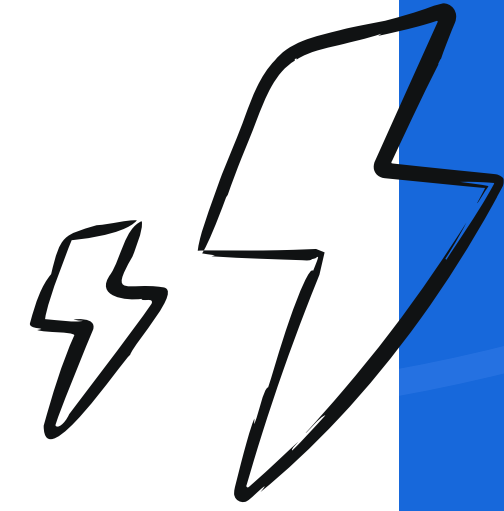


Modern Support

How organizations scale service across IT and non-technical teams



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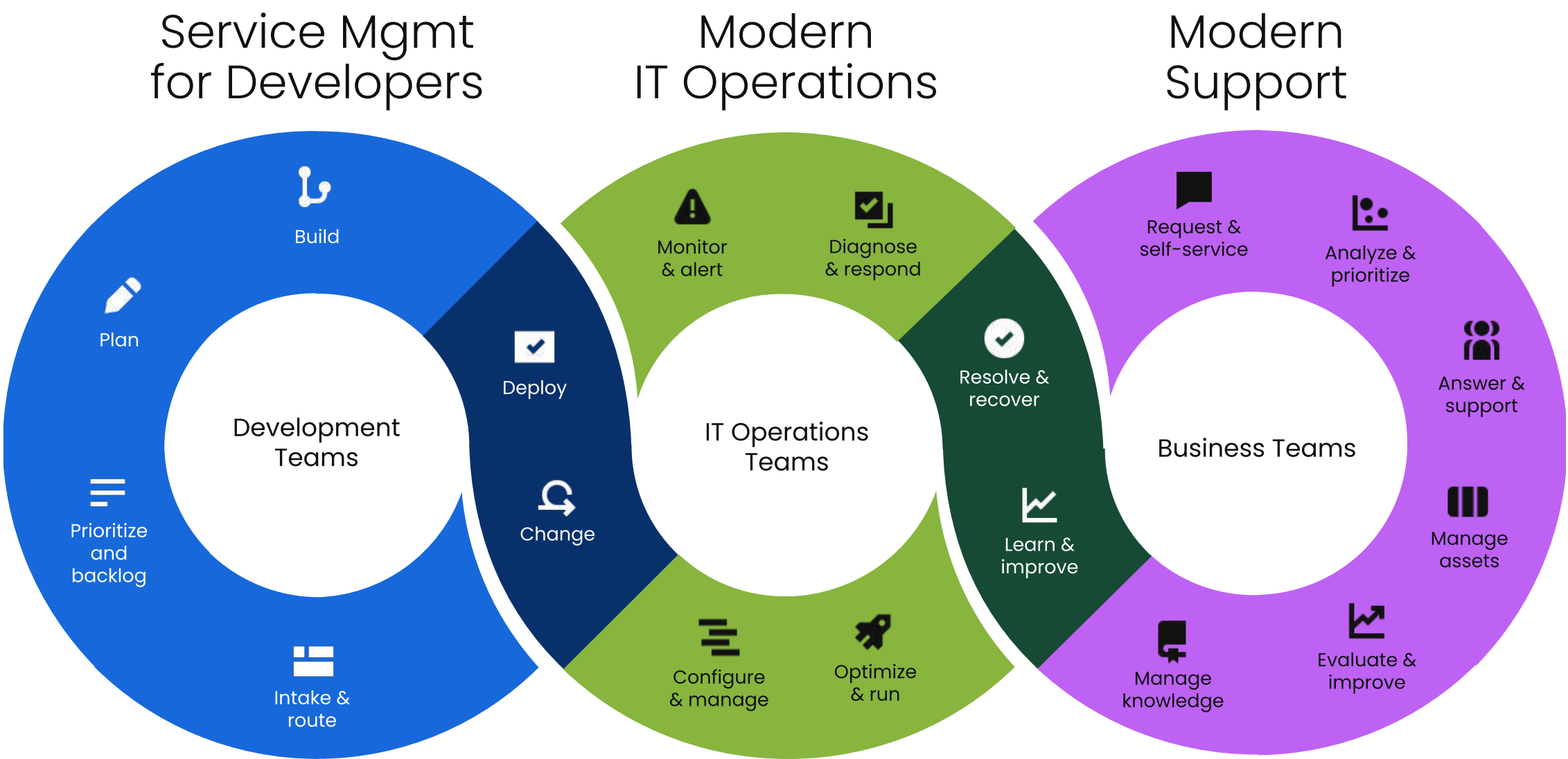
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Atlassian's approach to service management

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 However, traditional service management is comprised of siloed tools and teams, outdated experiences, and costly, complex solutions.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



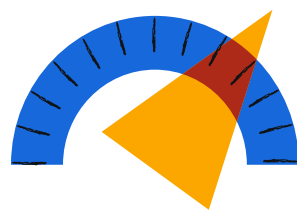
With Jira Service Management, organizations can:



Accelerate Dev+Ops



Empower service for all



Deliver value fast

Modern Support

Easily scale and extend exceptional support across the organization for both IT and business teams

- Empower support agents with intuitive and automated workflows
- Empower all teams with a shared platform that balances autonomy with alignment
- Empower employees with self-service to deflect requests



2023 Wave™ for Enterprise Service Management

 **35 minutes**

saved per submitted service request using self-service and automation

 **\$3.6m**

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

 **30%**

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

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



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

 **INDUSTRY**
Entertainment & media

 **LOCATION**
Nashville, Tennessee, USA



The Challenge ?!

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

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

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

The Solution

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

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

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

Benefits

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

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

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

1,500 hours
saved per year

200
automations built

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

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

[Read more ↗](#)

▲ **ATLASSIAN + Thumbtack**

Thumbtack nails IT efficiency with 60% cost savings

🏢 **INDUSTRY**
Technology, financial services

📍 **LOCATION**
San Francisco, California, USA



✕ The Challenge

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

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

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

The Solution

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

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

Benefits

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

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

Jason Kuo, Director of IT Infrastructure, Thumbtack

180 hours

saved monthly with AI and automation

95%

SLA compliance with automation and the virtual service agent

60%

annual cost savings by switching to Jira Service Management

4.9/5.0

customer satisfaction score with Jira Service Management

[Read more ↗](#)



NextEra Energy powers up service delivery with 68% cost savings

 **INDUSTRY**
Energy & Utilities

 **LOCATION**
Juno Beach, Florida, USA



The Challenge

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

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

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

* The Solution *

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

Benefits

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

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

Alyson Lamb, Product Owner, NextEra Energy

68%

reduction in service
delivery cost

20%

deflection due to
self-service

61%

improvement in
handling time speed

30 minutes

saved per quarter in
customer productivity

[Learn more ↗](#)

▲ **ATLASSIAN** + **Breville**

Brewing success: How Breville unified 30 teams with one solution



INDUSTRY

Consumer Goods & Retail



LOCATION

Sydney, Australia



The Challenge

?!

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

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

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



The Solution

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

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

Benefits

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

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

Roni Nestorovski, Global Service Delivery Manager, Breville

75,000

tickets a year managed

30+ teams

teams using Jira Service Management

4.9/5.0

satisfaction score

[Read more ↗](#)

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).