



Enterprise Cloud Customer Success eBook



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Introduction

The world's best teams work better together with Atlassian. We build software that helps every team move towards their mission, regardless of industry or size. Our customers find cures to cancer, travel to space, build tomorrow's innovations, and beyond.

As your organization grows, teams become more complex and distributed. It's critical to stay agile to stay competitive especially now, but it's not as easily translated to execution. Not only do companies need to adopt the tools, but practices to ensure their success. Enterprises that do it well employ agile methodologies which requires not just a shift in tools, but cultural adoption of the practices.

Atlassian helps future-proof your growing enterprise with:

- **Built-in security** at every level with compliance safeguards and controls
- **Seamless collaboration** that scales and connects cross-functional teams
- **Control without compromising agility** with centralization oversight, and visibility across your systems
- **Tools that grow with your business** to future-proof your business with extensible workflows

Atlassian unleashes the potential of every team by helping teams plan, organize, and unify their work to achieve great outcomes. Atlassian's cloud solutions enable open collaboration by connecting teams to teamwork, across your organization to help move work forward by eliminating the silos that often trap knowledge and information. Atlassian has solved for the most complex kinds of teamwork in software development, and have scaled that approach to every kind of collaboration, on any team.

Read on to see examples of how we've delivered on this for our customers.

83%

of Fortune 500 companies
use Atlassian products

10m

Monthly active users using
Atlassian cloud products

180k

Atlassian customers in over
190 countries

REDFIN

INTRO

America's top brokerage site adopted agile practices with Jira Software, Bitbucket, and Confluence and migrated to Atlassian cloud to lower costs, boost efficiency, and dedicate more resources to innovation.

LOCATION

Americas

INDUSTRY

Internet / Real Estate

PRODUCTS

Atlassian Access: 1,000

Bitbucket: 500

Confluence: 1,000

Jira Software: 800

Opsgenie: 300

Redfin, America's top brokerage site, is on a mission to "redefine real estate in the customer's favor." From making every transaction smoother to saving families thousands in fees, their team has built a customer-first company from the ground up.

Technology has been the key to achieving this mission. According to CEO Glenn Kelman, "Technology is how we sell homes for more money and charge half the typical fee, and why our agents can tell the truth about a home without worrying about scuttling a sale." For example, Redfin got its start inventing map-based search, making it easier for prospective homeowners to visualize the properties available in specific geographic areas. They have also invested heavily in technology and automation to make the whole process (e.g., initial search, home tours, listing debuts, escrow, etc.) faster and easier for customers, as well as their agents.

In fact, while many real estate tech firms are solely focused on cutting agents out of the process, Redfin's core business is using technology to support them and, as CTO Bridget Frey puts it, "free our agents to focus on service." As a result of their unique approach and products, the company has become the top real estate website in the U.S., gone public, and experienced hockey-stick growth.

In a hyper-competitive market that's in the midst of disruption, those who innovate and take a customer-first approach will get ahead, and those who don't will get left behind. That's why Redfin's engineering team looks for any opportunity to streamline and automate: so they have more time, budget, and brainpower to focus on innovating for their customers. This was the catalyst for exploring a move to a more agile culture and collaborative, cloud-based solutions.

Redfin had used a variety of tools for development, communication, and collaboration in the past, which worked fine when they were a small company.

89%

of surveyed IT organizations
said they realized the benefits
of moving to the cloud in under
6 months

But as the staff, stakes, and number of offices grew, so did the challenges that come along with remote work and disparate systems. To transform the real estate experience for their customers, they needed to transform their own practices and platforms.

Fast forward a few years, and Redfin is now well on their way to accomplishing that goal. Since going agile and implementing Atlassian cloud with the help of Atlassian's migration services, the company has not only captured \$60,000 in immediate savings, but also freed up valuable engineering time – once spent maintaining servers – to increase their speed to market.

Scaling sparks a search for a better solution

When Redfin launched in 2004 with a small engineering team, times were much simpler. Each employee could use whichever documentation and communication tools they liked most, and it wasn't hard to collaborate – even across teams – because there were only a few people involved in each project.

But then, the company grew to more than 3,000 employees. Small, focused projects multiplied to hundreds, each with many stakeholders scattered across disciplines, all needing to work together. And on top of this exponential growth, new competitors are constantly entering the market, nipping at Redfin's heels.

With all of these changes converging, the engineering team grew to understand their processes and systems weren't cutting it anymore. "Before, there wasn't a unified place to get anything. We couldn't really track where the work was, especially when people who are not in engineering are involved," explains Director of Engineering Evan Lerer. "At a certain point, we needed a different level of communication and sharing, and a better way to manage big, cross-team projects... We needed a centralized workflow to enable that, and none of the tools we had could do it."



**Ensure security in the cloud
with these 7 non-negotiable
security practices**

[Read the article](#)

Since Evan and other team members had used Atlassian for similar purposes in the past, and engineering has relied on Bitbucket as a code repository for years, Atlassian was a natural fit. Once leaders and engineers saw how they could use Jira Software to create custom workflows and share them across teams, along with Confluence for documentation and collaboration, they were confident Atlassian would meet their needs.

When it came time to choose a deployment, Atlassian cloud was Redfin's first choice. "We are managing too much of our own infrastructure. I would much rather be building new things that help us improve than maintaining old things," Evan says. "Frankly, having our engineers or IT professionals manage our systems on-premise is a waste of time and money. If there's a company that already has amazing products, why not have them do it? That way, we can spend our time working on the things that we're good at and reduce maintenance and toil." With clear advantages for employees and the business, the team agreed Atlassian cloud was the way to go.

Thinking outside the inbox

As engineering started their implementation by standardizing and onboarding onto Jira Software Cloud, they seized the opportunity to integrate a more agile approach too. Several employees had worked on agile teams at previous companies and knew the practices could support better collaboration, more innovation, and faster delivery.

"Teams started building their own processes, and it created this agile mindset across all the different teams," Evan recalls. "They started running scrum and kanban. They started having standups. They started really moving into that mindset, and Atlassian helped us get there. It was really powerful."

“ Atlassian cloud saves our team time, which saves us money.
EVAN LERER, DIRECTOR OF ENGINEERING

“ We chose Atlassian Cloud Premium to support our organization as we continue to scale in cloud, reducing the cost of administrative overhead.
ALASDAIR THOMSON, SENIOR MANAGER OF IT DEVELOPMENT AND OPERATIONS

As engineering got Jira Software up and running, the first item on their wish list was creating repeatable, agile workflows. They set up the system to make it easy for engineers to pull in epics, stories, and tasks from their backlog to work on during each sprint. These standardized, centralized workflows can be shared across teams to provide visibility into what's being worked on and what's been completed, save time, and make handoffs smoother.

Redfin also leveraged several features and integrations to improve communication and speed. For example, they use Jira Software's tagging feature to notify employees throughout the organization (such as the agent or customer support teams) when they need to know about or respond to an issue. They also integrated Slack to see real-time alerts whenever an update is made to a ticket and enable users to comment, edit, or create new tickets right in Slack. Improvements like these have streamlined communication and relieved employees from inbox overload. “What is email?” Evan jokes. “I barely even check it anymore.”

Once their new workflows were established, Evan says they turned to Confluence to “solve a documentation mess.” Engineering started with their own department and transferred all of their documentation into Confluence. When IT saw how Confluence made life easier for engineering, they asked to use it too. Now, IT uses the platform for everything from onboarding to documenting to collaborating.

“Confluence is our linchpin for everything,” Evan says. “On their first day of work, new hires who are onboarding go to Confluence and start reading. ‘How do I set up my dev box?’ ‘How do I get my work going?’ Whatever they want to know, it's all there.”

With a more agile, cloud-based development ecosystem and a centralized documentation system, Redfin quickly saw their teams working faster and collaborating more effectively than ever before.



Coming home to the cloud

Redfin's team initially chose a cloud deployment so they could focus more on innovation and less on administration. As the company's headcount and Atlassian adoption increased over time, they eventually reached the old 2,000-user limit. To continue scaling with the needs of their business, the team switched to Atlassian Data Center. Fortunately, user limits increased for Atlassian cloud a few years later, and Redfin was first in line to, as they say, "come home to cloud." The migration would boost efficiency, save money, and enable them to once again dedicate even more resources to innovation instead of server maintenance.

To support a smooth migration and set up their cloud instances for success, Redfin partnered with Atlassian Support for guidance and troubleshooting. They also wanted to concurrently integrate their custom single sign-on solution with Atlassian Access to make user provisioning and management easier.

After a kickoff with both teams, an Atlassian Cloud Migration Manager and Migration Support Engineer started working on a migration plan, leveraging Confluence Cloud Migration Assistant and other queries to clean up the Server instance, and collaborating with the Atlassian Access and other Atlassian teams to ensure proper setup. Every other week, Atlassian and Redfin met to discuss progress, solve any issues that arose, and plan next steps. Just five months after the kickoff meeting, Redfin's cloud solution was ready to launch.

The migration was fast and painless. "The amount of support and the level of urgency from the Atlassian team was awesome. Nothing was ever too much, and they far exceeded our expectations," said Systems Administrator Greg Lee. Alasdair Thomson, Senior Manager of IT Development and Operations, added, "It was nice being so close to fast-moving development of the migration tools. A dedicated team is a really nice thing to have. I wouldn't change a thing."



Delivering on a customer-focused mission

Since completing the migration, Redfin has seen undeniable improvements in their current operations and has even more confidence in their ability to change real estate forever. Cost savings topped \$60,000 within just a few months, and total cost of ownership has decreased even more when accounting for labor savings. “If I’m spending one-eighth or one-half of an engineer managing our infrastructure, that’s a very high number compared to a year’s worth of licensing,” Evan explains. “Atlassian cloud saves our team time, which saves us money.”

“A lot of people, including myself, work here for Redfin’s mission and values. It’s not just about building cool technology. It’s really about helping the customer,” Evan says. “That’s the bigger reason for the technical improvements we’re making. We have large competitors, and we need to be smart about the technologies we use and where we spend our time. We trust Atlassian to help our team deliver world-class products that redefine real estate in the customer’s favor.”



INTRO

Over 100 years of growth left Rockwell Automation with a vast collection of server-based engineering tools that were hindering security, productivity, collaboration, and innovation. With the help of technical solution partners at E7 and Atlassian, the company migrated to the Atlassian cloud and modernized their processes for their next century in business with a 90% reduction in maintenance overhead with increased uptime and speed across global locations.

LOCATION

Milwaukee, WI

INDUSTRY

Manufacturing

PRODUCTS

Atlassian Access: 5,000

Confluence: 5,000

Jira Software: 5,000

In most countries around the world, people benefit from automation every day without even realizing it. When our food is fresh, a pain reliever makes our headache go away, and we go about our day with uninterrupted power, we might take it for granted. These moments seem simple and rote, but behind the scenes, sophisticated technology from companies like Rockwell Automation make them possible.

Rockwell's applications and systems monitor and control processes so people don't have to, leading to improvements in efficiency, quality, safety, security, savings, and more. Their pharmaceutical customers use automation to produce more medication with less human involvement, preventing errors and contamination. The wind power generators they work with count on automation to oversee and control entire farms of wind turbines with a few clicks, plus collect data and report on performance in real time – all to maximize energy generation and minimize downtime. Food and beverage manufacturers integrate Rockwell's automation into their production line from beginning to end to increase output, quickly adapt recipes as consumer preferences change, and make sure every item their customers buy is just as tasty and safety compliant as the last.

The 120-year-old firm is on a mission to expand what's possible by connecting people and technology. Throughout the course of Rockwell's history, they've worked toward this goal by growing organically and through several acquisitions. Along the way, they accumulated a conglomerate of server-based engineering tools and methodologies that were hindering security, productivity, collaboration, and innovation.

To address these growing pains and modernize their processes for the firm's next century in business, Rockwell adopted agile practices and partnered with E7 Solutions and Atlassian to migrate to a cloud suite of engineering solutions.

91%

of surveyed IT organizations
said that automation is better
or equal on the cloud

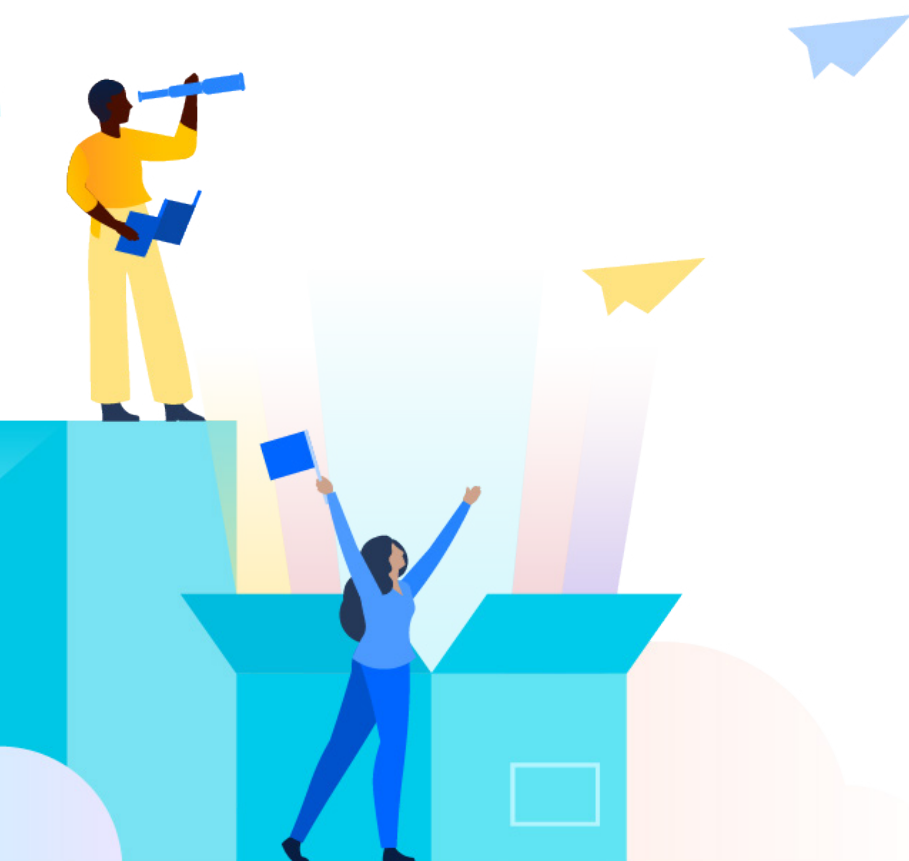
Since embracing agile, Jira Software Cloud, Confluence Cloud, and Atlassian Access, the team has enhanced security, eliminated almost all downtime, and reduced maintenance overhead by over 90%. Now that their time, energy, and resources are freed up, Rockwell can focus less on maintenance and more on their mission.

Mergers and IP pave the way for an upgrade

As Rockwell acquired companies throughout the years to expand their capabilities and market share, engineers joining the team brought their own server-based platforms and processes with them. Program Manager Jim Tompkins says, “That was a good way to keep our products moving, but not for sharing technologies, ideas, and knowledge.”

The amalgamation was also making it increasingly difficult to maintain security, which has emerged as a top priority in recent years as the company develops more intellectual property and a proprietary line of Safety Certified Products for sensitive, highly regulated businesses (think nuclear power plants). Jim says, “Our diversity of tools was preventing us from maintaining the high levels of security and compliance that we needed...With a common set of cloud-based enterprise tools, we’re much more comfortable with the protection we have.”

To solve these growing problems, Engineering began by adopting agile over the course of several years to accelerate releases while working more collaboratively. During this transition, the gaps and challenges of their toolset became even more apparent, further motivating Engineering leaders to centralize onto an enterprise-wide, cloud-based solution.



The perfect partners to help evaluate, anticipate, and migrate

At first, Rockwell chose another leading lifecycle management platform, but heard from engineers shortly after implementation that the system made easy tasks difficult and required a lot of overhead to maintain – the opposite of what they were hoping for. Based on the engineers' feedback, Jim worked with a steering committee to go back to the drawing board and research other best-in-class options. Atlassian stood out as the most flexible, intuitive solution with the greatest opportunity to increase standardization, security, and performance.

Many engineers had already been using Jira Software, and the rest of the team quickly embraced it. Over time and through acquisitions, they'd built up two separate Jira Software Server instances with close to 140 projects, countless unique schemes, and dozens of integrated apps. The team had also added Confluence to enable collaboration across teams and facilitate sharing of best practices. To align with the company's strategic goals, Jim and his fellow leaders decided to work toward centralizing onto one enterprise-wide cloud platform.

Jim also saw the migration as an opportunity to transform Rockwell's data to conform with new standards that were impacting many of their food, beverage, and pharmaceutical customers. "The FDA constantly audits our customers, who, in turn, audit us," he says. "They are meticulous and require reams and reams of audit materials to prove things are done a certain way. We had to make sure a cloud environment would meet their needs."

To manage these complex requirements and ensure a smooth migration, the team reached out to Atlassian Solution Partner E7 for support. In addition to transforming the data into a common schema, Rockwell also wanted to map old instances to the new cloud platform to make the transition seamless for users. "Mapping was the biggest challenge. That's where E7 excelled," Jim says.

“ Before, I had a group of six people that probably spent 90% of their time on ‘care and feeding’ for the application. Now, we can do it with one person, part time. It’s night-and-day better.

JIM TOMPKINS, PROGRAM MANAGER

“ We’ve had very few issues and very little downtime. Atlassian keeps the cloud ticking.

JIM TOMPKINS, PROGRAM MANAGER

“It was clear they understood Jira and our methodology. That was important to us. They did the mapping and then led us through the exercise of mapping one instance, figuring out the differences, then mapping the next.”

After about three months of cleanup and preparation, Rockwell was ready to complete the data transformation and migration. However, rather than moving everything at once to the cloud, E7 and Engineering had to coordinate around ever-changing product schedules. “It’s like trying to change a tire while the car is moving down the highway – and while you’re trying to change the car,” Jim jokes. “E7 worked with us through all of it. They weren’t just doing a task; they were really invested in us.”

Another challenge E7 helped Rockwell navigate was gaining buy-in from engineers who had mixed feelings about change. “When someone has managed the on-premise solution for 20 years and you’re changing that, it evokes a lot of emotions,” Jim says. “Going to the cloud was a big change in both environment and configuration. We had to work through all of that to instill confidence that the system was going to work in the cloud. E7 invoked that confidence in us by going the extra mile, showing their technical ability and leadership, being compassionate, and keeping us calm.”

As E7 and Rockwell’s leaders showed a united front and walked everyone through the process, Jim remembers there was a tipping point when engineers who managed the servers realized the value in the cloud migration and got on board. “You have to work with people to get them to understand what you’re trying to do,” he explains. “I get no complaints about the switch now.”

Throughout the migration, Jim says, “E7 was a phenomenal team. They had the right people with the right expertise involved, from mapping to migration to project management.” With their support, Rockwell has one secure, high-performing platform that unleashes their potential so they can do the same for their customers.



Fortify your enterprise: How to combat cloud software security threats

[Read the article](#)

Efficiency, security, and flexibility across the board

Today, Rockwell engineers use Jira Software Cloud for issue tracking and project management, Confluence Cloud for documentation and knowledge sharing, and Atlassian Access for security.

Jira Software Cloud provides the team with shared agile workflows (which support standardization, tracking, and traceability), flexible configurations (which support customization where needed), and a central hub to solve problems together. Marketplace Apps like ScriptRunner save time by automating tasks, such as pre-populating values in certain fields, without losing data integrity.

As the number of Jira Software projects has grown and the team has become more distributed, Rockwell's platform hasn't missed a beat. "Geographic location and the volume of data have affected performance in the past," Jim says. "With Jira Cloud, we haven't seen any appreciable effect on performance. It's just as performant now at 900 projects as it was at 90 projects...There also used to be a big difference between the time it takes for someone in Singapore to do something versus someone in Milwaukee, but now it's a splitting-hairs difference."

In addition to making it easier to work and collaborate, Jim says Jira Software was easier and less expensive to learn. "Because Jira is so widely known in engineering communities, there is a lot of training available. YouTube, user groups, and Google really got us going. We spent over \$1 million developing training for our previous tool and didn't get any value. With Jira, we didn't spend anything because it's intuitive and there's already so much out there."

Confluence Cloud has also been a hit with the team. Before the migration, Engineering and E7 used the Confluence Cloud Migration Assistant to identify which Server apps to move to the cloud.

“ We spent over \$1 million developing training for our previous tool and didn’t get any value. With Jira, we didn’t spend anything because it’s intuitive and there’s already so much out there.

JIM TOMPKINS, PROGRAM MANAGER

“ Atlassian Access makes sure the right people have access to the right things, and the wrong people do not have access to the wrong things.

JIM TOMPKINS, PROGRAM MANAGER

This helped not only reduce costs, but also optimize the system for users. Jim shares, “Our users love Confluence, so they have created spaces to document their processes, how to onboard team members, and best practices. It has become the hub for engineering information, and the collaboration we have with Confluence is great. Most spaces are open to allow anyone to see, so we get a lot of ideas and suggestions shared between teams.”

As users float between Confluence and Jira Software Cloud in their daily work, Atlassian Access acts as a security guard. Jim says, “We have a lot of highly sensitive information around our IP... and we protect those things. It’s important for our CISO office to know who has access to it and what they can do with it. Atlassian Access makes sure the right people have access to the right things, and the wrong people do not have access to the wrong things.”

For example, Rockwell leverages Atlassian Access to keep some Jira Software projects open for collaboration and others more protected for security. “You can tell Jira is built to enable collaboration across teams,” Jim says. “But in some cases, only a handful of people can be exposed to certain data. Jira is very flexible. It allows us to have a unique, much more locked-down scheme for one area of our product and be much more open and collaborative in others.”

Fewer tedious tasks allow for more meaningful work

With the right cloud-based enterprise solutions and the right partners, Rockwell has greatly improved security, performance, teamwork, and savings across the organization – and the benefits only grow as more teams embrace Atlassian.

Jim says, “Although initially intended for Engineering teams only, Jira and Confluence are now used throughout Rockwell. IT uses Jira to plan and executed hundreds of IT-related projects, HR uses it as a task-tracking mechanism, and we have just started working with our manufacturing support teams because there is a lot of interest.”

Despite the fact that these teams are distributed across dozens of locations around the world, and the number of projects has grown by over 500%, Jim says, “We’ve had very few issues and very little downtime. Atlassian keeps the cloud ticking.”

He also notes that Rockwell’s engineers can focus more on their craft now that they have offloaded maintenance to Atlassian. “Before, I had a group of six people that probably spent 90% of their time on ‘care and feeding’ for the application. Now, we can do it with one person, part time. It’s night-and-day better.”

Rockwell is laser-focused on making the world more intelligent, connected, and productive for their customers. With Atlassian at their fingertips, the team is equipped with the solutions they need to manifest this mission better and faster than ever.





INTRO

With 3,000 staff that enable a global network of fundraisers, Nobel Prize-winning researchers, and 4,000 contributing medical professionals, the Britain-based charity Cancer Research UK needed a way to streamline project management and break down silos to drive their mission forward... and save lives.

LOCATION

Europe, Middle East & Africa

INDUSTRY

Non-profit, Life Sciences

PRODUCTS

Jira Software

Confluence

Trello

“A lot of people working here are touched by cancer. They have people in their family or people they know. And I think coming here to work every day, it gives you a sense of mission and purpose that you wouldn’t necessarily have in another place,” says Greg Franklin, Agile Lead at Cancer Research UK. He and his team have a vision of a world without cancer. In the UK, the charity’s work has helped double the survival rate of cancer patients over the last four decades. By 2034, their aim is to accelerate progress so that 3 in 4 people survive cancer. Long-term, the organization envisions a world without cancer.

While passion and agility keep Cancer Research UK (CRUK) striding forward today, that wasn’t always the case. In the past, the passion was there, but the agility wasn’t. In 2013, the decision to bring a large portion of web development in-house bogged the team down. Projects were tracked in scattered silos, and this hampered productivity in a major way.

“Business Application and Enterprise Capability – those are big teams who looked at the complete back-end database systems, and they used to do a release every six months,” says Raj Natarajan, Test Lead at CRUK. “And because of the lack of tools, they were using Excel spreadsheets and Word documents to manage the releases.”

Combined with a waterfall approach to collecting data, these closed tools made for team-wide frustration. Processes were disjointed and slow. Ultimately, it was CRUK’s network of supporters who bore the cost of the inefficiency. Raj explains: “You start by gathering requirements actually, and by the time you deliver the product in six months’ time, those requirements are outdated. What the customer sees as an end product is completely different from what they requested six months ago.”

“ You don’t have to fit your way of working to the tool because it is so highly configurable.

GREG FRANKLIN, AGILE LEAD

“ The Community License Program means we can be as efficient as corporations that have loads of money to spend on tools.

MARIA, AGILE DELIVERY MANAGER

It was clear that the workflow needed an overhaul, but the budget constraints of a nonprofit stood in the way. Luckily, Atlassian offers its products to charities at no cost under a community license, and this was a key factor in CRUK’s decision to adopt Jira and Confluence. Maria Bonorchis, one of the organization’s Agile Delivery Managers, elaborates: “It means we can be as efficient as corporations that have loads of money to spend on tools. Ultimately, we are raising money for research into cures for cancer. Every little bit helps.”

The development team committed to Jira after a brief trial, starting with the migration of bug tracking from another tool. Soon, Jira became the go-to for user stories, and then made its way to the business intelligence department. Now, even the .NET team is transitioning to Jira. Greg Franklin has played a big role in the process. “I was pretty much Mr. Jira for a while,” he says. “I was the only Jira admin.” He made videos and tutorials for the team and held workshops too. Eventually, with some training from Atlassian Solution Partner Clearvision, CRUK was able to onboard multiple admins, and adoption spread even further.

“More and more people over time have decided to get off their tools and start using Jira,” says Greg. When asked what drew them to it, the team gave a few answers: Agile boards, a user-friendly interface. But more than anything else, it was the tool’s flexibility. “You don’t have to fit your way of working to the tool because it is so highly configurable,” Maria shares. “You can decide how you are working as a team first and then let the software work around you.”

Simeron Taak, a Web Developer at CRUK, agrees: “It grows with your team or your project, so as your team grows, and as your needs change or your product heads in a different direction, it is simple and easy enough to make the adjustments in Jira.” As an organization prioritizing an Agile approach to project delivery, this ability to shift and grow is crucial for Cancer Research UK. In the end, a business is only as Agile as its tools allow.



Top tips to prepare your org for change management

[Read the article](#)

Today, CRUK have increased their pace and quality of delivery with Jira, Confluence and more recently, Trello. Technical teams and business teams alike have selected Confluence for team collaboration because it is so intuitive and user-friendly. Following an aggressive program to spread Agile across the charity, several non-technical teams have adopted Trello in order to better visualize their work and collaborate to get it done. Jira's viral adoption across the organization has yielded untold rewards. As software teams adopted Jira, coupled with an Agile approach, the pace of delivery from idea to reality has exploded. Very soon after a large customer data team migrated off other tools onto Jira, they were releasing major changes monthly compared to bi-annually.

Smaller teams are benefitting too, says Greg. When he started, there were only three web teams. Now, the organization has a microservices implementation and many product and technical teams. Jira enables them to review code quickly and efficiently, allowing them release hundreds of updates per year compared to two per month. When you're talking about updates that can save lives – information for patients, fundraising campaigns – it's easy to understand the impact of such a jump in productivity.

“I think we all understand the strategy of the organization,” says Greg. “All of us know that the goal is to reach three-in-four survival rate by the year 2034. That's been declared by the chief exec. So, I think when you have an organization with that shared vision, you can really work miracles.”



INTRO

Nextiva, a leading business communications company, rapidly scaled its workforce and was experiencing growing pains where processes and tools were taking more time, effort, and resources to manage. To stay competitive, they turned to Atlassian to maintain superior performance and reliability for their customers - all on a single operating system.

LOCATION

Scottsdale, AZ

INDUSTRY

Technology

PRODUCTS

Jira Software
Jira Service Desk
Confluence
Opsgenie
Statuspage
Bitbucket
Atlassian Access

Nextiva, a leading business communications company, delivers one of the best cloud phone systems on the market, along with award-winning service. In addition to receiving dozens of accolades, including a record four Stevie® Awards for Sales & Customer Service in one year, the company maintains a 94% customer satisfaction rating, and 90% of customers say they would recommend Nextiva to others – a direct result of putting service and support at the core of their culture.

Customers choose Nextiva because of this commitment to providing top-notch service and addressing a common problem with VoIP technology: the amount of time and money that's typically required to manage multiple communication platforms across multiple teams. Nextiva is on a mission to solve this problem by “building the future of how business and technology work together. One platform, one workspace, zero friction.”

The company almost doubled its workforce in three years, and it was taking more time, effort, and resources to manage their internal tools. Plus, switching back and forth between systems hindered employee productivity and made it increasingly difficult to deliver the exceptional service expected from them. To stay competitive and maintain superior performance and reliability for their customers, they needed mature development and service solutions for themselves.

Since building a centralized, integrated, cloud-based ecosystem, Nextiva has significantly improved their team's efficiency and system performance, while saving at least 100 hours and up to \$100,000 in software costs each year. With greater speed and savings, the team finally has the freedom to focus on delivering value for customers instead of managing internal processes and technology – a key advancement that will help them continue to scale while maintaining their stellar service.

Centralizing to calm the chaos

When Senior Atlassian Solutions Specialist Josh Costella joined Nextiva in late 2017, he was excited about the company's rapid growth. "Growth at the rate we were experiencing is astonishing," he recalls. "You're just trying to hang on and get as much done as quickly as possible, force your way into the market, and get a stronghold while the business and innovation move quickly around you."

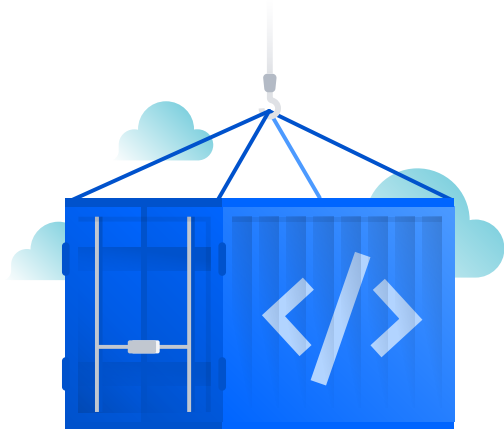
To harness their momentum and maximize collaboration to deliver forward-thinking solutions faster, Nextiva invested in agile transformation while building out teams around the world. Going agile – especially across distributed teams – posed all sorts of new challenges: How can we align our toolset with our agile practices to support collaboration, communication, flexibility, and continuous improvement? And how do we ensure our global teams have a consistent, fully supported experience as if we were all under the same roof?

Nextiva's staff had tools at their disposal, but they didn't have one solution that fully met everyone's needs. The Technology department had access to Confluence and Jira Software Server (self-hosted on AWS), but there were performance and security concerns because the hardware and software weren't regularly maintained. Consequently, employees opted to use email, scattered documents, and other tools of their choice. This made it difficult to keep information organized and easily accessible.

When Josh joined the team, James Charles, Nextiva's VP of Software Engineering, tasked him with solving these problems by unifying everyone on a central, integrated platform where teams could communicate with each other, document information, and manage projects. The VP was a proponent of Atlassian, and Josh had extensive experience as an Atlassian consultant and admin. Couple their collective history with the fact that Confluence and Jira Software were already in place (albeit underutilized) at Nextiva, and the choice was simple.

“ We are saving at least \$50,000-100,000 per year by moving to Atlassian cloud.

JOSH COSTELLA, SENIOR ATLASSIAN SOLUTIONS SPECIALIST



Migration support: Key roles needed for a seamless migration

[Read the article](#)

A wall-to-wall DevOps and ITSM solution

For the next four months, Josh worked diligently with his team to set up and onboard the entire organization to Atlassian. They began by consolidating documentation and knowledge sharing onto Confluence, and helping IT move from Rally to Jira Software for project management and issue tracking.

“The biggest challenges with Rally were that we didn’t have an admin, and there wasn’t a lot of rhyme or reason to how it was organized. We needed a better structure for spreading the work around, reporting, and tracking teams and progress,” Josh explains. To address these challenges, he worked with his department and Atlassian to bring Development and IT Operations’ systems and teams together.

Adopting DevOps practices and tools often leads to better collaboration, speed, savings, stability, and other significant benefits. It can also create new challenges, such as more meetings, manual updates, and context switching. To maximize the pros and minimize the cons, Nextiva integrated Bitbucket with Jira Software, so developers can not only store and deploy code, but also assign tickets to others and view comments without leaving Bitbucket. Senior DevOps Engineer Kyle Gengler says, “Being able to build out workflows in Jira and then see how those issues tie in to what’s happening in Bitbucket has been huge. One of the biggest benefits for me is having actual commits with the Jira issue in the commit message.”

Seeing the potential for Atlassian to benefit other teams, Josh partnered with Atlassian Solutions Specialist Catherine White and Senior Project Manager Jen Lang to combine Jira Software with Opsgenie and Jira Service Desk for more structured, streamlined incident and change management processes. Now, whenever an employee submits an incident to Support, the requestor must designate the severity of the incident and the components affected.

97%

of surveyed IT organizations
said that Atlassian's scalability
is better compared to
the competition

“ We’ve also been able to
improve our level of security
with the integration of our
SAML/SSO provider (Okta) and
Atlassian Access.

JOSH COSTELLA, SENIOR ATlassian
SOLUTIONS SPECIALIST

Based on that information, Opsgenie automatically alerts the right IT Operations staff by cross-referencing the team’s schedule and notifying on-call employees. Team members can also escalate tickets to Management if a faster response is needed to ensure service level agreements are met.

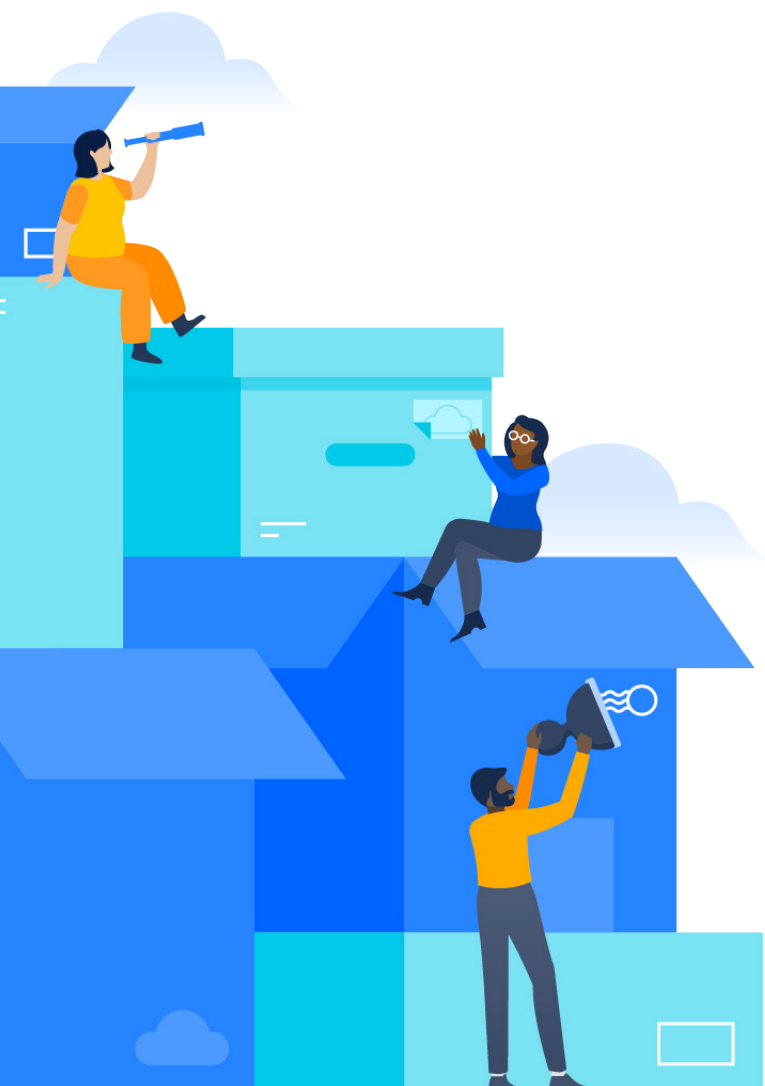
On top of improving incident management, Jen and Catherine leveraged Jira Service Desk with the Automation plugin (now a built-in feature) to make Nextiva’s change management process more efficient. Within a single workflow, employees can select an issue type and one of four change types. The change ticket is then automatically routed through different parts of the workflow based on specified requirements, validators, and conditions. Slack messages are also triggered to the right parties if a ticket exceeds the maximum change time so a team member can address it quickly. Josh calls Jen and Catherine’s solution “one of the most elegant workflows I’ve ever seen.”

Diverse teams unlock new efficiencies

After seeing the improvements that Development and IT experienced, departments across Nextiva started using Atlassian to unlock new efficiencies and deliver even better service within their own teams.

Confluence was one of the first solutions to spread across the organization. “Confluence went from a tool used just by the Technology organization to an enterprise tool used by the entire company. It’s given us a centralized place for all teams and departments to document, track, and collaborate within and across Nextiva,” says Catherine.

Jira Software serves as the unifying plane that provides overarching visibility. Teams are using it for everything from managing internal support and events, to employee travel, to education and training requests.



Plus, all of Support (inside and outside of Technology), Operations, HR, Customer Solutions Engineering, Design, and Administration turn to Jira Service Desk and its integrations with other Atlassian tools for quickly submitting, tracking, and resolving service requests.

“With Atlassian’s integrations and automation, our team spends less time switching back and forth between applications,” Information Technology Infrastructure Manager Max Hurst says. “It’s also nice that we’re able to share the same platform as the rest of the organization so that we can work more efficiently.” Catherine adds, “It’s been really helpful to have all of the integrations and have everything work together fairly seamlessly. It just makes everyone’s lives easier.”

A smooth cloud migration brings security and savings

As Atlassian usage expanded throughout Nextiva, Josh’s team started planning ahead to accommodate current growth and future scaling. “We knew that to virtually double our infrastructure and performance needs, we would also be doubling the cost and effort,” he recalls. “We were faced with a choice: Scale ourselves by moving to Data Center, which would incur higher costs and effort, or depend on Atlassian for all of our hosting needs and have peace of mind moving forward. We chose the latter.”

For the next few months, Josh, Catherine, and their teams prepared for the cloud migration by cleaning up their workspaces and plugins, rewriting scripts, and putting new processes in place to set themselves up for success post-launch. The transition also presented the perfect time to implement Atlassian Access and Okta for single sign-on, easier user provisioning, and enhanced security.

“ Being able to build out workflows in Jira and then see how those issues tie in to what’s happening in Bitbucket has been huge. One of the biggest benefits for me is having actual commits with the Jira issue in the commit message.

KYLE GENGLER, SENIOR DEVOPS ENGINEER

Thanks to their pre-migration cleanup and testing, the migration was completed in less than 24 hours. Josh says, “Our CTO, Phil Steitz, said, out of the four cloud migrations he’s seen, this one went the smoothest.”

Nextiva has been pleasantly surprised by the system performance improvements since consolidating technology and moving to the cloud. “There’s definitely more peace of mind around the stability and performance of all our tools,” Catherine says. “For example, we have some fairly complex EazyBI reports with significant resource-intensive calculations, which caused timeouts. We haven’t experienced a timeout since migrating.”

As they hoped, making the switch to Atlassian cloud has unleashed Nextiva’s ability to scale while saving time and money. DevOps Manager Chris Haley says, “One of the biggest wins for our team is that, by moving to Atlassian cloud, we don’t have to maintain our own servers anymore. That has freed up our time so that we can focus on improving our own software instead of babysitting on-premise infrastructure.” Josh adds that software costs are way down as well because they’re only paying for what they need. “We are saving at least \$50,000-100,000 per year by moving to Atlassian cloud.”

One platform, zero friction

Now that Nextiva has consolidated from disparate tools on a variety of deployments to an end-to-end Atlassian cloud platform, the company has the same advantage they provide their customers: one platform, zero friction.

Their unified, stable ecosystem of Atlassian solutions has opened up new ways to track their work and progress, share knowledge, and collaborate across teams and departments. And with so much flexibility to customize the solutions to their exact needs, Nextiva has not only increased teamwork, transparency, security, and performance today, but also laid a foundation to scale with ease in the future.

Best of all, Nextiva has doubled their infrastructure and unlocked these improvements while freeing up time, budget, and brainpower to focus on their mission: delivering world-class communications solutions and amazing customer service. “One of Nextiva’s core values is ‘Simplicity.’ The Atlassian suite of products and their powerful integrations help us ensure we always adhere to that value,” Josh says. “We have no shortage of processes and procedures throughout Nextiva, and these tools allow us to maintain simplicity so the company can focus on delivering value for our customers instead of managing processes.”





INTRO

Domino's makes it easy for people to satisfy their hunger for delicious pizza. Customers can order from Domino's through their phone apps, Facebook, Twitter, Alexa, the Domino's website, and more. To ensure a seamless customer experience no matter the platform, their IT team needed a way to streamline their DevOps process.

LOCATION

Global

INDUSTRY

Consumer Goods, Retail

PRODUCTS

Jira Software

Jira Service Desk

Confluence

The Domino's IT team relies on DevOps best practices to get pizza delivery innovations into the hands of consumers around the world. Ensuring technology security used to be a speed bump in the DevOps workflow, with developers bringing security input into projects too late in the process.

Michael Sheppard, Senior Application Security Engineer at Domino's, explains: "Security can be viewed as an impediment to progress when there are barriers to collaboration between developers and security. It took hours of meetings just to determine security requirements on projects. We needed to find a faster, easier way to participate in DevOps."

Joining the flow

The security team looked at the tools the DevOps team used to drive its workflow. To create and share specifications, they relied on Confluence. And they used Jira Software to track and manage tickets and tasks. A lightbulb went off: the security team realized that they could use those Atlassian tools to connect with developers and streamline the DevOps process.

The security team wanted to create a form in Confluence that developers could use to automatically submit security information to the security team much earlier in the development process. Domino's approached Forty8Fifty Labs, an authorized Atlassian partner, to build an app that used Confluence and Jira to link security to DevOps workflows. Forty8Fifty Labs worked with Domino's security team to create a 10-question Confluence form that generated Jira tickets based on the answers.

"We knew our developers liked using Confluence to collaborate and document requirements," says Sheppard. "Security just joined a workflow that already worked well. It takes a few minutes to fill out the form, and about four minutes to get back the corresponding Jira security requirement tickets. What used to require more than 20 hours of meetings and review now takes minutes."

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“ In a sense, the apps we found in the Atlassian Marketplace are helping us deliver more pizza faster than ever before.

MICHAEL SHEPPARD, SENIOR APPLICATION
SECURITY ENGINEER

“ With these two apps, they were able to save \$100,000 annually, reduce risk by 75%, and highlight this business value to management.

MICHAEL SHEPPARD, SENIOR APPLICATION
SECURITY ENGINEER

This app solves a huge security pain point that is very prevalent in software development.” “With our Atlassian app, we were able to automate a unique workflow and break down barriers between security and development,” he adds. “That kind of automation is a key driver of efficiency in today’s software-centric world.”

The benefits of apps add up

But that’s not the only innovation the Domino’s team adopted to improve their DevOps practice. Presenting the big picture to leadership and decision makers is key to ensuring a great user experience. The company used Splunk software to gain insight into its processes, and Domino’s security team realized that they could use the Splunk app for Jira to bring Jira security data into its Splunk ITSI dashboards to more readily identify and address trends they see across many Jira projects. For example, proper coding training was implemented as a result of seeing a rise in vulnerability tickets being opened in Jira. These integrated tools help development and security teams align their efforts to business value by presenting indicators that reflect the security health of the codebase.

“Thanks to the app we found in the Atlassian Marketplace, we’re able to pull security requirements data from Jira and display it in Splunk ITSI,” says Sheppard. “Our metrics dashboard tracks 10 key indicators. We can visualize the kinds of security tickets we’re generating in Jira and look for opportunities to close them more quickly.” With these two apps, they were able to save \$100,000 annually, reduce risk by 75%, and highlight this business value to management.

All about pizza

In creating more openness between security and development, Domino's keeps its eye on the big picture—and its focus on consumers. “Our developers write code and our security processes keep our technology secure so that we can make it safer, easier, and more fun to order great pizza,” says Sheppard. “In a sense, the apps we found in the Atlassian Marketplace are helping us deliver more pizza faster than ever before.”



**How Atlassian builds
machine-learning smarts
into their cloud products**

[Read the article](#)



INTRO

In order to scale their ambition to make education more accessible, ASU hired a Chief Information Officer to lead an agile transformation across the University. Jira Software, Confluence and Tempo are at the core of their solution, which allow them to measure how day to day work supports institutional goals and gain deeper insight into the capacity of their team.

LOCATION

Tempe, Arizona

INDUSTRY

Higher Education

PRODUCTS

Confluence: 2,500

Jira Software: 2,500

Trello

Bitbucket

Universities cultivate two invaluable products: people and ideas. Alumni can go on to make significant contributions to the workforce, while the ideas developed through academic inquiry help shape the way we relate to and engage with the world around us. Higher education institutions, particularly large ones, tend to have trouble evolving as quickly as the ideas and people developed within them. For this reason, it's become critical for universities to reimagine their work processes, both for their own success and for the communities that depend on the intellectual capital they produce.

ASU is one of the largest universities in the United States, and has been named #1 in innovation for the past four years. As an institution, ASU has made it a priority to foster an accessible, flexible online and in-person learning experience for students from all walks of life through their Universal Learning initiative, which offers resources that aid a diverse pool of conventional and non-traditional learners. Through their cross-discipline approach with a focus on creating the future of Smart Cities, ASU is also pursuing educational strategies that will integrate data-driven decision making and city planning, and provide more opportunities for students to turn innovative community solutions into technical realities.

In order to scale their ambition to make education more accessible and modernize the University's workflow capacities, ASU hired a Chief Information Officer to increase the institution's capacity for serving students and nurturing ideas, and lead an agile transformation across the University.

Tools for the future of IT

The IT department (known as the University Technology Office, or UTO) in particular was ready to help lead this change because a technical foundation through the Atlassian suite was already in place to support agile practices. As ASU prioritized issues of education and access at a strategic level, the University Technology Office ran into cost and usability issues with its original project management tool. The cost of adding new users and the siloed nature of the tool threatened to undermine the IT department's effectiveness.

A large blue percentage symbol '96%'.

of surveyed IT organizations
said that reliability is better or
equal on the cloud

Nathanael Davis, Director of Business Support and Quality Assurance in the UTO, along with his team, led an in-depth evaluation process, where multiple teams tested a variety of workflow solutions. This process resulted in the adoption of Jira Software Cloud, used for project management, network administration, customer support, marketing projects, bug tracking, and reporting; Confluence Cloud, used for project planning and collaboration, support and instructional documentation, and project status updates; and Tempo, one of the leading apps in Atlassian Marketplace. ASU worked directly with Tempo on a solution that visualizes big-picture project impact, tracks time spent on specific projects, and bill customers. “We’re proud to be part of the success of ASU’s change process,” says Philippe-Olivier Marchand, ASU’s Customer Success Manager at Tempo. The Atlassian suite and Tempo have created a modern workflow that can scale with the University and better support its strategic initiatives.

The IT department at ASU is now spreading the adoption of their tools and processes to teams across the University. “We’ve developed a complete IT service management model to help with the on-boarding process of new teams and departments that may be unfamiliar with Jira and Tempo,” explains Nathanael. This model starts with an initial consultation and includes training on how to use Atlassian tools. “We work with teams to develop Jira packages that fit their work and process needs. This ‘package’ becomes their template. Whenever they request a new project, we simply just copy the template and assign the project to the requestor.” Nathanael further explains, “occasionally, we get one off requests for Jira and Tempo setup that won’t be utilized again, but the benefit of the Atlassian toolset is that it allows us to support the variety of needs from customers seamlessly and efficiently.” This service and support model has spread throughout the University, and because of that, more teams have wanted to use Jira and Tempo. The teams that have adopted the tools vary from technical (Business Intelligence, Operations, Advanced Networking) to non-technical (the marketing team for Sun Devil Fitness Center), which is possible due to the ease of use and flexibility of the tools.

From business partner to business leader

“ [The] benefit of Atlassian [cloud] is that it allows us to support the variety of needs from customers seamlessly and efficiently.

NATHANAEL DAVIS, DIRECTOR OF BUSINESS
SUPPORT AND QUALITY ASSURANCE

“ With an agile workflow in place, we’re implementing efficiencies within project teams so that the UTO can stay ahead of the innovative pace at which ASU moves.

NATHANAEL DAVIS, DIRECTOR OF BUSINESS
SUPPORT AND QUALITY ASSURANCE
SECURITY ENGINEER

“With an agile workflow in place, we’re implementing efficiencies within project teams so that the UTO can stay ahead of the innovative pace at which ASU moves,” says Nathanael. By taking advantage of the increased levels of reporting available through Jira and Tempo, the UTO can directly measure how their work supports institutional goals and gain deeper insight into the capacity of their team. Nathanael plans to use these new insights to create better work-life balance for his team through capacity planning. “By reviewing the data of our plans and efforts within Jira and Tempo, we can assess the efficiency of our process. Therefore, we can ensure that team members can complete the work they planned to do within normal working hours,” he says. As the team’s reporting process matures, they anticipate making significant contributions to organizational decisions using the data they gather.

Thanks to the forward-thinking leadership of Nathanael and his team, ASU’s IT department has become essential to the University’s future success, helping to reimagine the experience of higher education for all people, everywhere.

Next steps

Have questions or want to learn more? Our Enterprise Experts are standing by to answer any questions and to help explore options on how to solve your organization's use case.

Contact us to learn more.



<https://www.atlassian.com/enterprise/contact>

