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How Confluence Unlocks Cross-team Collaboration and Boosts Productivity

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Abstract: To reduce the sprawl of information and simplify complex processes that flow from having multiple “sources of truth,” organizations need to find new solutions that drive collaboration, efficiency, and knowledge sharing. This document outlines how Confluence by Atlassian helps teams become more efficient by consolidating around a single platform to enhance visibility and collaboration. It also highlights how Atlassian uses Confluence to accomplish its own goals.

Overview – The Problem

The digital workplace has been in a constant state of disruption recently, mostly due to rapid advancements in technology and the shift toward distributed work. Innovations in cloud computing, artificial intelligence, and mobility have transformed how and where work is done, and the COVID-19 pandemic accelerated the distributed nature of work. Today, even if teams are not fully remote, almost all teams are more distributed than ever before. One side effect of this is an increased dependency on technology to drive collaboration and knowledge-sharing among workers. Too often, though, teams chose their own solutions and settle into their own approaches to maintain productivity and communication. The result: Organizations now juggle significant numbers of different tools. In fact, according to research from TechTarget’s Enterprise Strategy Group, 86% of organizations report having six or more tools deployed for communication and collaboration (see Figure 1).¹

This proliferation of tools creates different workflows and processes for each team, hampering cross-team collaboration while also building silos of information that only certain people know how to access. The end result is a quagmire of tools and processes that bogs down productivity, speed to market, and innovation, while simultaneously increasing costs, admin headaches, and security risk with more tools to manage.

It’s no wonder organizations are prioritizing improved business processes and workflows, increased employee productivity, support for GenAI initiatives, improved digital collaboration capabilities, and enhanced employee experience (see Figure 2).²

1 Source: Enterprise Strategy Group Research Report, [Unified Communication and Collaboration Integrations for Modern Business Workflows](#), February 2023.

2 Source: Enterprise Strategy Group Complete Survey Results, [2024 Technology Spending Intentions Survey](#), February 2024.

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Figure 1. 86% of Companies Have Six or More Communication and Collaboration Applications

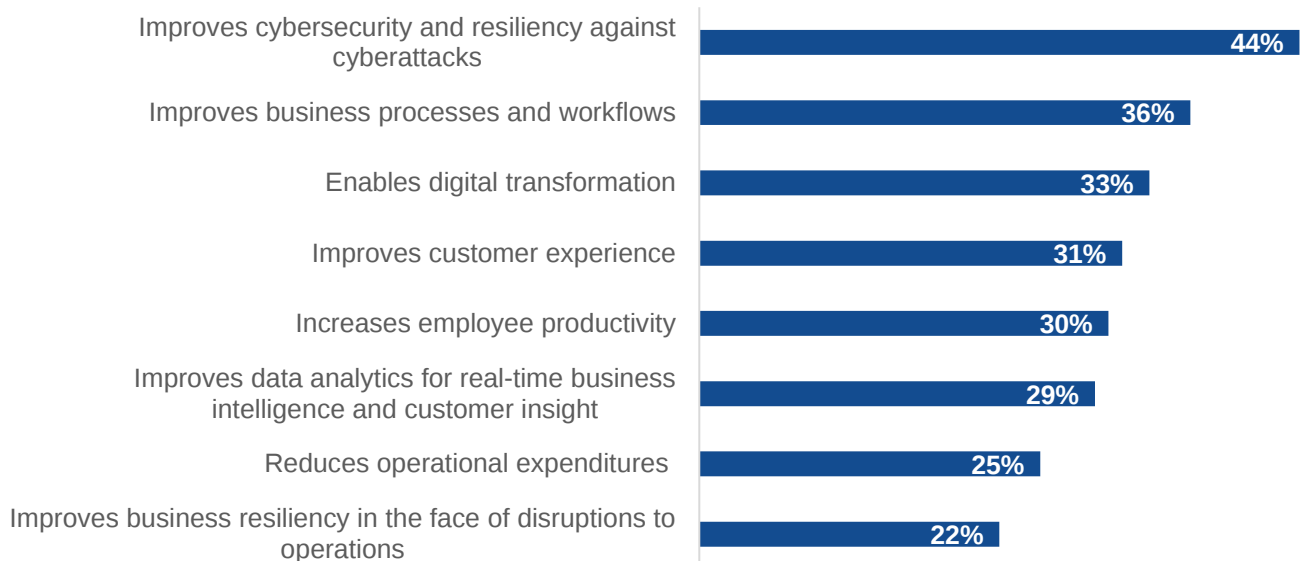
Approximately how many communication and collaboration applications or platforms are currently supported by your organization? (Percent of respondents, N=347)



Source: Enterprise Strategy Group, a division of TechTarget, Inc.

Figure 2. Business Processes and Workflows, Along With Employee Productivity, Are Among the Top IT Investment Priorities

Which of the following considerations do you believe will be most important in justifying IT investments to your organization's business management team over the next 12 months? (Percent of respondents, N=903, five responses accepted)



Source: Enterprise Strategy Group, a division of TechTarget, Inc.

Accomplishing many of these goals depends on having a strong organization-wide foundation for communication, collaboration, and knowledge sharing that is connected to work happening across teams. While navigating the options can be challenging, the payoff in enhanced productivity and streamlined workflows is substantial. Confluence by Atlassian helps address many of these priorities.

How Confluence Puts an End to the Status Quo

Confluence—part of the Atlassian work management solution—is a centralized workspace used by various teams for collaboration. It aligns team members on a single platform supporting project planning, content creation, real-time collaboration, change management, and universal AI-enabled search. It also integrates with other Atlassian products, such as Jira, an issue and project tracking application, so that work stays connected from ideation through execution. Let's take a closer look at Confluence's core capabilities and use cases and how those might benefit individual employees, teams, and the organization.

Centralized Workspace and Content

Platform sprawl leads to critical challenges like information silos, as well as complex dependencies between systems and stakeholders. This disarray can exacerbate inefficiencies, often resulting in redundant efforts and wasted resources. The problem becomes worse when working with individual pieces of content related to a project, like product messaging, pricing and packaging, sales documents, and more. If each team (and even each user) has its own repository for this information, it is extremely difficult for others to efficiently access and leverage it.

Confluence addresses these challenges by serving as the single workspace and content repository for all groups. Teams can create their own spaces and workflows with built-in templates or by designing their own. By using the same platform, other teams no longer need to spend time asking around to locate information. Instead, they can simply browse to that team's space or use the universal search functionality to find the information they need. Once there, they can consume or update the information as needed.

Integration With Jira

Confluence integrates seamlessly with Jira, which gives even more cross-team visibility into project status and eases the task of aligning project stakeholders. Linked Jira tickets turn into previews on Confluence pages, providing at-a-glance information without switching platforms. Corresponding Confluence pages can be incorporated into Jira tickets, enabling project plans in Confluence to provide context where the work is happening in Jira.

Universal Search and AI Features

As the amount of information in any repository grows, so does the importance of capable, context-aware search. Confluence is designed for discoverability, with universal search functionality that helps users quickly find documents, discussions, and more. This is enhanced by Atlassian Intelligence, a chat-style interface that provides additional insights into company knowledge based on a user's searches and answers to everyday questions.

Putting It All Together – How Atlassian Has Done It

Confluence played a pivotal role in the launch of Atlassian Intelligence, aligning diverse teams throughout Atlassian and enabling them to work together toward a singular goal: launching the Atlassian Intelligence product. Here's how the process unfolded:

- **Documentation of specifications and development.** To kick off, product managers used Confluence to document the specifications and requirements of the new features. Integration with Jira was pivotal, as the engineering team referenced that documentation while they implemented the changes. This ensured all team members worked from a common understanding of the shared goal. As blockers and decisions were documented and the project commenced, Confluence kept the teams aligned.
- **Release notes and product documentation.** Public-facing product documentation and release notes must also be updated as software is released. Atlassian's Trusted Change team, which manages public feature roadmaps and release notes, relied on Confluence to keep them apprised of the product changes as they were being developed. Instant access to that information enabled them to update all public-facing product documentation for timely sharing with partners and customers.
- **Collaborative marketing content creation.** Product management worked with product marketing in Confluence pages to create product messaging. The live collaboration and versioning tools of Confluence enabled real-time editing, commenting, and revising, ensuring the new product messaging was polished and precise.
- **Operational coordination and alignment.** As the launch approached, product marketers and the customer lifecycle marketing team aligned on the message distribution strategy. With Confluence search and page tree organization, finding documents and sharing content was easy across teams, along with the ability to dig deeper into context using suggested related pages. Both teams used Confluence whiteboards to map out the customer journey through planned content pieces and the timeline of corresponding content releases.
- **Unified product enablement.** Product marketing also used Confluence to create a hub for all relevant product messaging and enablement materials for Atlassian Intelligence. This served as the foundation for other marketing teams in other channels, including web, blogs, social media, and advertising, to create consistent and aligned copy. Similarly, the sales team trusted that going to the hub meant they would have the latest information as the basis for their pitch decks, quick references during customer calls, and resources for objection handling. The real-time collaboration and notification tools enabled all teams to provide continual feedback to product marketing and ask clarifying questions.

As the common thread linking all of these work streams and teams together, Confluence played a pivotal role in the development and eventual release of this core feature now used across all of Atlassian's products.

Conclusion

One of the most important things an organization can do to meet its productivity, employee experience, collaboration, and efficiency goals is to identify the gaps between different areas of the organization. Individual teams might be extremely productive, but when working with other teams, that productivity is often stifled by the lack of a cohesive knowledge management and content collaboration platform.

In such a fragmented situation, achieving an optimized workflow can't happen overnight. Even though adopting a modern platform can be a large project, continuing business as usual on those grounds doesn't help achieve any of an organization's high-priority goals. A realistic approach is needed, starting with evaluating all the data sources, platforms, and processes in use. That makes it possible to build a consolidation plan that includes integration with existing systems so that all content can be pulled into one place.

Successful plans won't try to boil the ocean. They should start small, beginning with the groups that recognize the need for a centralized repository of information like Confluence. Those teams can help shape other teams' plans by sharing Confluence pages in response to repeated questions, saving them time and preventing disruptive context switching. As more teams realize the benefits of a single platform and add to it, still more teams will then benefit from being able to search and discover important information relevant to their work.

Adopting a connected workspace like Confluence not only streamlines workflows and communication, but it also ensures that knowledge is easily shared and accessible by breaking down silos. This fosters transparency and collective problem-solving, where every team member is empowered with the information they need to make informed decisions. Ultimately, by bridging the collaboration gap between teams with a solution for centralized knowledge and content collaboration, organizations can enhance overall productivity and efficiency, leading to a more cohesive, agile, and responsive operational environment.

To learn more about how Confluence fits into a broader work management platform that increases productivity, employee satisfaction, and project success rate while reducing costs, read Enterprise Strategy Group's [previous paper](#) on improving work management with Atlassian.

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