

# Four common scaling challenges and how Atlassian Cloud Enterprise can help

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# Scaling challenges

Ask the leader of any scaling company, and they'll tell you “**everything breaks**” at a certain headcount. Scaling collaboration across thousands of employees spread across the globe, working remotely, can be daunting. With more employees, more applications, and more processes in place, it becomes much more complex to support effective collaboration across enterprise teams. It can take longer to implement changes and small mistakes can ripple out to have larger repercussions across the full organization.

While every company's growth journey is unique, the challenges they'll navigate while scaling collaboration are not. Most enterprise organizations will generally face four challenges when it comes to scaling collaboration across teams:

- 1. Supporting increasingly distributed teams.** Whether teams are geographically distributed or working autonomously, you need to support teams' need for custom workflows, specialized integrations and more while still reducing duplication, ensuring cost-effective use of resources and preventing silos.
- 2. Enabling data protection at scale.** As your organization grows, so does the importance of ensuring safe, convenient access to mission-critical enterprise applications across multiple digital touch points to prevent data leaks and unauthorized access. You also need to comply with increasingly stringent data privacy obligations across the globe.
- 3. Ensuring speed and performance.** Even as your organization's headcount and data footprint grow, your systems need to remain fast, responsive, and reliable, with little risk of downtime.
- 4. Cutting across data silos.** For a scaling enterprise, data can fuel critical insights that can drive important business decisions and outcomes. However, often data is stored across multiple technology stacks and databases, making it hard to get insights across the work of various teams, projects. Removing data silos can allow you to connect teams' day-to-day work to larger business goals.

Growing an organization is hard, but overcoming your scaling challenges doesn't have to be. This guide will walk you through how to address the above challenges as you scale collaboration across your global teams with the help of [Jira and Confluence Cloud Enterprise](#) offerings.



## CHALLENGE #1

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# Supporting increasingly distributed teams

When work happens across dozens or even hundreds of employees, having everyone work off a single environment might work. However, as your organization scales across regions, acquires other organizations or increases collaboration with external partners, chances are that they may need custom environments to get the work done. There are several reasons why individual teams within an enterprise may need to work within their own environment:

- **Need for Autonomy:** Independent entities or recently acquired organizations might want to operate and manage their own Confluence or Jira environment so they can better support the needs of their individual teams. Similarly centralized IT teams may want to delegate administration to a certain degree to these independent teams so they can stay agile
- **Data protection:** Teams such as finance or human resources often handle proprietary or sensitive data. To reduce the risk of a leak or a data breach, you might prefer to set these teams up with their own Jira or Confluence environment, limiting any unnecessary access to sensitive data. Similarly, when collaboration workflows span across internal and external teams, it behooves you to spin up a separate Jira or Confluence environment to avoid proprietary data from being leaked to an external party.

- **Data Segregation:** Depending on which regions your organization operates in, you may need to isolate data to a single region in order to comply with regulatory requirements, such as data sovereignty laws. So for instance, if you have teams operating in the Americas and the European Union, you may need to spin up separate environments for these two regions.
- **Advanced custom needs:** While Jira and Confluence offer team based projects or spaces to support custom fields or workflows, sometimes there are advanced customization needs that may necessitate spinning up a separate environment. For instance your marketing team may need integration to a specific CRM tool or certain Marketplace apps that may likely be very different from those needed by your software engineering teams. Here, having a single large environment with all the custom integrations can be unwieldy to manage. Similarly, licensing specialized Marketplace apps for all employees is wasteful from a cost standpoint.

For centralized IT teams, however, it can quickly become challenging from an administration and governance standpoint to manage these custom environments at scale. Without a centralized way to view and manage all these environments and users associated with them, it can become hard to

- ensure the right users have access to the right environments
- apply enterprise-grade security controls
- roll out security patches, new features or updates
- get insights about usage and streamline licensing costs as needed

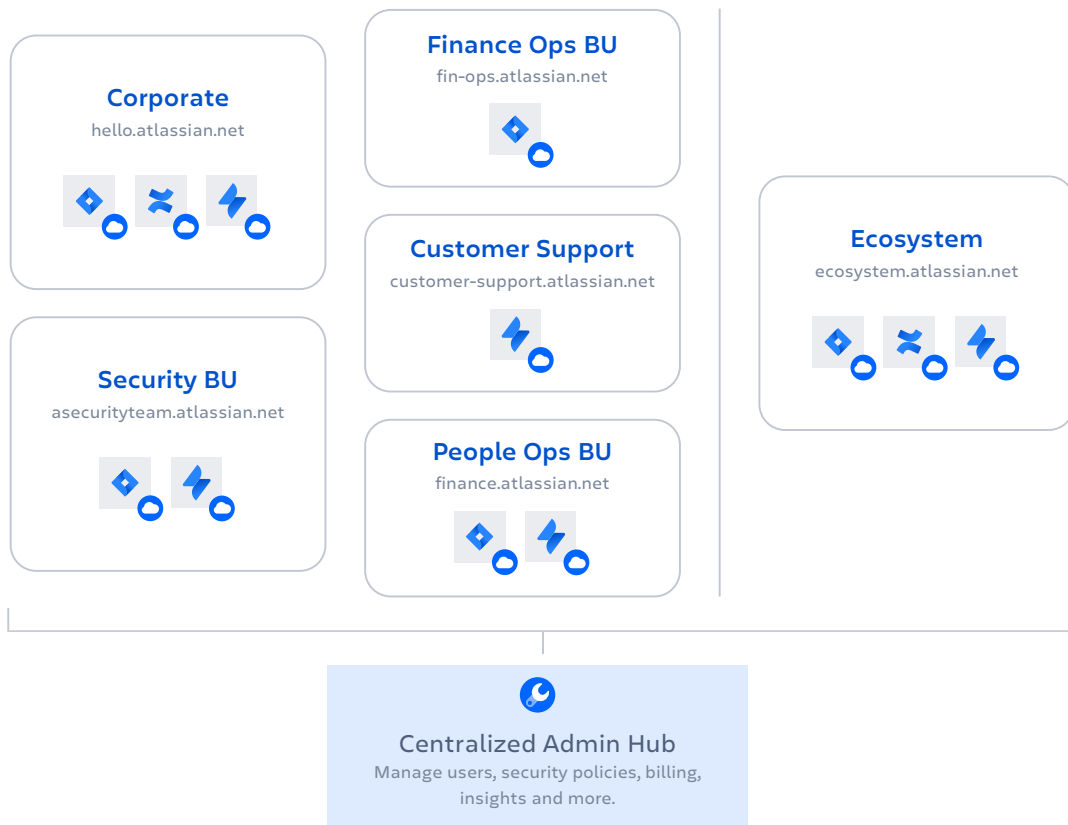
It's critical for IT leaders to invest in solutions that not only ensure the ability to support the custom needs of distributed teams but also enable ways to govern them at scale.

## Atlassian organization – support localized needs with centralized governance

With Atlassian’s Cloud Enterprise offerings for Jira and Confluence, you can create as many instances as needed to support your teams’ unique autonomy, security, or customization needs – all while keeping them under centralized administration within your **Atlassian organization**.

Within each independent instance of Jira Software or Confluence Cloud, teams are given full autonomy to customize their workflows as needed whether its Marketplace apps or specialized integrations. They can also track their work across a set group of teams and projects and get usage insights around their specific instances.

At the same time, by having all product instances live within a single Atlassian organization, you can standardize user management, security compliance, change management, billing and more across the enterprise. You can also get organization wide usage insights and audit logs to support advanced security needs.



Atlassian, itself, has a model in which certain teams such as Finance or Customer Support have their own product instances for Jira or Confluence but the IT team centrally manages users, security, billing and more across all these instances.

Your Atlassian organization brings together all of your Atlassian users and product instances under one roof, allowing you to centrally manage both. This unified administration layer lets you maintain a degree of standardization, corporate compliance, and enterprise-grade security across your teams' varied instances.

## Track security risks with a centralized audit log

Atlassian Cloud Enterprise also allows you to monitor security from one central location. Within your organization administration, you can regularly monitor audit logs for any admin activity across instances to look for suspicious or abnormal activity. And by the end of 2021, admins will also be able to centrally access [audit logs for end-user activities](#) such as when a user creates or updates a Jira issue or Confluence page. This can also help organizations meet compliance regulations.

## Streamline licensing with centralized per-user billing

Jira and Confluence Cloud Enterprise leverage a centralized, per-user licensing model, so you can pay for a user once and grant them access to as many instances as needed. That way, you can build out as many customized environments as you need without taking a budget hit.

In a similar vein, Marketplace apps also operate on a per-user license. This lets you optimize costs for your organization by creating a separate instance for any teams that require specialized Marketplace apps – ensuring that you're only paying for those users and no more.



## Standardize by keeping all teams on the same product version

Using [Atlassian's product sandboxes](#) and [release tracks](#), you can test, prepare for, and batch the rollout of feature updates or critical security patches to all product instances. By putting all instances on the same feature release track, you can ensure all teams are working off of the same software version within each environment.

Overall, with Atlassian's Cloud Enterprise offering, you can truly get the best of both worlds – support customization while ensuring standardization in terms of user access, security, billing, and change management.

“ Although initially intended for Engineering teams only, Jira and Confluence are now used throughout Rockwell. IT uses Jira to plan and execute 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%, we've had very few issues and very little downtime. Atlassian keeps the cloud ticking.

**JIM TOMPKINS, PROGRAM MANAGER, ROCKWELL AUTOMATION**





## CHALLENGE #2

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# Enabling data protection at scale

Regardless of the size of your company, securing proprietary and sensitive data is usually a task that sits at the top of any IT admin's to-do list. However, it's a responsibility that increases in complexity and difficulty at the enterprise scale. Securing data accessed by a team of hundreds who all work on corporate-issued devices can be relatively easy; a Virtual Private Network alone might solve many of the security risks. But doing the same becomes trickier when an IT admin is faced with securing data accessed by a hybrid workforce of thousands of employees and contractors in the cloud – especially when they all use a mix of corporate and personal devices and are spread across multiple geographies.

Suddenly, an admin needs to secure far more endpoints across multiple frontiers. It doesn't help that the stakes also seem to get higher every year. The **number of records exposed in data breaches** reached its highest reported number in 2020, and, in 2021, the **average cost of a data breach** hit \$4.24 million, up nearly 10% from the year before (and the highest average recorded yet).

In today's digital workplace, your enterprise applications must be accessible across multiple devices, geographies and sometimes even outside your firewall. They need to be compliant with stringent data privacy regulations defined at the industry or geography level. The same holds true for your mission-critical Jira and Confluence applications. You need scalable ways to

ensure secure access to Jira and Confluence to prevent unauthorized access and sensitive or proprietary data leaks. You need to constantly invest in maintaining compliance with data privacy obligations across the globe.

## Get enterprise-grade authentication at scale

Jira and Confluence Cloud Enterprise plans include [Atlassian Access](#), an administrative layer that lets you manage user access and security controls across your Atlassian Cloud products at scale. With Atlassian Access, you can set authentication controls such as:

- **Security Assertion Markup Language (SAML) single sign-on (SSO):** SSO allows users to authenticate into all Atlassian Cloud products using your organization's existing identity provider, such as Okta, Microsoft Azure AD, and Google Cloud. Cut down on password reuse by making users remember just one set of credentials.
- **Enforced two-step verification (2SV):** Two-step verification makes users complete two authentication steps before they can log into their Atlassian Cloud products. After signing in with their username and password, they'll be prompted to confirm their identity a second time, usually by entering a token sent to their phone or email. This helps prevent unauthorized access due to credential theft.
- **Flexible authentication policies:** Enforce corporate defined authentication controls across the organization so all users are meeting the minimum security standards to avoid lapses as well as define custom security policies for [groups of users](#) with similar needs.
- **User lifecycle management:** This automates user provisioning and de-provisioning at your organization by connecting Atlassian Access to your external user directory. That way, new employees automatically gain access to Jira and Confluence Cloud when they join your organization and have their access revoked when they leave – helping prevent unauthorized access (and any potential data breaches).

“ Atlassian Access, coupled with Okta, has saved us so much onboarding and offboarding time. This was a painstaking process. Now, it’s a dream. We never have to worry about access, the right groups syncing, or anything else. People just have access to Jira Software and Confluence on day one, and it works!

ERIC RAYMOND, SENIOR MANAGER OF BUSINESS TECHNOLOGY, CASTLIGHT HEALTH

## Advanced controls for data security

At Atlassian, we’re committed to building our platform on a foundation of enterprise-grade security in order to protect your valuable data. Any data held in Atlassian Cloud products is securely encrypted both in transit and at rest.

Organizations that require an extra layer of security can also use the IP allowlisting feature within Jira and Confluence Cloud Enterprise. Allowlisting lets you specify exactly which IP addresses can be used to access Atlassian applications; any users attempting access from an IP address outside of your allowed list will be denied entry. This ensures that users are only accessing corporate data from sanctioned company networks or the networks of pre-approved external collaborators (such as agencies or contractors).

Since 60% of all **endpoints accessing corporate data** today are mobile devices, we also have a Mobile Device Management (MDM) program available for enterprises. Our MDM program allows you to enforce multiple security controls across employees’ mobile devices, such as authenticating with Face ID/Touch ID, setting a device passcode, or restricting copy/paste functions within Jira or Confluence Cloud apps. That way, even if an employee’s device falls into the wrong hands, you can rest assured that you have security controls in place to keep corporate data secure.

Lastly, our data residency program allows you to control where your product data for each instance of Jira or Confluence Cloud is hosted. You can choose whether your data is globally distributed or pinned to a geographic realm, such as the European Union or the United States. By setting your geographic realm, you can isolate data such as Confluence pages or Jira tickets and make sure they never leave a certain geographic region.



## Built-in regional and industry compliance certifications

For enterprises expanding into new industries or geographies, compliance should always be top of mind. We work with global enterprises across myriad industries, so we understand the need to comply with global privacy obligations. As such, Atlassian Cloud products have been developed in compliance with industry-leading standards and regulations, including System and Organization Controls (SOC) 2, SOC 3, ISO/IEC 27001, ISO/IEC 27018, and the General Data Protection Regulation (GDPR).

Coming soon! Jira and Confluence Cloud Enterprise will soon meet industry-based regulations, including:

- The Health Insurance Portability and Accountability Act (HIPAA) for American healthcare solutions
- The Financial Industry Regulatory Authority (FINRA) for financial services providers in the United States
- The Federal Financial Supervisory Authority (BaFIN) for German financial services providers
- The Australian Prudential Regulation Authority (APRA) for Australian financial services

You can get the latest information on availability from our [public roadmap](#).

We do the heavy lifting on your behalf by continuously investing resources and time in ensuring compliance with changing regulations so you have complete peace of mind when it comes to ensuring maximum protection for your valuable data.



### CHALLENGE #3

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## Ensuring speed and performance

As you scale Jira and Confluence across your enterprise, ensuring your infrastructure's resilience becomes more important than ever. No IT admin wants to navigate a scenario where the increased load of users and data has slowed down the applications' response times. Minimizing downtime becomes even more important. And as your operations grow, the impact of small issues grows exponentially bigger.

For a small company, **a minute of server downtime** generally costs between \$137 and \$427. At the enterprise level, however, that price tag quickly jumps to almost \$9,000 a minute. To scale reliably, you need to build your systems on a cloud infrastructure that is always available, can meet stringent performance requirements, and can scale on demand.

### Stay always on with guaranteed uptime

At Atlassian, our systems are purpose-built to respond to increased user and data load. Atlassian's products and customer data are hosted with the industry-leading provider Amazon Web Services (AWS). Within AWS' network, we host customer data within several geographically diverse regions, including the United States, the European Union, and the Asia-Pacific region. Since we know that data and service availability are critical to our customers, we always replicate data to multiple, isolated data centers so that even if one center fails, our customers can continue on with their work uninterrupted.

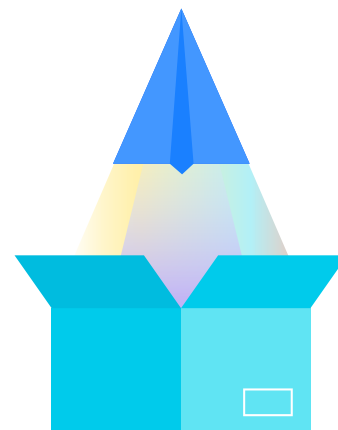
In fact, we're so confident in our ability to keep your mission-critical workflows running securely that we offer a financially backed service level agreement of 99.95% uptime with our Jira and Confluence Cloud Enterprise offerings.

We've also built our cloud architecture to ensure fast response times, even when user load suddenly increases. Within our cloud architecture, we've decoupled our computing services from the data stores where we keep user content, allowing our platform to scale quickly if there's increased product usage. This also allows us to make upgrades to our products with zero downtime, keeping Jira and Confluence Cloud always available for users.

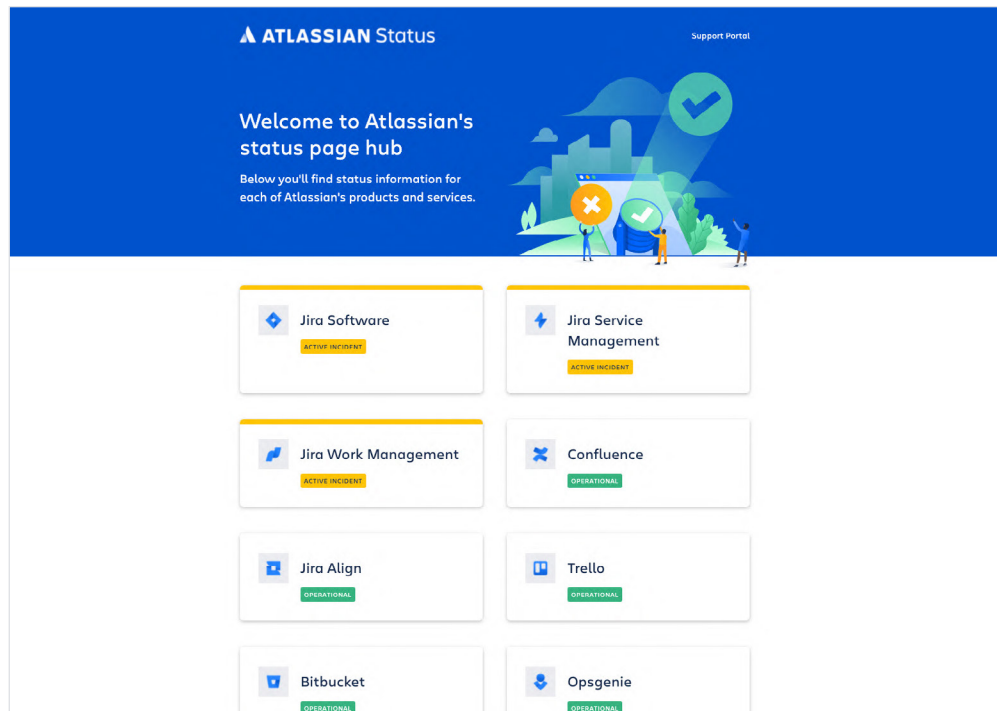
## Expect continuous performance improvements from Atlassian Cloud

Not only do we guarantee consistent performance for our users, but Atlassian customers can expect to see speed and performance increase over time, as well. We continuously deliver performance improvements to our Jira Software and Confluence Cloud products, and we make our performance improvement plans publicly available as part of [our Cloud Roadmap](#).

In 2021 alone, we [nearly halved the load times](#) for Jira Dashboards and Confluence pages while improving the loading speed of Jira Backlogs and Jira Roadmaps by close to 1.5x. In the future, you can also expect to see faster loading for Confluence's Quick Search and Images, page editor, and Page Tree, which are all [part of our roadmap](#) to build out a faster and more responsive experience for Jira and Confluence Cloud users.



Need to know how an Atlassian Cloud product is performing at the moment? We provide **real-time status** on all of our products' availability and performance at all times for maximum transparency.



“ With Atlassian cloud, we have significantly improved team’s efficiency and system performance, while saving at least 100 hours and between \$50,000-100,000 in software costs each year.

JOSH COSTELLA, SENIOR ATLASSIAN SOLUTIONS SPECIALIST, NEXTIVA

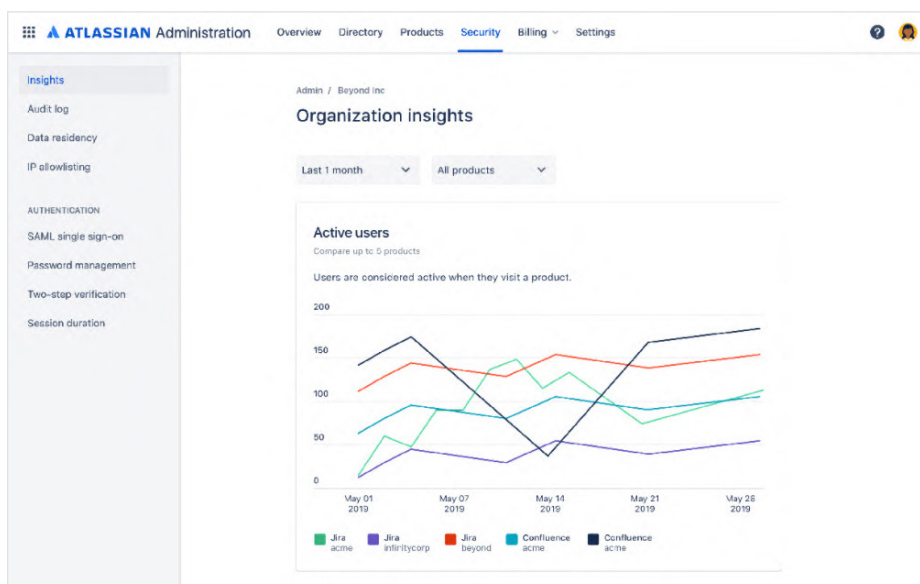


## CHALLENGE #4

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# Cutting across data silos

As an organization grows, so does the amount of data it produces. When wielded wisely, that data can **produce valuable insights** for a company that can help it streamline operating costs, better focus team efforts, and retain customers. However, if data is stuck within individual tools or team instances, your organization isn't getting the full story – and might be leaving money on the table. To ensure that you're getting the insights you need to continually improve your business, you need advanced tools that can unify analytics across multiple environments to drive business outcomes.





## Track insights across product instances

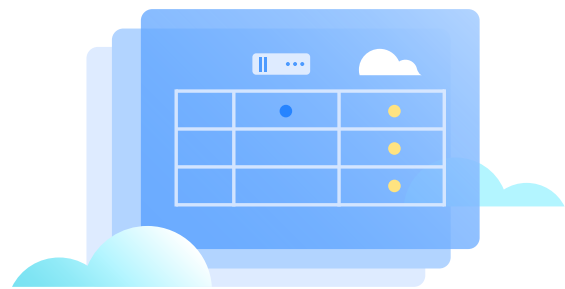
Even when teams work across different instances of Jira and Confluence Cloud, admins need a centralized control station that they can use to monitor product usage and keep operating costs in line. According to the 2020 SaaS Management Benchmark Report, **38% of all SaaS licenses go completely unused** over a 30-day period – meaning that you could cut your software budget by over a third if you rooted out those underused licenses.

With Jira and Confluence Cloud Enterprise, you can do just that. Track users' product adoption across multiple instances of the Jira Cloud product family and Confluence Cloud using Atlassian's **organization insights** found within your organization administration. Using your organization insights, you can track daily and monthly active users across instances, allowing you to review current license usage. If certain users aren't logging into products, you can redistribute their licenses or cut their seats altogether, helping you get a better return on investment on your Atlassian products.

## Unify data across Atlassian and third-party tools

With Atlassian's recent acquisition of Chartio, Cloud Enterprise users of Jira Software will soon have access to **advanced data visualization and analytics** capabilities, allowing users to map enterprise-level initiatives all the way down to the project and task level. This will allow you to better align technical initiatives across your Jira Software instances with your broader business goals, helping you zoom in on exactly what's working, what isn't, and where your teams may need more help.

To help you extract even more valuable data from your Atlassian tools, we'll also be launching **Data Lake** for Jira Software Cloud Enterprise in the near future. We know that, for some users, Atlassian Cloud products are only one solution in a stacked toolbox – and that you need to be able to draw insights from across your many tools to inform your company's business decisions. Data Lake will let you do just that, allowing you to pull a structured data set from Jira Software and third-party applications that is simple to query and easy to plug into your own business intelligence (BI) systems, including Tableau, Power BI, Databricks, and SQL.




With Data Lake, you can extract, transform, and load data from your Jira Software instances into your own data warehouse, allowing you to interpret it as needed. Whether you want to dig into teams' average sprint times, their issue resolution times, or their workloads, you can use whatever platform works best for you to visualize and understand your data – allowing you to use data to drive your business forward.


## **Scale confidently in the cloud with Atlassian Cloud Enterprise**

Every business faces unique challenges when scaling collaboration across global teams and not all of them can be solved through software alone. However, having the right systems in place can help make a challenging time easier while also freeing up your attention and resources so that you can focus on the opportunities in front of you.

To learn more about how Cloud Enterprise for Jira and Confluence can lay the foundation for your scaling, [contact our sales team today](#).



 **Want to learn more?**  
[Click here.](#)

 **Have questions?**  
[Contact our team today.](#)

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 **ATLASSIAN**

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