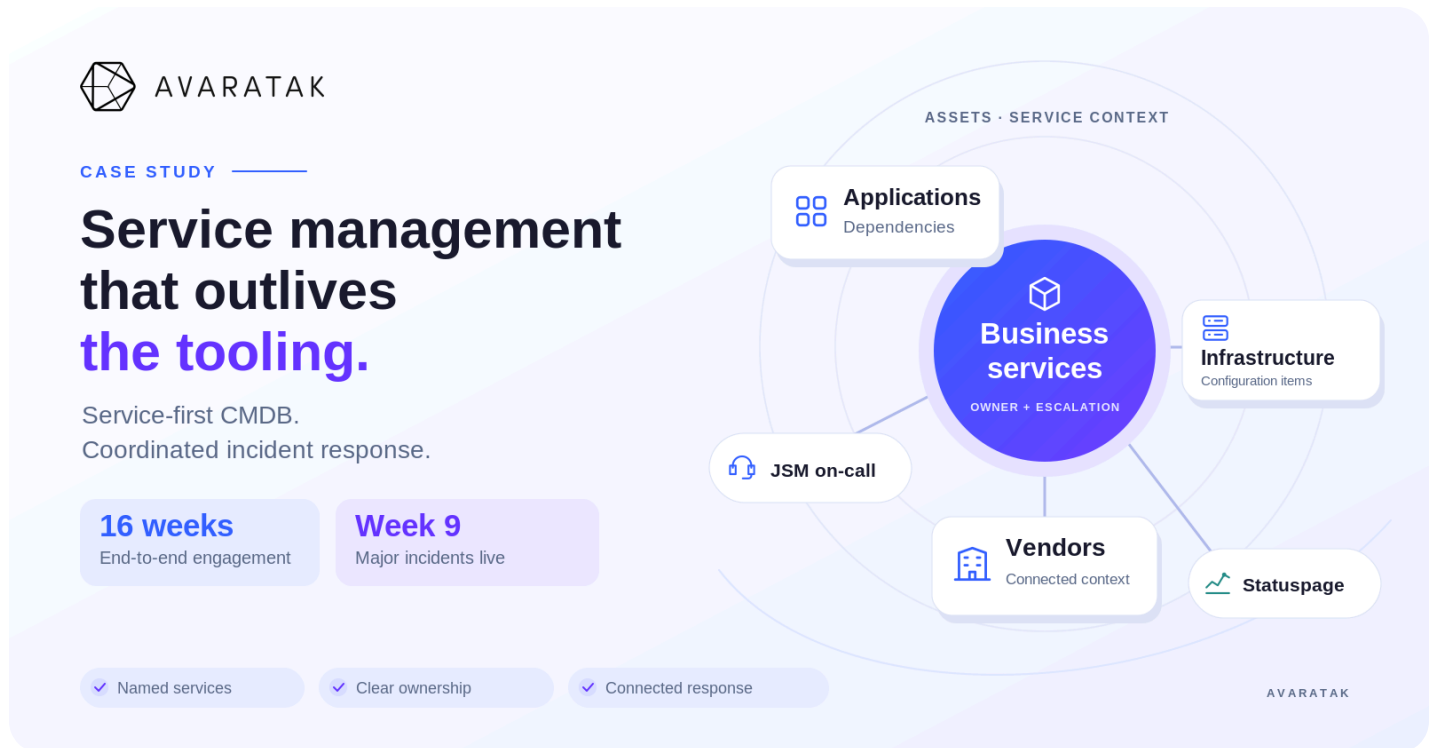


LOGISTICS & SUPPLY CHAIN · JIRA SERVICE MANAGEMENT



Service Management That Outlives the Tooling

Service mapping, a CMDB that sticks, and incident response built to survive the Opsgenie sunset.

16 weeks Engagement

Week 9 Major incident management live

A multi-region logistics and fulfilment operator needed more than a ticket queue. Avaratak connected business services, ownership and dependencies to incident response, problem management, on-call and customer status communication.

The decision that mattered. Build alerting and on-call in JSM Operations rather than create an Opsgenie configuration that would soon need to move.

01 / THE CHALLENGE & THE DECISION

Incidents got worked. Nobody could say what they touched.

A service model needed to answer the questions people ask during an outage, not simply catalogue the infrastructure.

Three recurring problems

Every major incident opened with a scavenger hunt: who owns this, what depends on it, and who do we have to tell? The business ran fulfilment around the clock across multiple regions. Incident response could not depend on finding the right person by chance.

Two CMDB attempts had already died as spreadsheets. Both were inventories. Neither answered a question anyone asked at 2am.

Customer status went out late, by hand, and only when someone remembered. Customers sometimes found out about an issue from their own customers.

Client

Multi-region logistics & fulfilment operator

Industry

Logistics & supply chain

Stakeholders

VP of Infrastructure, Director of Service Delivery, application owners and Customer Experience lead

Why not build what was requested?

The brief included an Opsgenie build-out. New schedules and escalation policies there would need to be rebuilt when the product reached its published end date.

OPSGENIE END OF SUPPORT

April 5, 2027

Atlassian's published retirement date informed the design choice. [View Atlassian's migration guidance](#) →

Avaratak built alerting and on-call natively in JSM Operations instead. The engagement avoided a future migration of the new configuration and delivered a smaller invoice than the work originally contemplated.

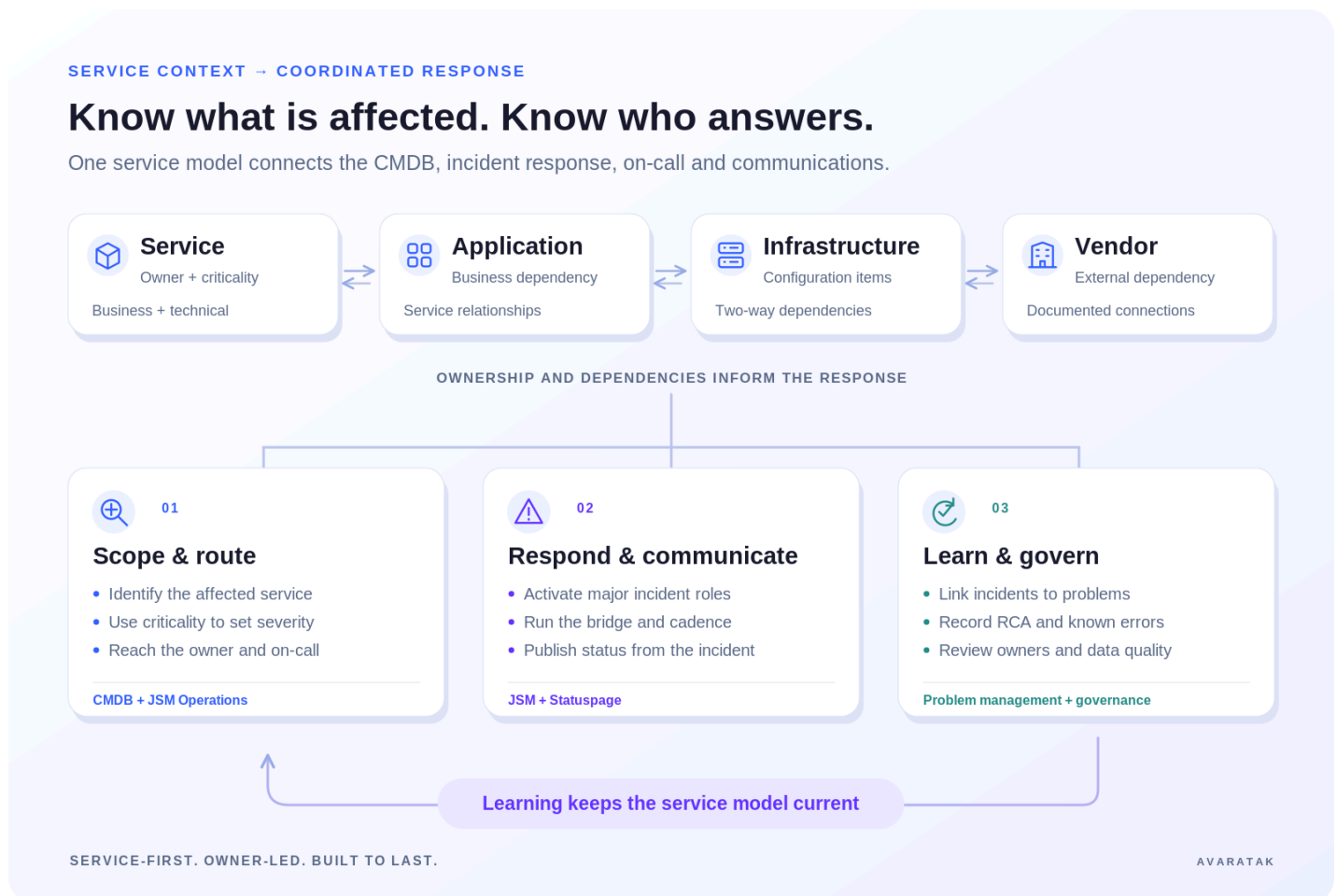
The same senior consultants who scoped the service model built it. Ownership, escalation and operational use shaped the configuration from the start.

“Migrate the practices,
not the problems.”

02 / THE SERVICE MODEL & DELIVERY PLAN

Start with the services. Connect the response.

Six discovery workshops aligned business and technical stakeholders. Every service received a named owner and an escalation path before attributes were modelled.


WEEKS 1–4

Discover & model

Service workshops, ownership and CMDB architecture.

WEEKS 5–8

Build the foundation

Assets schemas, service catalogue, request types, workflows and SLAs.

WEEKS 9–12

Operationalise

Incident management, JSM on-call, Statuspage and a first game day.

WEEKS 13–16

Prove & hand over

Problem management, admin enablement and the measurement plan.

Major incident management went live at week 9. The capability was brought into use before the wider build finished, ahead of the client's peak season.

03 / WHAT WE BUILT

Six connected capabilities. One service-led operating model.

The catalogue, response practices and communication paths were designed together, rather than treated as separate tool configurations.

01

Service catalogue & CMDB in Assets

Business and technical services with named owners and criticality tiers. Object schemas connected service → application → infrastructure → vendor, with dependencies mapped in both directions.

02

CMDB governance pack

CI lifecycle states, a quarterly ownership review, a change gate and a data quality dashboard. Service owners could see the information they were responsible for keeping current.

03

Major incident playbook

A severity matrix keyed to service criticality, major incident roles, a bridge process and a defined communications cadence. The service model informed the response.

04

Incident & problem workflows

Triage, SLAs, escalation, incident-linked problem records, structured root cause analysis templates and a known error register, supported by a monthly review.

05

Alerting & on-call in JSM

Schedules, rotations, escalation policies and monitoring integrations built in JSM Operations. They were mapped to the same services as the CMDB.

06

Statuspage, triggered not typed

Components mapped one-to-one to catalogued services. External updates and internal notifications were triggered from the incident record itself.

Built for handover. The delivery also included an administration runbook, governance handbook, training and a 90-day measurement plan.

04 / THE RESULTS & HOW THEY WERE MEASURED

Outcomes with their measurement methods attached.

Representative outcomes. The original case study identifies these figures as representative of measured outcomes across comparable Avaratak engagements. They are not presented here as independently verified measurements for this client alone.

63%

Faster impact scoping

Median time from incident raised to declared impact scope: **38** → **14 minutes** on major incidents.

Method: JSM native reporting; baseline compared with the 90-day re-measure.

94%

P1/P2 incidents linked to a named service

Service-field completion increased from a **22% baseline** on the legacy free-text field.

Method: Native JSM export of incident records; service-field completion.

100%

Services with an owner and on-call path

Ownership coverage across the catalogue was a **delivery gate**, not an optional data-cleanup exercise.

Method: Assets catalogue export; named owner and escalation/on-call coverage.

7 min

Median time to customer status

From incident declared to published customer update, down from **41 minutes** across the prior quarter.

Method: Statuspage publication timestamp compared with the incident declaration.

What the measurement focuses on: understanding impact, identifying the service, assigning ownership and communicating promptly. The operating model makes those questions measurable.



05 / IN THEIR WORDS

The difference was where the work started.

“We'd tried to build a CMDB twice. Both times it turned into a spreadsheet nobody opened. The difference this time was starting from the services we argue about at two in the morning, instead of from a list of servers.”

Director of Service Delivery

“They talked us out of work they could have billed for. We were ready to buy an Opsgenie build-out; they showed us the end-of-support date and built it in JSM instead. That is the entire reason they are still our partner.”

VP of Infrastructure

Build service management that lasts.

Start with a two-week Service & CMDB Readiness Review. Map your top services, test whether configuration data can answer a real incident question, and get a written view of the gaps.

[Book a 30-minute conversation →](#)

About Avaratak

Avaratak is an Atlassian Solution Partner. Engagements are delivered by Senior-level or higher consultants with at least five years of hands-on Atlassian experience, from architecture and implementation through training and ongoing improvement.

[Read the full case study →](#) · [Explore Atlassian consulting →](#)

[Related reading: Inside Atlassian's Service Collection →](#)