

⚡ Jira Service Management

Case Study Ebook

# High-Velocity Service Management

How leading organizations  
modernize with Atlassian

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# Introduction

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With the rise of software-powered services, meeting the demand for high customer expectations and always-on services is more critical than ever. To adapt to these rapid changes, IT teams are transforming to provide great user experiences, deliver new services with agility, and increase the flow of work and value to the business.

**With Atlassian’s ITSM solution, IT teams gain:**

- Velocity to keep up with the speed of the industry and rapidly deliver exceptional service
- Flexibility to shape your processes and adapt to the way your team works
- Greater collaboration between teams, especially development and IT, to resolve requests and issues quickly
- Faster time to value through an intuitive and affordable platform for your entire organization

In this ebook, learn how leading organizations across industries and sizes transformed service management with Atlassian and realized benefits such as:

**44%**

greater efficiency

**66%**

reduction in time to resolution

**70%**

fewer major IT incidents

**140%**

increase in customer satisfaction

# Yale

## INDUSTRY

Higher Education

## LOCATION

New Haven, Connecticut, USA

## NUMBER OF USERS

33 IT Employees

## PRODUCTS

Jira Service Desk

Jira Software

Confluence

## INTEGRATIONS

Slack

Zoom

## MARKETPLACE APPS

Insight - Asset Management Automation  
for Jira

Gliffy Diagrams for Confluence

# Meeting student expectations by standardizing on a single platform

## The challenge

As the Yale School of Management (SOM) set its sights on becoming a global powerhouse, the IT team needed a more robust solution to better support the school's goals. What's more, they needed to keep up with the high service expectations of their customers – digital native students accustomed to the modern world of on-demand anything.

Before implementing the Atlassian solution, Yale SOM was working with a disjointed set of tools: BMC Footprints and email for Help Desk requests, Basecamp for managing development projects, and “a hodgepodge of tools” for documentation and collaboration. As a result, they lacked transparency and visibility into tasks, statuses, and key metrics and had no knowledge base for internal or external communities.

In order to better serve the school and its students, the SOM IT department decided to standardize on Atlassian to achieve greater efficiency, collaboration, and productivity.



# 57%

reduction in client services team's  
time to resolution

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# 66%

reduction in average response time  
for student requests

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# 4.8

satisfaction rate from  
students (out of 5)

## The solution

The IT team at Yale SOM leveraged multiple Atlassian solutions to meet all of their needs. Workflows and integrations between Jira Software, Jira Service Desk, and Slack allow the DevOps team to support the full development lifecycle. The client services team uses Jira Service Desk to track service requests and reduce time to resolution. And Confluence serves as a knowledge base for the entire IT department as well as a self-service catalog for the external community.

“ [Atlassian’s] tools have immensely improved our service. Now we can’t do without them because our community is used to that level of service.

KEN WIELER, CIO

**Improved customer satisfaction:** Through the ability to better track service requests through Jira Service Desk, the client services team has reduced time to resolution by 57% and achieved a 4.8 (out of 5) satisfaction rate from students.

**Greater transparency into metrics and reporting:** With a more intuitive solution and easy-to-use reporting, the IT team can now track key IT metrics and gain insights into issues to improve service.

**Enhancing service beyond IT:** Non-technical teams, such as Communications, Business Operations, and Facilities, have adopted Atlassian solutions to drive efficiency and significantly reduce meetings and emails. For example, the Communications team uses Jira Service Desk to manage requests for marketing materials, Confluence for project documentation, and Jira Software for managing video production.

GET IN TOUCH WITH A SOLUTION PARTNER TO TRANSFORM YOUR SERVICE DESK

**INDUSTRY**

Financial Services

**LOCATION**

Chicago, Illinois, USA

**NUMBER OF USERS**

500

**PRODUCTS**

Jira Service Desk

Jira Software

Confluence

**MARKETPLACE APPS**

ScriptRunner for Jira

Email This Issue (JETI)

Team Calendar for Confluence

Queues for Jira Service Desk

# Supercharging productivity by switching from legacy ITSM to Jira Service Desk

## The challenge

Balyasny Asset Management L.P. (BAM) is a global multi-strategy investment firm. To deliver always-on service and support to their global offices and client base, the infrastructure, software development, and desktop support teams are laser-focused on efficiency, relying on thoughtfully optimized processes and the right technology.

To improve its organizational workflows, BAM had made a substantial investment in a legacy ITSM platform. While its extensive functionality seemed powerful, the infrastructure team quickly found the platform overly complex and too expensive to implement. The year-long deployment required specialized consultants that eventually exceeded budgets and deadlines. Once deployed, maintaining the instance would require a disproportionate number of dedicated staff.

All these factors culminated in BAM's decision to switch from legacy ITSM to a new solution.



# 1 month

length of deployment

“ It’s been night and day in regards to how we do it, and the visibility I have into metrics in Jira Service Desk.

DENNIS ROCHE,  
HEAD OF GLOBAL INFRASTRUCTURE

“ The collaboration is seamless now across the entire IT infrastructure group because we moved to Jira Service Desk.

MATT ADORJAN,  
CLOUD ENGINEERING AND ARCHITECT MANAGER

## The solution

Given the challenges with its legacy ITSM platform, BAM decided to switch to Atlassian to solve its IT service management needs. By extending their existing Atlassian suite – Jira Software and Confluence – to include Jira Service Desk, development teams benefited from a more familiar platform. And compared to a lengthy and complicated deployment, Jira Service Desk was rolled out smoothly in just a month – without the need for expensive consultants. Now BAM has a single, intuitive solution for desktop support, cloud engineering, and application support teams, minus the cost and complexity of a legacy ITSM solution.

“ We’ve gone from a really expensive platform that wasn’t what we needed to an affordable platform that allows teams to operate more efficiently.

DENNIS ROCHE, HEAD OF GLOBAL INFRASTRUCTURE

**A more intuitive solution:** From deployment to maintenance to reporting, BAM has benefited from a more user-friendly solution. Given their existing familiarity with Jira Software, many teams were already comfortable with the interface and can self-manage updates, instead of relying on expensive consultants or specialized staff.

**Enhanced visibility into service performance:** Compared to the cumbersome process required to build dashboards in the previous platform, the desktop support team now has a more intuitive interface to understand and improve performance.

**Streamlined change and incident workflows:** By tracking incidents and change requests using Jira Service Desk, BAM can now link them across Jira Software projects and bring them into one platform.

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# LUCID

**INDUSTRY**  
Automotive

**LOCATION**  
Newark, California, USA

**NUMBER OF USERS**  
1,000

**PRODUCTS**  
Jira Service Desk  
Jira Software  
Confluence  
Atlassian Access



## Building the foundation for a new luxury car standard with Atlassian

### The challenge

Lucid Motors, a luxury mobility company, is on a mission to build a world-class transportation brand from the ground up. Everything the company does – from their team to the color and trim inside its car to the software it runs – is vetted for quality and customer experience. The result is the Lucid Air, a car unlike any other.

As both a product designer and manufacturer in a quickly changing, dynamic environment, Lucid needed to lay a strong foundation to support its aggressive plans for growth.

**“To achieve [a new luxury car standard], we need to assure high quality, share knowledge effectively, collaborate seamlessly, and optimize all of our internal processes.**

LAURENT BORDIER, ATLASSIAN SERVICE OWNER



“ The beauty of Atlassian is the amount of data, information, and documentation you have in one place.

LAURENT BORDIER,  
ATLASSIAN SERVICE OWNER

“ With Atlassian Cloud, I'm not waking up in the middle of the night because a node in the data center was down.

LAURENT BORDIER,  
ATLASSIAN SERVICE OWNER

## The solution

Lucid Motors chose Atlassian for ease of use, customization, reliability, and scalability. The solution, including Jira Software, Confluence, and Jira Service Desk, will support Lucid's aggressive plans for growth and enable the seamless collaboration needed to innovate in a constantly changing industry.

Jira Software helps deliver enhanced in-vehicle experiences, like entertainment and information, to meet the growing demand for luxurious, safe, and smart vehicles. Confluence is the source of truth for documentation and information across all employees, contractors, and vendors. And finally, Jira Service Desk serves as the core of the IT Service Management (ITSM) and Enterprise Service Management (ESM) solution used by 15 departments (including IT, HR, and Legal) and growing.

“ We rely on Atlassian to achieve our goal of creating a truly unique car brand.

LAURENT BORDIER, ATLASSIAN SERVICE OWNER

Lucid also plans to use Jira Service Desk and Opsgenie to support critical day-to-day functions like incident management and maintenance of their state-of-the-art automotive software.

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**INDUSTRY**

Technology

**LOCATION**

San Francisco, California, USA

**NUMBER OF USERS**

2,000 employees

**PRODUCTS**

Jira Service Desk

Jira Software

Confluence

Bitbucket

**PARTNER**

Adaptavist

# Scaling service culture from a siloed startup to team of teams

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## The challenge

When AppDynamics doubled its headcount in two years, the company's startup culture needed to grow with it. The team managing Jira Software took on the responsibility of de-siloing teams and information to create an open and transparent culture – and they used Atlassian's suite of products, including Jira Service Desk, to do it.

Prior to Jira Service Desk, AppDynamics used Jira Software as a service desk for IT support. The workaround suited the developer-dominated company in its early days but wasn't scalable in the long run. As the company grew, AppDynamics needed a dedicated service desk with out-of-the-box SLAs, automation rules, and ITIL workflows. This would enable a more user-friendly experience for all team members: agents and help-seekers alike.



“ Atlassian tools ensure everyone is on the same page as our organization has grown. Not only does it improve transparency, but Atlassian tools are so flexible that you can track anything.

ALEX CHRISTENSEN,  
ATLASSIAN SUITE ENGINEERING LEAD

“ As our processes evolve and grow over time, Jira Service Desk enables our support teams to scale operations.

JEFF TILLET,  
SENIOR BUILD AND RELEASE ENGINEERING  
MANAGER

## The solution

Since AppDynamics had been using Jira Software and Confluence since its early days, Jira Service Desk was a natural choice. First, the ease of integrations on the same platform with Jira Software meant Jira Service Desk could seamlessly connect into systems already used by the company. Second, AppDynamics could meet their service requirements at a lower price point with easier deployment and fewer modifications. Finally, instead of building expertise from scratch with another vendor, they already had internal Jira experts with the knowledge needed to deploy and maintain Jira Service Desk.

**A flexible solution to support growth:** As the organization scales, Atlassian has improved transparency and increased uptime, while reducing administrative burden. “Jira is so flexible that you can track and contextualize virtually anything from development processes to general business processes,” says Alex Christensen, Atlassian Suite Engineering Lead.

**Embracing DevOps and ITSM:** Jira Service Desk offers AppDynamics the flexibility to adopt both DevOps and ITIL practices. The team embraces DevOps culture to pivot quickly and collaborate while relying on ITSM best practices to standardize operations and SLAs.

**Streamlining service for business teams:** As other teams realized the value of having a dedicated, user-friendly service desk, Jira Service Desk quickly scaled to nine non-technical teams. This included HR for onboarding, CRM for permission and data issue reporting, and Facilities for internal event planning and maintenance.

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# The Telegraph

## INDUSTRY

Media & Entertainment

## LOCATION

London, England

## PRODUCTS

Jira Service Desk

Jira Software

Confluence

## MARKETPLACE APPS

Scriptrunner for Jira

Zephyr for Jira

Timesheet Reports and Gadgets

Lucidchart Diagram Connector

## SOLUTION PARTNER

Valiantys

# Seamless operations for 25 million unique users a month

## The challenge

The Telegraph reaches over 25 million unique users per month through its newspapers, mobile apps, website, and magazines. Given their scale, smooth and seamless IT operations are crucial.

Before implementing Atlassian, The Telegraph faced massive challenges with their outsourced IT service management. “We were suffering from poor resolution times and lack of transparency,” says Carol Johnson, IT Director.

To increase efficiency and improve communication, they decided to move their IT in-house, and they had a short time frame in which to make the transition. As Johnson put it, “We had to find a service management solution, build and implement it in under three months. I felt that was impossible.”



# 66%

reduction in time to resolution

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# 50%

reduction in call-waiting time

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# 140%

increase in customer satisfaction

## The solution

The Telegraph partnered with Valiantys, a leading Atlassian Solution Partner, to choose and implement an ITSM solution. After deciding on Jira Service Desk, the IT team was up and running within just three months. By integrating Jira Service Desk with Jira Software, the IT and Software Development teams can collaborate more often and resolve issues faster. Jira Service Desk is integrated with Confluence to provide a self-service knowledge base where employees can search and find solutions to frequently raised issues.

“With Jira Service Desk, we can move at the speed of the industry, support our customers, and deliver real business value.

CAROL JOHNSON, IT DIRECTOR

**Improved service quality:** Within three months of the rollout, IT improved its time to resolution by 66%, reduced call-waiting time by 50%, and increased customer satisfaction by 140%.

**Faster time to value:** With Jira Service Desk’s ease of deployment and intuitive interface, The Telegraph’s IT team was able to find, build, and implement the solution in just under three months.

**Increased collaboration between IT and Development:** By integrating Jira Service Desk and Jira Software, IT and Development teams can better collaborate and resolve issues faster. They also reduced their change management approval process from eight days to one day.

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The Dice logo is displayed in a white speech bubble shape on a dark blue background.

**INDUSTRY**

Technology

**LOCATION**

New York City, New York, USA

**PRODUCTS**

Jira Service Desk

Jira Software

Confluence

# Choosing Jira Service Desk for transparency across a global team

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## The challenge

DHI Group, a leading provider of online career marketplaces, had expanded rapidly in part through acquisitions. With ten strong brands, including Dice.com for technology professionals, the company inherited a mix of collaboration and communication tools. As a result, employees were unable to collaborate smoothly across teams and departments, hurting both efficiency and innovation.

DHI's processes were also out of date. Support cases were tracked on paper and three-ring binders, making information difficult to search and share. Although developer teams were already using Jira Software and Confluence, at least one department was using ServiceNow for IT support. Since ServiceNow didn't integrate with Jira, these employees were managing two separate workstreams and systems.

DHI decided to standardize on a single platform to improve collaboration and reduce its software license costs.



# 70%

fewer major IT incidents

# 75%

lower licensing costs

“ Having stronger teams and being more collaborative with different groups helps us drive new product ideas much more quickly to market – Atlassian helps us to do that.

BRIAN HOSTETTER,  
DIRECTOR OF ARCHITECTURE

## The solution

DHI decided to move the entire company to Atlassian as its single work platform. Given the development teams' familiarity with Jira Software and Confluence, switching from ServiceNow to Jira Service Desk for ITSM was a natural choice. Internal communications also moved from SharePoint to Confluence, including everything from HR benefits documentation to CEO blog posts. Implementing the Atlassian suite and standardizing the company on a single platform has allowed for greater collaboration and transparency.

“ The features, the overhead, the process that [ServiceNow] pushed us through, we weren't working as nimbly as we thought we could. And, frankly, the cost. When you look at a quarter million dollar solution compared to something that is 25% of that, [Jira Service Desk] was an easy choice.

JOE RIESBERG, VP OF TECHNOLOGY

**Increased collaboration:** By moving from SharePoint to Confluence, and from ServiceNow to Jira Service Desk, DHI created a culture of openness. Collaboration happened more naturally with a single platform and allowed teams to be more productive.

**Cost savings:** DHI Group saved considerable costs by switching from tools like SharePoint and ServiceNow, given these vendors' high licensing fees.

**Reducing major incidents:** Jira Service Desk is credited with lowering major IT incidents by 70 percent over the last three years. This is attributed to the transparency that comes from having the entire team on the same platform.

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**INDUSTRY**

Travel

**LOCATION**

Edinburgh, United Kingdom

**PRODUCTS**

Jira Service Desk

Jira Software

# Supporting rapid growth with a collaborative ITSM solution

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## The challenge

Over five years, Skyscanner experienced rapid growth; its visitor base increased by 400% to reach an average of 50 million users each month. However, Skyscanner's help desk was no longer supporting the company's growth. Too much time was spent fixing the tools and tracking down bugs, instead of resolving issues.

As a travel website, always-on service is imperative. "Our service needs to stay up and running 24 hours a day, 365 days a year. Even a second of downtime means a massive loss in revenue and trust. If there's a problem, we need to find out about it fast and fix it even faster," says Michael Hall, Business Tools Squad Lead.

Skyscanner knew they needed a new ITSM solution that would facilitate collaboration between the frontline IT agents and the back-end development teams using Jira Software.





# 44%

increase in IT team efficiency

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# 2x

greater collaboration between IT and Development teams

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# 50%

increase in ticket submissions by non-technical employees

## The solution

Since Skyscanner's developer team was already using Jira Software – and the company endeavored to improve communication between IT and development – Jira Service Desk was a natural choice. Skyscanner integrated Jira Software and Jira Service Desk to allow for greater transparency, visibility, and collaboration.

“ Jira Service Desk has revolutionized how we do IT. We're dealing with 236% more tickets with only a 63% increase in IT engineers – and our IT team has worked to become 44% more efficient.

MICHAEL HALL, BUSINESS TOOLS SQUAD LEAD

**End-to-end visibility:** By integrating Jira Software and Jira Service Desk, Skyscanner can link and track issues from inception to resolution across teams. This visibility enables experts to solve issues faster and give developers and IT staff back time to focus on building better software and services.

**Increased collaboration between IT and Development:** By linking Jira Software and Jira Service Desk, the IT and Software Development teams collaborated on twice as many tickets, and IT has worked to become 44% more efficient.

**Rapid adoption by non-technical employees:** Since rolling out Jira Service Desk, Skyscanner saw a 50% increase in ticket submissions by non-technical employees. This rapid adoption was attributed to Jira Service Desk's intuitive customer portal.

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**INDUSTRY**

Technology

**LOCATION**

San Francisco, California, USA

**PRODUCTS**

Jira Service Desk

Jira Software

Confluence

# Satisfying high demand through self-service with Jira Service Desk

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## The challenge

Though it may be hard to remember, there was a time when Twitter was a considerably smaller company than it is now. As the company grew from 900 to 3,600 employees, the small IT team was faced with approximately 2,000 tickets per agent per year. They were not equipped to handle this level of growth with its current processes.

At the time, they were using email for internal service requests with no easy way to track, manage, or route requests to the appropriate agent. They knew they needed a more robust solution to support the company's growth and deliver exceptional service.



# 80%

decrease in support email volume

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# 100+

teams using Jira Service Desk to manage their requests

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# 80%

employee adoption rate

## The solution

Twitter's IT team chose Jira Service Desk for an intuitive, scalable customer portal solution. By also integrating Confluence with Jira Service Desk, they created a self-service knowledge base for employees to find the answers on their own. The adoption of these solutions was quick, and business teams at Twitter soon recognized the benefits and began implementing Jira Service Desk to solve their challenges.

“**Jira Service Desk can really increase your team's efficiency and easily scale your ticketing to meet your business needs.**

ALEX STILLINGS, IT MANAGER

**An intuitive, scalable customer portal:** Twitter employees loved the simple, easy-to-use interface of Jira Service Desk's customer portal, resulting in an 80% adoption rate. As a result, email support requests dropped from 95% to 15%.

**Deflecting tickets through self-service:** By integrating Jira Service Desk with Confluence, the IT team deflected tickets by automatically surfacing relevant knowledge base articles. This self-service reduced ticket volume, while increasing customer satisfaction.

**A service desk for every team:** Within a year of implementing Jira Service Desk for the IT support team, over 100 teams outside of IT – including Human Resources, Procurement, and Facilities – recognized the benefits and adopted service desks of their own.

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#### INDUSTRY

Healthcare & Life Sciences  
Government

#### LOCATION

Melbourne, Australia

#### PRODUCTS

Jira Service Desk  
Jira Software

#### MARKETPLACE APPS

Gantt-Chart for Jira  
MultiExcerpt  
Create on Transition for Jira  
Zen Foundation  
Issue Templates for Jira  
Gliffy Diagram for Jira

# Moving research innovation forward with Jira Service Desk

## The challenge

CSIRO, Australia's national science agency, is one of the largest research organizations in the world. Each day, the agency pushes the boundaries of science to shape the future – from inventing Wi-Fi to discovering galaxies five billion light years away.

With 5,500 employees across 54 locations across the world, service quality and efficiency are critical to the agency. The less time scientists spend on administrative tasks, the more time they can spend focused on their mission: solving problems through science. CSIRO sought a solution to reduce email, track workloads, and handle the growing number of service requests across the agency.



# 30%

reduction in email traffic

# 9 teams

deployed Jira Service Desk within six months

## The solution

CSIRO was already using Jira and Confluence to track development projects and collaborate on research articles, so adding Jira Service Desk to its portfolio was a natural extension of its investment in Jira.

When other CSIRO teams found out about Jira Service Desk, it spread rapidly. In six months, CSIRO deployed Jira Service Desk across nine teams, including Finance, Web Services, Library Services, and Project Management – with plans to add more.

Instead of emailing requests back and forth across the organization, scientists can now use a single customer portal to ensure contracts are reviewed by the right parties, track vendor payments in the Finance Service Desk, and submit requests for the latest solar energy research in the Library Services Service Desk.

**“ In the past, we spent months configuring service desk solutions. With Jira Service Desk, it was done in a matter of hours. It’s really that simple to configure.**

RYAN MEINTJES, TECHNICAL SERVICES OFFICER

Across CSIRO, the benefits of implementing Jira Service Desk were immediate. In the first month, the Library Services team processed twice its average volume of requests with full visibility into its workloads. Multiple teams have seen up to a 30% reduction in email traffic. Thanks to the simple user interface and easy workload management features, the Finance team is well prepared for a projected tripling in ticket volume.

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# BELONG

## INDUSTRY

Telecommunications

## LOCATION

Melbourne, Australia

## PRODUCTS

Jira Service Management

Jira

# Powering a greener, more connected world

## The challenge

Belong, Australia's first certified carbon-neutral and internet provider, began a digital transformation initiative across their organization, with the goal of moving towards a decentralized approach to operations.

They started with evaluating and taking a deeper look at everything from processes to tech stack. For TechOps, they sought to transform a traditional ITOps model into a more modern, agile, and DevOps-lead way of working. Their previous ITSM solution was simply too rigid and too difficult to tailor to their needs, and ultimately unable to adapt to this transformation.

**“ We're [moving] away from the traditional operations model where everyone comes to us for service requests or incidents or monitoring...[we're] trying to empower teams to really take ownership of the processes and of the operations of their environments, whether that's in a development or customer-facing environment.**

DANNI GARCIA, TECHNOLOGY ENABLEMENT PRODUCT OWNER AT BELONG



“ We saw a 57% improvement from last month in a metric we call MTTA or ‘Mean Time to Acknowledge’- how long it takes a developer or delivery team to pick up a ticket and respond to it. That’s improved to 85% this month. We put that down to the fact that Jira Service Management is such a simple tool to use that our teams are adopting these processes so quickly.

DANNI GARCIA,  
TECHNOLOGY ENABLEMENT PRODUCT OWNER  
AT BELONG

“ We’ve really changed, and teams have created all their little monitoring and dashboards and we just look at it and we’re saying, “Wow. They’ve done it themselves.” I think that was a great indicator that this is definitely being used well and they have taken complete ownership.

DANNI GARCIA,  
TECHNOLOGY ENABLEMENT PRODUCT OWNER  
AT BELONG

## The solution

Belong’s TechOps team sought out a solution that could help them achieve their culture of work and digital transformation goals. Jira Service Management proved to be a highly-flexible, easy-to-use solution for their team within three months of roll out.

**The impact of an easy-to-use solution:** Through the ability to better track service requests through Jira Service Desk, the client services team has reduced time to resolution by 57% and achieved a 4.8 (out of 5) satisfaction rate from students.

**Improved visibility:** Teams who were previously reliant on the Operations team for information were now able to visualize their own data and build their own dashboards easily. For Belong, improving visibility with Jira Service Management has led to greater team autonomy and ownership.

**Looking forward:** As the Operations Team looks toward the future, they’ve already identified several opportunities for expansion, such as automation and orchestration, continuing to build out incident management processes, and expanding request management across the organization.

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#### INDUSTRY

Television Broadcasting

#### LOCATION

New York, New York

#### PRODUCTS

Jira Service Management

Jira Software

Confluence



# Creative teams adopt an agile way of work

## The challenge

A leading network in the United States with over 210 affiliates and between 12-18 hours of programming a day, CBS is responsible for producing, organizing and promoting massive amounts of content.

Functioning much like an agency within the company, CBS's internal marketing department is composed of over 200 distributed marketers supporting all aspects involved in the advertising and marketing of news, sports, entertainment, and daytime programming.

Managing, tracking, and executing different delivery formats, sizes, and specs required a whole new technical process to create. CBS Marketing Group was in need of a highly customizable and agile workflow system that could grow and adapt to its ever-expanding promotion processes. The platform had to have an internal and external request management system, an integrated ecosystem, and a shared knowledge base.



“ Jira Service Management really, really is the cherry on the top of an amazing suite of products that allows us to close that final link to our clients and to the teams that work with us externally, to help us get them what they need. I’ve been with the company for over 15 years, and for the first time, because of Atlassian, we have an accurate measure of our inputs and outputs in a very granular way. We have realized sizable increases in our throughput and bandwidth with the use of these tools.

MITCH CARDWELL,  
VICE PRESIDENT OF BRAND IDENTITY AND  
SYSTEMS, CBS

## The solution

CBS Marketing Group already had good foundational processes across teams, even adopting an agile mindset with creative work organized into sprints similar to a development team. This is one reason why Jira Service Management was a great fit.

By working with a certified Atlassian Solution Partner for implementation support, Jira Service Management immediately helped change the way CBS Marketing Group collected information from other teams.

**Increased visibility:** Integrating Jira Service Management with Jira Software means teams have visibility into the entire process, helping workflow between pods and handle the growing number of external requests from various departments across the enterprise.

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#### INDUSTRY

Biotechnology

#### LOCATION

Boston, Massachusetts

#### PRODUCTS

Jira Service Management

Opsgenie

Insight

# Standardizing on Jira to 3X output and scale quickly

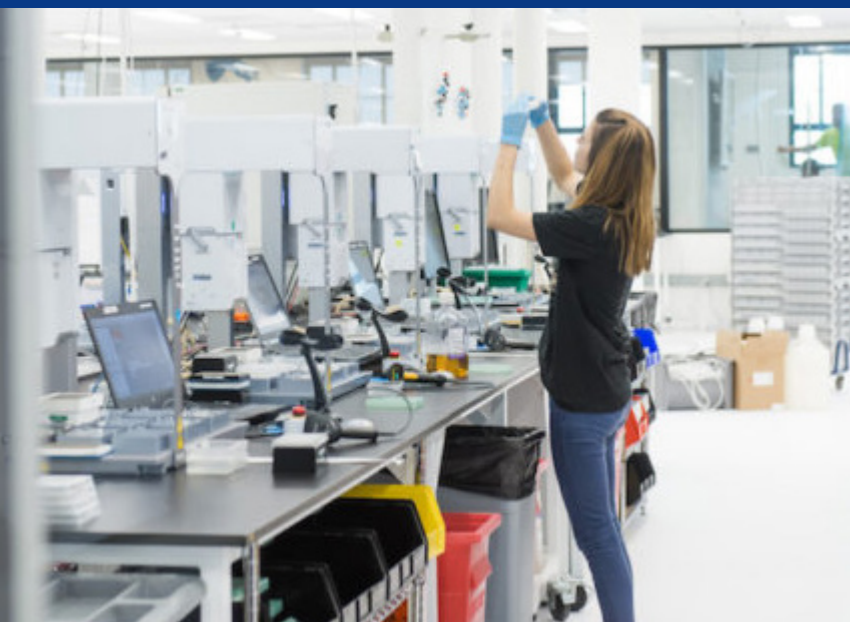
## The challenge

Ginkgo Bioworks is building a platform to enable customers to program cells as easily as computers, unlocking biotechnology applications across diverse markets, from food and agriculture to industrial chemicals and pharmaceuticals.

“When you step back and look at it, we’re really a collection of services. There’s upwards of twenty different services in our lab, from sequencing, high-throughput screening, proteomics, and on and on. It was very obvious that help desks could help remove bottlenecks across those different areas, as well as legal and finance. Everyone needs some way to manage this – you can’t grow by just hiring people.

DAVE TREFF, HEAD OF DIGITAL OPERATIONS, GINKGO BIOWORKS

Realizing that development and operations groups were using two different tools for service management, the Ginkgo Bioworks team sought to consolidate around a single solution.



“ All your ITSM competitors are these monolithic solutions that start at a list price of half a million dollars and need an army of consultants to get started. We needed something that would scale with us today. And we don't have to change our business to use it. We're plugging it into where we live and work – that's really different from the rest of the products on the market.

DAVE TREFF,  
HEAD OF DIGITAL OPERATIONS,  
GINGKO BIOWORKS

## The solution

Ginkgo Bioworks already had their development teams working in Jira Software, so it made adding Jira Service Management to their Atlassian stack a really simple decision.

**Instant impact:** Time-to-value and cultural fit were the primary reasons Ginkgo Bioworks partnered with Atlassian and chose Jira Service Management over legacy tools.

GET IN TOUCH WITH A SOLUTION PARTNER TO TRANSFORM YOUR SERVICE DESK

**INDUSTRY**

Aviation

**LOCATION**

Hamburg, Germany

**PRODUCTS**

Jira Service Management

Jira Software

Confluence



# Unleashing data-driven decisions and awareness across IT

## The challenge

Lufthansa Technik, the leading provider of aircraft maintenance, repair, and overhaul services in the aerospace and defense sector, switched to Jira Service Management to provide full IT support for all their subsidiaries. For Wesley Morris, Head of IT, Americas, priorities included improving visibility and scaling operations – which meant they had outgrown their old ITSM solution.

**“ We were facing challenges with our former system...Asset management was done in one system. Documentation and knowledge-based topics were done in Word, which was difficult to maintain and manage. It was important to have a single ecosystem where we could do all of these activities.**

WESLEY MORRIS, HEAD OF IT, AMERICAS

As Morris and his team built up their customer base, they were getting more and more service requests.

## The solution

“ We wanted to make sure that this product was robust enough so that on day one of our implementation, we could take over support for other companies. The same day we went live with Jira Service Management, we took on an additional 350 customers from one of our business partners and everything has worked out great.

WESLEY MORRIS,  
HEAD OF INFORMATION TECHNOLOGY SERVICES

“ When a user needs new hardware, we need their manager to approve that. We have those approvals baked into the system, nice and seamless – the managers can now approve directly from their email.

WESLEY MORRIS,  
HEAD OF INFORMATION TECHNOLOGY SERVICES

**Increased visibility:** Once the team implemented Jira Service Management, they were able to gain visibility into the number of requests resolved, SLA breach metrics, and customer satisfaction ratings. They were also able to finally provide a self-service knowledge base and portal so customers could help themselves and the team could focus on bigger tasks.

**Making more informed decisions:** Lufthansa Technik has also started using Jira Service Management’s asset and service configuration management database to track IT assets such as computers, keyboards, mice, other peripherals, and all the software tied to them. They call this the “brains of the operation” because it stores all of the data that’s important to each asset - who’s using them, purchase dates, manager approvers, and more - so that the team can have full visibility and make more informed decisions.

**Customer satisfaction insight:** Another major improvement for the team was having insight into customer satisfaction. Their customer satisfaction rating has sky-rocketed to a 4.8/5 and they even reach out to unsatisfied customers to get feedback that will help the team improve.

“ The more that our customers can help themselves, the more that we can stay on value-added work.

WESLEY MORRIS, HEAD OF IT, AMERICAS

Looking forward, the team is planning to roll out Jira Service Management to ease administrative burdens for HR, facilities, accounting, and other shared services.

GET IN TOUCH WITH A SOLUTION PARTNER TO TRANSFORM YOUR SERVICE DESK



#### INDUSTRY

Distribution, Manufacturing, and Construction

#### LOCATION

Courbevoie, France

#### PRODUCTS

Jira Service Management  
Jira Software

## Over 80% in ITSM costs saved

### The challenge

Originally founded in 1665 as the royal French manufacturer of mirrors for King Louis XIV, Saint-Gobain is now a multinational manufacturing company with over 167,000 employees across 70 countries. This might make them one of the oldest manufacturing and materials companies in the world, but their ITSM strategy is state-of-art.

Before implementing Atlassian, The Telegraph faced massive challenges with their outsourced IT service management. “We were suffering from poor resolution times and lack of transparency,” says Carol Johnson, IT Director.

During the global pandemic, PMO Tools Manager Rachid Laghzaoui led a major initiative to replace ServiceNow with Jira Service Management for 20,000 internal end-users. Prior to this, they used Jira Software for development and ServiceNow for ITSM. It meant dealing with “two different systems, which was quite painful,” says PMO Tools Manager Rachid Laghzaoui.



# 70%

cost cut in their first year alone

# 82%

cost cut projection in year 3

# 20,000

Jira Service Management end-users  
by mid-November

## The solution

Switching from ServiceNow to Jira Service Management, Saint-Gobain has benefited from significant productivity gains with development and operations on a single platform.

**Cutting costs:** By switching from ServiceNow to Jira Service Management, Saint-Gobain has cut costs by 70% in their first year alone, and is projecting an 82% reduction in year 3.

“With Jira Service Management, everything started to flow... we could finally link projects and use dashboards between our service management solution and Jira Software. This high-level cockpit view helped us deal with the rollout and improved the productivity of everyone.

RACHID LAGHZAOUNI, PMO TOOLS MANAGER, SAINT-GOBAIN

**Time-to-value:** Saint-Gobain migrated the entire IT department and half of their end-users from ServiceNow to Jira Service Management in a matter of weeks.

**Plans for the future:** They plan to complete the rollout to all 20,000 end-users by mid-November. “We didn’t even need to train them,” says Rachid. To start, the team plans to use incident, problem, and change management; the service catalog; and the knowledge base, as well as KPI functionality.

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# Next steps

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Whether you're making the switch from a legacy ITSM tool or implementing a solution for the first time, we can help you modernize your IT practices and keep up with the pace of business.

**Contact your Atlassian  
Solution Partner to learn more  
about ITSM solutions with Jira  
Service Management.**

