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The truth about data management in cloud

Data. It's the holy grail of today's business world. It gives us power to serve our customers well, and (as with all power) it comes with its fair share of responsibility.

So it makes sense that data safety and management are some of the most common concerns businesses have when we talk about cloud.

The good news? For Atlassian, data safety and ease of data management are both priorities. The pervasive idea that cloud presents a data risk is just a tangle of myths we need to debunk.

Myth: "My data is insecure in the cloud."

Actually, these days most businesses (94%) say their data is more secure in the cloud.

There are so many reasons for this. One is that 48% of developers say they don't have time to spend on security, which means if you're keeping it in-house, it may well be falling off the priority list. Another is that cloud takes a zero-trust approach, which means data is behind multiple security checks (instead of the typical single security check of an on-prem system).

Security is built into the fabric of Atlassian cloud products. Atlassian employs numerous controls to safeguard your data including encryption in transit and at rest across our cloud services, external vulnerability research such as the Bug Bounty program, and more.

For decades, enterprise security controls consisted of a single perimeter built to protect a large corporation. However, the corporate technology space has changed dramatically since the days when the castle-and-moat, perimeter-based security model was developed.

Enter Zero Trust – the new security model industry experts have turned to that addresses the growing security challenges of the modern workplace. Zero Trust is a framework in which an organization forgoes one large perimeter in favor of protection at every endpoint and for every user within a company.

Myth: "Cloud doesn't let me control where my data is stored."

Atlassian typically stores your data as close to the majority of your users as possible. But if you want more control? **The new Atlassian Cloud Enterprise plan lets you choose your data residency.** This means choosing where you host subsets of data (such as tickets or pages) based on your business needs or legal requirements.

Myth: "I can't query my database directly in cloud."

While this is technically true, it shouldn't stop you from getting things done. You can interact directly with your tools through the Jira REST API and Confluence REST API. And if there's something you still can't figure out how to do, contact us, your local Atlassian Solution Partner for help.

Take a look at the top BI tools and strategies for customers migrating to cloud.

Myth: "I lose control of my data when I use third-party apps or integrations."

False! To keep your customer information private, Atlassian APIs mask user information. This means **Marketplace apps only have access to personal data that is set by a user to "public."** Third parties never have access to data without permission.

Visit the Atlassian Trust Center to learn more about Marketplace app security.

Considering your own move to the cloud?
Contact an Atlassian Solution Partner to plan your migration with confidence. From data security to app migration, you can trust our in-house experts to find the best solution for your business. Connect with us today!

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