

◆ Jira Software + ⚡ Jira Service Management



# Name a better duo

---

6 reasons Jira Software is better  
with Jira Service Management

## Introduction

Teams across development and IT operations use Jira Software and Jira Service Management together to deliver value faster, make work more visible, and accelerate the flow of work. Here are six reasons to take your investment in Jira Software to the next level with Jira Service Management.

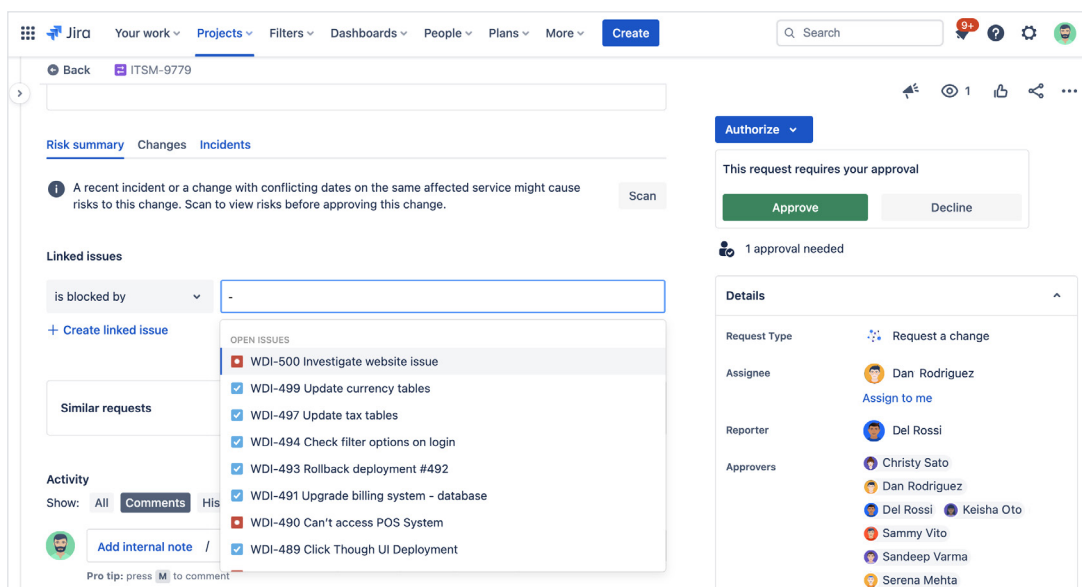
## Quick start

- 1 One platform to unite Dev, IT Ops, and business teams
- 2 Intuitive customer portal and multi-channel support
- 3 Asset and service configuration management
- 4 Automated change management workflows
- 5 Incident management for critical services
- 6 The value of Jira Service Management



## 1 One platform to unite Dev, IT Ops, and business teams

The Jira platform empowers development, IT operations, and business teams to collaborate at scale with a single source of truth. Service teams can link customer requests in Jira Service Management to issues in Jira Software to better prioritize development work. Developers can view comments and give feedback when issues require escalation in Jira Service Management. Any team can take advantage of automation to accelerate the flow of work across the organization and reduce manual processes. Everyone has access to the same issues so you can maintain a seamless experience across employees, agents, and developers.



The screenshot displays the Jira interface for a request for change (WDI-9779). The interface is divided into several sections:

- Header:** Jira logo, navigation tabs (Your work, Projects, Filters, Dashboards, People, Plans, More), and a Create button.
- Navigation:** Back button and the request ID WDI-9779.
- Risk summary:** A warning icon and text: "A recent incident or a change with conflicting dates on the same affected service might cause risks to this change. Scan to view risks before approving this change." A Scan button is present.
- Linked issues:** A dropdown menu set to "is blocked by" with a search bar. Below it, a list of "OPEN ISSUES" is shown with checkboxes: WDI-500 Investigate website issue, WDI-499 Update currency tables, WDI-497 Update tax tables, WDI-494 Check filter options on login, WDI-493 Rollback deployment #492, WDI-491 Upgrade billing system - database, WDI-490 Can't access POS System, and WDI-489 Click Through UI Deployment.
- Similar requests:** A section for finding related requests.
- Activity:** A section for viewing comments and history, with an "Add internal note" button.
- Approval workflow:** An "Authorize" dropdown menu, a "This request requires your approval" message, and "Approve" and "Decline" buttons. Below this, it indicates "1 approval needed".
- Details:** A section showing the request type ("Request a change"), assignee ("Dan Rodriguez"), reporter ("Del Rossi"), and a list of approvers: Christy Sato, Dan Rodriguez, Del Rossi, Keisha Oto, Sammy Vito, Sandeep Varma, and Serena Mehta.

Easily link issues between Jira Software and Jira Service Management projects.

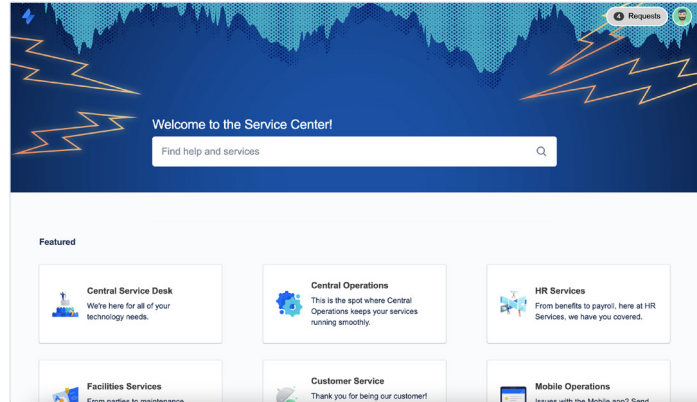
“ The integration between Jira Service Management and Jira Software has allowed Operations and Development to achieve a better understanding of the workload across team borders and also support a more structured process, allowing us to efficiently manage workload and prioritize tasks.

MARIE BJØRKE  
HEAD OF IT SERVICE MANAGEMENT



## 2 Intuitive customer portal and multi-channel support

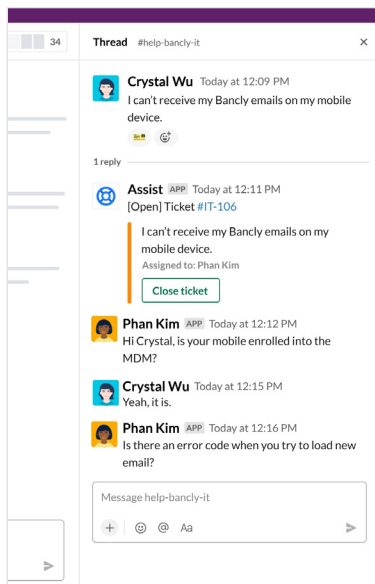
Jira Service Management's self-service portal makes it easy for customers to report bugs, feature requests, incidents, and other development-related requests. Even business teams like HR, legal, and facilities can quickly spin up their own service desks with purpose-built project templates. Teams can also utilize dynamic forms to build user-friendly request screens to capture relevant information up front and eliminate time-consuming back-and-forth conversations, all while using fewer custom fields.



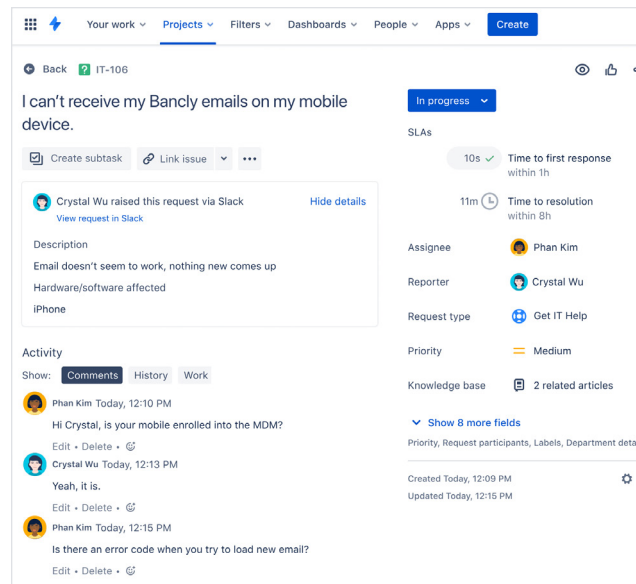
The help center portal

With a built-in knowledge base powered by Confluence, help-seekers can access FAQs and how-to articles directly from the customer portal, deflecting incoming requests.

And beyond the customer portal, Jira Service Management provides multi-channel support to make it easy for your customers and employees to ask for help. Whether through chat, email, or an embeddable widget- you can meet help-seekers where they already are.

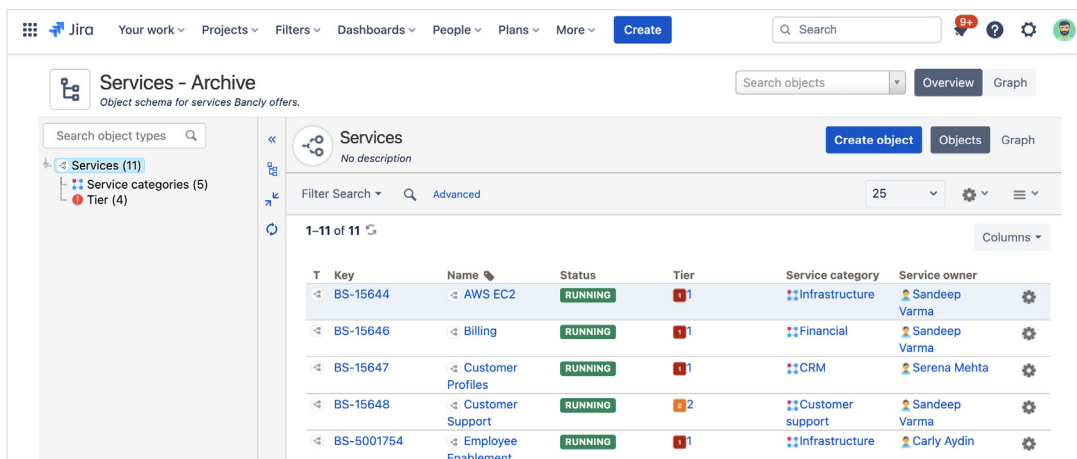


Chat in Jira Service Management



### 3 Asset and service configuration management

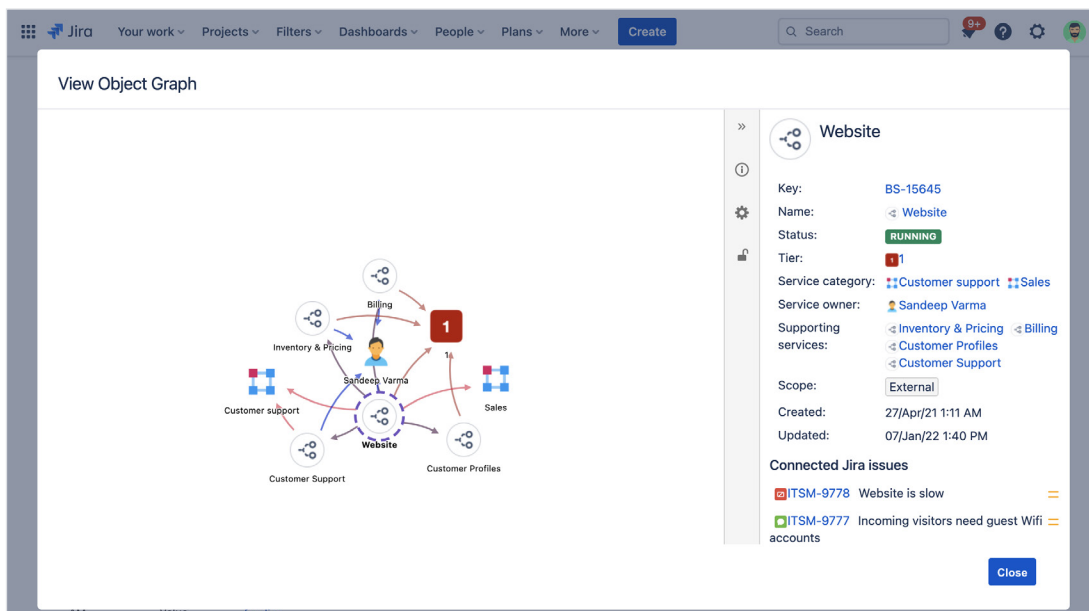
With Jira Service Management, teams can easily track assets, configuration items, and resources to gain visibility into critical relationships between applications, services, and underlying infrastructure. Effectively anticipate the downstream impact of changes so your dev and ops teams can manage risk for more frequent and seamless deployments (available with Jira Service Management Premium and Enterprise plans).



The screenshot shows the 'Services - Archive' page in Jira Service Management. It displays a table of service objects with the following columns: T (Tier), Key, Name, Status, Tier, Service category, and Service owner. The table lists 11 services, all with a status of 'RUNNING'.

T	Key	Name	Status	Tier	Service category	Service owner
<	BS-15644	< AWS EC2	RUNNING	1	Infrastructure	Sandeep Varma
<	BS-15646	< Billing	RUNNING	1	Financial	Sandeep Varma
<	BS-15647	< Customer Profiles	RUNNING	1	CRM	Serena Mehta
<	BS-15648	< Customer Support	RUNNING	2	Customer support	Sandeep Varma
<	BS-5001754	< Employee Enablement	RUNNING	1	Infrastructure	Carly Aydin

Objects in a services object schema



An object graph displaying dependencies and connections

## 4 Automated change management workflows

Lighten your team's workload with features like automated change risk assessments and advanced approval workflows. Deployment tracking automatically creates change requests when your team initiates deployments to selected services. And with deployment gating, teams can allow or prevent deployments at specific points in the change management process by connecting a CI/CD tool such as Bitbucket or Jenkins to Jira Service Management.

The screenshot shows the Jira Service Management interface for configuring deployment pipelines. The left sidebar contains navigation options like 'Central Service Desk', 'Project settings', and 'Request types'. The main content area is titled 'Deployment pipelines' and includes sections for 'Enable deployment pipelines', 'Deployment tracking', and 'Deployment gating'. The 'Enable deployment pipelines' toggle is turned on. The 'Deployment tracking' section shows 'Environment types' set to 'Production' and 'Request type' set to 'Request a change'. The 'Deployment gating' section has the radio button for 'Allow or prevent deployments using statuses in the change request workflow' selected, with 'Allow deployment' set to 'AWAITING IMPLEMENTATION' and 'Prevent deployment' set to 'DECLINED'. There are 'Save changes' and 'Discard' buttons at the bottom.

Configure deployment tracking and deployment gating with a connected CI/CD tool.

“ Jira Service Management gives us more automated change management workflows that are well connected to development work. It's one of the more elegant workflows that I've seen.

JOSH COSTELLA  
SENIOR ATlassian SOLUTIONS SPECIALIST

nextiva

## 5 Incident management for critical services

Empower IT and DevOps during an incident by centralizing alerts, notifying the right people, and enabling them to swarm and take rapid action. Agents in Jira Service Management can quickly escalate major incidents as an alert to the on-call IT Operations team to minimize downtime for critical services.

The screenshot shows the Jira interface for 'On-call' schedules. The left sidebar lists navigation options: Incidents, Problems, Changes, Post-incident..., OPERATIONS (Change calendar, Services, Alerts, On-call), and KNOWLEDGE (Knowledge base). The main content area is titled 'On-call' and lists three schedules:

- Central Operations\_schedule**: Central Operations - (-07:00) PDT America/Los\_Angeles. Status: ENABLED. On-call: Christy Sato. View in Opsgenie.
- Mobile Operations\_schedule**: Mobile Operations - (-07:00) PDT America/Los\_Angeles. Status: ENABLED. On-call: Dante Rodriguez. View in Opsgenie.
- Service Desk - Schedule**: Service Desk - (-07:00) PDT America/Los\_Angeles. Status: ENABLED. On-call: Sammy Vito, Olly Perez. View in Opsgenie.

Each schedule includes a calendar view for the week of August 1st to 14th, 2008. The 'Rot1' row shows on-call assignments: Christy Sato (Mon-Tue), Dante Rodriguez (Wed-Fri), and Darrel Rossi (Sat-Sun).

### On-call schedules

Through the differentiated incident investigation view, agents also have a holistic view of code changes so they can quickly analyze the root cause of an incident. No more jumping between service tools and your monitoring and alerting system.

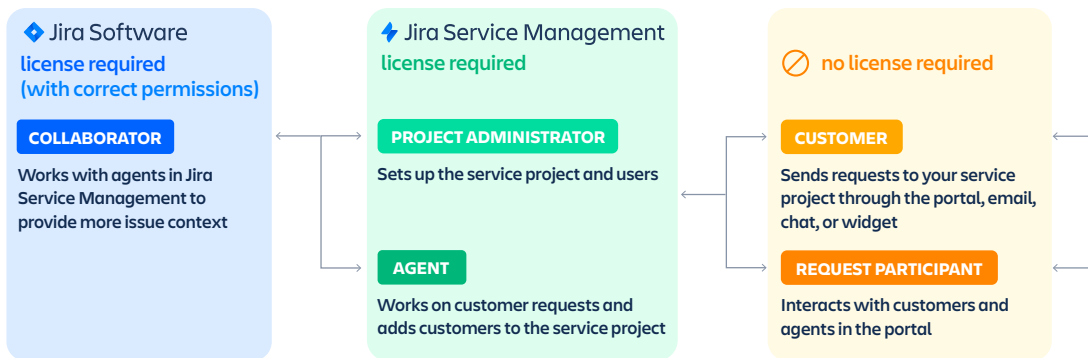
The screenshot shows the 'Investigating of ITO-2993 incident' view in Jira. The incident is dated from August 1, 1:21 PM to August 8, 1:21 PM. The view displays a timeline of deployments for 'Online Sales' and 'Billing' services. A deployment of pipeline #144 to the 'Staging' environment on August 4, 2022, at 12:02 PM is highlighted as 'FAILED'. The deployment details show it was a 'Deployment to Staging (Pipeline #144)' in the 'Staging' environment. The interface includes a legend for deployment status: Successful deployments (green circle), Failed deployments (red inverted triangle), and Contains potential cause (orange circle). Buttons for 'Cancel' and 'Add potential causes' are visible at the bottom.

### The incident investigation view

## 6 The value of Jira Service Management

At a fraction of the cost of legacy vendors, you'll never experience sticker shock or additional module fees with Jira Service Management. And with a variety of plans available, Jira Service Management can meet the unique needs of diverse teams.

Best of all, Jira Software licensed users can view Jira Service Management issues and attachments, add internal comments, watch issues for updates, and share issues without having to purchase a Jira Service Management license.



A licensed Jira Software user can collaborate internally with Jira Service Management agents for free. No additional license is needed. Customers are also unlimited and free with Jira Service Management.

“ I knew tickets would need to switch back and forth from the DevOps team to Engineering. [The new solution] also needed to be easy to set up and flexible to customize. The developers are already using Jira, so it didn't make sense to use another tool for service requests that needed integrations.

KEN SISKIND  
ENGINEERING PROGRAM MANAGER



“ With Jira Service Management, everything started to flow... We could finally link projects and use dashboards between our service management solution and Jira Software. This high-level cockpit view helped us deal with the rollout and improved the productivity of everyone.

RACHID LAGHZAOUNI  
PMO TOOLS MANAGER









# Jira Service Management is trusted by over 45,000 organizations worldwide



## Learn more

-  [Jira Service Management on-demand and weekly demo](#)
-  [Webinar: Jira Service Management for software development teams](#)
-  [Product Guide: How Jira Service Management and Jira Software work together](#)
-  [Jira Service Management plans and pricing](#)

Already have a Jira Software license?  
Add Jira Service Management  
free for 30 days!

