



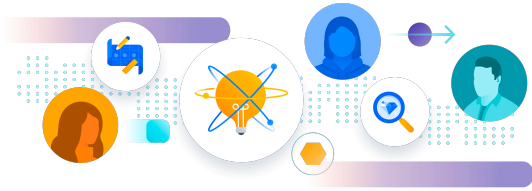
Work Management

Wie die Atlassian Work Management Lösungen
nicht-technischen Teams zur Agilität verhelfen

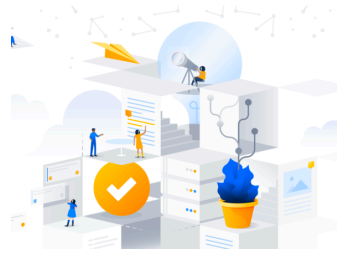


CARINA ZWYGART | PRE-SALES SOLUTIONS ENGINEER | ATLASSIAN

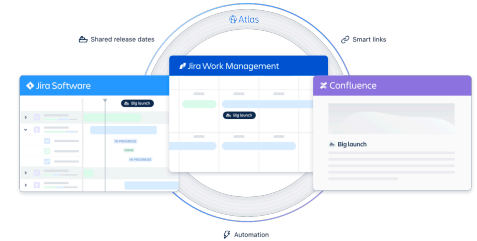
Why are we here today?



Silos are everywhere



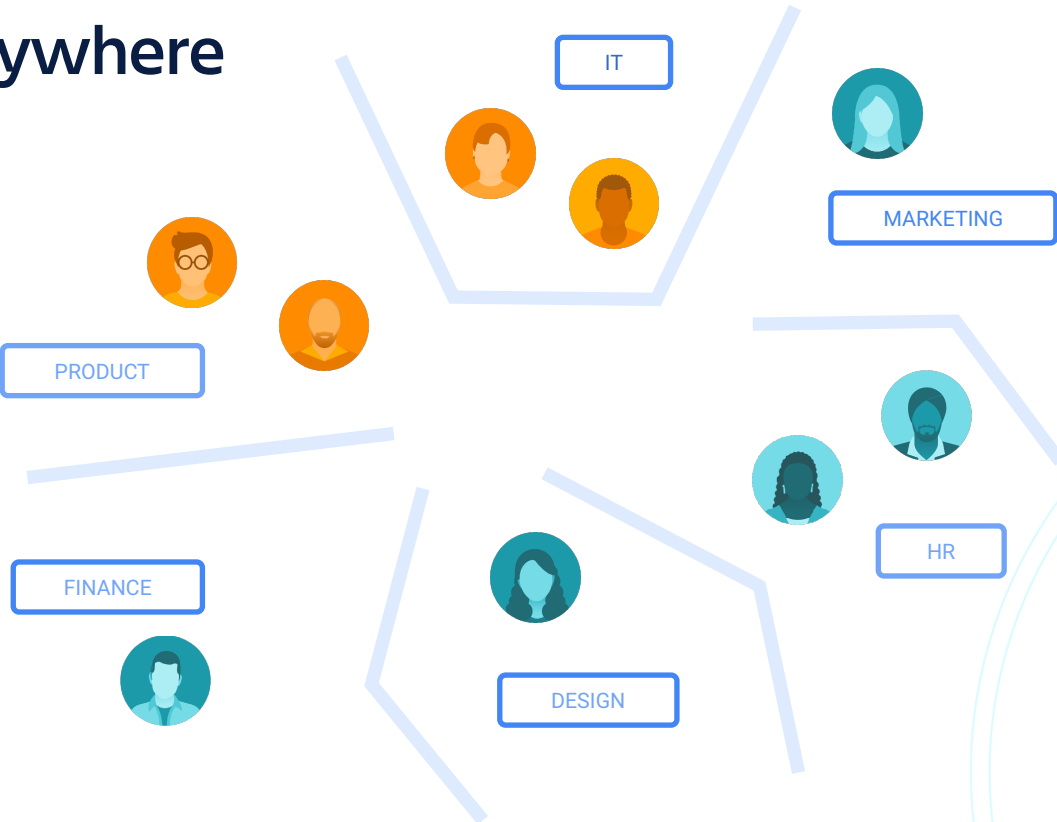
Driving **business agility**



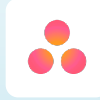
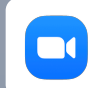
Platform for **teamwork**

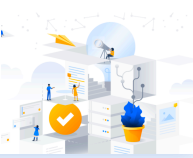


Silos are everywhere



Silos are everywhere





Driving business agility

THE GOAL

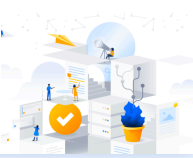
Achieve profitable, sustainable **growth** in a volatile market

KEY DRIVER

Alignment & collaboration across sales, marketing, product

KEY DRIVER

Technology teams need to be in **lockstep** to quickly address **changing** customer **needs** & market **realities**



Driving business agility





Business and Software teams - finally together

The Atlassian platform integrates seamlessly to connect business and software teams like no other tool can.



Project and goal tracking across the organisation

Leverage the teamwork directory to connect the dots across teams, their apps and work – wherever it happens.

Atlas Home Projects Goals Teams Topics **Create** Give feedback

Search Add people

Your work
Project updates
Goals
Questions

UPDATE FEEDS
Marketing
mobile

Goal
Capitalize on Emerging Technology Trends

Carina Zweggart
about 1 month ago • Seen by 7 people

ON TRACK 0.7 for December

MC Team - Overview Chart data updated 2 minutes ago

Issues created vs. resolved

Creation or resolution date	Issues created	Issues resolved	Total issues created	Total issues resolved
Oct 23	2.0	1.5	2.0	1.5
Oct 24	1.5	1.0	1.5	1.0

Project progress

Issue count	Issues resolved
0 - 2000	3

Time in Status (Total issue aggregate)

Average number of days	Count
10	20
20	20

Powered by **ATLASSIAN Analytics**

→
Catch up

off track
to change

completed 🎉
to change

ON TRACK for 30 Apr 2024

Your projects

- Mobile-first experience launch 26 follow
- Mobile Marketing Launch Spar... 11 follow
- Partner Marketing Campaign ... 14 follow
- Technology scouting and tren... 12 follow
- UX App Research 17 follow

Seamlessly connect

Integrate with your Jira work items to stay up to date when giving project updates

The image shows a side-by-side comparison of a Jira issue and its configuration in an integration tool. On the left, a blurred Jira issue is shown with a 'Due date' field set to 'None'. On the right, the integration tool's configuration screen is displayed. It features a 'Share updates about this piece of work' header, icons for Jira and Atlas, and a 'Link this Jira issue to an Atlas project' section. Below this, there are instructions and a 'Select the details you want to use for this work moving forward:' section. This section includes a 'Project name' dropdown and a 'Target date' dropdown. The 'Target date' dropdown is highlighted with a red box, showing two options: 'September 11, 2022 (via Jira)' and 'November 24, 2022 (via Atlas)'. A red arrow points from the 'Target date' dropdown to the 'None' value in the Jira issue's 'Due date' field. At the bottom of the configuration screen, there are 'Go back' and 'Link project' buttons.

Make life for business teams easier

Make use of multiple project templates dedicated for business teams like Marketing, HR, Sales, etc.

X

Project templates

Software development

Service management

Work management

Product management

Marketing

Human resources

Finance

Design

Personal

Operations

Project templates

Work management

Track, coordinate, and manage work with structure and consistency using our work management templates.

[Import data to a new project](#)

Blank project

Jira Work Management

Start fresh with a blank business project template.



Project management

Jira Work Management

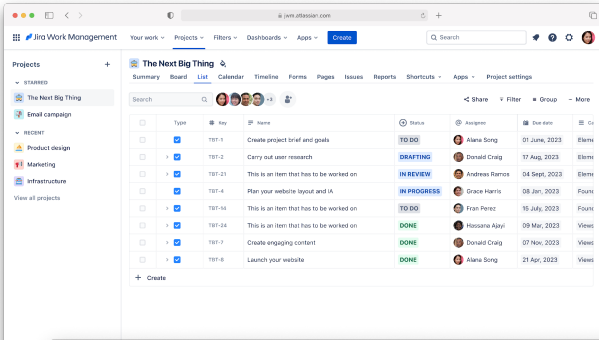
Manage activities for completing a business project.

[See details](#)

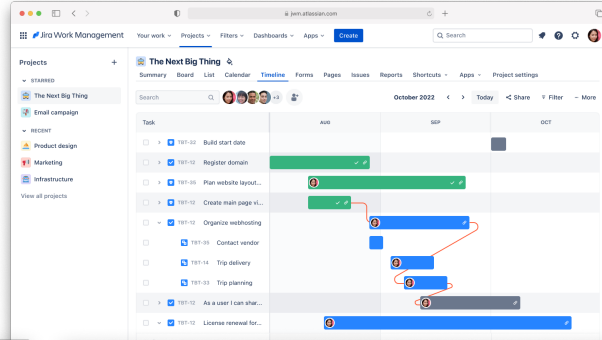


Flexible views make it easy to focus on what matters most

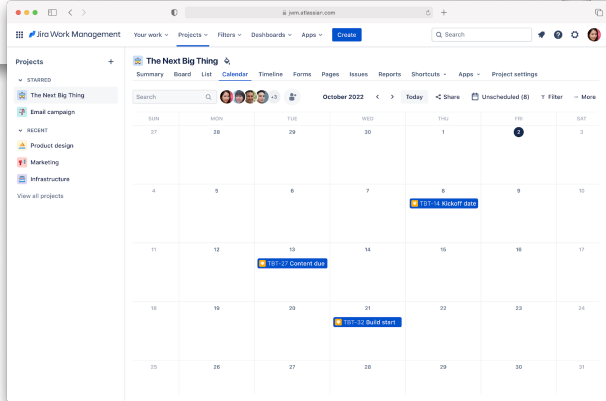
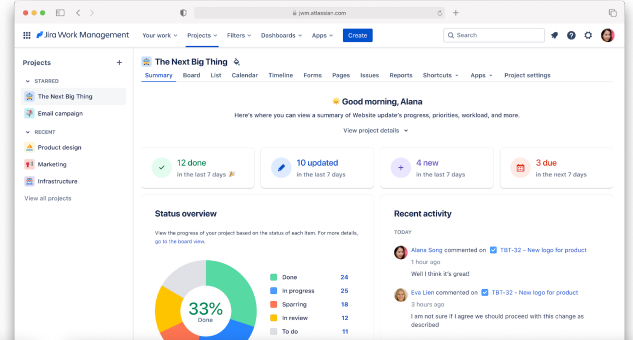
LIST



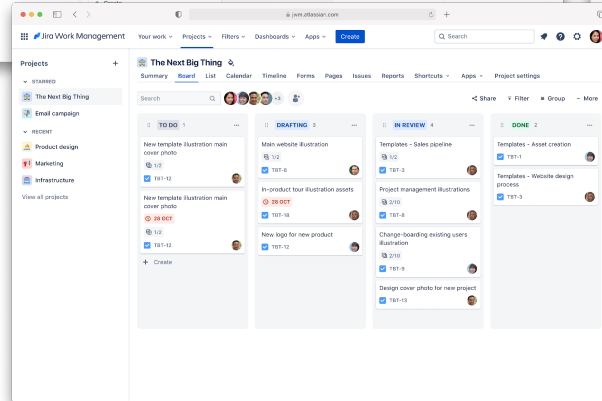
TIMELINE



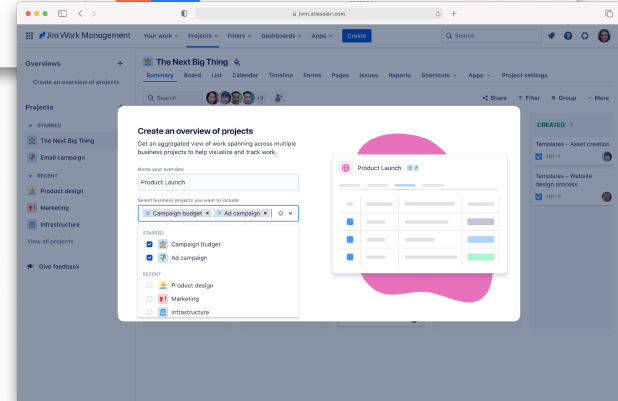
SUMMARY



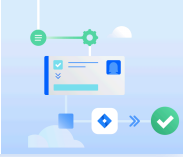
CALENDAR



BOARD



OVERVIEWS



Automate processes at scale

‘There’s a template for that’

The screenshot displays the Atlassian Automation interface. At the top, there's a navigation bar with 'Jira' and various menu items like 'Your work', 'Projects', 'Filters', 'Dashboards', 'Teams', 'Plans', 'Assets', 'Apps', and a 'Create' button. Below this, a search bar and a 'System' label are visible. The main content area shows a rule configuration for 'When all sub-tasks are done → move parent to done'. On the left, a sidebar lists various content types like 'Marketing', 'All content', 'Blogs', 'Automation', 'Analytics', 'Calendars', and 'Space settings'. The 'Automation' section is highlighted. The rule configuration consists of three components: 'When: Page published', 'If: User condition', and 'Then: Create a new issue'. A 'Turn on rule' button is visible. On the right, a 'Rule details' panel shows the rule's name and description.

When all sub-tasks are done → move parent to done NEW

Confluence Home Recent Spaces Teams Apps Templates **+ Create** Search

Marketing
All content
99 Blogs
Automation NEW
Analytics
Calendars
Space settings
SHORTCUTS
Legal
CONTENT
Team homepage
Weekly meeting notes f...

Create a Jira issue for engineering to review new product requirements NEW

Rule details Turn on rule Return to templates

When: Page published
Rule is run when a new page is published.

If: User condition

Then: Create a new issue

+ Add component

Create a Jira issue for engineering to review new product requirements TEMPLATE

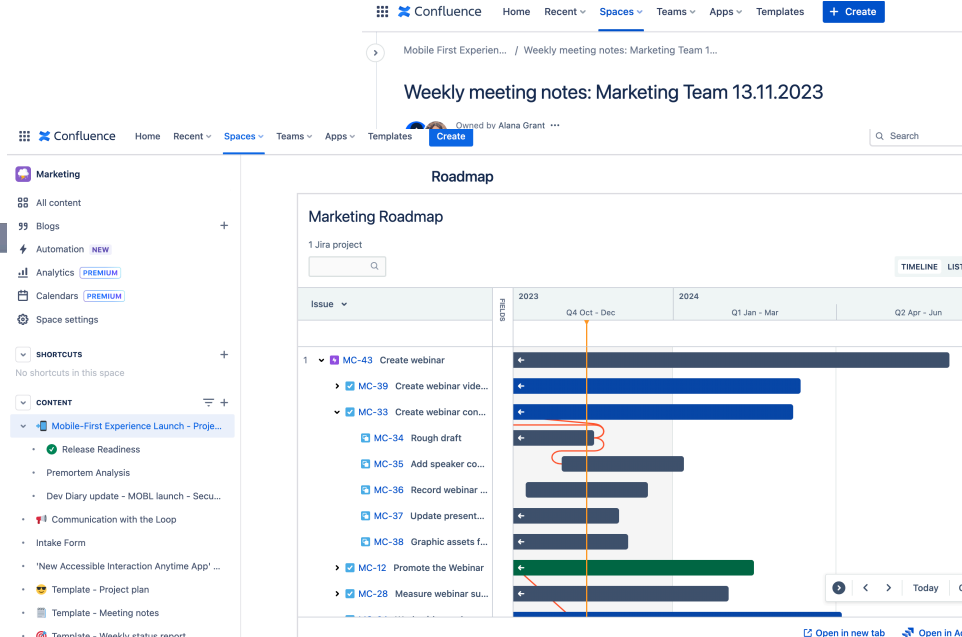
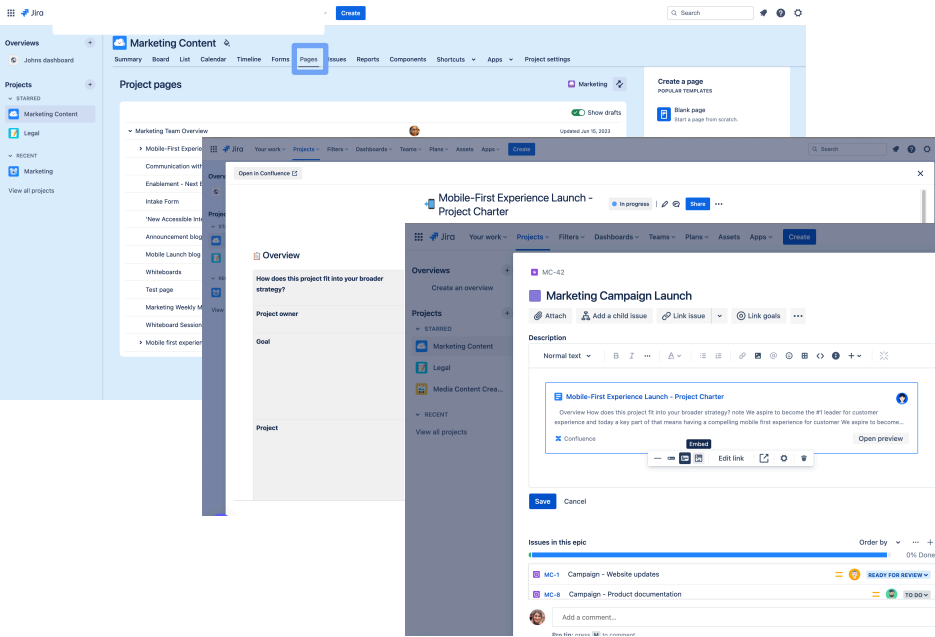
Rule details

Name
Create a Jira issue for engineering to review new product requirem

Description
DEFAULT BEHAVIOR: When the user you specify (or any user in a group you specify) publishes a page, it will create a task in Jira for review by an automatic or predefined assignee with a due date. Click into components on the left to make changes.

Remove context switching

Connect Confluence pages with your work in Jira, publish pages right out of Jira, create Jira tasks in Confluence, embed smart links on platform level



Whiteboards: start from scratch a template

Brainstorm, collaborate and diagram on canvas, convert stickies into work items,
Engage teammates with stamps, votes & timers

🕒 15 minutes

Round 2

Step 1: Disrupt

Assign new teams. Each with their own individual Disrupt card. Choose cards that relate to the theme of your brainstorm.

Step 2: Brainstorm

In new teams and with Disrupt cards, set a timer and begin a new round of brainstorming. Ideas for this round must relate to the Disrupt card.

Avoid revisiting ideas from the cutting room during the session to keep the creative momentum going.

Step 3: Cut

Once again, remove ideas from the opposite teams list.

1 Team 1

Drag your Disrupt card here:

👤 Familiarity Bias

We tend to develop a preference for things merely because we are familiar with them.

Example: During a major interface change, offer a 'classic version' or link to 'go back to our old version.'

Reuse old marketing?

Show iterations across our product life time

+1
 Do our marketing our selves?

Stacy Fitzy

Start a tick-tock trend

Run a competition for our users to make visuals for our home page

2 Team 2

Drag your Disrupt card here:

👤 Limited Access

We naturally desire things that are perceived as exclusive or belonging to a select few.

Example: Instead of offering a new feature to everyone, give it to your most active users first.

Market only to an exclusive amount of people?

Send gift bags to select few?

QR code for extra content?

Jane Rotanson

Confluence Databases

Don't let static tables get you down, real-time syncing across databases & pages

Marketing Budget

Created by Jie Yan Song
Last updated 4 hr ago • 3 min read • 41 people viewed

Budget Line Items

All entries

Search [Grid Filter Sort Refresh More]

Workstream	Department	Status	Cost	Last Updated	Owner	Jira
Social agency	Social media	SPENT	\$ 75 000	May 1, 2023	@Hassana Ajayi	MKTG-321: Paid social cam...
Customer prizes	Swag	SPENT	\$ 1000	May 1, 2023	@Phan Kim	MKTG-325: Customer contest
Collateral	Events	UNUSED	\$ 500	Apr 1, 2023	@Annika Rangarajan	MKTG-328: Marketing collater
Infographics	Social media	UNUSED	\$ 300	Apr 1, 2023	@Molly Clark	MKTG-329: Digital infographic
Blogs	Content	UNUSED	\$ 400			MKTG-421: Blogs for event m
Lead scanner	Events	UNUSED	\$ 100			MKTG-382: Lead scanner q...

- Infographics and testimonials
Banc.ly Corporate Marketing • Viewed 1 hour ago
- AT Infographic V3

Ask me AI anything

Stop searching, start asking. Atlassian Intelligence understands questions you would ask your teammates

The screenshot displays the Atlassian Confluence interface with two overlapping windows demonstrating AI search capabilities.

Top Window: A search bar contains the query "How much can I spend on my home office setup?". Below it, a search result is shown: "Each full time employee can spend \$1,000 AUD on approved items". The result includes a link to "Source Work from home policy" and a list of "Approved work from home items".

Bottom Window: A search bar contains the query "what does the marketing team do?". The search results provide a detailed paragraph: "The marketing team promotes products or services by creating and implementing marketing strategies to increase awareness, generate leads, and drive sales. They play a critical role in driving the company's success by reaching the right audience and building trust in the brand. They also create marketing materials such as press releases, product videos, screenshots, and marketing copy to highlight the features and benefits of the software. Additionally, they define the target audience for the software and develop strategies for reaching and engaging them." Below the text, it notes "Answers may include information from pages that are restricted to others but visible to you." and lists two sources: "Welcome to the Marketing team!" (Updated Apr 14, 2023) and "Release Readiness" (Updated Apr 14, 2023).

The background shows the Confluence sidebar with navigation options like Overview, Blog, Whiteboards, Pages, and Meeting notes.

Accelerate your work

Summarise meeting minutes & entire pages, define work items, let Atlassian Intelligence do the job

Marketing team / ... / GTM plan

Payments platform kickoff meeting

Press / to insert, space for Intelligence, or @ for people and teams

Recording
Recording link

Transcript
[Participants: Grace Harris (Project Manager), Jie (Developer), Annika (Designer), Molly (Marketing), and Omar (Finance)]

Grace: Good morning, everyone. Welcome to our project kick off for the new payments platform. As you know, this is a critical project for our company and we need to work collaboratively to ensure its success. Sarah, could you please give us an update on the progress you've made so far?

Annika: Yes, sure. We've completed the initial design and we're now working on the development phase. I've created a detailed timeline for the development, which I've shared with Alex.

Grace: That's right. Based on the timeline, we've created some initial designs for the user interface. I've also shared some design concepts with Rachel, so she can begin thinking about the marketing strategy.

Omar: Yes, I've seen the designs and they look great. We're going to need to work closely together to ensure that the marketing strategy is in line with the design and the overall goals of the project.

Jie: Absolutely. I've been crunching the numbers and we'll need to keep a close eye on the budget. We'll need to make

First Experience Launch - Project Charter

Owned by Ijeoma Ekeh, created with a template ...
Last updated: Oct 05, 2023 by Addison Alexander · 2 min read · 38 people viewed

to become the #1 leader for customer experience and today t of that means having a compelling mobile first experience mer

Grant

experience usage boost to 50% of global MAU ON TRACK - 0.7

Alana Grant · Updated on Oct 9, 2023 18 DEC 31, 2023
x and act mobile first, we will provide them the most easy and convenient noble that they will recommend us to their friends and we will experience ctions from mobile device up from 35% currently.

Unfollow Open preview

irst experience launch ON TRACK

Tracy Gartner · Updated yesterday 26 APR 30, 2024

Summarized by Atlassian Intelligence BETA

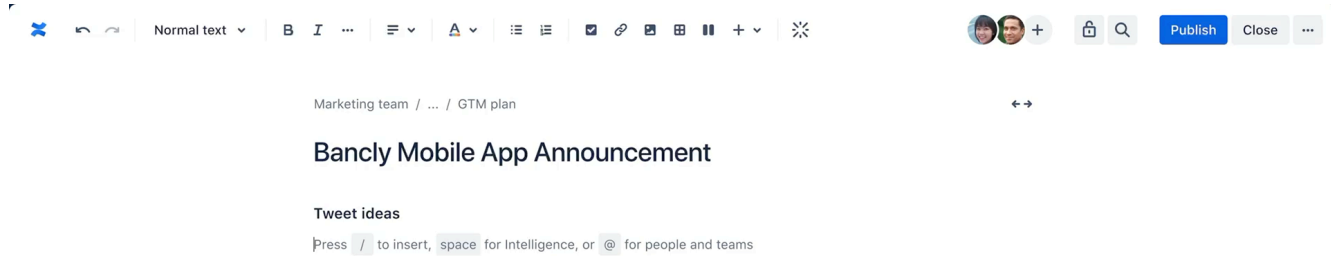
The project aims to become the leader in customer experience by providing a compelling mobile-first experience. The lack of a mobile experience has been identified as the main reason for losing customers, especially in the 18-35 age group. To address this, a new cross-platform mobile development application is proposed to allow banking and credit card consumers to perform all web functions on their mobile devices. Success will be measured by a 25% reduction in customer churn resulting in \$500M retained revenue and a 5% increase in new customer acquisition resulting in \$40M net new revenue. A multi-channel marketing campaign is planned for September to support adoption and customer referrals towards achieving company goals.

Rate this response

(Marketing)
project-posters marketing mobile-1st

Accelerate your work

Get help in crafting responses & posts



The screenshot shows a social media post editor interface. At the top, there is a navigation bar with a close button (X), undo, redo, and a dropdown menu set to "Normal text". The main editing area contains a rich text toolbar with icons for bold (B), italic (I), text color, background color, bulleted list, numbered list, link, unlink, image, video, embed, and a plus sign for more options. On the right side of the toolbar, there are profile picture selection icons, a lock icon, a search icon, a blue "Publish" button, a grey "Close" button, and a three-dot menu. Below the toolbar, the breadcrumb "Marketing team / ... / GTM plan" is visible. The main content area displays the title "Bancly Mobile App Announcement" and a section for "Tweet ideas" with a prompt: "Press / to insert, space for Intelligence, or @ for people and teams".

Query like a human

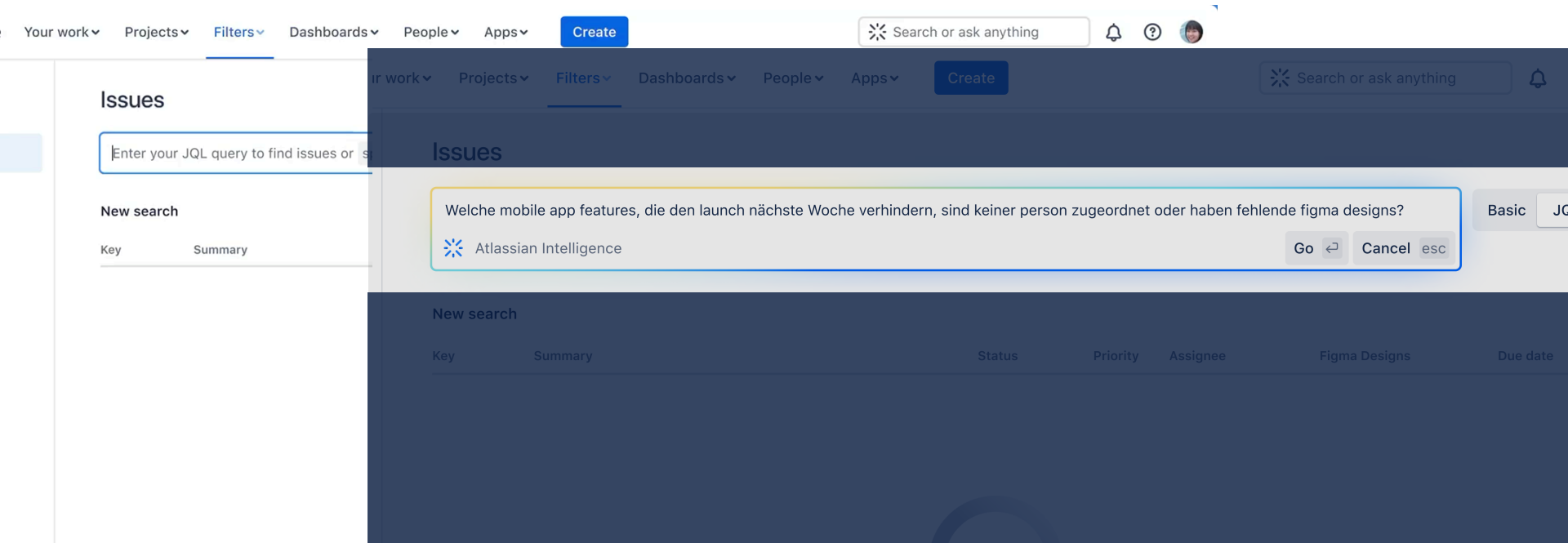
Atlassian intelligence understands natural language queries and converts them into JQL or SQL for you

The screenshot shows the Jira interface for a project named "Marketing Content". The top navigation bar includes "Your work", "Projects", "Filters", "Dashboards", "Teams", "Plans", "Assets", "Apps", and a "Create" button. A search bar is visible on the right. The left sidebar shows "Overviews" and "Projects" with "Marketing Content" selected. The main content area is titled "Marketing Content" and shows the "Issues" tab selected. A search bar contains the natural language query: "show me all issues that are due in the next two months". Below the search bar, the converted JQL query is displayed: `due < startOfMonth("+2M")`. Below the JQL query, a table of issues is shown with columns for Type, Key, Summary, Assignee, Reporter, P, Status, and a dropdown menu.

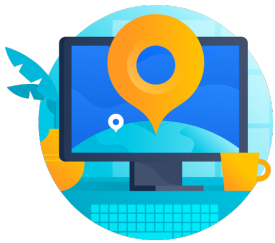
Type	Key	Summary	Assignee	Reporter	P	Status	
	WTA-168	Vehicle Software Review	Alex Rountree	Automation for Jira	=	IN THE APPROVE STEP	U
	WTA-167	Vehicle Software Sprint	Alex Rountree	Automation for Jira	=	WORKING	U
	WTA-166	Hardware Testing	Alex Rountree	Automation for Jira	=	WORKING	U

Contextualise queries

Atlassian intelligence helps you understand & contextualise dependencies



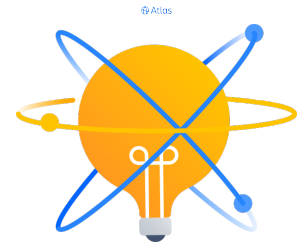
Impossible alone, possible together



Breaking down
Silos &
standardising
your toolchain...



...is bringing
agility to your
business
teams...



...and creates a
highly **productive,**
innovative and
profitable
organisation.



Customer Stories

eCommerce + Work Management

Once the customer saw that they **could save costs by consolidating** their Monday.com, Asana, Notion, Miro and other project management tools into one platform, they were quick to make the switch.

KEY VALUE Unifying employees on one platform

INDUSTRY

Consumer Technology

EMPLOYEES

2000

Challenge: To keep up with their fast growth and customer promises, they needed processes and standardisation in place. They needed to maintain fast communication across many remote workers while reducing errors and staying focused on their key goals.

Solution: The organisations adopted JWM, Trello, Confluence, Access and Atlas across all business users around the world.

Impact: The company saved over \$350K by replacing Monday, Asana, Clickup and Miro

Large German
eCommerce mattress
supplier



Music industry + Atlassian

“[Our working] model is a people-driven, autonomous approach for scaling agile that **emphasizes the importance of culture and network**. It has helped us and other organizations **increase innovation and productivity** by focusing on autonomy, communication, accountability, and quality”

Global digital music streaming service

KEY VALUE A harmonized way of working. All employees on the same platform

INDUSTRY	EMPLOYEES	USERS
Consumer Technology	15,000	15,000

Challenge: Each team worked independently using their own work management tools and the company hummed along - not seeing a clear problem. After testing a small use case of Jira Align, the team saw how this would enable the entire organisation to make data driven decisions, better manage their resources and drive faster results – they changed their company strategy from use any tool you want to a “harmonised way of working.”

Solution: The company adopted JWM, Trello, Confluence, Access and Atlas across all business users around the world

Impact: The entire organisation uses Jira as their “harmonised way of working” and Confluence as their “single source of truth”.



Food Delivery App + Atlassian

Looking to reduce costs, the company **moved users from Asana to Jira Work Management** which resulted in **\$480K in cost savings per year and improved communication** across teams.

KEY VALUE Reducing costs and improving business and tech alignment

INDUSTRY

Software Industry

EMPLOYEES

14,000+

Challenge

The company had over 6,000 users on Asana which was extremely costly for the business, spending over 1M annually. The company was seeking opportunities to reduce costs.

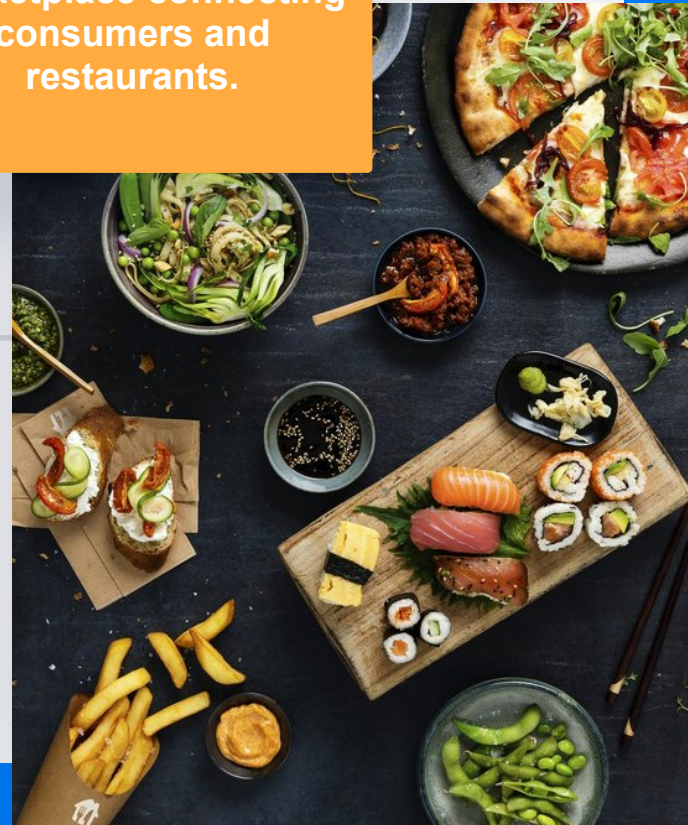
Solution

The company was already invested in the Atlassian platform and decided to move to JWM because of it's powerful functionality and low cost.

Result

Successfully move 1000 projects and 2000 users to JWM from Asana - saving the organisation \$480K per year. The company loves the inter-department connectivity.

Global food delivery marketplace connecting consumers and restaurants.





Thank you!



CZWEYGART@ATLASSIAN.COM

