Four Enterprise priorities and how Atlassian tools can help

It's no secret that the global business landscape has shifted. With this shift, the technology that supports your business strategy is becoming more and more important. Find out how you can choose and optimize the right technology to achieve your business goals.

Growth and the change that follows

Tip: Be proactive and have a vision for the future

According to Gartner, "Growth continues to top the list of CEO business priorities in 2019 and 2020." 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 or geographical expansion.

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. Your organization's tools need to able to effectively adapt and change, regardless of how growth is acquired.

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. Since none of us are fortune tellers, the tools you choose should be adaptable to your needs (known and unknown). Remember, you aren't buying tools for today, purchase and implement for the future.

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

> ## Growth continues to top the list of CEO business priorities in 2019 and 2020
>
> **GARTNER**

Scalability

As you grow, your instance needs to be able to support that growth whether it is users, amount of data that is accumulating, or a different driver. There are a couple of ways you can address this - add resources (scale vertical), add nodes (scale horizontal), or prune instance with admin tools. Atlassian's Data Center offerings are available in a clustered architecture, which means you can be certain your tools will scale with you.

Performance

Maintain the performance your organization demands and your workforce expects. Data Center's usage of a load balancer allows you to direct traffic and compartmentalize resources to ensure all of your requests maintain the best performance possible. This 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.

Manage your costs

Tip: Change your perception of "cost management" to "profitable growth"

Cost management doesn't mean cost-cutting. Cost management should focus on improving productivity and developing profitable growth. One of the easiest and most efficient ways to do so is by optimizing your tech stack. Concentrate less on reducing IT spend, and more on reinvesting and transforming it to drive the most value.

We understand that when looking at a P&L this might seem daunting, but to help paint this picture let's take a step back. Pretend you were advising a farmer (stick with me on this). When looking holistically at their crop yields, would you decrease your investment in your irrigation system to save money? No, this would be a poor long term business plan. Instead, you'd look to invest in a better irrigation system that is more efficient, easier to work with, scalable, and better hydrates your plants. This would pay for itself in the future with benefits such as improved crop yield, decreased wasted water costs, and reduced maintenance.

Since you probably aren't working on a farm, you might be asking yourself "Where is a good place to begin optimizing my tech stack?".
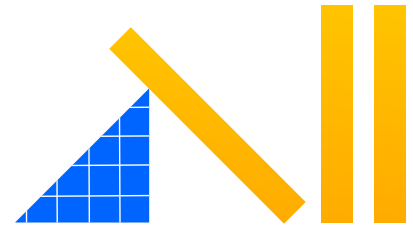
Two ways you can improve your return on investment are:

Minimizing administrative costs

One way to minimize costs is by deploying using a cloud provider such as AWS or Azure. Doing so offers greater customization, reduced infrastructure and maintenance costs, and significant time savings. Due to this, we have seen over 40% of our Data Center customers deploy on cloud providers such as AWS or Azure.

Eliminating downtime

When your systems go down, work stops. A single hour of downtime can cost on average $300,000 (according to Gartner) and multiple outages can quickly add up. With high availability, your teams can have access to the tools they rely on. Atlassian's Data Center architecture allows you to set up an active-active clustering with failover architecture so your teams will be driving profitable growth, not accruing costs.

> **Forty-seven percent of respondents mentioned technology as one of their top two ways to improve productivity.**
>
> **GARTNER**

Build technology resilience

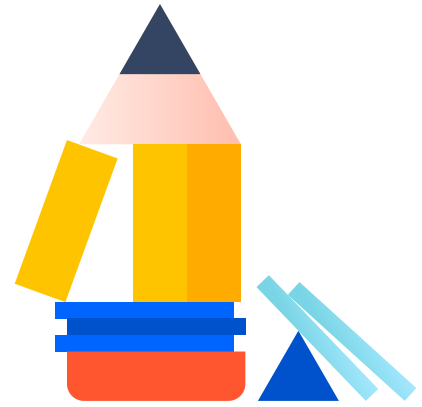## Tip: Don't let an incident bring you to your knees

Availability to your tools and the information inside of them is critical. Many 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.

⊖ Unplanned downtime

No matter how hard we 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 wide and can range from a complete "oh shit" moment to a small incident. Data Center has you covered no matter where you fall on the spectrum. With Disaster Recovery you are safe in the event that there is a complete disconnection from a primary instance. While active-active clustering and automatic hot failover, ensure 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 and Read-Only Mode to allow upgrades to your system with minimal impact on end-users. Giving you the confidence to upgrade more often and have the latest and greatest features and fixes for your system.

90% of businesses without a Disaster Recovery plan will fail after a disaster.

TOUCHE ROSS

Accelerate the business velocity

Tip: It takes a village, address your people and practices

Companies must consistently deliver innovative and differentiated solutions in ever-shrinking timelines amid growing market pressure. Typically, you have to do all of this while also trying to scale. We've shared a lot of recommendations on how to optimize your tech stack, but that's only half the battle.

Your teams and their practices (how they work) are just as important. Developing healthy practices is about more than culture and engagement, it's your company's ability to work fluidly, understand a vision, and execute.

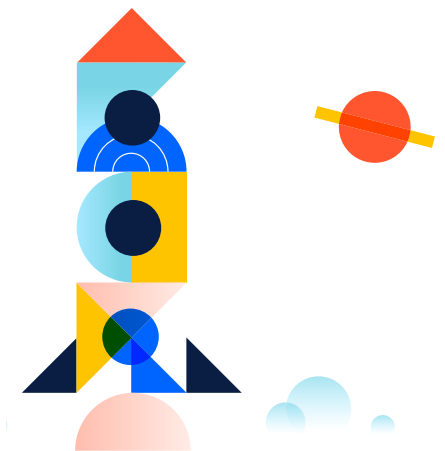Below are a couple of strategies to help you jumpstart this transformation:

Transformative practices

In the age of disruption there are a variety of methodologies companies are using to change and improve how their teams work. Whether it's Agile, DevOps, ITSM, or one of the many other practices, the choice is yours, but adopting modern methodologies will help future proof your organization.

Change your mindset

To anyone who is familiar with our values, you likely know how seriously we take them - especially Open Company, No Bullshit. Being an open company is central to our culture. It's fundamental to how we work together and how we build our products. Practicing an Open methodology is a frame of mind, a willingness to share, to mess up, to have access to information, and to be human. It's not just about how teams work, but also how they think and act. We believe open ideas get individuals, teams and organizations further, faster. A great way to foster an Open mindset is to leverage the Team Playbook, which holds a number of plays you can bring back to your teams.

> " **Move fast. Speed is one of your main advantages over large competitors.**
>
> **SAM ALTMAN**
> Chariman of Y Combinator

Want to dig deeper ?

Check out our Data Center Tipping Point

ATLASSIAN