly and produce valuable apps in less time. We predict Forge apps will make up an increasing share of Marketplace offerings.

Now that we've covered the key trends in app development, let's dive into another important area of building and selling apps on the Marketplace: the customer experience.



06. Enhancing the customer experience

“The Customer is King” has been a motto for longer than most of us have been in our professional careers. And as the Atlassian Marketplace continues to grow and customers have an increasing number of solutions to choose from, user experience will become even more important. Partners who differentiate their apps by putting time and effort into user experience, including documentation, demo videos, and customer success stories, will be most successful in reaching customers.



Educating customers is a key part of the overall customer experience. According to Whitney Williams, Senior Partner Marketing Manager at Atlassian, educating customers is integral to their experience and “helps drive user awareness to the array of second and third-party tools while informing customers about the long tail benefits.”

Shana Rusonis, Global Ecosystem Marketing Lead at Atlassian, echoed this sentiment by emphasizing the dynamic video content she’s seen in the past year, including the over 70 submissions to Apptoberfest. “I see more app creators raising the bar in terms of how they present their apps to customers pre-evaluation,” she said, pointing to [video marketing by Jexo](#) as an example.

07. Growth of unified, branded solutions

Consumers enjoy brand experiences that are consistent and supportive. Marketplace Partners will continue working towards providing these experiences as they grow, helping to unify their brand experience and deliver not just a single tool, but a suite of tools that Atlassian users can trust and rely on.

“As big Marketplace Partners continue to acquire smaller vendors,” explained Biro Florin, Founder at Jexo, “solutions will start to unify and consolidate, bringing better value for customers.”

As a result, Marketplace Partners who think about the bigger picture - how they can provide value to customers in the long-term - have an opportunity to turn their brand into a bigger player in the market. Expanding your product offering thoughtfully, and in a way that stays true to your brand, can help get you there.



08. More flexible pricing models

Flexible pricing models on the Marketplace, such as the free up to 10 users initiative, remain attractive and are expected to become more commonplace. These types of pricing models benefit developers by allowing access to a wider audience to test their products.

“ Now that paid apps can be made free for small teams at the 0-10 user tier, this is an appealing option for developers who want to test out aligning to Atlassian’s editions strategy and capturing more market share with small customers.

SHANA RUSONIS

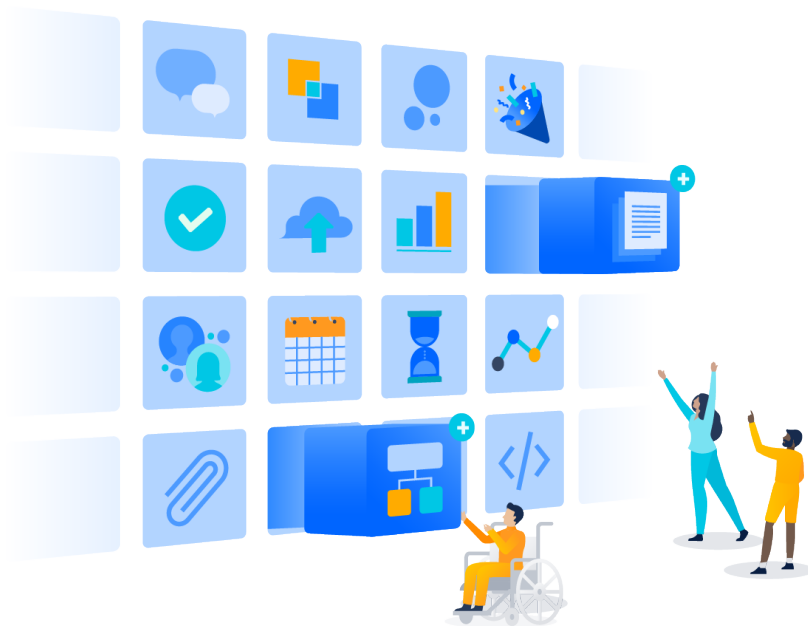
Global Ecosystem Marketing Lead at Atlassian

For customers, flexible pricing models provide an opportunity to trial products more easily and remove some of the hesitation around making a big purchase. And once customers try something and like it, the odds are good that they’ll invest in the product as their team grows.



As the Marketplace grows, our Marketplace Partners and customers have an opportunity to grow too.

From the maturation of the Cloud and business applications to the increasing interest in the customer experience, there's never been a better time to create something new.



Build, Connect, Grow

Visit the [Atlassian Marketplace](#) to explore apps, or [get started](#) as a Marketplace Partner.