



Common myths about moving to Atlassian Cloud

Common myths about moving to the cloud

95% of new Atlassian customers choose Cloud, and of those who migrate to Cloud, 90% say they'd recommend it. If your systems are all on-premises, it's time to think about joining them.

Still, it's normal to feel a little cautious (or even downright skeptical) about making a move. After all, isn't on-prem better for security? Doesn't Cloud have fewer apps? Isn't Server more customizable? And won't my teams get overwhelmed by the agile release schedules of Atlassian Cloud?

These are all important questions, but **the good news is that most of the concerns behind them were born from the cloud products of 5 - 10 years ago and do not reflect the Atlassian Cloud platform of today.** There was a time when Cloud didn't have as many apps, but that's changing—fast. There was a time when security was unproven, but now research shows Cloud is actually more secure than on-prem.

So, what's truth and what's myth when it comes to cloud? Should you stay skeptical or take advantage of all it has to offer for your teams? Here are the answers.



Did you know?

High performing DevOps teams are *24 times more likely* to use the cloud, [according to Google](#).

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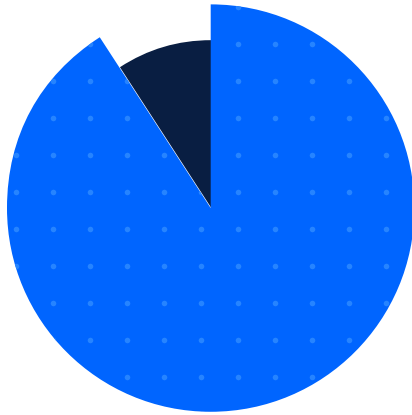
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Common myths about security

If you're considering a move to Cloud, chances are one of your biggest priorities is security. And if that's the case, you're not alone. It's one of the most common concerns we hear about when people are researching Cloud for the first time.

But the truth is that those fears about security are solidly out of date.



91% of customers ranked security as better than or equal on Cloud compared to Server and Data Center.

MYTH #1

On-prem is more secure than cloud.



THE TRUTH

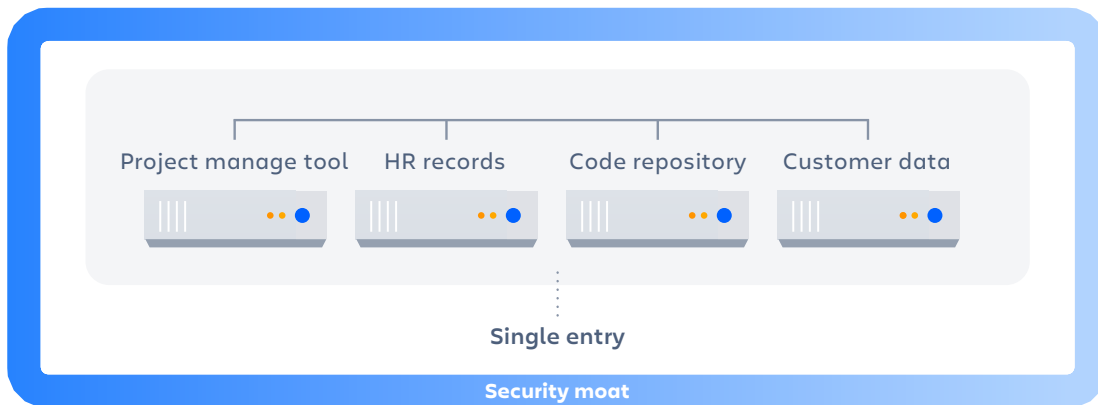
A staggering 94% of businesses that have already made the move to cloud **say security got better after the move—not worse**. Not to mention the gains in profits, productivity, performance, scalability, and competitive advantage.

With a typical on-prem setup, a single login gets your team into the system. They cross your security moat with the right username and password and—voila!—they can get to whatever they need.

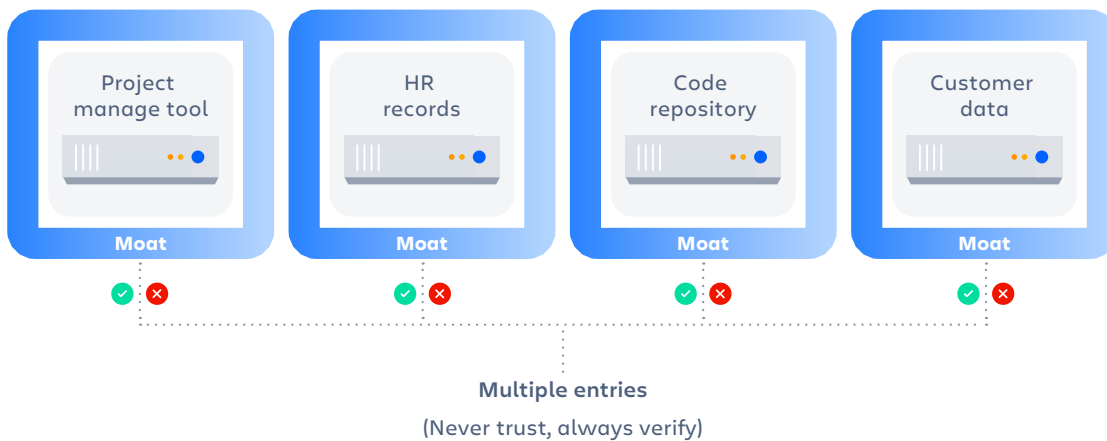
It may sound good, but that's a problem. All it takes is one bad actor, one phishing email, one hack, and suddenly your whole system is vulnerable. All your internal data. All your customer data. All your code.

The answer to this is Atlassian's **Zero Trust approach**. Instead of a single security moat protecting your proverbial data castle, **Zero Trust means security checkpoints for every user and every tool**. Systems check identity and device credentials and act as security gates between each tool. Which means if a hacker happens to get access to a single login, the damage they can do is limited by the user permissions and tools that login can access.

Typical on-prem security



Zero Trust cloud security



What does Zero Trust mean at Atlassian?
[Here are answers from an Atlassian Access expert.](#)

MYTH #2

My teams prioritize security better than cloud vendors.

THE TRUTH

Ask your in-house developers if they have enough time to spend on security issues and we're guessing you won't love the answer. In fact, **48% of developers** say they don't. Even worse, with **52% of employees** saying their bosses don't have time to meet with them, your leadership probably doesn't even know about this security disconnect.

With the right cloud vendor, this quiet de-prioritization of security disappears. At Atlassian, the security of your data is a top priority—with rigorous testing, disaster recovery plans, and encryption in transit and at rest, among other **best practices**. And patches and updates are released as they're available, which means **you are always operating on the most secure version of your cloud apps**.

No matter your size or user tier, every customer gets access to Atlassian's enterprise-grade security. We've spent quite literally millions to make sure it's airtight, and it'll continue to be a priority in our budgets and staffing. This means your in-house tech teams, who have been dividing focus between security and other issues, are now free to devote their time to supporting your teams and improving internal systems.

MYTH #3

My teams aren't on the cloud yet.

THE TRUTH

Surprise! Even if you think you aren't on cloud, chances are, you're wrong.

So far this year, **40% of file sharing** has happened via what IT pros call Shadow IT—tech tools your employees are using that are not administered (and therefore not kept secure) by your IT team.

That’s a pretty staggering figure—and a largely preventable one. The reason employees are using cloud tools without your IT team is that they can’t get what they need within your current frameworks. The reason they’re turning to cloud tools is because they improve productivity, speed, collaboration, and results. In fact, 97% of IT pros say **employees are more productive when they use their preferred tools**.

And if you aren’t providing those tools? Employees take matters into their own hands. As **Gartner** explains,

“ CIOs must change their line of questioning from ‘Is the cloud secure?’ to ‘Am I using the cloud securely?’

It’s not a question of whether or not you should use the cloud; it’s a question of whether your employees have the tools they need to use the cloud securely.



CIOs estimate that their organizations use 51 cloud services. The real average? 730. Large enterprises have it even worse, with an average of 1,200 cloud apps, 98% of which are **Shadow IT**.

The truth about data management in the cloud

Data. It's the holy grail of today's business world. It gives us power to serve our customers well, and (as with all power) it comes with its fair share of responsibility. Responsibility to our customers, our employees, and the laws that govern the countries we do business in.

So it makes sense that data safety and management are some of the most common concerns businesses bring to us when we talk about cloud.

The good news? Here at Atlassian, data safety and the ease of data management are both priorities. The pervasive idea that cloud presents a data risk is just a tangle of myths we need to debunk.

MYTH #1

Cloud doesn't let me control where my data is stored.

THE TRUTH

Here at Atlassian, our default is to store your data as close to the majority of your users as possible. But Standard, Premium, and Enterprise plans also let you choose your [data residency](#) if you prefer. This means choosing where you host subsets of data (such as tickets or pages) based on your business needs or legal requirements.

Data residency is already available for US-East; US-West; Frankfurt, Germany; and Dublin, Ireland. And in 2021 and 2022, Australia, Canada, the UK, and Japan will become available.

MYTH #2

I lose control of my data when I use third-party apps or integrations.

THE TRUTH

False! To keep your customer information private, our APIs mask user information. This means Marketplace apps only have access to personal data that is set by a user to “public”. Third parties never have access to data without permission.

With our new app development platform, [Forge](#), it's easy to create an app. Not to mention that security, data residency, and app data use visibility are all built in.

MYTH #3

I can't query my database directly in Cloud.

THE TRUTH

While this is technically true, it shouldn't stop you from getting things done. You can interact directly with your tools through the Jira REST API and Confluence REST API. And if there's something you still can't figure out how to do, the Atlassian Community probably has the answer. In fact, last year [we published top BI tools and strategies](#) for customers migrating to Cloud.

Common myths about Cloud apps

Over 60% of Atlassians on Server use an app or integration from the Atlassian Marketplace, so it's no surprise that one of the biggest concerns about a move to the Cloud is apps. Does Cloud have them? Can they migrate? How are they different, and how are they similar?

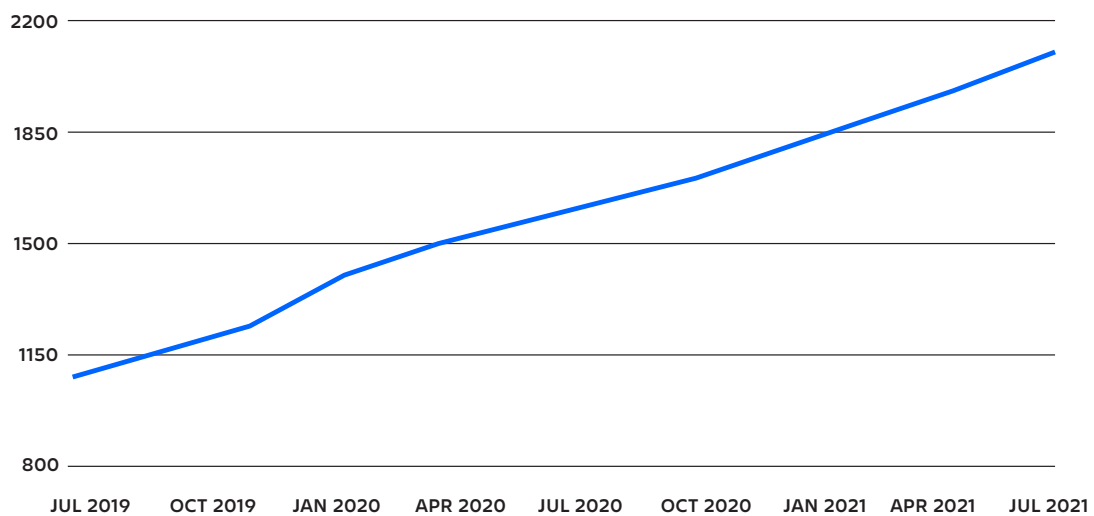
These are the questions we hear over and over again, and the good news is this: **Cloud is more app-friendly than you think.**

MYTH #1

Cloud doesn't have as many apps.

THE TRUTH

While this may have been true a few years ago, the reality is that cloud improvements are moving fast, and what was true a few years ago is definitely not still true today. In fact, Atlassian Cloud now supports 1,000+ third-party apps and integrations—and we're adding more all the time. In the last year alone, we added over 600 apps to our arsenal. That's an average of more than 11 per week.



TOTAL CLOUD APPS AVAILABLE, JULY 2019 - JULY 2021

Some of our most popular Server apps—including Scriptrunner for Jira, JSU automation suite, Draw.io, Gliffy, and Tempo Timesheets—are already available in Cloud. And with how fast things are moving, by the time you migrate, you'll have a lot more options.

Atlassian integrations

Atlassian also has [strategic partnerships](#) with many of your users' favorite SaaS tools (including Slack, Jenkins, Github, and Zoom), with more added each year. These integrations are supported by dedicated development teams at both companies, meaning you get Cloud-only functionality, first access to feature improvements, and seamless workflows across tools without switching screens or losing context.

MYTH #2

I can't migrate my apps.

THE TRUTH

With so many Atlassians relying on apps, you can bet one of our migrations team's top priorities is to simplify app assessment and migration.

This is why our migration tools—[Jira Cloud Migration Assistant](#) and [Confluence Cloud Migration Assistant](#)—both offer app assessment. This functionality shows you which apps your team is using and what's available in Cloud, which can help you map out your migration, understand what to prioritize, and perhaps even have an ah-ha moment or two about your teams' workflows.

We've also teamed up with Marketplace Partners to bring automated app migration functionality to the migration assistants. [Automated app data migration](#) for supported Jira and Confluence apps is scheduled to roll out broadly by the end of 2021.

MYTH #3

Cloud app functionality is limited compared to on-prem.

THE TRUTH

With over 1,000 apps, Cloud functionality has outpaced Server. Are apps in the Cloud different than the ones we use on-prem? Sometimes. But different doesn't mean less. In some cases, you'll be able to replicate your workflows with existing Cloud apps. In other cases, the core functionality in Atlassian's Cloud tools might be all you need. And in many cases, app functionality is better and more robust in Cloud.

For some customers, shifting apps sounds like a challenge before they migrate. But the truth, [as Sky Frostenson of VSCO discovered](#), is that teams often prefer the Cloud UI and Cloud apps can improve workflows, collaboration, and planning by leaps and bounds:

“ The team found that the new Cloud UI was much cleaner, unobtrusive, and more flexible...Cloud apps help to make Jira a single source of truth for development workflow, support load and triage priority, asset management, and company-wide planning.

MYTH #4

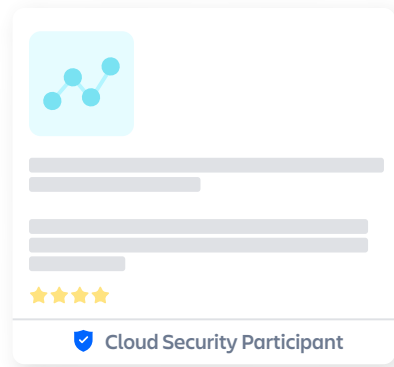
Cloud apps aren't secure.

THE TRUTH

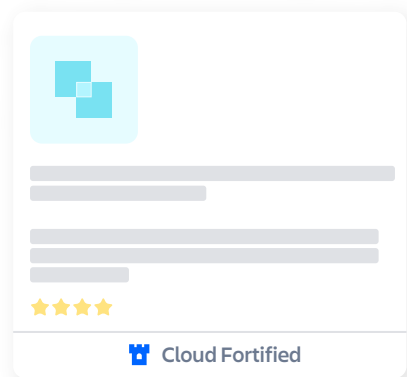
Remember when we said 94% of businesses say [their move to cloud made them more secure—not less](#)? This is true for cloud overall, and it's true of apps.

So, how exactly do we keep your apps secure? With enforced minimum security requirements, a best-in-class Bug Bounty program, a collaborative security self-assessment program, clear privacy policies, GDPR-compliant practices, and constant improvements. We also always strip personal information from the API, which means user data never passes to app vendors (keeping it both safe and GDPR compliant).

Our latest improvements include:



A **Cloud Security badge** in the Atlassian marketplace. This badge will help customers identify the Cloud apps that participate in our Marketplace Bug Bounty program and embrace ongoing vulnerability testing from a global pool of ethical security researchers.



A **Cloud Fortified apps badge**, a program that requires apps to participate in our four general security programs and not one but two opt-in security programs.



Cloud supports about 50% more integrations than Server, and many Server integrations have additional benefits in the Cloud.

Common myths about change management in the cloud

Change management. It's the important—sometimes daunting—practice of managing system changes to minimize risks, reduce incidents, stay compliant with regulations, and keep data secure. And it comes with some hesitations:

Will we be able to control our changes, manage our risk, and keep our data safe? Does cloud pose a risk to our change management goals? They're important questions to ask, but the good news here is that **clunky, traditional change management is not safer than the more agile practices that come with cloud.**

MYTH #1

Control improves performance.



THE TRUTH

Traditionally, companies have tried to reach their change management goals by controlling all changes with change advisory boards (CABs) and lengthy approval processes. The logic seems sound: more approvals mean safer releases, even if they slow things down—right?

Fortunately for us in a world where speed matters, this logic doesn't hold up to scrutiny. In fact, teams with slower, more traditional change management processes are actually **260% more likely to be low performing** than their agile counterparts, according to the [State of DevOps Report 2019](#). Which means high performers are more likely to be agile—good news for those who choose a more agile model like Atlassian Cloud.

As our [Risk Futurist Guy Herbert](#) puts it:

“ The truth is that most of us don't really need a six-layer approval process and months of back-and-forth with compliance approval boards...What we really need is some simple checks and balances.

MYTH #2

SaaS companies release too many new features without notice.

THE TRUTH

It's true that here at Atlassian, we're constantly improving, testing, and releasing new features, security updates, and patches. But in a world where business needs, security best practices, and user expectations are constantly changing, that's the only way to keep up.

There are costs to a slow release schedule. The most obvious is that if security falls behind, a disaster could be in your business future. In the first half of 2019, data breaches exposed **4.1 billion records**. And if a hack takes your business offline? Experts estimate downtime costs companies an average of **\$5,600 to \$9,000 per minute**.

A less obvious (though no less important) cost is team time. Small, frequent updates are easy to get used to and **won't slow teams down**, while yearly or bi-yearly updates require your teams to face a sometimes-massive learning curve on new features or interface updates. Not to mention that those big updates may introduce new bugs—and without frequent fixes, teams have to work around them for months on end.

And if you're still worried about release schedules or if you have compliance needs that do require a bundled approach? Atlassian's **sandbox** lets you test new apps, features, and automation rules before rolling them out, and release tracks let you delay new features if you prefer to bundle updates.

MYTH #3

It's easier for my users/teams when we control the updates.

THE TRUTH

There are a lot of good reasons “improved employee satisfaction” is one of [the top three benefits customers cite when asked about Cloud](#). We think one of those reasons is that tools are constantly improving, bugs are done away with the minute they rear their ugly heads, and a fast release schedule is easier to handle than a slow one.

It’s only logical, of course. Small changes are easier to adjust to than learning a whole new system. With on-prem systems, controlling updates typically means bombarding users with a pile of changes a few times each year. Cloud, on the other hand, is just moving one small thing at a time.

Even better, with quick bug fixes and improvements constantly available, teams are better able to do their jobs and can reallocate time spent on these tasks to higher value work.

What happens to my job if we move to Cloud?

Sometimes these questions about control really boil down to a question about **how admin roles change with a move to Cloud**.

Hosting your tools on-prem means your team—and only your team—has full control over everything from release timing to security to app customization. And while that probably means more work for you, it may also give you a sense of comfort.

Moving to the Cloud, on the other hand, requires offloading some responsibilities. Trusting someone else to prioritize security, minimize downtime, release updates, and keep the systems that make you look good (or bad) to your boss running smoothly.

So, is it worth it? Does a move to the Cloud really take control out of your hands? And what exactly does the admin role look like post-migration?

[This **whitepaper** has the scoop.](#)

Common myths about customization in the cloud

Is Server more customizable than Cloud—and is customization even a good thing? This is yet another common question we hear from those on a journey from on-prem to Cloud. And it makes sense. After all, if you've finally got your systems and workflows where you want them, will a move to Cloud change that? Will it make it harder for you to meet your teams' unique needs?

The short answer is that Cloud is more flexible than you might think. The long answer is in the truth behind two common customization myths:

MYTH #1

I can create more custom workflows in Data Center.



THE TRUTH

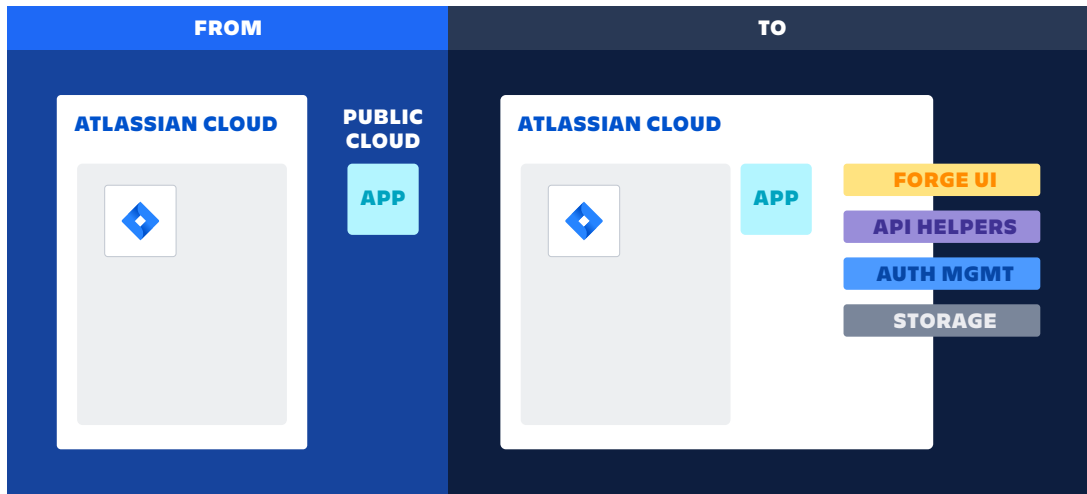
While it's true that Atlassian's Cloud systems are standardized for all users, it's not true that there's no space for customization. Pretty much everything you're used to doing as a Server admin you'll still be able to do in Cloud. The difference is in how you do those tasks, not that you do them.

When we ask Server admins about their experience making the switch, they tell us the old way of doing things involved a lot of messy workarounds, bad hacks, sub-optimal configurations (or over-configurations), solving the wrong problems, and tech debt they never quite got around to addressing.

As one [Community](#) leader told us:

“ Atlassian Cloud is the reason I'm still such an incredibly passionate advocate for Atlassian. It reflects everything that made me first fall in love with Atlassian products all those years ago...The tool is there to support and elevate the team, not [forcing] the team to change how it works to support the tool. If you keep your configs simple and leverage the out-of-the-box offering...you're embracing agility.

And when you do need to customize? Our new **Forge** app development platform helps you recreate custom apps with the right security guardrails in place.



MYTH #2

My customizations are tailor-made for the team's needs.

THE TRUTH

Customization sounds like a great thing. Who doesn't want a tailor-made suit that fits like a second skin? Who doesn't love a playlist curated to their exact tastes?

But when it comes to tech tools, customization can take a turn for the worst. Not only is it extra work for your admins, but it often becomes a warren of complicated work-arounds, lost documentation, and workflows that actually slow teams down instead of speeding them up. Not to mention that as the customizations pile up, the system gets bulky and unwieldy. And as team needs change, they frequently abandon those customizations for another, then another, and then yet another.

As Forrester found in a [recent report](#) about the Total Economic Impact of Atlassian Cloud,

“ Customizations are not intrinsically ‘bad,’ but in the case of some of the interviewees, customizations created silos. This not only meant a low efficiency rate in leveraging existing capabilities, but also meant a materially diverged application experience across teams. This led to both unfamiliarity when resources worked on different teams and significant time and effort to maintain and upgrade customizations...From a customization maintenance perspective, the organization starts with 75 customizations that need oversight and maintenance. Forrester estimates three weeks in time and effort to maintain each customization, which results in approximately 4.3 FTEs.

As one agile product owner at a global retail company explained in that same report:

“ Moving to Atlassian Cloud gave us a good, timely reason to discontinue customizations of standard tools and reestablish a shared competency and experience across teams.

So, yes, customizations can be a good thing. But they can also quickly become complex and outdated. This is why our tools lead with standardized workflows and treat customization as a backup plan rather than a day-to-day way of life. It’s also why we have a robust collection of apps and integrations to support a wider range of workflows and team needs.

Common myths about performance in the cloud

If there's anything that can make or break business productivity, it's the performance of your tools. If they slow down or go down, it can cost you big—in lost productivity, IT time, and sometimes customer goodwill. We know because we use our tools, too!

The good news: performance concerns are unfounded. In fact, network performance is currently the #1 reason companies move to the cloud, according to [a survey by INAP](#). And with uptime guarantees, automatic scaling, and automatic performance upgrades, it's no wonder.

MYTH #1

Cloud is slower than on-prem.

THE TRUTH

Not all cloud providers are created equal, but today's best-in-class cloud tools are often faster than on-prem. In fact, moving to the cloud improves the speed of IT service delivery—according to [76% of enterprise leaders](#). That's what the data says, and it's what we hear from customers when they migrate.

So, why is Atlassian's Cloud performance so top-notch? For starters, we're hosted on AWS—a Cloud provider consistently ranked among the best of the best. Our Cloud products offer 99.9% - 99.95% uptime guarantees. We leverage economies of scale to bring the best technology, latest improvements, and deep expertise to thousands of customers. And our globally distributed data centers are better for global teams.

Plus, [our real-time Statuspage](#) always has the latest updates on system availability and performance—so you never have to feel out of the loop.

Not to mention that we're improving all the time. Our popular Jira Roadmaps are now 1.5x faster than before and most Confluence pages load 2x faster. And the experience is only going to get even better with time. Check out our [performance cloud roadmap](#) to keep up with the latest.

MYTH #2

An outage in cloud would be a nightmare for my team.

THE TRUTH

Downtime is always a nightmare, it's true. It costs companies an average of \$5,600 to \$9,000 per minute—and that's not factoring in the high stress, lost sleep, and frustration of your on-call technicians.

But with financially-backed uptime guarantees on our [Premium](#) and [Enterprise](#) Cloud plans and a steady track record, you can rest easy in Atlassian Cloud. And if your systems do go down? Someone else takes care of it (instead of waking you up in the middle of the night).

As Laurent Bordier of [Lucid Motors](#) says:

“ 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.

Common myths about scalability in the cloud

Can cloud support large enterprises? Can it grow as our business does?
How many users can it realistically support?

The answers are all good news. Yes, Atlassian Cloud supports large enterprises. Yes, it is built to grow with your business. And yes, your thousands of users are no problem for us.

MYTH #1

Cloud is only for small teams. It can't support a large enterprise.

THE TRUTH

With heavy hitters like Redfin, Afterpay, Dropbox, and Rockwell Automation embracing Atlassian Cloud, this simply isn't true. In fact, 80% of the Fortune 500 have an Atlassian Cloud license. We have 10 million monthly active users. And more than 170,000 customers use our products across 190 countries.

Cloud is built to scale with your business—in terms of **computing power**, features, and user counts. That's why we have **tiered plans**—Standard, Premium, and Enterprise—with each plan building on the others to offer features and options important for larger, more complex organizations.

As for user counts, currently, Jira and Confluence Cloud support 20,000 users per instance. By 2022, that number will jump to 35,000 (with **plans to keep going up from there**). And if your organization is larger than that? No worries. Our Enterprise plan has you covered with unlimited instances.



Wondering how high-performing companies scale in the Cloud?
We wrote a [whitepaper for you.](#)

MYTH #2

Cloud doesn't support the complexity of large enterprises.

THE TRUTH

With more complex infrastructure, globally distributed teams, and significant requirements for everything from security and compliance to change management, enterprise companies are certainly a league of their own.

But, as the numbers above demonstrate, that hasn't kept the heavy hitters away from the proven benefits of Cloud. Because the right Atlassian Cloud plan not only supports complex enterprise needs; *it simplifies them.*

The multi-instance capability of our Enterprise product supports autonomy for teams, data segregation for security, or environment customization based on specialized workflows and Marketplace apps, among other benefits for complex organizations.



The fact is...cloud has outpaced on-prem by a large margin

In 2021, cloud spending is forecasted to jump by 23%, [according to Gartner](#). And with all the ways that Cloud has outpaced Server—from security to performance to data management—it's no wonder.

The truth is that most of the hesitations people have about migrating to the cloud are outdated. And those who do make the leap are glad they did. In fact, 89% of customers say they realized benefits from Atlassian Cloud [within six months of migration](#), and 83% say Cloud saves their admins time.



Curious about what Cloud might look like for your business?

Take advantage of [our free trials](#) or [join a live demo](#) for a deeper dive.