



Why Jira Service Management?

Transform your company into a high-velocity service organization



HARRY KUESSNER | ATLISSIAN

Atlassian, in a snapshot



Founded in
2002 in Sydney

15+ products,
solutions & services

6.000+
marketplace apps

Serving **80%** of
the Fortune 500

10.000+
employees

700+
partners

260.000+
customers

Used in **190+**
countries

SOLUTIONS SUPPORTED BY UNIFYING PRODUCTS

AGILE & DEVOPS



For Software Teams

ITSM & ITOPS



For IT Teams

WORK MANAGEMENT



For Business Teams



Jira

📄 Jira Align

📄 Bitbucket

✂️ Confluence

⚡ Jira Service Management

✂️ Confluence 👤 Opsgenie

📶 Statuspage 📄 Jira Align

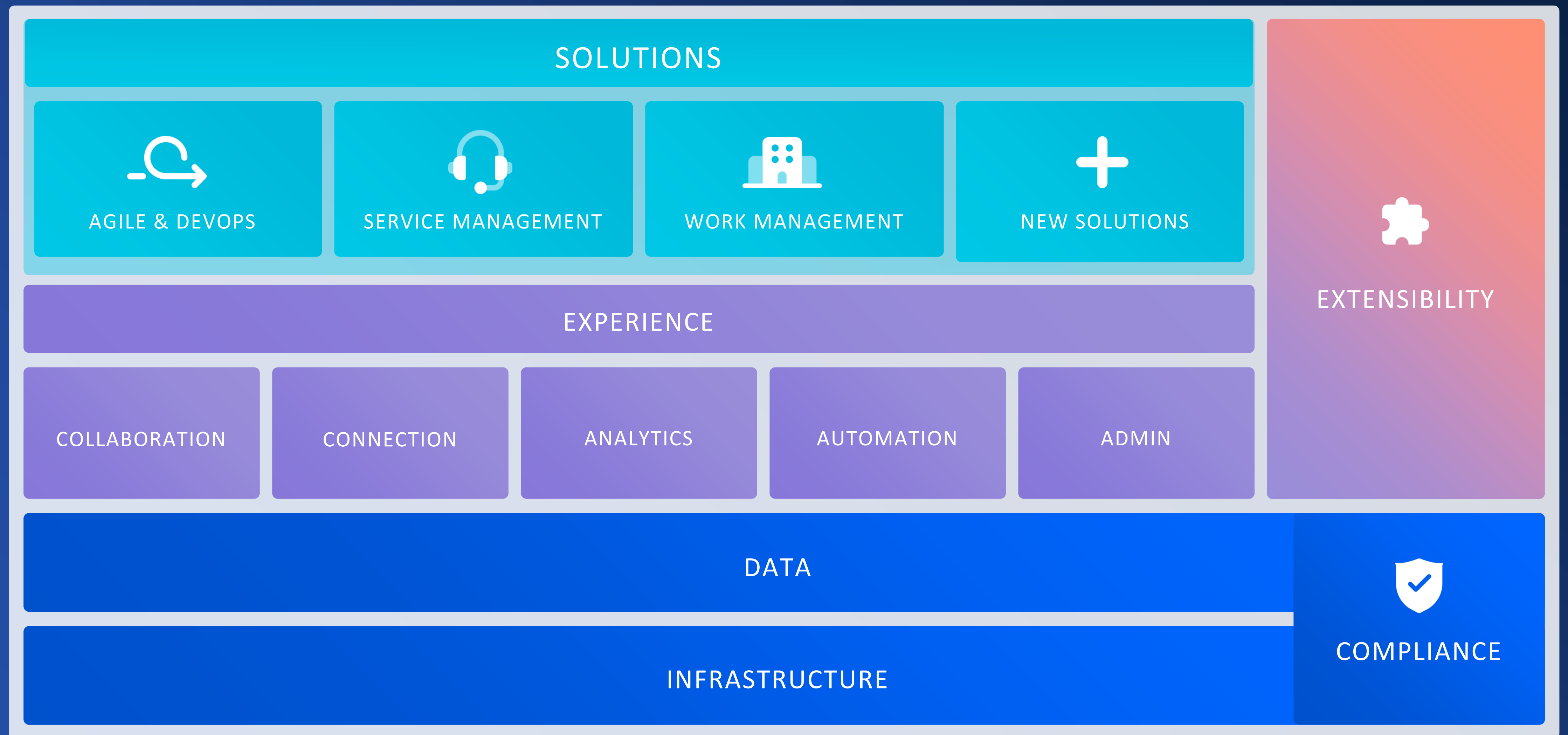
📄 Trello

✂️ Confluence


📄 Jira Align

ENTERPRISE PLATFORM

Unify your organization on Atlassian's platform



A unified cloud technology platform that powers open and efficient team collaboration.

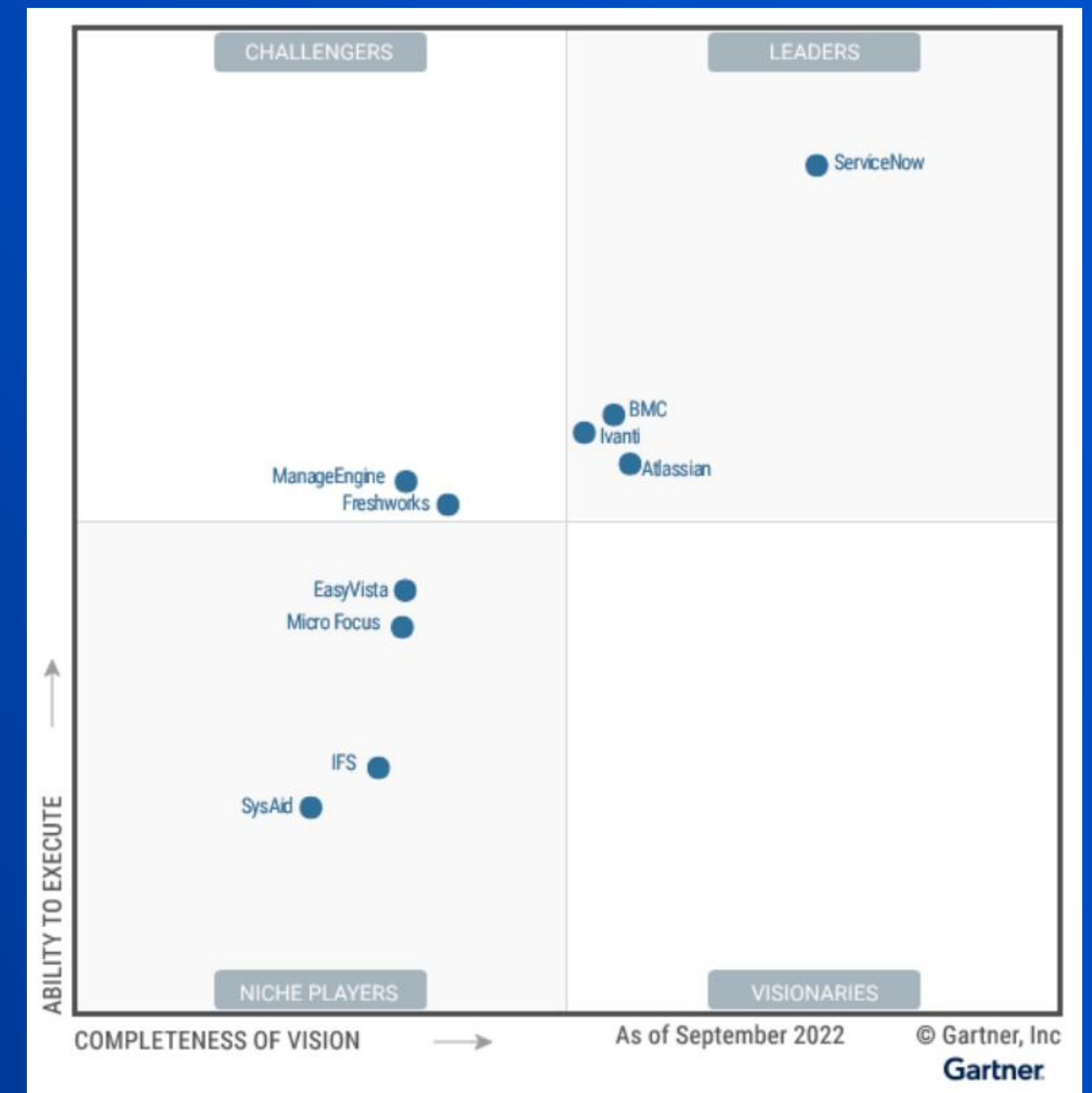


45K+

customers trust
Jira Service Management

Atlassian named a Leader in the 2022 Gartner Magic Quadrant™ for IT Service Management Platforms

- Atlassian provides “a single platform that connects development, I&O and business teams.”
- Jira Service Management recognized as the **fastest growing product** by new customer count in 2022 (two years in a row).
- **Rapidly enhanced ITSM capabilities**, adding form design, configuration management, chat, and virtual agents.



Atlassian named a Leader in The Forrester Wave™: Enterprise Service Management, 2021

- “Atlassian is a good fit for organizations looking for a **comprehensively integrated service management platform** bringing together development, operations, and business teams.”
- Jira Service Management received the highest strategy score in the evaluation.





Ship products
faster



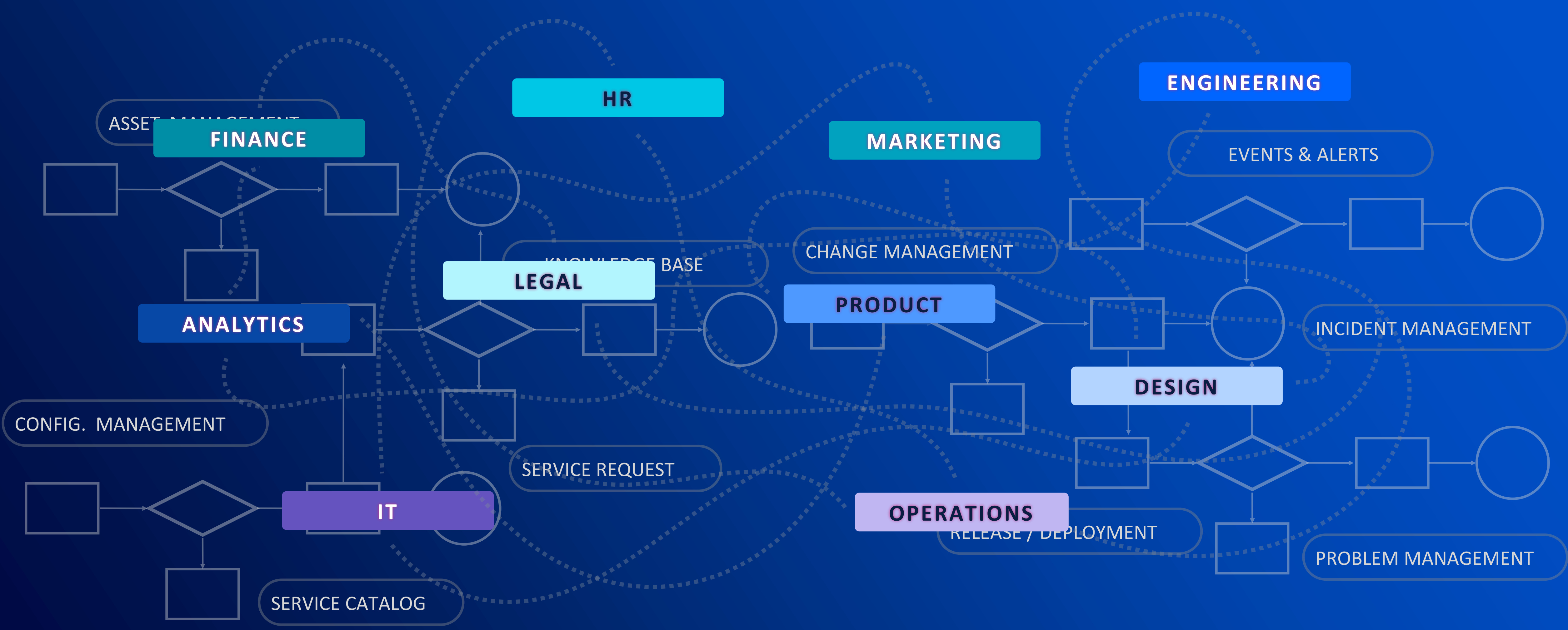
Keep services
always-on



Deliver support
seamlessly

THE TRADITIONAL MODEL FOR IT OPS AND SERVICES

Does not work for the modern enterprise which relies on cross-team collaboration



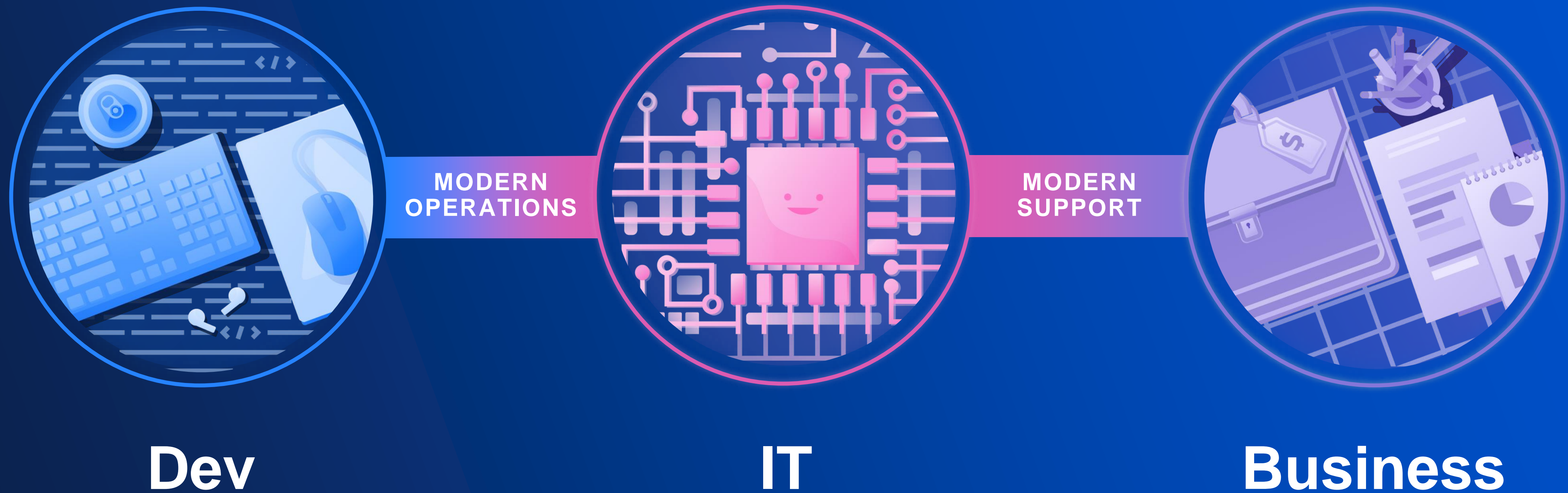
80%

ITSM teams that have not adopted an **agile approach** will find their **ITSM practices** are ignored or bypassed as a result of more agile ways of working being adopted elsewhere in the organization.

Gartner

- ! Teams that are already using agile ways of working expect the same from IT Ops & Support.
 - ! Teams outside IT will independently spin-up their own service desks, creating additional complexity.
- There are opportunities to leverage
- ! existing native integration across Atlassian products to streamline workflows.

⚡ Jira Service Management



Autonomy
with
Alignment

Modern
support

Modern
operations

MODERN OPERATIONS

MODERN SUPPORT

Autonomous developers

Help developers ship
code faster

Aligned operations

Manage changes without
introducing risks

MODERN OPERATIONS

MODERN SUPPORT

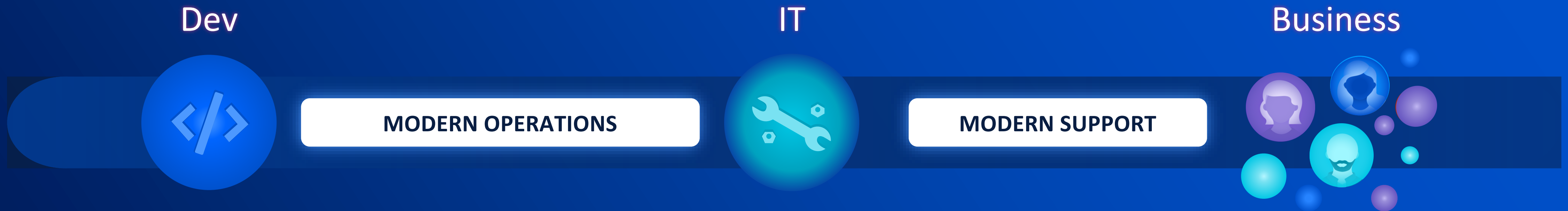
Autonomous employees

Help employees request
and get help quickly

Aligned teams

Empower every team
to be a “service” team

⚡ Jira Service Management



Deliver value
fast

Get started fast and scale as needed to transform your service delivery experience.

Accelerate
dev & ops

Increase visibility and pace of work between Development and IT Operations teams.

Empower all
service teams

Make it easy to extend service management across the enterprise.

EXTEND SERVICE MANAGEMENT BEYOND IT

Customized for teams, standardized for global organizations



IT



HR



FACILITIES



LEGAL



AND MORE...

- Out-of-the-box project templates
- Quick setup and time to value

- Low code workflow editor & drag-and-drop interface
- Centralized, global service catalog

Lufthansa Technik takes off with Atlassian

Jira Service Management gives Lufthansa Technik a bird's eye view on metrics and provides a standardized solution across ITSM and beyond.



4.9-5.0 satisfaction score after implementation



Full visibility into KPIs and hardware + software usage



Self-service enables IT teams to focus on critical initiatives

FORRESTER

**The Total Economic Impact™
Of Atlassian Jira Service
Management**

Cost Savings And Business Benefits
Enabled By Jira Service Management

DECEMBER 2022

A FORRESTER TOTAL ECONOMIC IMPACT™ STUDY COMMISSIONED BY ATLASSIAN

The Total Economic Impact™ of Atlassian Jira Service Management

Proven business value



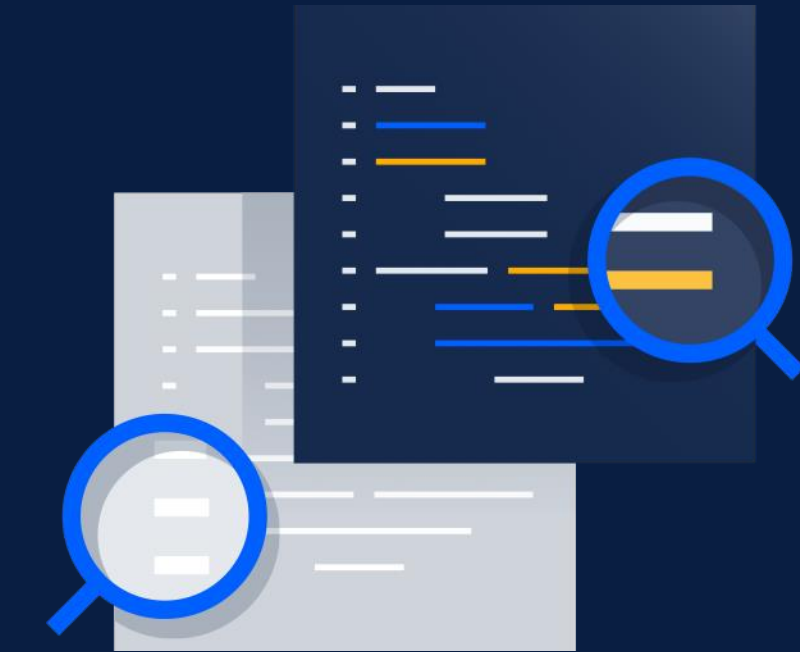
INCREASED RETURN ON INVESTMENT

Gain **277% ROI** by switching from legacy ITSM tools



IMPROVED EFFICIENCY

\$3.08 million NPV from cost savings and productivity gains



FASTER TIME TO VALUE

Average implementation time of **3-6 months**



Thank You



CHRISTOPH BAUMHOER



HARRY KUESSNER



THOMAS SÖHN