

 ATLIASSIAN

Transform your Atlassian footprint by building your Cloud Blueprint

When transitioning to cloud, it's easy to focus solely on moving data from one place to another, but consider making a more meaningful change – to transform rather than just transfer. After all, a migration is the perfect opportunity to drop unnecessary tech-debt, optimize processes, consolidate and standardize tooling, and make any long-awaited improvements. This could involve anything from reducing service tiers in Jira Service Management to refining workflows for better team collaboration.

While immediate benefits like smarter IT, advanced AI features, and seamless integrations are enticing, transitioning to cloud offers so much more. Ensuring you get the most out of your cloud investment requires a paradigm shift – rethinking how your teams work and how best to set up your new tools to support their workflows.

What do we mean by transformation?

You probably hear the word “transformation” all the time, but what does it really mean? And what do we mean when we use it in the context of cloud and migrations?

Merriam-Webster defines *transformation* as:

“An act, process, or instance of transforming or being transformed.”

Still, that seems unclear.

At Atlassian, we view transformations as deliberate changes, that may span your entire organization, aimed at enhancing ways of working. And when it comes to moving from our self-managed products to cloud, we specifically see transformations as the opportunity to make changes that remodel your Atlassian system architecture to ensure your tools are aligned with your business objectives and the ways you want your teams to collaborate with one another to get work done.

Why transform when moving to cloud?

We talk about transformations with cloud in mind for a few reasons:

1. Our cloud tools are inherently different from our self-managed tools.

What works in Data Center may not be necessary in Cloud, so simply replicating your setup might not be effective. For example, certain features in Data Center that you obtained through third-party applications may be built into the native functionality of our Cloud products. This means your architecture can become leaner in cloud, prompting a shift in how you configure your tooling and utilize resources. This presents an opportunity to optimize workflows to match this leaner architecture.

2. Migrations are a natural mechanism for change.

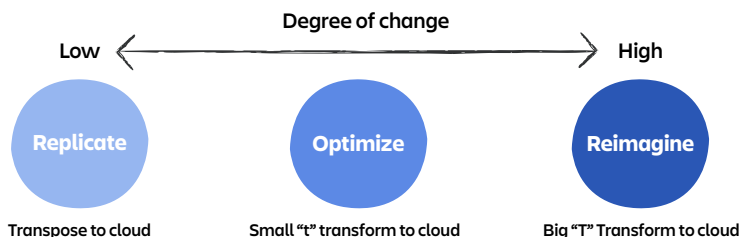
Take advantage of this opportunity to streamline workflows, consolidate tools to accommodate various use cases, and tidy up your data, bringing only what's necessary to the cloud. Making these adjustments during migration enables you to enhance your operations and tooling landscape in tandem with your rollout of new tools, leading to a more comprehensive and strategic transformation.

3. Cloud is the future of innovation.

That's why we prioritize cloud-centric transformations and continually invest in our cloud tools. This commitment ensures you have access to the latest features and functionalities, keeping you ahead of the curve.

How to transform with Atlassian Cloud?

We break up cloud transformations into three distinct opportunities: **replicate**, **optimize**, and **reimagine**. Keep in mind that transformation isn't a one-time destination – it's an ongoing cycle that's rooted in your organization's capacity for continual adaptation, evolution, and improvement. You may find yourself cycling through these phases multiple times throughout your transformation journey (which is totally normal).



Cloud transformations often begin with discussions around migration, typically **replicating** existing work processes. This method is often considered the quickest and most cost-effective way forward, especially for organizations already operating in an optimized manner (with minimal redundancies and clean data). However, if your self-managed architecture requires fine-tuning—such as adjusting workflows and deleting duplicate projects—you may need to focus on **optimizing** your current setup before transitioning to the cloud.

But what if you're looking at a more substantial change, one that involves redefining your ways of working and better aligning your tools and processes to your business strategy? If this resonates with you, you're likely considering a complete **reimagination** of your work processes from the ground up. The question then arises: where do you begin?

Where do I start?

Embarking on a cloud transformation can feel like navigating a maze, leaving you uncertain about where to start. While we might hope for a straightforward path, realistic transformations involve a multi-direction journey filled with dependencies. Even after figuring out your scope—whether it's replicating, optimizing, or reimagining—there are still plenty of logistical and technical complexities involved. That's where our **Cloud Blueprint** exercise comes in.

What is it and why should I do it?

Before delving into the technical intricacies of your migration—such as how you'll actually transfer your data from on-premise to cloud—let's take a strategic step back. The Cloud Blueprint is an exercise designed to align your business goals and work practices with your tools, ensuring your migration to the cloud is not just a move but a transformational leap forward.

No matter the type of transformation you're aiming for, creating a blueprint helps you visualize and plan your journey from where you've been to where you're headed with Atlassian Cloud. Most importantly, it helps you develop your narrative around why and how to make the move. By diving into this exercise early on in your cloud transformation planning, you can confidently decide what needs to migrate, where it's coming from, where it's going, and when the move should take place. This is especially helpful if you feel your current setup isn't optimized, or you're curious to understand the value unlocked by a transformation.

Who should I involve in the Cloud Blueprint exercise?

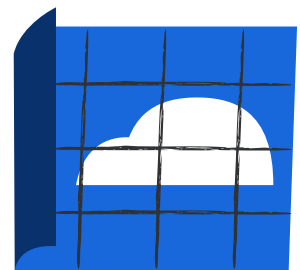
As you work through this exercise with the Atlassian cloud migrations team, you should include and involve a well-rounded crew of internal stakeholders at each step, such as your system administrators, project leads, business strategy and operations experts, and even end-users/champions who can contribute to designing your future state in cloud. You want to assemble a team that will embrace the pros and cons of different cloud architectures so that you arrive at the right design.

How do I run the Cloud Blueprint exercise?

This exercise is intended to be completed in multiple workshops, each lasting for 1-2 hours. It's designed to be iterative, allowing you to revisit and adjust your plans throughout your migration journey as you gain insights. At the end of this exercise, you'll generate what's known as a tenant map—a visual representation of your migration paths.

We recommend conducting this exercise using Confluence Whiteboards, where you can create your own board with customized privacy settings. Alternatively, documenting your responses to each step in a wiki can be just as effective. And of course, if you prefer a hands-on approach, using a physical whiteboard works perfectly fine too.

Without further ado, see the next section to get started in creating your own Cloud Blueprint!



The Cloud Blueprint exercise

1 Define your cloud transformation goals

Start by envisioning the changes you aim to achieve through cloud transformation. Take time to articulate your objectives clearly. Document your responses to the following questions, adding any additional insights that arise during discussions with stakeholders:

What are you looking to achieve in cloud?

- What specific business objectives do you hope to accomplish through cloud adoption? (ex: increased visibility into analytics for reporting, faster time to resolution of support cases, etc.)
- Are there any compliance or security considerations driving your decision to migrate to the cloud?

What aspects of your current tool usage are particularly successful or effective?

Are there any current challenges or pain points you hope to address by transitioning to the cloud? If so, what are they? (Performance/reliability issues? Collaboration issues? Integration issues?, etc.)

Can you identify any areas where current workflows or processes could be streamlined or automated in the cloud?

How do you envision cloud enhancing collaboration and productivity within your teams?

How do you anticipate your industry (and business) will evolve over the next 5, 10, 15 years?

In what ways do you anticipate the cloud enabling scalability and flexibility for your organization?

How do you envision cloud aligning with your long-term IT and business strategies?

What opportunities do you see for optimizing costs and resource allocation through cloud migration?

How do you envision the cloud improving accessibility and availability of Atlassian tools for your teams?

2

Define your ideal cloud footprint

Now, revisit the goals you identified in the previous step and start envisioning what your perfect cloud footprint would entail. Although it may seem premature, we highly recommend you engage in this exercise as it will stimulate your imagination about the possibilities unhindered by constraints. Remember, this process is iterative, allowing for adjustments as you progress.

Below, you'll find a list of our cloud products. With this in mind, start mapping out your dream footprint. Consider:

Which cloud products will be part of our ecosystem?

- How many instances of each product will we incorporate?
- How many sites within each product will we need?

Does our organization have a compelling event that should drive change?

- **Example 1:** A company undergoing mergers and acquisitions in different geographies may want to realize their synergies by bringing everyone into the same cloud site with more standardization for better collaboration.
- **Example 2:** A globalized company aiming to bolster competitiveness in local markets may opt for federated mapping. This approach grants each geographic region more autonomy by providing them with their own dedicated cloud site.
- **Example 3:** Two product teams, previously sharing the same on-premise instance and grappling with conflicting global admin settings, may find relief in transitioning to individual cloud sites. Meanwhile, a functional business unit, prioritizing privacy settings, may prefer minimal changes, maintaining their existing products and sites for the time being.

cloud products



Jira



Confluence



Opsgenie



Jira Service Management



Bitbucket



Statuspage



Jira Align



Compass



Trello

3

Audit your existing Data Center footprint

Below, you'll find a list of our self-managed products. Refer to this as you audit your existing on-premise footprint to the best of your knowledge. You'll need to document details such as products, user counts, and customizations.

self-managed products



Jira



Confluence



Crowd



Jira Service Management



Bitbucket



Bamboo

4

Complete automated scale assessments

This is where we assesses the feasibility of your ideal cloud footprint by comparing your current data shape against known limits and risks. The objective is to proactively identify any technical migration risks and provide support in mitigating these risks early. Our cloud migration team will drive this step! The outcome is a set of recommendations that you can use to inform your future state in cloud.

5

Refine your target footprint in cloud

Building on the recommendations provided by our cloud migration team in the previous step, here you'll refine your ideal cloud state (from Step 2). Review the recommendations and make any necessary adjustments to align your cloud footprint with your goals. This iterative process ensures that your cloud strategy evolves not only to meet your organization's needs but also to minimize any risks that could potentially cause delays in your migration.

6

Map your Data Center to Cloud transition

This is where you start thinking through your transition – how your data is going to move and the rate at which you want to carry out the migration.

When it comes down to it, you have two choices: **rapidly** or **gradually**



This decision relies on several factors and should be made collectively by key stakeholders, possibly with input from Atlassian Support or a Solution Partner. These considerations are relevant if you have multiple products or instances. If you only have one product or instance, your migration will naturally be faster.

Rapidly means that your migration takes place in a shorter amount of time (a couple of weeks to a couple of months). **Gradually** means that your migration takes place over the course of multiple months or over a couple of years. We see customers choose this approach if they are wanting to manage risk with change management processes or are wanting to take more time to make a larger scale transformation across the entire company.

You might find that some teams are ready to go to cloud today, but some aren't. This might mean that some teams or business units take on a rapid migration while others gradually ramp onto cloud. When thinking about the approach that's best for your organization, ask yourself:

Do I need to move all of our data from self-managed environments to cloud or are there some teams and projects that can start fresh in a new cloud instance right away, without migrating data?

Starting fresh in cloud is another option that can accelerate your overall transformation and is a great way to foster early cloud adopters and champions that drive momentum for other teams to embrace your new cloud tools and ways of working.

Whichever approach you opt for should be aligned with your goals and business objectives (as defined in Step 1), as well as your organization's capacity for change management support.



Adoption and change management during your transformation

Migrations are not just about moving data from one place to another, its about developing a change imperative within your organization that gets all stakeholders onboard with a shared vision for the future. When thinking about how you will pace your users through the migration, consider the onboarding, training, and support they will need to implement these new tools and ways of working in their day-to-day. Planning for the people side of change will ensure that your new tools are well adopted from the start! To help, we've put together the [Cloud Adoption Toolkit](#) – a collection of resources, including guides, templates, and trainings, that you can use to build and execute a successful adoption and change management plan during your cloud transformation.

7

Draft a timeline for your transition

Take your ideal cloud footprint (Step 5) and reorganize it to indicate which products or instances will move, and at what rate: **rapidly** or **gradually**. Also indicate if certain teams will start fresh on new cloud instances, without migrating data.

8

Note the apps and integrations that you'll need in cloud [OPTIONAL]

In this step, your aim is to document the existing apps and integrations essential for your teams' operations in cloud. Understanding the necessary apps and integrations at this stage may pose a challenge, so we've made this step optional. Collaborating with your Atlassian migrations team will help clarify which apps and integrations can be phased out. Keep in mind that our cloud products may natively have functionalities provided by certain apps and integrations you've been using.

We're here to help

Advisory Services

Atlassian [Advisory Services](#) offers an array of options to access strategic, technical, and domain experts that will not only guide you through the Cloud Blueprint exercise, but also offer prescriptive guidance on navigating different facets of your cloud transformation journey. This includes technology strategy, solution design, sustainment planning, and more.

Enterprise Partners

Our [Enterprise Partners](#) work with some of Atlassian's largest customers to conduct hands-on system integrations, deployments, and upgrades. Partners are located all over the world and will work with your team to customize Atlassian products to your specific needs and provide solutions for complex enterprise needs.

Customer Success Manager

Customer Success Managers focus on your team's success in Atlassian Cloud. They help you with user onboarding and adoption and can keep you informed on the latest product updates. To find out if you have access to a Customer Success Manager, please reach out to your Atlassian representative.

Learn more at

[Atlassian.com](https://atlassian.com)