

▲ ATlassian

in **Jakarta**'22

# High Velocity Service Management



# High Velocity Service Management



**WARREN JONES | SENIOR SOLUTION ENGINEER, APAC**

# 40,000

The Telegraph



GROUPON™

CITRIX®

LUCID



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Be a HERO. ■■■■

DOWJONES

★ HEINEKEN



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Zappos.com



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Valeo



Yale SCHOOL OF  
MANAGEMENT

Sotheby's

Domino's

# Gartner

Visionary

2021 Magic Quadrant  
for ITSM Tools

# FORRESTER®

Leader

2021 Wave for Enterprise  
Service Management



Ship  
*faster*



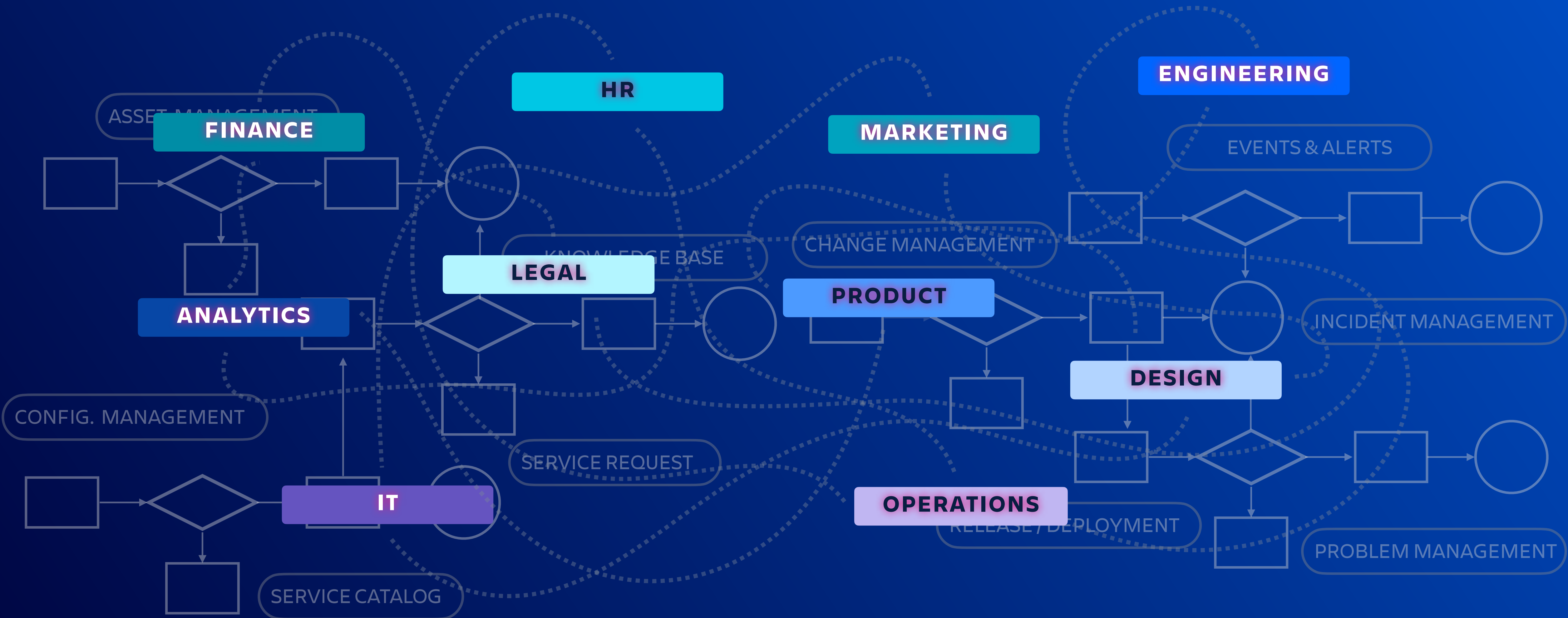
Keep services  
*always-on*



Deliver support  
*seamlessly*

# THE TRADITIONAL MODEL FOR IT OPS AND SERVICES

Does not work for the modern enterprise which relies on cross-team collaboration



## **CHALLENGES IN IT OPERATIONS**

- Complex infrastructure
- Aggressive timelines
- Siloed tools, teams, and processes

## **CHALLENGES IN SUPPORT**

- Ever changing business requirements
- Decrease in employee satisfaction
- Pressure to “shift left” and enable self-service through various channels

# 80%

ITSM teams that have not adopted an **agile approach** will find their **ITSM practices** are ignored or bypassed as a result of more agile ways of working being adopted elsewhere in the organization.

- ! Teams that are already using **agile ways of working** expect the same from IT Ops & Support.
- ! Teams outside IT will **independently spin-up their own service desks**, creating additional complexity.
- ! There are opportunities to leverage existing **native integration across Atlassian products** to streamline workflows.



Autonomy  
with  
Alignment

Modern  
support

Modern  
operations

MODERN OPERATIONS

MODERN SUPPORT

# Autonomous **developers**

Help developers ship  
code faster

# Aligned **operations**

Manage changes without  
introducing risks

MODERN OPERATIONS

MODERN SUPPORT

# Autonomous **employees**

Help employees request  
and get help quickly

# Aligned **teams**

Empower every team  
to be a “service” team

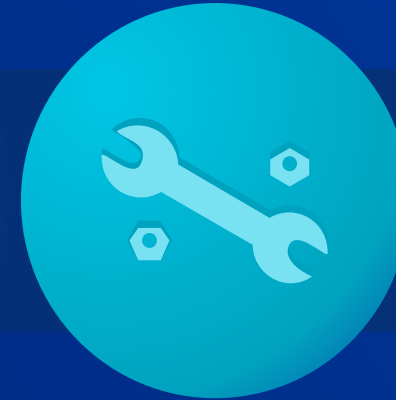
# ⚡ Jira Service Management

Dev



MODERN OPERATIONS

IT



MODERN SUPPORT

Business



***Dev + Ops  
that flows***

*Accelerates the flow of  
work between development  
and operations*

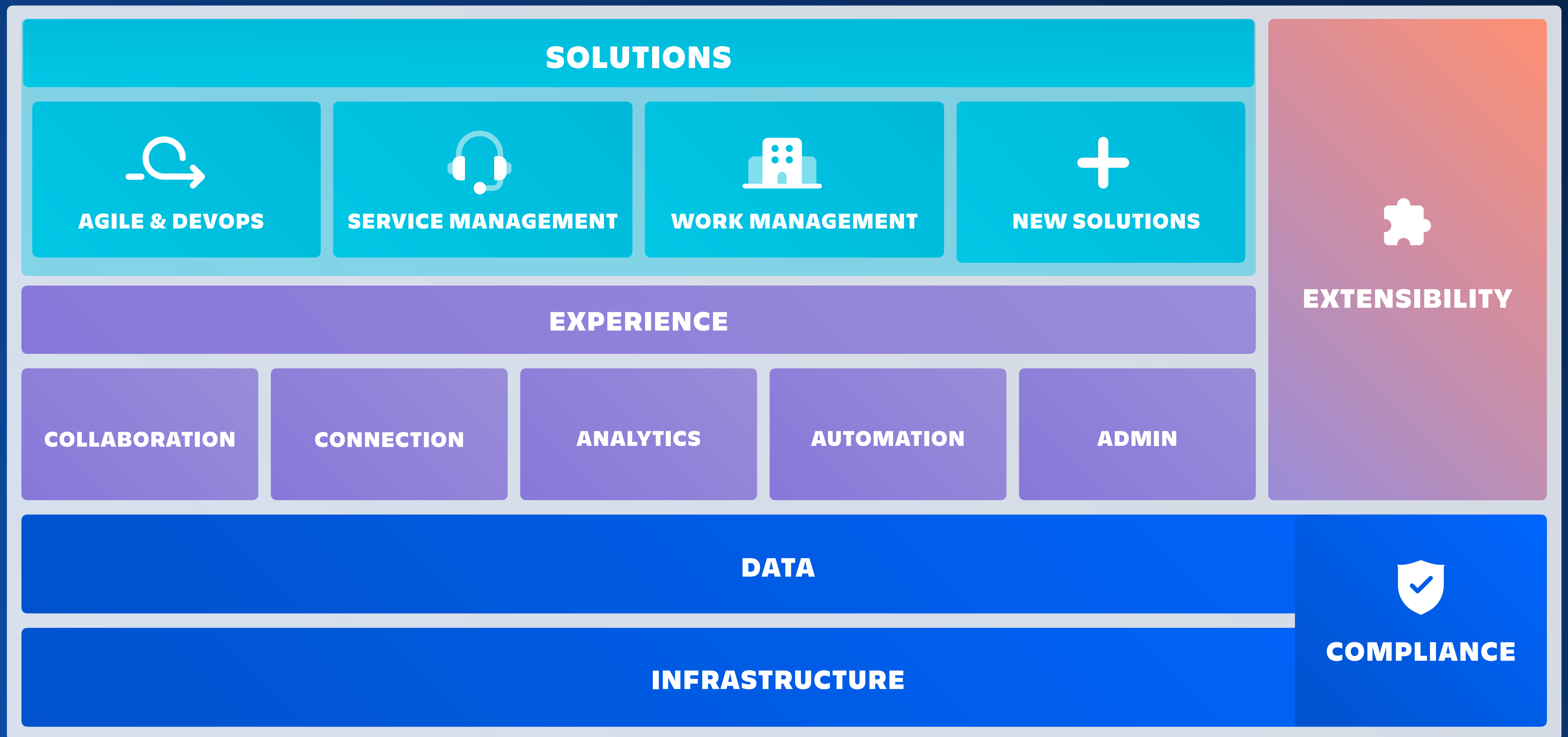
***Make  
work visible***

*Easier to track and  
visualize work, with an  
open platform architecture*

***Deliver  
value fast***

*Teams can get started faster, at  
lower cost and complexity than  
legacy ITSM solutions*

# Unify your organization on Atlassian's platform



A unified cloud technology platform that powers open and efficient team collaboration.



70% cost reduction in the first year

JSM was in production within weeks

Dev+Ops+IT in the same platform



90% decrease in email requests

30% increase in projects without  
adding staff

# SERVICE MANAGEMENT FOR HIGH VELOCITY TEAMS

## Service Development →

Change Enablement  
Release & Deployment Management  
Service Configuration Management

## Service Operations ⚙️

Incident Management  
Event & Alert Management  
Problem Management

## Service Delivery 🏥

Service Request Management  
Knowledge Management  
Asset Management

## ⚡ Jira Service Management

✂️ Confluence

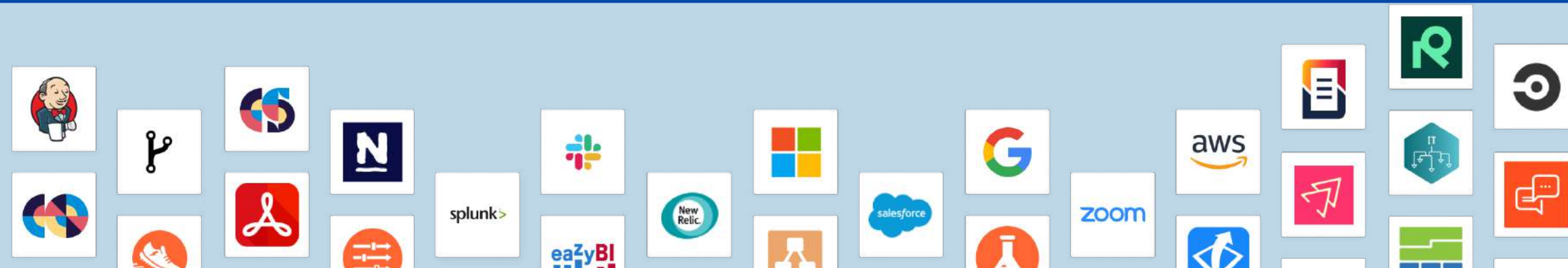
📦 Jira Software



**ATLASSIAN CLOUD PLATFORM**

Automation & Orchestration - AI SMARTs - Atlassian Analytics. - Extensible platform with Open REST APIs

**ATLASSIAN** Marketplace  
Apps & integrations





MODERN OPERATIONS

MODERN SUPPORT



# A closer look at Jira Service Management

key capabilities that unlock the value for team collaboration

MODERN OPERATIONS

MODERN SUPPORT

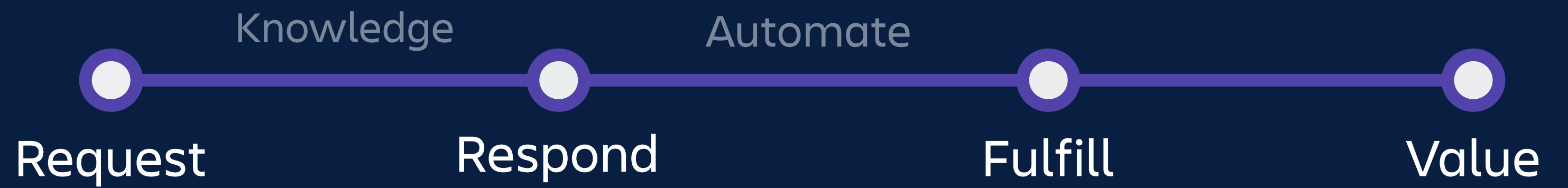


# Service Desk & Request Management

Jira Service Management

# Shift-left

deliver greater value  
at a lower cost



knowledge & automation



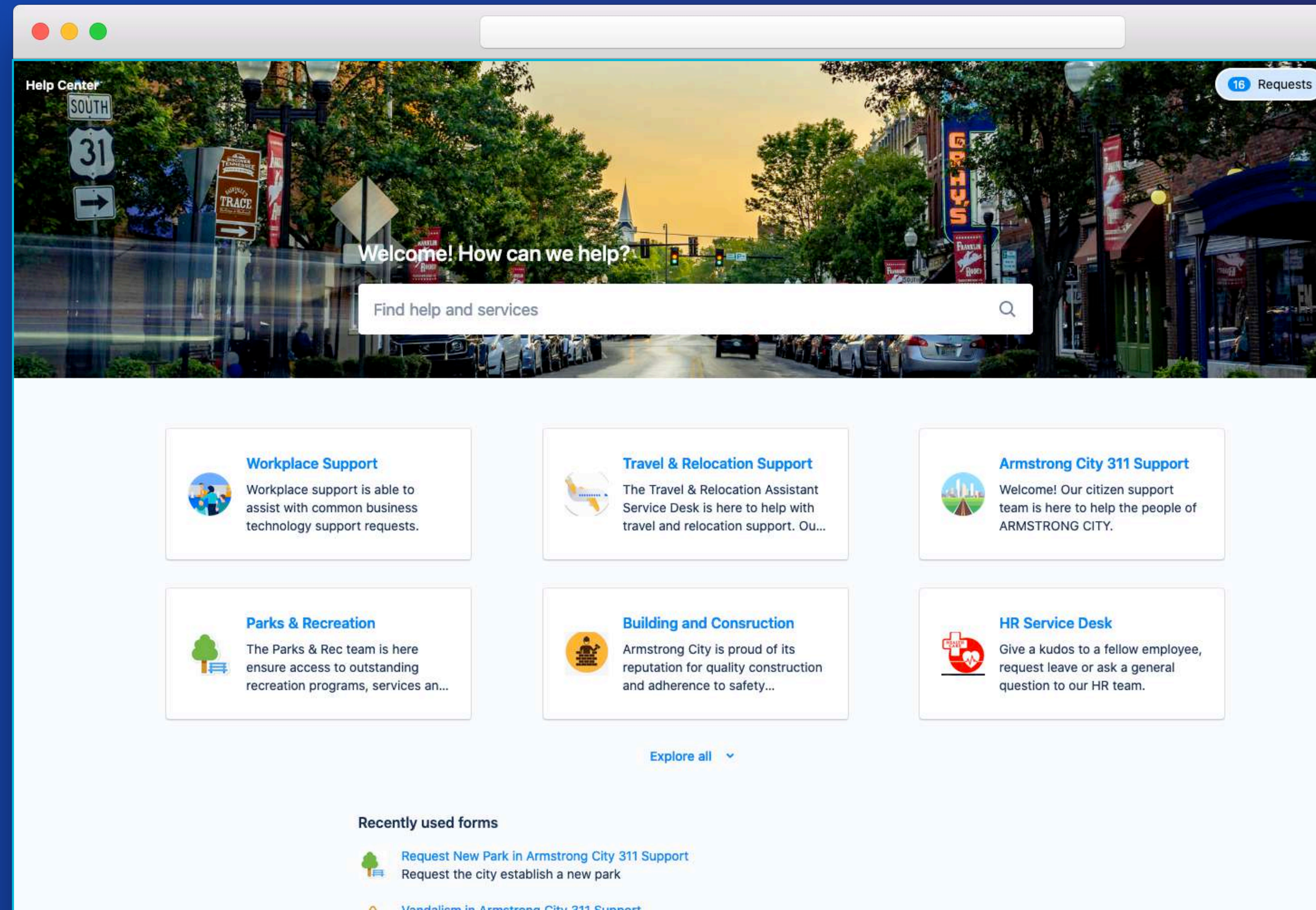
increased agility and focus on learning

# Atlassian Unified Help



# DELIVER AMAZING SERVICES FOR ALL TEAMS FROM ONE PLATFORM

- Make it easy for every team to spin up a service desk.
- Showcase services through a simple, intuitive portal
- Empower employees to find answers fast or ask for help using a self-service portal.
- AI ML-powered search with Atlassian SMARTS



# BUILD AND MANAGE A REQUEST CATALOG WITH EASE

## Better Requests

Publish forms to the JSM portal so teams can collect the specific information they need for a given request type.

## Easy to build forms

Improve the usability of forms by only showing the right questions to the relevant people. This can allow teams to you a single forms for multiple types of requests.

## 300+ form templates



The screenshot shows a web browser window displaying a Jira Forms interface. The page title is "Summit Brochures" and the breadcrumb trail is "Help Center / Ops Service Desk / OSD-14". The form is in "Editing Form" mode, with a "Print Order" label and buttons for "Save and submit", "Save", and "Cancel". The form fields are as follows:

<b>Name</b> Simon Herd	<b>Job name</b> Summit Brochures
<b>Number of copies</b> 40	<b>Cost center (acct #)*</b> 25-121
<b>Delivery to</b> Campus A	<b>Room #</b> 251

On the right side of the form, there is a "Status" section showing "PENDING", a "Request type" section showing "Print request", and a "Shared with" section showing "Simon Herd Creator" and a "Share" button.



# Conversational ticketing

Thread #help-bancly-it

**Crystal Wu** Today at 12:09 PM  
I can't receive my Bancly emails on my mobile device.

1 reply

**Assist** APP Today at 12:11 PM  
[Open] Ticket #IT-106  
I can't receive my Bancly emails on my mobile device.  
Assigned to: Phan Kim  
[Close ticket](#)

**Phan Kim** APP Today at 12:12 PM  
Hi Crystal, is your mobile enrolled into the MDM?

**Crystal Wu** Today at 12:15 PM  
Yeah, it is.

**Phan Kim** APP Today at 12:16 PM  
Is there an error code when you try to load new email?

Message help-bancly-it

+ | 😊 @ Aa

## MODERN OPERATIONS

## MODERN SUPPORT

Your work Projects Filters Dashboards People Apps Create

Back IT-106

I can't receive my Bancly emails on my mobile device. [In progress](#)

SLAs  
10s ✓  
11m ⬇

Assignee  
Reporter  
Request type  
Priority  
Knowledge base

Activity  
Show: Comments History Work

**Phan Kim** Today, 12:10 PM  
Hi Crystal, is your mobile enrolled into the MDM?  
Edit • Delete • 😊

**Crystal Wu** Today, 12:13 PM  
Yeah, it is.  
Edit • Delete • 😊

**Phan Kim** Today, 12:15 PM  
Is there an error code when you try to load new email?  
Edit • Delete • 😊



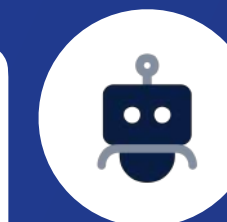
**Sherif Mansour** 8:38pm  
Can I upgrade my MacBook Pro? It's 13" but I am getting old and the texts are very small, so can I get a 16"?

Sherif Mansour

Upgrade

Laptop

16" screen size



**Atlassian Assist**  
Thanks Sherif , we will send over a replacement 16" MacBook Pro laptop right away.



PERCEPT.AI

Virtual agent *(Coming soon!)*





## Enhanced platform automation engine for Service teams

- No code
- Empowers teams to adapt
- Fast time to value
- Automation dev and ops practices

The screenshot shows the Jira Automation interface for a project named 'Workplace IT Support'. The main rule is 'Onboard new employee - create HR setup request', which is currently 'ENABLED'. The rule configuration is as follows:

- When:** Issue created (Rule is run when an issue is created.)
- If:** Customer Request Type equals 'Onboard new employee'
- Then:** Create a request (Request new hardware in HR Service Desk)
- And:** Link issue to 'Most recently created issue'
- And:** Add comment to issue (Thanks for your request. It was approved and the Workplace IT support team is preparing to onboard)

The right-hand panel shows 'Rule details' for the selected rule:

- Name:** Onboard new employee - create HR setup request
- Description:** (Empty text area)
- Scope:** Workplace IT Support (ITS). Scope can only be modified in the global administration.
- Allow rule trigger:**  Check to allow other rule actions to trigger this rule. Only enable this if you need this rule to execute in response to another rule.
- Notify on error:** E-mail rule owner once when rule starts failing after success
- Owner:** A User (The owner will receive emails when the rule fails.)
- Created:** a month ago
- Updated:** a month ago
- Actor:** Automation app user

A note at the bottom states: 'The rule actor is the user who will perform actions defined in this rule. For example if your rule includes the 'Add comment to issue' action,'

MODERN OPERATIONS

MODERN SUPPORT

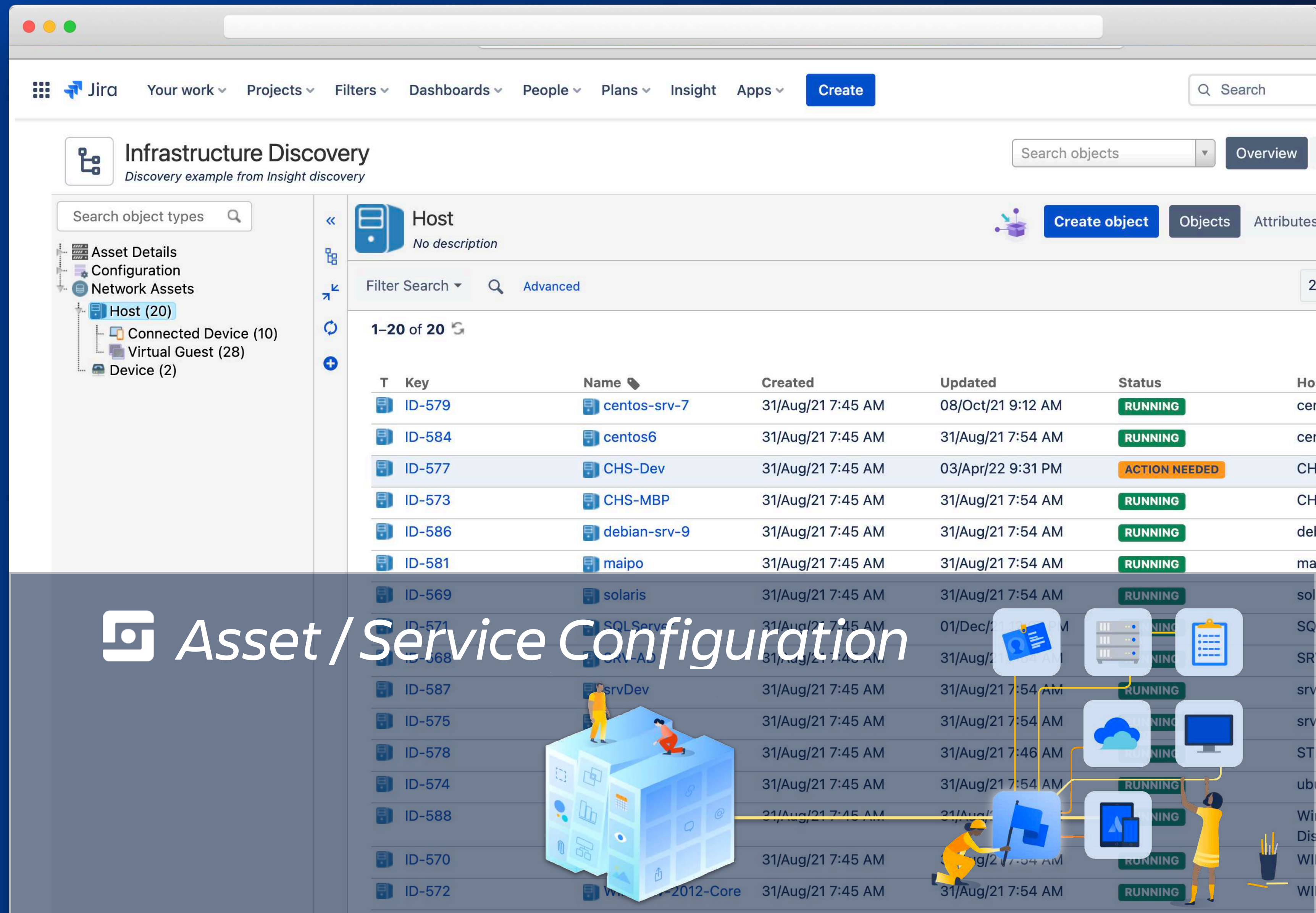


# Incident management

Jira Service Management

# FLEXIBLE ASSET / CMDB

- Unleashes the power of a enterprise CMDB built on the Jira platform.
- CMDB flexibility to fit the data requirement and team
- Advanced data integrations OOB for common data sources (coming to JSM cloud 2022)
- Leverage Jira automation for to streamline your data management needs



The screenshot displays the Jira Infrastructure Discovery interface. The top navigation bar includes 'Jira', 'Your work', 'Projects', 'Filters', 'Dashboards', 'People', 'Plans', 'Insight', 'Apps', and a 'Create' button. A search bar is located on the right. The main content area is titled 'Infrastructure Discovery' and shows a list of 'Host' objects. The left sidebar contains a tree view with 'Asset Details', 'Configuration', and 'Network Assets', with 'Host (20)' selected. The main table lists 20 hosts with columns for ID, Name, Created, Updated, and Status. The status column shows 'RUNNING' for most, and 'ACTION NEEDED' for one. A large graphic overlay at the bottom features the text 'Asset / Service Configuration' and an illustration of a person interacting with a 3D cube representing data, with various icons and lines connecting to the table.

T	Key	Name	Created	Updated	Status	Ho
	ID-579	centos-srv-7	31/Aug/21 7:45 AM	08/Oct/21 9:12 AM	RUNNING	cer
	ID-584	centos6	31/Aug/21 7:45 AM	31/Aug/21 7:54 AM	RUNNING	cer
	ID-577	CHS-Dev	31/Aug/21 7:45 AM	03/Apr/22 9:31 PM	ACTION NEEDED	CH
	ID-573	CHS-MBP	31/Aug/21 7:45 AM	31/Aug/21 7:54 AM	RUNNING	CH
	ID-586	debian-srv-9	31/Aug/21 7:45 AM	31/Aug/21 7:54 AM	RUNNING	del
	ID-581	maipo	31/Aug/21 7:45 AM	31/Aug/21 7:54 AM	RUNNING	ma
	ID-569	solaris	31/Aug/21 7:45 AM	31/Aug/21 7:54 AM	RUNNING	sol
	ID-571	SQL Serve	31/Aug/21 7:45 AM	01/Dec/21 7:54 AM	RUNNING	SQ
	ID-568	SRV-AD	31/Aug/21 7:45 AM	31/Aug/21 7:54 AM	RUNNING	SR
	ID-587	srvDev	31/Aug/21 7:45 AM	31/Aug/21 7:54 AM	RUNNING	srv
	ID-575		31/Aug/21 7:45 AM	31/Aug/21 7:54 AM	RUNNING	srv
	ID-578		31/Aug/21 7:45 AM	31/Aug/21 7:46 AM	RUNNING	ST
	ID-574		31/Aug/21 7:45 AM	31/Aug/21 7:54 AM	RUNNING	ub
	ID-588		31/Aug/21 7:45 AM	31/Aug/21 7:54 AM	RUNNING	Wi
	ID-570		31/Aug/21 7:45 AM	31/Aug/21 7:54 AM	RUNNING	Wi
	ID-572	Win 2012-Core	31/Aug/21 7:45 AM	31/Aug/21 7:54 AM	RUNNING	Wi

Jira Service Management

# MODERN INCIDENT MANAGEMENT

MODERN OPERATIONS

MODERN SUPPORT

Bring dev and ops teams together to rapidly respond to incidents.

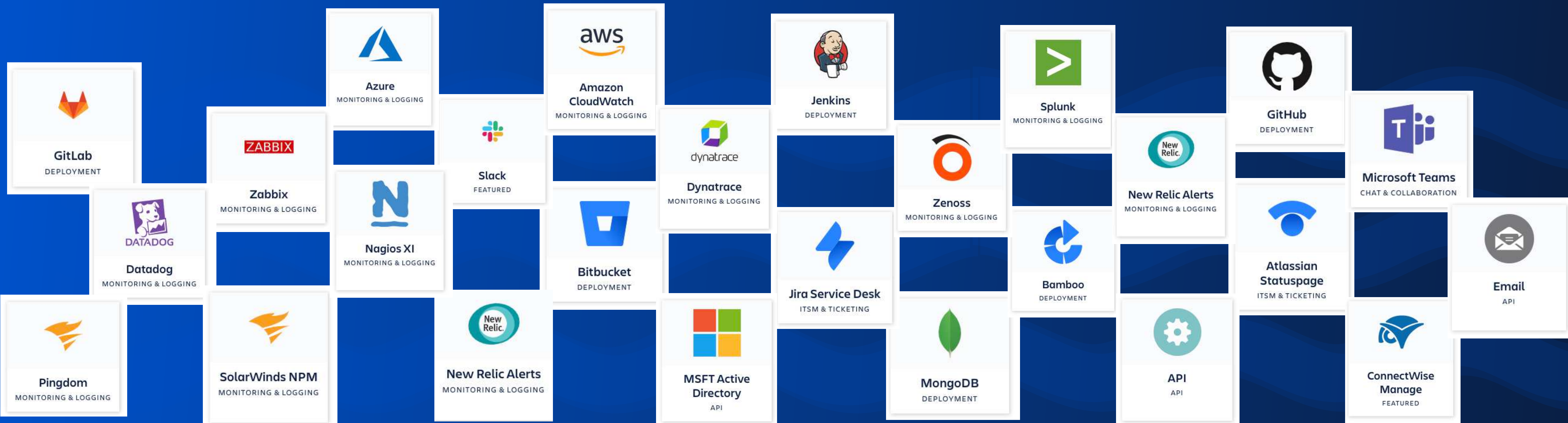
- Service insights that drive fast resolutions
- Visibility across teams
- Alerting & on call management

The screenshot displays the Jira Service Management interface for an incident titled "Billing system is sending duplicate bills to customers" (ITO-1062). The interface is divided into several sections:

- Left Sidebar:** Shows the "IT Operations" service project, a "Back to project" button, and a list of incidents categorized by status (STARRED, TEAM PRIORITY, MAJOR INCIDENTS) and time period (Ongoing, Past).
- Incident Details:** Shows the incident title, reporter (Jennifer Evans), and description: "Seems to be double billing our customers. We think it's associated to the new launch but are not certain. It started earlier this week and have noticed more customers calling about it." It also lists affected services, including "Billing" with 8 open incidents.
- Service Map:** A central diagram showing the "Transaction service" at the top, which is impacted. Below it are "Billing order fulfillment" and "Billing ux service". At the bottom are "Accounts service", "accounts-securekeystore", and "accounts-api-gateway".
- Right Sidebar:** Shows SLAs (4h Time to resolution, 2h Time to first response), assignee (Alana Grant), reporter (Jennifer Evans), and a detailed view of the "Transaction service" (CI-2594) with its status (IMPACTED), type (Technical service), and dependencies (Accounts service, Billing order fulfillment, Billing ux service).

# CAPTURE ALERTS AND NOTIFY THE TEAMS AT THE RIGHT TIME

## ⚡ Jira Service Management

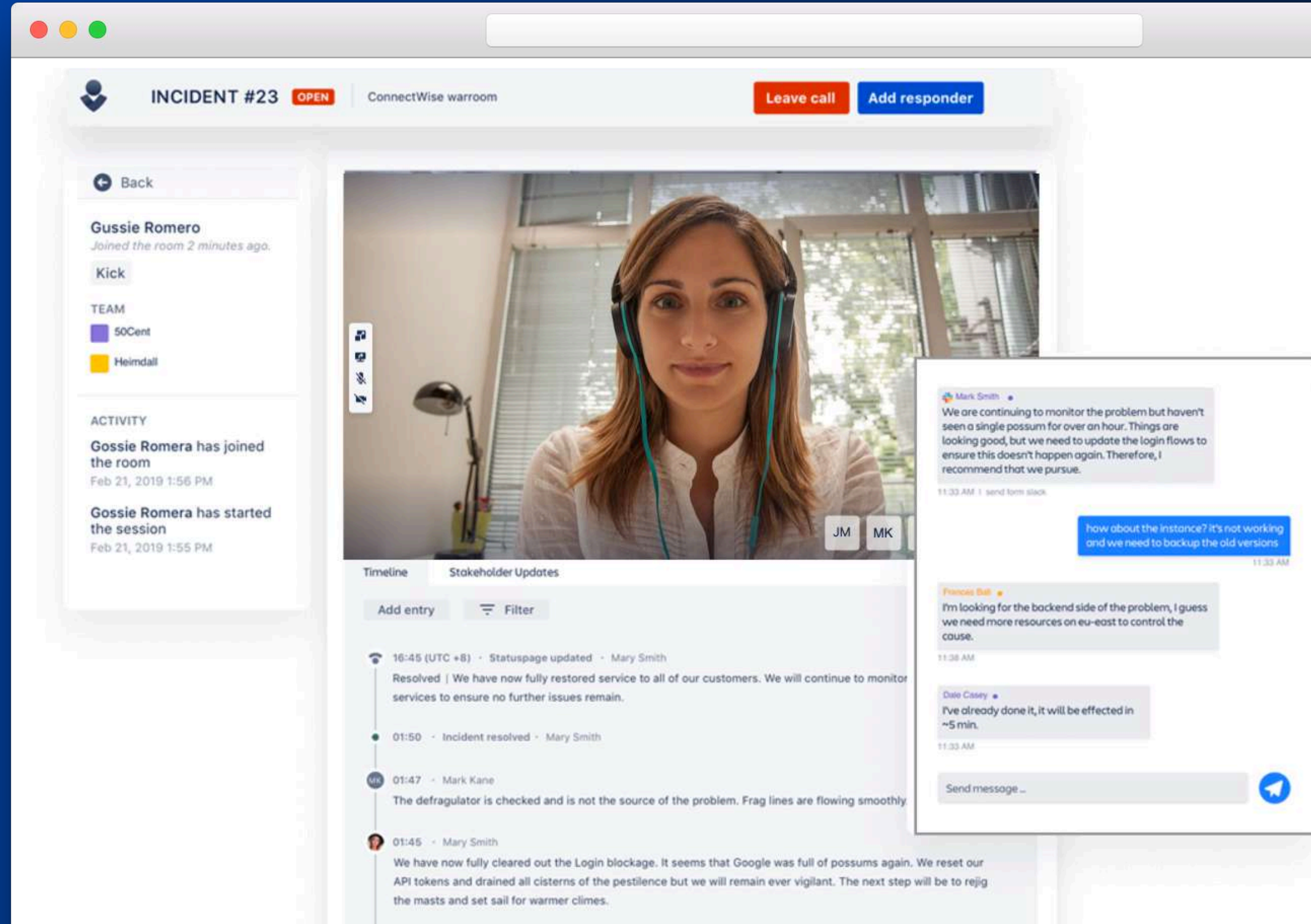


INTEGRATES WITH OVER 200 OF THE BEST MONITORING, ITSM, CHATOPS, AND COLLABORATION TOOLS.

# MAJOR INCIDENT RESPONSE FOR ALWAYS ON SERVICES

Escalate major incidents prompting the right Dev and Ops teams to immediately swarm to recover faster.

- Alerting & on-call management
- Incident collaboration and communication
- Investigation and response automation



**INCIDENT #23** OPEN | ConnectWise warroom Leave call Add responder

**Gossie Romero**  
Joined the room 2 minutes ago.  
Kick

**TEAM**

- 50Cent
- Heimdall

**ACTIVITY**

- Gossie Romera has joined the room  
Feb 21, 2019 1:56 PM
- Gossie Romera has started the session  
Feb 21, 2019 1:55 PM

**Timeline** | Stakeholder Updates

Add entry Filter

- 16:45 (UTC +8) - Statuspage updated - Mary Smith  
Resolved | We have now fully restored service to all of our customers. We will continue to monitor services to ensure no further issues remain.
- 01:50 - Incident resolved - Mary Smith
- 01:47 - Mark Kane  
The defragulator is checked and is not the source of the problem. Frag lines are flowing smoothly.
- 01:45 - Mary Smith  
We have now fully cleared out the Login blockage. It seems that Google was full of possums again. We reset our API tokens and drained all cisterns of the pestilence but we will remain ever vigilant. The next step will be to rejig the masts and set sail for warmer climes.

**Chat:**

- Mark Smith: We are continuing to monitor the problem but haven't seen a single possum for over an hour. Things are looking good, but we need to update the login flows to ensure this doesn't happen again. Therefore, I recommend that we pursue.  
11:33 AM | send form slack
- how about the instance? it's not working and we need to backup the old versions  
11:33 AM
- Francis Ball: I'm looking for the backend side of the problem, I guess we need more resources on eu-east to control the cause.  
11:38 AM
- Dale Casey: I've already done it, it will be effected in ~5 min.  
11:33 AM

Send message ...

MODERN OPERATIONS

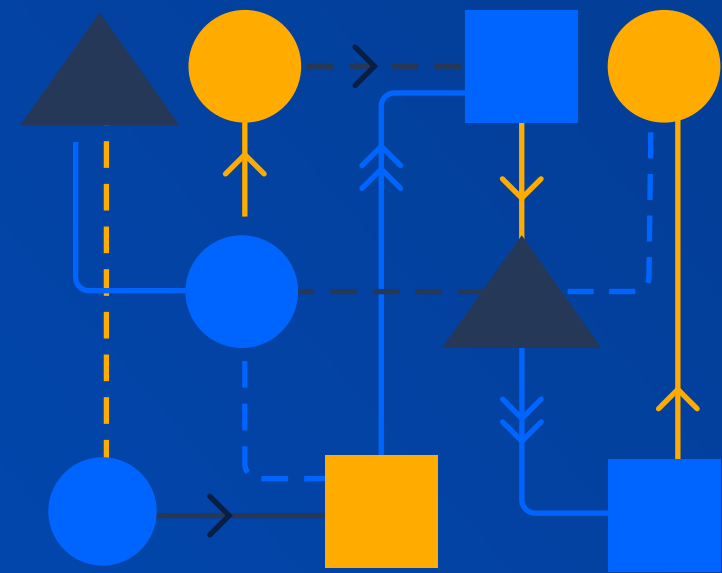
MODERN SUPPORT



# Change enablement

Jira Service Management

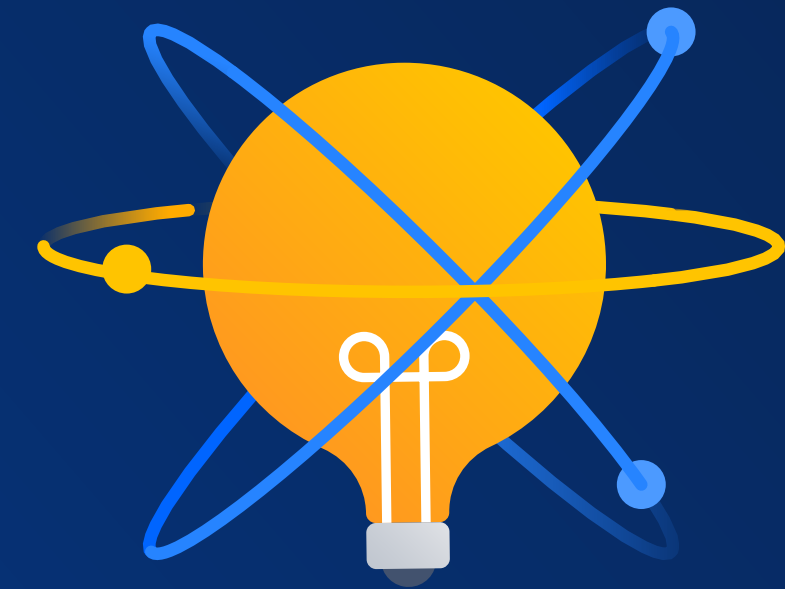
# Challenges with Change Management



Slow, heavyweight  
processes



Creates friction  
between dev and ops



Needs to balance risk  
with innovation



MODERN OPERATIONS

MODERN SUPPORT

IT Ops

Dev

CI/CD tools



APPROVED

SOAK

HIGH RISK



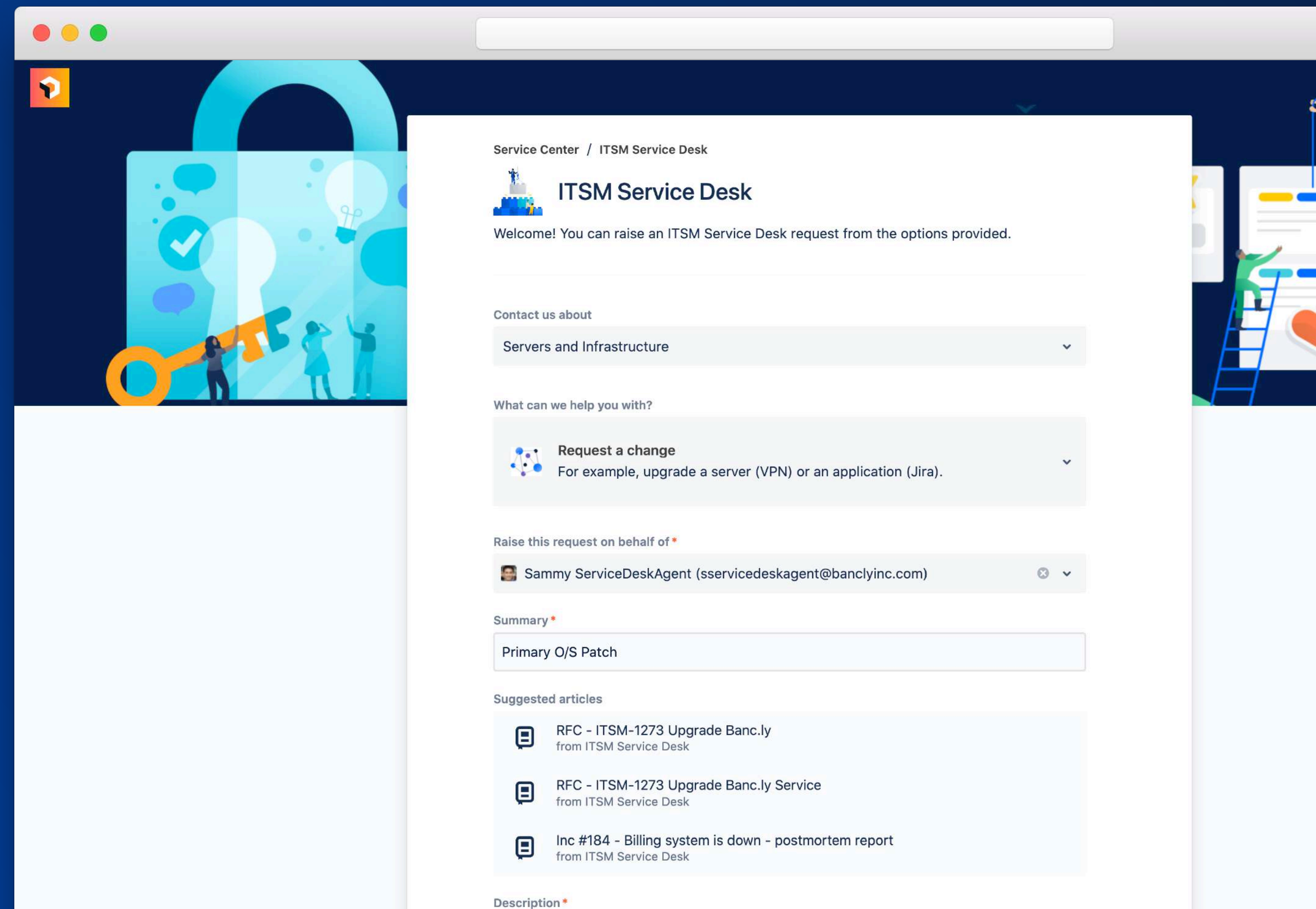
Staging



⚡ Jira Service Management

# INTAKE CHANGE REQUESTS EASILY

- Easily submit change requests in a self-service portal
- Automatically calculate change risk based on service tier and custom fields
- Link changes to development work



The screenshot shows a web browser window displaying the 'ITSM Service Desk' interface. The page title is 'Service Center / ITSM Service Desk'. Below the title, there is a welcome message: 'Welcome! You can raise an ITSM Service Desk request from the options provided.' The main content area is a form with several sections:

- Contact us about:** A dropdown menu with 'Servers and Infrastructure' selected.
- What can we help you with?:** A dropdown menu with 'Request a change' selected. Below it, a sub-menu item reads: 'For example, upgrade a server (VPN) or an application (Jira).'
- Raise this request on behalf of \*:** A dropdown menu with 'Sammy ServiceDeskAgent (sservicedeskagent@banclyinc.com)' selected.
- Summary \*:** A text input field containing 'Primary O/S Patch'.
- Suggested articles:** A list of three articles:
  - RFC - ITSM-1273 Upgrade Banc.ly from ITSM Service Desk
  - RFC - ITSM-1273 Upgrade Banc.ly Service from ITSM Service Desk
  - Inc #184 - Billing system is down - postmortem report from ITSM Service Desk
- Description \*:** A text input field (partially visible at the bottom).

# STREAMLINE CHANGE PLANNING THROUGH COLLABORATION

- Improve complex planning with:
  - Change templates
  - Peer review and feedback, in real-time
  - Improved visibility
  - Reference documentation



The screenshot shows a web application interface for change management. On the left is a sidebar with navigation options: 'Infrastructure Change...', 'Blog', 'Analytics', 'Space Settings', 'SPACE SHORTCUTS', 'Add shortcut', 'PAGES', 'Practices', 'How-to articles', 'Decision log', 'Release planning', 'IT Infrastructure Change pla...', 'RFC-12/14/19 -TIS Web...', 'RFC 031520 - eCommer...', 'AWS migration for Arizo...', 'FinServer Major Applica...', 'HR analytics and reporti...', 'RFC 031520 - xyz upgra...', 'Webstore purchasing se...', and 'Major Change Post Impleme...'. The main panel is titled 'Change details' and contains a table with the following rows:

Summary	Some access and performance issues related to the TIS Web Store portal have been identified as a result of an... completed the E-comm services business review and we have sign-off from the business and security to proce...
Impacted services	WEB STORE WEB PORTAL ORACLE DB
Change categorization	NORMAL
Change Risk level	8 - MEDIUM Change Risk Assessment
Change Request	ASM-363: Webstore Purchasing Services catalog upgrade TRIAGE
Driver (incidents or problem)	ASM-356: Webportal access error message 234234 OPEN
Reviewers	Application systems: Alana Grant
Informed / Stakeholders	Business lead: Mitch Davis
Time for Schedule Change	Start: Jun 16, 2020 12am PST Stop: Jul 16, 2020 5am PST

Below the table is a section titled 'Change implementation tasks' with a table:

Task impact	Description	Team	Assignees	Notes / Linked tasks
NO I...	Security team review and feedback	Security	@Toni Varela	ASM-365: Review security implicat OPEN

# CONTEXT AND AUTOMATION FOR SMARTER DECISIONS

- Approve standard changes with no-code automation:
  - Assess change risk
  - View impacted services
  - Classify and prioritize changes
  - Automatic approvals
- Gain context for smarter decision making with Insight CMDB

The screenshot shows the Jira Automation interface for a rule named "Standard change - auto-approve" in a "DRAFT" state. The rule is configured for the "IT Change Enablement (ICM)" app. The rule flow consists of the following steps:

- When: Issue created**: Rule is run when an issue is created.
- If: Change type is one of**: Standard
- Then: Transition the issue to**: IMPLEMENTATION
- And: Add comment to issue**: This is an automated message to tell you that your request for change is per-approved and ready for

The right-hand panel shows the "Rule details" section with the following information:

- Name**: Standard change - auto-approve
- Description**: when IT staff submit a new standard change request it is automatically approved and transitioned to Implementation.
- Scope**: IT Change Enablement (ICM). Scope can only be modified in the global administration.
- Allow rule trigger**:  Check to allow other rule actions to trigger this rule. Only enabled if you need this rule to execute in response to another rule.
- Notify on error**: E-mail rule owner once when rule starts failing after success
- Owner**: A User. The owner will receive emails when the rule fails.
- Created**: a minute ago
- Actor**: Automation app user

At the bottom of the rule details, there is a note: "The rule actor is the user who will perform actions defined in the rule. For example if your rule includes the 'Add comment to issue' action, the actor will be the user who created the rule." The actor is currently set to "Automation app user".

# SPEED DEPLOYMENTS WITH DEVOPS CHANGE

- Automatically pull in change details into popular CI/CD tools
- Developers can create and track change requests, without leaving the CI/CD tool
- Once approved, deployments are automatically ungated and changes are pushed into production

The screenshot displays the Bitbucket Pipelines interface for a repository named 'open-webstore'. The main content area shows a pipeline run #178 that is currently paused. A prominent yellow warning box indicates a 'Change request pending', stating that a change request is pending for this deployment and will automatically resume once complete. Below this, a commit entry is shown: '7dcfae7 EPD-41 product\_inventory\_DB edited online with Bitbucket' on the 'master' branch, with a timestamp of 20 seconds and 8 minutes ago. The pipeline steps are visible at the bottom: Step 1 is completed (19s), Step 2 is paused (OPS-12323 - Change request), and Step 3 is not yet started. On the right side, a terminal window shows the 'Build' output, including build setup commands like 'umask 000', 'git clone', 'git reset', and 'git config'.

MODERN OPERATIONS

MODERN SUPPORT



# Atlassian Analytics

Powered by Atlassian Data Lake

Dashboard

### Bancly transaction team dashboard

Issues resolved this month

93

Incidents this month

12

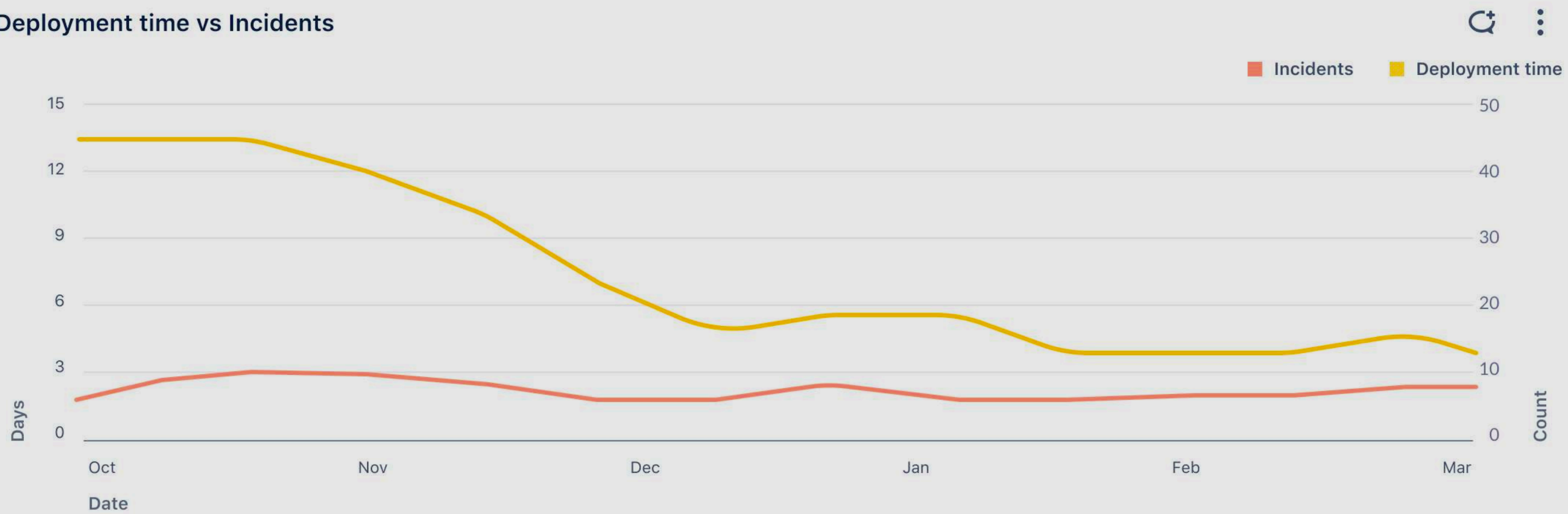
Changes this month

25

Open bugs

42

#### Deployment time vs Incidents



- Chart
- Control
- Ruler
- Text
- Link
- Image
- Refresh data
- Comments
- Share
- Download
- Subscriptions
- Settings

Dashboard IT Leadership dashboard

Date range Nov 21, 2021 - Mar 30, 2022

Incidents 9

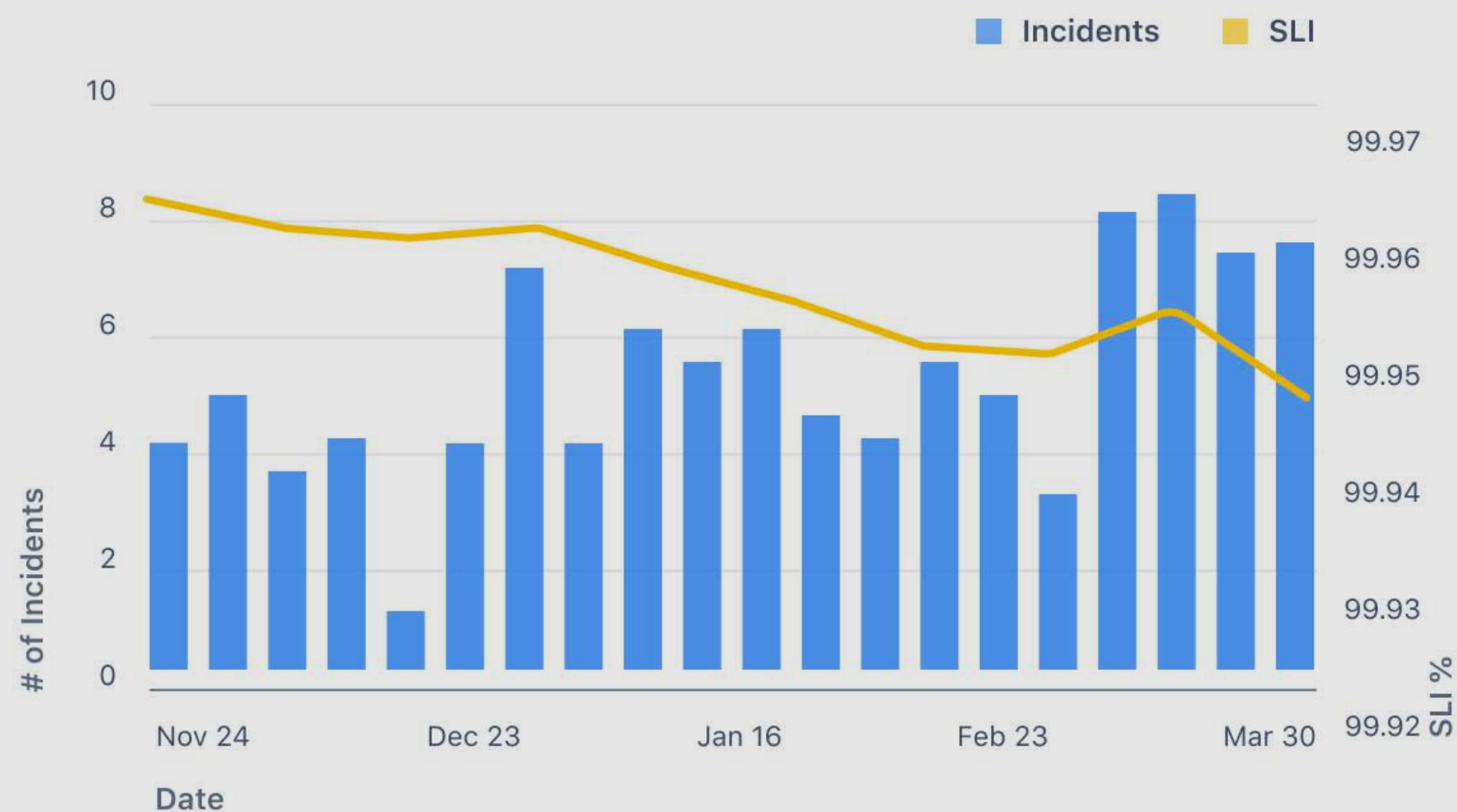
Availability 99.94%

Performance (apdex) 0.68

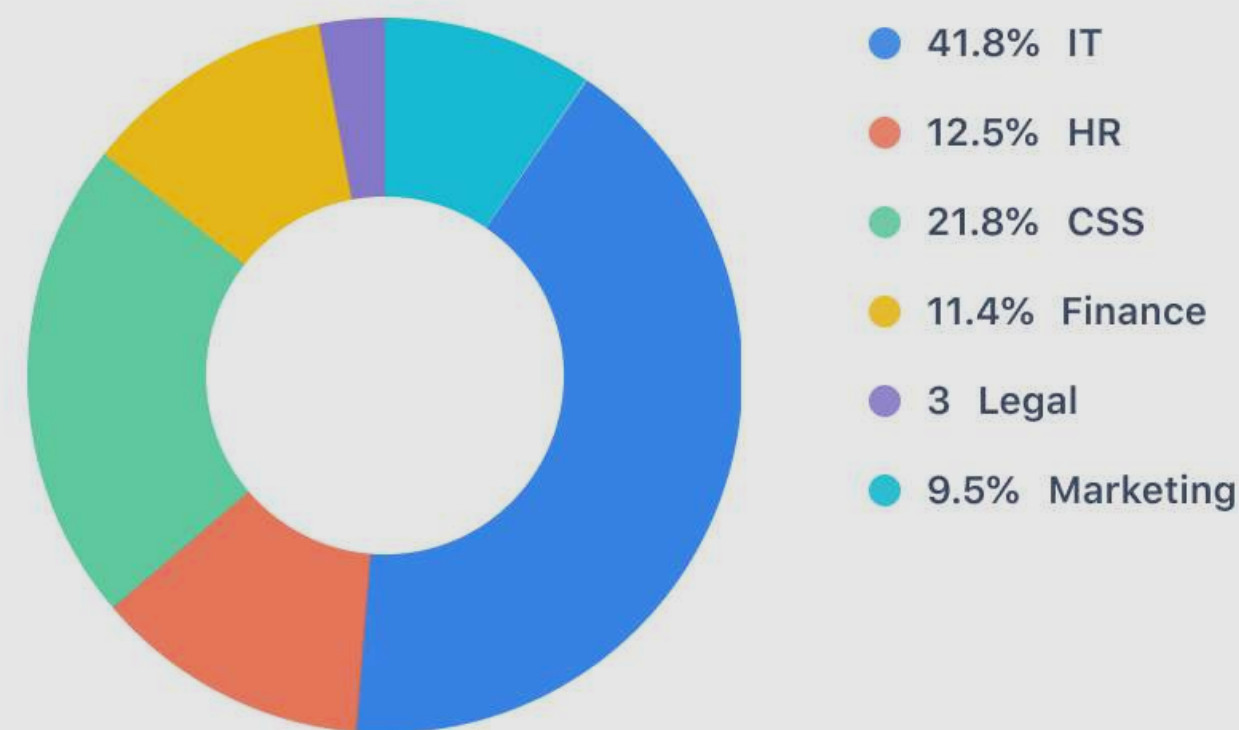
Security issues 5

Expenses 2.65m

Incidents and System availability (Visual mode)



Application cost



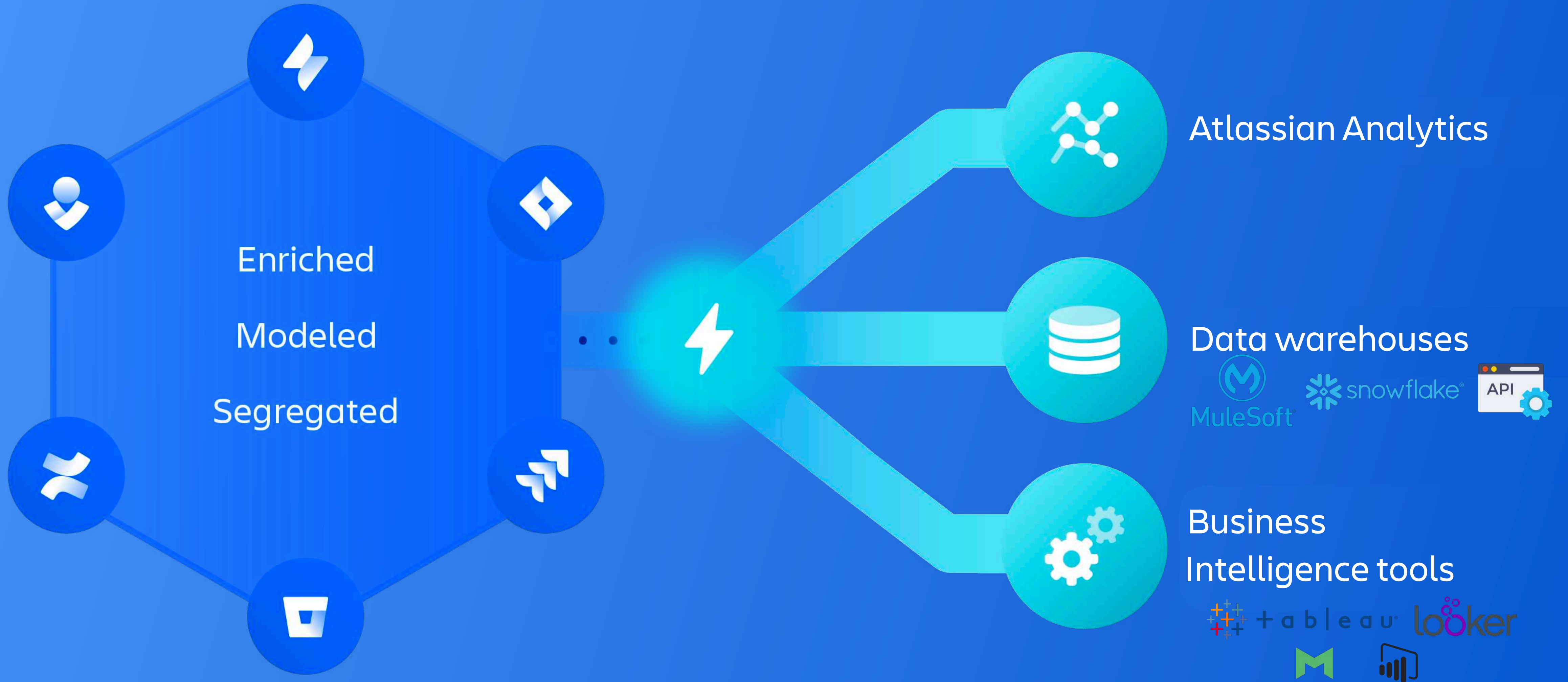
- Chart
- Control
- Ruler
- Text
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- Comments
- Share
- Download
- Subscriptions
- Settings



MODERN OPERATIONS

MODERN SUPPORT

Unified data lake



# Team aligned flow of work

CIO, CTO, VP, PMO



Jira Align

PM, DESIGN, PGM



DEV, TEST, SRE



OPS, INFRA, SUPPORT



DISCOVER

PLAN

TRACK

CODE

RELEASE

MONITOR

RESOLVE

PROBLEM

CHANGE

CONFIG

REQUEST



Jira Software



Confluence



Trello



Bitbucket



Statuspage



Jira Service Management

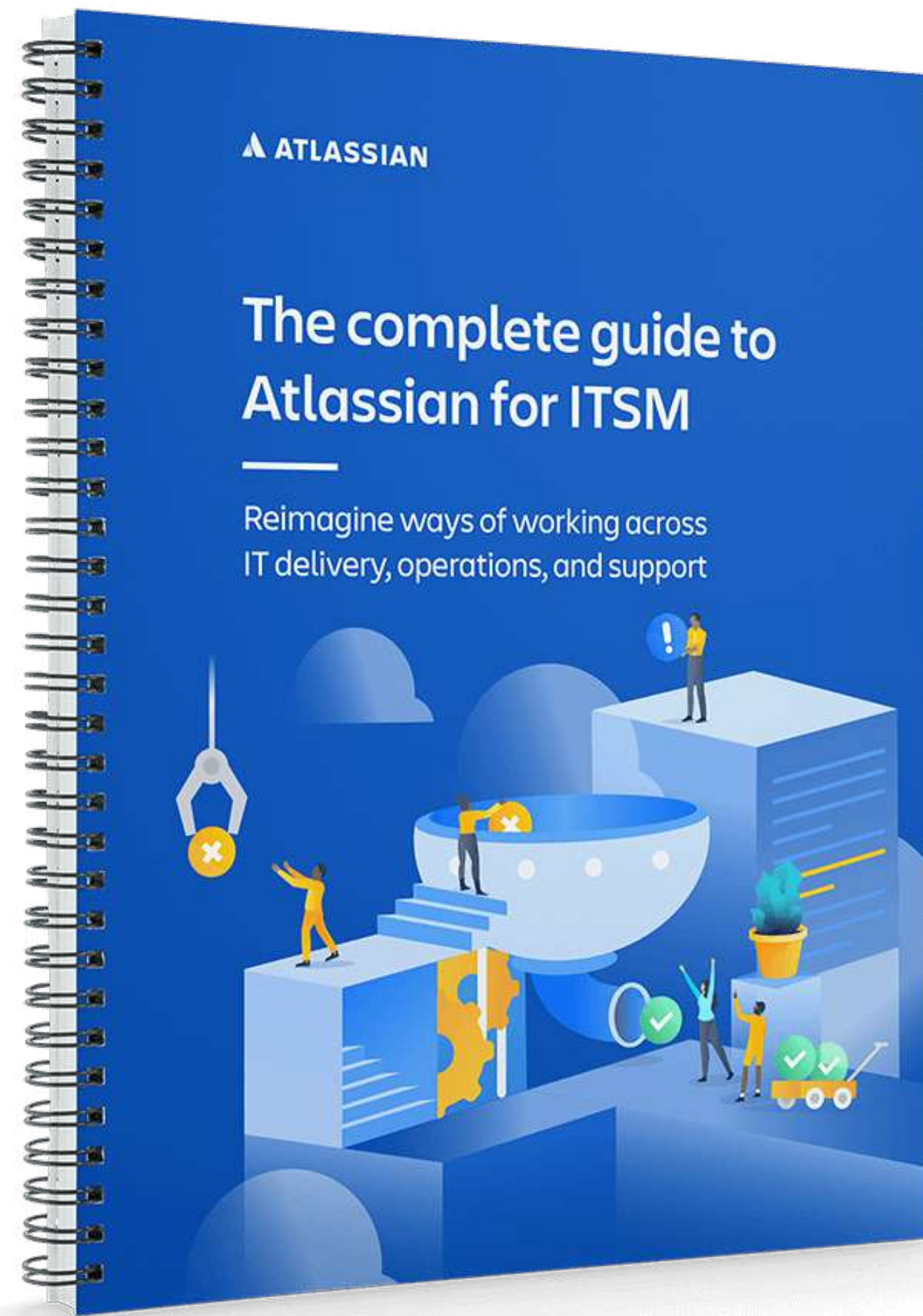
business flow of work

dev flow of work

IT flow of work

 **ATLASSIAN CLOUD PLATFORM**

# ATLASSIAN COMPLETE GUIDE TO SERVICE MANAGEMENT



Reimagine **ways of working** across your IT delivery, operations and support teams.

<https://www.atlassian.com/whitepapers/complete-guide-itsm>