

# Getting started guide: building partner integrations



## Integrate with Atlassian

New to building an integration with Atlassian? We've got you covered. This guide explains how to make your products work with Atlassian, how our customers use our products, and why we're better together.

Integrating with Atlassian makes it faster and easier for your customers to collaborate across mission-critical tools by bringing together their ways of working. Integrations fill feature gaps between tools, helping build a stronger user experience and generating new ways to address the marketplace.

Our mission is to unleash the potential of every team. To do this, we want our products to work well with all the tools teams use. That's why we've built robust APIs and developer capabilities to extend our products, helping hundreds of partners deliver deep integrations to our mutual users.

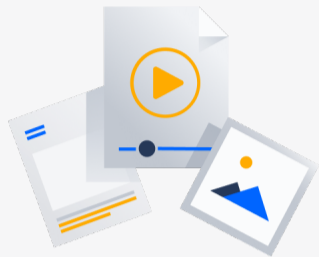
## Integration champions

Our partners have found tremendous success working closely with Atlassian marketing and strategy leaders to develop and refine their integrations. Through strategic brand alignment, partners can reach more customers looking to drive software quality and transform ideas into measurable outcomes with behavior-driven development.



# Integration patterns

Integrations showcase the best of both worlds, giving users a consistent and authentic experience with both Atlassian and your brand. Here are some of the common integration patterns and the value they deliver:



## Visual context

An integration that surfaces live media from a third party into a UI. This could be videos, images, documents, designs, code, or more to communicate data in a visual way. These integrations keep users in flow by reducing the need for context switching.



## Data context

An integration that brings text or numerical data from a third party into a UI. These integrations help communicate important information to users, reduce context switching, and strengthen shared understanding.



## Action

An integration that provides a button, field, or some other method for the user to initiate action and make a change.



## Combining context and action

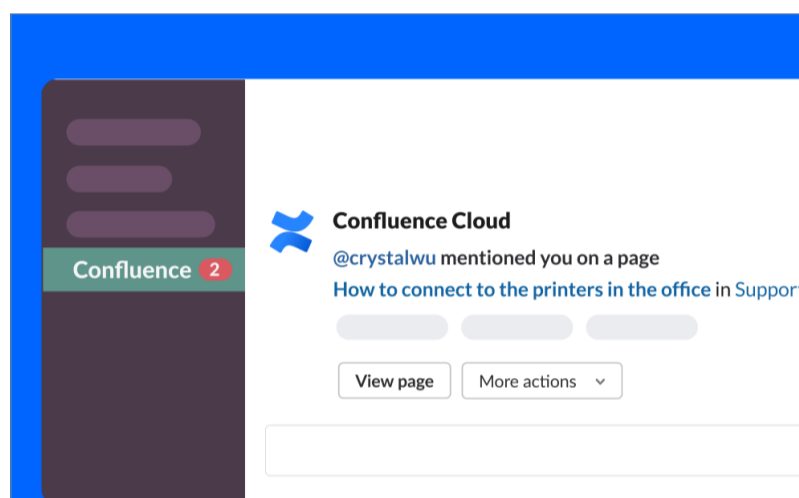
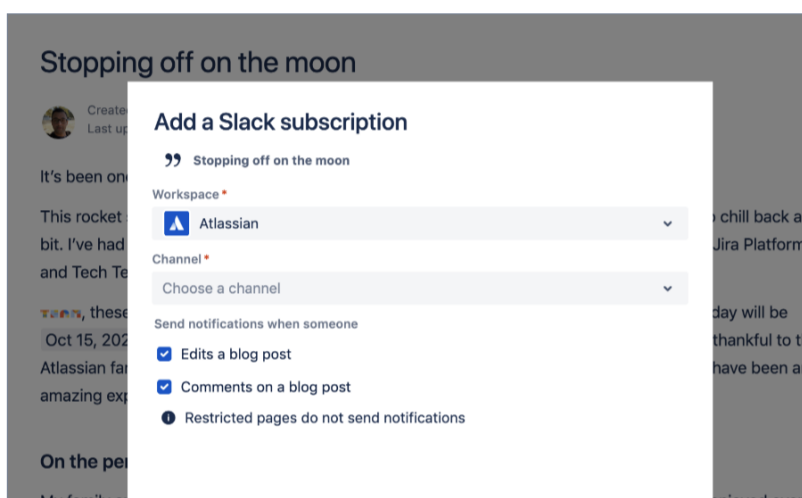
Many of our most popular integrations consider what types of context and actions their users need to get the best experience with both products.

# Integration pathways

The Atlassian product is the source of truth for its users and the data it owns. It must work for all customers, regardless of their configurations or other customizations. Integrations should add to, but never imitate or break the experience for any Atlassian product.

## Integrating on and off Atlassian

Rich integration between Atlassian products and your products delights customers, driving business results such as customer and user acquisition, and increasing sales across both companies.



### On-Atlassian

On-Atlassian integrations add context, actions, and other value from your product inside an Atlassian product. These often leverage Atlassian UI capabilities, and are apps that customers can install from the Atlassian Marketplace.

On-Atlassian integration concepts to explore:

- [Open DevOps](#)
- [Context type modules](#)

### Off-Atlassian

Off-Atlassian integrations add context, actions, and other value from an Atlassian product inside your product experience. These often leverage your own UI capabilities, and are installed or enabled from your own marketplace.

Off-Atlassian integration concepts to explore:

- [Create issues](#)
- [Link issues](#)

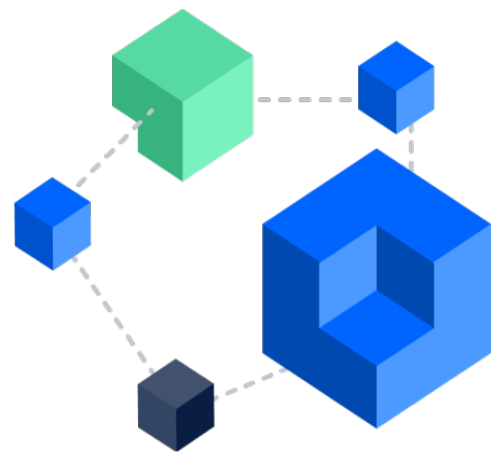
**Bi-directional** integrations can start as either on-Atlassian or off-Atlassian, then grow to support users in both product experiences.

# Checklist for building an integration

## 1 Learn about Atlassian products

Millions of users globally rely on Atlassian products every day for improving software development, project management, collaboration, and code quality. See [Overview of all Atlassian products](#).

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## 2 Create a development instance

A free development instance gives you access to the standard versions of Jira Software, Jira Service Management, Jira Work Management, and Confluence. Sign up for a [Cloud Developer Bundle](#).

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## 3 Explore the APIs and build an app

Apps are how developers integrate with and customize our products. See [Start building with Atlassian](#).

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## 4 Understand OAuth

For most integrations, we recommend OAuth 2.0 (3LO), which allows external applications and services to access Atlassian product APIs on a user's behalf. See [OAuth 2.0 \(3LO\) apps](#).

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## 5 Implement Atlassian origin tracking

Client identification helps Atlassian to troubleshoot problems faster, customers to better manage their security exposure, and developers to get better answers to tricky problems. See [Client identification](#).

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## 6 List and promote through the Atlassian Marketplace

With Marketplace, you can access Atlassian's large customer base to distribute and sell your integrations with Atlassian products. See [About the Atlassian Marketplace](#).

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## 7 Engage with the Atlassian Community

The Atlassian Developer Community is the place for everybody building apps and integrations for Atlassian tools. See [Atlassian Developer Community](#).

# Promote your integration



An updated partner marketing guide is in the works, but here are a few basics.

## List an app in the Marketplace

Atlassian's app model is rooted in the Marketplace, which is the right place for free integrations—even off-Atlassian integrations built into SaaS products. An informational Marketplace listing is your opportunity to explain the benefits of your integration.

Check out our [Atlassian Developer Community](#) for additional customer, partner, and product insights.

### Marketplace resources

The following sections of the Atlassian Marketplace documentation will help you get started:

- [Marketplace documentation](#)
- [Cloud app operations guide](#)
- [Cloud app licensing](#)
- [App approval guidelines](#)

### Additional resources

- [Atlassian Developer Terms](#): When you develop on the Atlassian Platform, you agree to be bound by these Terms, so please read them carefully.
- [Marketplace Partner Agreement](#): The agreement under which you list an app in the Atlassian Marketplace.
- [Atlassian Design System](#): Use Atlassian's end-to-end design language to create simple, intuitive, and beautiful experiences.
- [Atlassian Cloud Roadmap](#): See what's on the horizon that can affect your integration.