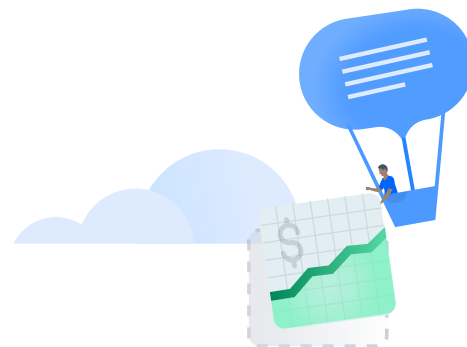




How to build a business case for Atlassian Cloud



DIRECTIONS

This email template is designed to help you make the case for Atlassian Cloud with your c-suite, bosses, or other decision-makers. Replace all [**text**] with your own unique content and feel free to tweak the template to better reflect your business' specific needs.

To calculate your potential cloud savings, use our [Cloud Savings Calculator](#). If you aren't ready to suggest a meeting yet, include a different next step to keep the conversation going.

Dear [**name**],

As part of our 2021 goal to [**business goal (examples: reduce IT maintenance burden, increase productivity)**] I am reaching out to recommend we migrate our [**product name**] server instance to a [**product name**] cloud subscription.

As you may already know, Atlassian will no longer be supporting server licenses starting February 2024. I believe this gives us incentive to start the transition process to cloud, which is more scalable, secure, feature-rich, cost-effective and removes a substantial maintenance burden from our IT team.

I am particularly excited about [**cloud feature**] and [**cloud feature**], which will help us with [**business goal (examples: collaboration, increased productivity, reduced maintenance burden on IT)**]. I was also excited to see that migrating to cloud will save us an estimated [**amount from cloud savings calculator**] per year.

I would love to set up a time to speak more about [**product name**] and the ways a move to the cloud can benefit our business. I have tentatively sent you a calendar invite so that I can speak in more depth about why I think this is a valuable move for the business to make. Please let me know if you'd prefer another time or would like any additional information before we speak.

Sincerely,

[**name**]