Holograph

Pain, Plan & Perfection: Designing Enterprise-Grade Atlassian Cloud

Migration with insight Strategies

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Atlassian: From Tools to Transformation

Atlassian is no longer just a project management toolbox: it has evolved into a full SaaS-driven enterprise platform that delivers customizable, scalable, and cloud-native solutions across software delivery, IT service management, business operations, and cross-functional collaboration.

Atlassian Cloud Evolution:

The Atlassian Story

Founded 2002 by Mike Cannon-Brookes & Scott Farquhar

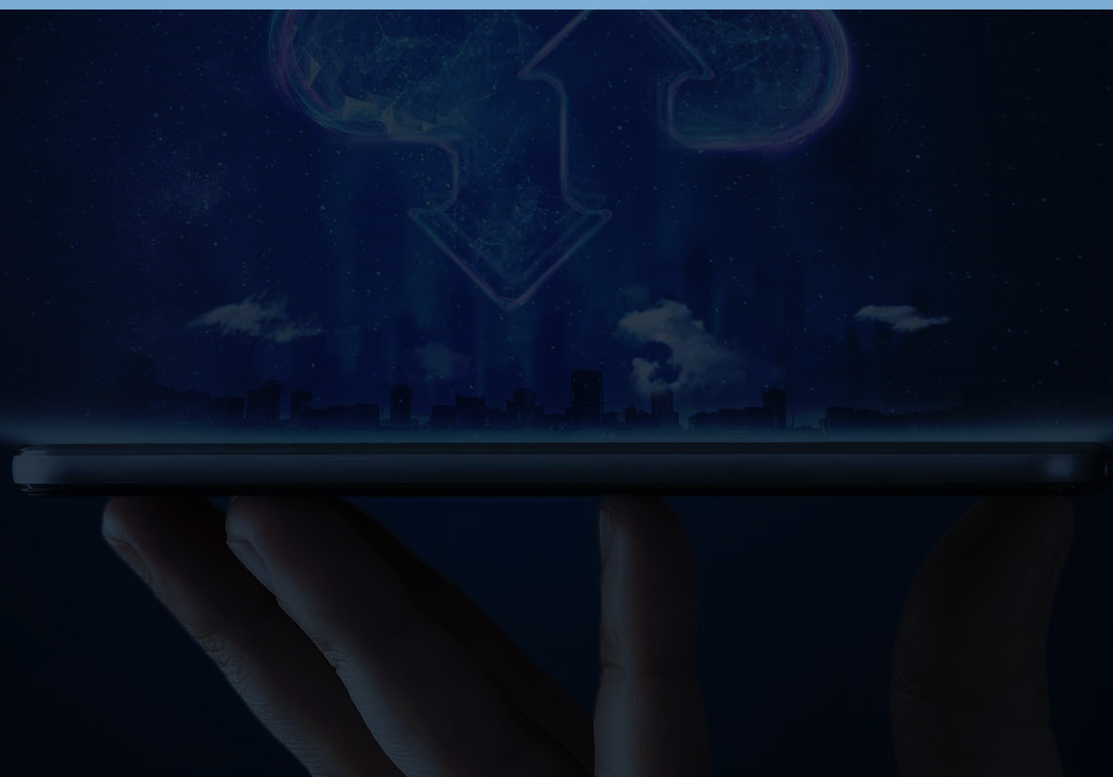
Started with bootstrapped funding, no external capital

Built Jira and Confluence for developer collaboration

Became essential for software teams globally

Cloud-First Transformation:

Atlassian transitioned from on-premise products to a cloud-first SaaS model. With the official Server sunset and continued investment in Cloud and Data Center, Atlassian’s focus is now on continuous innovation, scalability, and enterprise-grade security.



Why This Shift Matters:

- Faster releases and continuous innovation
- Enterprise-grade security and compliance at scale
- AI automation native to every product
- Lower operational cost for customers

Introducing Pain, Plan & Perfection:

Enterprise-grade Atlassian Cloud migration follows three critical phases: understanding real migration pain points, executing a structured planning approach, and driving post-migration perfection through optimization and governance.

Migration Pain Points:

68% of migrations struggle due to app incompatibility or missing Cloud equivalents.

40–55% of Jira instances contain unused workflows, schemes, or custom fields adding migration risk.

Identity complexity: Multiple user directories, no domain verification, inconsistent SSO setups.

Large datasets (>1M issues / >500GB Confluence data) delay timelines significantly.

Customization blockers (groovy scripts, legacy add-ons, non-supported integrations).

Cross-team ownership gaps—no RACI, unclear project/space owners.

User readiness issues: permissions overhaul, UI differences, new features, new admin model.

Planning Phase: Foundation for Success:

Discovery baseline

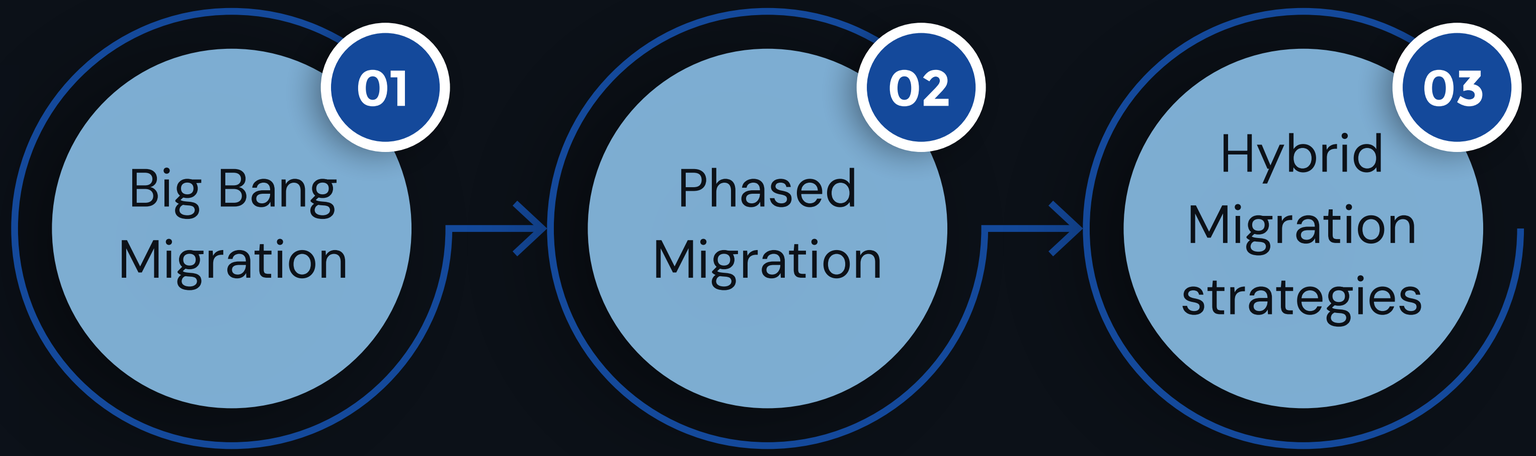
- App audit
- Field rationalization
- Workflow consolidation
- User & identity mapping

User & identity mapping

- Reduce custom fields by **25–40%**
- Archive **15–30%** legacy projects/spaces
- Remove unused groups/ permissions

Migration Strategy Models:

Enterprises choose between



Hybrid approaches are most common, combining Jira big-bang cutover, phased Confluence migration, and application-based migration waves.

01

Big Bang Migration

- Single cutover window
- Ideal for smaller, standardized instances
- Quick execution, simple planning
- Higher downtime impact

02

Phased Migration

- Move teams in waves or phases
- Best for large, complex multi-department setups
- Greater control and flexibility
- Longer duration with coexistence complexity

03

Hybrid Approach (Enterprise Standard)

Most common enterprise pattern:

- Jira: Big Bang cutover
- Confluence: Phased migration
- Apps: Separate waves

Pre-Migration Critical Steps:

- Content audit and prioritization
- Identity & Access (IAM) blueprint
- Integration and API mapping
- Security & compliance validation

Security & compliance alignment
Platform optimization
Perfection Phase (Post-Migration Excellence):
Performance tuning
Adoption metrics to track

Security & compliance alignment:

- Data residency configuration
- SSO/SCIM via Atlassian Access
- Central admin governance

Platform optimization:

- Cloud Automation replacing on-prem scripts
- Consolidated workflows & schemes
- Archive policies for Jira & Confluence

Performance tuning:

- Index health
- Permission cleanup
- Project roles standardization

Adoption metrics to track:

- User adoption %
- SLA adherence
- Automation success rate
- App usage statistics

Adoption KPIs & Success Metrics

80–90%
active users within 60 days

30–50%
reduction in admin ticket volume

Automation adoption increase:
20–40%

Ongoing engagement and feature adoption

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THANK YOU!

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