



Making the case for cloud with your team

If you're reading this, you've probably been looking into cloud and like what you've seen. Now comes the tricky part: getting your team and decision makers on board.

So, how exactly should you go about that? The answer is by building a business case for cloud.

Here's our checklist to get you started:

☐ Identify the challenges your team faces (and how cloud will solve them)

Is your IT team spending too much time and money on maintenance? Are you concerned about keeping up with compliance regulations? Do your teams lack features they need to get their jobs done efficiently and collaboratively (and possibly remotely)?

Take the time to list out the challenges your teams are facing with your current self-hosted setup and how cloud will help you solve them. If you need a refresher, learn more about why customers choose Atlassian cloud [here](#).

☐ Identify business goals (and how cloud will help you reach them)

As you build out your business case, think through your highest priority business objectives and how moving to Atlassian's cloud products will impact them.

Some questions to consider are:

- Does your business plan to scale and scale fast this year?
- Are your teams becoming more distributed or working remotely more often?
- Are you investing time and resources into innovation that keeps you competitive?
- Are you expanding the business in a way that would benefit from new features or integrations?
- Is cost optimization a priority in the coming months?
- How about automation that saves teams time and energy?

In addition to focusing on existing problems you plan to solve, take some time to look toward the future and the ways cloud can set you up for success to meet future goals.

☐ Crunch the numbers

Use our [Cloud Savings Calculator](#) or check out our tutorial on [calculating total cost of ownership \(TCO\) and return on investment \(ROI\)](#). This will help you understand what actually goes into the costs behind operating in cloud.



To help you compare your current server pricing with your potential costs in cloud, use our [personalized price comparison tool](#).

☐ Make a case for the timing

There are a number of reasons for why now is the time to move to cloud. You can make a case that the faster you move, the quicker you'll start seeing the cost and productivity benefits of cloud. You can point to new and upcoming cloud features that aren't available in server and would make a big difference for your teams (check out [our roadmap](#) to see what's coming). You can point to the pandemic, which forced many companies to adopt cloud on a moment's notice to improve their remote access and collaboration. And you can use the cost calculator to add up the savings of making a quicker switch.

Customers who have specific cloud requirements that are on our roadmap but not yet delivered may also want to build their cloud migration timeline accordingly.

☐ Identify common challenges and concerns

Even when cloud is the best option, decision-makers are probably going to come to the table with questions and concerns. If you already know what these concerns might be, take some time to gather answers and have them on hand in case they come up. These articles on [common myths about cloud](#) (and the answers to those objections) are a great place to start. We've also included some compelling stats and stories in a separate PDF as part of the toolkit. Feel free to include them for more customer proof!

☐ Optional: present a migration plan

Use our optional migration planning checklist included as part of the toolkit to figure out the best migration plan for your company and impress leadership by coming to the meeting with timelines and strategies in hand.

Ready to start your cloud migration?

Whether you need more info or are ready to make the leap to cloud, our [Cloud Migration Center](#) has you covered. Check it out for a step-by-step migration guide, migration assistants, and access to a free cloud migration trial for up to 12 months.