



## Future-proof your teams in the cloud

If there's one thing you should take away from these facts and figures, it's this:

**Cloud is no longer a differentiator – it's a strategic requirement for long-term success.** So says [Forrester's Benchmark Your Enterprise Cloud Adoption report](#), and so say our clients, 90% of whom choose cloud software over hosting on-prem.

Ten years ago, moving to the cloud was about staying ahead of the curve – but no longer. Now, it's about keeping up, and providing customers and employees with the always-on services they expect.

74% of organizations say cloud gives them a competitive advantage, and by the end of 2020, 83% of enterprise workloads will be in the cloud. If you aren't among them, your teams may already be falling behind. If your competitors have instant access to the latest features and security upgrades and you don't, it's not hard to guess whose business is going to pull ahead of the pack.

So, how exactly can cloud future-proof your teams? Here are four ways:

## Cloud gives you instant access to the latest features, security upgrades, and bug fixes.

When you keep your software and computing power on-prem, every time new features pop up (usually two to four times per year), a manual upgrade is in order. The obvious costs here fall on the IT team, who need both time and budget to make the changes and often have to schedule downtime that may have an impact on the whole organization.

The less obvious cost to the business is that, when you're upgrading only a couple times per year, each upgrade brings with it a lot of new features. This means **every time you upgrade, teams face a learning curve on features they've never seen before**. It also means, because you're introducing so many new things at once, there's a greater chance of also introducing some new bugs. And the fixes for those bugs might be three to six months off in the next upgrade.

With cloud, on the other hand, releases can be as small as a single bug fix or product improvement, enabled for a handful of customers at a time to lessen the risk of introducing a new bug. This means if something goes wrong, the change is easy to roll back and its impact is limited. Instead of waiting three months for the next release to fix a system bug, teams have the fix the moment it's ready. It also means customer feedback can be implemented quickly, improving your systems on a continuous basis.

And because new features are also rolled out regularly and in small batches, **it's easier for your teams to keep up with the changes instead of having to re-train themselves several times a year**. This not only keeps teams competitive by giving them immediate access to the latest features, but also keeps them nimble and connected to the systems they use every day.

## Cloud helps you prioritize creativity and strategic work.

Hosting your software and products on-prem always requires more time from your tech teams. Scaling to provide your users with more storage, inventory, or computing power can take days, if not weeks or even months. Upgrades and security patches require regular time commitment (not to mention the mental overhead of scheduling and management). And any major incidents and the sometimes-middle-of-the-night scramble to respond to an issue or security breach is entirely on the shoulders of your IT team.

With cloud, all that extra work is outsourced, which means bug fixes, problem management, and major incidents are the responsibility of your vendor. This means the IT team can ditch tedious, fruitless work like installing new servers or troubleshooting issues in favor of focusing on the strategic and creative work that's essential and unique to your business. Moving support for servers, uptime, upgrades, and security patches off the IT team and onto your cloud vendor frees them up to respond more quickly to other requests – and it's likely to help you retain your top talent.

Not to mention that **most IT teams are already overtasked**. Internal support teams field an average of just under 500 support tickets each month, and it takes more than 24 hours to respond to each, according to a study by Zendesk. And being overworked is the number one reason employees (and particularly high performers) quit, as reported by Forbes.

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### Continuous releases also mean better security

48% of developers say they don't have time to spend on important security issues, which means if you're relying on your internal teams, security patches are probably taking longer than you'd like them to. With the right cloud vendor, this is not an issue. Security is prioritized and patches are released as they're available.

[Learn more about cloud security at Atlassian.](#)

## Cloud empowers non-technical teams.

With on-prem, any change – whether it’s a security upgrade, a new feature, or more computing power – has to go through IT. This not only burdens the tech team, but also slows things down for your non-technical teams, taking away their power to make quick improvements to their workflow, systems, and team dynamics.

With cloud, features like automated scaling and immediate security and feature upgrades mean teams can be nimble and agile. They can make changes to process and embrace new features and benefits that improve their workflows without going through lengthy approval processes, dealing with delays, or overburdening IT.

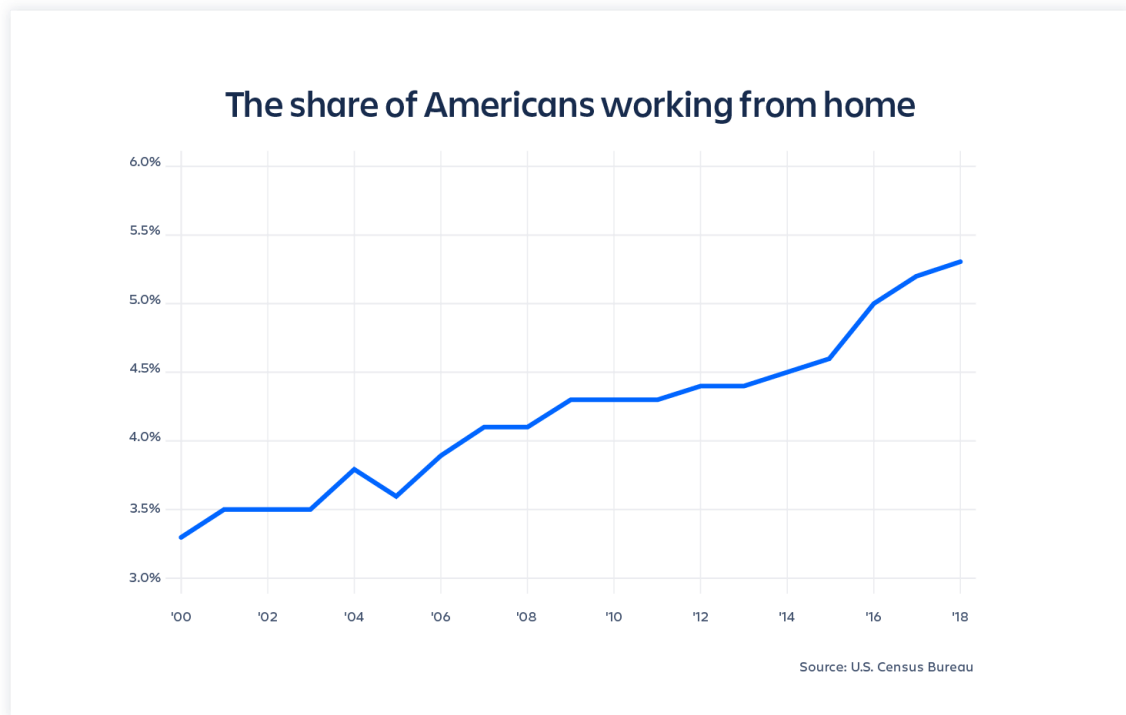
Studies regularly show that employee and team empowerment strongly correlate with job performance, satisfaction, and retention. So, the benefits here have a ripple effect, empowering teams to do the best job they can and giving those same teams autonomy, job satisfaction, a sense of company loyalty, and the confidence to go after audacious goals and and come up with creative solutions.

As Harvard Business Review explained after their own extensive study on the topic,

“ Empowered employees are more likely to be powerful, confident individuals, who are committed to meaningful goals and demonstrate initiative and creativity to achieve them. They typically have the freedom to generate novel ideas and the confidence that these ideas will be valued.

## Cloud simplifies remote work and distributed teams.

4.7 million Americans already work remotely. 95% of office workers say they want to work remotely. 26% say they've quit a job because it didn't support remote work. 66% think offices will be obsolete by 2030. And, as the COVID-19 pandemic has taught us, sometimes the ability to work remotely can become crucial in an instant.



As the above data from the U.S. Census Bureau shows, remote work is trending upwards. And based on a recent report from Slack, this number has since jumped by nearly 25%, with an additional 16 million U.S. knowledge workers dusting off their home offices as a result of COVID-19.

**For companies still fully on-prem, remote work is complicated.** On-prem installations can be accessed remotely. But maintaining security while allowing access is a complex dance of passwords, firewalls, VPN barriers, and architectural limitations.

In contrast, cloud solutions are already accessible from anywhere with an internet connection. And cloud security is already built with remote work in mind (which is probably why 94% of businesses surveyed say security got better for them after moving to the cloud).

Even better, the same benefits that allow employees to work remotely – either full-time or at the drop of a hat in an emergency – also make it easy to support distributed teams.

The big benefit of distributed teams and remote work (aside from crisis management) is that it gives you access to a larger talent pool, both geographically and by opening positions up to those who have to work from home for reasons including disability or being a primary caretaker for an elderly parent or sick child.



# Case study: InVision

74% of companies say cloud gives them a competitive edge, and InVision is one of them.

With over 5 million users, 800 employees, and a valuation of \$2 billion, it might surprise you to learn that they have zero offices – the multi-billion-dollar business is fully remote.

The biggest challenge for a fully remote business is keeping everyone connected, which is why Wendy Stockholm, Director of InVision’s BizTech IT department, was thrilled to find that Atlassian Cloud was built for collaborative, interconnected teams. In her own words:

“ Our remote nature means you normally have to hunt down the person who knows the information you’re looking for or the tool that has the right data. But by centralizing [with Atlassian Cloud] we now have one virtual space – somewhat of a physical representation of each department – where we can store knowledge and data, rather than relying on a person...This has helped keep us aligned, focused, and efficient. Reducing friction and disruption has been huge for improving visibility, reporting, and streamlining our practices.



## Industry

Software & Design

## Locations

Worldwide

## Company Size

800 employees

## Products

Jira Software Cloud  
Jira Service Management  
Cloud Confluence Cloud  
Trello CLOUD

## Integrations

Jira for Slack  
InVision for Confluence  
Confluence Cloud for Slack

# Planning strategically for your move to the cloud

So, you want to increase profits, improve IT service delivery speed, scale in an instant, free up your IT teams, run a more sustainable business, and have access to the large (and growing) remote talent pool? If you answered yes to even one of those questions, it's time to start considering cloud. And if you answered yes to all of them? It's time to make a strategic plan for the move.

So, what comes next? What do you need to do, plan for, and decide?

The answer is in your **cloud migration strategy**. It's in the planning, assessment, and testing that go on behind the scenes to ensure your move to cloud is successful.

Here are six ways you can start laying the foundation for a successful migration:

## **Evangelize cloud-first and get stakeholder buy-in**

Technical changes without cultural change far too often fall flat, which is why the first step in any cloud migration is getting buy-in from your stakeholders and evangelizing your teams to think cloud-first.

How? By showing them the benefits—not just for the overall company, but for their specific goals. How will cloud make their lives easier? How will it support their team goals? How will it increase transparency, communication, collaboration? And how will it make the teams look good when it comes time to think about career advancement or recognizing company contributions?

Use the data compiled in this white paper to make your case. You have our blessing.

## **Calculate the cost of your migration**

Before you make the transition, it's important to understand the real cost—and the real savings—you can expect from a move to the cloud. Use the equation on page 18 to understand what you expect to spend now, what ROI you expect to see, and when you expect to see it. Bring that calculation to your stakeholder meetings. And don't sugar-coat it.



In many cases, the cost of migration means it can take a year or two to start seeing the real long-term savings of the move. Strategy is about taking a long view – choosing long-term value over short-term gains – and your calculations will likely reflect that.

Multi-year ROI from page 18 visualized:



Need a starting point? Contact your Atlassian Solution Partner to get an estimate on cloud value cost-savings.

## Assess your needs and choose the right technology

How much data do you have? How many users? What tools and features does your team need? The earlier you answer these questions, the better prepared you'll be to choose the right tools (and the right vendor).

This is also an opportunity to look for places where you can reduce complexity. Are you storing data you don't actually need? Could you standardize custom workflows to simplify things?

## Don't know where to start with migration planning?

Whether you are looking to consult experts on the best path to migrate or figuring out how to consolidate instances or need custom APIs built - contact your Atlassian Solution Partner for help with migrating to the cloud.

Migration is an opportunity to benefit from a more agile, scalable, affordable, future-ready technology, but don't forget that it's also an opportunity to assess processes, data size, and workflows to give your productivity and profits an even bigger boost.

## Choose your migration method

There's more than one way to migrate from on-prem to cloud. And the "right" way for you will depend on quite a few factors, including organization size, the amount of data you're migrating, and which teams will be using your new cloud systems (among other things).

The three most common migration strategies are known as Lift and Shift, Start Fresh, and Optimize and Shift. Understanding the right approach for your team before you begin is a recipe for a smooth migration.



Looking for a more detailed step-by-step plan for every phase of your migration? Contact your Atlassian Solution Partner for 1:1 help.

## Schedule regular reviews (and schedule them now)

In a fast-moving technical landscape, it's no longer enough to find the right solution and forget it. Cutting-edge teams regularly review their goals and the technologies that support them, asking questions like:

- Is there a better way to do things?
- Are there new features or upgrades we need in order to best support our business?
- Has anything changed in the last three months, six months, or year that we need to account for in our strategy or tools?

It's easy to think of strategy as a once-and-done process, and getting regular reviews on the calendar before you start is the best way to make sure they don't fall off the radar.

## Set clear roles and responsibilities for cloud management

With a vendor taking the majority of manual work off your hands, it's easy to assume they'll handle everything else that comes up. The smarter approach is to make sure there are people on your team keeping an eye on things too. This includes decision-makers and admins, each with clear roles and responsibilities.

After all, over time your needs might change. The options from your vendor might change. Your teams will have a much deeper understanding of your business' needs and challenges than your vendor will. And clear ownership empowers teams to make decisions (on everything from what apps to keep to which workflows to standardize) and move forward.

It's also worth considering working with a [dedicated Solution Partner](#) who can help with everything from your cloud migration to agile processes, cloud governance, and more.

This need for oversight is one of the reasons it's so important for your cloud service to offer transparency and visibility into how teams are using tools, who's doing what, and where there are opportunity gaps in what your services offer and what your teams are taking advantage of. You'll also need an understanding of how your cloud services meet your security and compliance needs—and open lines of communication with your vendors if those needs change over time.



# Cheat sheet: Why should enterprise companies move to the cloud?

Need a quick look at all the benefits of moving to the cloud? We've got you covered. Here's a cheat sheet to share with your teams.

## Profit

Companies that invest in cloud mobility experience up to 53% faster revenue growth, according to Dell. And that's not even factoring in the money you save on the hefty set-up costs and ongoing internal support required for on-prem.

## Agility

65% of professionals say meeting business demands quickly is one of the top reasons to move to the cloud. And the bigger your company? The more speed plays a role. In companies with over 1,000 employees, 76% said they're adopting the cloud to improve the speed of IT service delivery.

## Sustainability

Up to 98% more eco-friendly according to one study, cloud is the choice for companies that value sustainability.

## Scalability

Scaling with on-prem can get pretty pricey and time-consuming, since you have to buy and deploy new servers in order to scale. Typically, scaling in the cloud is more flexible and instantaneous.

## Time savings

Instead of focusing on infrastructure and architecture, your IT team can focus on supporting the business at a higher level.

## No more manual upgrades

This is especially beneficial when it comes to security, which is upgraded quickly and automatically in good cloud solutions.

## Remote work and distributed teams

4.7 million Americans already work remotely and 95% of office workers say they want to. Unlike on-prem, cloud solutions are made for distributed teams and remote work. They're already securely accessible from anywhere with an internet connection.



# If you're not in the cloud yet...it's time.

The highest performing teams are 24 times more likely to use the cloud than underperformers. So, when we say staying on-prem is holding you back, we mean it.

A move to the cloud isn't a button you can push to instantly increase profits, speed, productivity, scalability, and future readiness. But the time and cost it takes to make the move pay off big in the long term.

No matter your team size or growth phase, Atlassian has flexible plans and the tools you need in the cloud to not just keep up, but stay ahead.

### Choice & flexibility on cloud

Free	Standard	Premium	Enterprise
<10 users	10+ users All Cloud capabilities	<b>Standard+</b> Unlimited storage 99.9% SLA Premium Support IP allowlisting Sandbox	<b>Premium+</b> Unlimited instances 99.95% SLA Data residency Enterprise sandbox Bundled releases Enterprise Support Technical advisor
Atlassian Access one subscription across all products & plans			Also includes Atlassian Access

Atlassian offers their most popular products completely free for teams of 10 or less to help unleash the potential of teams from startup to enterprise.

Atlassian Cloud Premium gives teams the confidence to **scale reliably** with **advanced features**, plus a **99.9% uptime SLA**, **unlimited storage**, and **Premium Support**. Not to mention that enterprise companies benefit from large team discounts when they sign up with 101+ users.

And soon, Atlassian's Cloud Enterprise plan will take all the benefits of Premium and Atlassian Access and add new features like **data residency controls**, **unlimited users and instances**, **sandboxing**, and **scheduled release tracks**.

**Thinking about making the switch?** Existing server and Data Center customers can get a free cloud migration license that matches the size and duration of your existing self-managed instance for up to 12 months. Explore Cloud Standard or Premium, evaluate functionality, and migrate over time for free—without disrupting your teams. No credit card required, no catch.

**Contact your Atlassian Solution Partner to get started with a free cloud migration trial**

## Confidently plan your migration to Atlassian Cloud.

With experts in place to help you at every step of your migration - from assessment to getting up and running in the cloud.

Contact your [Atlassian Solution Partner](#) today.

