



Case Study Ebook

Reimagining ITSM

How leading organizations
modernize with Atlassian

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Introduction

With the rise of software-powered services, meeting the demand for high customer expectations and always-on services is more critical than ever. To adapt to these rapid changes, IT teams are transforming to provide great user experiences, deliver new services with agility, and increase the flow of work and value to the business.

With Atlassian's ITSM solution, IT teams gain:

- Velocity to keep up with the speed of the industry and rapidly deliver exceptional service
- Flexibility to shape your processes and adapt to the way your team works
- Greater collaboration between teams, especially development and IT, to resolve requests and issues quickly
- Faster time to value through an intuitive and affordable platform for your entire organization

In this ebook, learn how leading organizations across industries and sizes transformed service management with Atlassian and realized benefits such as:

66%

reduction in time
to resolution

70%

fewer major IT incidents

44%

greater efficiency

140%

increase in customer
satisfaction

Yale

INDUSTRY

Higher Education

LOCATION

New Haven, Connecticut, USA

NUMBER OF USERS

33 IT Employees

PRODUCTS

Jira Service Desk

Jira Software

Confluence

INTEGRATIONS

Slack

Zoom

MARKETPLACE APPS

Insight - Asset Management

Automation for Jira

Gliffy Diagrams for Confluence

Meeting student expectations by standardizing on a single platform

The challenge

As the Yale School of Management (SOM) set its sights on becoming a global powerhouse, the IT team needed a more robust solution to better support the school's goals. What's more, they needed to keep up with the high service expectations of their customers – digital native students accustomed to the modern world of on-demand anything.

Before implementing the Atlassian solution, Yale SOM was working with a disjointed set of tools: BMC Footprints and email for Help Desk requests, Basecamp for managing development projects, and “a hodgepodge of tools” for documentation and collaboration. As a result, they lacked transparency and visibility into tasks, statuses, and key metrics and had no knowledge base for internal or external communities.

In order to better serve the school and its students, the SOM IT department decided to standardize on Atlassian to achieve greater efficiency, collaboration, and productivity.



57%

reduction in client services team's time to resolution

66%

reduction in average response time for student requests

4.8

satisfaction rate from students (out of 5)

The solution

The IT team at Yale SOM leveraged multiple Atlassian solutions to meet all of their needs. Workflows and integrations between Jira Software, Jira Service Desk, and Slack allow the DevOps team to support the full development lifecycle. The client services team uses Jira Service Desk to track service requests and reduce time to resolution. And Confluence serves as a knowledge base for the entire IT department as well as a self-service catalog for the external community.

“ [Atlassian’s] tools have immensely improved our service. Now we can’t do without them because our community is used to that level of service.

KEN WIELER, CIO

Improved customer satisfaction: Through the ability to better track service requests through Jira Service Desk, the client services team has reduced time to resolution by 57% and achieved a 4.8 (out of 5) satisfaction rate from students.

Greater transparency into metrics and reporting: With a more intuitive solution and easy-to-use reporting, the IT team can now track key IT metrics and gain insights into issues to improve service.

Enhancing service beyond IT: Non-technical teams, such as Communications, Business Operations, and Facilities, have adopted Atlassian solutions to drive efficiency and significantly reduce meetings and emails. For example, the Communications team uses Jira Service Desk to manage requests for marketing materials, Confluence for project documentation, and Jira Software for managing video production.

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INDUSTRY

Financial Services

LOCATION

Chicago, Illinois, USA

NUMBER OF USERS

500

PRODUCTS

Jira Service Desk

Jira Software

Confluence

MARKETPLACE APPS

ScriptRunner for Jira

Email This Issue (JETI)

Team Calendar for Confluence

Queues for Jira Service Desk

Supercharging productivity by switching from legacy ITSM to Jira Service Desk

The challenge

Balyasny Asset Management L.P. (BAM) is a global multi-strategy investment firm. To deliver always-on service and support to their global offices and client base, the infrastructure, software development, and desktop support teams are laser-focused on efficiency, relying on thoughtfully optimized processes and the right technology.

To improve its organizational workflows, BAM had made a substantial investment in a legacy ITSM platform. While its extensive functionality seemed powerful, the infrastructure team quickly found the platform overly complex and too expensive to implement. The year-long deployment required specialized consultants that eventually exceeded budgets and deadlines. Once deployed, maintaining the instance would require a disproportionate number of dedicated staff.

All these factors culminated in BAM's decision to switch from legacy ITSM to a new solution.



1 month

length of deployment

“ It’s been night and day in regards to how we do it, and the visibility I have into metrics in Jira Service Desk.

DENNIS ROCHE, HEAD OF GLOBAL INFRASTRUCTURE

“ The collaboration is seamless now across the entire IT infrastructure group because we moved to Jira Service Desk.

MATT ADORJAN, CLOUD ENGINEERING AND ARCHITECT MANAGER

The solution

Given the challenges with its legacy ITSM platform, BAM decided to switch to Atlassian to solve its IT service management needs. By extending their existing Atlassian suite – Jira Software and Confluence – to include Jira Service Desk, development teams benefited from a more familiar platform. And compared to a lengthy and complicated deployment, Jira Service Desk was rolled out smoothly in just a month – without the need for expensive consultants. Now BAM has a single, intuitive solution for desktop support, cloud engineering, and application support teams, minus the cost and complexity of a legacy ITSM solution.

“ **We’ve gone from a really expensive platform that wasn’t what we needed to an affordable platform that allows teams to operate more efficiently.**

DENNIS ROCHE, HEAD OF GLOBAL INFRASTRUCTURE

A more intuitive solution: From deployment to maintenance to reporting, BAM has benefited from a more user-friendly solution. Given their existing familiarity with Jira Software, many teams were already comfortable with the interface and can self-manage updates, instead of relying on expensive consultants or specialized staff.

Enhanced visibility into service performance: Compared to the cumbersome process required to build dashboards in the previous platform, the desktop support team now has a more intuitive interface to understand and improve performance.

Streamlined change and incident workflows: By tracking incidents and change requests using Jira Service Desk, BAM can now link them across Jira Software projects and bring them into one platform.

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LUCID

INDUSTRY

Automotive

LOCATION

Newark, California, USA

NUMBER OF USERS

1,000

PRODUCTS

Jira Service Desk

Jira Software

Confluence

Atlassian Access

Building the foundation for a new luxury car standard with Atlassian

The challenge

Lucid Motors, a luxury mobility company, is on a mission to build a world-class transportation brand from the ground up. Everything the company does – from their team to the color and trim inside its car to the software it runs – is vetted for quality and customer experience. The result is the Lucid Air, a car unlike any other.

As both a product designer and manufacturer in a quickly changing, dynamic environment, Lucid needed to lay a strong foundation to support its aggressive plans for growth.

“ To achieve [a new luxury car standard], we need to assure high quality, share knowledge effectively, collaborate seamlessly, and optimize all of our internal processes.

LAURENT BORDIER, ATLASSIAN SERVICE OWNER



“ The beauty of Atlassian is the amount of data, information, and documentation you have in one place.

LAURENT BORDIER,
ATLASSIAN SERVICE OWNER

“ With Atlassian Cloud, I'm not waking up in the middle of the night because a node in the data center was down.

LAURENT BORDIER,
ATLASSIAN SERVICE OWNER

The solution

Lucid Motors chose Atlassian for ease of use, customization, reliability, and scalability. The solution, including Jira Software, Confluence, and Jira Service Desk, will support Lucid's aggressive plans for growth and enable the seamless collaboration needed to innovate in a constantly changing industry.

Jira Software helps deliver enhanced in-vehicle experiences, like entertainment and information, to meet the growing demand for luxurious, safe, and smart vehicles. Confluence is the source of truth for documentation and information across all employees, contractors, and vendors. And finally, Jira Service Desk serves as the core of the IT Service Management (ITSM) and Enterprise Service Management (ESM) solution used by 15 departments (including IT, HR, and Legal) and growing.

“ **We rely on Atlassian to achieve our goal of creating a truly unique car brand.**

LAURENT BORDIER, ATLASSIAN SERVICE OWNER

Lucid also plans to use Jira Service Desk and Opsgenie to support critical day-to-day functions like incident management and maintenance of their state-of-the-art automotive software.

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INDUSTRY

Technology

LOCATION

San Francisco, California, USA

NUMBER OF USERS

2,000 employees

PRODUCTS

Jira Service Desk

Jira Software

Confluence

Bitbucket

PARTNER

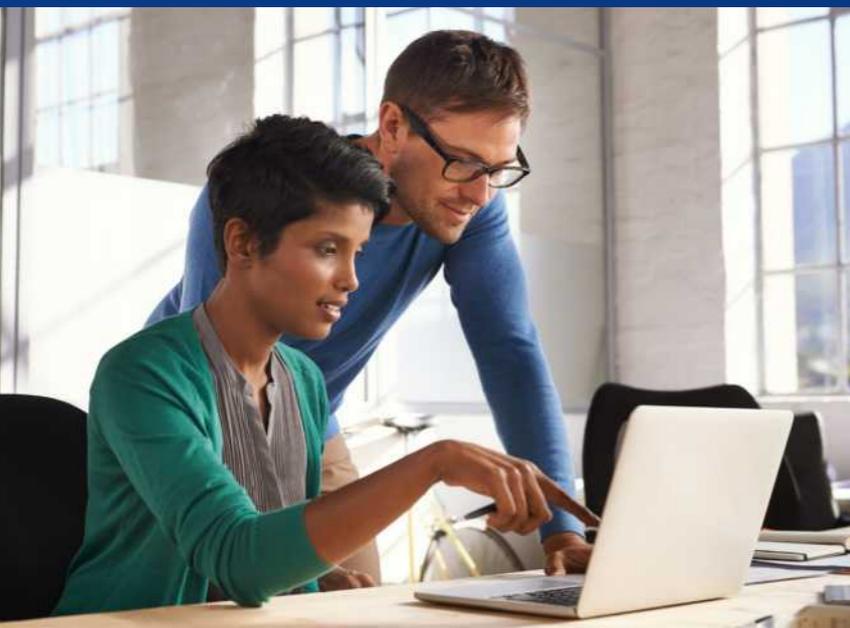
Adaptavist

Scaling service culture from a siloed startup to team of teams

The challenge

When AppDynamics doubled its headcount in two years, the company's startup culture needed to grow with it. The team managing Jira Software took on the responsibility of de-siloing teams and information to create an open and transparent culture – and they used Atlassian's suite of products, including Jira Service Desk, to do it.

Prior to Jira Service Desk, AppDynamics used Jira Software as a service desk for IT support. The workaround suited the developer-dominated company in its early days but wasn't scalable in the long run. As the company grew, AppDynamics needed a dedicated service desk with out-of-the-box SLAs, automation rules, and ITIL workflows. This would enable a more user-friendly experience for all team members: agents and help-seekers alike.



“ Atlassian tools ensure everyone is on the same page as our organization has grown. Not only does it improve transparency, but Atlassian tools are so flexible that you can track anything.

ALEX CHRISTENSEN, ATlassian SUITE
ENGINEERING LEAD

“ As our processes evolve and grow over time, Jira Service Desk enables our support teams to scale operations.

JEFF TILLET, SENIOR BUILD AND RELEASE
ENGINEERING MANAGER

The solution

Since AppDynamics had been using Jira Software and Confluence since its early days, Jira Service Desk was a natural choice. First, the ease of integrations on the same platform with Jira Software meant Jira Service Desk could seamlessly connect into systems already used by the company. Second, AppDynamics could meet their service requirements at a lower price point with easier deployment and fewer modifications. Finally, instead of building expertise from scratch with another vendor, they already had internal Jira experts with the knowledge needed to deploy and maintain Jira Service Desk.

A flexible solution to support growth: As the organization scales, Atlassian has improved transparency and increased uptime, while reducing administrative burden. “Jira is so flexible that you can track and contextualize virtually anything from development processes to general business processes,” says Alex Christensen, Atlassian Suite Engineering Lead.

Embracing DevOps and ITSM: Jira Service Desk offers AppDynamics the flexibility to adopt both DevOps and ITIL practices. The team embraces DevOps culture to pivot quickly and collaborate while relying on ITSM best practices to standardize operations and SLAs.

Streamlining service for business teams: As other teams realized the value of having a dedicated, user-friendly service desk, Jira Service Desk quickly scaled to nine non-technical teams. This included HR for onboarding, CRM for permission and data issue reporting, and Facilities for internal event planning and maintenance.

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The Telegraph

INDUSTRY

Media & Entertainment

LOCATION

London, England

PRODUCTS

Jira Service Desk

Jira Software

Confluence

MARKETPLACE APPS

Scriptrunner for Jira

Zephyr for Jira

Timesheet Reports and Gadgets

Lucidchart Diagram Connector

SOLUTION PARTNER

Valiantys

Seamless operations for 25 million unique users a month

The challenge

The Telegraph reaches over 25 million unique users per month through its newspapers, mobile apps, website, and magazines. Given their scale, smooth and seamless IT operations are crucial.

Before implementing Atlassian, The Telegraph faced massive challenges with their outsourced IT service management. “We were suffering from poor resolution times and lack of transparency,” says Carol Johnson, IT Director.

To increase efficiency and improve communication, they decided to move their IT in-house, and they had a short time frame in which to make the transition. As Johnson put it, “We had to find a service management solution, build and implement it in under three months. I felt that was impossible.”



66%

reduction in time to resolution

50%

reduction in call-waiting time

140%

increase in customer satisfaction

The solution

The Telegraph partnered with Valiantys, a leading Atlassian Solution Partner, to choose and implement an ITSM solution. After deciding on Jira Service Desk, the IT team was up and running within just three months. By integrating Jira Service Desk with Jira Software, the IT and Software Development teams can collaborate more often and resolve issues faster. Jira Service Desk is integrated with Confluence to provide a self-service knowledge base where employees can search and find solutions to frequently raised issues.

“ With Jira Service Desk, we can move at the speed of the industry, support our customers, and deliver real business value.

CAROL JOHNSON, IT DIRECTOR

Improved service quality: Within three months of the rollout, IT improved its time to resolution by 66%, reduced call-waiting time by 50%, and increased customer satisfaction by 140%.

Faster time to value: With Jira Service Desk’s ease of deployment and intuitive interface, The Telegraph’s IT team was able to find, build, and implement the solution in just under three months.

Increased collaboration between IT and Development: By integrating Jira Service Desk and Jira Software, IT and Development teams can better collaborate and resolve issues faster. They also reduced their change management approval process from eight days to one day.

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The Dice logo is displayed in a white speech bubble shape on a dark blue background.**INDUSTRY**

Technology

LOCATION

New York City, New York, USA

PRODUCTS

Jira Service Desk

Jira Software

Confluence

Choosing Jira Service Desk for transparency across a global team

The challenge

DHI Group, a leading provider of online career marketplaces, had expanded rapidly in part through acquisitions. With ten strong brands, including Dice.com for technology professionals, the company inherited a mix of collaboration and communication tools. As a result, employees were unable to collaborate smoothly across teams and departments, hurting both efficiency and innovation.

DHI's processes were also out of date. Support cases were tracked on paper and three-ring binders, making information difficult to search and share. Although developer teams were already using Jira Software and Confluence, at least one department was using ServiceNow for IT support. Since ServiceNow didn't integrate with Jira, these employees were managing two separate workstreams and systems.

DHI decided to standardize on a single platform to improve collaboration and reduce its software license costs.



70%

fewer major IT incidents

75%

lower licensing costs

“ Having stronger teams and being more collaborative with different groups helps us drive new product ideas much more quickly to market – Atlassian helps us to do that.

BRIAN HOSTETTER,
DIRECTOR OF ARCHITECTURE

The solution

DHI decided to move the entire company to Atlassian as its single work platform. Given the development teams' familiarity with Jira Software and Confluence, switching from ServiceNow to Jira Service Desk for ITSM was a natural choice. Internal communications also moved from SharePoint to Confluence, including everything from HR benefits documentation to CEO blog posts. Implementing the Atlassian suite and standardizing the company on a single platform has allowed for greater collaboration and transparency.

“ The features, the overhead, the process that [ServiceNow] pushed us through, we weren't working as nimbly as we thought we could. And, frankly, the cost. When you look at a quarter million dollar solution compared to something that is 25% of that, [Jira Service Desk] was an easy choice.

JOE RIESBERG, VP OF TECHNOLOGY

Increased collaboration: By moving from SharePoint to Confluence, and from ServiceNow to Jira Service Desk, DHI created a culture of openness. Collaboration happened more naturally with a single platform and allowed teams to be more productive.

Cost savings: DHI Group saved considerable costs by switching from tools like SharePoint and ServiceNow, given these vendors' high licensing fees.

Reducing major incidents: Jira Service Desk is credited with lowering major IT incidents by 70 percent over the last three years. This is attributed to the transparency that comes from having the entire team on the same platform.

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INDUSTRY

Travel

LOCATION

Edinburgh, United Kingdom

PRODUCTS

Jira Service Desk

Jira Software

Supporting rapid growth with a collaborative ITSM solution

The challenge

Over five years, Skyscanner experienced rapid growth; its visitor base increased by 400% to reach an average of 50 million users each month. However, Skyscanner's help desk was no longer supporting the company's growth. Too much time was spent fixing the tools and tracking down bugs, instead of resolving issues.

As a travel website, always-on service is imperative. "Our service needs to stay up and running 24 hours a day, 365 days a year. Even a second of downtime means a massive loss in revenue and trust. If there's a problem, we need to find out about it fast and fix it even faster," says Michael Hall, Business Tools Squad Lead.

Skyscanner knew they needed a new ITSM solution that would facilitate collaboration between the frontline IT agents and the back-end development teams using Jira Software.



44%

increase in IT team efficiency

2x

greater collaboration between
IT and Development teams

50%

increase in ticket submissions
by non-technical employees

The solution

Since Skyscanner's developer team was already using Jira Software – and the company endeavored to improve communication between IT and development – Jira Service Desk was a natural choice. Skyscanner integrated Jira Software and Jira Service Desk to allow for greater transparency, visibility, and collaboration.

“ **Jira Service Desk has revolutionized how we do IT. We're dealing with 236% more tickets with only a 63% increase in IT engineers – and our IT team has worked to become 44% more efficient.**

MICHAEL HALL, BUSINESS TOOLS SQUAD LEAD

End-to-end visibility: By integrating Jira Software and Jira Service Desk, Skyscanner can link and track issues from inception to resolution across teams. This visibility enables experts to solve issues faster and give developers and IT staff back time to focus on building better software and services.

Increased collaboration between IT and Development: By linking Jira Software and Jira Service Desk, the IT and Software Development teams collaborated on twice as many tickets, and IT has worked to become 44% more efficient.

Rapid adoption by non-technical employees: Since rolling out Jira Service Desk, Skyscanner saw a 50% increase in ticket submissions by non-technical employees. This rapid adoption was attributed to Jira Service Desk's intuitive customer portal.

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INDUSTRY

Technology

LOCATION

San Francisco, California, USA

PRODUCTS

Jira Service Desk

Jira Software

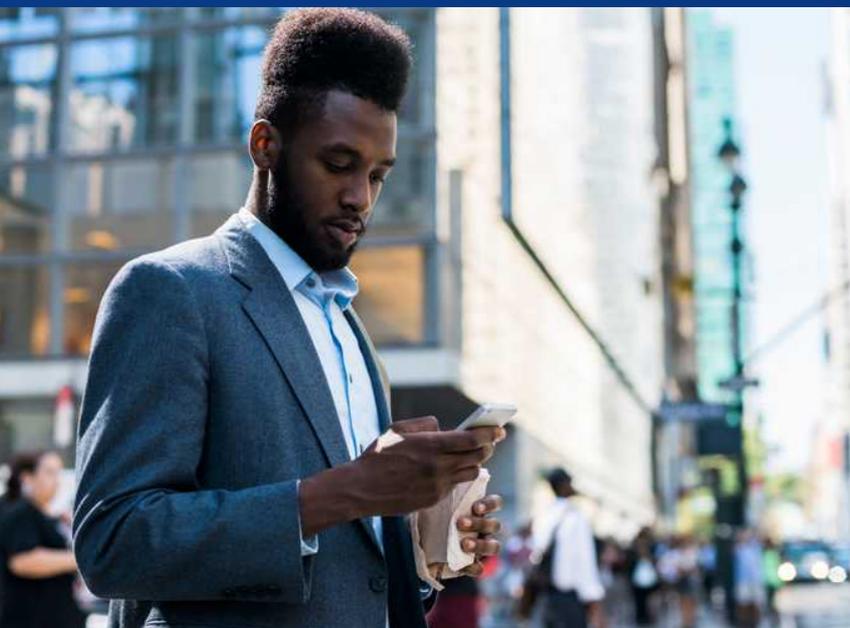
Confluence

Satisfying high demand through self-service with Jira Service Desk

The challenge

Though it may be hard to remember, there was a time when Twitter was a considerably smaller company than it is now. As the company grew from 900 to 3,600 employees, the small IT team was faced with approximately 2,000 tickets per agent per year. They were not equipped to handle this level of growth with its current processes.

At the time, they were using email for internal service requests with no easy way to track, manage, or route requests to the appropriate agent. They knew they needed a more robust solution to support the company's growth and deliver exceptional service.



80%

decrease in support email volume

100+

teams using Jira Service Desk to manage their requests

80%

employee adoption rate

The solution

Twitter's IT team chose Jira Service Desk for an intuitive, scalable customer portal solution. By also integrating Confluence with Jira Service Desk, they created a self-service knowledge base for employees to find the answers on their own. The adoption of these solutions was quick, and business teams at Twitter soon recognized the benefits and began implementing Jira Service Desk to solve their challenges.

“ Jira Service Desk can really increase your team's efficiency and easily scale your ticketing to meet your business needs.

ALEX STILLINGS, IT MANAGER

An intuitive, scalable customer portal: Twitter employees loved the simple, easy-to-use interface of Jira Service Desk's customer portal, resulting in an 80% adoption rate. As a result, email support requests dropped from 95% to 15%.

Deflecting tickets through self-service: By integrating Jira Service Desk with Confluence, the IT team deflected tickets by automatically surfacing relevant knowledge base articles. This self-service reduced ticket volume, while increasing customer satisfaction.

A service desk for every team: Within a year of implementing Jira Service Desk for the IT support team, over 100 teams outside of IT – including Human Resources, Procurement, and Facilities – recognized the benefits and adopted service desks of their own.

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INDUSTRY

Healthcare & Life Sciences
Government

LOCATION

Melbourne, Australia

PRODUCTS

Jira Service Desk
Jira Software

MARKETPLACE APPS

Gantt-Chart for Jira
MultiExcerpt
Create on Transition for Jira
Zen Foundation
Issue Templates for Jira
Gliffy Diagram for Jira

Moving research innovation forward with Jira Service Desk

The challenge

CSIRO, Australia’s national science agency, is one of the largest research organizations in the world. Each day, the agency pushes the boundaries of science to shape the future – from inventing Wi-Fi to discovering galaxies five billion light years away.

With 5,500 employees across 54 locations across the world, service quality and efficiency are critical to the agency. The less time scientists spend on administrative tasks, the more time they can spend focused on their mission: solving problems through science. CSIRO sought a solution to reduce email, track workloads, and handle the growing number of service requests across the agency.



30%

reduction in email traffic

9 teams

deployed Jira Service Desk
within six months

The solution

CSIRO was already using Jira and Confluence to track development projects and collaborate on research articles, so adding Jira Service Desk to its portfolio was a natural extension of its investment in Jira.

When other CSIRO teams found out about Jira Service Desk, it spread rapidly. In six months, CSIRO deployed Jira Service Desk across nine teams, including Finance, Web Services, Library Services, and Project Management – with plans to add more.

Instead of emailing requests back and forth across the organization, scientists can now use a single customer portal to ensure contracts are reviewed by the right parties, track vendor payments in the Finance Service Desk, and submit requests for the latest solar energy research in the Library Services Service Desk.

“ In the past, we spent months configuring service desk solutions. With Jira Service Desk, it was done in a matter of hours. It’s really that simple to configure.

RYAN MEINTJES, TECHNICAL SERVICES OFFICER

Across CSIRO, the benefits of implementing Jira Service Desk were immediate. In the first month, the Library Services team processed twice its average volume of requests with full visibility into its workloads. Multiple teams have seen up to a 30% reduction in email traffic. Thanks to the simple user interface and easy workload management features, the Finance team is well prepared for a projected tripling in ticket volume.

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Next steps

Whether you're making the switch from a legacy ITSM tool or implementing a solution for the first time, we can help you modernize your IT practices and keep up with the pace of business.

Ready to see how Atlassian can transform your service management? Get in touch with your Atlassian Solution Partner for a demo.