What's new and better in Atlassian Cloud?

95% of new Atlassian customers choose Cloud. Here's why.

If you're considering Cloud, you're in good company.

95%

of our customers choose Cloud from the start. And of customers who originally chose Server and recently migrated to Cloud, 90% say they recommend making the switch.

We asked customers: How does Cloud compare to Server and Data Center?

Customers said the following were as good or better on Cloud[1]

97%
Innovation

97%
Reliability

97%
Change management

92%
Compliance

91%
Security

So, why are so many Atlassian customers choosing Cloud? The answer boils down to three core things: ROI, innovation, and time to value.

Here's how Atlassian's Cloud tools knock all three out of the park.

[1] Source: **TechValidate survey of 320 Atlassian customers**

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▲ Atlassian's Cloud platform

Atlassian's Cloud products are built upon our Cloud platform, which delivers out-of-the box value that drives ROI, innovation, and time to value.

1 ROI

When it comes to total cost of ownership, **the equation looks different on Cloud.** On Cloud, you'll get security, compliance, and governance capabilities out-of-the-box, so you can re-allocate the time and labor you had been spending on those tasks to your company's core mission instead. 65% of customers we surveyed migrated to Cloud to eliminate the costs of hosting and hardware.[1]

> **❝** Our cost analysis easily showed that we could spend less per year on Cloud than server, as well as get more features and integrations and less downtime. It was an easy, no-brainer decision to make the jump.
>
> **MARCUS HEIGHT,**
> **IT Professional at ClearlyRated[1]**

2 Innovation

Atlassian is Cloud-first, so the bulk of our innovation, research, and development investments are focused on Cloud. That means Cloud customers get a lot out of it - including immediate access to the latest innovations, updates, security upgrades, and compliance features. You'll have access to the latest and greatest from Atlassian and never have to wonder if you're up to date or falling behind.

> After migration, 60% of companies say they felt peace of mind around maintaining security and version upgrades. 41% say employee satisfaction went up.[1]

3 Time to value

Cloud helps teams move faster and collaborate more easily through better integrations and Cloud mobile apps. Cloud customers can also flex capacity, ramp up new projects, and onboard departments - without losing precious time. It's no surprise that improving the speed of IT delivery is one of the **top reasons companies move to the Cloud.**

> **❝** Atlassian Cloud saves our team time, which saves us money.
>
> **EVAN LERER,**
> **Director of Engineering, Redfin**

[1] Source: **TechValidate survey of 320 Atlassian customers**

Comparing Cloud and Data Center

While all of Atlassian's products are built to unleash the potential of all teams, Cloud and Data Center differ in how end-user value is delivered and how they're maintained.

For a detailed feature comparison, **click here**.

☁ Cloud

RECOMMENDED FOR MOST CUSTOMERS

Atlassian products are available as always-on, continuously updated, highly-secure services in the Cloud. Built on best-in-class Cloud technologies, such as AWS, Atlassian Cloud products are scalable, secure, reliable, and performant. We do the heavy lifting so you can focus on your business priorities.

With one underlying Cloud platform, you'll also have more connected experiences across Atlassian products and leading third-party SaaS tools, making it easier and faster for teams to get work done.

- ✅ Access to the latest and greatest product features and improvements

- ✅ Majority of Atlassian's R&D investment in new Cloud-only functionality, including machine-learning, automation, and improved data and insights

- ✅ Reduced operational, IT maintenance, and hardware costs

- ✅ Built-in security, privacy, compliance, and reliability

▤ Data Center

With our self-managed offering, you host Atlassian's products on your own infrastructure or through Cloud providers like AWS and Azure. This allows you to keep your product data within your network if you're mandated to do so.

Hosting on your own infrastructure requires significant internal resources and technical expertise to effectively implement, run, and maintain Atlassian software yourself.

- ✅ Ability to keep data in a self-managed environment

- ✅ Advanced administrative controls to meet the complex demands of maintaining products in your own environment

	CLOUD	DATA CENTER
Pricing and billing	We offer different Cloud plans to suit teams of all sizes, from startups to enterprises. You can choose to pay annually by user tier, or monthly on a per user basis, which means you're only charged for people using the tools.	We offer a tiered, annual subscription.
Security	Atlassian's dedicated security team manages security for you. Cloud offers built-in security features to help safeguard your data, with minimal admin effort required. Including: • Encryption in transit and at rest (Jira Software, Jira Service Management, Confluence) • Data residency for US and EU primary data (Standard, Premium, Enterprise) • Atlassian Access for just-in-time provisioning with SAML SSO and directory sync with Cloud IDPs through SCIM user provisioning	Securing your environment is managed by your organization.
Compliance	Atlassian Cloud products are designed with regulatory frameworks in mind, and offer configuration options that allow you to comply with a number of the most common industry standards, such as PCI DSS, SOC 2 Type II, and SOC 3. Atlassian's internal data handling processes are also **GDPR compliant**, and we provide tooling to help you fulfill GDPR requirements. We're actively working to meet the compliance requirements of some of the most strictly-regulated industries, like finance, government, and healthcare. Learn more about what's coming by visiting the compliance section of our **Cloud Roadmap.**	Ensuring the compliance of your products is managed by your organization.

	CLOUD	DATA CENTER
Scale, performance, and availability.	We handle reliability, performance, and uptime for you, so your users have uninterrupted access to your products. We're also continually increasing our scale capacity in Cloud to meet the needs of our largest customers. • Built on best-in-class core technologies for elastic scale, multi-level redundancy, and failure options across regions. • Financially-backed uptime SLAs (Premium & Enterprise) • **Backups and disaster recovery**	Implementing and maintaining scalability, high availability, and disaster recovery strategies is managed by your organization.
User management	You manage user accounts centrally through an organization, rather than product by product. We also offer **Atlassian Access** to improve or expand on your user management capabilities.	User management can be handled in a variety of ways: via each product, through Jira, or by connecting to **Atlassian Crowd**, an LDAP or other external user directory, or identity provider (IdP).
Deployment and administration	Atlassian hosts your Cloud products for you, which means we manage the setup, security and maintenance.	You control how you host your products, which also means you're responsible for maintenance and version upgrades.
Apps, integrations and customization	You can extend the functionality of Cloud products with a growing number of Atlassian Marketplace apps and SaaS product integrations, or build your own customizations with **Forge**, our Cloud developer platform.	You can use Data Center approved apps from the Marketplace, or build your own apps and integrations using robust APIs.

Level up with Jira Software Cloud

There are many reasons to choose Cloud—from the easy scalability that saves money to the real-time upgrades that keep your systems secure and on the cutting edge. When you're choosing Jira to plan, track, and release great software, deploying on Cloud means greater:

1 ROI

Cloud-only innovation on Jira saves teams time, which helps them refocus on higher value work. Take native automation: **92% of users agreed that Jira automation helped them "spend more time on the tasks which matter most."**[1] Plus, out-of-the-box platform capabilities across security, reliability, and compliance mean admins can focus on more strategic priorities since the basics are covered.

Worried about passing off important software hosting duties to Atlassian? 92% of migrators we surveyed said compliance was as good or better on Cloud and 91% said security was as good or better on Cloud.[2]

2 Innovation

Not to mention that some of Jira Software Cloud's most innovative features are Cloud-only—like the Zoom and Figma integrations as well as personalized, predictive experiences.

❝ Moving to the Cloud helps us move forward faster and focus on innovation.

PETER GRUBE,
Software Engineer, Homegate AG

3 Time to value

Let's face it: time is money and Jira Software Cloud helps teams move forward faster. A better Cloud mobile app and Cloud-only native desktop apps let teams choose how they work. Tighter SaaS integrations reduce context switching and predictive search and mentions keep teams moving quickly.

❝ Everything from equipment to seating to software access for a new employee can be handled in one Jira Software ticket. One of my team members was able to cut onboarding time in half.

BRETT LAKEY,
People Operations Manager, Fair

[1] Source: Survey of 242 Jira automation users, asked "To what extent do you agree or disagree with following statement: Automation for Jira helps me spend time on the tasks which matter most?
[2] Source: **TechValidate survey of 320 Atlassian customers**

What makes Jira Software Cloud different?

Native automation

Automate repetitive manual work and processes across multiple projects without writing a line of code. In Jira Software Cloud, automation is embedded in-product, so you don't need to buy and administer automation add-ons.

Native roadmaps

Native team-level roadmaps help keep everyone in sync, enabling quick and easy planning and communications, while also helping teams better manage their dependencies.

AI-powered predictive smarts

Smarts is the application of machine learning techniques to predict, auto-fill, and auto-update to save time. Smart search in Jira Software Cloud delivers personalized results based on what you've worked on and predictive user mentions make recommendations based on who you regularly work with.

Within issue assignment in Jira Software Cloud, we can predict the top five most likely assignees with an accuracy of

86%

Flexible project types

In Jira Software Cloud, you can choose team-managed projects where administration is delegated to employees without any risk to the broader instance. Team-managed projects enable delegated and centralized administration that empowers teams to design their own ways of working without burdening admins.

Better-in-Cloud SaaS integrations

Jira Software Cloud integrates tightly with the tools your team is already using so that you can reduce context switching and keep teams moving forward. Popular Jira integrations like Zoom, Figma, Datadog, and Dropbox smartlinks are only available in cloud.

Native desktop apps

Our native MacOS app for Cloud comes fully integrated with what you love about MacOS - notifications, shortcuts, dark mode, and more.

Better-in-Cloud analytics

Insights in Jira Software Cloud brings key metrics out of reports and right to where teams plan and track their work. This data-driven feature helps you adapt existing processes, drive better outcomes, and plan with confidence.

Level up with Confluence Cloud

Confluence is all about collaboration. Knowledge sharing. Connection within and across teams. And since Cloud is built to extend that collaboration to anyone you choose – inside or outside your company – it's no surprise that 95% of our customers choose to start on Cloud. So, what's new and better in Confluence Cloud?

1 ROI

On average, a move to the Cloud cuts costs by 20%, according to **a trend report by Microsoft.** And Confluence users tell us that better admin controls and analytics on Cloud help admins operate more efficiently and productively. That - plus the security, reliability, and compliance that's built into our Cloud products - means admins can reinvest in the company's mission, not maintenance of the Atlassian stack.

> Moving to Atlassian Cloud fits to our Cloud security guidelines and reduces costs.
>
> **THOMAS VILLINGER,**
> **CIO, infinIT.cx GmbH** [1]

2 Innovation

From the new Confluence Cloud editor to enhanced commenting and collaboration capabilities, the Confluence team is always **adding and improving features on Cloud.** And since Cloud gets the latest updates the moment they're available, that innovation is at your fingertips as soon as possible.

97% of migrated users we surveyed said that innovation is as good or better on Cloud.[1]

3 Time to value

New features like predictive search (powered by machine learning) and a larger template library save your teams' time executing day-to-day tasks and help enable seamless collaboration. Mobile apps keep teams connected no matter where people are located. And better Cloud integrations reduce the need for context switching.

> Jira and Confluence Cloud enable PUMA's internal and external teams to collaborate better, increase productivity, and share information faster. Results from the migration were more transparency in development, change management and project management.
>
> **PUMA Global eCommerce team**

[1] Source: **TechValidate survey of 320 Atlassian customers**

What makes Confluence Cloud different?

New Confluence Cloud editor

The new Confluence Cloud editor comes with new features like slash command for macros, inline commenting in edit mode, improved tables, and 80 new accessible templates.

AI-powered predictive smarts

Cloud's improved search is powered by machine learning that analyzes what you've already looked at in order to predict what you're looking for next. Confluence Cloud even suggests the most relevant colleagues when you mention them on pages.

Better-in-Cloud mobile app

Confluence Cloud's mobile app has additional functionality including dark mode, custom notifications, slash command and comments in-app, and site (and instance) switcher.

Cloud admin experience

Admin controls in Cloud give you total control over your instance with troubleshooting options, bulk actions, and advanced space permissions not available in server. On Cloud, admins can archive, delete, and adjust handfuls of pages at once and make sure only the right people have access to the right content, based on user location and IP address ranges.

Better-in-Cloud analytics

Confluence Cloud sheds light on site, space, and page views over time, which can be viewed in-product or exported to Excel. Admins can use this to track product adoption across an organization and make more informed budgeting and licensing decisions.

Smart Links

Smart Links were created to help people understand and use information that lives elsewhere, without having to leave their current context. You can preview files from third-party tools like Google Drive, Figma, Dropbox and many more, directly from a Confluence page.

Better-in-Cloud SaaS integrations

Confluence Cloud has many of the same integrations users love on server, in addition to a few unique ones including Google Drive, Office 365, Microsoft Teams, Zoom, Zoho, and Opsgenie. Plus, some familiar integrations like Slack and Trello offer more functionality in Cloud.
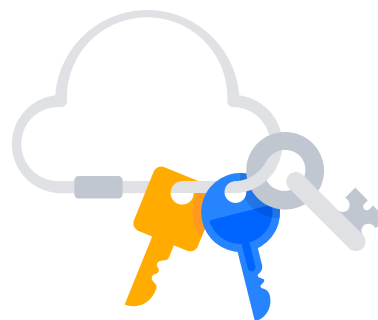
Level up with Bitbucket Cloud

Bitbucket is where teams come together to plan, code, test, and deploy at scale. 74% of organizations say **Cloud gives them a competitive advantage,** and we think that the innovation, ROI, and speed gains in tools like Bitbucket Cloud are what's making the difference. Here's why:

1 ROI

Deeper integrations and automation in Bitbucket Cloud keep your team moving fast and focused on their highest value work. Automation in Cloud works across your entire DevOps suite, meaning you can use PRs, deployments and more to trigger actions in Jira or third-party tools like Slack. Your team can stay working in context without the need to switch between tools or write scripts.

> " We are saving at least $50,000 - $100,000 per year by moving to Atlassian Cloud.
>
> **JOSH COSTELLA,**
> **Senior Atlassian Solutions Specialist, Nextiva**

2 Innovation

At Atlassian, the bulk of our product investments are happening on Cloud, so Cloud customers get the latest and greatest from Atlassian. In Bitbucket Cloud, that innovation shows up via features like the 'Your work' dashboard that shows pull requests requiring attention and related Jira issues.

> " The Jira and Bitbucket integration has transformed the way our software teams are able to communicate, work together, and deploy code. It's been an absolute game changer for us.
>
> **DANIELE FARNEDI,**
> **CTO, TRULIA**

3 Time to value

Bitbucket Pipelines - only available on Cloud - puts CI/CD where it belongs, right next to your code. Create powerful, automated workflows, with language specific templates. Release more often, with more confidence, without having to worry about managing builds or plugins.

> " We accelerate release cycles from once per month to twice per week, allowing QA and product teams to test early and get customer feedback quickly.
>
> **TIBOR HALSAZ,**
> **VP of Engineering, Plantminer**

What makes Bitbucket Cloud different?

Bitbucket Pipelines

Bitbucket Pipelines is CI/CD for Bitbucket Cloud that's integrated in the UI and sits alongside your repositories, making it easy for teams to build, test, and deploy their code. With Pipelines, it's easy to connect your CI/CD pipeline in Bitbucket with any of the tools you use to test, scan, and deploy your code.

DevOps automation triggers

Get automation that works across your entire suite. DevOps Automation Triggers leverage Jira automation rules and real-time event data to automate workflows across Bitbucket, Jira, and third-party tools like Slack.

Built-in security and compliance

You can rest easy knowing that security is built into every layer of Bitbucket Cloud's infrastructure and processes. Our priority is to secure your code and empower you with identity and access management and change management best practices. This includes built-in SOC-II compliance, enforced 2FA, and IP allowlisting.

Cloud-only Opsgenie integration

Bridge the gap between your development team and your operations team with Bitbucket Cloud's Opsgenie integration. Only with Bitbucket Cloud do teams have access to a robust integration with Opsgenie, Atlassian's alerting and on-call management tool.

Better-in-Cloud Slack integration

While the Slack integration in server and Data Center is focused on updates, Bitbucket Cloud allows you to take action from within Slack. You can nudge outstanding reviewers on pull requests, reply when someone comments on your issue tracker or pull request, or merge pull requests that have been approved, all without leaving Slack.

'Your work' dashboard

Plan and track projects in the context of code. This dashboard, only available in Cloud, helps devs get automated updates about their projects - whether it's open pull requests or Jira issues - right within Bitbucket.

⚡ Level up with Jira Service Management Cloud

From service requests to change management, teams turn to Jira Service Management for all things ITSM. And with the additional features in Cloud – like end-to-end incident management and powerful no-code automation - you can deliver more value faster than ever before. So, what exactly is new and better in Cloud?

1 ROI

In Cloud, Atlassian takes care of upgrades, maintenance, security, and compliance, freeing your team up to focus on high-value tasks. Plus, no-code automation on Cloud saves agents time that they can spend serving customers instead.

> **InVision's IT ticket volumes decreased by 50%** after transferring the service request process to Jira Service Management and utilizing Jira Software's internal automation controls.

2 Innovation

Want to integrate with Figma, Dropbox, or Loom? How about exporting incident postmortems to Confluence for follow-up? Or fast-tracking high-risk changes to the right people for approvals? These are just a few of the innovations and integrations available only in Cloud.

> ❝ (Atlassian solutions] balance power and ease of use. There's not many tools that do that well and continue to meet your needs as you grow.
>
> **SKY FROSTENSON,**
> **Director of Program Management, VSCO**

3 Time to value

Jira Service Management has always been about high-velocity service management. Now, Cloud teams can move faster than ever. With full visibility across Dev and IT, Cloud teams can quickly track code deployments and commits as the potential causes of an incident, as well as monitor code effectiveness over time to prevent future incidents.

> ❝ We're excited about our knowledge base. If a user comes in and types a question, [Jira Service Management] puts those articles in front of the user to try to reduce ticket volume and help them get help for themselves. It's a big win for us... Jira Service Management can really increase your team's efficiency and easily scale your ticketing to meet your business needs.
>
> **ALEX STILLINGS,**
> **IT Manager, Twitter**

What makes Jira Service Management Cloud different?

Native automation

Automate mundane tasks like updating Jira linked issues and triaging specific requests without writing a line of code to make agents more productive. In Cloud, automation is natively built-in to our product, so you don't need to buy, install, or administer an automation add-on or build complicated custom scripts.

End-to-end incident management

Bring Dev and ITOps together to respond, resolve, and learn from incidents quickly, with Opsgenie fully integrated on Cloud. This built-in Cloud functionality allows teams to escalate and create major incidents, as well as associate existing tickets with ongoing major incidents. Cloud teams can also conduct root cause analysis and rollback changes via an incident investigation dashboard as well as export postmortems directly to Confluence.

Integrated change management

Respond to business changes fast on Cloud. Speed dev changes through to Ops, while minimizing risk. Unblock your dev team to push changes into production, while still giving ITOps a complete audit trail of the changes deployed. There's also a new change risk assessment engine and a consolidated change management view only available on Cloud.

AI-powered predictive smarts

Machine learning-driven triage, search, and suggestions make predictions based on past behavior and historical data. Jira Service Management Cloud predicts assignees for tickets, surfaces related tickets, and suggests relevant knowledge base articles to keep teams moving quickly.

Fully-integrated asset and configuration management, powered by Mindville Insight

Teams can discover and track their company resources and gain visibility into the relationships between critical applications, services, and the underlying infrastructure. Insight in Jira Service Management Cloud has a flexible data structure allowing teams to manage whatever assets or CIs they like, including those outside of IT such as in HR, sales, legal, facilities, and other functions.

Better-in-Cloud SaaS integrations

Cloud teams can take advantage of Cloud-only integrations with Figma, Dropbox smartlinks, and Loom that reduce the constant context switching. Jira Service Management's Slack integration is also better on Cloud and allows users to create issues, attach issues to tickets, and view "Your work," all from within Slack.

It's time to embrace Cloud

With substantial ROI, constant innovation, and flash-fast time to value, it's no wonder the vast majority of Atlassian customers choose Cloud first — and those who've been on-premise are moving to Cloud at a fast pace. If you haven't already joined them, it's time.
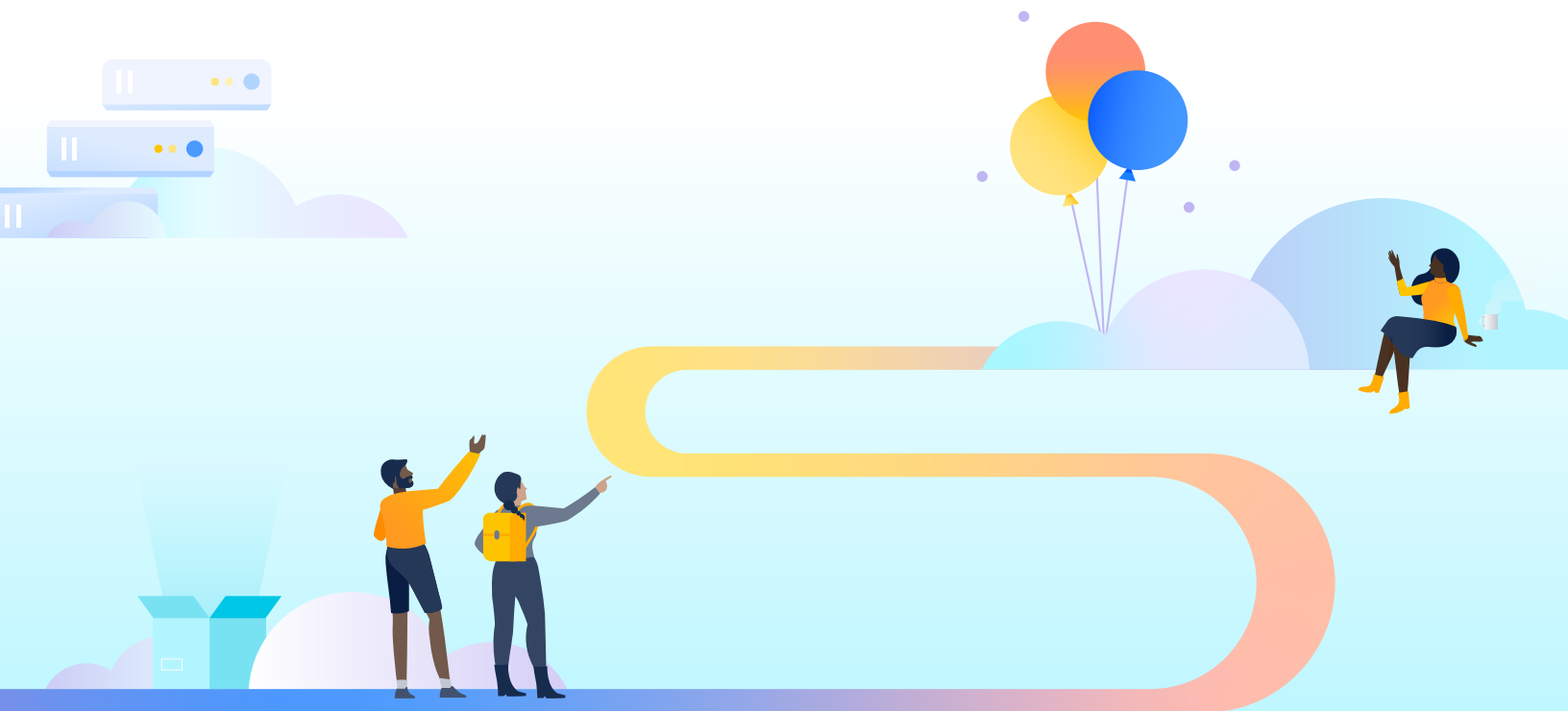
Ready to explore Cloud? Activate a **free Cloud migration trial**, which lasts for the remaining duration of your server maintenance or a minimum of 60 days, whichever is longer. The trial is free and low risk - no credit card required!

ATLASSIAN