

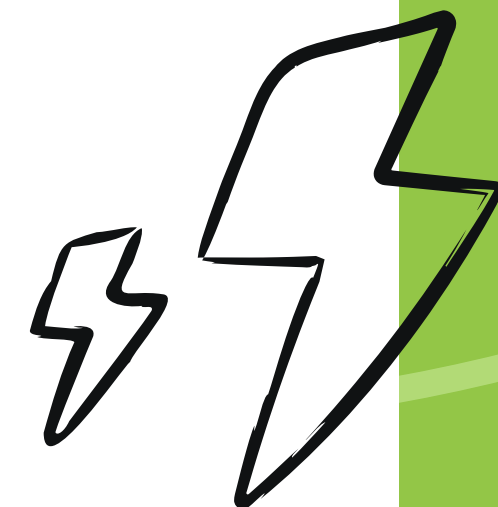
# Modernizing IT Operations

How enterprises enhance efficiency and reliability



ATLASSIAN  
Jira Service Management

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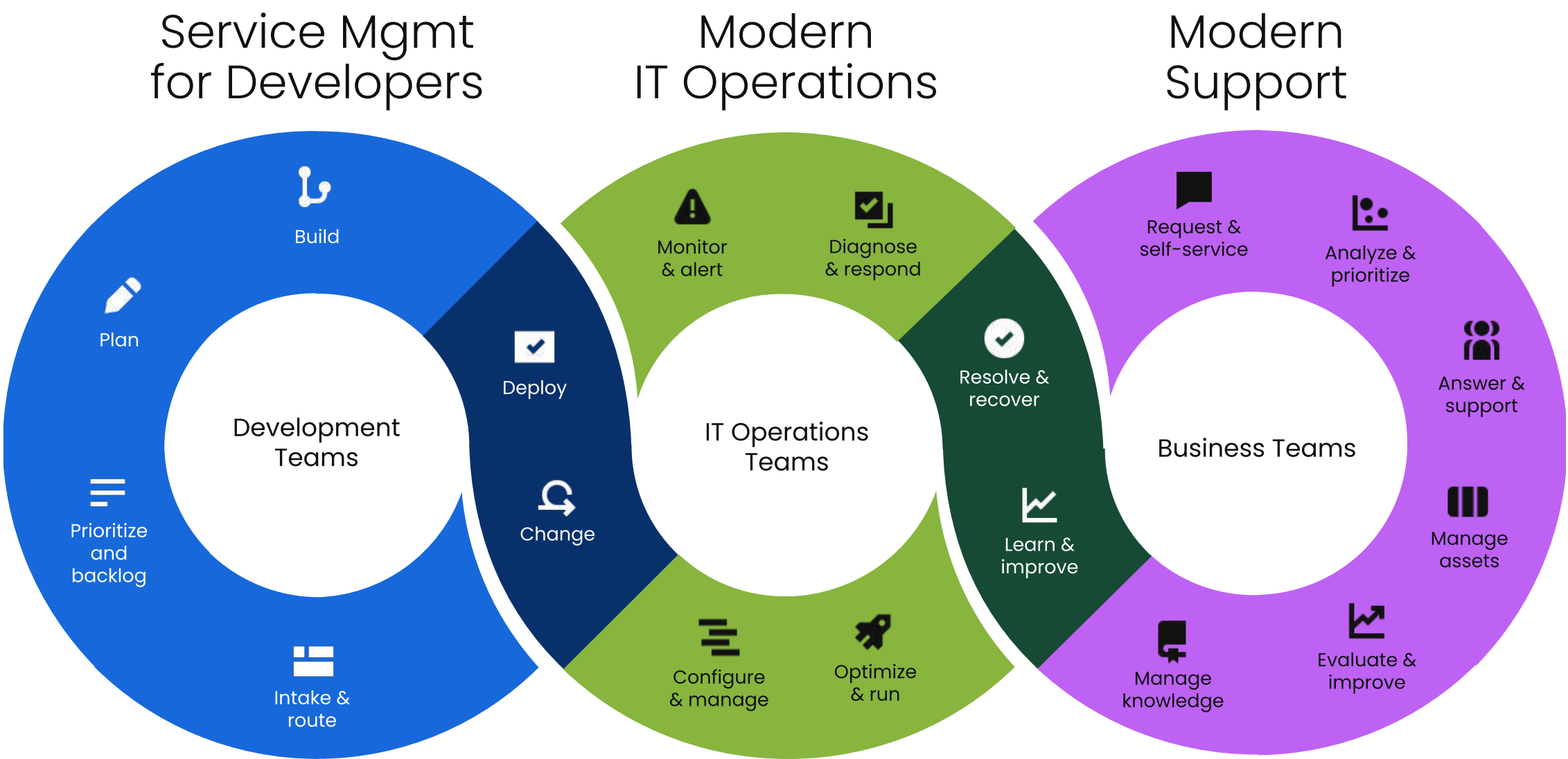
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# Atlassian's approach to service management

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 However, traditional service management is comprised of siloed tools and teams, outdated experiences, and costly, complex solutions.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



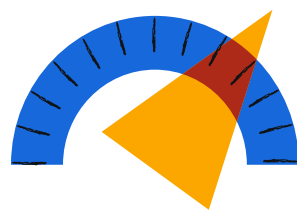
With Jira Service Management, organizations can:



Accelerate Dev+Ops



Empower service for all



Deliver value fast

# Accelerate service delivery and optimize operations

Empower IT Operations with modern ways of working to accelerate service recovery and optimize operations.

- **Resolve incidents faster** with better prioritization and response, powered by AI
- **Fast-track changes** with automation
- **Gain critical insights** to uncover and prioritize improvements

 **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

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





# How iFood delivered faster incident responses

 **INDUSTRY**  
Food delivery

 **LOCATION**  
Sao Paulo, Brazil



## The Challenge <sup>?!</sup>

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.



# The Solution



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 ↗](#)

▲ ATLASSIAN + B E L O N G

# How Belong empowered teams to own their operations

🏢 INDUSTRY  
Telecommunications

📍 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.



## The Solution



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**

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**57% to 85%**  
improvement in MTTA in just one month

**3 months**  
to implement Jira Service Management

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[Learn more ↗](#)





# 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.



# The Solution

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

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<b>100 hours</b> saved (at least) per year	<b>4 months</b> to implement Atlassian solutions
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**0 timeouts**  
since migrating to the Atlassian Cloud

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[Read more ↗](#)

NEXT STEPS

# Ready to unlock high-velocity teams with AI-powered service management?

Join over 60,000 companies that have transformed their service delivery with Jira Service Management. [Learn more](#) or [contact us](#) today.



Atlassian helps unleash the potential of every team. Our software development, service management, and work management software helps teams organize, discuss, and complete shared work.

Learn more about our products, including Jira, Confluence, and Jira Service Management at [Atlassian.com](https://atlassian.com).