



Server to cloud: Why make the move?

Why enterprises are saying goodbye to self-managed solutions and migrating to Atlassian Cloud

EXECUTIVE SUMMARY

In this day and age of continuously evolving technology, instant communication, and widespread availability of information, enterprises across all industries are finding that they must constantly adapt. Organizations often need to meet and adjust to new customer demands, market conditions, or regulations - and do so quickly and seamlessly. There's no denying it's a tall order.

In order to keep up with these changes, more and more enterprises are turning to cloud solutions. Organizations are increasingly migrating out of traditional data centers and into software as a service (SaaS) offerings or public clouds. In fact, [Gartner](#) predicts that by 2025, 80% of enterprises will migrate entirely away from on-premises data centers in favor of colocation and cloud infrastructure. You're not alone if your company has a cloud-first directive - cloud adoption is the new norm.

Many organizations are looking to SaaS in particular to meet their needs, as it allows for scalability and removes the administrative burden of managing and maintaining software. In an era where the only constant is change, SaaS technology helps enterprises better meet the growing - and often unpredictable - demands of their business.

Atlassian is meeting that need by increasing their investment in cloud offerings and simplifying their self-managed offerings to ensure cloud is ready for every enterprise customer.

As more and more organizations expand - or consider expanding - their cloud footprint within their IT toolsets, your own organization is likely doing the same. But we know it's critical to understand the implications of making that shift before you do it.

In this guide, we'll explore:

- The advantages of adopting SaaS
- How Atlassian's cloud solutions are different from Server ones
- Why enterprises are making the move



Table of content

2	Executive summary
3	What is Atlassian Cloud?
3	Why move to cloud?
4	Total cost of ownership: Comparing Server and cloud costs
5	Unique value in cloud
6	Automation
7	Intelligence
8	Integrations
9	Data & Insights
10	A modern, unified experience
12	What's possible in cloud mobile apps?
13	A modern, unified experience
14	How cloud meets enterprise requirements
14	Privacy
15	Security
16	Compliance
16	Governance and controls
17	Scale, performance, and reliability
17	Scale
19	Reliability
19	Business Continuity and Disaster Recovery programs
19	Performance

What is Atlassian Cloud?

Rather than installing and maintaining Atlassian products on your own servers, with cloud, Atlassian hosts, sets up, secures and maintains your products in the cloud for you. What's more, Atlassian offers a Cloud Enterprise plan that includes enterprise-grade features like unlimited instances, SAML SSO, a 99.95% SLA, and 24/7 support.

Enterprises are making the move to Atlassian Cloud today to:

- Future proof their business with access to continuous innovation
- Say goodbye to downtime, maintenance, and infrastructure headaches
- Increase ROI with a lower total cost of ownership

Why move to cloud?

To begin with, Atlassian has invested heavily in their cloud products to make them the best choice for enterprises. Atlassian Cloud products are built on different codebases than the self-managed ones and, as a result, offer a new, modern experience as well as many features that you won't find in Server or Data Center.

As Atlassian invests more in cloud, feature disparities between their self-managed offerings and cloud will only grow.

How does cloud compare with Data Center?

Data Center is a reliable, long term option for enterprise customers who wish to remain self-managed. We recommend Data Center for large customers (if you have 25,000+ Jira or Confluence users, or 250+ Bitbucket users) or for customers whose critical requirements are not on the roadmap.

To learn more about these differences with Data Center, get in touch with us, your local Atlassian Solution Partner.

By moving to cloud, many enterprise customers are benefitting from the general advantages that SaaS technology brings - such as time and resources saved that lowers total cost of ownership.

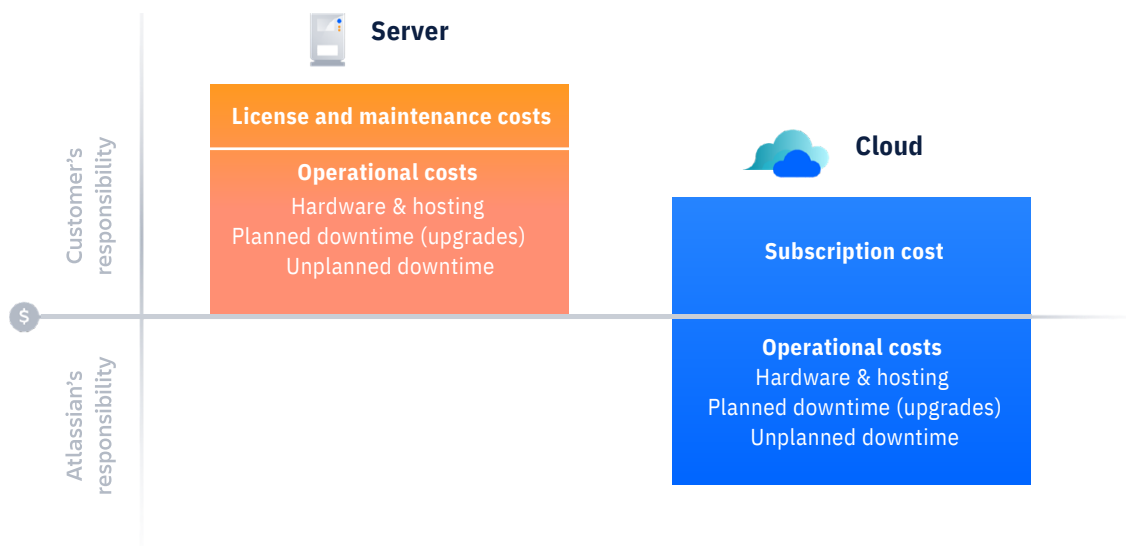
When you're not managing physical hardware or hosting, you are now free to redistribute time and energy to other business needs.

Finally, moving to cloud can help eliminate some of your costs from IT overhead, maintenance, and hardware, since you're no longer responsible for many of the costs associated with hosting and operating your Atlassian products. And while the subscription cost of cloud may be higher, the operational cost savings can be huge. From a total cost of ownership perspective, cloud brings savings for many enterprises.

“ We calculated a 4-6 million dollar annual impact from degradation and outages alone. This needed to be fixed, and the trend of downtime would pay for the transformation [to cloud].

TOM WYLIE, ATlassian PRODUCT OWNER, ARM

Total cost of ownership: Comparing Server and Cloud costs



Unique value in cloud

Whether it's agile project management, DevOps, or collaboration at scale - Atlassian products help your teams work better together.

And while there are a number of capabilities you won't find in Server - there are cloud-only features being developed in the following areas:

AUTOMATION

INTELLIGENCE

INTEGRATIONS

DATA & INSIGHTS

A MODERN, UNIFIED EXPERIENCE



AUTOMATION

When your end-users are using Atlassian tools day in and day out for their work, it can be frustrating and time-intensive to perform repetitive, manual tasks. Plus, the overall hit to productivity can be huge when you multiply those time losses on an enterprise scale. Being able to automate some of those repetitive tasks is a big win. That's why Atlassian has focused on building automation into cloud.

Automation is seamlessly embedded within Atlassian Cloud products, meaning you don't need to spend extra time buying, installing, administering automation add-ons, or creating and maintaining custom scripts, like you do on Server.

The automation capabilities built into Jira Software allow you to set up rules without any code or scripting - making it quick and easy. What's more, you can automate processes both across our cloud products as well as with third party tools.

For example, native DevOps triggers in Jira Software and Bitbucket can help you make certain actions or workflows automatic to save time and strengthen your DevOps toolchain. You can set triggers when users commit or submit a pull request to automatically update ticket status - saving your teams valuable time. You can even apply these triggers to more complex workflows, such as reassigning issues for testing or code review, or even sending a message to your team's Slack channel about new PRs.

These capabilities help your teams stay focused on the work that matters and eliminate any repetitive tasks that bog down their day.

INTELLIGENCE

Another feature in cloud products that make your teams more efficient is through “smarts” - the subtle, often unnoticeable application of data-driven algorithms and machine learning techniques that help your teams speed up collaboration.

Machine learning is a big buzzword and there’s no doubt that there are plenty of gimmicky applications of it out there. But particularly at the enterprise level, it can be a huge advantage and time saver. Imagine if every employee using your Atlassian products saved 10 seconds on 100 tasks every day. That makes for significant time savings and a much more delightful experience for your teams. And it’s why Atlassian has invested in building machine-learning-powered capabilities into cloud products - capabilities which you won’t find in Server.

With predictive search, you get a personalized search experience that shares the most relevant results specifically for you. Predictive user mentions recommend a list of people based on who you work with regularly and what you’re working on. Features like these make it easier for your teams to stay productive without context switching and are just the beginning for harnessing the power of machine learning to build the best collaboration experience in our cloud products.

In Jira Software, you can predict the top five most likely assignees in an issue with an accuracy of 86 percent.

The image shows a comparison of search results between Jira and Confluence. On the left, the Jira interface shows a search for 'test' with results for issues like 'Bump testing library version', 'Define best practice testing', and 'Unit test merged behaviour'. On the right, the Confluence interface shows a search for 'roadmap' with results for pages like 'Search Relevance Roadmap', 'How we roadmap our work', and 'Search Platform - Roadmap'. The results are personalized based on the user's profile, as indicated by the profile pictures and the '99+' result counts.

Product	Search Query	Result Type	Result Count	Result 1	Result 2	Result 3
Jira	test	Issues	99+	QS-423 Bump testing library version (Quick search)	QS-191 Define best practice testing (Quick search)	SAPI-901 Unit test merged behaviour (Search API)
Jira	test	Issues	99+	JS-92 Add integration test (Jira Software)	JS-239 Team mentions in page (Jira Software)	JS-445 Test TODO bot (Jira Software)
Confluence	roadmap	Pages, Blogs & Attachments	99+	Search Relevance Roadmap (Search & Smarts)	How we roadmap our work (Search & Smarts)	Search Platform - Roadmap (Search & Smarts)
Confluence	roadmap	Pages, Blogs & Attachments	99+	Jira Software Roadmap (Jira Software)	Jira Monthly Roadmap Meetings (Jira Software)	FY21 Jira Software Roadmap Detail (Agile for teams)

INTEGRATIONS

As more and more organizations rely on SaaS tools to improve collaboration and make work more efficient, SaaS toolsets are getting big. And the value of all those tools is amplified when they connect and integrate with one another. Atlassian products play well with all your best of breed tools including Slack, Microsoft, Google, and [more](#), in order to help you get the most out of your toolset.

For example, the Jira Software and [Slack integration](#) means that your teams can move quickly and minimize context switching. Issue previews give you the information and key details you need while staying focused on the conversation. And you can even create a Jira ticket, change its status, assign teammates and more all directly within Slack.

In addition to the integrations that are better and more robust in cloud, Atlassian also offers a number of integrations that are only available in cloud and that you won't find in our Server or Data Center offerings.



DATA & INSIGHTS

You and your teams are using various products everyday to be productive and innovative, but there is value in understanding how that work gets done. Being able to take that data and make decisions allows you to better support your teams and objectives - but that can be particularly challenging at scale. That's why Atlassian has prioritized adding capabilities in cloud that will surface helpful data and actionable insights.

New reporting capabilities will improve the way your teams and organization operate and ultimately help you make data your competitive advantage.

Their recent acquisition - [Chartio](#) - a cloud-based analytics solution - brings powerful analytics and data visualization capabilities to the Atlassian platform, that will enable you to build custom reports and visualizations across your Atlassian Cloud products and third party tools.

Atlassian is also building a common data layer which will give everyone direct access to their data in a structured format that is easy to query, so you can choose to layer your own BI tools on top of your Atlassian data.

Lastly, Insight for Jira gives enterprises full visibility into your assets and services as well as your dependencies. This native Jira configuration management database (CMDB) provides the right context to build a great internal and external service experience.



A MODERN, UNIFIED EXPERIENCE

Your Atlassian products should work seamlessly together. Full stop. That's why they've built a consistent experience across their tools that makes it easy to flow from one to the next.

Users sign in to cloud products with one set of credentials and see a common UI and navigation across them all. App switcher helps users easily move between products and the Atlassian Start page provides one central place to navigate content and search across all sites. This unified experience makes it easier and faster for your teams to use Atlassian products.

The screenshot displays the Atlassian Start page interface. At the top left, the 'ATLASSIAN Start' logo is visible. On the right side of the header, there are icons for notifications, help, settings, and the user profile. Below the header, the 'Switch to' section features a row of ten product icons: Jira Software (hello), Confluence (product-fabric), Jira Service Desk (hello), Jira Core (product-fabric), Bitbucket, Confluence (hello), Jira Software (product-fabric), Cloud administration, Account settings, and Get support. A 'Show all products' link is located on the far right of this row. The 'Frequent places' section below contains six cards for 'Customer Support', 'Sales Ops', 'HR Candidate Tracki...', 'Financial Month End', 'Travel & Relocation ...', and 'Beyond Gravity', each with its respective icon and platform (Confluence or Jira Software). A search bar with the placeholder 'Filter by title' is positioned to the right of these cards. The main content area is divided into three columns: 'Worked on' (with a sub-tab 'Viewed'), 'YOUR ACTIVITY', and 'CONTRIBUTORS'. The 'Worked on' column lists four items under the 'TODAY' heading: 'New Lenovo Thinkpad Setup (Notebook)', 'IO-030 Track2Go e-trace dropping GPS connection for remote stations', 'Bad_JSON data coming back from hotel API', and 'Fixing the printer'. The 'YOUR ACTIVITY' column shows four entries: 'Edited' (2 hours ago), 'Commented on' (4 hours ago), 'Commented on' (4 hours ago), and 'Edited' (4 hours ago). The 'CONTRIBUTORS' column displays profile pictures of the users involved in these activities.

A MODERN, UNIFIED EXPERIENCE

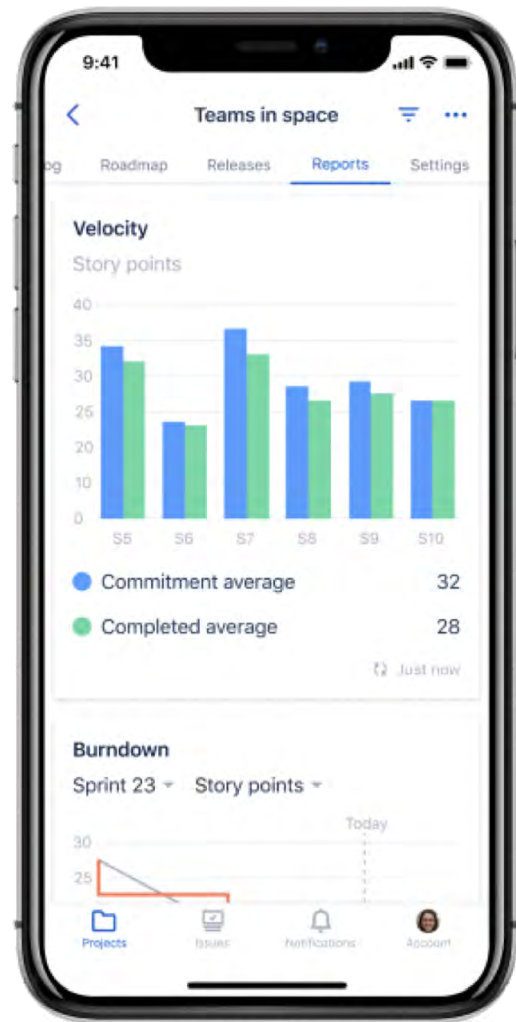
MOBILE

We also know that you and your teams want to be able to work whenever and wherever. This is why Atlassian has optimized the mobile experience for all cloud products.

Mobile apps for cloud do not require you to use VPN, making it easier for your teams to stay connected while maintaining the right-level of security.

MDM (mobile device management) and MAM (mobile access management) is now available. With MDM, you can control managed devices and enforce security policies such as restricting copy & paste, blocking screenshots and requiring users to authenticate with FaceID/TouchID. And with MAM, you can control and manage apps remotely without requiring users to enroll their device.

Additionally, SSO support and device visibility with Access ensures that your instance maintains its security position.



What's possible in cloud mobile apps?

◆ Jira Software

- Access popular dashboard views directly on your phone or tablet
- Use developer tool integrations to see the pull requests of your developer tools
- Approve PRs directly from mobile
- Switch between multiple instances or accounts
- Access your add-ons directly from the issue view

✂ Confluence

- Create or edit pages with the new editor on mobile
- Respond to time-sensitive comments quickly
- Manage your Confluence notifications

⚡ Jira Service Management

- Access all of your fields and approve tickets right from your phone or tablet

Your teams can also use the Jira Software Cloud native MacOS app right on their desktop. Who doesn't like dark mode?

“ The mobile application has been a significant gain for us. Additionally, the direct integration with other products we use like Slack and GSuite has been a productivity assist as well.

KEVIN MCWILLIAMS, SYSTEM ADMINISTRATOR, THE PHILADELPHIA INQUIRER

A MODERN, UNIFIED EXPERIENCE

MODERN

For your teams to collaborate more seamlessly at scale, they need products that are easier and more intuitive.

For example, the new collaborative editor in Confluence Cloud includes more features, shortcuts, and templates that allow your teams to create content quicker. There's also a wide range of macros that you can insert inline as you type.

Another example is the intuitive service experience built in Jira Service Management that you can use to categorize your service requests, incidents, problems and changes. Leverage new features like bulk ticket actions and machine learning capabilities to intelligently categorize similar tickets, and take action quickly.

Lastly, with next-gen projects in Jira Cloud, you have both a simple and powerful project tracking experience that makes it easy even for your non-technical teams to get up and running quickly.



How cloud meets enterprise requirements

Privacy

To begin with, Atlassian Cloud products are [GDPR compliant](#). Atlassian also [encrypts data](#) in transit and at rest, publishes an annual [Transparency Report](#) summarizing government requests for users' data, and provides additional information about our policies and procedures for responding to those requests in [Guidelines for Law Enforcement](#).

Having greater control over your data through data residency is crucially important for many customers - particularly those in highly regulated industries. That's why Atlassian currently offers data residency in the Cloud Enterprise plan and will soon offer it in Standard and Premium plans as well. Data residency is currently available for the US and EU realms, and there are plans to add additional regions including Australia, Canada, the UK, and Japan.

To learn more about plans for Data Residency in Atlassian Cloud, view the [roadmap](#).

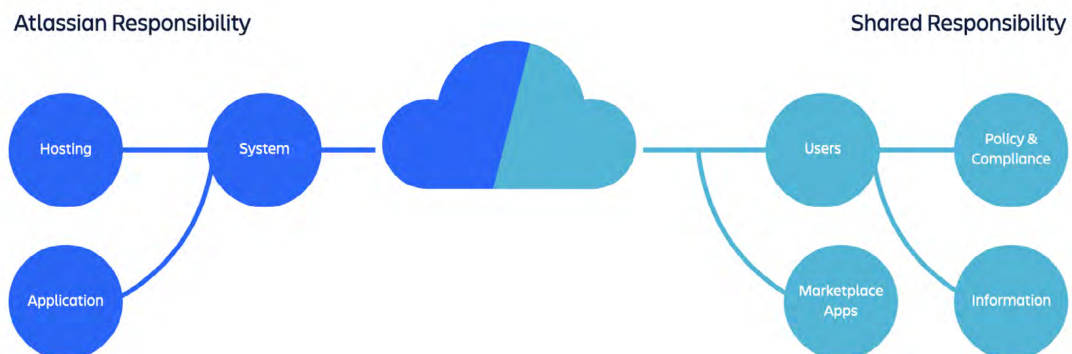
Atlassian is also working on [selective edge BYOK encryption](#) to help ensure that your data is only seen and accessible to those who are authorized. With this feature, you'll be able to designate specific fields, projects, pages, and spaces for encryption using keys solely under your control.

To learn more about details around data storage and privacy practices, visit the [Trust Center](#).

Security

While Atlassian offers many features to keep your products secure, it's important to remember that security is a shared responsibility in cloud.

One responsibility that falls to you, is managing and granting access to your users. We know that this is a critical part of keeping your products secure, so take advantage of Atlassian Access - the identity management solution for cloud. In addition to features like SAML SSO, user provisioning, and two-factor authentication, Access also offers capabilities like CASB integrations and organization audit logs. Access is a critical ingredient for enterprise security, to help you keep your Atlassian products as secure as possible.



Compliance

Atlassian's security program has been developed and to run in compliance with a number of industry standards.

Here are a few of the key standards that Atlassian complies with:

- SOC2 and SOC3 • ISO 27018
- ISO 27001 • GDPR

What's more, Atlassian goes through recertification every year to continually prove products' compliance.

View the complete list of industry standards complied with [here](#) and track the [cloud roadmap](#) for more to come.

Governance and controls

As an operational model, cloud makes it easier for you to support your teams at scale because they maintain and manage the infrastructure, reliability, and performance of your products - which is the value of SaaS.

To give you that right level of administrative oversight, Atlassian has built a number of capabilities into their cloud products.

For example, even though new features and fixes are deployed automatically to your instance, your team may still want to test the updates and control how they're pushed out to your user base. [Sandboxes](#), which you can use to test and experiment before rolling out to production, and [release tracks](#), allow you to decide when you want to push an update to your teams.

Especially as you have more people standardizing on Atlassian products, you need to have visibility into instance to maintain your security position. That's why Atlassian launched admin insights in Premium and Enterprise Cloud. With insights, you can track the adoption of your cloud products throughout your organization. This information can help you understand how your teams are using Atlassian products, in order to make data-driven decisions around budgeting and licensing and give you a seat at the table in business decisions.

Scale, performance, and reliability

Your products need to be capable of supporting all of your teams at scale - and staying performant while doing so. When you're supporting a large number of users, the potential for impacts to performance - as well as the ensuing loss to productivity - increases. And as you add more employees, acquire businesses or simply just grow your product usage, you need to be able to easily and seamlessly scale your products up. Which is why it's particularly important for enterprises to use scalable, reliable, and highly performant tools.

Scale

USERS PER INSTANCE

Today, Atlassian supports 10,000 users per instance, and this number is actively growing. With an early access program for 20,000 per instance available, Atlassian plans to increase this number to 35,000 users per instance by 2022.

Check out the [cloud roadmap](#) to keep up-to-date on the latest timelines.

UNLIMITED INSTANCES

With the Cloud Enterprise plan, you unlock unlimited instances, which enables you to move more of your teams to cloud.

In a self-managed environment, it's incredibly challenging to manage multiple instances of the same product, so, consolidating your teams onto a primary instance allows you to standardize your teams on one platform while making it easier to administer. With cloud, that isn't the case. Because Atlassian is hosting and managing your products for you, the same overhead doesn't exist when you have multiple instances.

Many organizations, in fact, are seeing the benefits of running in a multi-instance environment. Some of those benefits are:

- Allow teams to operate autonomously
- Enable you to support multiple data regions
- Maintain sensitive or high security data
- Enable app autonomy

Ultimately, your teams can build a truly customizable experience without compromising the compliance requirements of your organization or adding additional overhead.



Reliability

FINANCIALLY BACKED SLAS AND ENTERPRISE-GRADE SUPPORT

Your teams need to be able to access their products anytime, anywhere, so you can't afford to have any downtime. [Financially backed SLAs](#) guarantee that it doesn't happen. Cloud Premium has a 99.9% uptime SLA, with Cloud Enterprise providing the highest level SLA at 99.95%

LAURENT BORDIER
ATLASSIAN ADMIN

In the event an incident does occur, Atlassian provides [real-time status updates](#) for all of our cloud products.

“ With Atlassian Cloud, I'm not waking up in the middle of the night because a node in the data center was down. That's a hugely positive aspect for me and my customers because I can ensure the best SLA possible.”

And, if you need it, you can take advantage of various levels of [enterprise-grade support](#) with cloud plans.

Business Continuity and Disaster Recovery programs

In the event of a disruption, these programs provide failsafes so your teams aren't impacted. If you need to recover your data, the Atlassian backup program automatically performs daily application and database backups.

Performance

Atlassian has implemented a [single page application \(SPA\) framework](#) to help speed up load times and reduce the bundle size of data in your browser. Customers have already seen a huge improvement in Jira Software and Confluence.

Check out the [roadmap](#) to learn about the investments in cloud products.

