



Four Enterprise priorities and how Atlassian can help

It's no secret that in the last year we've seen a dramatic shift in distributed work that has changed the global business landscape to prioritize how we work together, not where we work. With this shift, the technology that supports your business strategy is becoming more and more important. Find out how you can choose the right software to optimize the ways teams work together to deliver against your business goals.

Focus on reliability

Tip: Don't let an incident bring you down

Availability of your tools and the information inside of them is critical. Most of your organizations run 24/7 and even the slightest disruption can negatively impact your business and your reputation with customers. Downtime is not only expensive, but it also prevents work from being done and impacts morale.

There are two types of downtime to consider:

Unplanned downtime

No matter how hard you try to prevent them, incidents still happen - ranging from cyber threats, human error, poor planning, faulty hardware or software, and many more. The severity of unplanned downtime is huge and can range from disastrous to a minor incident. Data Center, when deployed in a **clustered architecture**, has you covered no matter where you fall on the spectrum. With disaster recovery and active-active clustering, your team can rely on uninterrupted access in the event of a hardware failure. If a node fails, no problem. The load balancer will automatically redirect a user to an active node in the cluster.

Planned downtime

Keeping your systems up to date with consistent maintenance is important, but regardless downtime is downtime, and work can't stop. Data Center offers features such as **zero downtime upgrades** in Jira Software Data Center 7.3+ or Jira Service Management 3.6+ and **rolling upgrades** in Confluence and Bitbucket 7.9+ to allow upgrades to your system with minimal impact on your teams. Giving you the confidence to upgrade more often and have the latest and greatest features for your system.

Unplanned downtime costs 35% more per min. than planned downtime, which costs on avg. \$5.6 mil/yr.

IBM

💰 Invest in future-ready capabilities

Tip: In an increasingly volatile world, it is important to balance immediate priorities with longer-term aspirations

What makes growth both interesting and demanding is that it comes in a variety of forms. Some organizations can experience more “traditional” linear growth, while others experience large spikes in short periods due to drivers like M&A, geographical expansion, or in the case of 2020, a global pandemic.

These more dramatic growth spikes are taxing on enterprise IT systems, and if the correct technology is not in place, an organization’s growth initiatives can fail.

When assessing your tech stack, pay attention to growth in users, concurrent usage, custom configurations, apps, and API calls; all of these can impact the performance of your application, especially at scale. It’s also important to consider the future of your workforce and if there are plans to permeate agile methods beyond IT and the technological infrastructure you’ll need to support those initiatives. Remember, you aren’t buying tools for today, but choosing tools that can effectively adapt and change, regardless of how growth is acquired.

Two key things to consider as part of this assessment are:

Performance

As you grow, maintaining the performance your workforce expects is critical in delivering against your business objectives. With Data Center you can protect from performance degradation by compartmentalizing resources and routing traffic to dedicated nodes.

Performance should never be dictated by where your workforce is sitting. Geographic distribution is a common growth strategy and your tools should enable, not hinder this tactic. Data Center products offer tools like **CDN (Content Delivery Network)** and **Smart Mirrors**, which means your organization will have improved performance and productivity no matter where your teams are located.

User Management

When teams are small, user management can be pretty straightforward. But when you consider the scale of an enterprise, the task of managing software requests ad hoc isn’t sustainable nor is it compliant with security protocols. User management at scale is tricky and without the right tools in place, it can lead to several inefficiencies that impact productivity and create a poor user experience. Data Center provides a number of capabilities with support for **SAML**, **OpenID Connect**, and multiple IdPs that allow enterprise teams to efficiently manage their users and abide by security and compliance protocols.



Future-ready capabilities are one of the top five areas where an enterprise should accelerate their digital investments.

Gartner

👁️ Prioritize trust

Tip: Choose solutions that offer the visibility and control you need to improve security and demonstrate compliance.

While investment in cybersecurity and innovation continues to grow, so have the advancements in attacks. According to Accenture's State of Cybersecurity Report, an average cost per attack can be up to \$380,000 per incident, with an average of 22 incidents per year. And while some organizations continue to just invest in preventive measures, Accenture considers the standout organizations to be the ones that focus on cyber resilience - the ability to detect, mobilize, and remediate an issue.

In addition to improving cyber resilience, modern enterprises are expected to abide by compliance and regulatory standards that can be unique to every country they operate in. Understanding and adhering to these regulations is not only complicated, but mistakes can result in steep penalties and loss of consumer trust that can be detrimental to any organization.

To stay ahead of both of these concerns:

Consistently monitor risks and points of vulnerability

Investing in security that protects your organization will always require a multi-faceted approach. To ensure that your business can increase its cyber resilience and respond quickly to attacks, you need a solution that gives your teams the level of visibility and control to monitor potential vulnerabilities and can alert you when there's an issue. With Data Center's **advanced auditing capabilities**, you get just that, a security-relevant digital record of your instance that monitors risk and gives you levers to identify, isolate, and respond to threats quickly.



Leaders in cyber resilience are characterized by how quickly they can:

- Detect a security breach
- Mobilize a response
- Get operations back to normal

Accenture

Ensure compliance is built-in

Organizations, especially those operating in highly regulated industries, are consistently dealing with an ever-changing landscape of regulatory standards. To respond to those demands, you need to choose solutions that have compliance built into their software. In Data Center we make it easy to abide by these regulations by offering support for leading security standards like GDPR as well as offer auditing capabilities that ensure once schemes are put in place, the right teams are alerted if any changes have been made.

Balance scale and flexibility

Tip: Standardize on software that still allows teams to build custom workflows

Companies must consistently deliver innovative and differentiated solutions in ever-shrinking timelines amid growing market pressure. At Atlassian, we believe what increases business velocity more than anything else, is great teamwork. How well teams communicate, collaborate, and bridge silos to develop healthy practices is what allows them to accel at the work they do.

An important aspect of great teamwork is trust and giving teams the flexibility to define the workflows that meet their unique needs. In a small organization that's easy, but maintaining different software solutions can be inefficient and unsustainable in a large-scale enterprise.

Here are two strategies that we suggest that allow organizations to scale efficiently and while making room for flexibility:

Change your organization's mindset

Often, what creates silos between teams is the language they use to describe their everyday processes. From shipping a new software to delivering a product launch in marketing, what separates how these teams work has less to do with the steps involved and more to do with what they call each step. By aligning these workflows, you can **standardize** on the best processes and the right software. In Data Center, we offer the scale that addresses the needs of the business and the flexibility that's necessary for every team.

Take an open approach

There are a variety of methodologies companies are using to change and improve how their teams work. Whether it's Agile, DevOps, or ITSM, most enterprise organizations need to meet needs unique to their organization. In our [Marketplace](#), we offer hundreds of apps for our Data Center products that allow teams to create custom workflows that best meets the needs of their team. These add-ons seamlessly integrate with Data Center, offering your organization the standardization it needs and every team with the flexibility they want.



Standardizing on Data Center led to a more open way of working.

National Bank of Canada

Want to dig deeper?

Check out our [Data Center Tipping Point](#)