

An introduction to Cloud migrations



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Introduction

Let's be real: we know the thought of migrating your self-managed instance to the cloud might be a bit overwhelming, but trust us, the pot of gold at the end of the migration is worth it.

Many Atlassian admins can have a lot of questions about how to start and where to begin. Who needs to be involved? How much effort will this take? How long is this going to take? Will sensitive data be protected during the migration? What even is the cloud?

If it feels like we've just read your mind, then you're in the right place. Think of migrating to the cloud as the professional equivalent of adventure travel and this guide as the flossy travel magazine that gives you a bird's eye view of your trip, written from the perspective of admins who've already traveled this territory and want to make sure you enjoy your adventure as well.

With this guide, you'll learn the following::

- How Atlassian Cloud is different and where we're headed
- How to plan and lead your migration project
- The roles and skills you'll need on your migration team
- What is migrated
- The six phases of migration
- Where to find additional resources to further help you through your migration and help you optimize and scale your instance once your migration is complete

This guide is not a step-by-step runbook for executing and completing your migration (for that you can take a look at our [Cloud Migration Guide](#) on our website). As you familiarize yourself with the migration process, know that you're not embarking on this journey alone. We've built the Migration Center with resources, tools, and support options to help you through your migration journey from beginning to end.

An overview of Atlassian Cloud

In the spirit of starting with the end in mind, let's kick things off by showing how Atlassian Cloud is different from your Atlassian Server products, as well as from other cloud-based services you might already be using. Think of this as the section of that glossy travel magazine that helps you get familiar with the landscape.

Security and compliance

Atlassian Cloud is GDPR-, ISO-, SOC-, and Cloud Security Alliance-compliant by default. We encrypt all data, in transit and at rest. And we perform rigorous security testing, including threat-modeling, automated scanning, and third-party audits. Which is probably why 92% of IT organizations say [security is better or equal on Cloud](#).

We've also built right-to-be-forgotten (RTBF) controls into the platform, and with options for data residency available on our Standard, Premium, and Enterprise plans, you can choose where user-generated content, attachments, and metadata live without having to increase your infrastructure footprint or overhead.

For more details on how we're making security and compliance a priority, check out our [Trust Center](#) or explore the benefits of [Atlassian Access](#).

Scalability

While Server scalability is limited by servers themselves, Cloud is ready to scale – up, down, in, or out – on a moment's notice. If your computing needs triple because of a sudden market shift, Cloud can scale up quickly to meet your needs. If your need for more features catches you by surprise, it's easy to upgrade from a Standard plan to [Premium](#) or [Enterprise](#) and keep business rolling with additional benefits like IP allowlisting, change management features, and access to dedicated support engineers.

i Find more detailed information about pricing and features by product below:

- [Jira Software](#)
- [Confluence](#)
- [Jira Service Management](#)
- [Bitbucket](#)

All of our products are designed for high performance and availability and are built on best-in-class core technologies like AWS, so your organization can scale confidently and securely. And we're putting our money where our mouth is, with financially-backed uptime SLAs for Premium and Enterprise Cloud customers.

Governance

In Atlassian Cloud, you manage user accounts at the organization level rather than product by product. This gives you visibility into all your users in one place. Groups, as well as access to individual products, are managed at the product level.

With [Atlassian Access](#), you can also expand your user management capabilities in the Cloud. Access gives you peace of mind with enterprise-grade security controls and monitoring that can be standardized across all your Atlassian Cloud users.

How does Cloud's total cost of ownership (TCO) compare to server?

We've made it easier to [estimate your costs in Cloud](#) and Server, and determine [how much Cloud could save you](#) in hidden costs.

Automation

With more automation options, Cloud is the better choice for companies that want to save time, simplify processes, and say goodbye to the risk of human error. And when we say Cloud saves time, we really mean it. 92% of users say Jira automation helps them “spend more time on the tasks that matter most.”

Automation features include automation workflows, an automation library, automation between Atlassian and third-party tools, and a visual rule-builder that lets you configure powerful custom automation rules for Jira Software and Jira Service Management – no code experience required.

Data and insights

With Premium and Enterprise plans, admin insights help you understand level of security and access, product usage, and activity over time.

With Confluence, additional analytics reveal site, space, page, and user engagement insights. [Jira Software's Insight feature](#) offers visibility into

dependencies so you can manage assets and configuration items (CIs), quickly troubleshoot incidents, and minimize the risk of changes. And with [Jira Service Management](#), teams can track their assets, configuration items, and resources to understand and visualise the critical relationships between applications, services, their underlying infrastructure, and other key dependencies.

“ With Cloud, I’m not waking up in the middle of the night because a node in the data center was down. That’s a huge positive for me and my customers because I can ensure the best service levels possible.

LAURENT BORDIER

Atlassian admin, Lucid Motors

Collaboration

Cloud was built to extend collaboration across teams and geographies – with no VPN required – empowering remote and distributed teams, as well as important external collaborators. Plus, our [machine learning-powered Smarts](#) increase the efficiency of collaboration by reducing repetitive tasks, suggesting collaborators, and helping you find the right materials quickly.

Apps and integrations

If you need to customize Cloud products to suit specific use cases, a substantial collection of Cloud apps is already available in the [Atlassian Marketplace](#), with more arriving every week (we added 600+ in the last year alone!).

Don’t see what you need there? No worries. Our ecosystem of Marketplace Partners is working to build and add new Cloud apps to our Marketplace every day – reach out to our Marketplace Partners directly to see what’s in the works or request Cloud apps to meet your needs. If you’d prefer the “be the change you seek” route, take advantage of our [Forge](#) platform to create, test, and deploy your own scalable apps using Atlassian-hosted computing power and storage.

📌 Have Cloud questions you can’t find the answers to? If you have a commercial or academic license and 25+ users or agents, [schedule a Cloud consult](#) with our Advocate.

Now, that's all pretty great if we do say so ourselves. But there's more in store. Dive deeper into the differences between Atlassian Cloud and self-managed [here](#). Check out the [new features we're building in Cloud](#). Explore our [newest app security program](#). Or claim your [Cloud migration trial](#) to explore Cloud for yourself, build a proof of concept, or even test and run your migration for up to 12 months free.



Building a case for Cloud

So, now you have your foundation. You've got the tools you need. You know who you need to bring onboard. And the next step for many admins is this: convincing the boss that Atlassian Cloud is a sound business decision.

Allow us to summarize the business case.

In a nutshell, taking advantage of cloud-based tools allows organizations to:

- Scale faster and more affordably
- Increase profits and lower costs
- Improve speed and performance
- Increase team productivity
- Future-proof against competitive forces

With disruptors lurking around every corner, businesses need to innovate faster and vigilantly future-proof their organizations in order to stay relevant and competitive in the long-term. Frankly, that's really hard to pull off when you have to manually update and maintain every tool that powers your workflows.

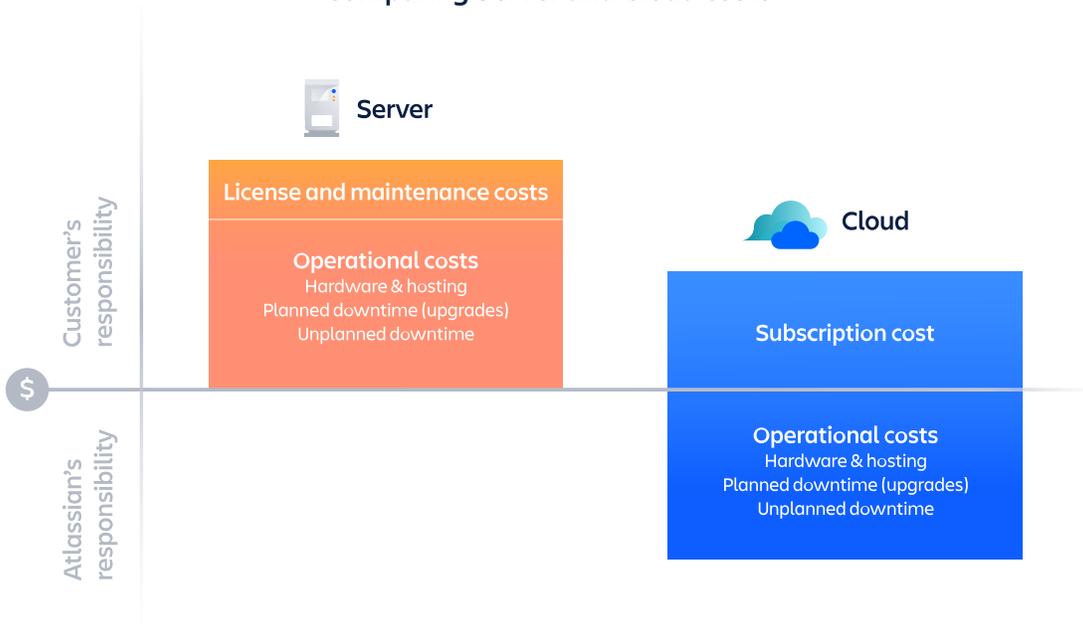
Before the pandemic, 61% of companies said they were planning a cloud migration, according to [Flexera's 2020 State of Cloud Report](#). And as covid changed the business landscape, migration speed increased by a factor of 42, according to [McKinsey](#).

In other words, enterprises are already in the process of shifting their infrastructure resources to the cloud, despite the expense and effort of migration.

Why? Smaller, cloud-native competitors are steadily eating away at their market share. Cloud frees up people and resources so they can focus on supporting the business – not the toolchain. They're able to get their products and services to customers faster and adapt to changes in the marketplace with ease. And without the big cash expenditures for hardware and labor, their total cost of ownership (TCO) is dramatically smaller in the long term.

Total cost of ownership

Comparing Server and Cloud costs



Here's an example: After one particularly painful – and expensive – outage, Jimmy Seddon of Igloo Software realized that maintaining a self-managed server for Jira, Bitbucket, and Bamboo was going to put this growing company at risk. After calculating the cost of that **four-hour downtime that impacted 80% of employees across the company**, he figured out that moving to a cloud service, while a big-budget line item, would be far less expensive than another outage.

Still need more resources to help convince the c-suite that Atlassian Cloud is right for you? Check out our [business case toolkit](#), visit the [Migration Center](#), or [download our whitepaper](#) for a deeper dive into the reasons customers are making the switch.

Your migration requirements

You've now reached the stage of the adventuring process where you know you're going to take that trip and are ready to start planning. The next step is to define some high-level parameters: What's your budget? When do you want to go? Who will your travel companions be? What gear will you need?

What's your timeline?

Every company's timeline will be different based on their size and unique needs. To help you estimate your timeline and plan accordingly, think about the following factors and what each of them might mean for you:

1. **People:** Do you have executive buy-in? Will your Atlassian admin be focused primarily on this project, or is it something they'll have to chip away at in between other work? Will your admin be tackling this project on their own, or can they assemble a migration team? (We highly recommend **the team approach!**)
2. **Data:** Do you need to clean up any stale or messy data first? Have you customized your products and processes in such a way that data won't flow cleanly into your Cloud instance?
3. **Apps:** Are all the Marketplace apps attached to your Server instance available for Cloud? (Hint: You can conduct an app assessment to find out.) What additional apps for Cloud might you plan to add once the migration is complete?
4. **Testing:** Will you need to **set up a staging environment** to test against? Do you have lots of complex, mission-critical processes you'll need to test before rolling the change out?
5. **Stakeholder management:** Are your end-users prepared for this change? Do you have support channels in place or other ways for them to ask questions and get answers?

What's your budget?

Although migrating to Cloud will result in **long-term cost savings** due to lower overhead expenses, the shift to a monthly or annual subscription structure (vs. paying up front for the full license once a year) can lead to accounting issues at the outset. Be sure to check in with a member of your finance team to understand whether and how your budget might be affected (and **estimate your costs** of moving to Cloud based on the products you own to get specifics on how your pricing will change).

Another budget consideration is how much the migration itself will cost. When figuring out these figures, consider internal team time and resource costs, as well as external resource or Partner costs.

How many users and how many products are we talking about?

Before moving on to the next phase of your planning, be sure you have a clear picture of which Cloud products and apps you need and who will have access to what. Take stock of whether every user will still need a seat in every product they currently have (ditto for your Marketplace apps), and keep an eye out for opportunities to simplify or streamline.

If you'll be migrating more than 1,000 users, make sure to **get in touch** with Atlassian's Migration Support Team for extra guidance.

What about security, compliance, and privacy?

How much financially-backed guaranteed uptime do you need? Are you subject to HIPAA or other data privacy regulations? Do you need data residency in a specific location?

Best-in-class security and compliance with important regulations like GDPR are already built into Atlassian Cloud. But if you need extra security, compliance, or privacy features, you'll find them in our Premium or Enterprise plans. And don't forget to involve your legal and security teams when you're planning your migration.

What are your goals for migrating and how will you measure success?

There are a number of reasons customers decide a move to Cloud is a necessity. Especially in today's landscape, where remote work is the new normal and digital transformation is accelerating at a fast pace. The ability to not just stay ahead but adapt quickly is a must-have. Some common goals to consider:

- Reduce overhead costs to refocus time and money on more strategic initiatives
- Manage security and compliance more efficiently
- Achieve high growth via faster product release cycles and speedy new hire onboarding
- Shift full-time admins from software maintenance to higher-value projects that impact overall business goals
- Accelerate end user productivity and support cross-team and cross-geo collaboration
- Minimize downtime and improve performance to reduce costs and instill confidence in products and services

Any (or all) of these might mean success in your eyes and the eyes of your stakeholders. It doesn't matter so much what your definition of success is. What matters is that you have one and factor it into your planning.

Assembling your migration dream team

The roles needed for your migration will vary based on its complexity, your company size, and resourcing available.

Small businesses, for example, might have a single project manager who can also handle the technical side of things, and a short consultation with legal and security may cover any risks you face. A migration with 1,000+ users, on the other hand, will almost always require Atlassian's Migrations Support Team or a Solution Partner to help manage the intricacies of the process. It'll also call for help desk availability, product champions, and likely more in-depth involvement from your security and legal teams.

Most migrations will include at least some of the following roles. Defining who you need on your team should be an early part of your process.

- A project owner who is driving the migration to completion
- An approver who makes (or signs off on) major decisions
- Project team members with specific subject-area knowledge such as database management, security, user management, or contracts and licensing, as well as knowledge of how your Atlassian tools are configured. Assume that most (if not all) who administer your Server instance should be on your Cloud migration team
- Stakeholders from teams like Legal, Finance, and HR, as well as those who will actually be using the Cloud site(s) to help test, provide feedback, and make sure your setup is meeting their needs

Migration tools and Atlassian support

Now's the part of the adventuring process where you gather your tools, download travel apps, and pack your bags. In the world of your migration, that means...

If you haven't already signed up for a [free Cloud migration trial](#), we recommend doing so at this time. Our migration trials match the user tier and remaining duration of maintenance of your self-managed license (for up to 12 months), so you can poke around in Jira and Confluence Cloud and plan the details of your migration.

App migration tools

It's also time to dive into our Cloud Migration Assistants for [Jira](#), [Confluence](#), and [Bitbucket](#) which are free Marketplace apps built and maintained by Atlassian. Depending on the version of your Server instances, the assistants may already be automatically installed.

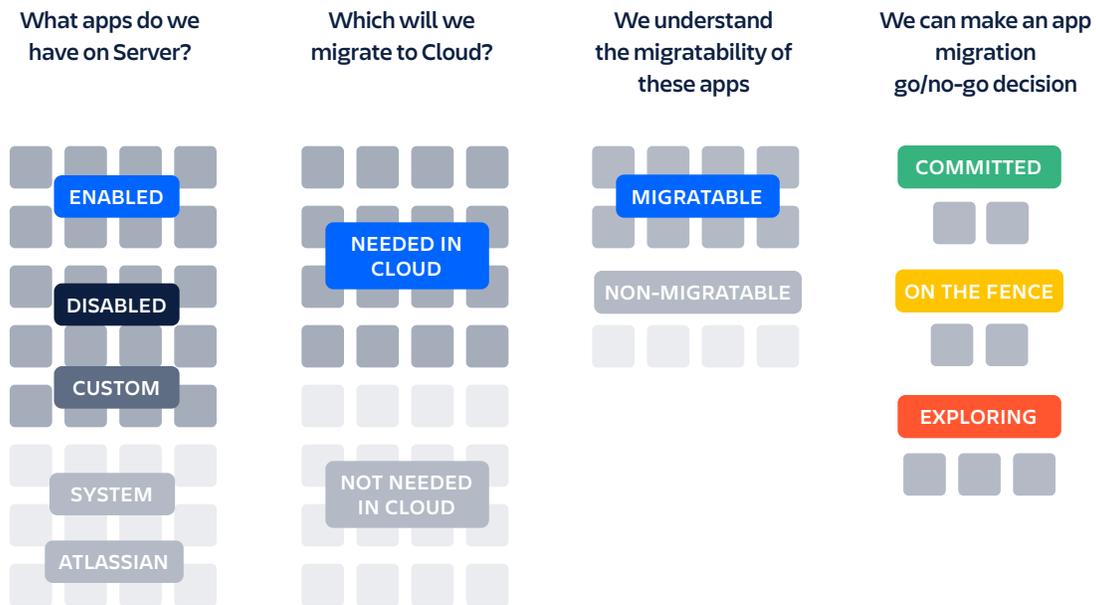
The assistants help you assess your current apps and app availability in Cloud. We call this process your app assessment and some of the basic questions you'll need to answer include:

- What apps do you currently have?
- What are they being used for, and by who?
- Are they essential?
- Are similar features or app alternatives available in Cloud?
- How do costs compare between Server and Cloud?

Chances are you have a lot of apps. Maybe you inherited an instance from a previous admin that includes up to 30+ apps (that's a lot, but it happens!). Think of your app assessment and migration as an opportunity for spring cleaning.

Plus, once you're done assessing the app landscape, those same assistants will also help you move projects, content, users, and groups from Server or Data Center to Cloud without disrupting your team.

App migration assessment



We continue to invest in cloud migration tooling and are committed to making the Cloud Migration Assistants the go-to way to move data to Cloud. Check out the migration tooling [section of the Cloud Roadmap](#) for more info on what we've got planned.

Magic 5 Assessment

Evaluating your current landscape can seem daunting (don't get us started on how many Confluence pages we have). After assisting countless teams with their cloud migrations, we noticed a few key areas that deserve a closer look to ensure you're set up for a smooth migration. To help remember these topics, we use a mnemonic device: MAGIC. MAGIC outlines the steps for assessing your Server or Data Center instances to identify and mitigate potential friction points and get to cloud faster.

For migrations with higher user counts (over 1000), Atlassian will go through this process with you to ensure you're set up for success.

MAGIC stands for the following:

- **M**igration strategy
- **A**pps, integrations and customizations
- **G**rowth & scalability
- **I**ntity management
- **C**ompliance & security

Work with the Atlassian Migration teams and your solution partner to perform your MAGIC assessment.

We're here to help

Our support team is here to make sure you have the information you need to be successful. To ask questions of our support pros and other Atlassians who have been there, done that, start with [Atlassian Community](#). For help with pricing, features, and the difference between Server and Cloud, if you have a license for 25+ agents/users, [schedule a consult with one of our Advocates](#). For troubleshooting help, our [Cloud Migration Managers and Support Engineers](#) are here to save the day. And if you need end-to-end migration support for a complex migration, we recommend our [Solution Partners](#).

When to bring in a Partner

If you've got a complicated migration on your hands – or if your team has never done a cloud migration before – bringing on a [Solution Partner](#) can make all the difference. Signs you'd benefit from bringing in a Solution Partner include:

- Limited internal resources to help with this project
- You need help with things outside of the scope of Atlassian support, including User Acceptance Testing, Server upgrades, or user training
- You need help with migration project management, planning, and execution
- You have a complex merging scenario
- You need to migrate five or more business-critical apps
- You have specific security and compliance needs
- You need to migrate over 1,000 users

Learn more about Atlassian's [migrations support scope here](#).

Migration method

Your migration method determines how you prepare your data to migrate to the Cloud. For most customers, we recommend a lift and shift strategy as it often helps reduce migration complications and timelines, enabling your organization to take advantage of the benefits of Cloud faster.

Our full strategy recommendation is based off of your user count:

UNDER 10,000 USERS	OVER 10,000 USERS
<p>Atlassian recommends a lift and shift method.</p> <p> For all teams with over 1,000 users, we strongly recommend working with a cloud-specialized partner who can help you with your migration. To learn more about finding a migration partner, see Find a Partner for migration.</p>	<p>Please contact us or a cloud-specialized partner as soon as possible to learn about additional migration methods that will best fit your organization's needs.</p>

Lift and shift

A lift and shift migration focuses on migrating your instance in a single downtime window. To do this, proper planning and data preparation is required ahead of time to ensure your downtime window is efficient and seamless. A lift and shift migration includes several key actions to help make your migration smoother, some of which include:

- Review and clean up your data
- Choose what apps, projects, and spaces to migrate
- Pre-migrate users and attachments
- Run test migrations and user-acceptance testing

0-5,000 USERS	5,000-10,000 users	10,000+ users
4 months	6 months	6+ months

Based on your assessments, you may find that your apps, users, business requirements, or instances make a lift and shift migration unfeasible. If you are unable to migrate in this manner, please [contact us](#) or a [cloud-specialized partner](#) to determine another method that works best for your organization.



Building a migration plan

Building out your migration plan should be a team effort and should factor in the results from your assessments and your conversations with your team. Here are some considerations for when you are building out your lift and shift migration plan:

Descaling data RECOMMENDED

- Not every piece of data on your self-managed instance needs to migrate. Cleaning up your data before migrating can help **reduce migration downtime** and makes for less work post-migration.
- The migration assistants will help you **choose what data to migrate**.

User management setup

- If you're using a self-managed LDAP or Active Directory as your user authentication method, you must use **Atlassian Access**, which acts as the bridge between your identity provider and Atlassian Cloud products. See our **Access and Cloud migrations documentation**.
- Learn about **how users, groups and permissions are migrated** for each product.

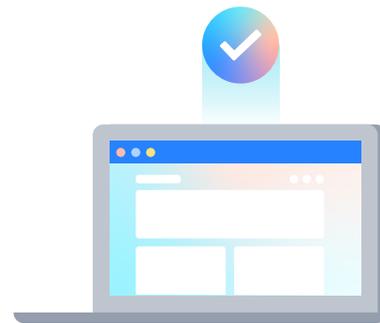
Cloud adoption RECOMMENDED

- The success of your cloud migration hinges on teams actively using the tools you implement to work smarter and faster, which is why we recommend building your organizational change management plan early in your migration. To help, we created the **Cloud Adoption Toolkit | Atlassian**, a collection of resources that offers practical guidance, templates, and onboarding materials you can use to navigate the people side of change and accelerate value realization from your cloud investment.

Migration runbook

As part of your migration plan, you will put together a runbook or step-by-step checklist of what needs to happen when, supporting instructions, who the owner is for each task, and how long each step will take. It's a good idea to document which steps are dependent on each other and will prevent you from moving forward if not completed. This runbook will help you with your test migrations and your production migration and make sure everything goes smoothly.

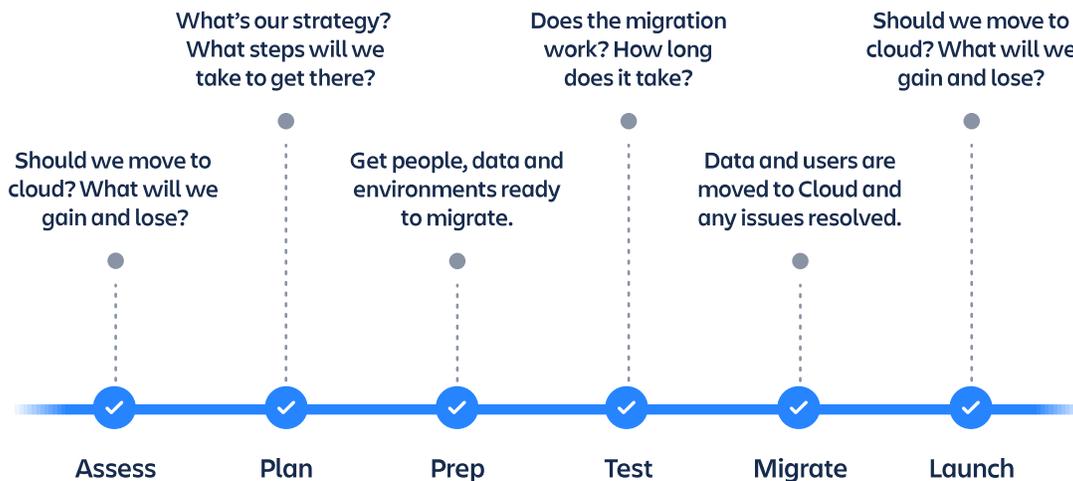
You can download the excel runbook from the [cloud migration guide](#). Watch our [short video](#) on how to use the template. If you use Confluence (and if you don't, we really think that you should), then you can also [download the Collaboration Collaboration Space for Migrations](#). You can use the editable Confluence pages to help you build out a migration plan and runbook in addition to a plethora of other migration resources.



The typical Cloud migration journey

Now that you're ready to migrate, what will the journey look like? The truth is that every migration looks a little different. But here's a look at the typical process:

The phases of migration



1 In the assessment phase you will:

- Download our [Jira](#), [Confluence](#), and [Bitbucket](#) Cloud Migration Assistants and activate your free Cloud migration trial
- Assess your Cloud and Server landscape, apps and plugins, security and compliance needs, and pricing
- Get familiar with [our support offerings](#), determine whether you'll involve an [Atlassian Solution Partner](#), and assemble your migration team
- Review our migration guide and [checklist](#) so that you understand what's coming and when

2 The planning phase involves:

- **Setting up your Atlassian organization** so you have a centralized place for managing your products and users and **verifying your domain** and user accounts
- Assembling your migration team and assigning roles and responsibilities
- Building your migration plan, including how you are going to migrate your data
- **Determining your app migration pathways** and factoring apps into your overall timeline

3 During the prep phase, you will:

- Communicate your plan to team members, stakeholders, and users
- Clean up any stale data, inactive users, and projects in your Server instance
- Run through our **pre-migration checklists** for Jira, Confluence, and Bitbucket to make sure your sites are ready for test and production migrations.
- If you'll be performing the migration in-house (vs. with the help of an Atlassian Solution Partner), **sketch out a step-by-step runbook** based on the migration strategy and automated tooling you plan to use

4 The testing phase involves:

- Backing up your data and running a test migration using the cloud migration assistants
- Reviewing your migrated data and running user acceptance tests (see step six in our **migration testing guide** for suggested tests and best practices)
- Refining your migration runbook and timeline and finalizing your production migration window
- Preparing training materials for your end-users so they're aware of changes to logins, URLs, apps, and UI

5 Then... at last! The migration phase:

- Perform the production migration using the runbook you've developed, and [install or migrate the apps](#) you want to use in Cloud
- QA your migrated data using our [testing guide](#) as needed
- Move your Server instances to read-only mode using the [read-only setting in Confluence](#) and/or by [creating a permission scheme](#) in Jira that only allows "browse" permission for all projects and redirect users to your new Cloud site

6 The launch phase is all about getting end-users (and yourself!) acclimated to Cloud:

- Welcome your organization to their new Cloud products and share the training materials you prepared
- Finalize your security settings in Cloud using these [best practices](#) as a baseline
- Stay up to date by reviewing our [Cloud platform and products roadmap](#)
- CELEBRATE – you seriously deserve it!

Every organization's Cloud migration is unique, so this breakdown doesn't cover every edge case. Think of it as a foundation for your planning, not a one-size-fits-all guide.

Managing your new Cloud products

Think ahead to that glorious day when your cloud migration is complete. You've celebrated with your team, taken a well-deserved day off, and come back to work with a satisfying feeling of accomplishment. Your job now? To take your Atlassian Cloud products to new heights. (Bad pun intended.)

Building your Cloud admin team

Moving to Cloud creates an opportunity for people in certain legacy roles. Some once-niche jobs are now critical to solving new challenges. Other positions remain essentially the same, but with expanded responsibilities.

For example:

Most roles must lean more on their abilities to manage capabilities and integrations or develop those abilities if they lacked them before the cloud transition.

Focus shifts from hardware to soft skills and to managing end-to-end capabilities rather than engineering the individual steps along the way.

Security requirements are different and relationships with vendors change, as do the types of skills that are most valued.

Roles like solutions architect and enterprise architect, which focus on stitching together external cloud services, just got a lot more important. Infrastructure roles such as network administrator, database administrator, and storage administrator have to re-calibrate their skills for cloud and deal with more layers of automation.

With Cloud tools, security updates and feature improvements happen more often and automatically. So staying current is largely a matter of **staying on top of the changes**, being aware of what **features and updates are in the works**, and understanding how they'll affect your end-users, rather than physically maintaining the infrastructure and software. While this does require some time and people skills, it's typically less time-consuming than on-prem stack management.

Security and compliance

Your role in maintaining security also changes now. Adopting Cloud tools means storing data with Atlassian and relying on us to keep it safe.

Transparency is key to our security philosophy. If your Vendor Risk Management process is based on relying on external certification, no worries: we've got you covered. All our **compliance certificates are collected in one place** and easy to view. For more details on how we're keeping your data secure and compliant, and best for security best practices, visit our **Trust Center**.

We believe a move to Cloud is a team sport, so as you embark on this journey, lean on the tools, resources, migrations support team, and our trusted network of Solution Partners to help guide you and your organization in a successful transition to Cloud.

Next steps: Discover when to start planning your migration and which plan is best for you with our **Cloud readiness assessment**.



We believe a move to Cloud is a team sport, so as you embark on this journey, lean on the tools and resources within the Atlassian Migration Program, Atlassian's migrations support team, and our trusted network of Solution Partners to help guide you and your org for a successful transition to Cloud.

🔍 **Want to learn more?**

[Visit the Atlassian Migration Program](#)

