



Solution Partner

CASE STUDY

Taming the Sprawl

Bringing governance to a 552-user Jira & Confluence estate — and giving the data back its credibility.

Client: Mid-size technology company (552 users)

Industry: Software / Technology

Platform: Jira & Confluence (Cloud)

Engagement: Governance remediation, configuration cleanup & admin enablement

Timeline: ~14 weeks, phased — zero disruption to live teams



THE SITUATION

Five years of growth. Zero guardrails.

This fast-growing tech company let every team self-serve in Jira and Confluence. Helpful at first — until “just make a new field” had happened about eleven hundred times. By the time they called us, the tools were working against them:



Custom-field sprawl

1,100+ fields, most duplicates of each other.



Tangled workflows

168 workflows, no two teams alike.



Permission mystery

Nobody could say who could see what.



Duplicate knowledge

600+ spaces and no single source of truth.



Spreadsheet archaeology

Leadership reports stitched by hand in Excel.



Sluggish & slipping

Slow boards, sluggish search, anxious audits.

THE DIAGNOSIS

First we measured the mess.

Before changing a single setting, we ran a full configuration audit and captured a baseline. You can't prove an improvement you never measured — and we don't ask clients to take our word for it.



1,134

custom fields



168

active workflows



612

Confluence spaces

“The day-one snapshot — captured from native admin exports before remediation began.”

Governance by design

Before cleaning, we set the rules of the road — lightweight enough to follow, strong enough to last.



Governance charter

A named tool owner, a small product council, and a versioned change policy. Decisions, not guesswork.



Taxonomy & naming

Consistent project keys and prefixes (PROD-, IT-, OPS-) so reporting rolls up cleanly across the org.



Roles & permissions

A simple model — requestor, contributor, maintainer, admin — replacing 53 bespoke schemes with 6.



Configuration standards

A custom-field registry, a shared screen/scheme library, and a request path that stops sprawl at the door.

The cleanup, in five moves

And the part that mattered most: **we migrated teams in place, in phases — nobody lost work or missed a sprint.**



Audit & quantify

Inventory every field, workflow, scheme and space; lock the baseline.



Consolidate

Merge duplicate fields, workflows and issue types into shared standards.



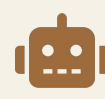
Archive

Retire 104 stale projects and 325 spaces — with owners' sign-off.



Standardize

Build the scheme library and Confluence space templates: one source of truth.



Automate & enable

Field-hygiene automation, admin runbooks and hands-on training to keep it clean.

HOW WE MEASURED

No vanity metrics.

Every figure in this study is tied to a method and a before/after baseline. Here's exactly how the numbers were captured.

Measured against a 30-day pre-engagement baseline and re-pulled at go-live + 90 days.



Baseline first

We snapshotted every field, workflow, scheme and space before touching anything.



Instrumented, not estimated

Config counts from native admin exports; load times from timed page-load sampling.



Real users, real tasks

Retrieval gains measured by timed studies — people actually finding a known doc, before and after.



Re-measured at 90 days

Every number re-pulled at steady state, so the gains aren't just launch-day optimism.

From sprawl to standard

Metric	Before	After	Change
Custom fields	1,134	318	-72%
Active workflows	168	22	-87%
Issue types	86	24	-72%
Screens & schemes	214	38	-82%
Permission schemes	53	6	-89%
Confluence spaces	612	287	-53%
Marketplace apps	21	13	-38%

Less to maintain, lighter to run, and finally consistent enough to report on.

RESULTS

By the numbers



fewer custom fields

1,134 → 318. The #1 driver of sprawl, gone.



faster board loads

6.2s → 2.3s on the heaviest boards (p90).



faster knowledge retrieval

Timed task study: finding the right Confluence doc.



less reporting effort

≈3 days → ~3 hrs of monthly leadership reporting.



fewer admin requests

“Can you make a field?” tickets fell sharply.



governance adoption

New projects spun up from approved templates (first 90 days).

WHAT WE DELIVERED

A foundation, not just a cleanup



Governance charter & RACI



Configuration standards & field registry



Permission & scheme library



Workflow pattern catalog



Confluence space architecture & templates



Automation pack (field hygiene, alerts)



Admin runbook & hands-on training



Marketplace app rationalization

Small team. Big results.



Senior Atlassian expertise

Senior consultants with hands on the keyboard — no junior handoff after the sales call.



Tailored, full-lifecycle

Licensing, cleanup, governance, training and ongoing care, shaped to your org — not a template.



Boutique responsiveness

A small team that actually answers, with weekly working sessions and open office hours.



Honest, transparent pricing

Scoped and predictable. Enterprise-grade outcomes without enterprise-grade surprises.

In their words



For the first time, our dashboards agree with reality. We deleted the spreadsheet we used to hand-stitch reports together — and nobody misses it.

— Paul R. - Head of PMO



Avaratak untangled five years of config sprawl without breaking a single team's workflow. Boards load fast, audits are boring again, and I finally trust our permissions.

— Hannah H. - Platform Administrator

THE TAKEAWAY

Governance isn't bureaucracy. It's what makes your tools trustworthy.

We removed roughly three-quarters of the clutter, made Jira fast again, and gave 552 people data they can finally believe — on a foundation built to stay clean as they grow.

About Avaratak

An Atlassian Solution Partner delivering enterprise-grade expertise with personalized service and honest pricing — from licensing through implementation, governance, training and ongoing improvement.

Is your Jira a haunted house of custom fields?

Start with a Governance & Configuration Health Check — a fast read on where your sprawl is hiding and what it's costing you.

[Book Now →](#)

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