



 **ATLASSIAN**

How to use AI to get work done faster in Confluence

Think of AI as a turbocharger for your work – it doesn't just add power; it boosts everything you're already doing.

Half of businesses worldwide use AI to get work done today, according to [McKinsey](#). That percentage has more than doubled in just five years, with those companies seeing increased revenue generation across product development, marketing, and sales teams.

What should you consider when deciding whether or not to adopt AI for your company? What factors go into evaluating AI products? We'll talk you through features to consider, what to watch out for when adopting AI, and how Atlassian Intelligence can help turbocharge your organization's productivity.

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Why business teams use artificial intelligence

As stated in [Bain & Company's 2023 Technology Report](#) on adopting artificial intelligence, "...those that fail to start the journey will be left behind." Not adopting AI in today's market is a bit like sticking with a horse and buggy while your competitors invest in cars. As investors [pour billions of dollars](#) into AI-driven companies, while leveraging AI for everyday uses at work may be a recent shift, it's safe to assume that it's just the beginning.

The fact is that artificial intelligence can be a major asset to companies with benefits for all teams – marketers, project managers, developers... you get it. It helps teams:

- **Find information faster.** A study by [Accenture](#) found that language-based AI can automate and operationalize 40% of all working hours to help employees search easier, understand faster, and communicate better.
- **Reduce knowledge loss.** The more you use AI, the more it learns. And because it learns, it maintains knowledge that is otherwise kept in an employee's head (that would then leave when they leave).
- **Upskill more quickly.** AI can more rapidly upskill your team with context, knowledge, and recommendations on next steps. It can also learn your company's lingo, jargon, and acronyms.

And the list goes on for team-specific use cases. **Marketers** can use it to create campaign plans and briefs or summarize customer research and insights. **Project managers** create action items after a team sync on cross-functional work. **Developers** transform technical documentation to be understandable for non-technical stakeholders.

What to watch for when using AI

AI is powerful, and with the power it has to learn from existing data, you want to be sure whatever system you're using – and thus has access to your team and company's information – is protecting it with the correct security measures.

Atlassian Intelligence brings the power and magic of AI into Atlassian's Cloud products. Built with our [Responsible Technology Principles](#) in mind, Atlassian Intelligence handles your data responsibly.

Atlassian's Responsible Technology Principles focus on transparency, trust, accountability, human-centricity, and teamwork. These principles help us to take accountability for considering and using technologies like AI responsibly and in line with our company values. As with all of our tools, Atlassian Intelligence is also governed by our security and trust standards. For example, Atlassian Intelligence honors permissions set up in your products: users are able to create or generate content based on resources they have access to.

To learn more about Atlassian's Responsible Technology Principles and our commitment to openness, visit the [Atlassian Trust Center](#) for more on how Atlassian Intelligence works, its limitations, and our commitment to privacy.



**Open communication,
no bullsh*t**



Build for trust



**Accountability is
a team sport**



Empower all humans



**Unleash potential
(not inequity)**

Our tips for getting the most out of Atlassian Intelligence

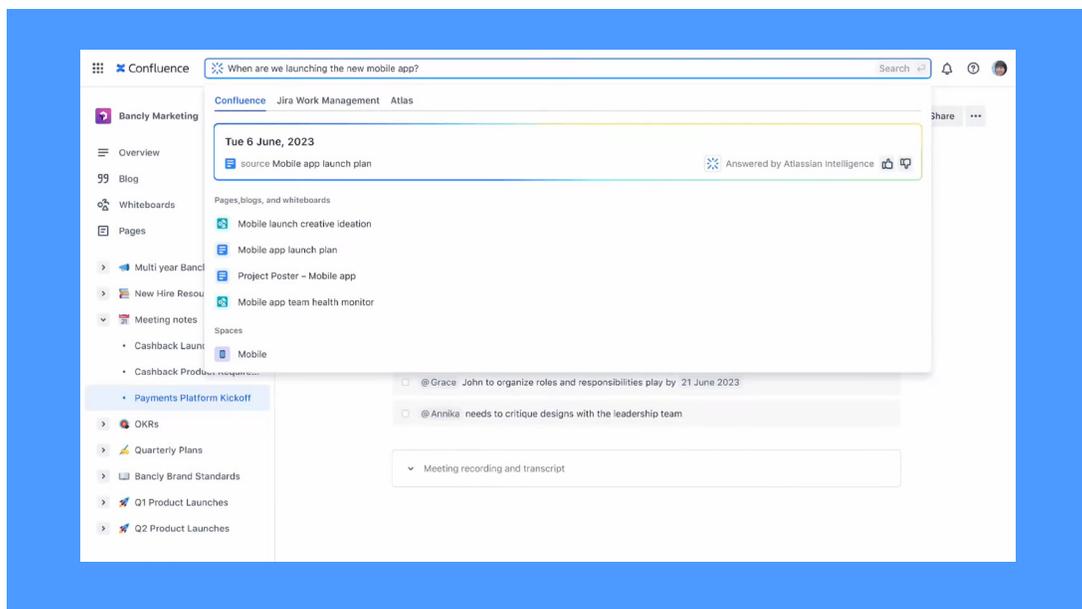
Atlassian Intelligence can save your whole team time and get more done, all while keeping your organization's data safe and secure. Here are the top ways customers have already begun using Atlassian Intelligence to turbocharge their productivity.

Search your knowledge base

Confluence can serve as a central hub of information for all teams that use the tool to create, collaborate, and organize work. Atlassian Intelligence turbocharges this benefit by acting like a librarian with the ability to search and recommend any piece of information based on your request in seconds.

- **Search Confluence to find anything you need to know**

Your employees waste a lot of time searching for information. In fact, a [McKinsey report](#) found that employees spend 19 hours per week on average looking for the context they need.



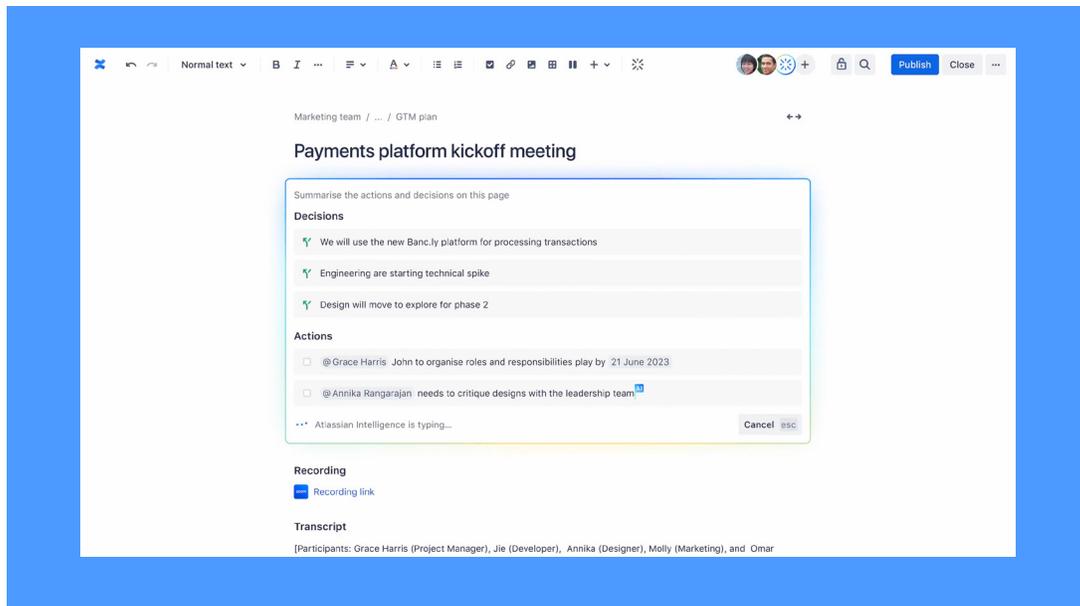
Atlassian Intelligence’s search function can help your team get some of those hours back. With an AI-powered search bar, you can now ask questions and get answers without having to dig through pages for context. After asking in plain language, “Who is [insert new teammate’s name]?” or “What is Project [X]?”, Atlassian Intelligence will return key details and relevant context based on company information you have access to.

Atlassian Intelligence understands the most important pieces of content within a page to surface exactly the right details in response to your question. The result? You don’t waste time sorting through irrelevant documentation.

- **Find action items and next steps**

We’ve all committed to doing something in the middle of a call and then forgot to write it down. Atlassian Intelligence can generate a list of action items from meeting notes on your Confluence page.

This also allows you to be more present in meetings – you don’t have to take notes while also trying to follow what the speaker is saying.



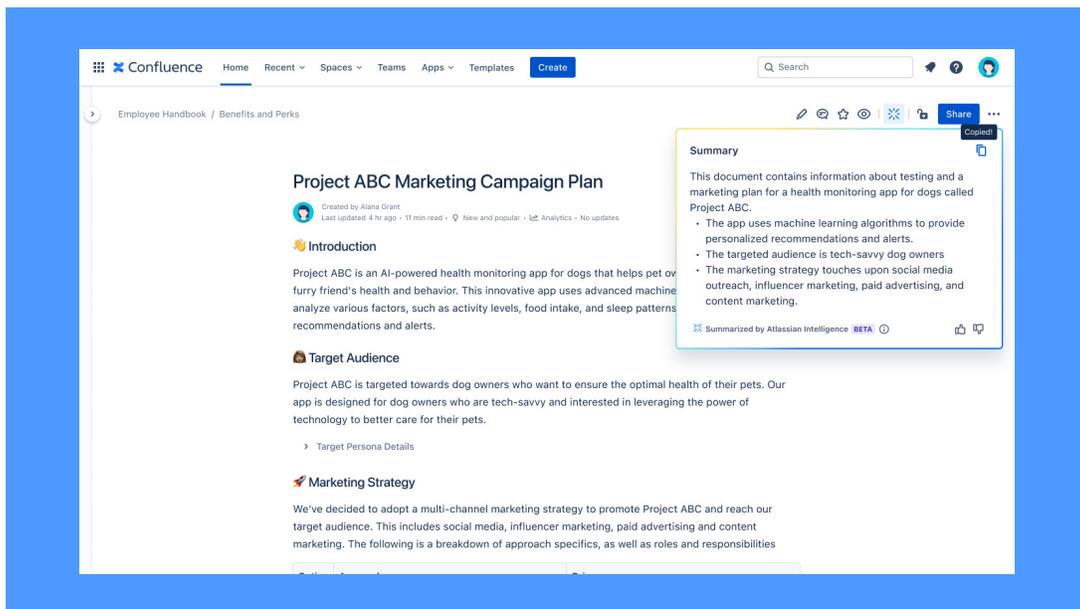
Understand your data in new ways

Because Atlassian Intelligence learns from your organization, it can pass off that understanding to you, which saves you time reading and processing your organization's information.

- **Summarize a page**

Do you have a piece of text that's too long? Don't have time to read? Does your manager just want the highlights? Use Atlassian Intelligence to summarize your text into a manageable length in just one click.

Atlassian Intelligence can also suggest titles for sections of text that are catchy and clear, so your team and stakeholders with no context can get situated in what they're about to read.

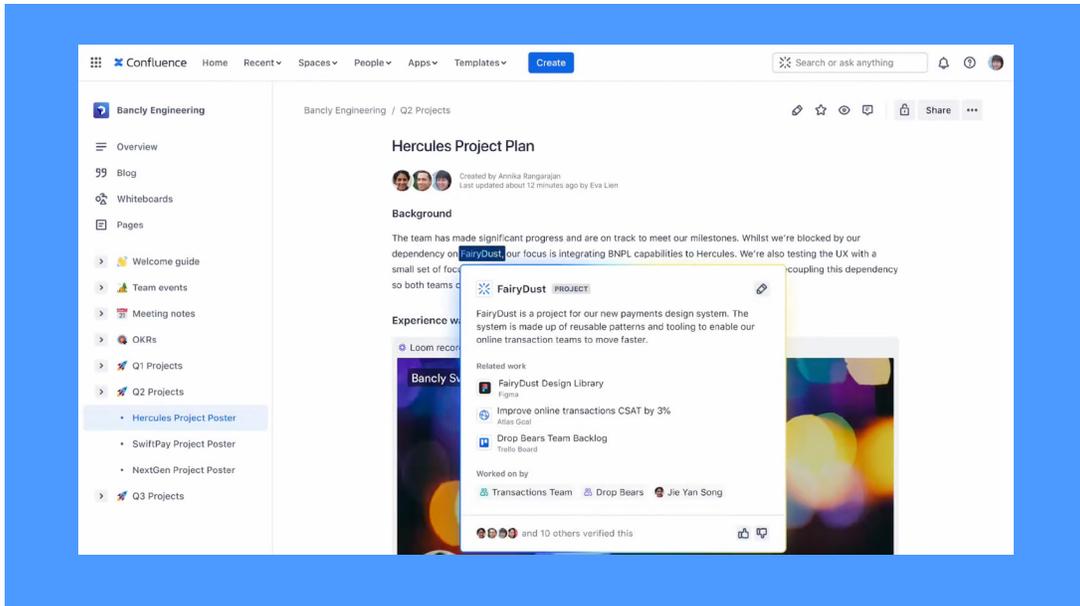


- **Define company jargon**

There are a lot of acronyms in business; every industry has its own, as do most companies, and within, across, and between teams and departments too. For those who aren't yet in the know of specific company vocabulary, new lingo can be a thorny impediment for team members or stakeholders from other parts of the organization.

While many AI tools can help you identify the meaning behind acronyms, Atlassian Intelligence helps you define jargon and acronyms unique to your organization. You could open a new tab to Google search "SME" to learn that it refers to "subject matter expert" across the business world, but only Atlassian Intelligence can search and leverage related company knowledge to provide the materials in your organization to explain that "Project SME" stands for "Project Stardust Mining Exploration" – because that definition doesn't exist outside your department.

Now, your team and partners – whether onboarding, working with your team for the first time, or just learning something new, can get up to speed fast without the need to ask others for help or forge forward with incomplete understanding.



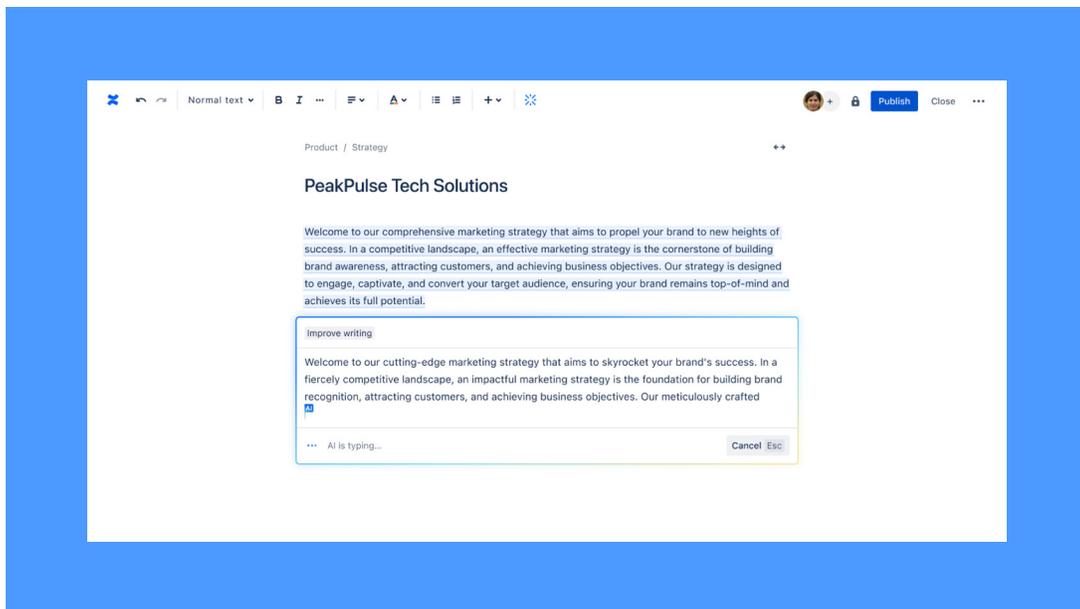
Communicate

Especially in hybrid or remote-friendly environments, succinctly written communication is a game-changer in smooth collaboration. Atlassian Intelligence is equipped with generative AI features to help you improve or shorten your writing at any stage, from brainstorming outlines to amending your grammar, which means you and your teammates can spend less time self-editing and more time listening to each other and checking off more to-dos.

- **Write with clarity and conciseness**

The saying goes, “If I had more time, I would have written a shorter letter.”

Even the best communicators struggle to be concise. Atlassian Intelligence can shorten your writing and save you time from rewriting. Or, use AI to improve your content quality, from cleaning up your scratch-pad thoughts to share out for feedback, to revising your first draft for you.

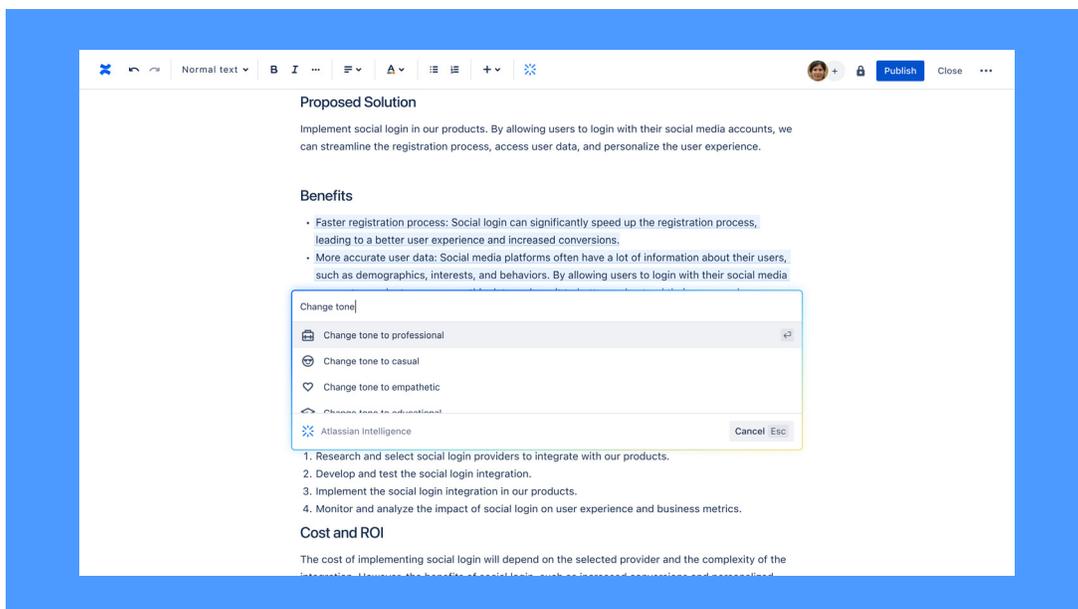


- **Fix spelling and grammar**

Atlassian Intelligence checks your spelling and grammar and empowers you to address any potential mishaps before they occur, so you don't have to copy-and-paste your text into a separate spellcheck software or tool that you pay additional dollars for. In one click, simply ask Atlassian Intelligence to give your documents, emails, Slack messages, or customer communications the once-over before you send them off.

- **Change tone to write for the right audience**

Tone is a crucial part of effective communication, and as such, can become a time-suck when revising content. Atlassian Intelligence can help you nail your delivery to the exact effect you want – from transforming your work to be formal enough for your CEO to present verbatim to the Board, or empathetic enough to respond to a customer's concern.



- **Ideate and brainstorm to break through writer's block**

Atlassian Intelligence can help you ideate when the team can use new juice to get an early project brainstorm going, or creative ways to rework existing content.

Marketers have used the 'Brainstorm' prompt in Atlassian Intelligence to generate new social media hooks, and utilized among the sales team for examples of analogies for a more creative sales pitch. Whether it's for springboarding new content or revamping old work with fresh ideas, anyone can use AI to brainstorm about a topic and take the best from its output.

- **Automate tasks for better visibility and to close the loop**

Teams and individuals can already [create automation rules in Confluence](#) to get tedious or repetitive tasks automatically done in Confluence. Now, you can [create rules using Atlassian Intelligence](#); by simply writing out your desired automation in everyday language (like "Send a reminder email to my team every Monday morning recapping last week's project updates," or "Create an enablement one-pager for the sales team whenever a customer success story is published in this space as a blog,") and Atlassian Intelligence will turn your request into a built-out automation rule that you can make any tweaks to before setting the rule live.

To make it even easier, the automation rule builder in Confluence comes with popular prompts and rule templates to get you started right away.

Below are even more ways customers have used Atlassian Intelligence in their daily work so far.

Popular AI prompts in Confluence



Sales teams

- *Create a metaphor or analogy that illustrates how a high-cost product yields unintentional savings.*
- *Summarize a win story for [X product] from [Y] industry.*
- *Review all our pages on [X topic] and summarize how its benefits contribute to overall revenue growth.*



Marketing teams

- *Rewrite this dissenting opinion in a more empathetic tone.*
- *Read this page and call out any logical inconsistencies. Are there any gaps that need to be addressed?*
- *Suggest a fun title for this blog post.*



Project managers

- *Here's a new project proposal – summarize the approach focusing on its timeline and risks.*
- *How should I approach project planning for a large regulatory program of work like FedRAMP?*



Business leaders

- *Read this page and summarize the industry trends that are impacting our business.*
- *Summarize this page and provide main ideas that would be important to a leader in [Y] industry.*

When's the best time to enable AI?

Over 20,000 customers have boosted their daily productivity using Atlassian Intelligence to tackle tasks big and small, from bugs in code to running marketing campaigns faster than ever.

“ [Atlassian Intelligence] has already proven its worth by improving productivity across our product teams, with one manager sharing that he saved over two hours within the first week he used it.

MATTIAS HANSEN

Group Chief Technology Officer
Domino's

Atlassian Intelligence is now available in Premium and Enterprise editions for no additional cost. If you're already on those tiers, ask your admin about [getting Atlassian Intelligence enabled for your organization](#). If you need a tier upgrade, learn more and [get in touch with the sales team today](#).

[Contact sales](#)

