Enterprise Strategy Group™

TECHNICAL VALIDATION

Accelerate Work, Productivity, and Collaboration With Loom by Atlassian

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Introduction

This Technical Validation by Enterprise Strategy Group details our evaluation of Loom by Atlassian. We evaluated Loom to see how it accelerates project completion, enhances the incident management process, and helps enterprises become better communicators across the organization.

Background

Productivity and efficiency continue to be priorities among organizations, but it's challenging to remain productive with common work practices, such as frequent meetings that get in the way of doing the actual work. Even when these are necessary, they are typically inefficient and don't always accomplish the goals they set out. According to an Atlassian survey, 78% of respondents have trouble getting their work done because of the number of meetings they need to attend. Another 51% of respondents indicated that they must work overtime a few days a week due to meeting overload.[1]

Communication and collaboration are critical to successful projects that bring business value and push the organization to make progress toward goals. These requirements have become more critical as organizations continue to hire a more global workforce. However, many organizations struggle with the effective communication necessary to achieve desired outcomes. According to an Atlassian survey, teams feel that information can be difficult to obtain, with 25% of executives and teams indicating they spend a quarter of the work week looking for information. Additionally, 74% of executives indicated that a lack of communication interferes with speed and quality of work.[2]

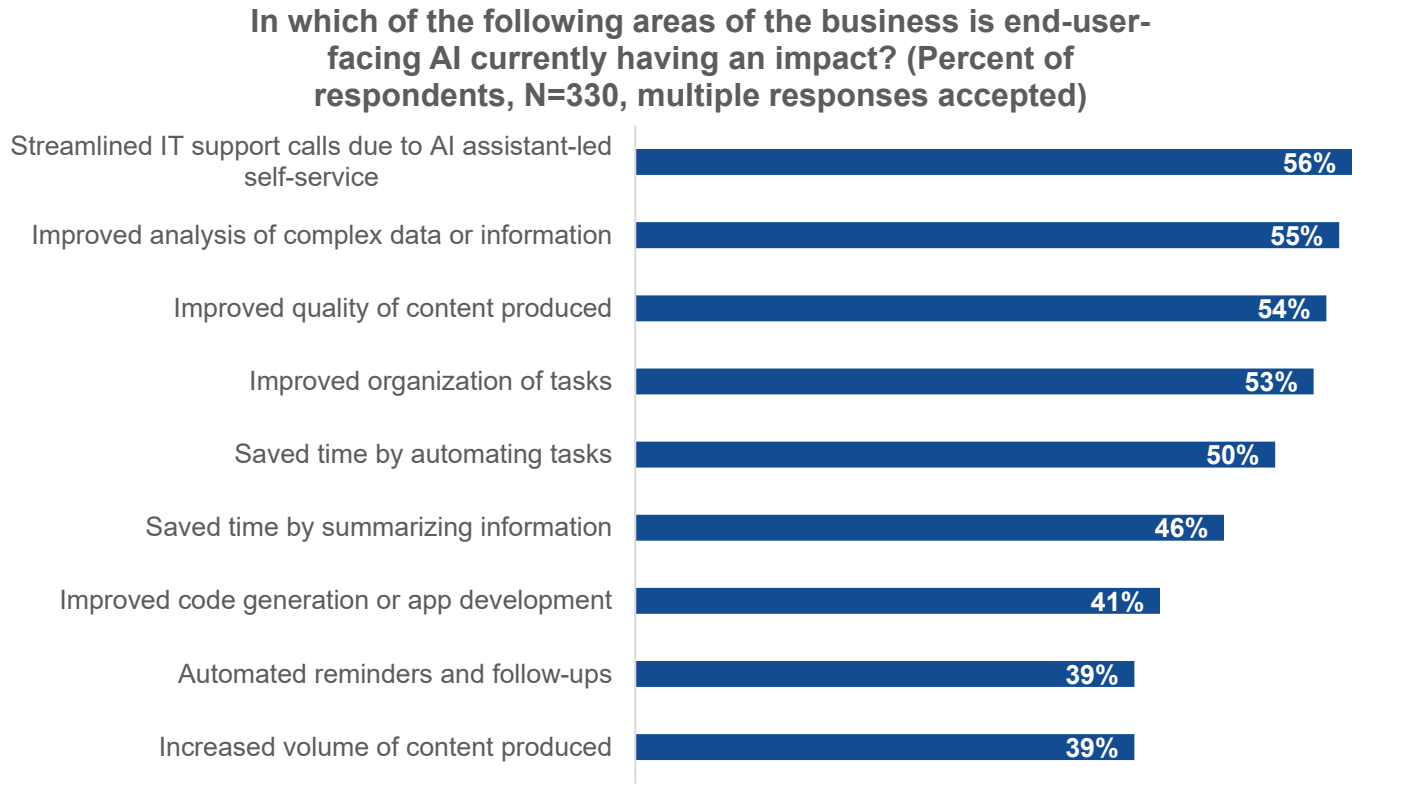
Video communication can help bridge the gap between collaborative in-person meetings and more efficient asynchronous communication. Video communication is more than videoconferencing software for live meetings. It's a tool teams can use to more effectively manage projects and people, especially when teams are distributed across different time zones. Asynchronous video enables teams to better communicate information, troubleshoot issues, and stay up to date on project status without filling up the calendar with meetings that hurt productivity. When such asynchronous communication is engrained into existing workflows and the tools employees use every day, it enables organizations to build a culture of efficient, effective project management.

Additionally, the benefits of generative AI (GenAI) and other AI-based tools have made video communication a more viable option for regular use, reducing reliance on face-to-face meetings. With AI, users can quickly edit videos, summarize them, and create action items based on them. These tools enable project teams and their leaders to use video to quickly communicate project objectives or feedback and accelerate productivity without costly editing software or manual effort in taking notes.

Enterprise Strategy Group research showed that organizations are looking to AI-based solutions to solve many of the root causes for these communication and efficiency problems. Figure 1 shows the benefits organizations have seen from AI tools. These tools have enabled organizations to better analyze data, summarize information, and automate the creation and organization of tasks.[3] When applied to video communication, these AI benefits can save a significant amount of time and effort and increase communication effectiveness across the team.

[1] Source: Report: "Workplace Woes: Meetings Edition: Meet the #1 barrier to productivity," Atlassian.com.
[2] Source: Report: "The State of Teams 2025," Atlassian.com.
[3] Source: Enterprise Strategy Group Research Report, *AI at the Endpoint: The Impact of AI on End Users and Endpoint Devices*, April 2025.

Figure 1. Impacts of AI on End-user-facing Business Areas



Source: Enterprise Strategy Group, now part of Omdia

Organizations taking advantage of such AI tools to improve meeting outcomes, communicate clearly with their team members, organize tasks, and enable new workflows aim to see improved productivity and efficiency.

Loom

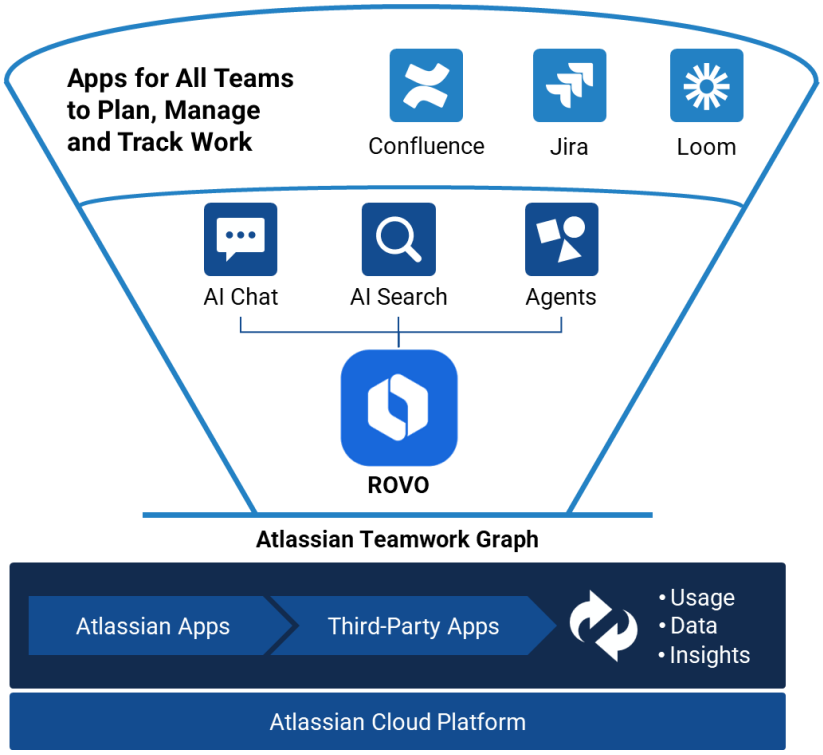
Loom is a video communication platform that helps teams move work forward with fewer meetings, resulting in increased productivity and efficiency. Teams can use Loom's Chrome extension, desktop, and mobile apps to record their screen, themselves, or both to share updates on demand, providing more clarity than a written message while avoiding the need to schedule a call. When a meeting is required, Loom's AI notetaker can record the call with captions and instantly generate recaps with key decisions and action items, eliminating the need for manual notetaking.

Loom becomes especially powerful for maximizing enterprise team productivity through its integrations with tools employees use every day, such as Jira and Confluence. For example, Loom automatically publishes meeting recaps into Confluence, where they become searchable and accessible across the organization. Meeting action items are automatically turned into work items or tasks in Jira, keeping projects on track without additional manual effort. And with Rovo (Atlassian's AI solution for search, chat, and agents), teams can use AI agents to summarize key updates and decisions from missed meetings that were recorded with Loom. Developers can also document bugs and incidents more effectively by recording a Loom video directly within Jira and then automatically generate a detailed bug report with reproduction steps already written for them, saving hours of documentation work.

AI technology, especially GenAI, has taken root in many organizations looking to increase productivity and efficiency. Loom combines its integration with Atlassian systems with powerful AI to deliver enterprise-ready AI experiences. By bringing Loom meeting recordings and Loom call notes into Atlassian's Teamwork Graph, Loom's

data is combined with data from Atlassian and third-party sources into one searchable unified data store. Teamwork Graph is a data intelligence layer that automatically unifies and connects data across all Atlassian, Marketplace, and other apps (see Figure 2).

Figure 2. Atlassian Loom and the Atlassian System of Work



Source: Enterprise Strategy Group, now part of Omdia

Enterprise Strategy Group Technical Validation

Enterprise Strategy Group validated via remote demonstration and customer case study Loom's ability to accelerate project completion and incident response. We also validated Loom's capabilities in helping larger organizations increase productivity and efficiency at scale.

Accelerate Project Completion

Enterprise Strategy Group validated how Loom accelerates project completion by providing advanced tools to teams for asynchronous and synchronous communication.

Enterprise Strategy Group Analysis

Typical project management and collaboration has become more challenging as teams grow more distributed across the globe. Taking the example of a new marketing project led by a VP, there are multiple places in the process where delays and inefficient communication can damage productivity and lead to missed deadlines. The project kick-off meeting requires all in the project to be present, which is challenging when the team is large and distributed. These issues continue to build up through multiple, repetitive live follow-up meetings where late feedback can lead to delays and missed deadlines. Many projects suffer from poor documentation, unclear expectations, unnecessary meetings for status updates, and slow feedback loops.

Integrate Loom With Existing Tools

Loom is integrated with many of the tools enterprise teams use every day, from Atlassian tools like Jira and Confluence, to other popular enterprise software such as Slack, Microsoft Teams, Zoom, Google Suite, Microsoft Outlook, Salesforce, Figma, and Calendly.

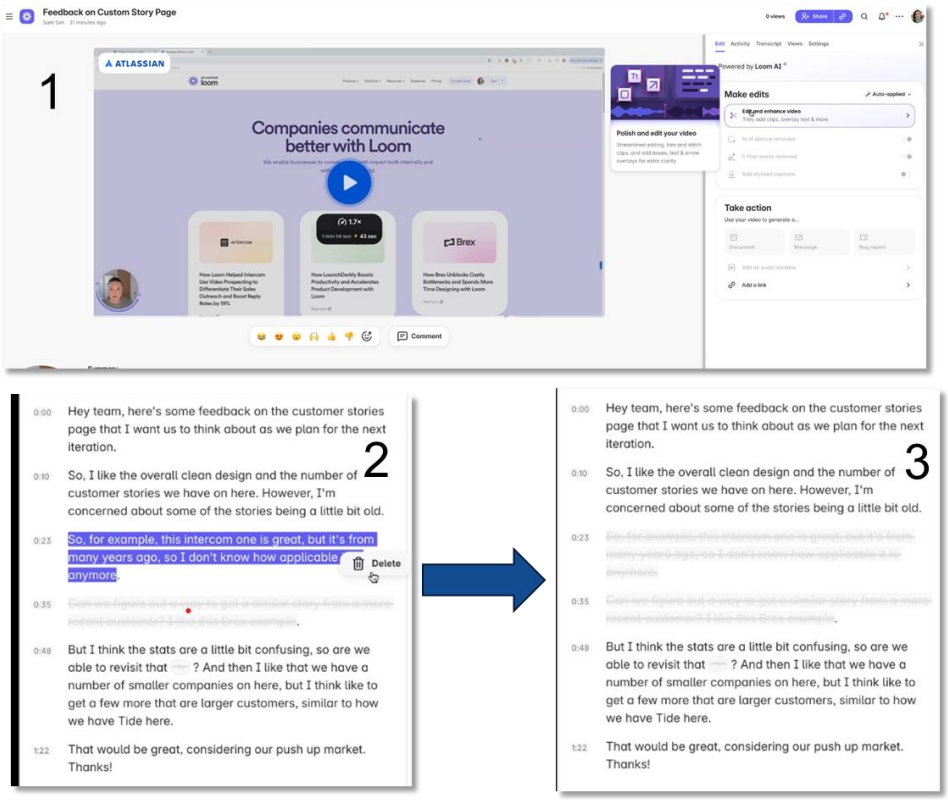
If using a tool that Loom doesn't integrate with, enterprise teams can still securely share Loom videos with a copy/paste of a URL wherever they're communicating.

With Loom's integrations and ease of sharing, project teams improve communication and accelerate productivity by making it easy for teams to use video within their existing tools.

Enterprise Strategy Group validated how a manager could use Loom to create a quick pre-meeting summary video to prepare participants for the meeting. The manager can use this video to provide a walkthrough of the project plan that the team can view prior to the meeting when convenient, instead of having to gather everyone into a room at the same time. The manager then has the option to use the kickoff meeting for brainstorming and addressing any concerns, making a better use of the time. The manager can also use Loom's AI features to create a title, summary, and chapters for the video automatically and eliminate filler words ("ums" and "ahs") automatically.

We also saw how Loom's editing by transcript functionality helps to streamline post-video editing by providing the ability to edit a video like a document. We saw a video edited by deleting a line from the video in the transcript. Loom automatically edited the video and smoothed it out to make the edit undetectable by those watching (see Figure 3).

Figure 3. Editing a Video Using the Transcript

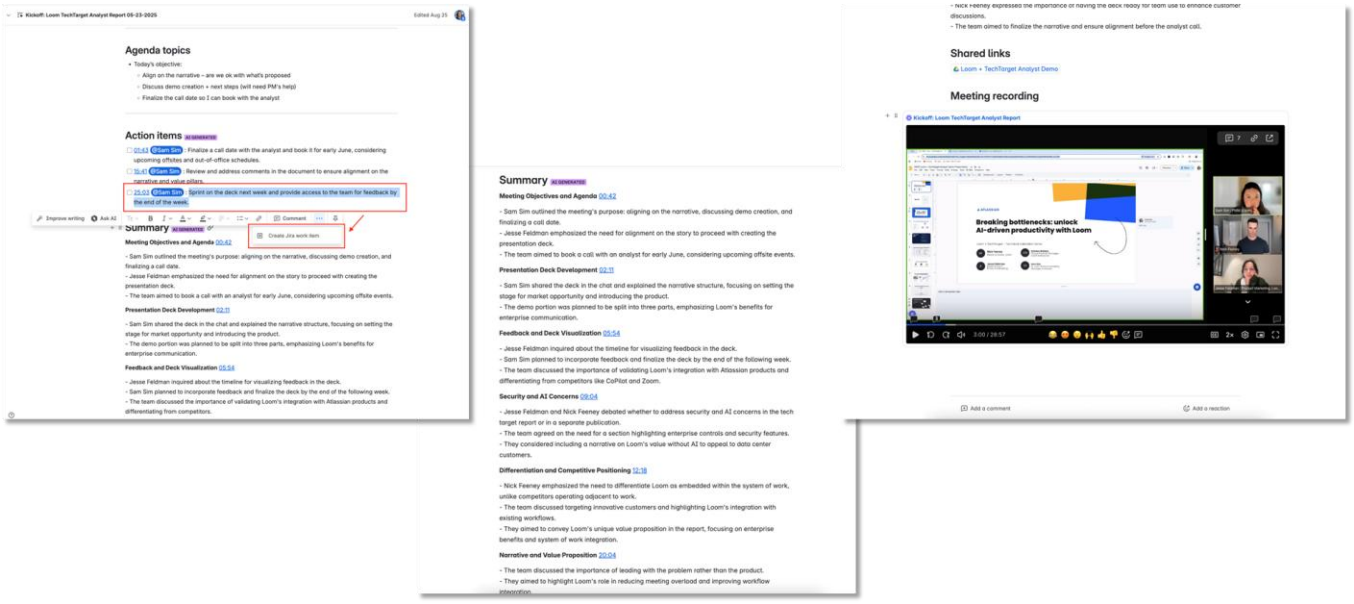


Source: Enterprise Strategy Group, now part of Omdia

During that brainstorm meeting, Loom's AI notetaker will join the call and record. Immediately after the meeting, it generates a recap with key points, shared links, and the full recording, then publishes it as a Confluence page. Any action items discussed are captured by Loom and automatically turned into Jira work items (or tasks) and assigned

to the right team members. All of this removes the need for manual note-taking and post-meeting task management. Team members that were out of office can use Loom's Meeting Insights Reporter, an AI agent that reviews recorded meetings and recaps, to quickly catch up on key decisions, deadlines, and action items—with direct links back to the original videos.

Figure 4. Meeting Summary in Confluence



Source: Enterprise Strategy Group, now part of Omdia

Enterprise Strategy Group reviewed a case study to see how Loom has helped its customers save time and increase team efficiency. We reviewed the case of a global HR software company with over 1,500 distributed employees. The company required an easy-to-use tool for asynchronous communication across the world. It used Loom for all asynchronous communication, including announcements, collaboration, performance reviews, training, IT and enterprise service management, sales, and customer support. Doing this, the company reported saving more than 20,000 hours in two years by reducing unnecessary meetings, while improving communication across the company.

Why This Matters

Poor communication kills projects. Project managers take on the task of completing projects on time and under budget. However, the traditional ways of launching and running projects often depend on in-person meetings and reviews with the whole team present, leading to built-in inefficiencies and delays. Scheduling challenges for distributed teams, late-stage feedback, and misunderstandings from in-person meetings lead to delays and missed deadlines, increasing costs and reducing time to market for new features.

Enterprise Strategy Group validated how Loom's video communication and AI features help project teams collaborate and communicate without the need for constant meetings. Loom enables team members to create videos and screen recordings they can use to clearly communicate project goals, feedback, and other critical information asynchronously. Loom's editing features, such as Edit by Transcript, help users shape their message without needing another editing tool. Additionally, Loom's videos are used by the Atlassian teamwork graph (unified data model) to provide customized GenAI experiences using Rovo (Atlassian's AI-

powered search, chat, and agents offering), helping team members get up to speed on meetings they've missed or create work items based on meeting action items.

Effective video communication is more than simple video conferencing software for meetings. It helps to reshape how teams communicate and complete their work. With Loom, teams can improve communication, save time on unnecessary meetings, provide feedback in a concise and easily consumable manner, and store vital information on Confluence and Jira to help teams execute. Doing so saves time and increases the likelihood of completing projects successfully. According to Loom, their customers have reported to them a 53% faster project completion after beginning to use Loom for their communication needs.

Accelerate Incident Management

Enterprise Strategy Group validated Loom's ability to accelerate incident management.

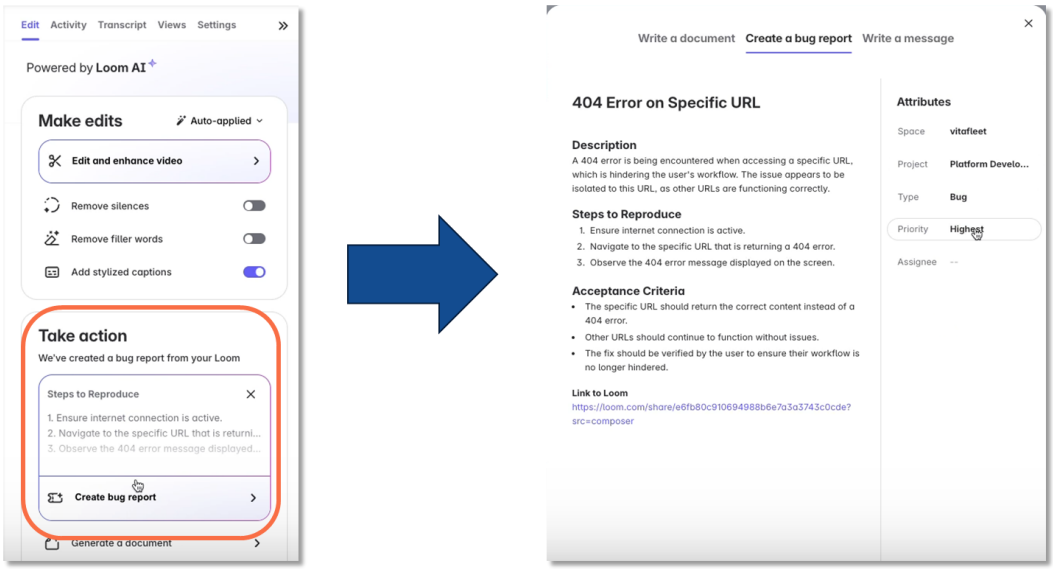
Enterprise Strategy Group Analysis

Software teams working on new features require quality assurance (QA) testing to ensure the code is working as intended. Additionally, sometimes bugs in software appear in production environments and require the development team to troubleshoot. When a QA associate or end user finds a potential issue, it's critical that it be diagnosed and resolved quickly to reduce the risk of business interruptions.

Common incident management workflows suffer from several inefficiencies that make it more difficult and time consuming to find the root cause of issues and resolve them. Typically, when someone finds a bug, they try to describe it to a developer or create a work item, manually filling in fields, potentially incorrectly. If the description is unclear, the development team might struggle to recreate the issue, leading to several back-and-forth emails or meetings to try to better understand what happened. This process leads to prolonged product failure, poor customer service, and at-risk revenue.

Enterprise Strategy Group validated how an end user or system tester can use Loom to record a video detailing the bug. This video can outline the steps taken and enable the development team to watch what action the end user performed that led to the error. Afterward, we saw how Loom creates a Jira ticket from the video, filling in a summary of what happened along with acceptance criteria, eliminating manual effort (see Figure 5).

Figure 5. Generating a Jira Bug Report From a Loom Video

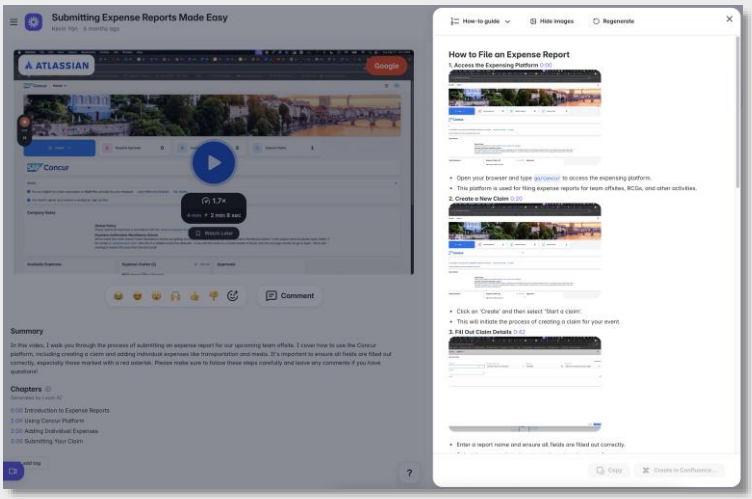


Source: Enterprise Strategy Group, now part of Omdia

Using Loom's Video-to-text Capabilities for Business Teams

While development teams gain many benefits from using Loom AI to create bug reports, business teams can also use Loom AI for project management, documentation, and training. Enterprise Strategy Group validated how instructional videos can be made to create documentation after the fact. After business teams create an instructional video on how to complete a task, Loom AI can create step-by-step documentation from the video, including proper screenshots to illustrate the steps.

Loom's document creation functionality enables teams to build better documentation with less manual effort, ensuring that future issues are addressed more quickly. QA teams can also use this feature to create guides and test plans for critical business functions within an application.



Why This Matters

Enterprises rely on large software systems to deliver value and bring in revenue. When problems with the software arise, it's critical to quickly diagnose the issue and resolve it before excessive business disruption occurs. However, many incident management processes are fraught with inefficient back-and-forth exchanges and miscommunication. This leads to long resolution times and damage to reputation and potentially revenue.

Enterprise Strategy Group validated how Loom video, coupled with its AI features and integration with the Atlassian platform, helps organizations troubleshoot and resolve issues quickly. With Loom, end users or QA testers can create a video walking through the steps taken to reproduce the problem, giving the development team a clear view of what is happening and why. Loom AI creates a Jira ticket from the video, with clear summaries and acceptance criteria and assigns it to the correct team. When the development team resolves the issue, it can create Loom videos documenting what happened and how to fix it in the future. Loom AI then turns these videos into step-by-step guides that can be posted to Confluence.

Loom improves communication between teams and eliminates the unnecessary back and forth that often occurs when developers can't recreate an issue. Loom eliminates the need to manually create tickets for development teams and provides the tools necessary for clear and consistent documentation, making bug resolution easier over time.

Built With Enterprises in Mind

Enterprise Strategy Group validated Loom's value for enterprise organizations.

Enterprise Strategy Group Analysis

Large enterprises require effective communication, both synchronous and asynchronous, to function well. However, any software looking to serve such large companies requires features that help such organizations maintain security and compliance with advanced data security and retention capabilities.

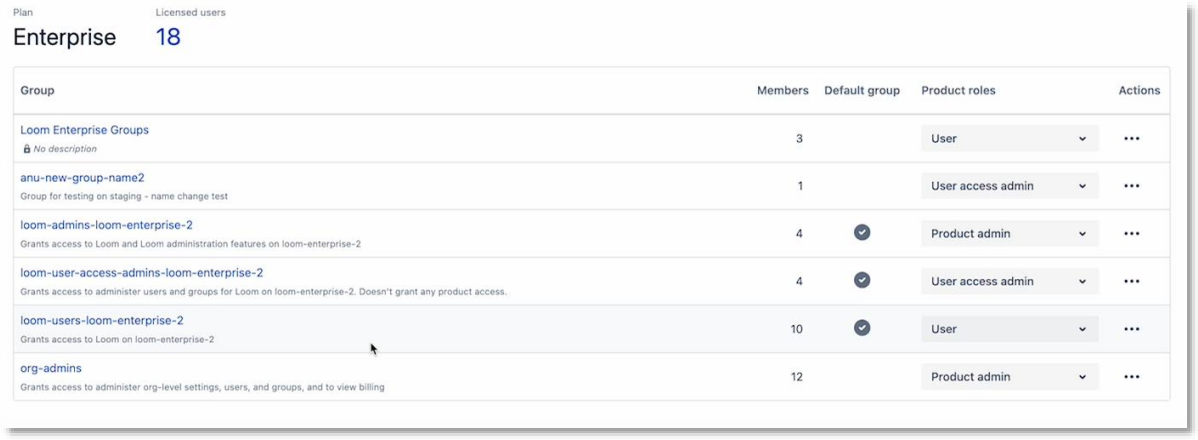
Enterprise Strategy Group validated Loom's effectiveness within an enterprise environment. Since it's now part of the Atlassian software suite, Loom has built enterprise-grade security into its solution, featuring single sign-on (SSO), System for Cross-domain Identity Management (SCIM) and granular sharing and access controls for admins to keep data safe. Loom uses SCIM to provide SSO functionality across Atlassian applications, enabling users to have seamless integration between applications. Loom is also compliant with industry standard certifications such as SOC2, ISO 27001, the European Banking Authority, and GDPR and encrypts data in transit (SSL) and at rest.

Loom has focused on creating an intuitive administrative experience, helping admins manage a vast amount of content and users with controls that enable powerful bulk actions. Loom provides audit logs to keep track of changes and events with videos and documents. Admins can set data retention policies to match the current enterprise policies based on data sensitivity or other factors.

Customers can configure Loom with either a single or multi-workspace setup, similar to how they organize Confluence and Jira. This flexibility enables enterprises to structure their content based on business units or other organizational needs. Loom integrates seamlessly with Atlassian Groups, which synchronizes user groups from the customer's identity provider (IdP) and active directory. This integration enables centralized, streamlined user management, letting admins easily assign permissions and roles across multiple workspaces while maintaining consistent access control across the entire Atlassian suite.

Enterprise Strategy Group walked through the administrative setup for Loom using Atlassian's Enterprise solution. The customer has an organization, under which there is a list of products, where we saw a Confluence instance along with several Loom instances. After clicking on a Loom instance, we viewed a list of user groups within Loom. These groups represent the user groups set up in the organization's IdP, which Atlassian pulls from the system of record and applies user permissions to based on the group. From here, administrators can assign various product roles to each group (see Figure 6).

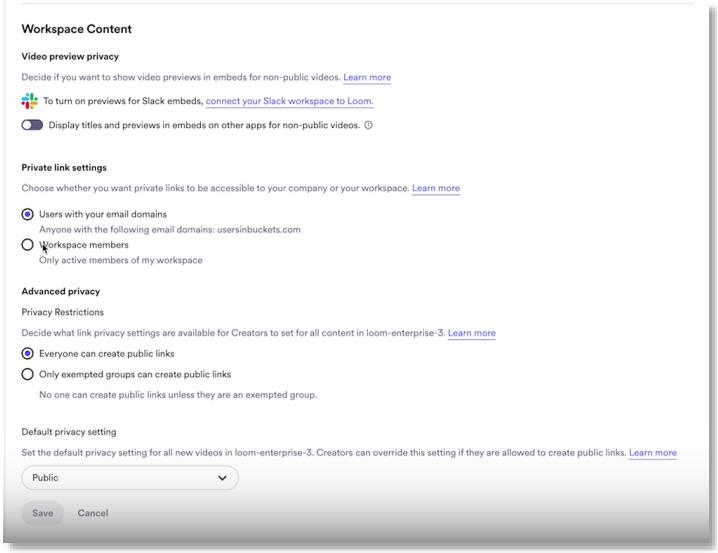
Figure 6. Viewing Loom Group Permissions



Source: Enterprise Strategy Group, now part of Omdia

The Atlassian Administration screen is where admins can set IdP settings and SAML configuration, along with billing information for all Atlassian products used by the customer. We then navigated to the Loom administration console to view Loom-specific settings. In the Workspace Content section, admins can set privacy settings and determine how and to whom users can share Loom content. Admins can restrict end users' ability to create public links and restrict access to Loom content based on domain or workspace membership (see Figure 7).

Figure 7. Setting Workspace Content Policies in Loom

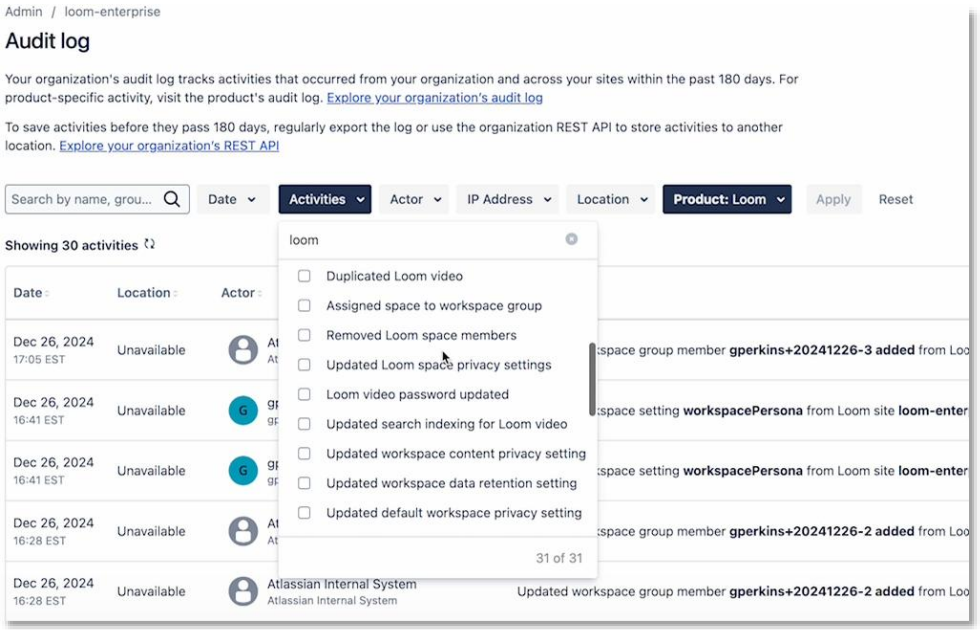


Source: Enterprise Strategy Group, now part of Omdia

From the Loom administration console, admins can assign user groups to workspaces, view members of the workspace, and manage branding and data retention policies. They can also download audit logs and manage integrations with other tools.

Finally, we viewed Loom's audit log, which provides visibility into usage across the platform. It tracks user activities within the past 180 days. We accessed the audit log via the Atlassian Administration screen and were able to filter the audit log to see only Loom activities. Here we can see the activities performed, which user performed them, and details such as the IP address and location at the time of the event.

Figure 8. Viewing Loom Audit Logs



Source: Enterprise Strategy Group, now part of Omdia

Why This Matters

Large enterprises require an advanced set of features from software vendors due to the increased regulatory standards and business policies. Enterprises often require complete visibility into user behavior, easy integration with existing identity management infrastructure, and an easy and intuitive admin experience.

Enterprise Strategy Group validated that Loom has designed its solution to be enterprise ready. Loom has been fully integrated into Atlassian's administration console, enabling admins to set up Loom policies and SSO capabilities in the same place as other Atlassian tools. Loom provides audit logs, privacy settings, and data retention capabilities to provide enterprise customers with the tools they need to maintain compliance and manage large numbers of users.

Loom's integration into the Atlassian Cloud Platform provides it with the enterprise-ready backbone it needs to provide larger organizations with the confidence to make the best use of Loom's feature set. With full IdP integration, along with visibility and control at the individual video level, enterprise customers can take full advantage of Loom's capabilities with confidence.

Conclusion

Running a successful project, especially in organizations with large, distributed workforces, creates a unique set of challenges. Productivity and efficiency are the priorities, but it's challenging to remain productive with common work practices, such as frequent meetings that steal time that could be better used to complete work that brings value. The inclusion of meetings in common workflows, such as project kickoffs, feedback cycles, and software incident management, drastically slows down time to delivery and resolution.

Loom aims to increase collaboration using video communication to accelerate work and productivity within project teams. Rather than depending solely on live video conferencing tools, Loom enables teams to share updates asynchronously, helping distributed teams stay aligned across time zones. Enterprise Strategy Group validated that Loom's AI video production and editing capabilities enable users to quickly create videos, eliminate filler words ("ums" and "ahs"), edit using the transcript, and add overlays without separate editing software. End users and QA testers can clearly communicate issues and record reproduction steps, then create work items automatically populated with details from the video to reduce resolution times.

When meetings are required, Loom's AI Meeting Notetaker captures the conversation, generates recaps with decisions and action items, and instantly publishes them into Confluence, while also integrating seamlessly with Jira and other collaboration tools that enterprise teams rely on daily—removing the manual note-taking and post-meeting task management that slows work down. We also validated Loom's enterprise-ready features, such as SSO, data retention policies, and audit logs for complete visibility and control over video content.

As more organizations move to distributed workforces within various time zones, communication and collaboration will become more important than ever. Video communication is an effective means of communication that can also help accelerate project completion and increase the chances of success. If your organization is looking to improve asynchronous communication across the enterprise, we recommend you seriously consider Atlassian Loom.

About Enterprise Strategy Group
Enterprise Strategy Group, now part of Omdia, provides focused and actionable market intelligence, demand-side research, analyst advisory services, GTM strategy guidance, solution validations, and custom content supporting enterprise technology buying and selling.

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