Unlocking High Velocity Service Management

How enterprises like yours are driving transformation with Jira Service Management







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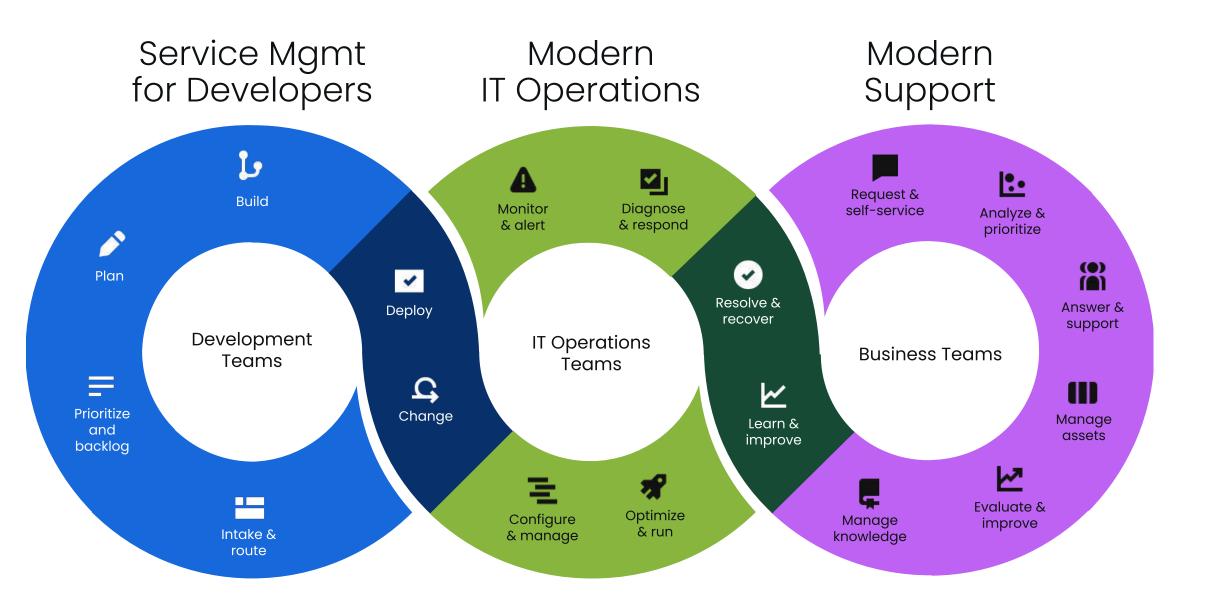
Atlassian's approach to service management

With the rise of digital business, AI, and distributed work, new realities call for always-on services and support. However, traditional service management is comprised of siloed tools and teams, outdated experiences, and costly, complex solutions. Today's operations, support, and business teams require a new approach to service management.

Atlassian's approach to service management brings development, IT, and business teams together on a single AI-powered platform to deliver great experiences at high velocity. Jira Service Management accelerates collaboration between Development and IT Operations while empowering business teams to adopt a service-oriented mindset and deliver exceptional experiences for both employees and customers.



High Velocity Service Management



With Jira Service Management, organizations can:







Empower service for all

Deliver value fast



customers trust Jira Service Management



Service Nanagement Transformation How enterprises transform service management on a single AI-powered platform

From day one, Jira Service Management delivers greater value, without the cost and complexity of alternative solutions.



return on investment

\$9.5m

total benefits



savings by retiring previous solutions

Source: Forrester, The Total Economic Impact™ of Atlassian Jira Service Management, 2024



A ATLASSIAN + Domino's How Domino's Pizza Enterprises Ltd. sliced through IT complexity



INDUSTRY Food & beverage



LOCATION Hamilton, Australia



The Challenge

Domino's Pizza Enterprises Ltd. (DPE) is the largest franchisee of Domino's brand with 3,800 stores in 12 markets. As a disruptor in the Quick-Service Restaurant (QSR) industry, DPE relies heavily on software technology for timely pizza delivery, utilizing in-app ordering, in-store automation, and contactless delivery.

However, a fragmented IT service management (ITSM) technology stack with six tools, including ServiceNow, PagerDuty, and Zendesk, led to a lack of visibility between support and engineering teams, hindering the ability to provide seamless support to all stores.

Already familiar with Atlassian products like Jira and Confluence, DPE recognized the need for a unified platform to improve service delivery and decided to choose Atlassian as a strategic partner and consolidate its ITSM tools into Jira Service Management.





Domino's Pizza Enterprises Ltd. chose Jira Service Management for its user-friendly interface, ease of integration with the existing systems, and ability to provide high-quality frontline support to all stores. Moreover, they saw a rapid time to value, rolling out a service catalog in Jira Service Management in just four months, compared to four years without a catalog on a previous solution.

Benefits

- A common platform across dev and IT: Atlassian is now the common platform for developers and IT so they can better support in-store and customer-facing apps.
- Less downtime, more on-time delivery: By investing in the right service delivery technology with Jira Service Management, DPE can resolve incidents faster and avoid downtime, ensuring each pizza is delivered fresh and on time.
- One portal for quality support: With Jira Service Management, DPE's front-line workers across 3,800 stores now have a single portal to get high-quality support from IT.
- Increased productivity with AI: Domino's Pizza Enterprises Ltd.'s Knowledge Manager saves 2.3 hours per week using generative AI to summarize PIR reports in Confluence.

"The Jira and Jira Service Management integration has been instrumental to have this end-to-end view on the technology side."

Matthias Hansen, Group Chief Technology Officer, Domino's Pizza Enterprises Ltd.

6 tools

consolidated into Jira Service Management

3800 stores

across 12 markets supported by Jira Service Management

2.3 hours per week

saved by summarizing PIRs with AI

Read more *¬*



A ATLASSIAN + WEX **How WEX transformed** from friction to flow



0

INDUSTRY Financial technology

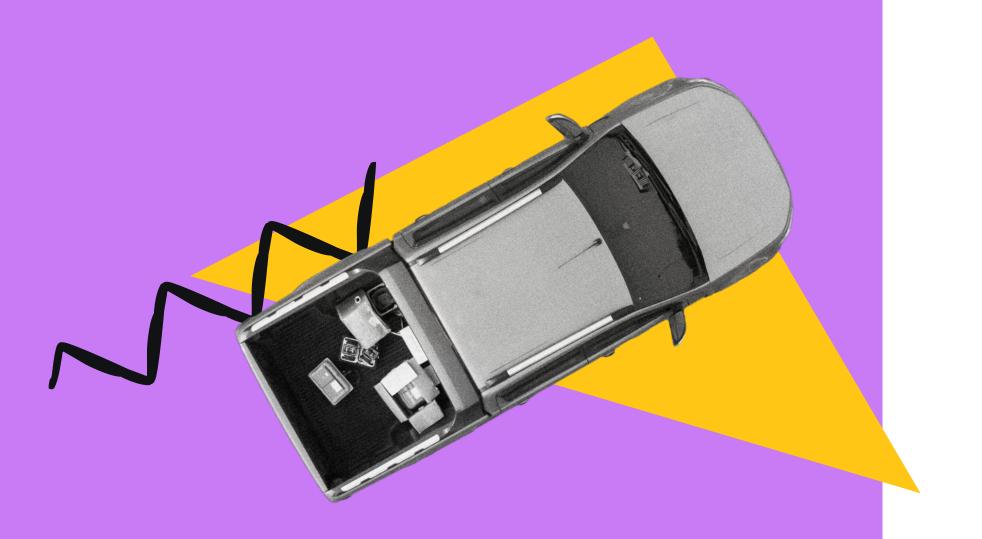
LOCATION Portland, Maine, USA



WEX is a leading business-to-business fintech company focused on simplifying business operations by offering solutions for employee benefits, corporate payments, and fleet management. As a financial technology company, the efficiency and scalability of WEX's technology stack are crucial to its success.

However, WEX faced challenges with its previous ITSM tool Cherwell, such as slow development cycles, fragmented collaboration, limited mobile capabilities, unclear workflows, and an overall poor user experience. They needed a more agile, user-friendly solution to scale and compete in the rapidly changing fintech industry.

An existing user of Atlassian solutions Jira and Confluence, WEX recognized the opportunity to unify their development and support teams on a single platform and transform ITSM with Jira Service Management.



\boldsymbol{X} The Challenge



Jira Service Management stood out for its breadth of features, mobile capabilities, flexibility, and scalability–all at a competitive price. This aligned seamlessly with WEX's objective of providing efficient and user-friendly IT services.

Switching to Jira Service Management allowed WEX to overcome the limitations of their previous ITSM solution and helped create a more collaborative and efficient work environment. Having development and support teams on one platform not only helped them improve service delivery across multiple teams but also increased administrator productivity quickly.

Benefits

- Successful rollout to HR: With the help of their Atlassian Solutions Partner, WEX implemented Jira Service Management for the HR team before their larger IT implementation.
- Improved user experience: The familiarity with Atlassian solutions helped boost adoption and minimize training needs for Jira Service Management.

25%

automation rate

17% increase in admin productivity

20%

increase in MTTR

60%

decrease in ticket escalation

Learn more 7

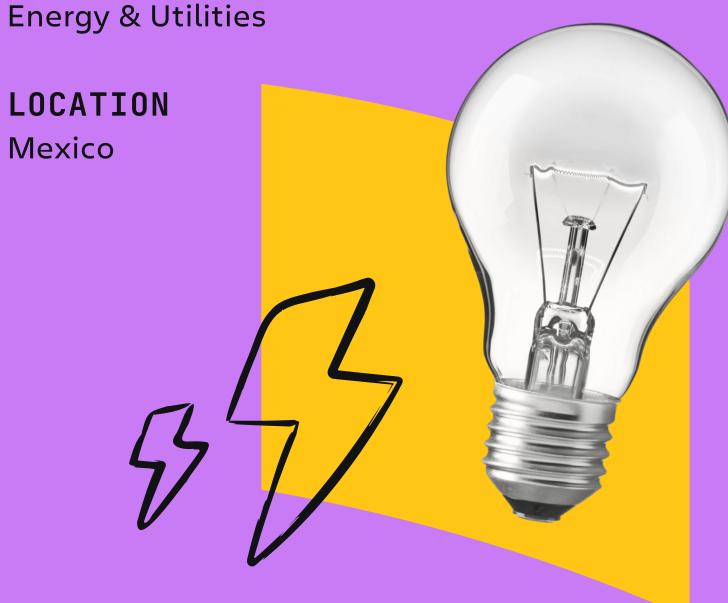
A ATLASSIAN + ENGIE **ENGIE** Mexico powers up service, powers down costs



INDUSTRY



LOCATION Mexico



The Challenge

annually.

ENGIE Mexico faced significant challenges with their previous ITSM provider, ServiceNow. The platform was complex, leading to heavy reliance on external consulting, which delayed projects and incurred unnecessary expenses.

Without a flexible ITSM solution, ENGIE Mexico could not deliver on its goals of efficient and customer-centric services. High complexity meant they could not independently adapt the platform to their needs, resulting in underutilized resources and escalating costs.

Ultimately, ENGIE Mexico sought an ITSM solution that offered better visibility, reduced costs, and streamlined operations without the constant need for external consultants, prompting them to explore alternatives and benchmark against other business units in Latin America and Europe.



ENGIE is a global leader in renewable energy, focusing on low-carbon distribution infrastructure. With around 160,000 employees worldwide, the company generates billions

Other ENGIE business units in Latin America and Europe were using Jira Service Management, which provided better customer experiences, increased technical team productivity, made work streams more visible, and reduced licensing costs. Further, the Premium version of Jira Service Management allowed them to combine cost savings with access to unlimited automation features, higher disk storage capacity, and a configuration management database (CMDB).

With the help of an Atlassian Solutions Partner, ENGIE Mexico mapped 12 current services in ServiceNow to Jira Service Management and trained 1,700 users in just 3 months.

After the switch, they launched new services such as problem management and enhanced key services using catalog best practices, subtask flows, prioritization, and ticket routing.

Benefits

- Significant time savings: The ENGIE Mexico team saved 200 hours monthly for the technical team by automating workflows, reporting, and SLA management in Jira Service Management.
- Seeing ROI, quickly: Within the first weeks of implementation, they saw ROI in migrated key processes, change, incident, and problem management, as well as new services.
- Expansion to business teams: With newfound confidence, ENGIE Mexico expanded its scope to HR for automated employee onboarding and de-provisioning, with specific SLAs for each activity.

"We were able to implement the Premium" version of Jira Service Management and still save 67% on licensing costs in comparison to ServiceNow."

Jose Luis Lizárraga Castro, IT Support Engineer, **ENGIE Mexico**

67% reduction in license costs

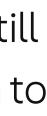
200 hours

saved every month

100%

SLA compliance

Read more *↗*



Modernizing IT Operations How enterprises enhance efficiency and reliability

55 minutes

saved per incident handled by IT Operations with AI and automation capabilities in Jira Service Management

35% faster

approvals of change requests with Jira Service Management

Source: Forrester, The Total Economic Impact™ of Atlassian Jira Service Management, 2024



A ATLASSIAN + ifeed How iFood delivered faster incident responses



INDUSTRY Food delivery



LOCATION Sao Paulo, Brazil

The Challenge

iFood, a leading mobile food delivery app based in Sao Paulo, holds an impressive 88% market share in the industry.

Throughout the COVID-19 pandemic, iFood experienced remarkable growth in monthly orders from 8 million to 60 million. During their session at Team '25, they discussed how this surge resulted in a notable increase in incidents. However, their incident management processes faced challenges, including lengthy response times during weekends and nights and limited visibility.

Reliance on disparate tools made it challenging to maintain service levels and provide timely resolutions, stressing users and impacting service quality.

Recognizing the critical need to improve, iFood sought a solution that could streamline its incident management processes, enhance visibility, and improve response times.

enge





Recognizing the need for a dedicated ITSM solution, iFood adopted Jira Service Management to enhance its incident management processes. They knew a unified platform with robust alert, on-call, and incident response features could provide better visibility and efficiency.

As shared during their session at Team '25, iFood initiated its ITSM transformation by establishing clear processes and communication channels to enhance incident tracking and visibility.

After successfully implementing Jira Service Management for incident management, iFood expanded its use of the solution to support IT service requests and the Legal, Procurement, and Finance teams. They also initiated change and problem management efforts to boost the development team's efficiency.

Benefits

- Seamless incident tracking: iFood integrated Jira Service Management with Slack to streamline incident tracking and centralize reports, enhancing visibility into incident statuses.
- Faster response times: Using Jira Service Management as a central hub, iFood integrated multiple monitoring and alerting tools, which reduced response times from 8 minutes to under 1 minute.
- Improved stakeholder communication: On-call policies ensured 24/7 team engagement and improved incident resolution. Regular updates and performance metrics from Atlassian Analytics enhanced communication and decision-making at iFood.

"The implementation of Jira Service Management only took us two weeks. Since launch, we've generated over 400,000 tickets, conducted 1,000+ post-mortems, and achieved an 88% reduction in false positive alerts."

Eugenio Onofre, Senior Incident Command Center Manager, iFood

<1 minute

incident response time

88%

reduction in false positive alerts

15 minutes

Status updates every 15 minutes for Ops teams

Read more 7



A ATLASSIAN + B 3 L O N G How Belong empowered teams to own their operations



INDUSTRY Telecommunications



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LOCATION Melbourne, Victoria, Australia



The Challenge

Belong, a subsidiary of Telstra, is Australia's first certified carbon-neutral mobile and internet provider. They embarked on a mission to transition from a traditional operations model to a decentralized approach.

This shift would empower teams that develop new features or projects to also support them in production, thereby improving efficiency and customer satisfaction. However, their existing service management solution was incompatible with this new customer-focused, automated, and aligned way of working required of service delivery.

enge imes



Given Belong's existing use of Atlassian tools for development and engineering, Jira Service Management was a logical choice for integration, ease of use, and cultural alignment.

Jira Service Management was implemented for operations, allowing seamless integration with existing systems. The rollout took only three months, resulting in immediate improvements. The tool was easily customized to fit Belong's culture, enabling teams to manage their processes effectively. This led to a significant improvement in the Mean Time to Acknowledge (MTTA), increasing from 57% to 85% in just one month.

Benefits

- Fast time to value: Jira Service Management was rolled out in only three months, enabling instant improvement and benefits.
- Culture of autonomy and empowerment: With access to operational data, dashboards, and monitoring in Jira Service Management, teams are empowered teams to take full ownership of their operations.
- High adoption: Due to the ease of use of Jira Service Management, teams have adopted and embraced the new processes quickly. This led to an immediate improvement in MTTA in just one month.

"When we looked at Jira Service Management, we saw it had the ability to be customized to the way we work, the processes we have, and would be easy for us as an operations team to set up in the way that we need it to be used within the organization."

Hamdam Bishop, former Technology Operations Lead, Belong

57% to 85%

improvement in MTTA in just one month

3 months

to implement Jira Service Management

Learn more 7



A ATLASSIAN + nextiva How Nextiva unified Dev and Ops teams to amplify service



INDUSTRY

Telecommunications



LOCATION Scottsdale, Arizona, USA



The Challenge

Nextiva, a leading business communications provider, is known for its excellent cloud phone systems and service. As the workforce doubled over three years, their operational teams faced significant challenges due to disconnected tools and systems that were unable to scale to meet their needs.

Employees faced difficulties managing various tools, emails, and documents across multiple systems. DevOps teams were especially impacted, as they spent too much time switching between different platforms and handling manual updates.

These challenges began to impact productivity and compromise Nextiva's ability to deliver the fast, effective service it was known for. As the company grew, it became clear that a unified platform was needed to support global teams while promoting agile practices and continuous improvement.



After evaluating their needs for better DevOps collaboration and streamlined service management, Nextiva chose Jira Service Management and the Atlassian platform to unify their teams and processes on a single, integrated solution.

In just four months, Nextiva successfully implemented Atlassian solutions across the entire company. The unified Atlassian platform streamlined operations by automating incident management, integrating change management workflows, and enhancing team collaboration.

The success of Jira Service Management across the IT department led to its adoption in other areas, including HR and Support. As a result, the organization created a cohesive system that saved over 100 hours annually, all while upholding Nextiva's reputation for excellent service.

Benefits

- Streamlined incident management: Nextiva uses automation and alert features in Jira Service Management to handle incidents more effectively, resulting in faster response times and adherence to service agreements.
- Automated change management: Nextiva's change management process has been enhanced with automated workflows that include four types of changes and automatic routing based on specific conditions.
- Improved collaboration: With a single, unified platform from Atlassian, silos have been eliminated, allowing for seamless communication between DevOps teams and providing clear visibility of their work.

"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

100 hours

saved (at least) per year

4 months

to implement Atlassian solutions

O timeouts

since migrating to the Atlassian Cloud

Read more *¬*



Nodern Support How organizations scale service across IT and non-technical teams

35 minutes

saved per submitted service request using self-service and automation

\$3.6m

in improved service desk productivity over 3 years for customers who switched to Jira Service Management

+ 30%

request deflection rate for service teams with optimized virtual service agent experiences, connected knowledge, and automation

Source: Forrester, The Total Economic Impact™ of Atlassian Jira Service Management, 2024



A ATLASSIAN +

Sony Music Publishing's greatest hit: 1,500 hours saved with automation





LOCATION

Nashville, Tennessee, USA



The Challenge

Sony Music Publishing is the premier global music publishing company, proudly managing an impressive catalog of over 4.5 million songs from talented songwriters worldwide. Songwriters turn to Sony Music Publishing's Global Copyright Administration (GCA) team to expertly handle their song-related requests, ensuring their artistic creations are well-protected and their livelihoods safeguarded.

As the GCA team worked to manage such as vast song library, their use of traditional office software, phone calls, and emails made it difficult to track and gain visibility into request data.

With hundreds of thousands of new songs added each year and the pressing need to process songwriter income, they sought a more robust and innovative solution that would enhance data management, improve song usage tracking, and deliver a better experience to their global network of songwriters and partners.





Sony Music Publishing seized the opportunity to enhance its tools and processes. Jira Service Management emerged as a highly customizable solution, providing the benefits of a robust and integrated Atlassian cloud platform to support Sony's transformation.

With the help of an Atlassian Solutions Partner, the GCA team implemented Jira Service Management Premium in a matter of months and immediately took advantage of features they weren't able to previously, such as automation rules.

The introduction of Jira Service Management has transformed operations at Sony Music Publishing. Automating workflows and enhancing data visibility has resulted in significant time savings and the creation of two new team positions to support their growing efficiency.

Benefits

- Significant time savings: Sony Music Publishing implemented automation to assign and date tickets, move or close them based on status, and add customer comments automatically, saving about 1,500 hours annually for their employees.
- Data-driven decision-making: The Atlassian platform enhances visibility into request statuses and workflows, allowing real-time tracking and improved service delivery across time zones.
- Enterprise service management: Jira Service Management has been adopted by various non-technical teams, such as the Legal department's contract management and HR's employee onboarding.

"Digital transformation is a buzzword, but Jira Service Management is helping make it tangible for us."

Jeff Pittman, Director of IT Operations and Jira Solution Architect, Sony Music Publishing

1,500 hours

200

saved per year

automations built

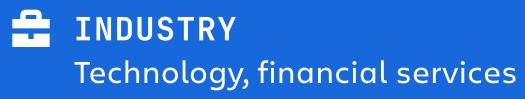
"Full visibility and tracking are at the fingertips of all agents and customers alike. Everyone knows exactly where they or their songs stand at any given time."

Alison Wood, Director, Global Copyright Administration, Sony Music Publishing

Read more *¬*



A ATLASSIAN + Thumbtack Thumbtack nails IT efficiency with 60% cost savings





LOCATION San Francisco, California, USA





The Challenge

Thumbtack is an American technology company committed to connecting millions of users with a growing community of over 300,000 local service providers. As they grew quickly, Thumbtack recognized that its previous ITSM solutions and processes were failing to meet its evolving needs and aspirations.

The legacy service management tool posed challenges due to its limited integration capabilities with Thumbtack's other key tools like Jira and Slack. This often resulted in the frustrating experience of frequent tool switching, which led to inefficiencies and impacted productivity across teams.

In response to these challenges, Thumbtack aimed to optimize its ITSM processes and make work simpler and more efficient for all employees. The company sought an enhanced ITSM solution to streamline workflows with advanced integrations, automation, and AI capabilities, ultimately creating a more supportive and productive work environment for all involved.

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Thumbtack, a long-time Atlassian customer, selected Jira Service Management for its seamless integrations and robust workflows with Jira, Confluence, and Statuspage. This switch enabled them to reduce their annual tooling costs by 60%.

The IT department uses Jira Service Management to manage service requests, changes, incidents, problems, knowledge management, and asset management. This has resulted in a savings of 80 hours per month, equivalent to 10 workdays. Furthermore, over 20 additional teams, alongside the IT team, are also utilizing Jira Service Management, leading to an extra savings of 100 hours per month, or 12 workdays.

Benefits

- Achieving efficiency with the help of AI: Thumbtack implemented Jira Service Management's AI-powered virtual service agent for its IT service desk, enabling it to manage 15% of requests without human intervention and increasing SLA compliance from 90% to 95%.
- Optimizing onboarding and offboarding: Thumbtack's HR team integrated Jira Service Management with Okta and Workday to automate onboarding and offboarding requests, saving 250 hours each year on these processes.

"Jira Service Management helps all Thumbtack employees. If we can get them something faster, without hands-on effort, that makes everyone happier. There's a cascading effect of wins, right down to the customer."

Jason Kuo, Director of IT Infrastructure, Thumbtack

180 hours

saved monthly with AI and automation

95%

SLA compliance with automation and the virtual service agent

4.9/5.0

customer satisfaction score with Jira Service Management

60%

annual cost savings by switching to Jira Service Management

Read more *↗*



ATLASSIAN + NEXTERA



NextEra Energy powers up service delivery with 68% cost savings



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INDUSTRY Energy & Utilities

LOCATION Juno Beach, Florida, USA

The Challenge ⁄

NextEra Energy is the world's largest utility company and a leading generator of renewable energy from wind and solar sources, employing over 16,000 people. With the onset of the COVID-19 pandemic, NextEra experienced a significant transformation in how its employees worked.

Before the pandemic, non-technical teams relied solely on face-to-face collaboration and used shared mailboxes for service requests. This approach proved to be inefficient and disorganized, especially during the transition to 100% remote operations. The shift revealed challenges with existing processes, as manual metrics were ineffective in measuring workload, and shared mailboxes became disorganized and impractical for remote teamwork.

In response to these challenges, one department sought help from the Project Management team, who recommended using Jira Service Management to streamline the team's operations. This solution had a positive ripple effect throughout the entire company.





Jira Service Management quickly became the service management tool of choice for non-IT teams at NextEra Energy. Over 90 teams-including Accounting, Legal, Supply Chain, Power Generation, and Worker Onboarding–and 600 service agents, now use Jira Service Management to manage and deliver service to their internal customers. After a brief intake and training process, each custom-built service desk is handed off fully to the individual business team, who is empowered to make modifications as the business evolves.

Benefits

- **Delivering value fast:** Business teams can now set up and manage their own service desks and quickly provide service to their customers.
- Making work visible: Teams and customers now have contextual information across crossfunctional workflows, real-time statuses, and live queues.
- Simplifying the process: Teams are able to eliminate complexity by creating streamlined workflows and reducing unnecessary steps.
- Measuring everything: Teams are empowered with real-time data, reports, and trends to make informed decisions.

"30 minutes per quarter have been improved by using the portal and self-service capabilities of Jira Service Management."

Alyson Lamb, Product Owner, NextEra Energy

68%

reduction in service delivery cost

61%

improvement in handling time speed

20%

deflection due to self-service

30 minutes

saved per quarter in customer productivity

Learn more 7





AATLASSIAN + Breville Brewing success: How Breville unified 30 teams with one solution





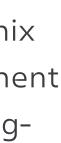


The Challenge

Breville is a leading global maker of premium kitchen appliances, serving over 70 countries. During the COVID-19 pandemic, it embarked on a digital transformation from a traditional application manufacturer to a technology company.

Breville recognized the need for improved service management for efficiency and scalability. However, it faced challenges with a fragmented ecosystem of tools like Monday, Microsoft Teams, Asana, Notion, and ManageEngine.

With their workforce doubling from 2017 to 2022 and IT staff growing from 30 to 230, the mix of siloed tools and inconsistent ITSM practices hindered effective service request management and reporting. The company required a unified platform to meet immediate growth and longterm digital transformation goals.





X

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Recognizing the opportunity to maximize their potential with Atlassian solutions, Breville made a strategic decision to fully embrace the Atlassian cloud platform by replacing ManageEngine with Jira Service Management as part of a comprehensive digital transformation.

With the help of Atlassian Advisory Services, they deployed their first standardized service desk in just six weeks, consolidating previously scattered service desks into a unified solution.

Benefits

- Bringing Dev+Ops together: Backend issues in Breville's Jira Service Management queue flow directly into their Jira Software scrum board to be resolved by their development team.
- Extending value to business teams: More than 30 teams at Breville use Jira Service Management for incident, service requests, change, and problem management, such as HR, Marketing, Procurement, and more.
- Providing a single Breville Service Desk: Breville's teams now manage over 75,000 tickets annually using Jira Service Management, achieving an average customer satisfaction score of 4.9 out of 5.0.
- Improving collaboration, visibility, and efficiency: By utilizing Jira Service Management for support requests, Jira for development, Confluence for documentation, and Jira Product Discovery for road mapping, the Atlassian platform has delivered a way for teams at Breville to teams to seamlessly together.

"In no time, we had a single point of contact for all support across Breville."

Roni Nestorovski, Global Service Delivery Manager, Breville

75,000

tickets a year managed

30+ teams

teams using Jira Service Management

4.9/5.0

satisfaction score

Read more 7

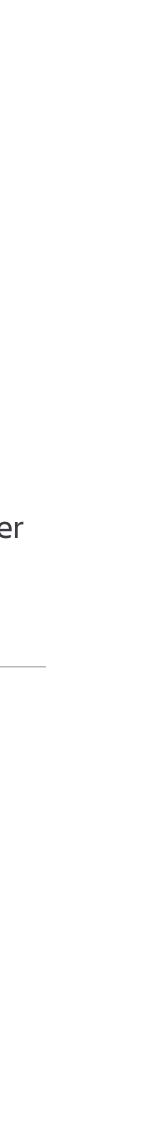


Service Management for Developers How innovators improve developer productivity

₽\$362,000

saved by development and engineering teams over 3 years with Jira Service Management

Source: Forrester, The Total Economic Impact™ of Atlassian Jira Service Management, 2024





Santillana aces digital learning with 30% faster delivery



INDUSTRY **Education**, technology



LOCATION Madrid, Spain



Santillana, a global leader in educational content and technology, has been at the forefront of transforming educational services since 1960. Over the past 15 years, the company has transitioned from a traditional content provider to a comprehensive educational services organization. Its focus is now on developing a complete ecosystem of applications that support students, teachers, families, and schools in delivering high-quality education.

With 3.2 million subscribers and 10 million global users, Santillana's demand for support services surged during the COVID-19 pandemic. During this time, their support tickets increased dramatically from 300 to 3,000 in just one month.

The team of 300 developers, spread across six countries and 12 time zones, needed a unified platform to track user needs and feature requests. Operations teams also required complete visibility into developer applications to effectively maintain and deploy services, especially as user experience became more critical.

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To address these challenges, Santillana implemented Jira Service Management alongside its existing suite of Atlassian tools, which includes Jira, Confluence, Bitbucket, and Bamboo. As they shared during their Team Europe '24 session, this integration created a cohesive platform for collaboration, enabling a streamlined development process to gather user needs and feedback from teachers, students, families, and school administrators. It facilitated the prioritization of new features and knowledge sharing within Confluence and ensured global alignment, allowing the organization to move forward in a unified direction.

Benefits

- Improved cycle time: Santillana's development teams can now quickly respond to educational needs across a variety of user needs, reducing the time-to-market from conception to delivery in production from one year to six months.
- Single source of truth: Teams across development, operations, and customer operations now have complete visibility over all the applications and business needs. Integrating customer feedback into development practices has led to increased customer satisfaction and overall subscriptions.
- Improved developer satisfaction: Developers are now empowered to share and implement new ideas that have a business impact, increasing their job satisfaction.

"Connecting Jira Service Management to the rest of our Atlassian tools - to Jira, Confluence, Bitbucket, and Bamboo - has improved our cycle times by 30%."

Juan Domingo Gavilan, Global Manager of Cloud Infrastructure, Support, and Cybersecurity, Santillana

30%

improvement in cycle time

"With Atlassian and Jira Service Management we create a whole new world for Developer and Operations teams because they have complete visibility to any applications."

Juan Domingo Gavilan, Global Manager of Cloud Infrastructure, Support, and Cybersecurity, Santillana





A ATLASSIAN + SEB **How SEB bridged the Dev + Ops divide with a** unified platform



INDUSTRY Banking, financial services



LOCATION

Stockholm, Sweden

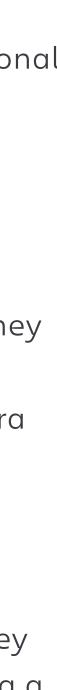
The Challenge

SEB is a leading corporate and investment bank in Northern Europe with a strong international presence. Founded 160 years ago, SEB has consistently focused on innovation and growth. However, as the organization expanded, it encountered challenges due to its previous IT Service Management (ITSM) solution, which could not keep pace with its rapid growth and evolving needs.

As shared during their Team '23 session, SEB was using BMC Remedy solely for ITSM, but they required a more agile and flexible platform to accommodate the increasing demands from both business and IT teams. Additionally, their legacy system did not integrate with their Jira instance, highlighting the need for a more cohesive experience for their Development and Operations teams.

SEB sought a platform that would offer the benefits of a consolidated experience and customization capabilities to meet the requirements of a European financial institution. They understood that adopting a new solution was essential for scaling effectively and providing a more modern service experience.





SEB selected Jira Service Management due to its seamless integration with existing Atlassian products, such as Jira Software and Confluence, along with its highly customizable features. By collaborating with an Atlassian Solution Partner, they successfully migrated 4,000 agents and 700 request forms from their previous service portal to Jira Service Management.

As shared during their Team '23 session, they developed 350 automated processes behind the newly migrated forms utilizing the integrated Atlassian platform. The native automation capabilities of Jira Service Management enhance SEB's request forms, which are crucial for their daily operations.

Benefits

- Creating a single source of truth: With Jira Service Management, SEB now has a single help center portal for customers to troubleshoot common issues and and directs them to the appropriate agents for their incidents.
- Providing a better experience for Dev+Ops teams: SEB uses Jira Service Management to manage ITSM processes like incident, request fulfillment, problem, and change management, all integrated with Jira Software.
- Expanding to business teams: Jira Service Management is now widely used at SEB by teams like HR and Procurement, whereas the legacy solution was previously limited to IT.
- Building a robust CMDB: SEB has established a robust CMDB with Jira Service Management's Assets and leverages native automation for complex request forms.

"Jira Service Management offered the flexibility to create our own custom solutions to fit our needs."

Darko Jakimovski, Senior IT Manager, SEB

4,000

agents migrated from their legacy solution

350

automations built

Read more *∧*



A ATLASSIAN + Canva **How Canva designed** a better DevOps experience and saved **150 hours monthly**



INDUSTRY Technology

0 LOCATION Sydney, Australia



The Challenge

Canva is the fastest-growing design platform in the world. Founded in 2012, the company has expanded to over 5,000 employees and serves hundreds of millions of users globally.

The rapid growth of Canva, combined with the shift to remote work during the COVID-19 pandemic, increased the need for better visibility across workflows. Initially, the engineering teams relied on various tools to track tasks. However, as the business continued to expand, they required a more comprehensive system to manage the complexity of their workflows effectively.

Teams were overwhelmed with Slack messages and emails, and they lacked a centralized platform for handling service requests, managing incidents, and facilitating collaboration. Canva needed a solution that would enhance workflow visibility, streamline communication, and ensure security while accommodating its rapid growth.



By implementing Jira Service Management alongside other Atlassian cloud products, Canva transformed its development and service management processes. With Jira Service Management, Canva was able to process 5,000 tickets annually through a centralized system, saving over 150 hours each month through automation. As the company scaled, the team improved its agility by easily funneling requests and queries from a central location to the appropriate team or individual.

Benefits

- Enhancing team connectivity: The Observability team leveraged Jira Service Management's automation capabilities for incident reporting and action item tracking while integrating with Slack to enhance communication.
- Enabling modern DevOps: The Atlassian platform streamlined incident and change management workflows for developers, allowing them to capture feedback directly from customers and maintain ownership of their code from production through maintenance.
- Growing with confidence: Unlimited storage in Jira Service Management Premium provides the necessary scalability for Canva's growing operations.

"Having Jira and the Jira Service Management" setup gives me the confidence that I can forward a query to someone and it'll be picked up and dealt with."

Andrew Toolan, Software Engineer, Canva

5,000

tickets fulfilled

150 hours

saved monthly with automation

"Jira Service Management has allowed us to centralize our information into one point, making it easy to perform queries or searches, or even simply run reports."

Andrew Toolan, Software Engineer, Canva

Read more *↗*



NEXT STEPS

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