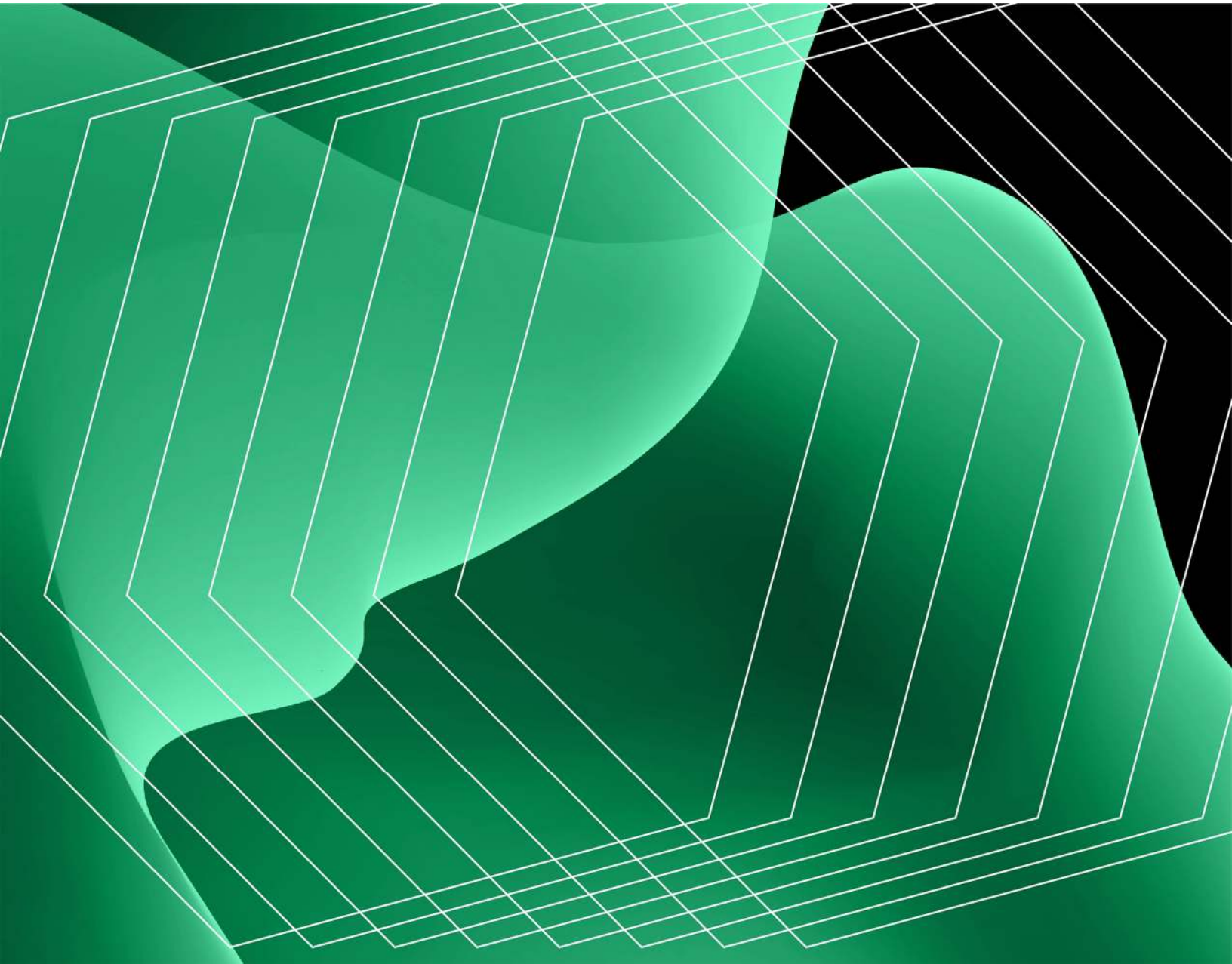


# The Total Economic Impact™ Of Atlassian Cloud Enterprise

Cost Savings And Business Benefits Enabled By Cloud  
Enterprise

A FORRESTER TOTAL ECONOMIC IMPACT STUDY  
COMMISSIONED BY ATLASSIAN, JUNE 2025



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### ABOUT FORRESTER CONSULTING

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# Executive Summary

**As companies continue to embrace digital transformation and adopt agile software development practices, many find themselves taking existing toolsets to the cloud or growing and optimizing their cloud footprints for better accessibility, higher scalability, and a more standardized way of working. Cloud Enterprise represents the next evolution of this journey with improved scale, security, compliance, analytics, and support.**

Cloud Enterprise is Atlassian's highest-tier cloud plan, and it's equipped with advanced scale, data security and access management, regional and industry-specific compliance, unified data and analytics, and enterprise support. While this report focuses on Jira, Confluence, and Jira Service Management, Cloud Enterprise is also available for Trello and Teamwork Collection.

Atlassian commissioned Forrester Consulting to conduct a Total Economic Impact™ (TEI) study and examine the potential return on investment (ROI) enterprises may realize by using Cloud Enterprise plan for Jira, Confluence, and Jira Service Management.<sup>1</sup> Atlassian offers multiple cloud plans to give customers flexibility in how they deploy cloud apps including Cloud Enterprise, Premium, Standard, and Free. The purpose of this study is to provide readers with a framework to evaluate the potential cost savings and business impact of Cloud Enterprise on their organizations.



Return on investment (ROI)

**230%**



Net present value

**\$2.4 million**

To better understand the benefits, costs, and risks associated with this investment, Forrester interviewed 10 decision-makers and surveyed 162 respondents with experience using Cloud Enterprise apps. For the purposes of this study, Forrester aggregated the experiences of the interviewees and survey respondents and combined the results into a single [composite organization](#) that is in a highly regulated industry, is headquartered in Europe, and has global operations with revenue of more than \$1 billion per year. The composite organization uses a mix of Data Center and Cloud Premium before consolidating on Cloud Enterprise, and the benefits of this study are focused on what Cloud Enterprise provides compared to Cloud Premium.

## EXECUTIVE SUMMARY

Interviewees said that prior to using Cloud Enterprise, their organizations typically deployed Jira, Confluence, and/or Jira Service Management on a mix of Data Center deployments and Cloud Premium plans. This presented myriad challenges: On-premises deployments required costly maintenance and hardware investments while some organizations using Cloud Premium found they needed additional enterprise-grade management features to support their scale and complexity.

After the investment in Cloud Enterprise, the organizations improved efficiency for administrators and end users, reduced license costs, improved compliance, and improved overall scalability.

## KEY FINDINGS

**Quantified benefits.** Three-year, risk-adjusted present value (PV) quantified benefits for the composite organization include:

- **Improved Atlassian admin efficiency.** Having the ability to centrally manage sites greatly reduces the effort required of the composite's Atlassian administrators. They manage governance and policies for individual sites, user management, access requests, provisioning, billing, and onboarding from a central console.
  - **Consolidated software subscription costs.** Cloud Enterprise allows for up to 150 sites on a single product subscription. Previously, the composite required an additional subscription for each site to which a user needed access. Additionally, in the case of mergers and acquisitions (M&A) activities or when onboarding new teams, the composite integrates new sites quickly and easily with Cloud Enterprise.
  - **Eliminated spend.** Cloud Enterprise includes tools and functionality that supplant some of the composite organization's existing collaboration software spend. Additionally, Cloud Enterprise subscriptions include Guard Standard, which allows the composite to avoid a la carte purchases. The organization also uses app requests to discontinue and avoid shadow IT.
  - **Improved data and analytics efficiency.** The composite organization uses the Atlassian Analytics app included in Cloud Enterprise to easily visualize data from across its Atlassian footprint. This saves its data teams time in preparing data, creating dashboards, customizing reports, and unifying first- and third-party data.
  - **Improved end-user efficiency.** End users at the composite benefit from reduced context switching and the downstream effects of more efficient administrators.
-

- **Improved compliance.** The composite organization uses Guard Standard to simplify deployment of regulated access management. Cloud Enterprise also features enhanced user audit logs, which improves the composite's security analyst efficiency, reduces its annual audit fees, and ensures it's compliant with industry regulations such as European Banking Authority (EBA) and Germany's Federal Financial Supervisory Authority (BaFin).

**Unquantified benefits.** Benefits that provide value for the composite organization but are not quantified for this study include:

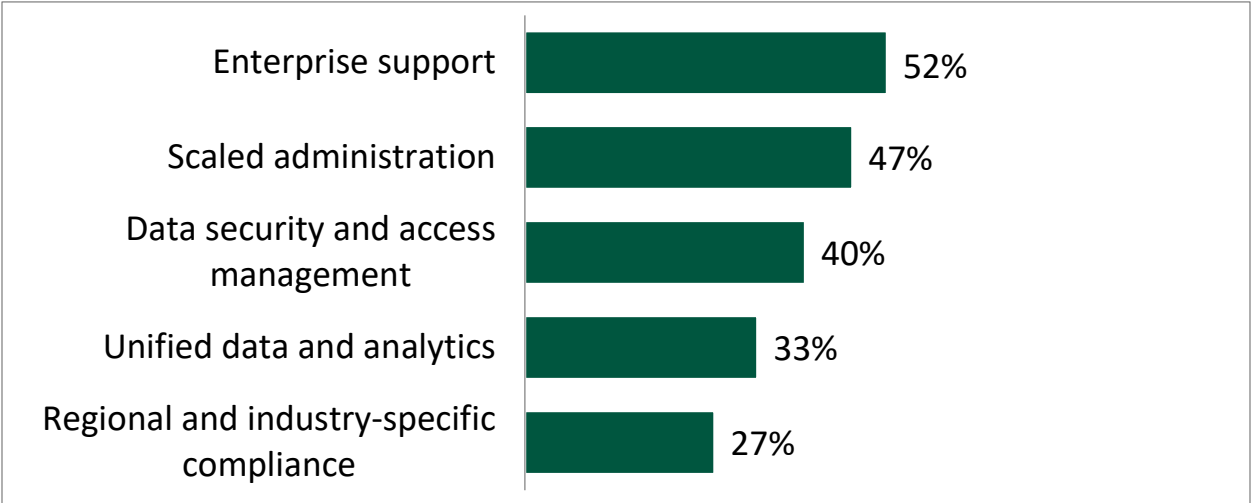
- **Improved user experience.** Improved availability, expedient updates compared to Data Center deployments, and streamlined administration lead the composite to an overall improvement in user experience.
- **Improved support.** Cloud Enterprise comes with 24/7 support and 30-minute response times for critical issues, so the composite organization and its end users experience minimal service disruptions. The composite also benefits from rapid responses to technical support issues from senior support engineers as well as advanced notice about upcoming beta programs and the opportunity to share roadmap feedback that was implemented.
- **Meeting security and compliance requirements.** The enhanced compliance and security features of Cloud Enterprise enable the composite to meet cloud mandates while ensuring data governance regulations are satisfied.
- **Expanding usage to additional teams or use cases.** The composite organization takes advantage of the flexibility of multisite subscription to expand its use of Atlassian to more departments without large additional investments or excessive administrative overhead.
- **Accelerated decision-making.** Using the Analytics app along with expanded Atlassian use in general allows the composite to make faster and better decisions on critical business issues.

**Costs.** Three-year, risk-adjusted PV costs for the composite organization include:

- **Atlassian fees.** The composite pays per-user fees at the enterprise tier.
- **Implementation costs.** The composite organization incurs labor costs for the initial migration of its Data Center deployment.

The financial analysis based on the interviews and survey found that a composite organization experiences benefits of \$3.5 million over three years versus costs of \$1.1 million, adding up to a net present value (NPV) of \$2.4 million and an ROI of 230%.

“Which of the following areas have improved with Cloud Enterprise?”



Base: 162 decision-makers with experience using Cloud Enterprise at their organization  
Source: A commissioned study conducted by Forrester Consulting on behalf of Atlassian, January 2025

Average admin time savings with centralized administration  
**34%**

“It always seemed like [Cloud Enterprise] customers are first for early-access programs and first for new features that could be security-critical, so we knew that we [would be] getting kind of ahead of the curve if we’re on [Cloud Enterprise] for any future needs, as well.”

GLOBAL ATlassian ADMINISTRATOR, MANUFACTURING



ROI

230%



BENEFITS PV

\$3.5 million



NPV

\$2.4 million



PAYBACK

<6 months

Benefits (Three-Year)



## TEI FRAMEWORK AND METHODOLOGY

From the information provided in the interviews, Forrester constructed a Total Economic Impact™ framework for those organizations considering an investment in Cloud Enterprise.

The objective of the framework is to identify the cost, benefit, flexibility, and risk factors that affect the investment decision. Forrester took a multistep approach to evaluate the impact that Cloud Enterprise can have on an organization.

### DISCLOSURES

Readers should be aware of the following:

This study is commissioned by Atlassian and delivered by Forrester Consulting. It is not meant to be used as a competitive analysis.

Forrester makes no assumptions as to the potential ROI that other organizations will receive. Forrester strongly advises that readers use their own estimates within the framework provided in the study to determine the appropriateness of an investment in Cloud Enterprise.

Atlassian reviewed and provided feedback to Forrester, but Forrester maintains editorial control over the study and its findings and does not accept changes to the study that contradict Forrester's findings or obscure the meaning of the study.

Atlassian provided the customer names for the interviews but did not participate in the interviews.

### 1. Due Diligence

Interviewed Atlassian stakeholders and Forrester analysts to gather data relative to Cloud Enterprise.

### 2. Interviews And Survey

Interviewed 10 decision-makers and surveyed 162 respondents at organizations using Cloud Enterprise to obtain data about costs, benefits, and risks.

### 3. Composite Organization

Designed a composite organization based on characteristics of the interviewees' and survey respondents' organizations.

### 4. Financial Model Framework

Constructed a financial model representative of the interviews and survey using the TEI methodology and risk-adjusted the financial model based on issues and concerns of the interviewees.

### 5. Case Study

Employed four fundamental elements of TEI in modeling the investment impact: benefits, costs, flexibility, and risks. Given the increasing sophistication of ROI analyses related to IT investments, Forrester's TEI methodology provides a complete picture of the total economic impact of purchase decisions. Please see Appendix A for additional information on the TEI methodology.



# The Atlassian Cloud Enterprise Customer Journey

## Drivers leading to the Cloud Enterprise investment

Interviews			
Role	Industry	Region	Revenue
Global Atlassian administrator	Manufacturing	Headquarters in US, global operations	\$7 billion
Atlassian platform owner	Apparel	Headquarters in EU, global operations	\$25 billion
Engineering manager			
Director	Professional services	Headquarters in UK, global operations	>\$20 billion
Atlassian administrator			
Technology consulting manager	IT	Headquarters in EU, global operations	\$1 billion
Atlassian administrator			
Consultant	Communications	Headquarters in US, global operations	\$6 billion
Director of engineering			
Product owner	Manufacturing	Headquarters in EU, global operations	\$7 billion

## KEY CHALLENGES

Forrester interviewed 10 decision-makers and surveyed 162 respondents with experience using Cloud Enterprise at their organizations. For more details on these individuals and the organizations they represent, see Appendix B.

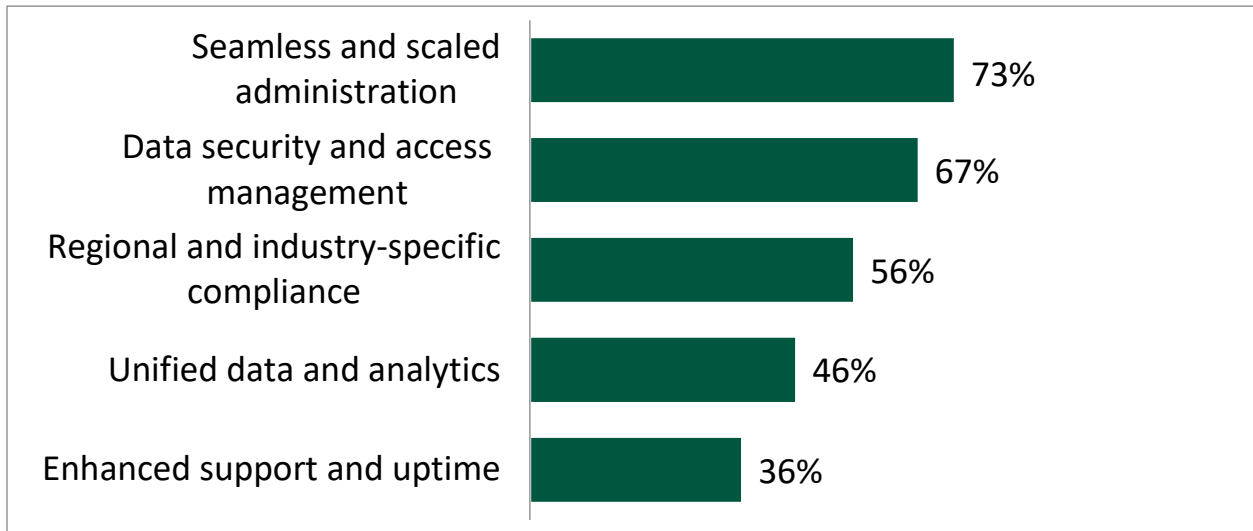
Prior to implementing Cloud Enterprise, the organizations typically had a mix of on-premises (Data Center) licenses and lower-tier (Premium) cloud subscriptions of Jira, Confluence, and Jira Service Management. Both interviewees and survey respondents noted how their organizations struggled with common challenges, including:

- **Lack of scalability with low-tiered cloud subscriptions.** Interviewees from large enterprises said their organizations need to support multiple teams and departments that use Atlassian apps and that Cloud Premium subscriptions are limited to single sites, which could cause spiraling costs. The global Atlassian administrator for a manufacturing

company explained: “Interconnecting Atlassian apps allows for efficiency gains and transparency across the company. So, through different entry points, you can instill collaboration across teams. You can provide automation that reduces manual effort and increases data quality.”

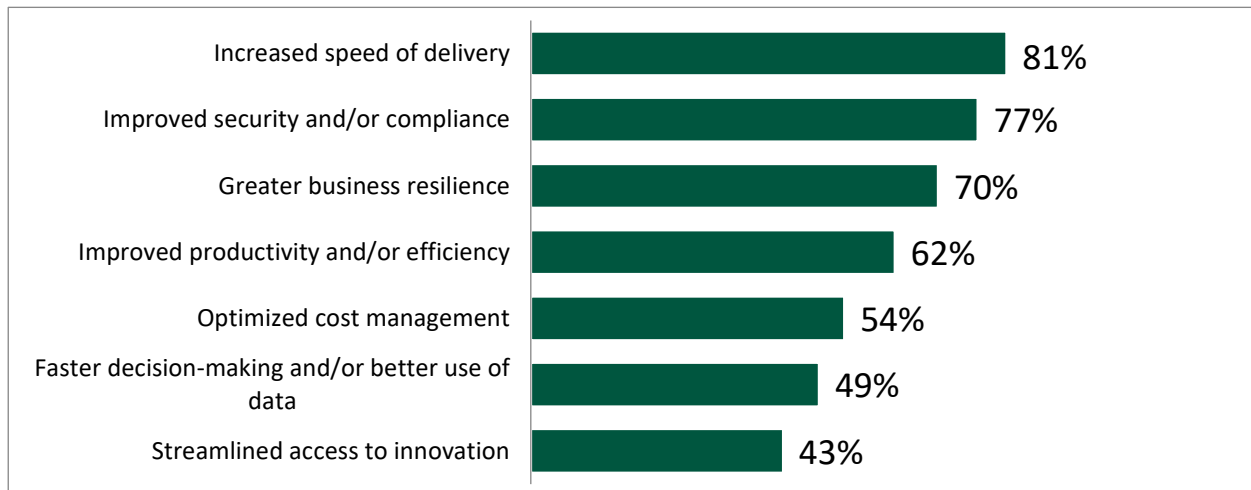
- **Administrative burden.** Interviewees said that as their organizations expanded their Atlassian use, they increased the burden on their Atlassian administrators who often had to manage user access requests, provisioning, and billing for multiple sites across hybrid deployments without centralized administrative tools. The global Atlassian administrator in manufacturing said: “Previously, those sites were separate, and they were not merged. So, my primary focus was our main instance where the majority of the users are. We didn’t always have visibility, and there were multiple product and access admins.”
- **Difficulty managing mergers and acquisitions.** Interviewees from organizations with M&A activity said their companies required the ability to easily consolidate their Atlassian deployments with minimal disruption. The global Atlassian administrator for a manufacturing company explained: “Rather than [having a] migration to consolidate everything under the same site, we are merging three different sites to be under our Enterprise umbrella. We could not migrate those to consolidate them because they were customer-facing sites that would have required a lot of hands-on change management, uploading of documentation, and changing the way that customers were informed to get in touch with their resources.”
- **Security and compliance management.** Interviewees said their organizations had to balance cloud expansion with cumbersome data governance and compliance obligations. As software and data footprints grew, the organizations needed to dedicate additional resources to risk management.

**“What product capabilities contributed to your organization’s decision to select Cloud Enterprise?”**



Base: 162 decision-makers with experience using Cloud Enterprise at their organization  
 Source: A commissioned study conducted by Forrester Consulting on behalf of Atlassian, January 2025

**“What business outcomes did your organization hope to achieve when it decided to select Cloud Enterprise?”**



Base: 162 decision-makers with experience using Cloud Enterprise at their organization  
 Source: A commissioned study conducted by Forrester Consulting on behalf of Atlassian, January 2025

“I think once you get to a certain amount of users and Jira projects, you shouldn’t be allowed to grow anymore in Cloud Premium and you should go to Cloud Enterprise because it’s going to sprawl. The sprawl is a real thing, so I’m very happy to be on Cloud Enterprise now.”

GLOBAL ATlassian ADMINISTRATOR, MANUFACTURING

## COMPOSITE ORGANIZATION

Based on the interviews and survey, Forrester constructed a TEI framework, a composite company, and an ROI analysis that illustrates the areas financially affected. The composite organization is representative of the interviewees’ and survey respondents’ organizations, and it is used to present the aggregate financial analysis in the next section. The composite organization has the following characteristics:

**Description of composite.** The composite organization is based in EMEA, has global operations, and generates more than \$1 billion in annual revenue. The organization operates in a highly regulated industry, so it handles sensitive information and needs to comply with EBA and BaFin compliance regulations. The organization has 2,750 Cloud Enterprise users worldwide and, prior to adopting Cloud Enterprise, it had a mix of Cloud Premium subscriptions and Data Center licenses.

**Deployment characteristics.** The organization has Cloud Enterprise deployments of Jira, Confluence, and Jira Service Management.

**KEY ASSUMPTIONS**

\$1 billion in annual revenue

2,750 Cloud Enterprise employees

HQ in EMEA

Global operations

# Analysis Of Benefits

Quantified benefit data as applied to the composite

Total Benefits						
Ref.	Benefit	Year 1	Year 2	Year 3	Total	Present Value
Atr	Centralized and scaled administration	\$99,516	\$99,516	\$99,516	\$298,548	\$247,482
Btr	License and subscription consolidation	\$136,800	\$136,800	\$136,800	\$410,400	\$340,201
Ctr	End-user efficiency	\$680,934	\$680,934	\$680,934	\$2,042,802	\$1,693,383
Dtr	Eliminated spend	\$365,750	\$365,750	\$365,750	\$1,097,250	\$909,566
Etr	Improved data security and compliance	\$73,264	\$73,264	\$73,264	\$219,792	\$182,197
Ftr	Savings for data teams	\$52,490	\$52,490	\$52,490	\$157,470	\$130,534
	Total benefits (risk-adjusted)	\$1,408,754	\$1,408,754	\$1,408,754	\$4,226,263	\$3,503,363

## CENTRALIZED AND SCALED ADMINISTRATION

**Evidence and data.** Cloud Enterprise features centralized administration, which empowers Atlassian admins with visibility, control, and standardization across their organizations' deployments. Interviewees explained this is particularly helpful when their organizations take advantage of Cloud Enterprise's multisite licensing model and scale their Atlassian deployments.

They also highlighted Cloud Enterprise's user management features, which enabled them to create, maintain, and control access across their entire organizations. Their organizations also leveraged automation for user provisioning, user access, and onboarding. Furthermore, they said having a single user subscription for users across multiple sites simplified the billing process.

- The Atlassian administrator for an IT organization explained: "We definitely save quite a lot of time because this is centrally administered. First of all, the licensing part can be

done by one specific team, and not every site owner has to go through the process of purchasing [subscriptions]. Secondly, we can administer different sites — be it configuration — making sure that every project has the right permissions and the users are seeing what they are supposed to see.”

- The technology consulting manager at a professional services firm stated: “It’s much easier for us to open up permissions for doing certain things, such as managing multiple third-party apps that we locked down permissions for before. With automation, people are able to be more self-sufficient. And, with the added intelligence features, the hope is that we will continue to upscale those things and empower them to do a lot more on their own.”
- A consultant at the same IT firm said: “A big benefit is the automatic user provisioning [in Guard Standard], which basically saves us a lot of time to create users. As soon as they join the company, they automatically have an Atlassian account. [It’s] already active. We don’t need to receive tickets. Also, if they leave, [their account] gets automatically disabled. So, we don’t need to manually disable [the accounts of] people who leave the company.”
- Survey respondents reported a 32% average reduction in time spent on user management, a 34% average reduction in identity and access management policies, a 30% average reduction in provisioning, a 34% average reduction in billing, and a 42% average reduction in onboarding.<sup>2</sup>
- The director of engineering for a communications firm stated: “In a nutshell, it is certainly easier to manage because we have the one admin portal that we can [use] to manage access, manage permissions, and everything for our users.”

**Modeling and assumptions.** In modeling this benefit, Forrester makes the following assumptions:

- The composite organization has a team of five admins. Prior to using Cloud Enterprise, these admins spent 75% of their time managing the organization’s multisite deployment.
- The average fully burdened hourly rate for an Atlassian admin is \$79.
- A 50% productivity capture rate is included since not all time savings translate to additional value-add work.

**Risks.** Centralized administration benefits may vary by organization. Specific considerations include:

- The size and scope of deployment.
- The organization's prior deployment method and scope of support.

**Results.** To account for these risks, Forrester adjusted this benefit downward by 5%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of \$247,000.

Average increase in admin satisfaction<sup>3</sup>

**41%**

“In a nutshell, it is certainly easier to manage because we have the one admin portal that we can go to manage access, permissions, and everything for our users.”

DIRECTOR OF ENGINEERING, COMMUNICATIONS



Centralized And Scaled Administration					
Ref.	Metric	Source	Year 1	Year 2	Year 3
A1	Admins	Composite	5	5	5
A2	Time spent managing multisite deployment before Cloud Enterprise (hours)	Interviews	1,560	1,560	1,560
A3	Portion of time saved with Cloud Enterprise	Interviews	34%	34%	34%
A4	Hourly rate for an Atlassian admin	Composite	\$79	\$79	\$79
A5	Productivity recapture	TEI methodology	50%	50%	50%
At	Centralized and scaled administration	$A1 \times A2 \times A3 \times A4 \times A5$	\$104,754	\$104,754	\$104,754
	Risk adjustment	↓5%			
Atr	Centralized and scaled administration (risk-adjusted)		\$99,516	\$99,516	\$99,516
Three-year total: \$298,548			Three-year present value: \$247,482		

## LICENSE AND SUBSCRIPTION CONSOLIDATION

**Evidence and data.** Cloud Enterprise features a highly scalable multisite subscription model that allows organizations to have up to 150 sites for Jira, Confluence, and Jira Service Management on a single subscription. Interviewees noted that when using Cloud Premium or Data Center, their organizations would have had to purchase additional subscriptions for users who needed access to multiple sites simultaneously. Interviewees from acquisitive organizations said this model allowed their companies to absorb sites from acquired companies and discontinue payment for duplicate subscriptions. Teams could still be administered separately, but without additional cost.

Beyond cost savings, interviewees said the flexibility of the multisite licensing model allowed their organizations to more meaningfully create sites and avoid consolidating or discontinuing sites for the sake of savings. They also gained the freedom to establish sites for sensitive data or for M&A activity without incurring additional costs.

- A consultant at an IT firm stated: “The good thing about the enterprise subscription is that you have a tier, and when you acquire a company that also uses cloud apps, you basically are directly subscribed for them. Of course, it depends on the size of the

company, but we usually can accommodate that without additional anything. It's very convenient."

- The same interviewee added: "If your organization uses Jira and uses it on multiple sites and [users] are using single sign-on, [the organization] must pay for separate Atlassian subscriptions. Combining those on two, three, or more sites versus one at the enterprise level can be cheaper at the end."
- Interviewees also noted that app requests helped their organizations block the purchase of unnecessary subscriptions by individual teams and discontinue independent sites that had been procured outside their enterprise licenses. Survey respondents who indicated their organization reduced shadow IT with Cloud Enterprise said it dropped by an average of 18.2%.<sup>4</sup>
- A scenario frequently cited by interviewees was that users would try to sign in but accidentally create a new product outside of org admin control. Historically, if an admin noticed this, it would require investigation and realization of the error to disable the purchase. But interviewees said with Cloud Enterprise, app requests prevent this from happening in the first place. The global Atlassian administrator for a manufacturing firm explained: "[The user has] to request a product, and you can just follow up and say, 'Hey, I think that you meant to request access or a new project for a new team to onboard into Jira and not request a new app be activated.' And the answer is always, 'Oh, yes, please. Let's do that.' Previously, the apps that were being created probably 75% of the time were [because] someone [created] a new app by accident."

**Modeling and assumptions.** In modeling this benefit, Forrester makes the following assumptions:

- The composite organization has a multisite deployment with three separate instances/sites. Without Cloud Enterprise, the organization would have to purchase 300 additional licenses or subscriptions for each site.
- The annual cost of a discontinued license is \$160. This is based on a blended list price of Cloud Premium and Data Center versions of Jira and Confluence.

**Risks.** License and subscription consolidation benefits will vary by organization. Specific risk considerations include:

- The size and scope of the organization's Atlassian footprint prior to adopting Cloud Enterprise.
  - Frequency of M&A activity.
-

**Results.** To account for these risks, Forrester adjusted this benefit downward by 5% yielding a three-year, risk-adjusted total PV (discounted at 10%) of \$340,000.

Average reduction in shadow IT<sup>5</sup>

**18.2%**

“We acquired another company that had its own Atlassian Cloud [site]. Early this year, we completed a migration of that site into our org, which definitely represented both management savings of having to manage two instances as well as cost savings because we can leverage better discounts if we have everybody in one spot or we’re using the same third-party apps in two different places.”

DIRECTOR OF ENGINEERING, COMMUNICATIONS

License And Subscription Consolidation					
Ref.	Metric	Source	Year 1	Year 2	Year 3
B1	Instances/sites with individual licensing	Composite	3	3	3
B2	End-user licenses/subscriptions for multiple sites	Composite	300	300	300
B3	Total licenses/subscriptions	B1*B2	900	900	900
B4	Cost per license/subscription	Composite	\$160	\$160	\$160
Bt	License consolidation	B3*B4	\$144,000	\$144,000	\$144,000
	Risk adjustment	↓5%			
Btr	License consolidation (risk-adjusted)		\$136,800	\$136,800	\$136,800
Three-year total: \$410,400			Three-year present value: \$340,201		

## END-USER EFFICIENCY

**Evidence and data.** Interviewees said a downstream effect of having more efficient administrators, better availability, and expanded access to Atlassian apps is improving the efficiency of end users. They noted that users had more stable, enjoyable, and productive working experiences upon adopting Cloud Enterprise.

- A global Atlassian administrator for a manufacturing company explained that their organization had experienced issues with permissions and users accidentally changing configurations that would impact global users. They said: “When I started, there were around 40 people with admin permissions. People have to be enabled, but I have definitely seen a big improvement with control over permissions. We are trying to safeguard people’s ways of working and ensure that there’s no inadvertent configuration changes that have a bad impact.” The administrator further said their organization has reduced the number of people with admin permissions to three.
- A director at a professional services firm said their organization’s users recognized benefits from Cloud Enterprise versions of Jira, Confluence, and Jira Service Management in myriad ways: “The UI is more intuitive, and better user experience improves efficiency. Power users would be immediately impacted by a system outage,

right? When we talk about availability and reliability, we understand that not all users are the same, but all power users are probably impacted as much or very similar to admins. Users also spent minutes a day switching between apps. The casual user might save a minute a day, and a power user might save 5 minutes a day. And, obviously, some of those numbers are small. But when we think about how many thousands of people we have, there's going to be a significant impact."

**Modeling and assumptions.** In modeling this benefit, Forrester assumes:

- The composite organization has 2,750 end users of Jira, Confluence, and Jira Service Management. Of these, 25% are impacted by context switching.
- Impacted users save 11 hours per year due to reduced context switching and they avoid 15 hours in outage time or severely degraded performance.
- The average fully burdened hourly rate for an end user is \$31.
- A 50% productivity capture rate is included since not all time savings translate into additional value-add work.

**Risks.** End-user efficiency benefits may vary by organization. Specific risk considerations include:

- The size, scope, and usage of the organization's Atlassian deployments.
- The average downtime the organization experienced in its legacy environment.
- Prevailing labor rates for end users.

**Results.** To account for these risks, Forrester adjusted this benefit downward by 10%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of \$1.7 million.

Average increase in user satisfaction<sup>6</sup>

**35%**

“From an infra cost standpoint, it feels like cloud is more expensive. But when you consider the amount of time the users will save in terms of switching context, new features, [and] Atlassian intelligence, I think that is going to be, like, two times or three times the savings we would have had on Data Center.”

DIRECTOR, PROFESSIONAL SERVICES

End-User Efficiency					
Ref.	Metric	Source	Year 1	Year 2	Year 3
C1	End users	Composite	2,750	2,750	2,750
C2	Portion of users impacted by context switching	Composite	25%	25%	25%
C3	Time saved due to reduced context switching (hours)	Interviews	11	11	11
C4	Avoided outage time (hours)	Survey	15	15	15
C5	Average hourly salary for an end user	Composite	\$31	\$31	\$31
C6	Productivity recapture	TEI methodology	50%	50%	50%
Ct	End-user efficiency	$((C1 \times C2 \times C3) + (C1 \times C4)) \times C5 \times C6$	\$756,594	\$756,594	\$756,594
	Risk adjustment	↓10%			
Ctr	End-user efficiency (risk-adjusted)		\$680,934	\$680,934	\$680,934
Three-year total: \$2,042,802			Three-year present value: \$1,693,383		

### ELIMINATED SPEND

**Evidence and data.** Cloud Enterprise comes with Guard Standard and a host of features and functionality not included in other subscriptions. Interviewees said prior to upgrading to Cloud Enterprise, their organizations either bought these separately or paid for point solutions.

- Interviewees highlighted the inclusion of Guard Standard as a major benefit to Cloud Enterprise. They said that previously, their organizations would have had to purchase Guard Standard at a standalone price of \$80 per user per year.
- Interviewees noted that Cloud Enterprise comes with new features that allowed their organizations to discontinue some collaborative software licenses. The product owner at a manufacturing firm explained: “Atlassian is committed to adding capabilities. I could very well see that if we had the same talk a year from now, I would say [Atlassian] added all the capabilities that we need. With this information, we can now drastically reduce or maybe even fully get rid of other licenses because we say, ‘Hey, we get the same capabilities already included in the Confluence [subscriptions] that we’re paying for.’” The Atlassian administrator at an IT company stated: “A lot of new things are being rolled out from Atlassian. Being the Atlassian Enterprise Cloud customer, a lot of those features come as part of Enterprise Cloud. So, we don’t have to go and purchase those things separately. It comes as a package to us.”

**Modeling and assumptions.** In modeling this benefit, Forrester assumes:

- Of the composite’s total users, 25% have existing licenses for standalone collaborative apps.
- The average cost of eliminated apps is \$240 per user.
- Prior to implementing Cloud Enterprise the composite organization spent \$80 per user per month for Guard Standard.

**Risks.** Eliminated spend benefits may vary by organization. Specific risk considerations include the organization’s size, userbase, and use of third-party apps.

**Results.** To account for these risks, Forrester adjusted this benefit downward by 5%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of \$910,000.

“[My organization viewed Cloud Enterprise] as more cost-effective because, due to security requirements, we have to manage our own user access via active directory groups. Therefore, we use [Guard Standard], and that is included as part of Cloud Enterprise versus being an add-on with Cloud Standard. Based on the user volume that we had, it was determined that Cloud Enterprise was the route to go from both a financial and compliance standpoint.”

DIRECTOR OF ENGINEERING, COMMUNICATIONS

Eliminated Spend					
Ref.	Metric	Source	Year 1	Year 2	Year 3
D1	Total users	C1	2,750	2,750	2,750
D2	Guard Standard savings	D1*\$80	\$220,000	\$220,000	\$220,000
D3	Portion of users with eliminated apps	Composite	25%	25%	25%
D4	Eliminated app cost per user	Interviews	\$240	\$240	\$240
D5	App savings	D1*D3*D4	\$165,000	\$165,000	\$165,000
Dt	Eliminated spend	D2+D5	\$385,000	\$385,000	\$385,000
	Risk adjustment	↓5%			
Dtr	Eliminated spend (risk-adjusted)		\$365,750	\$365,750	\$365,750
Three-year total: \$1,097,250			Three-year present value: \$909,566		

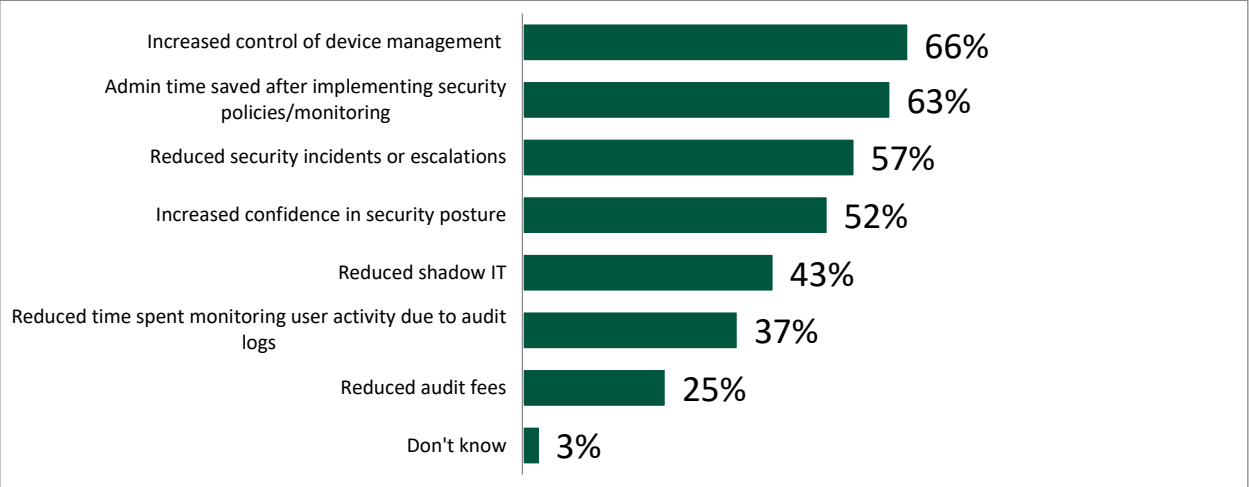


IMPROVED DATA SECURITY AND COMPLIANCE

**Evidence and data.** Cloud Enterprise comes with advanced compliance, security controls, and identity and access management features to safeguard data and ensure compliance. Cloud Enterprise also includes Guard Standard, which provides advanced audit log capabilities to prove compliance for heavily regulated organizations. Interviewees highlighted security and compliance features among the primary reasons for adopting Cloud Enterprise and said these requirements were primary organizational blockers to adopting cloud products.

- The director of engineering at a communications firm explained: “[My organization’s choice of Cloud Enterprise] revolved around security and compliance requirements. We have client data, and I think there were some concerns around the [Cloud Standard apps] that we didn’t have as much control or visibility into how that data was stored.”
- A director at a professional services firm stated: “[My organization is] safeguarding [itself] from potential vulnerabilities and risks. Atlassian is on top of things when it comes to cloud.”
- Survey respondents indicated their organizations reduced monthly security incidents or escalations by an average of 35%, reduced time monitoring user activity by an average of 28%, and reduced audit fees by an average of 31%.<sup>7</sup>

**“You indicated your organization improved data security and access management with Cloud Enterprise. In which of the following areas has it seen improvements?”**



Base: 65 decision-makers who indicated their organization improved data security and access management with Cloud Enterprise  
Source: A commissioned study conducted by Forrester Consulting on behalf of Atlassian, January 2025

**Modeling and assumptions.** In modeling this benefit, Forrester assumes:

- Prior to using Cloud Enterprise, the composite spent \$200,000 annually on audit fees.
- Prior to the investment, security analysts spent 720 hours annually monitoring user activity.
- The average fully burdened hourly rate for an analyst is \$75.

**Risks.** Improved data security and compliance benefits may vary by organization. Specific risk considerations include the organization's industry, geography, and applicable compliance requirements.

**Results.** To account for these risks, Forrester adjusted this benefit downward by 5%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of \$182,000.

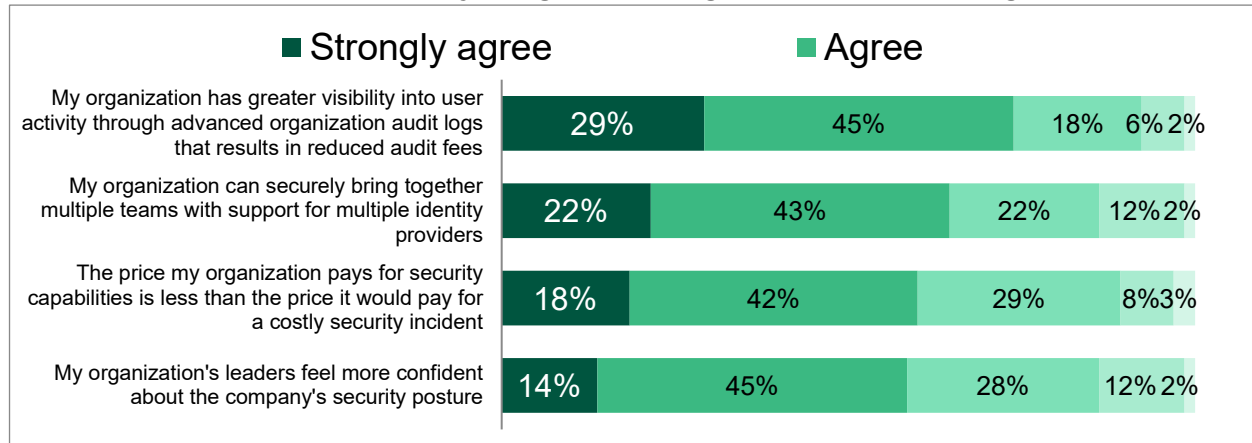
Survey respondents who reported increased confidence in security posture after upgrading to Cloud Enterprise

**52%**

Average reduction in monthly security incidents or escalations<sup>8</sup>

**35%**

**“You indicated your organization improved security and compliance as a result of using Cloud Enterprise. How much do you agree or disagree with the following statements?”**



Base: 65 decision-makers who indicated their organization improved data security and access management with Cloud Enterprise  
Source: A commissioned study conducted by Forrester Consulting on behalf of Atlassian, January 2025

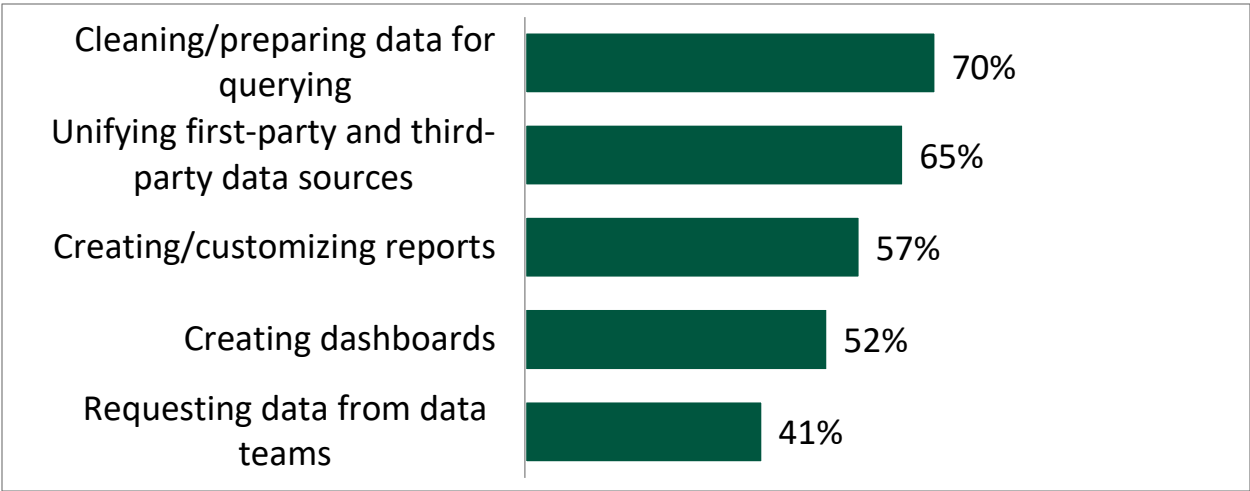
Improved Data Security And Compliance					
Ref.	Metric	Source	Year 1	Year 2	Year 3
E1	Spend on audit fees before Cloud Enterprise	Composite	\$200,000	\$200,000	\$200,000
E2	Reduction in spend on audit fees with improved security and compliance features	Survey	31%	31%	31%
E3	Security analyst time spent monitoring user activity prior to Cloud Enterprise (hours)	Composite	720	720	720
E4	Security analyst time savings with improved audit log capabilities	Survey	28%	28%	28%
E5	Fully loaded hourly rate for a security analyst	Composite	\$75	\$75	\$75
Et	Improved data security and compliance	$(E1 \cdot E2) + (E3 \cdot E4 \cdot E5)$	\$77,120	\$77,120	\$77,120
	Risk adjustment	↓5%			
Etr	Improved data security and compliance (risk-adjusted)		\$73,264	\$73,264	\$73,264
Three-year total: \$219,792			Three-year present value: \$182,197		

SAVINGS FOR DATA TEAMS

**Evidence and data.** Cloud Enterprise customers get the Analytics app and access to the Atlassian Data Lake, which provides pre-modeled, always updated, and ready-to-query data for data teams. Interviewees said their organizations save time preparing data and unifying first- and third-party data because all of their teamwork data from Atlassian and non-Atlassian apps is harmonized in a single place in the Data Lake. Then, to make sense of data and take action that drives better business outcomes, the organizations use the Analytics app for out-of-the-box templates and customized queries to quickly generate reports and visualizations. Organizations can also export data to other tools or their own environments as needed.

Interviewees noted that having access to the pre-built dashboards, an easy-to-use custom analysis interface, connectors to outside sources, and multiple options for visualizing data were deciding factors when upgrading to the Cloud Enterprise plan. Both interviewees and survey respondents said their organizations spent significant time collecting and preparing data for custom reporting before investing in Cloud Enterprise. The engineering manager at an apparel company explained: “With Analytics, we can get a pretty good view of the data we are collecting and the issues that are connected to financials. If epics and features and so on are capitalizable, we can create reports on the status and so on, which can potentially save [my organization] a lot of money.”

**“In which of the following areas has your organization seen time savings as a result of unified data and analytics with Cloud Enterprise?”**



Base: 54 decision-makers who indicated their organization improved unified data and analytics with Cloud Enterprise  
Source: A commissioned study conducted by Forrester Consulting on behalf of Atlassian, January 2025

**Modeling and assumptions.** In modeling this benefit, Forrester assumes:

- Prior to implementing Cloud Enterprise, the composite's data teams collectively spent 244 hours per month on activities required to prepare custom reports.
- The average fully burdened hourly rate for a data analyst is \$59.

**Risks.** Savings for data teams may vary by organization. Specific risk considerations include the organization's size, scope, and maturity of data and analytics activities.

**Results.** To account for these risks, Forrester adjusted this benefit downward by 5%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of \$131,000.

Average increase in confidence in data-driven decision-making<sup>9</sup>

**37%**

Savings For Data Teams					
Ref.	Metric	Source	Year 1	Year 2	Year 3
F1	Monthly time spent cleaning and preparing data (hours)	Survey	50	50	50
F2	Reduction in time spent cleaning and preparing data	Survey	40%	40%	40%
F3	Monthly time spent creating dashboards (hours)	Survey	54	54	54
F4	Reduction in time spent creating dashboards	Survey	36%	36%	36%
F5	Monthly time spent creating customized reports	Survey	80	80	80
F6	Reduction in time spent creating customized reports	Survey	25%	25%	25%
F7	Monthly time spent unifying first and third-party data sources	Survey	60	60	60
F8	Reduction in time spent unifying first and third-party data sources	Survey	31%	31%	31%
F9	Hourly rate for a data analyst	Composite	\$59	\$59	\$59
F10	Productivity recapture	TEI methodology	100%	100%	100%
Ft	Savings for data teams	$((F1 \cdot F2) + (F3 \cdot F4) + (F5 \cdot F6) + (F7 \cdot F8)) \cdot F9 \cdot F10 \cdot 12$	\$55,252	\$55,252	\$55,252
	Risk adjustment	↓5%			
Ftr	Savings for data teams (risk-adjusted)		\$52,490	\$52,490	\$52,490
Three-year total: \$157,470			Three-year present value: \$130,534		

## UNQUANTIFIED BENEFITS

Interviewees and survey respondents mentioned the following additional benefits that their organizations experienced but were not able to quantify:

- Improved user experience.** Beyond the quantifiable productivity improvements, interviewees and survey respondents indicated that employees using Atlassian apps are happier due to improved availability and usability. Survey respondents indicated admin satisfaction improved by 41% and user satisfaction improved by 35%.<sup>10</sup>
- Improved support.** Interviewees said Atlassian's enterprise support is fast and robust. Additionally, they said their organizations' partnerships with customer success managers

had directly influenced the direction of features that benefited their companies. The platform owner at an apparel organization said: “It seems like when we create support issues ... almost the moment we create them, we get the response of, “Alright, we’re on it.” A director of engineering at a communications organization said, “When issues do come up, we’re able to get support engineers involved immediately.” The product owner at a manufacturing company added: “Where the enterprise support really shines is working together with Atlassian on understanding new features and getting into beta programs. I had some cases where the Confluence development team implemented features that I specifically asked for and delivered those features a week later. And this was something totally not on [Atlassian’s] roadmap.”

- **Meeting security and compliance requirements.** Interviewees said Enterprise satisfied their organizations’ internal and external requirements and facilitated their migrations to the cloud. They also indicated that compliance requirements were a primary stumbling block in adopting cloud solutions, and survey respondents noted that Cloud Enterprise helped reduce compliance and reputational risks.

**“You indicated your organization improved regional and industry compliance with Cloud Enterprise. In which of the following areas has it improved?”**



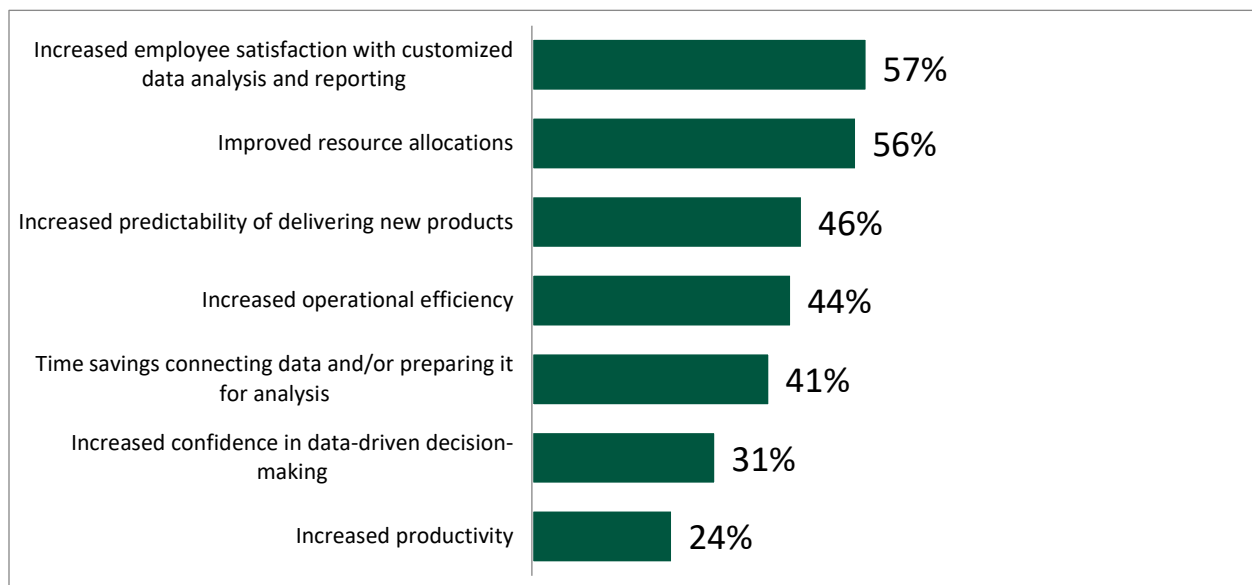
Base: 44 decision-makers who indicated their organization improved regional and industry compliance with Cloud Enterprise  
Source: A commissioned study conducted by Forrester Consulting on behalf of Atlassian, January 2025

- **Expanding usage to additional teams or access to use cases.** The flexibility of the Cloud Enterprise licensing model enables organizations to experiment with new sites and use cases without incurring additional subscription fees. Organizations can

meaningfully create new sites without sacrificing usability or reach due to cost concerns. A consultant at an IT firm stated, “[Cloud Enterprise] gives you more flexibility because you can create more than one site. So when you need to do some testing or stuff, you can have multiple sites and not pay additionally.”

- **Enabling Analytics.** Interviewees said that beyond creating savings for data teams, having access to the Analytics app enables their organizations to make new and better decisions at increased speed and that these decisions can have immediate and long-term impacts on overall performance.
- **Additional third-party app savings.** Interviewees said with Cloud Enterprise, their organizations can set up multisite footprints and only buy third-party apps for users of specific sites who need the app instead of buying it for every user

**“You indicated that your organization has seen benefits from unified data and analytics. Across which of the following areas has it seen improvements?”**



Base: 54 decision-makers who indicated their organization has seen benefits from unified data and analytics with Cloud Enterprise  
 Source: A commissioned study conducted by Forrester Consulting on behalf of Atlassian, January 2025



# Analysis Of Costs

Quantified cost data as applied to the composite

Total Costs							
Ref.	Cost	Initial	Year 1	Year 2	Year 3	Total	Present Value
Gtr	Atlassian Cloud Enterprise subscription costs	\$0	\$358,042	\$358,042	\$358,042	\$1,074,126	\$890,397
Htr	Initial implementation	\$172,536	\$0	\$0	\$0	\$172,536	\$172,536
Total costs (risk-adjusted)		\$172,536	\$358,042	\$358,042	\$358,042	\$1,246,661	\$1,062,933

## ATLASSIAN CLOUD ENTERPRISE SUBSCRIPTION COSTS

**Evidence and data.** Interviewees said their organizations incur annual subscription fees based on the number of users. Cloud Enterprise is available with annual billing and has minimal user requirements.

**Modeling and assumptions.** In modeling this cost, Forrester assumes:

- The composite organization has an existing deployment of Jira, Confluence, and Jira Service Management. For the sake of this analysis, Forrester considered only the difference in price between the composite's existing licenses and subscriptions and new Cloud Enterprise subscriptions.
- The composite organization has 2,750 Jira and Confluence subscriptions and 201 Jira Service Management subscriptions. Prior to upgrading to Cloud Enterprise, the organization had a hybrid deployment of Cloud Premium subscriptions and Data Center licenses for Atlassian apps.

**Risks.** Subscription costs will vary by organization. Specific risk considerations include:

- The organization's number of subscriptions.
- The organization's prior tier for Atlassian apps.

**Results.** To account for these risks, Forrester adjusted this cost upward by 10% yielding a three-year, risk-adjusted total PV (discounted at 10%) of \$890,000.

Atlassian Cloud Enterprise Subscription Costs						
Ref.	Metric	Source	Initial	Year 1	Year 2	Year 3
G1	Jira and Confluence subscriptions	D1	0	2,750	2,750	2,750
G2	Average incremental cost per Jira/Confluence subscription	Composite	\$0	\$91.50	\$91.50	\$91.50
G3	Jira Service Management subscription	Composite	0	201	201	201
G4	Average incremental cost per Jira Service Management subscription	Composite	\$0	\$367.50	\$367.50	\$367.50
Gt	Atlassian Cloud Enterprise subscription costs	$(G1 \times G2) + (G3 \times G4)$	\$0	\$325,493	\$325,493	\$325,493
	Risk adjustment	↑10%				
Gtr	Atlassian Cloud Enterprise subscription costs (risk-adjusted)		\$0	\$358,042	\$358,042	\$358,042
Three-year total: \$1,074,126			Three-year present value: \$890,397			

## INITIAL IMPLEMENTATION

**Evidence and data.** Interviewees said their organizations incurred internal labor costs related to implementing Cloud Enterprise. This included evaluation, planning, and migration efforts for Data Center or Server footprints.

**Modeling and assumptions.** In modeling this benefit Forrester assumes:

- The composite organization migrates a hybrid deployment of Cloud Premium and Data Center apps.
- The composite devotes five admins to implementation, and they spend 20% of their time on this effort.
- The average annual salary for an admin is \$164,320.

**Risks.** Implementation costs will vary by organization. Specific risk considerations include:

- The organization's size, scope, and usage of Atlassian apps.
- The organization's prior deployment type of Atlassian apps.

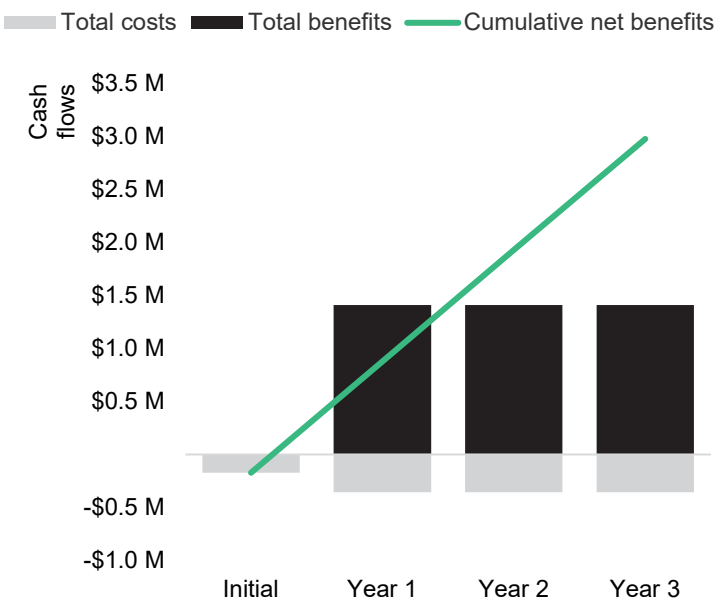
**Results.** To account for these risks, Forrester adjusted this cost upward by 5%, yielding a three-year, risk-adjusted total PV (discounted at 10%) of \$173,000.

Initial Implementation						
Ref.	Metric	Source	Initial	Year 1	Year 2	Year 3
H1	Admins	Composite	5	0	0	0
H2	Portion of time spent on management	Composite	20%	0%	0%	0%
H3	Salary for an admin	Composite	\$164,320	\$0	\$0	\$0
Ht	Initial implementation	$H1 \times H2 \times H3$	\$164,320	\$0	\$0	\$0
	Risk adjustment	↑5%				
Htr	Initial implementation (risk-adjusted)		\$172,536	\$0	\$0	\$0
Three-year total: \$172,536			Three-year present value: \$172,536			

# Financial Summary

## Consolidated Three-Year, Risk-Adjusted Metrics

Cash Flow Chart (Risk-Adjusted)



The financial results calculated in the Benefits and Costs sections can be used to determine the ROI, NPV, and payback period for the composite organization's investment. Forrester assumes a yearly discount rate of 10% for this analysis.

These risk-adjusted ROI, NPV, and payback period values are determined by applying risk-adjustment factors to the unadjusted results in each Benefit and Cost section.

Cash Flow Analysis (Risk-Adjusted)						
	Initial	Year 1	Year 2	Year 3	Total	Present Value
Total costs	(\$172,536)	(\$358,042)	(\$358,042)	(\$358,042)	(\$1,246,661)	(\$1,062,933)
Total benefits	\$0	\$1,408,754	\$1,408,754	\$1,408,754	\$4,226,263	\$3,503,363
Net benefits	(\$172,536)	\$1,050,713	\$1,050,713	\$1,050,713	\$2,979,602	\$2,440,430
ROI						230%
Payback						<6 months

## **APPENDIX A: TOTAL ECONOMIC IMPACT**

Total Economic Impact is a methodology developed by Forrester Research that enhances a company's technology decision-making processes and assists vendors in communicating the value proposition of their products and services to clients. The TEI methodology helps companies demonstrate, justify, and realize the tangible value of IT initiatives to both senior management and other key business stakeholders.

### **Total Economic Impact Approach**

Benefits represent the value delivered to the business by the product. The TEI methodology places equal weight on the measure of benefits and the measure of costs, allowing for a full examination of the effect of the technology on the entire organization.

Costs consider all expenses necessary to deliver the proposed value, or benefits, of the product. The cost category within TEI captures incremental costs over the existing environment for ongoing costs associated with the solution.

Flexibility represents the strategic value that can be obtained for some future additional investment building on top of the initial investment already made. Having the ability to capture that benefit has a PV that can be estimated.

Risks measure the uncertainty of benefit and cost estimates given: 1) the likelihood that estimates will meet original projections and 2) the likelihood that estimates will be tracked over time. TEI risk factors are based on "triangular distribution."

### **Present Value (PV)**

The present or current value of (discounted) cost and benefit estimates given at an interest rate (the discount rate). The PV of costs and benefits feed into the total NPV of cash flows.

### **Net Present Value (NPV)**

The present or current value of (discounted) future net cash flows given an interest rate (the discount rate). A positive project NPV normally indicates that the investment should be made unless other projects have higher NPVs.

**Return on investment (ROI)**

A project’s expected return in percentage terms. ROI is calculated by dividing net benefits (benefits less costs) by costs.

**Discount rate**

The interest rate used in cash flow analysis to take into account the time value of money. Organizations typically use discount rates between 8% and 16%.

**Payback period**

The breakeven point for an investment. This is the point in time at which net benefits (benefits minus costs) equal initial investment or cost.

The initial investment column contains costs incurred at “time 0” or at the beginning of Year 1 that are not discounted. All other cash flows are discounted using the discount rate at the end of the year. PV calculations are calculated for each total cost and benefit estimate. NPV calculations in the summary tables are the sum of the initial investment and the discounted cash flows in each year. Sums and present value calculations of the Total Benefits, Total Costs, and Cash Flow tables may not exactly add up, as some rounding may occur.

**APPENDIX B: SURVEY DEMOGRAPHICS**

TITLE	
Manager	41%
Director	35%
Vice president	15%
C-level executive	8%
INDUSTRY	
Financial services and/or insurance	12%

Manufacturing and materials	10%
Retail	10%
Healthcare	9%
Technology and/or technology services	7%
Media and/or leisure	6%
Consumer services	5%
Telecommunications and services	5%
Advertising and/or marketing	4%
Energy, utilities, and/or waste management	4%
Education and/or nonprofits	4%
Electronics	4%
Business or professional services	3%
Chemicals and/or metals	3%
Consumer product goods and/or manufacturing	2%
Government	2%
Legal services	2%
Travel and hospitality	2%
Agriculture, food, and/or beverage	2%
Construction	2%
Transportation and logistics	1%

## COUNTRY

United States	45%
Canada	12%
India	7%
Australia	6%
United Kingdom	5%
Germany	4%
Japan	4%
France	4%
Korea	4%
Spain	4%
The Netherlands	2%
Switzerland	2%

## NUMBER OF EMPLOYEES

800 to 900	20%
1,000 to 4,999	29%
5,000 to 19,999	20%
20,000 or more	31%



## ANNUAL REVENUE

\$300M to \$399M	12%
\$400M to \$499M	18%
\$500M to \$999M	17%
\$1B to \$5B	17%
>\$5B	36%

## APPENDIX C: ENDNOTES

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<sup>1</sup> Total Economic Impact is a methodology developed by Forrester Research that enhances a company's technology decision-making processes and assists solution providers in communicating their value proposition to clients. The TEI methodology helps companies demonstrate, justify, and realize the tangible value of business and technology initiatives to both senior management and other key stakeholders.

<sup>2</sup> Base: 16 decision-makers who indicated their organization scaled administration with Cloud Enterprise; 12 decision-makers who indicated their organization scaled administration with Cloud Enterprise; 12 decision-makers who indicated their organization scaled administration with Cloud Enterprise; 10 decision-makers who indicated their organization scaled administration with Cloud Enterprise; 26 decision-makers who indicated their organization realized time savings while onboarding new users and departments. Source: A commissioned study conducted by Forrester Consulting on behalf of Atlassian, January 2025.

<sup>3</sup> Base: 41 decision-makers who indicated their organization increased admin satisfaction with Cloud Enterprise. Source: A commissioned study conducted by Forrester Consulting on behalf of Atlassian, January 2025.

<sup>4</sup> Base: 28 decision-makers who indicated their organization reduced shadow IT with Cloud Enterprise. Source: A commissioned study conducted by Forrester Consulting on behalf of Atlassian, January 2025.

<sup>5</sup> Ibid.

<sup>6</sup> Base: 52 decision-makers who indicated their organization increased team/user satisfaction with Cloud Enterprise. Source: A commissioned study conducted by Forrester Consulting on behalf of Atlassian, January 2025.

<sup>7</sup> Base: 37 decision-makers who indicated their organization realizes fewer security incidents or escalations with Cloud Enterprise; 24 decision-makers who indicated their organization spends less time monitoring user activity due to audit logs with Cloud Enterprise; 14 decision-makers who indicated their organization reduced audit fees with Cloud Enterprise. Source: A commissioned study conducted by Forrester Consulting on behalf of Atlassian, January 2025.

<sup>8</sup> Base: 37 decision-makers who indicated their organization realizes fewer security incidents or escalations with Cloud Enterprise. Source: A commissioned study conducted by Forrester Consulting on behalf of Atlassian, January 2025.

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<sup>9</sup> Base: 54 decision-makers who indicated their organization improved unified data and analytics with Cloud Enterprise. Source: A commissioned study conducted by Forrester Consulting on behalf of Atlassian, January 2025.

<sup>10</sup> Base: 41 decision-makers who indicated their organization increased admin satisfaction with Cloud Enterprise; 52 decision-makers who indicated their organization increased team/user satisfaction with Cloud Enterprise. Source: A commissioned study conducted by Forrester Consulting on behalf of Atlassian, January 2025.

The Forrester logo is centered on a dark background with abstract, flowing shapes in shades of dark green and black. The logo itself is the word "FORRESTER" in a white, serif, all-caps font, with a registered trademark symbol (®) at the end.

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