

Enterprise Agility with Atlassian



ANDRÉ PALMA | CHANNEL MANAGER

Atlassian, in a snapshot



Founded in 2002 in Sydney

12 offices worldwide

5,000+ marketplace apps

Serving **80%** of the Fortune 500

8,000+ employees 700+
partners

230K+ customers Used in **190+** countries

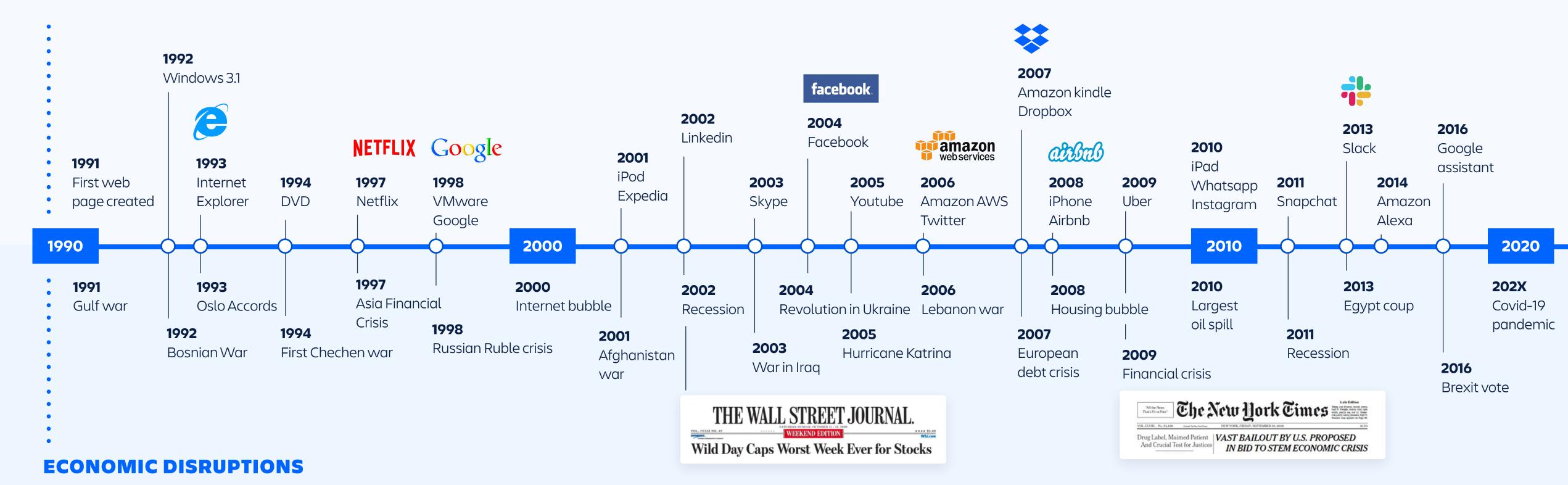
A history of **REVENUE** \$1B profitable investments **REVENUE** Free **Cloud Premium** & Enterprise 50,000 **CUSTOMERS ACQUIRED TRELLO DIVEST STRIDE** Enter **ITSM** Marketplace **DATA CENTER** \$100M **CLOUD** 5,000 **REVENUE Enterprise Support CUSTOMERS** \$10 starter Channel CONFLUENCE **JIRA BORN** FY2002 FY2018 FY2021 FY2003 FY2004 FY2005 FY2006 FY2007 FY2008 FY2009 FY2010 FY2011 FY2012 FY2013 FY2014 FY2015 FY2016 FY2017 FY2019 FY2020

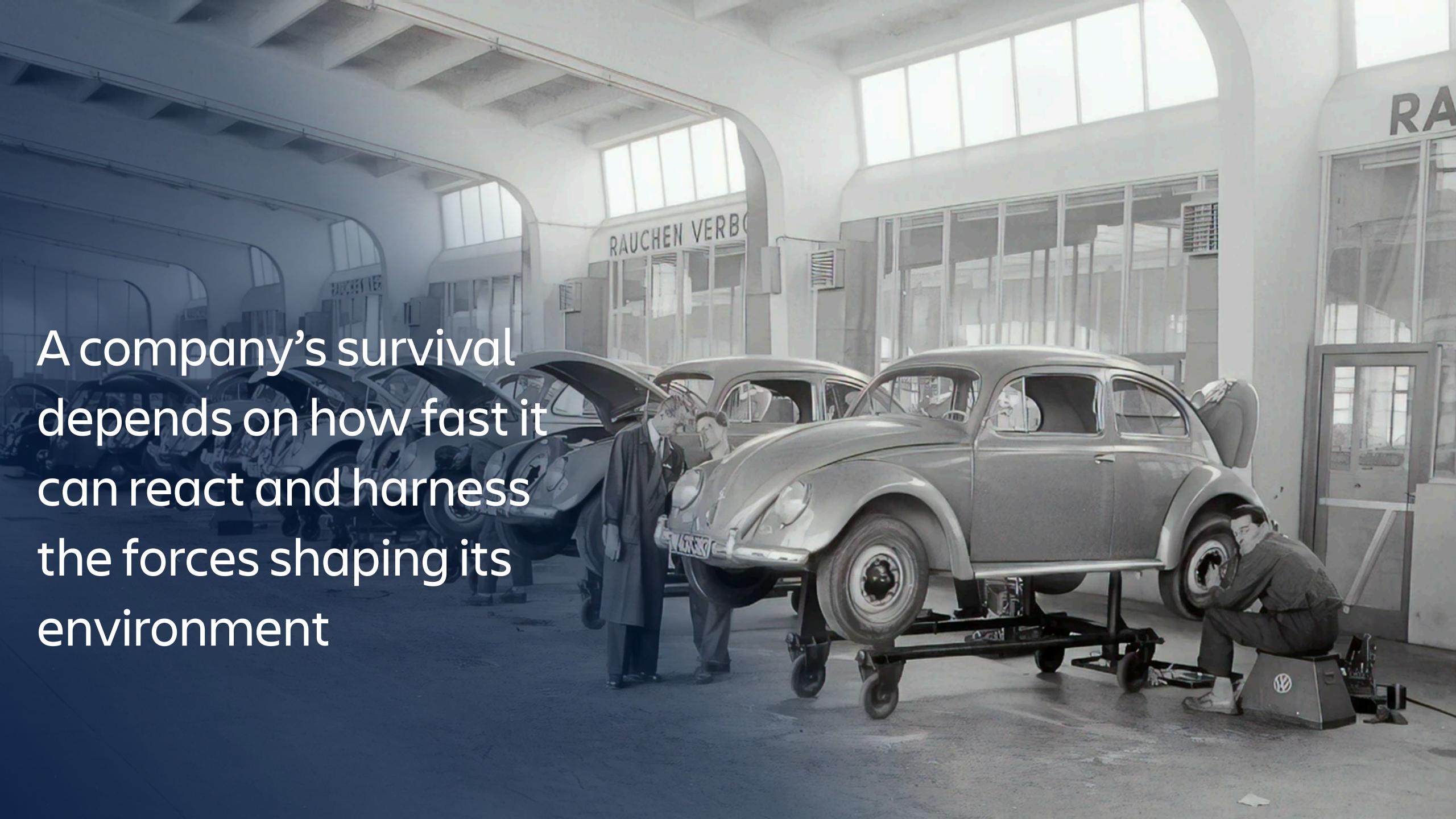
\$2B



IT IS NOT A QUESTION OF WHEN CHANGE WILL HAPPEN

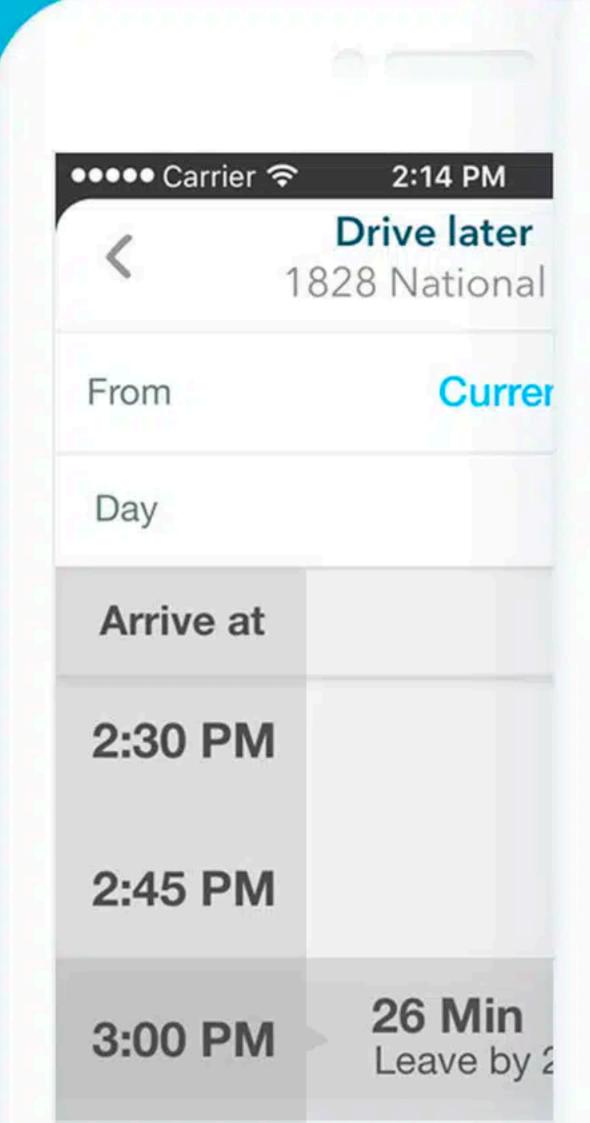
TECHNOLOGY DISRUPTIONS

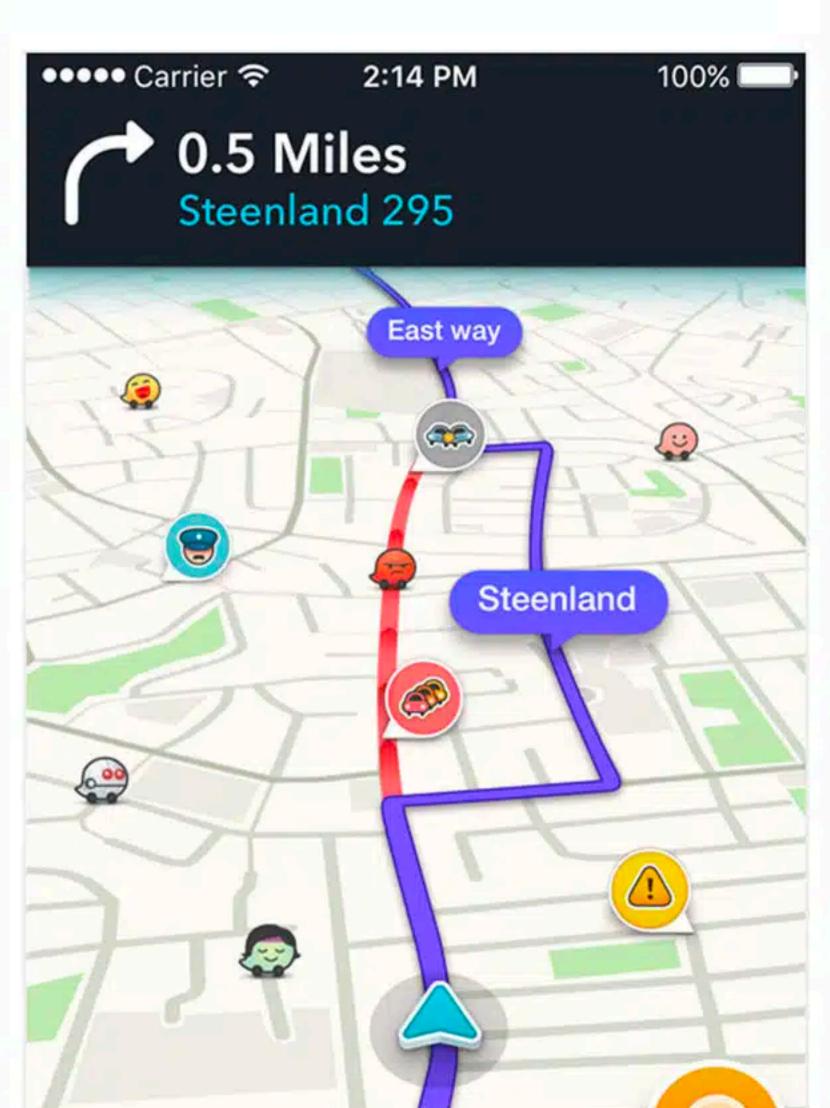


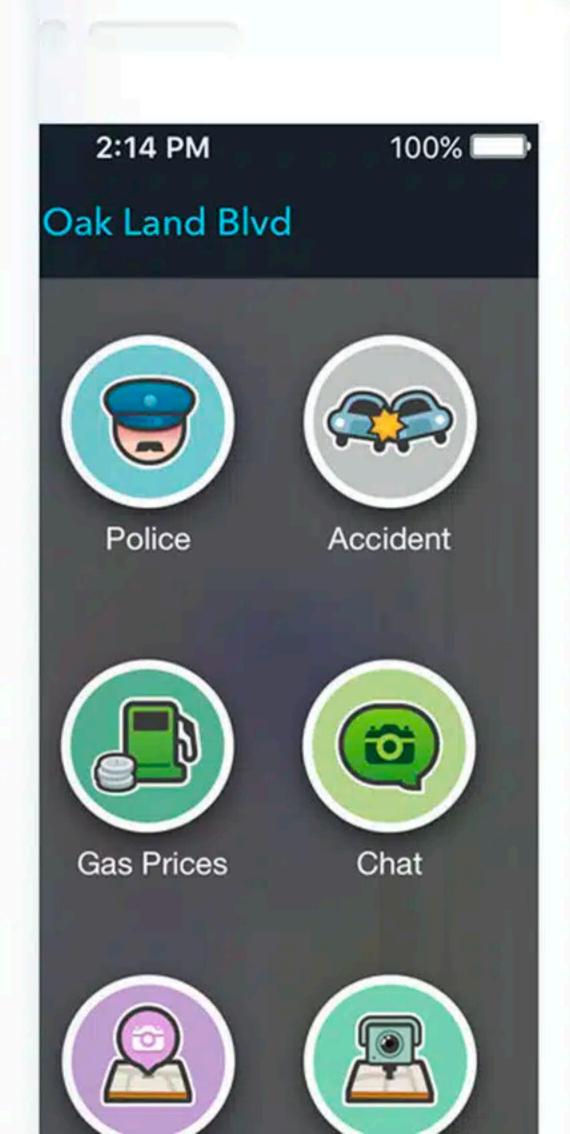












Purposes & Objectives





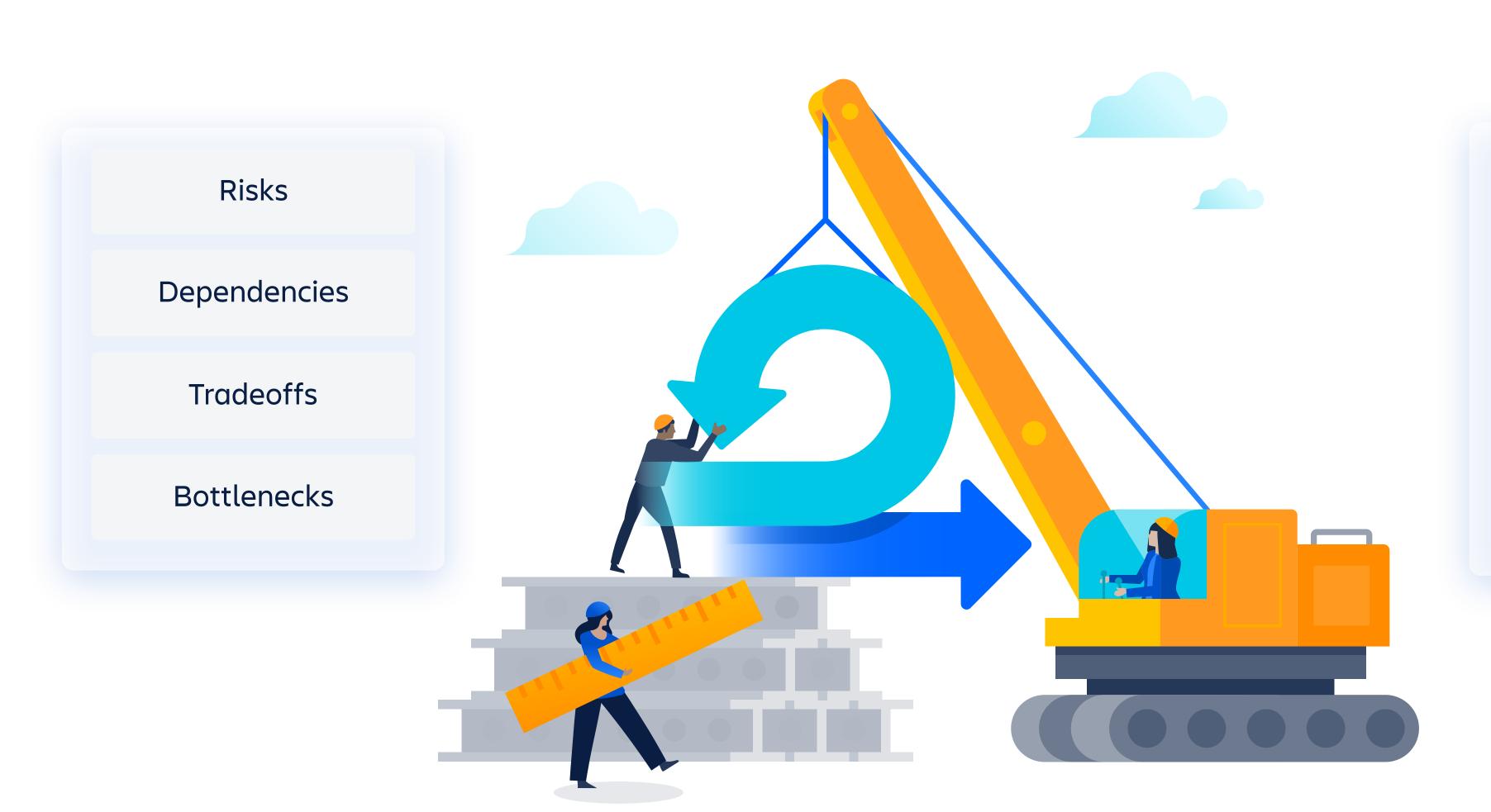
One possible way for organizations to successfully fulfill their purposes and objectives, adapting when necessary,

is to adopt a flexible and agile approach to its operations.

This means being open to feedback, learning from mistakes, and embracing change as an opportunity for improvement.

By doing so, organizations can respond quickly and effectively to changing customer needs, market conditions, and technological innovations.

The larger the org, the more difficult it gets

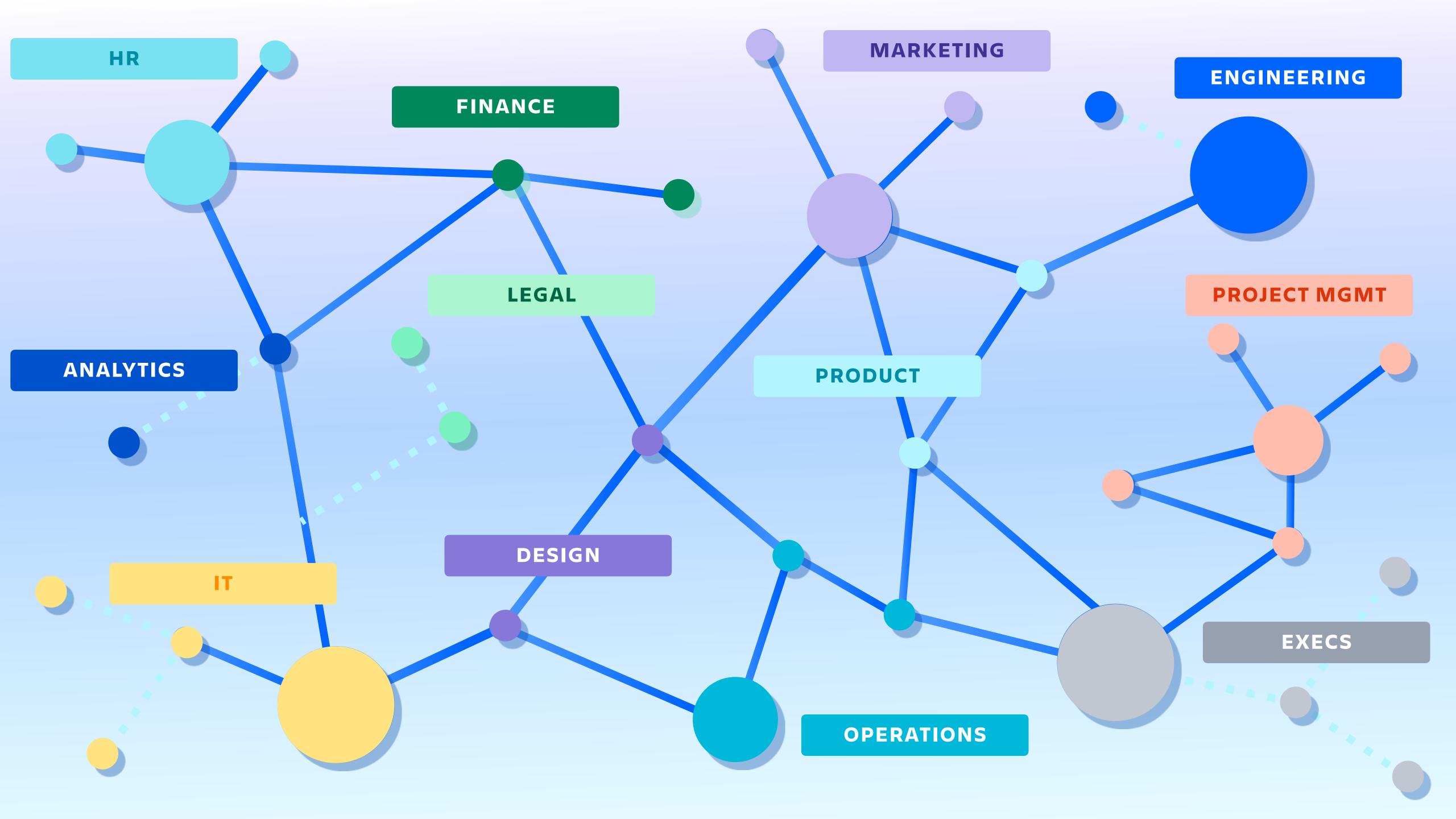


Budgets

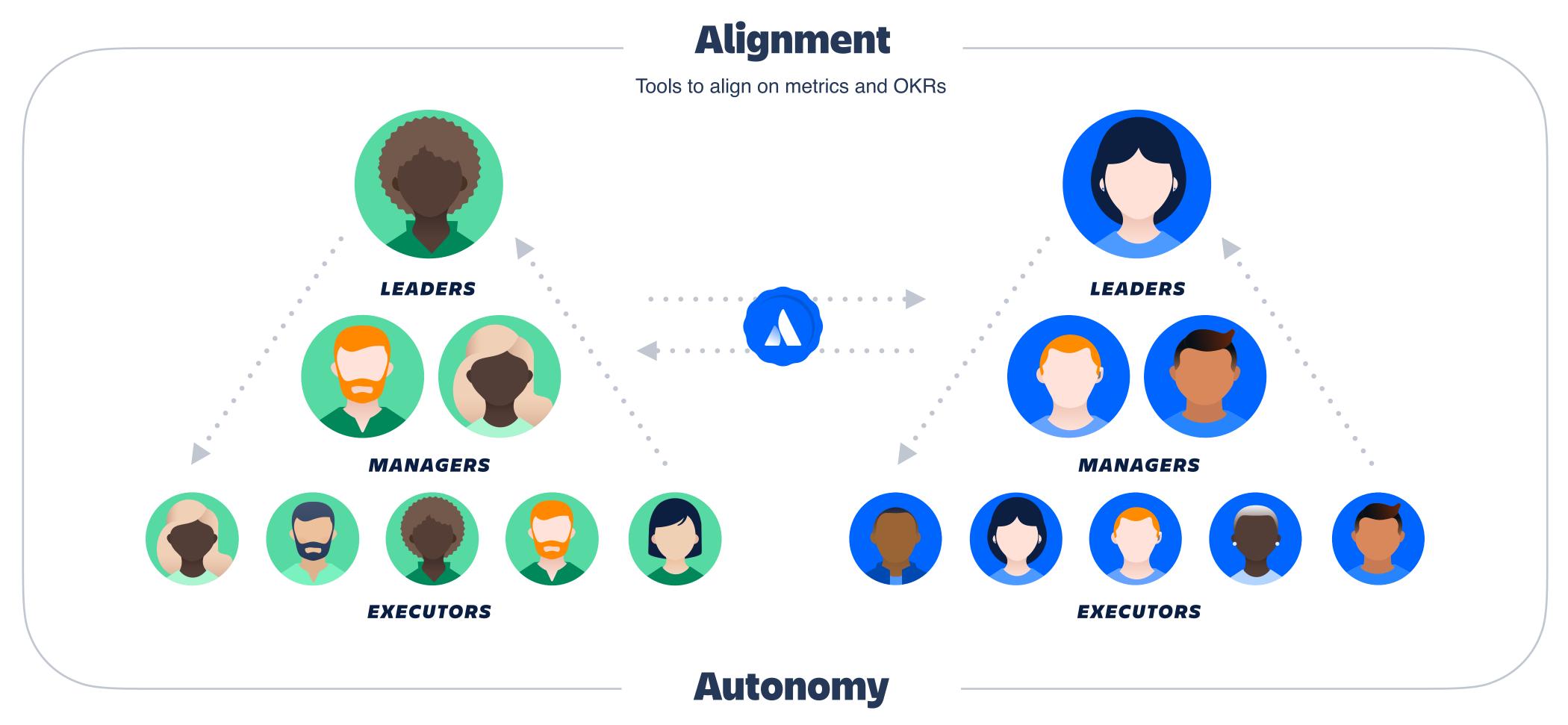
Capacity Planning

Roadmaps/Forecasts

Objectives

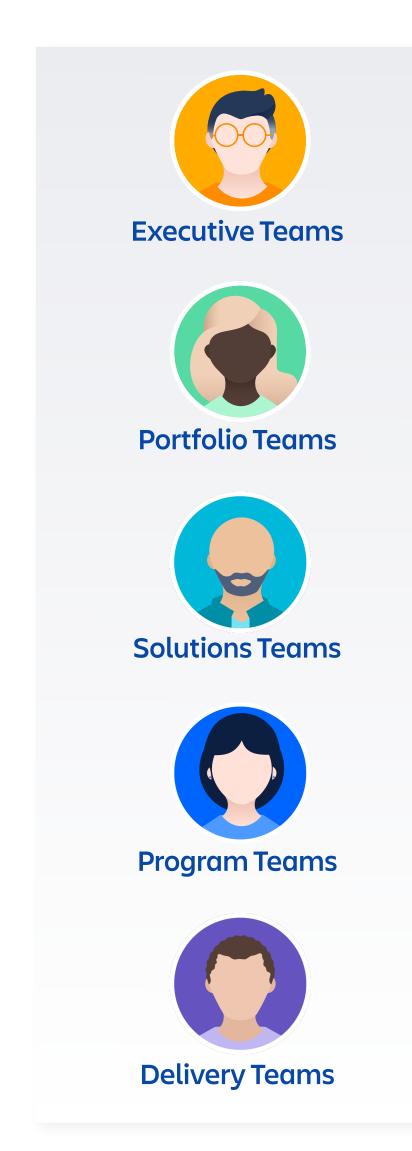


Tops down & bottoms up



Tools to execute, plan, and orchestrate with open collaboration

Knowledge must flow seamlessly to scale



Slides

Spreadsheets

Custom Dashboards

Transformation Assessments

Custom Reports

Slides

Local Documents

Slides

Spreadsheets

PMM Solution

Emails

Roadmap Tool

Dependency Emails

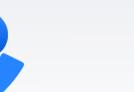
Time Tracking











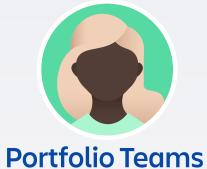






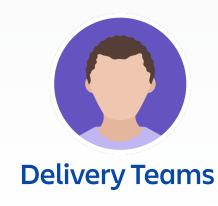
The shared platform for Enterprise Agility















Fully sync people, work, and time

Cross-team and cross-functional collaboration

Real-time analysis

Single source of truth

Built top-down to link strategy to execution



OUTCOMES

Enhance ability to deliver

Balance capacity and demand

Connect strategy and execution

Improve customer satisfaction

Increase transparency

Optimize value delivered within budgets

Improve operational excellence

Business intent and strategy defined, and purpose flows to teams



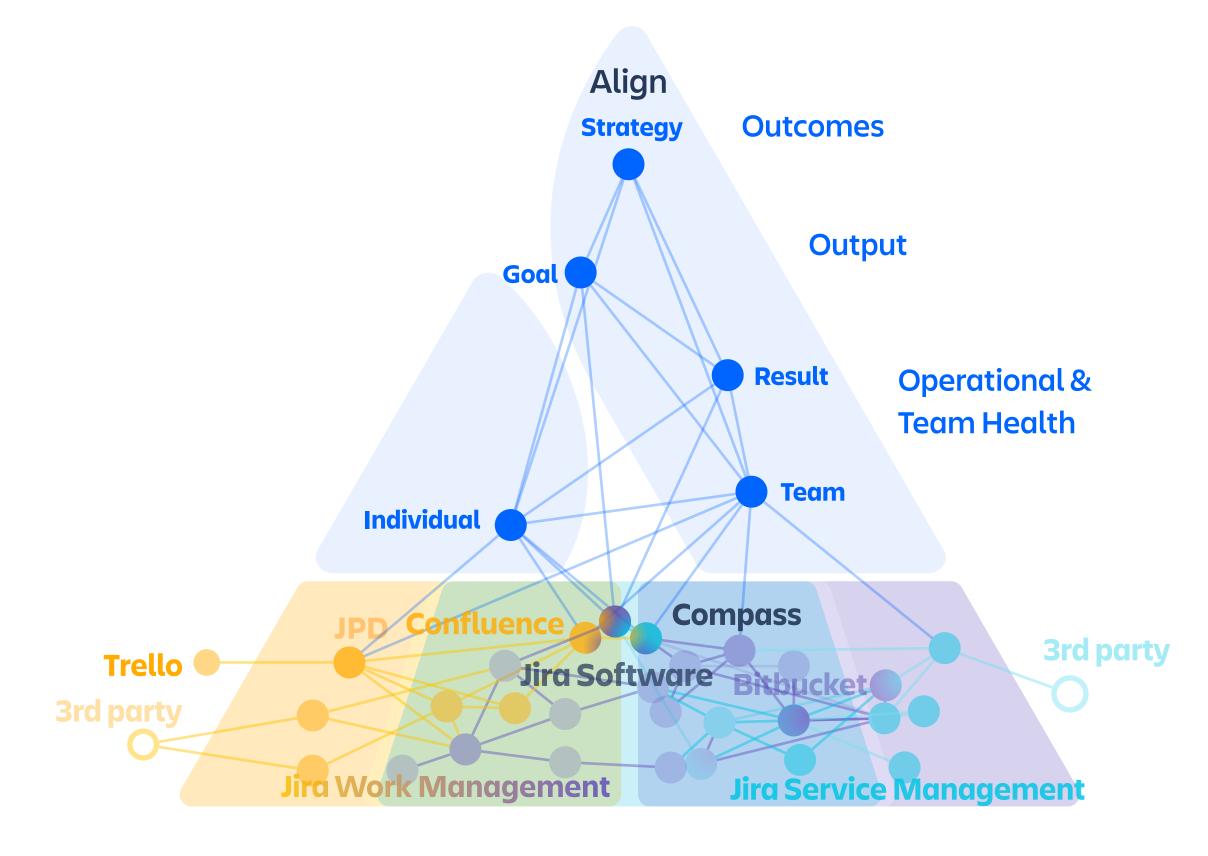
Status, results, and outcomes flow across the enterprise

OUR UNIQUE APPROACH

Atlassian is more than just a software company. We're a platform for open work built with teamwork at its core.



Connected Data Foundation



Discover → **Deliver** → **Operate**

Open Toolchain

A new system of record





Executives

Are the initiatives we're invested in aligned with our strategy? Are our teams effective?



Portfolio Managers

How much value am I getting from my investments? Should we pivot or persevere?



Product Managers

Where is this feature in development?
Has it been deployed or delivered?
Where can I see it deployed?



Delivery Teams

Why am I building this feature? Who asked for it? Who's it for? Is it being used?



Operations

Who pushed this new release to production?
I need all of my front-end apps to go through some new testing.

Key attributes of Enterprise Agility



VISIBILITY

Can I see what my teams are working on?



CONFIDENCE

Will work be delivered on time & on-budget? Are we working on the right things?



ALIGNMENT

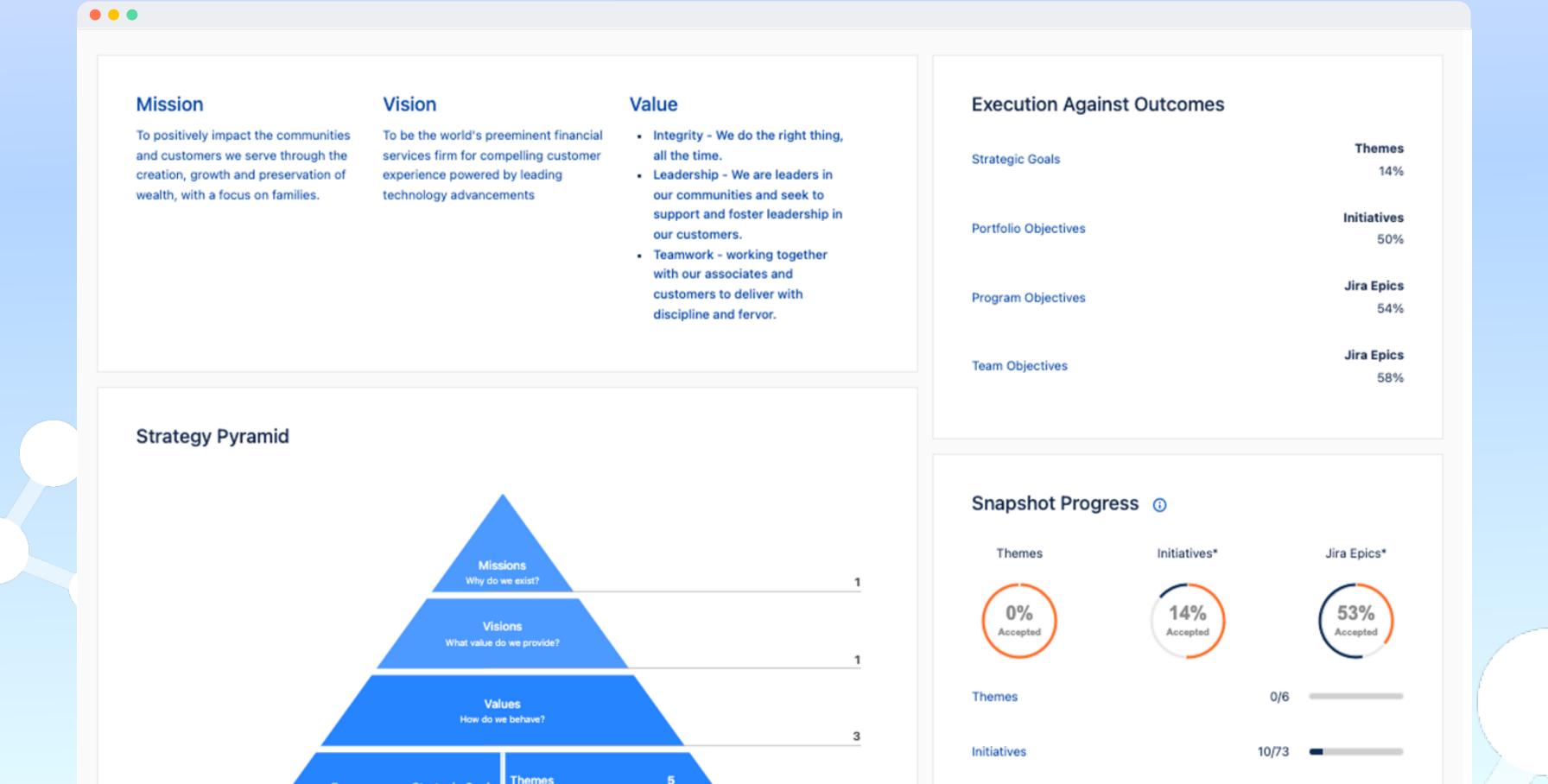
Does work connect to the big picture?



LEARNING

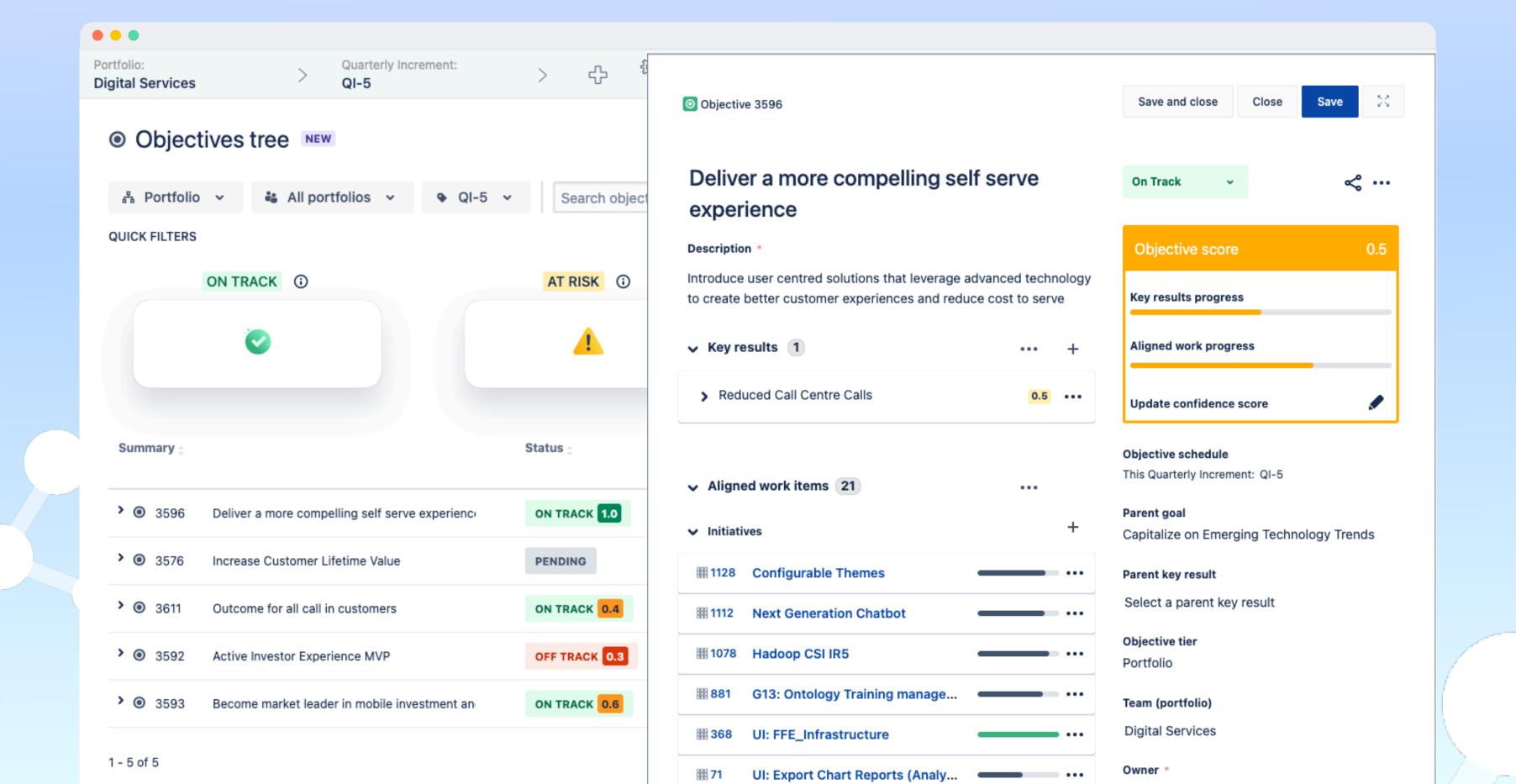
Are we continuously improving?

Connect strategy with real-time data at all levels of the enterprise and enable strategic planning, analysis, forecasting, and execution



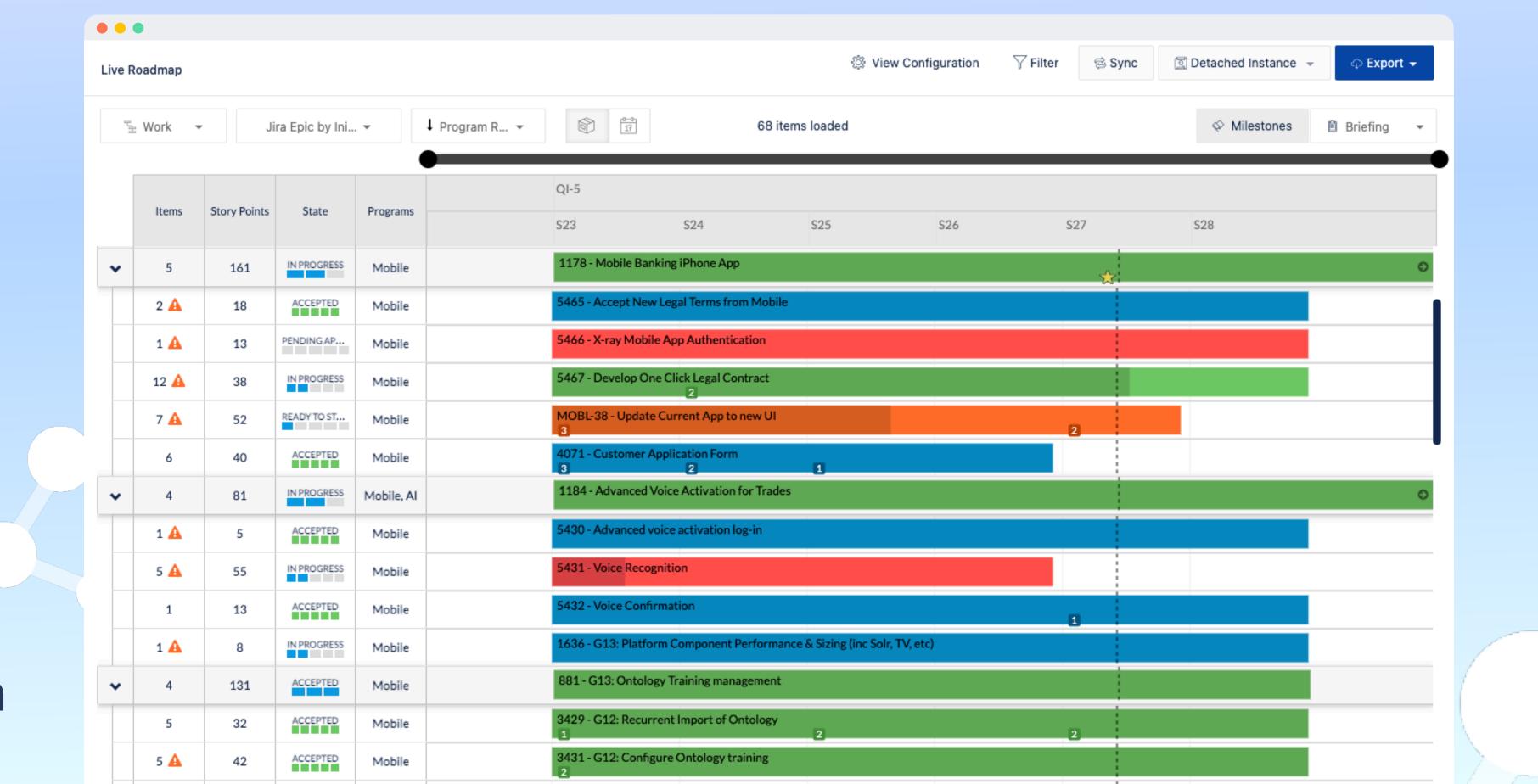


Confirm how teams are tracking toward key objectives. Know what is on track, at risk, or off track



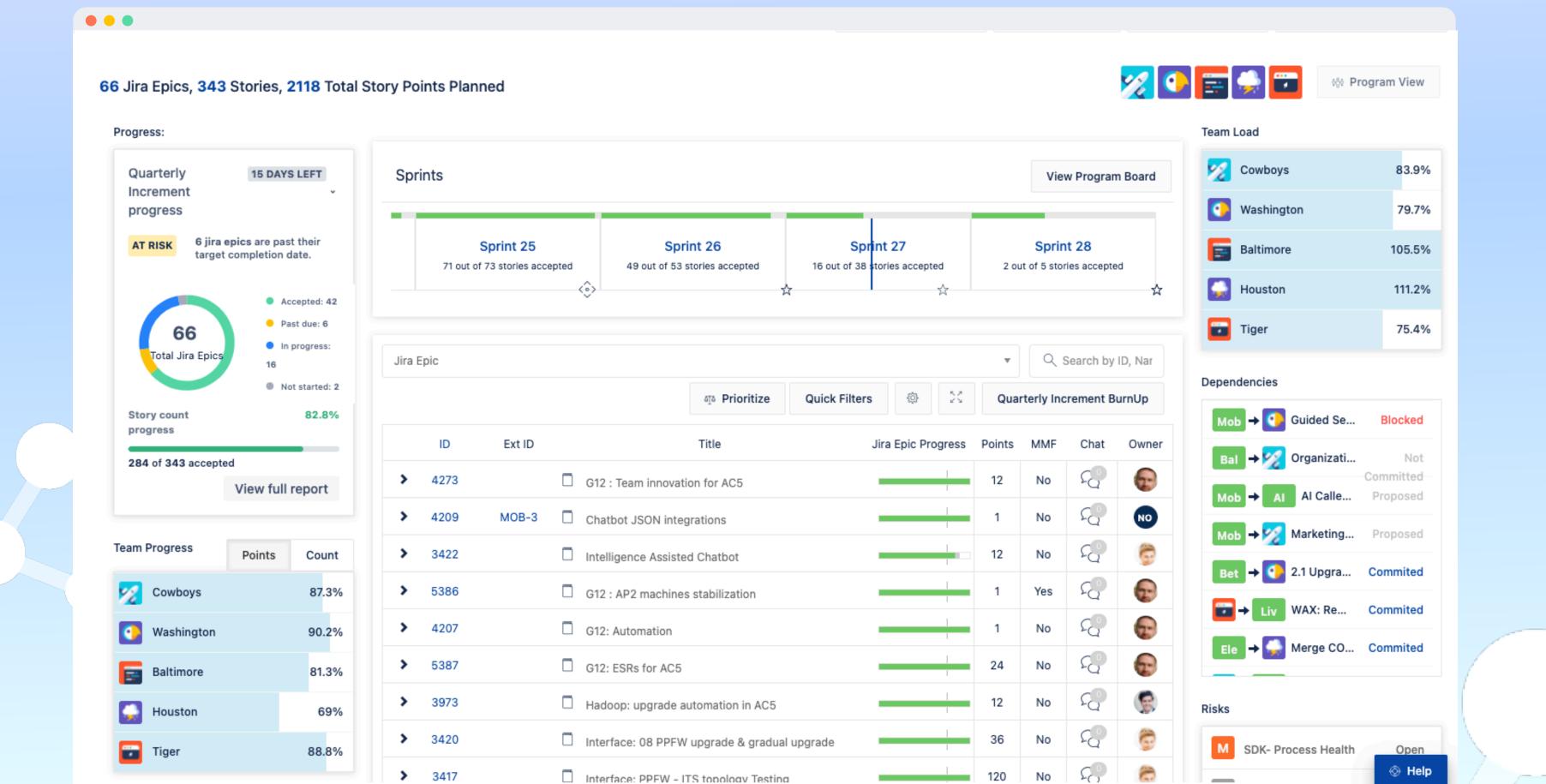


Get a cascading view of major organizational plans. View live updates to cross-organizational commitments on the roadmap.

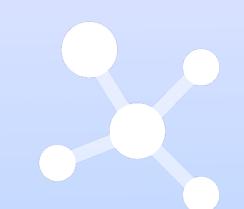




View teams through a single pane of glass. Balance capacity and demand

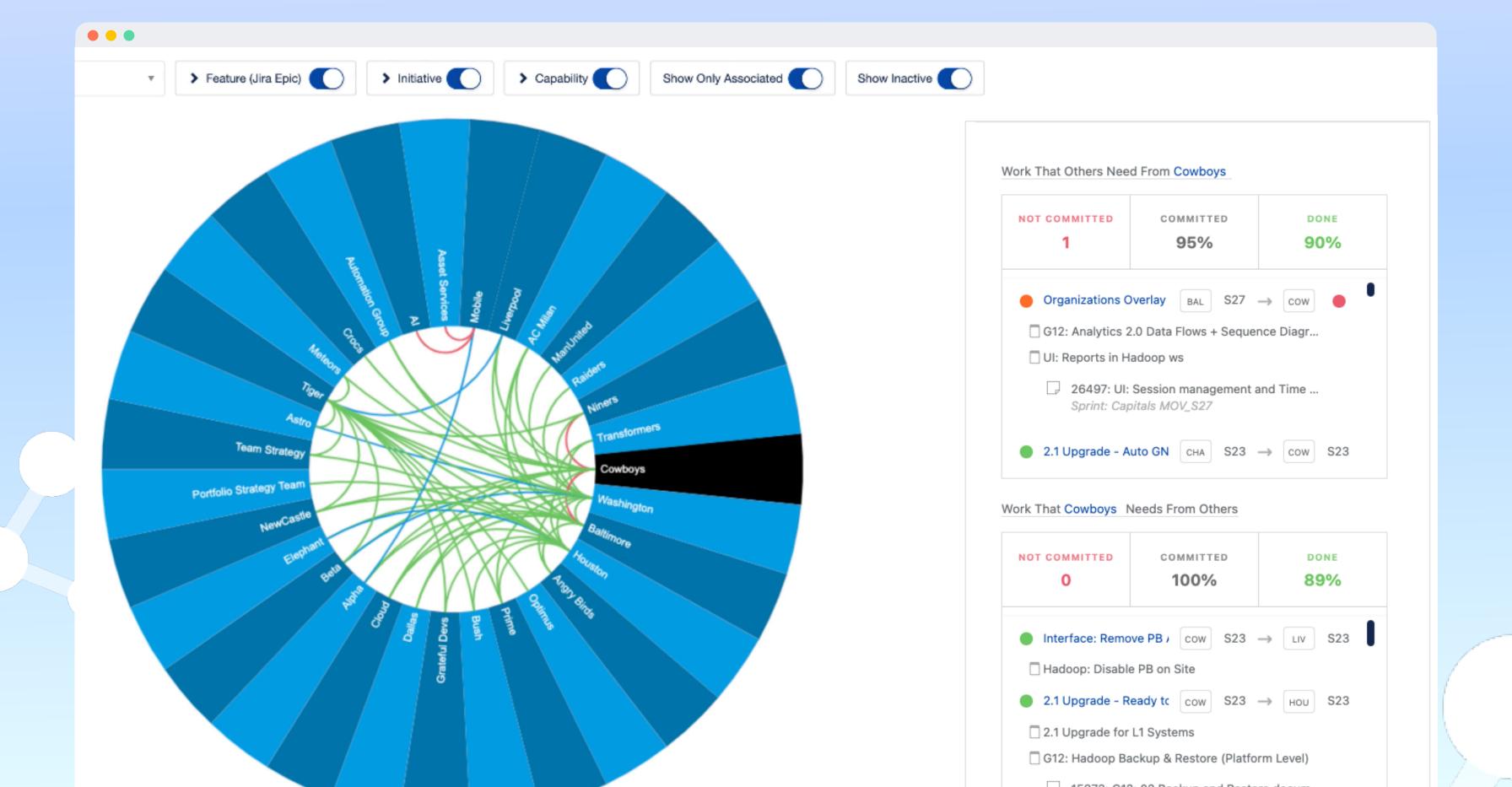






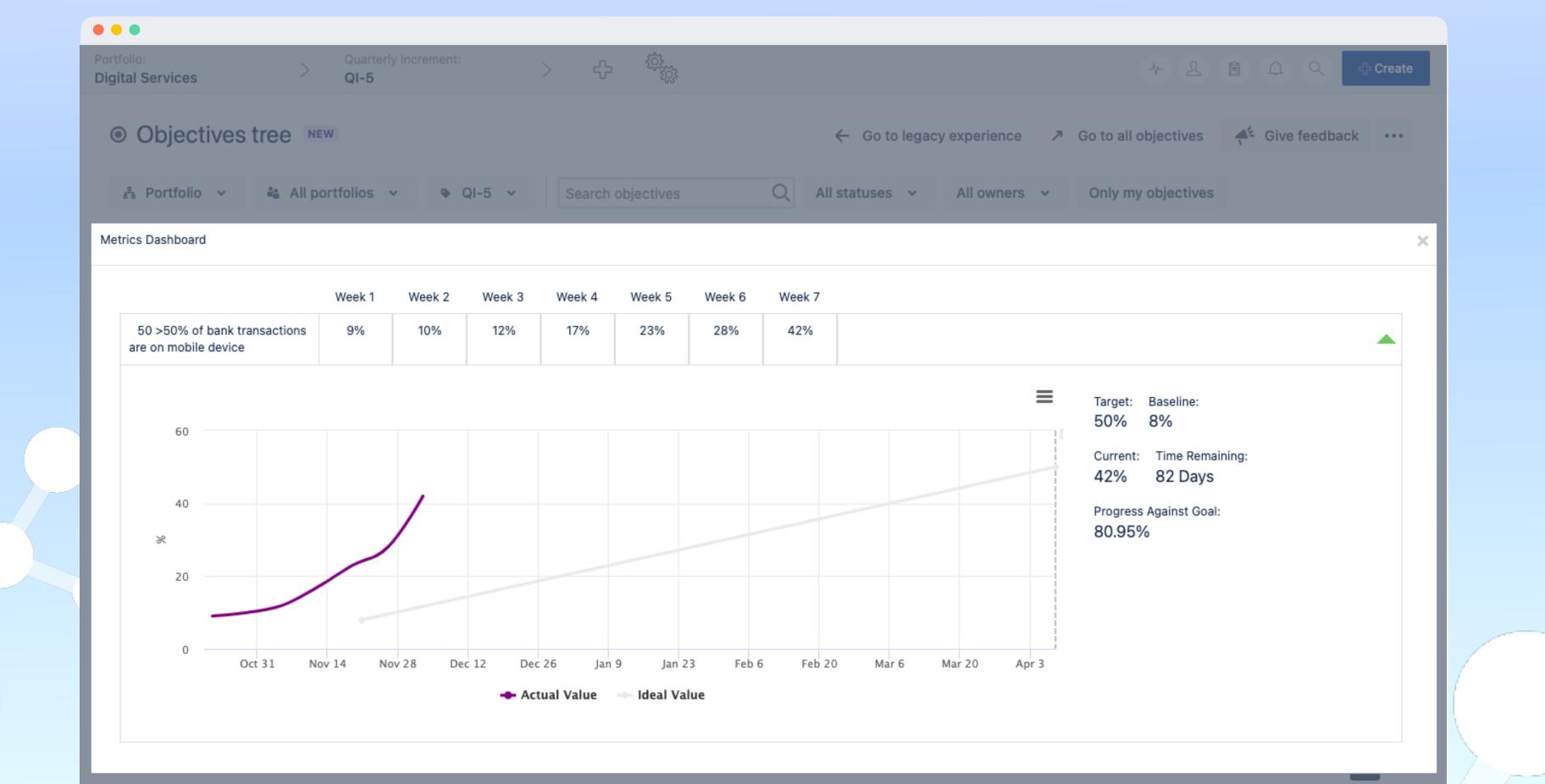
Visualize dependencies between teams.

Mitigate dependencies and negotiation commitments.



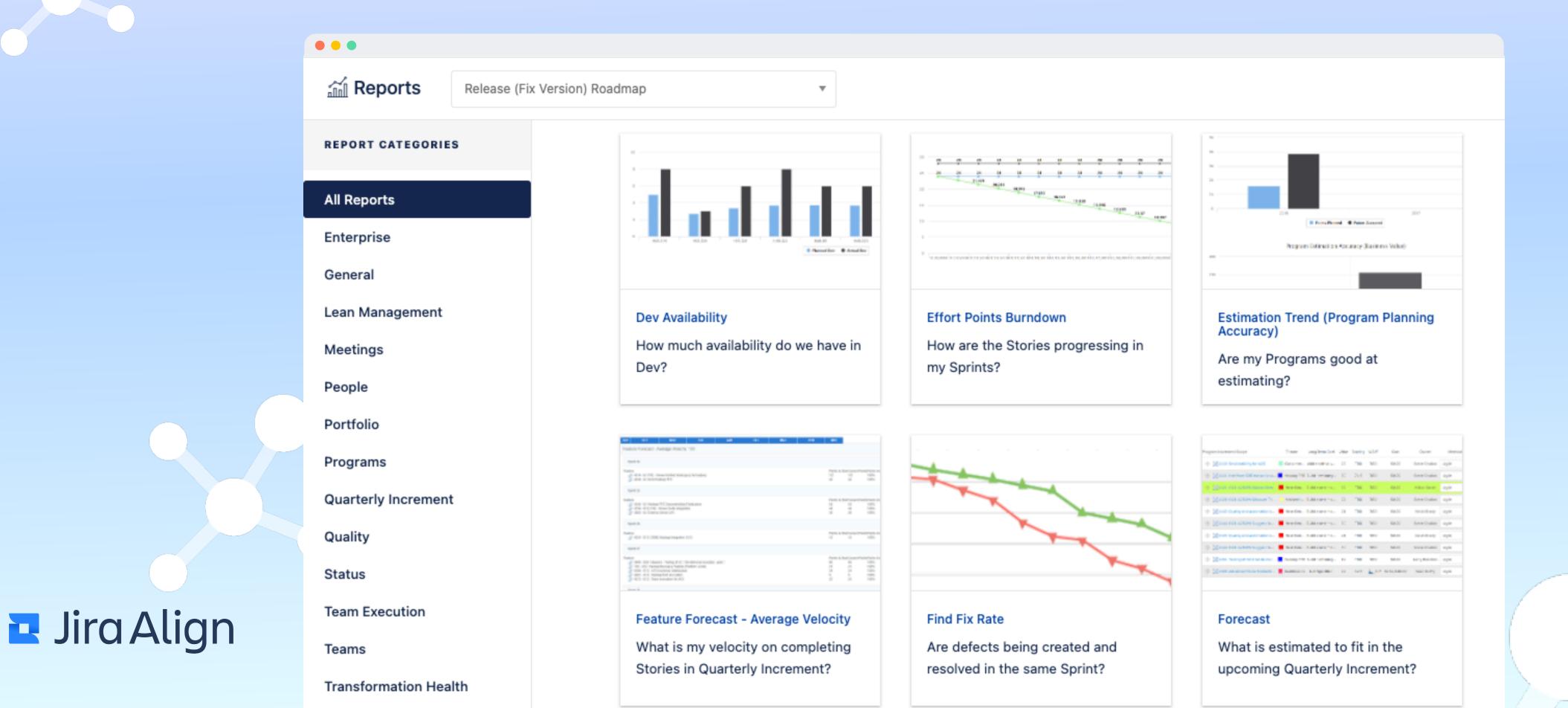


See if you are making the progress you expected. Pull in data from both Atlassian and 3rd party tools.

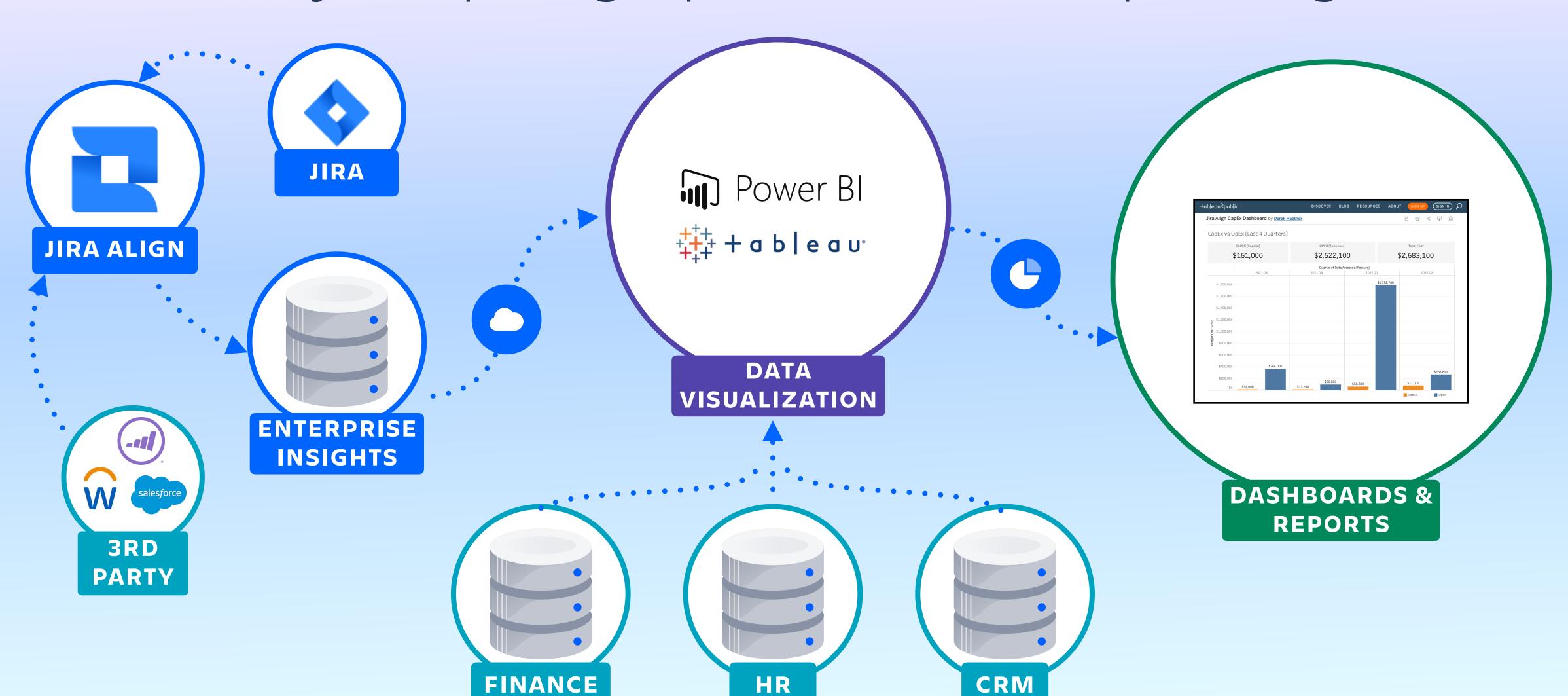




Over 100 reports and in-product dashboards. Extend the data using our business intelligence solution.



Extend your reporting capabilities with Enterprise Insights



Atlassian powers Enterprise Agility

1. STRATEGY / OUTCOMES

OPEN OUTCOME MEASUREMENT (LEARNING)

2. AGILE & DEVOPS

THE STANDARD FOR EVERY SOFTWARE TEAM

3. ITSM/ITOPS

REDEFINING IT
IN AN AGILE WORLD

4. WORK MANAGEMENT

AN OPERATING SYSTEM FOR ALL TEAMS

UNIT OF WORK

5. DATA PLATFORM

DATA INSIGHTS





ATLASSIAN