Confluence

5 signs your team is ready for Confluence Data Center

We're gonna need a bigger boat

Upgrading from server?

If your current Server license is under active maintenance, get a break on your first year of Data Center.

1 Rapid and unanticipated user growth

The power to create anything and everything makes Confluence appealing to all teams, which can lead to rapid adoption. With Data Center, you can add nodes to your cluster to instantly scale capacity for concurrent users without sacrificing performance, making it easy to plan and prepare for future user growth.

2 Work stops when Confluence is down

When your team creates documents, provides feedback and iterates on work in Confluence, maintaining a constant flow of communication is mission-critical. Confluence Data Center's active-active clustering model helps you minimize unplanned downtime and ensure teams can collaborate around the clock.

3 Management teams are using Confluence

When management teams use Confluence, they gain visibility into their teams' work, and downtime can have repercussions that ripple across the business. For management teams that rely on Confluence, it's not a question of "Do we move to Data Center?" but "How quickly can we move to Data Center?"

4 Planning for the unexpected

Confluence is a central place to keep your team's work organized and accessible, so you can't afford to lose this information if something goes wrong. With Confluence Data Center, we've got you covered with full disaster recovery – ensure business continuity even in the face of complete system or location outage.

5 Confluence is customer-facing

When teams use Confluence as a customer-facing application, it's imperative that it runs smoothly. Most teams understand the value of the right tool for the job, regardless of cost, so when you talk about using Confluence for public-facing documentation, there can't be any room for error.

Lufthansa   NASA   illumina

ATLASSIAN

Mitchell International uses Confluence Data Center to collaborate at scale

Mitchell International delivers smart technology solutions that enable tens of millions of electronic transactions to be processed each month for more than 300 insurance companies, 30,000 collision repair facilities and countless other industry partners.

When Mitchell needed content collaboration software for a new platform initiative, they found that their existing content collaboration software wasn't cutting it - so their product team turned to Confluence. Unlike competitors, Confluence can handle massive amounts of information and still have everything within reach.

Made for every team

Soon enough, interest in Confluence began sprouting up in other areas of the business through word of mouth, with more and more teams adopting Confluence as their single source of truth. Confluence became mission critical to the way their teams worked and they needed a way to scale to meet the growth, so they turned to Data Center.

After seeing so many other teams with interest in Confluence, Product Manager Michela Baca decided to lead an internal roadshow for various business units to promote the benefits of its use. Throughout the roadshow, awareness and interest in Confluence continued to grow, and the eventual need for high availability was becoming increasingly apparent.

A grassroots path

Adoption came naturally because with Confluence, teams were shown a living and breathing knowledge base rather than just another document management tool. It continued to expand thanks to the help of Confluence champions like Michela, who was able to harness the rapid growth and put the organization in a position to collaborate at scale.

Best practices for pitching Confluence Data Center to leadership:

- **Do your homework:** Understand how other teams might benefit from Confluence and how work would stop if the content hosted on Confluence was unavailable.

- **Ensure you have a broad base of support:** Establish Confluence ambassadors to help drive promotion within their teams.

- **Be prepared:** Present a broad overview of Confluence's capabilities, and be sure to mix in your own experience. If your organization has an existing solution, prepare capability comparisons.

- **Make the presentations interactive:** Encourage Q&A, gather feedback and give your audience action items.