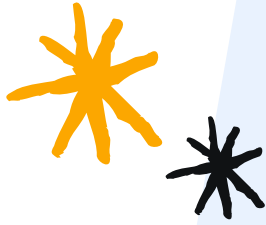




The Next Chapter of Jira Service Management





Can't Stop, Won't Stop: The Next Chapter of Atlassian's Fight Against Bad Service Management Starts Now

New capabilities in Jira Service Management, announced at Team 24, empower teams to deliver exceptional service experiences





WHAT'S NEW?

- AI advancements make it easier for employees to self-serve and for service teams to provide help faster.
- AIOps capabilities surface resources and recommend next steps during an incident.
- Comprehensive asset management features bring all critical assets into focus, enabling better collaboration and visibility.

Delivering and supporting products and services at high velocity is no longer just an advantage; it's a necessity. To provide round-the-clock support to both customers and employees, service teams work tirelessly, often against significant odds. From managing globally distributed teams and navigating disjointed tools to operating in a challenging macro environment, our on-call heroes are up against it.

Yet, perhaps their most daunting foe is Bad Service Management (BSM) – a condition exacerbated by outdated and expensive IT Service Management (ITSM) tools that only serve to deepen the divide between teams.

Recognizing the extent of this plague, we created Jira Service Management – a platform designed to unify development, IT, and business teams. Our mission was clear: to enable teams to deliver exceptional service experiences swiftly and efficiently. Today, over 50,000 customers place their trust in Jira Service Management to do just that.



CUSTOMER SPOTLIGHT: DOMINO'S PIZZA ENTERPRISES LTD.

Domino's sought a unified platform to support the systems of all their stores, moving away from the complexity of juggling seven different ITSM solutions. The transition to Jira Service Management has enabled them to streamline operations across 3,800 stores in 12 markets, epitomizing the transformative power of Jira Service Management. Read more [here](#).



We're continually pushing the boundaries of what's possible, aiming to help Dev and Ops teams resolve incidents more rapidly and empower employees and agents to receive and deliver help with unprecedented efficiency. Here are some of the exciting advancements we're bringing to Jira Service Management, announced last week at Team 24.

AI-Powered Employee Support

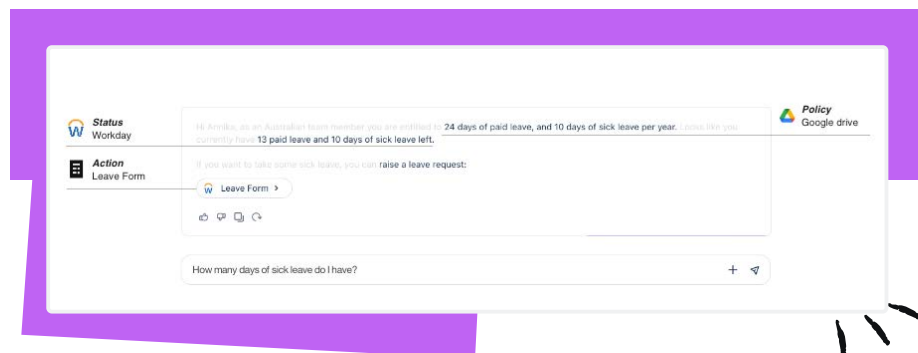
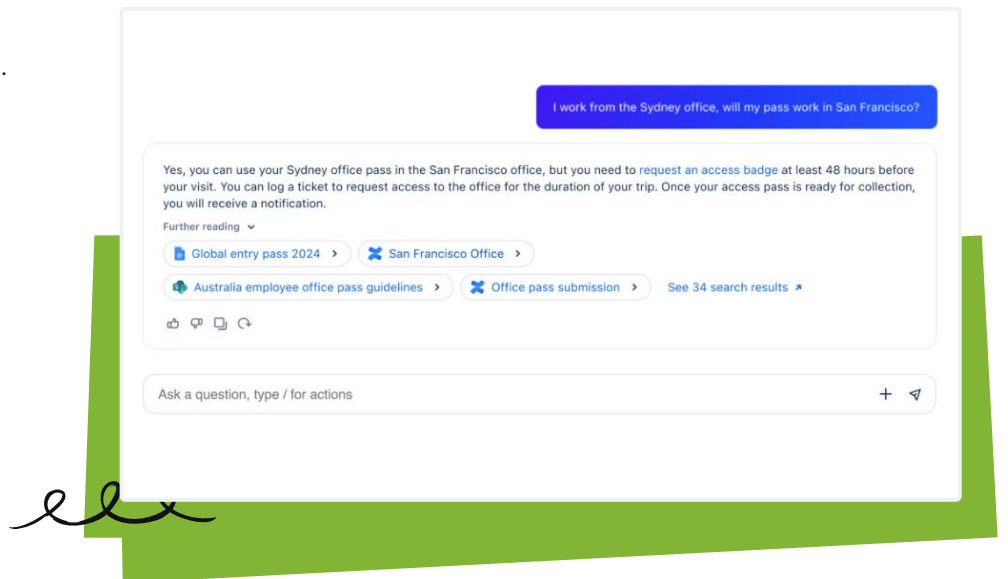
Our virtual agent capabilities became available in Jira Service Management last year and we've been blown away by the impact they've driven for early adopter customers. FanDuel Group, a premier gaming company, cut tickets that require human intervention by 85%. And, Atlassian IT resolves 15% of support requests with virtual agents and cut time to resolve issues by 95.8%, with a CSAT of 4.52.

We're excited to unveil new AI-powered advancements aimed at making it easier for employees to self-serve and for service teams to provide help faster.

Getting Help

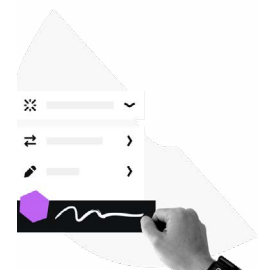
More often than not, employees ask questions that have already been answered and documented. The trouble is, they cannot easily find that answer buried under mountains of KB articles and content.

We have a solve for that. Jira Service Management's virtual agents will quickly summarize answers from your knowledge base of FAQs and self-help guides.

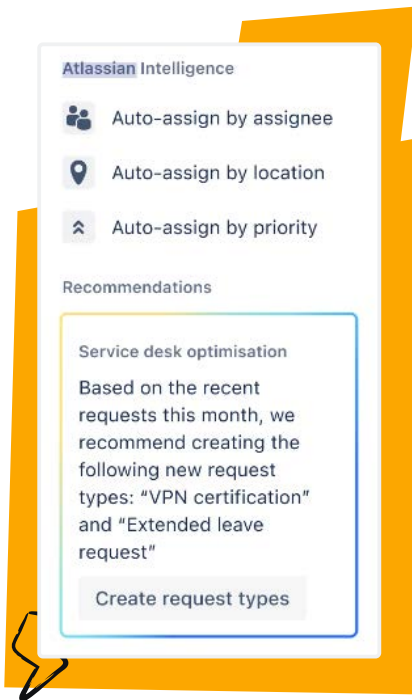


In the future, with the power of newly-launched **Atlassian Rovo**, the virtual agent will be able to surface insights and information from 3rd party tools like GitHub, Slack, Teams, Sharepoint, Google Drive, and even custom data sources.

Bringing Atlassian Rovo to Jira Service Management's virtual agent experience means employees get precise answers to their questions - without burning time searching for the information across apps.



Providing Help



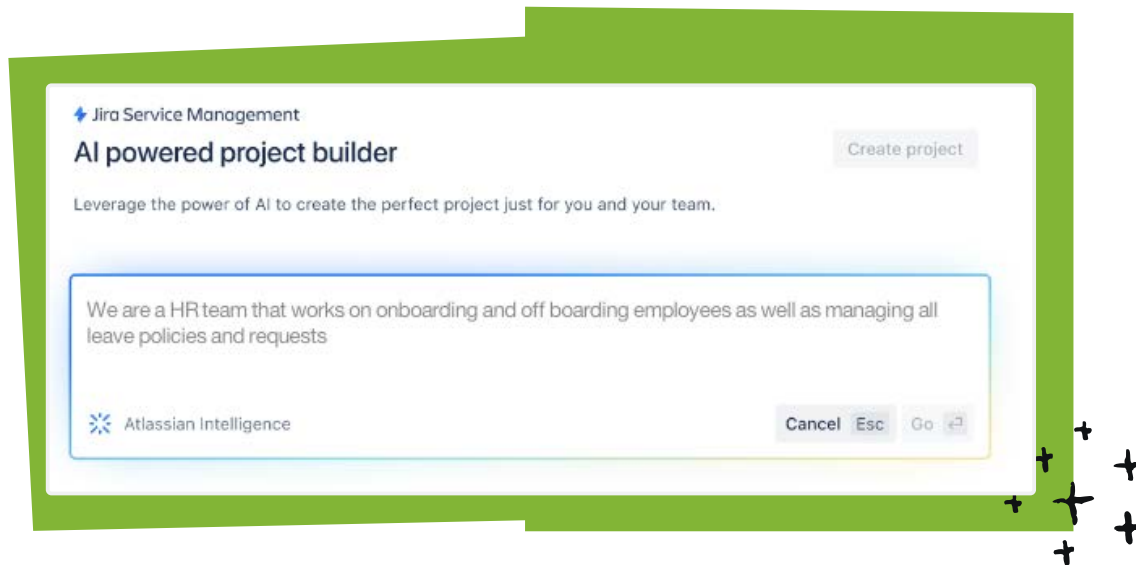
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But we didn't stop there (can't stop, won't stop).

Many of our Jira Service Management customers are already taking advantage of our library of pre-built service management templates. What if we made choosing the right service desk template and getting started even simpler? ("Sounds marvelous, tell us more!")

We're thrilled to introduce our new instant service desks. A team setting up a service desk – like your HR team, for example – will just need to describe what they're trying to do in a few simple words and AI will do the rest. In just a few seconds, your HR team will have stood up a service desk pre-populated with the right request types, forms, fields, and workflows to manage their specific processes, such as employee onboarding and off-boarding requests.

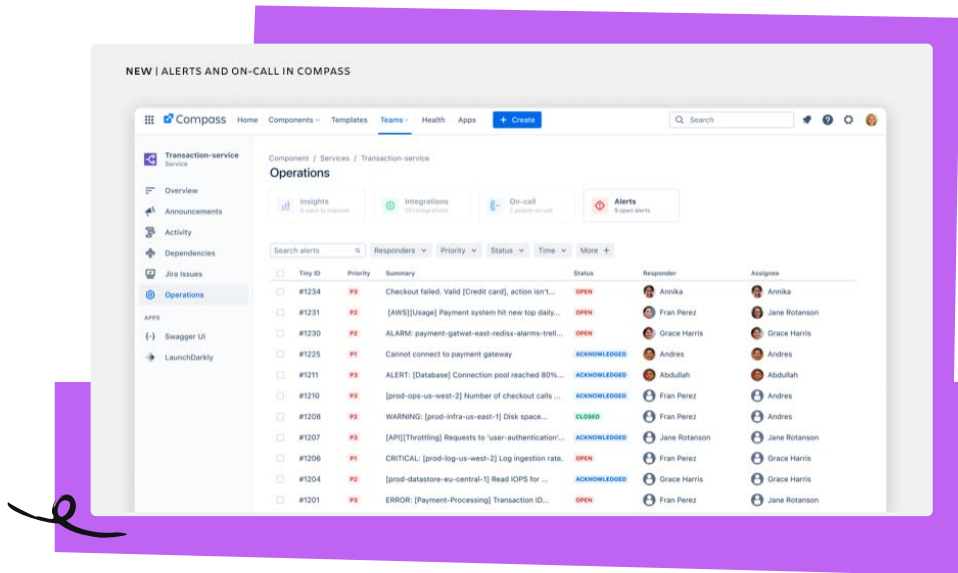


Incident Management Reimagined

Compass + Jira Service Management Make A Dynamic Duo in Any Incident

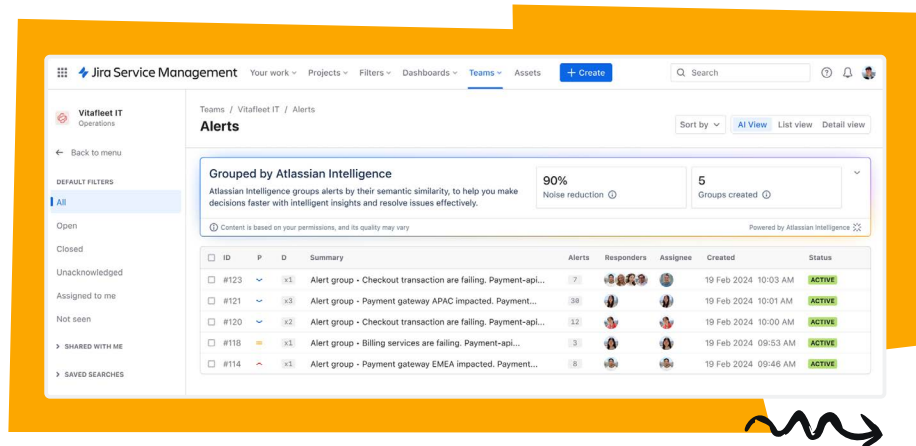
We're introducing new incident response experiences, right within your Dev and Ops teams' favorite tools – Compass and Jira Service Management.

Through the integration of these tools, your dev teams will be able to see on-call schedules and alert details in their Compass dashboard. On the flip side, your IT Ops teams will be able to see all incident alerts coming in and resolve an incident without ever leaving Jira Service Management.



No more pivoting to a separate incident response tool and losing precious time during a high-stakes moment!

AIOps Accelerates Incident Response



To help streamline ops workflows and ultimately resolve incidents faster, we're introducing new AIOps capabilities in Jira Service Management. First, we're leveraging AI to offer alert clustering to help incident managers focus on the highest priority groups.

In addition, our new AIOps features will also help incident managers understand the potential impact based on related past alerts.

The screenshot displays a dashboard titled "Insights from past alerts". It features several sections: "Alert trends" with 14 similar alerts in 20 days, "Incidents" with 3 similar alerts in 20 days, and "Impacted" services including "US West Payroll Database" and "US East Payroll Database". Below these is a "Related Jira tickets" section listing three tickets: "INC-3927 SQS limit exceed" (CLOSED), "INC-2871 Payment erroring out" (CLOSED), and "INC-2283 Credit card system unresponsive" (CLOSED). A hand-drawn arrow points from the bottom right of the dashboard towards the text below.

But that's not all! Atlassian Intelligence will also provide recommendations for next steps, identify subject matter experts (SMEs), and surface potential root causes, runbooks, and Knowledge Bases (KBs) that may help resolve the incident faster.

With Jira Service Management, you're never really alone in an incident.

Automation Throughout The Incident Lifecycle

Lastly, with new automation and connectors to third-party services like AWS, teams can automatically close alerts or create incidents populated with AI-suggested content. This not only speeds up resolution times but also enhances the overall efficiency of incident management.

The screenshot shows the "Return to rules" configuration page in Jira Service Management. The automation rule is set to trigger "When: Alert created". The steps in the flow are: "If: Alert meets criteria" (Description: contains AWS CPU), "Then: Run an AWS Service" (Wait for payload), "Wait for a specified time period" (Wait 120 seconds), and "Then: Get CPU Usage". A "Add another step" dialog is open on the right, showing options for Action, Condition, For each related item, and Controls. A hand-drawn arrow points from the top right of the dashboard towards the text below.

Comprehensive Asset Management

Assets in Jira Service Management (Assets) is a centralized database for assets, services, configuration items (CIs), and more. We're introducing new capabilities that bring all your critical assets into focus, enabling better collaboration and visibility.

Introducing Data Manager

In November 2023, Atlassian completed **the acquisition** of Airtrack, maker of leading IT data quality management technology. Since then, we've integrated AirTrack technology into Assets, and given it a fresh rebrand – Data Manager.

With Data Manager, customers who utilize Assets will soon be able to:




Connect all asset data sources

Data Manager contains 30+ out-of-the-box connectors to pull in data from a host of different systems, databases, and discovery tools.



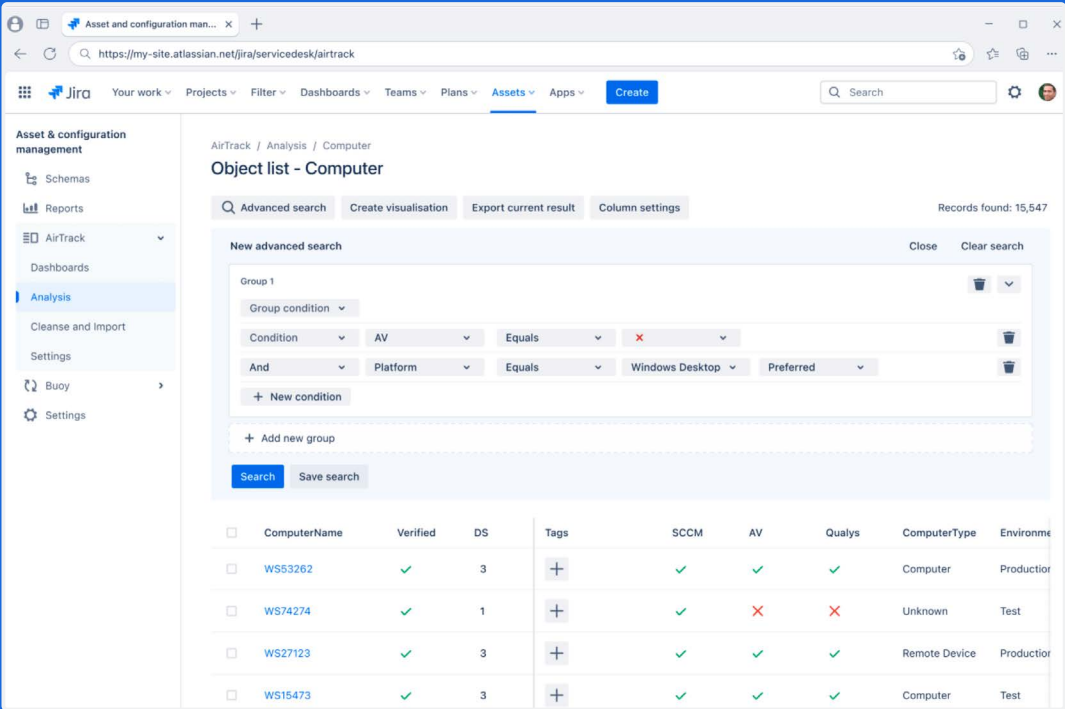
Reconcile data gaps

Data Manager can aggregate, analyze, and compare data from different sources in Jira Service Management to quickly identify discrepancies, gaps, and other problems to improve data quality and ensure accuracy.



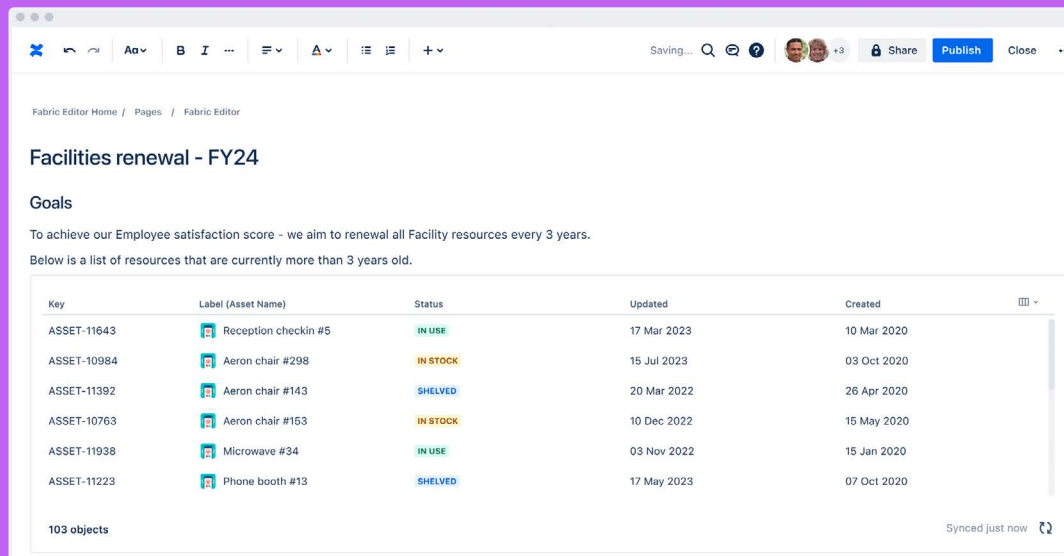
Report with confidence in the data quality

Agents can understand changes across their IT environment, produce dashboards to track relevant data points, and take action with automation.



Surface Assets in Confluence

Users can now easily create a list of objects in Confluence from a schema in Assets in Jira Service Management. A Facilities team that uses Assets to track office resources, for example, may need to provide budgeting data for the upcoming fiscal year. Thanks to this new macro, the team can quickly display and filter a list of office equipment in Confluence to understand which are in use versus how many are in stock, and make a decision about how much money they need to budget for new equipment next year.



Fabric Editor Home / Pages / Fabric Editor

Facilities renewal - FY24

Goals

To achieve our Employee satisfaction score - we aim to renew all Facility resources every 3 years.
Below is a list of resources that are currently more than 3 years old.

Key	Label (Asset Name)	Status	Updated	Created
ASSET-11643	Reception checkin #5	IN USE	17 Mar 2023	10 Mar 2020
ASSET-10984	Aeron chair #298	IN STOCK	15 Jul 2023	03 Oct 2020
ASSET-11392	Aeron chair #143	SHELVED	20 Mar 2022	26 Apr 2020
ASSET-10763	Aeron chair #153	IN STOCK	10 Dec 2022	15 May 2020
ASSET-11938	Microwave #34	IN USE	03 Nov 2022	15 Jan 2020
ASSET-11223	Phone booth #13	SHELVED	17 May 2023	07 Oct 2020

103 objects Synced just now



Souped-Up Asset Reporting

We've also rolled out new out-of-the-box dashboards for reporting on your data within Assets. Users can now drill down on their asset and configuration data, power better decision-making, and report out easily. Some reporting dashboards include:



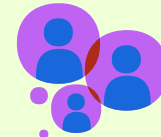
Inventory management

Monitor the types of inventory you have in stock and any related Jira issues.



Lifecycle management

Determine when to deprecate items tracked in Assets based on incidents over time (e.g., employee laptops).



Employee productivity

See employees mapped to assets and how they are maintaining them.



Objects by attribute

Number of objects by attribute

View how many objects have specific attributes.

Object type attribute

Laptop-Brand X

Attribute value	Number of objects
Apple	3
Ariel	1
Dell	3
HP	2
Lenovo	1

Object attribute details

View attribute values related to the selected object type attributes.

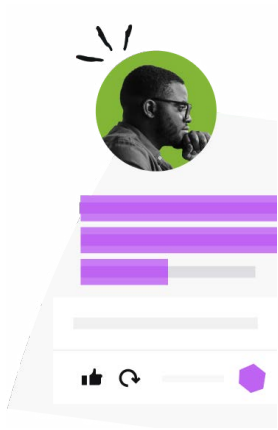
Object type attributes

Laptop-Brand X Laptop-Cost X Laptop-Employee name X Laptop-Status X Laptop-Warranty expiration X

Q Search table

Key	Brand	Cost	Employee name	Status	Warranty Expiration Date
HAR-41	Dell	\$1,199	Abby	In use	August 03, 2023
HAR-14	Dell	\$799		Support Requested	July 12, 2023
HAR-16	Dell	\$749	Daria Cote	In Service	November 17, 2022
HAR-7	HP	\$849	Burton O'Donnell	In use	April 12, 2023
HAR-110	Ariel	1200	Abby	Active	February 24, 2024
HAR-40	HP	\$819		Under maintenance	June 07, 2023

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Setting new standards for what's possible in service management

As we look to the future, our mission remains the same: to empower teams to deliver exceptional service experiences. Whether it's through enhancing employee service experiences with AI, streamlining incident response capabilities, or improving asset data quality, we're dedicated to helping our customers thrive in an ever-evolving landscape.

Thank you to our community of over 50,000 customers for your trust and partnership. Your feedback and success stories inspire our ongoing innovation. Together, we are setting new standards for what's possible in service management.

Stay tuned for more updates as we continue to enhance Jira Service Management with you at the center of it all. Here's to delivering great service experiences, faster resolutions, and happier teams.

To learn more about The Next Chapter of Jira Service Management please contact your local Atlassian Solution Provider.

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