ATLASSIAN



Unleashing Team Potential: How Jira Transforms Project Management and Cross-Functional Success

Powering Collaboration For The Future System Of Work



Overview of Jira's Central Role in Collaboration

The modern workplace is more interconnected than ever and delivering seamless communication between business and technical teams is critical for success. Atlassian's System of Work–anchored by Jira–empowers teams across departments to come together on one integrated platform.

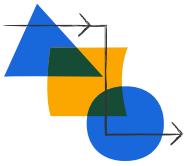
System of Work: Bridging Silos

System of Work is Atlassian's philosophy for fostering agile, cross-functional collaboration. It addresses the "tool sprawl" many enterprises face by providing an organized framework for business and technical teams to work together effectively, regardless of function or location. Within this system, Jira acts as the communications hub, facilitating alignment and helping companies navigate rapid changes and complex projects.

Jira's Role in System of Work

Jira's customizable project tracking is designed to fit diverse team needs, making it the essential foundation for Atlassian's integrated system. Confluence and Loom complement Jira by adding context and asynchronous updates, creating an environment where every team member has the tools and information needed to drive project success.

Connecting Teams through Jira



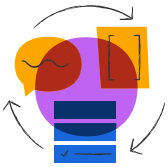
Aligning Business and Technical Teams

Jira acts as the system's connective tissue, enabling teams to align on shared objectives. By integrating tools and promoting transparent workflows, Jira minimizes silos, helping teams work collaboratively and make informed decisions.



Fostering Agility and Speed

As part of the System of Work, Jira allows organizations to plan, track, and manage projects more effectively. The platform supports agile methodologies, enabling teams to rapidly adapt to market changes and customer demands. When combined with Confluence's centralized knowledge base and Loom's video updates, Jira accelerates project timelines and ensures teams remain aligned on priorities.



Breaking Down Workflow Barriers

Siloed workflows often lead to inefficiencies and missed opportunities. With Jira at the helm, teams can coordinate seamlessly. Each team's goals and tasks are visible to stakeholders across departments, reducing the friction that often hinders cross-functional collaboration.

An In-Depth Look at Jira



Tailored Workflows for Diverse Teams

Jira's flexibility enables each team–be it marketing, engineering, or HR–to customize workflows according to their specific needs. From Kanban boards to agile sprints, Jira supports a wide range of project management styles, ensuring that teams work their way without compromising alignment.



Comprehensive Tracking and Reporting

Jira's real-time tracking, reporting, and insights give stakeholders an up-to-the-minute view of project status. Decision-makers can easily monitor progress, view dependencies, and identify potential blockers, ensuring that projects remain on track and align with organizational goals.



Unified Collaboration on a Single Platform

Jira serves as the central command for cross-functional collaboration, integrating with Confluence and Loom to create a cohesive experience. As a result, all team members can work from one shared platform, creating a connected, productive environment that optimizes project outcomes.

Integrating Confluence and Loom to Enhance Jira's Power

Confluence

Context and Documentation

Confluence plays a crucial role in the System of Work by acting as a repository for all project-related information. Teams use Confluence to store and share documentation, brainstorming notes, and project plans, providing essential context for the tasks tracked in Jira. This integration ensures that critical knowledge is always accessible.

loom

Asynchronous Communication

Loom's video capabilities enhance asynchronous communication, enabling team members to record and share updates without scheduling meetings. This allows team members to catch up on project status at their convenience, making Jira projects more adaptable and inclusive, especially for distributed teams.

Jira

Jira, Confluence, and Loom in Action

When used together, Jira, Confluence, and Loom create an optimized workflow. Teams can brainstorm and document ideas in Confluence, track tasks and progress in Jira, and share video updates via Loom, ensuring that everyone has the context and clarity needed to achieve success.

Examples of Atlassian's System Of Work In Application

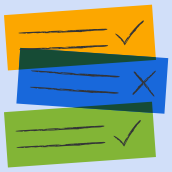
The IT team handles a critical incident, requiring immediate response and coordination with the customer support team.

Solution

The incident is logged in Jira, categorized by severity, and assigned to specific team members. Confluence is used to document incident details, root cause analysis, and resolution steps, providing a clear reference for future incidents.

1. **Log Incident:** IT first uses Jira to log the incident, automatically assigning severity and notifying relevant team members.
2. **Document:** Incident details and resolution steps are documented in Confluence for easy access.
3. **Track:** Progress on resolving the incident is tracked in Jira, with updates visible to all stakeholders.

Benefits



Efficient Incident Management

Automatic categorization and assignment in Jira ensure swift response.



Clear Documentation

Confluence serves as a repository for incident details, making it easier to identify patterns and solutions.



Improved Accountability

Task ownership in Jira ensures each incident is tracked to resolution.

Examples of Atlassian's System Of Work In Application

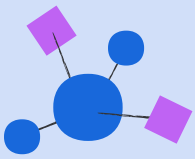
The marketing team launches a cross-channel campaign involving email, social media, and digital ads, requiring input from product, design, and analytics teams.

Solution

A Confluence page is created to outline campaign goals, target audience, and strategy. Tasks are then assigned in Jira, and dependencies are visualized to avoid bottlenecks.

1. **Plan:** Campaign goals and milestones are documented in Confluence, allowing teams to align on objectives.
2. **Assign Tasks:** Each task is assigned in Jira, with dependencies mapped to manage timelines effectively.
3. **Monitor Progress:** Campaign progress is tracked in Jira, with updates visible to all team members in Confluence.

Benefits



Integrated Campaign Management

Confluence provides a shared campaign overview, while Jira manages task execution.



Reduced Bottlenecks

Dependency tracking in Jira ensures timely completion of all campaign assets.



Cross-Functional Visibility

Both platforms allow all stakeholders to stay updated on campaign status.

Jira's Role in Aligning Business and Technical Teams

Connecting Work to Goals

One of Jira's most powerful features is its ability to connect tasks and projects to broader organizational objectives. By aligning team activities with company goals, Jira ensures that all work contributes to meaningful outcomes, creating a clear link between daily tasks and enterprise-wide priorities.

Visualizing Dependencies and Prioritizing Work

With Jira, teams can identify dependencies and potential roadblocks, allowing for proactive planning. By prioritizing tasks and visualizing project interdependencies, teams can ensure that resources are optimally allocated, minimizing delays and maximizing impact.

Confluence and Loom as Key Support Tools

Through Confluence, teams gain access to supporting documentation and insights, providing additional context for decision-making. Loom's video updates reduce the need for meetings, enabling team members to focus on high-priority tasks and enhancing productivity.

How Atlassian's Platform Enhances Jira's Capabilities



The Power of Atlassian's Cloud Platform

Atlassian's cloud platform provides the robust infrastructure needed to support the System of Work. With advanced security, scalability, and integrations, the platform empowers Jira to work seamlessly with other Atlassian tools and third-party apps.



Jira Integrations with DevOps and Third-Party Tools

Jira integrates effortlessly with tools like GitHub and Jenkins, enabling developers to bring in data directly from DevOps processes. This helps technical teams stay informed without leaving the Jira environment, reducing context switching and enhancing efficiency.



The teamwork graph and AI Insights

At the heart of Atlassian's platform is the teamwork graph, which integrates data across tools and teams. By harnessing Atlassian Intelligence, the platform enhances Jira's capabilities, offering AI-driven insights that provide recommendations and contextual information to improve project management and decision-making.

Benefits for Corporate IT Leaders:

Why Jira is the Smart Choice



Boosting Efficiency and Reducing Costs

Jira's streamlined workflows allow corporate IT leaders to cut costs and improve operational efficiency. By consolidating project management on a single platform, organizations reduce tool sprawl, making it easier to manage projects and control expenses.



Supporting Modern, Agile Workflows

For enterprises looking to modernize, Jira supports agile and adaptable workflows that align with digital transformation goals. With Jira, IT leaders can drive productivity and foster collaboration across departments, creating an environment where teams can innovate quickly.



Delivering ROI with Jira

Jira's flexibility and scalability make it a smart investment for companies looking to maximize their return on technology. By aligning business strategy with project management, IT leaders can use Jira to ensure that projects contribute directly to organizational success.

Unlock cross-functional success and streamline project management with Jira—empower your teams to collaborate seamlessly today.

Contact your local Atlassian Solution Partner to learn more.

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