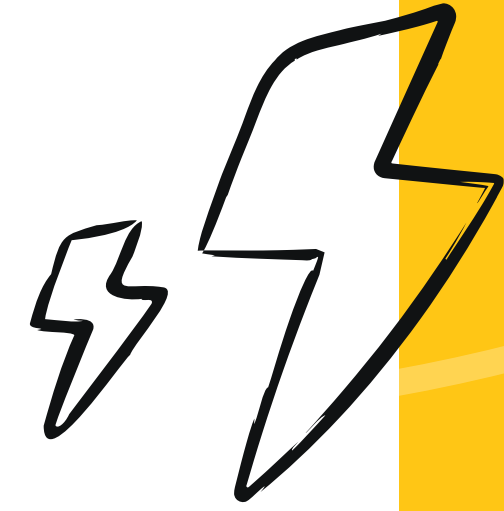


Service Management for Developers

How innovators improve
developer productivity



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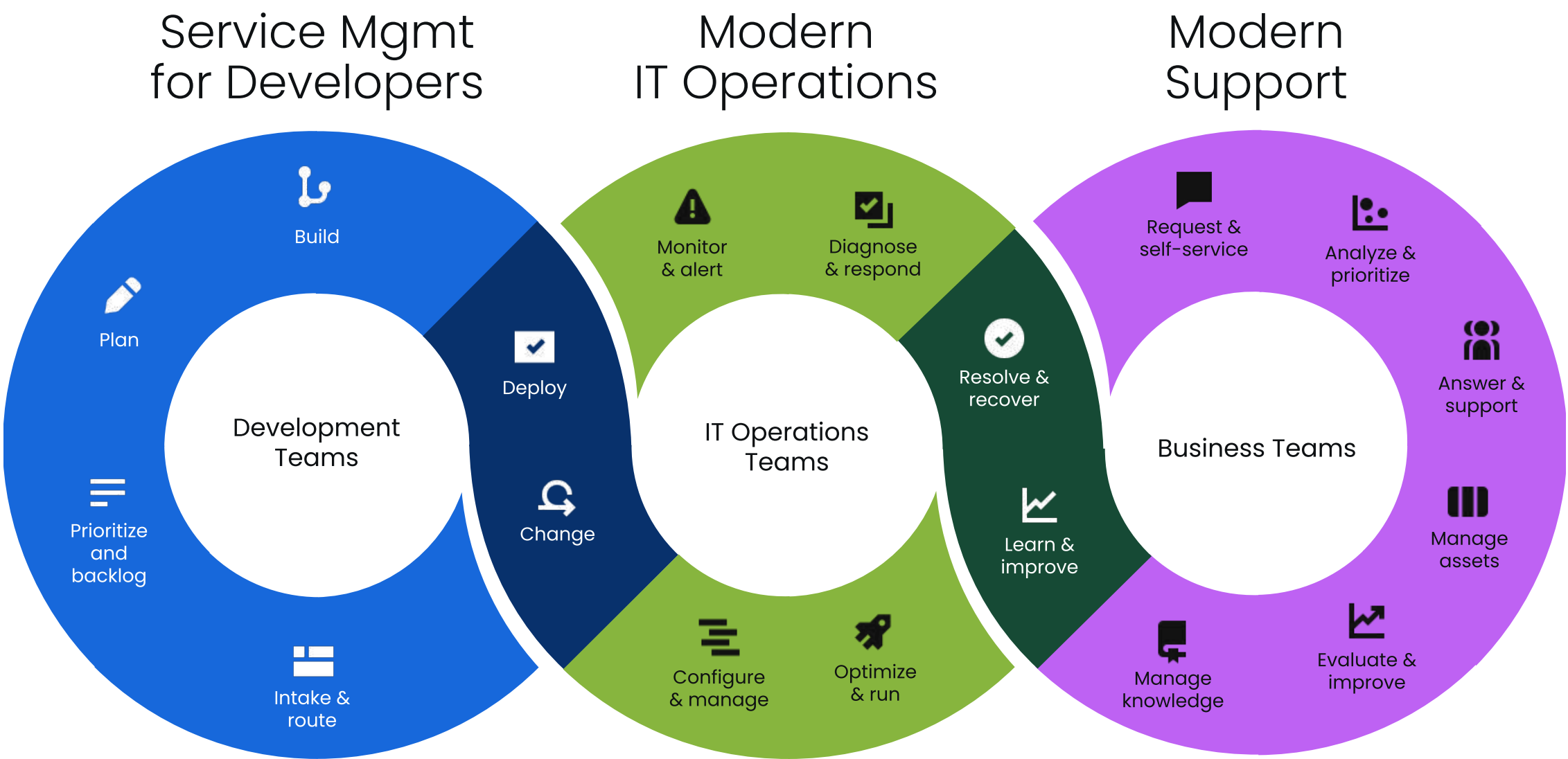
11 Next Steps

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 However, traditional service management is comprised of siloed tools and teams, outdated experiences, and costly, complex solutions.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



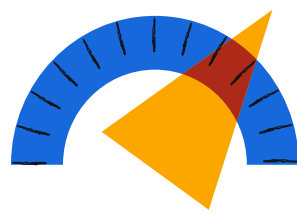
With Jira Service Management, organizations can:



Accelerate Dev+Ops



Empower service for all



Deliver value fast

Service Management for Developers

Accelerate developer productivity by streamlining work and improving alignment with IT Operations teams

- Increase developer productivity by streamlining intake, prioritization, and routing of development support requests
- Ship code faster, while minimizing risk by automating change management processes
- Accelerate incident response with visibility into impacted services and their teams



2023 Magic Quadrant™ for DevOps Platforms

2024 Magic Quadrant™ for DevOps Platforms

A yellow icon of a line graph with an upward-pointing arrow, indicating growth or positive impact.

\$362,000

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

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



Santillana aces digital learning with 30% faster delivery



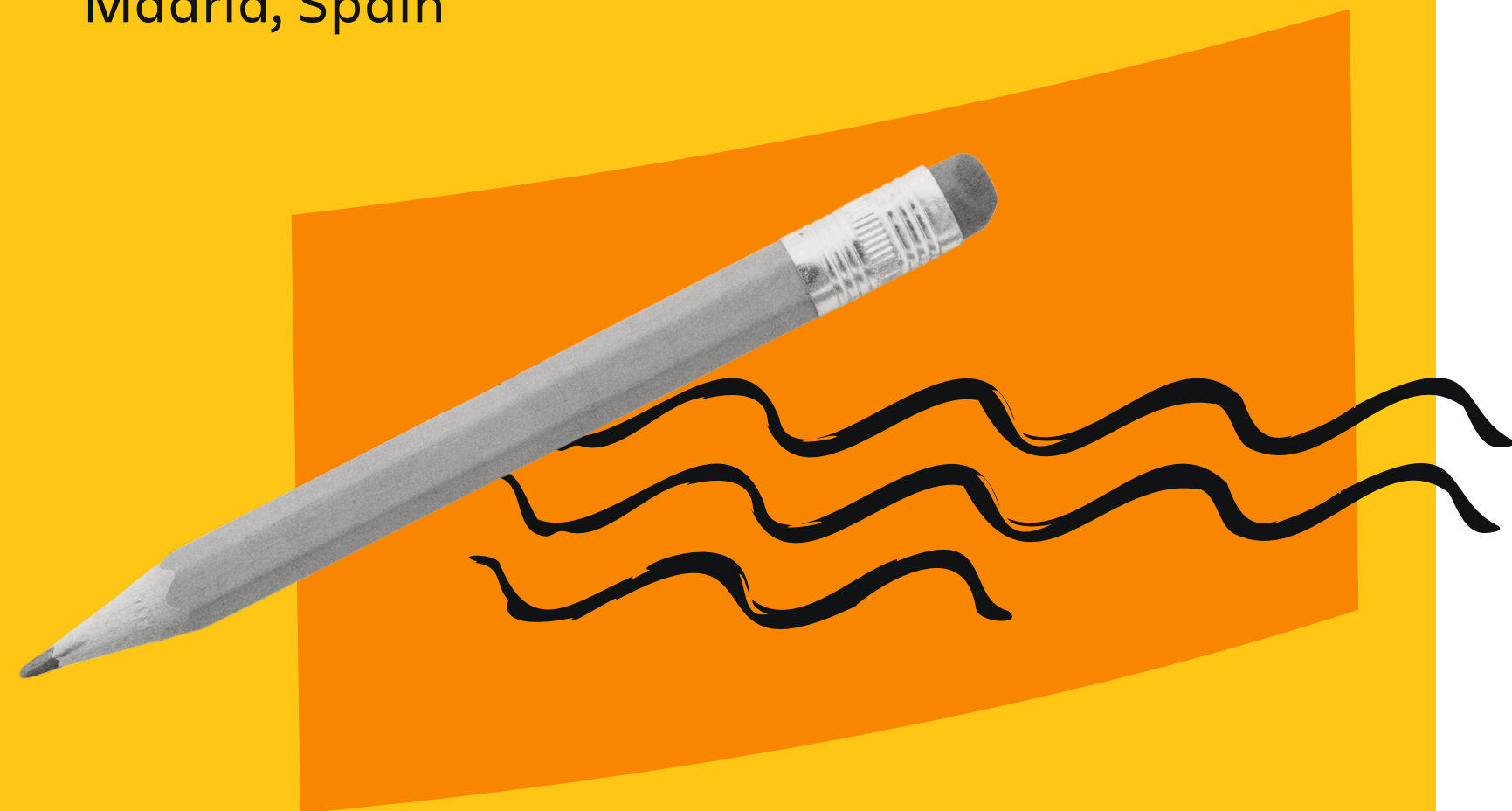
INDUSTRY

Education, technology



LOCATION

Madrid, Spain



The Challenge



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

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

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



The Solution

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

Benefits

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

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

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

30%

improvement in cycle time

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

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

[Learn more ↗](#)

▲ ATlassian + SEB

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



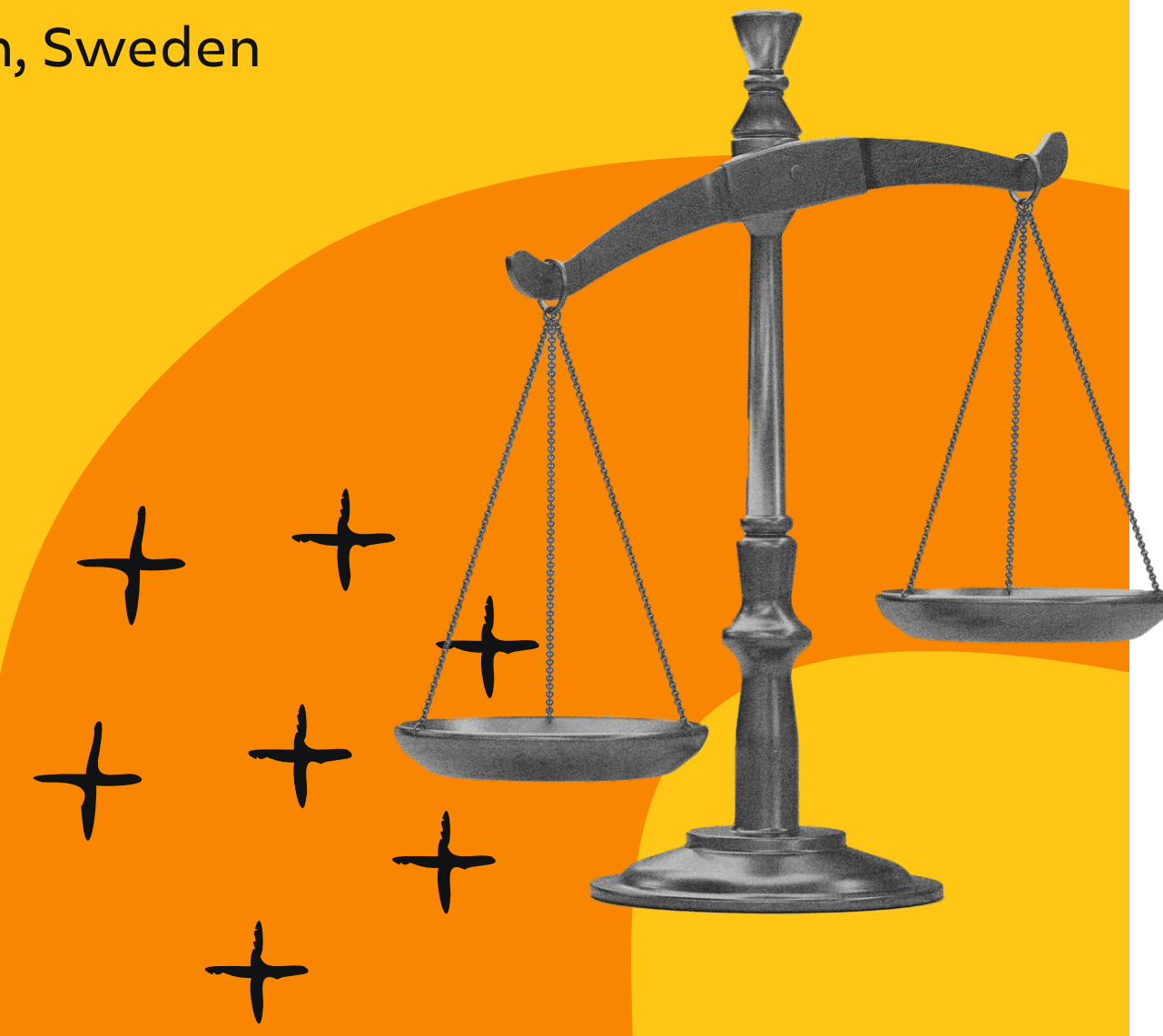
INDUSTRY

Banking, financial services



LOCATION

Stockholm, Sweden



The Challenge



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

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

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

The Solution

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

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

Benefits

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

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

Darko Jakimovski, Senior IT Manager, SEB

4,000

agents migrated from their legacy solution

350

automations built

[Read more ↗](#)

▲ ATlassian + *Canva*

How Canva designed a better DevOps experience and saved 150 hours monthly

 **INDUSTRY**
Technology

 **LOCATION**
Sydney, Australia



The Challenge

?!

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

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

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

* **The Solution** *

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

Benefits

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

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

Andrew Toolan, Software Engineer, Canva

5,000

tickets fulfilled

150 hours

saved monthly with automation

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

Andrew Toolan, Software Engineer, Canva

[Read more ↗](#)

NEXT STEPS

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).