



Building Solutions

The Atlassian Agile at Scale Solution Journey

Mark Cruth
Sr. Solutions Architect, Atlassian



#sunrise



Our customers **trust us** [Atlassian]
to deliver **agile teamwork tools**
but we need to **demonstrate** that we can
create **enterprise solutions**
for every **business need**

Key takeaway - Executive CAB

Let's talk **Solutions**

Full Solution



AGILITY



TOOLING



TEAM



ARTIFACTS



PROCESSES



BUSINESS
OUTCOME



BUSINESS
PROBLEM

Now let's talk...

Atlassian Solutions



Atlassian Solutions

AGILE AND DEVOPS



For Tech and Biz Teams

ITSM



For IT Teams

WORK MGMT



For All Teams

Atlassian Solutions

AGILE AND DEVOPS



For Tech and Biz Teams

ITSM



For IT Teams

WORK MGMT



For All Teams

Jira Confluence Jira Align Bitbucket JSM JSW JWM Opsgenie Statuspage Trello



Atlassian Solutions

AGILE AND DEVOPS



For Tech and Biz Teams

ITSM



For IT Teams

WORK MGMT



For All Teams

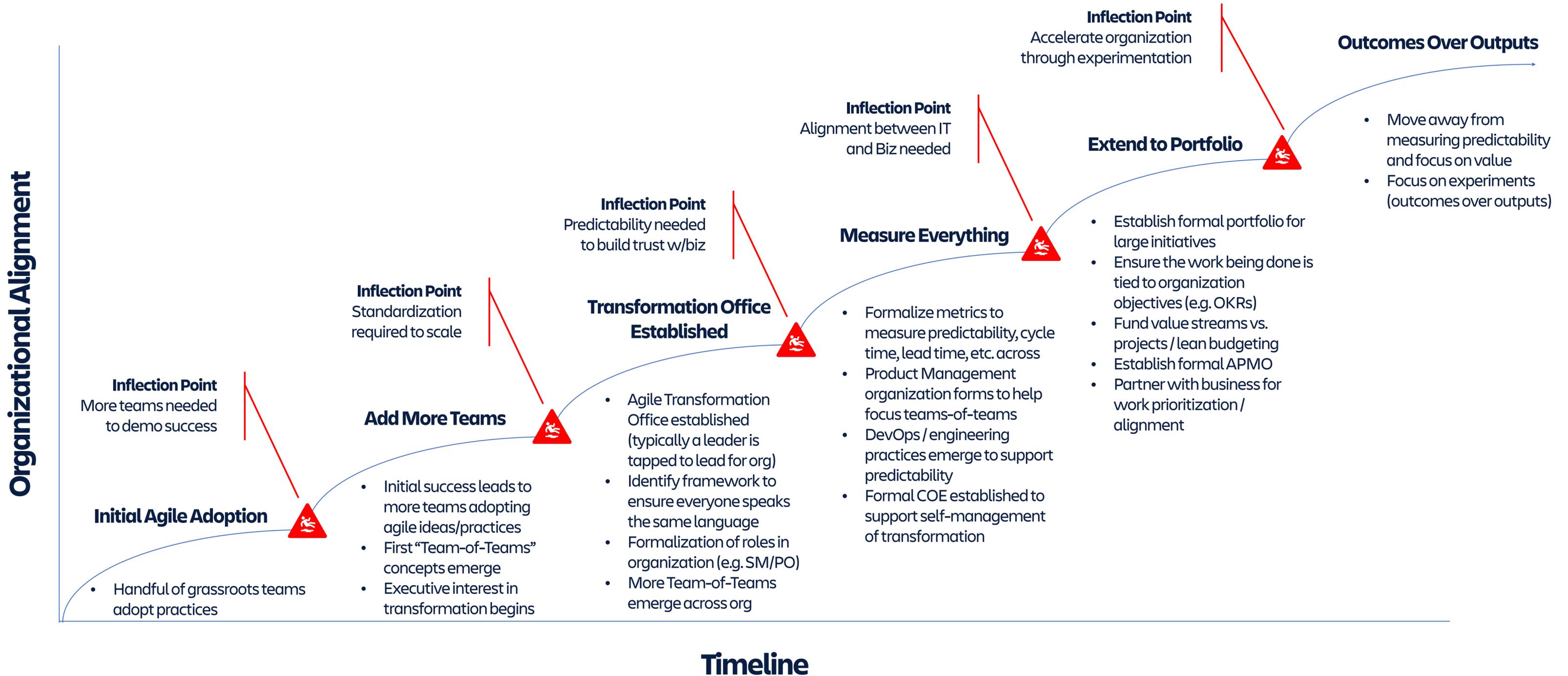
Jira Confluence Jira Align Bitbucket JSM JSW JWM Opsgenie Statuspage Trello



Your **Solution Journey** starts with ...

... understanding your **Agile Journey**

The “Generic” Agile Transformation Story



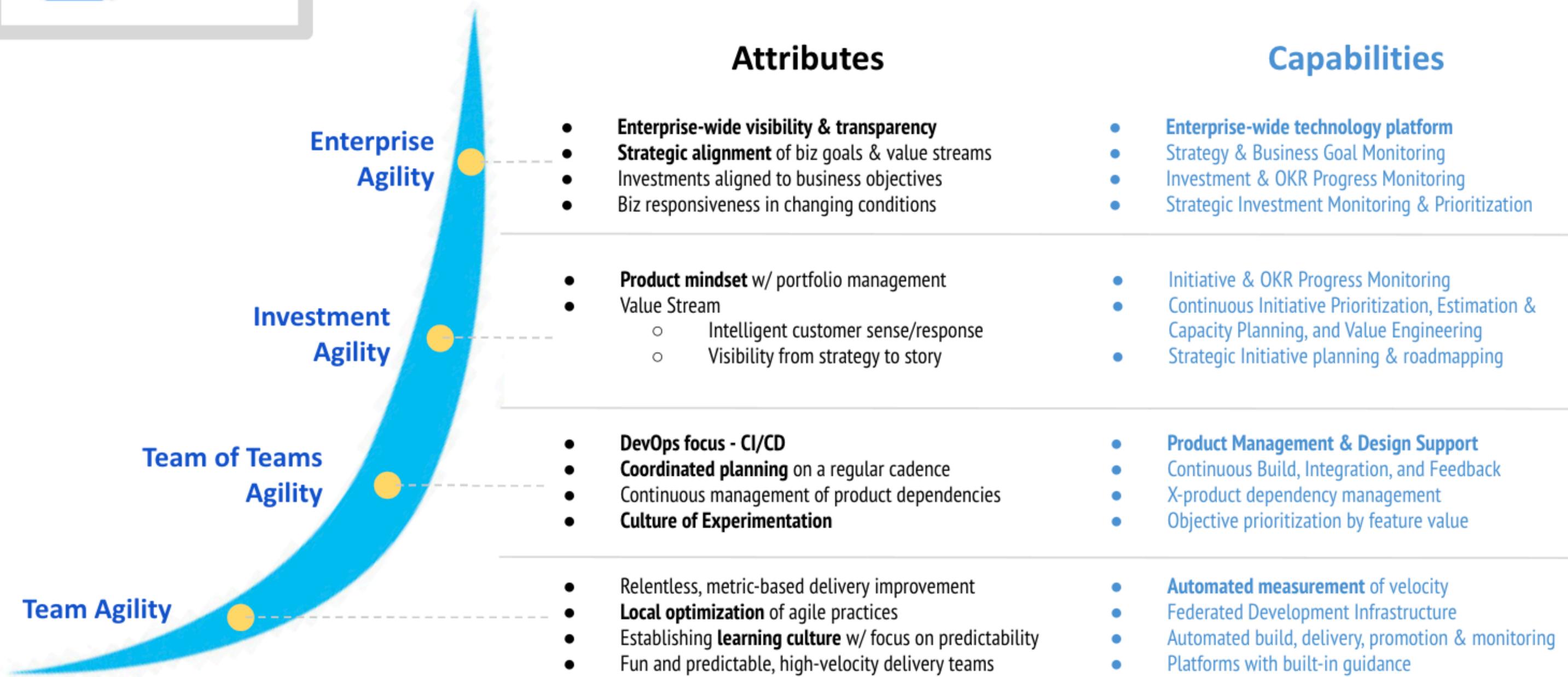
Note: This is a simplified view of a transformation journey (the real thing is a lot more messy, but this gets the point across)

Your Plan



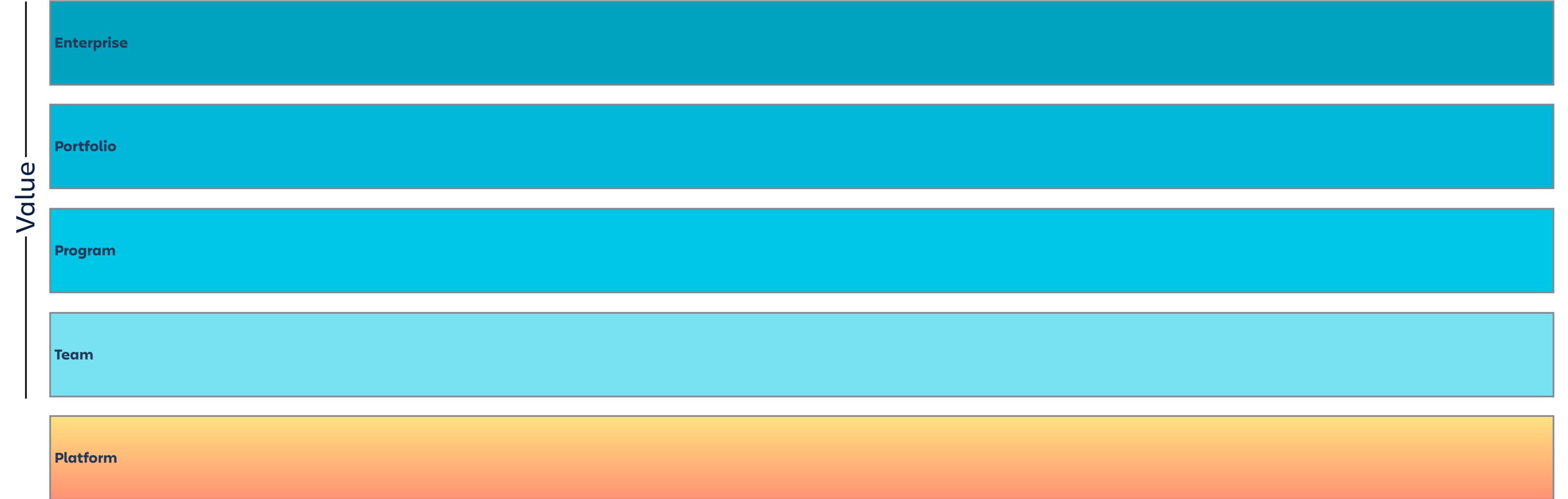


Digital Transformation

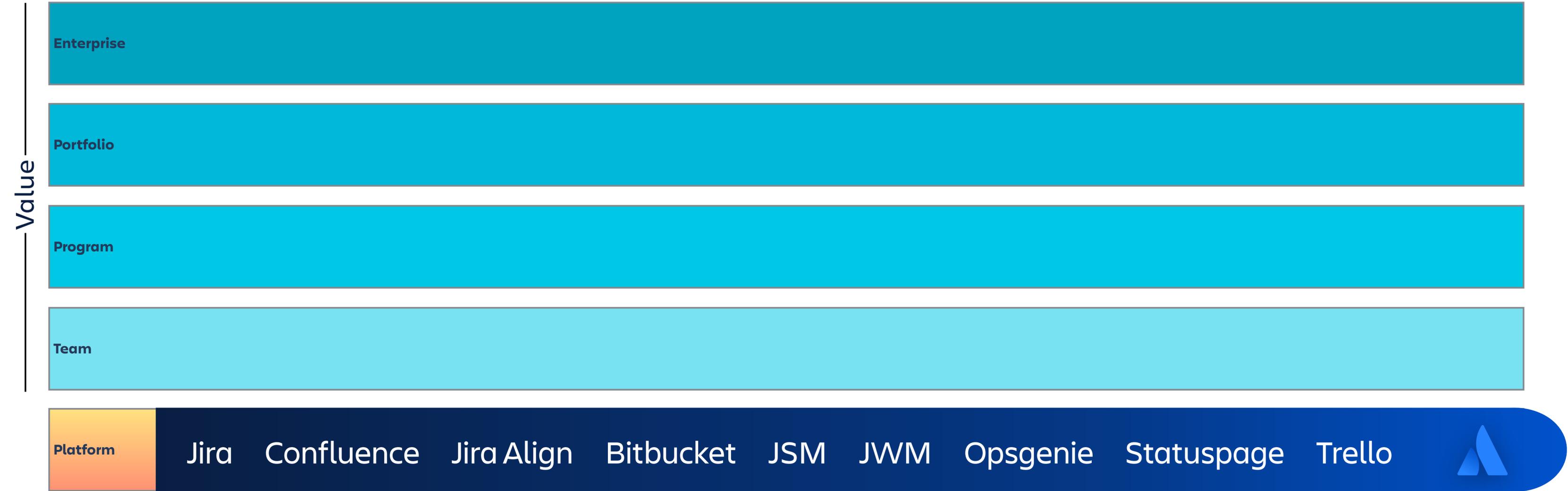


Let's *Visualize* the **Solution Journey**

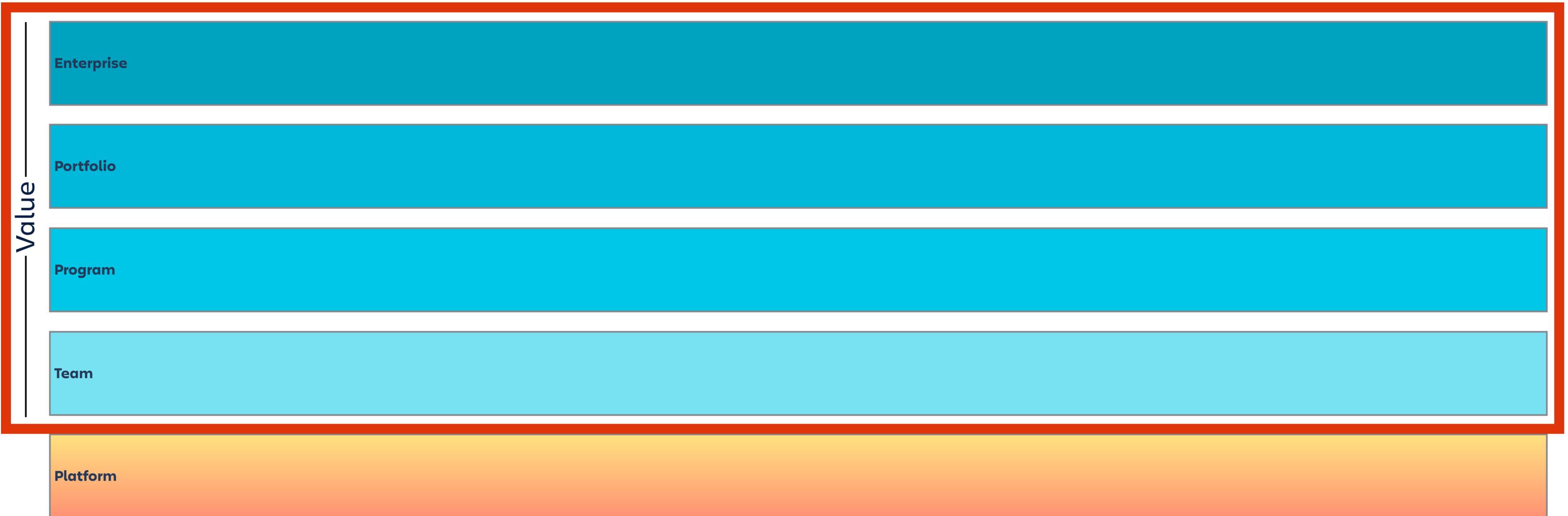
Agile at Scale Solution Journey



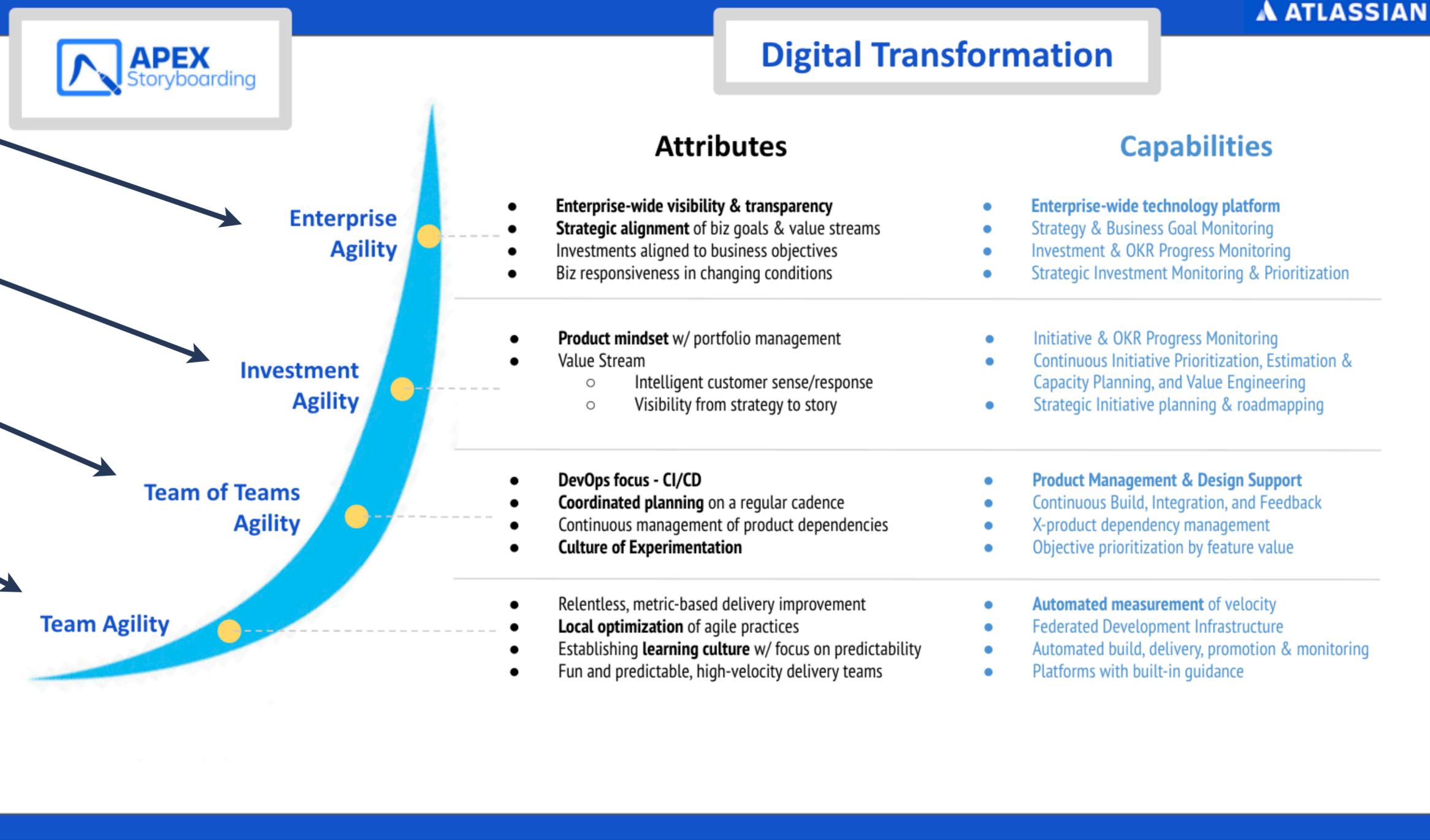
Agile at Scale Solution Journey



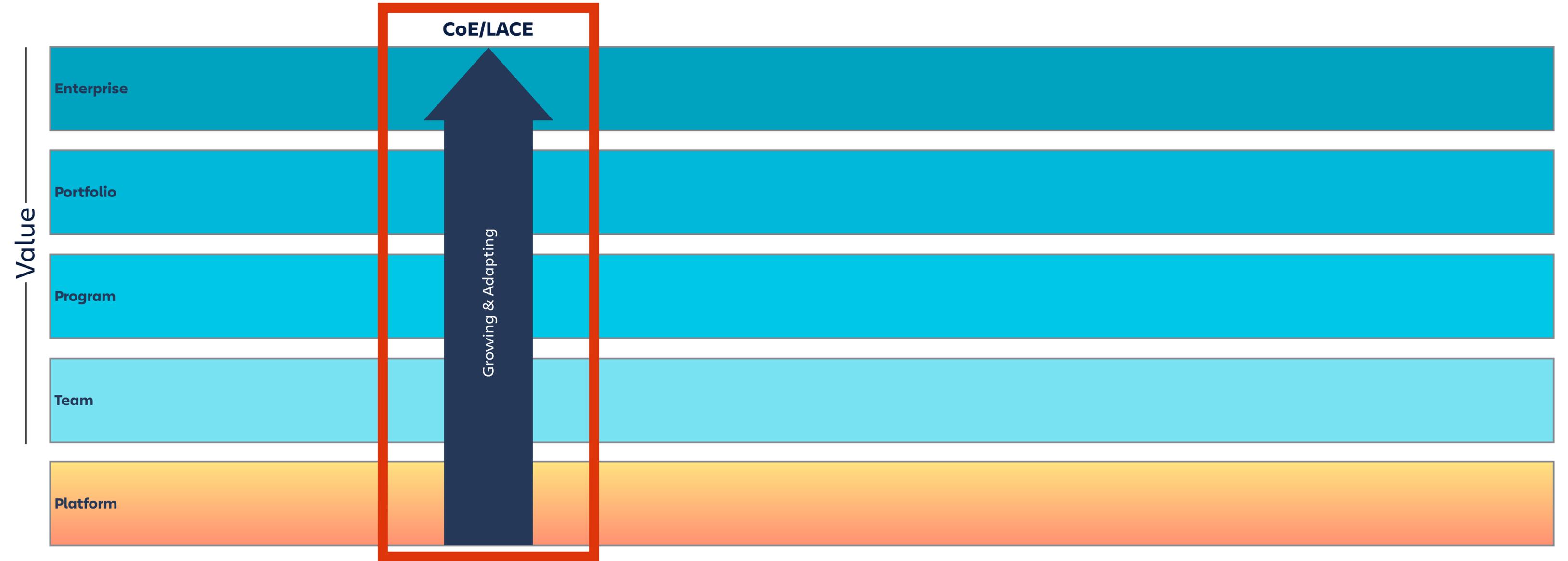
Agile at Scale Solution Journey



Agile at Scale Solution Journey



Agile at Scale Solution Journey



TAM



Blueprints / Guidance



Atlassian / Partner



Platform Optimizations



Customer



*Soapbox
Moment*

Many organizations separate **tooling** from **process transformation**

Transformation

Coaching
Transformation Office
Leadership

Tooling

Jira / Jira Align
Infrastructure
Administration

When talking about **Tooling**, we tend to focus **here**...

Transformation

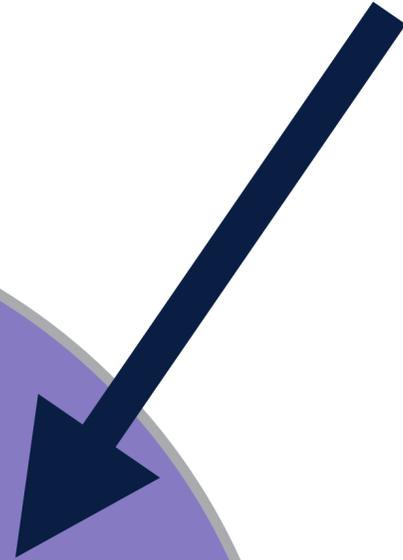
Coaching
Transformation Office
Leadership

Tooling

Jira / Jira Align
Infrastructure
Administration



...but **Transformation** happens over here



Transformation

Coaching
Transformation Office
Leadership

Tooling

Jira / Jira Align
Infrastructure
Administration

The **Agile at Scale Solution** needs **both!**





Thank You

Agile at Scale Solution Journey

CoE/LACE



TAM



Blueprints / Guidance



Atlassian / Partner

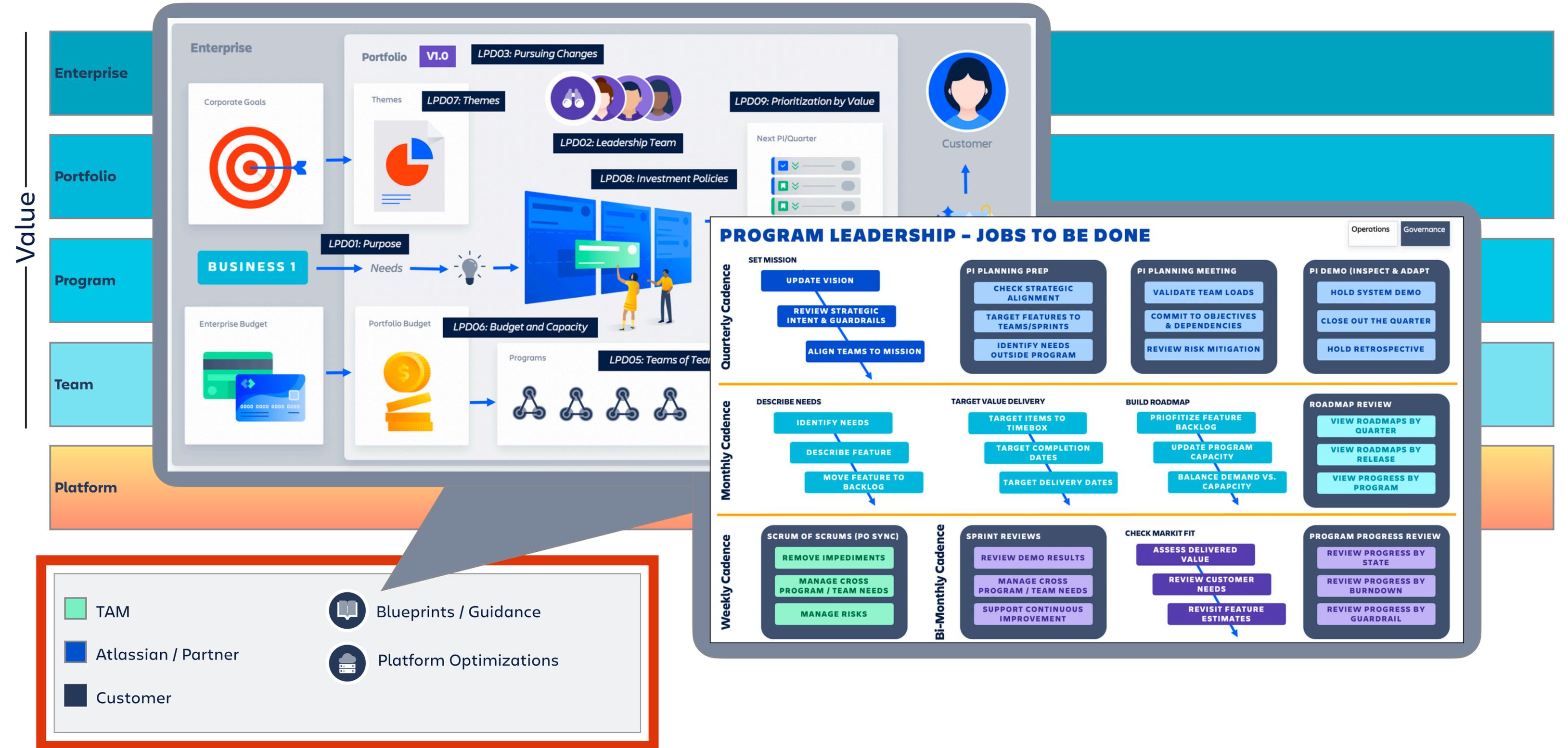


Platform Optimizations



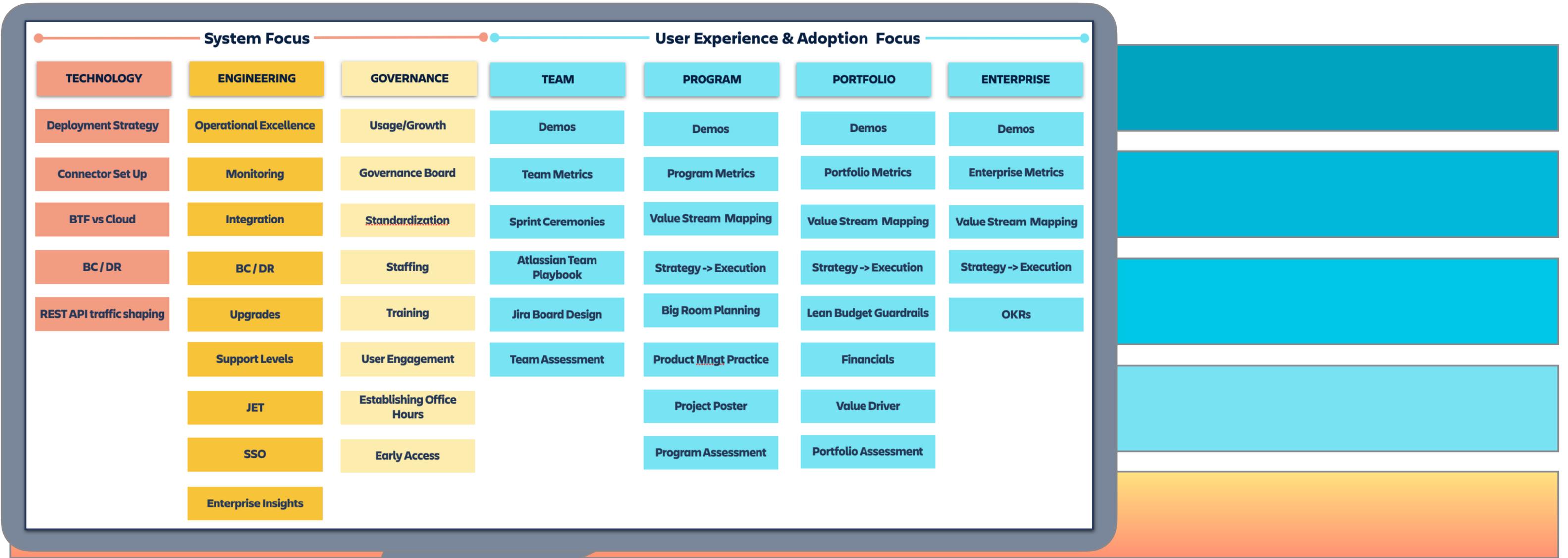
Customer

Agile at Scale Solution Journey



Agile at Scale Solution Journey

Value



- TAM
- Atlassian / Partner
- Customer

Documents / Guidance

Platform Optimizations

Agile at Scale Solution Journey

CoE/LACE

Growing & Adapting



TAM



Blueprints / Guidance



Atlassian / Partner



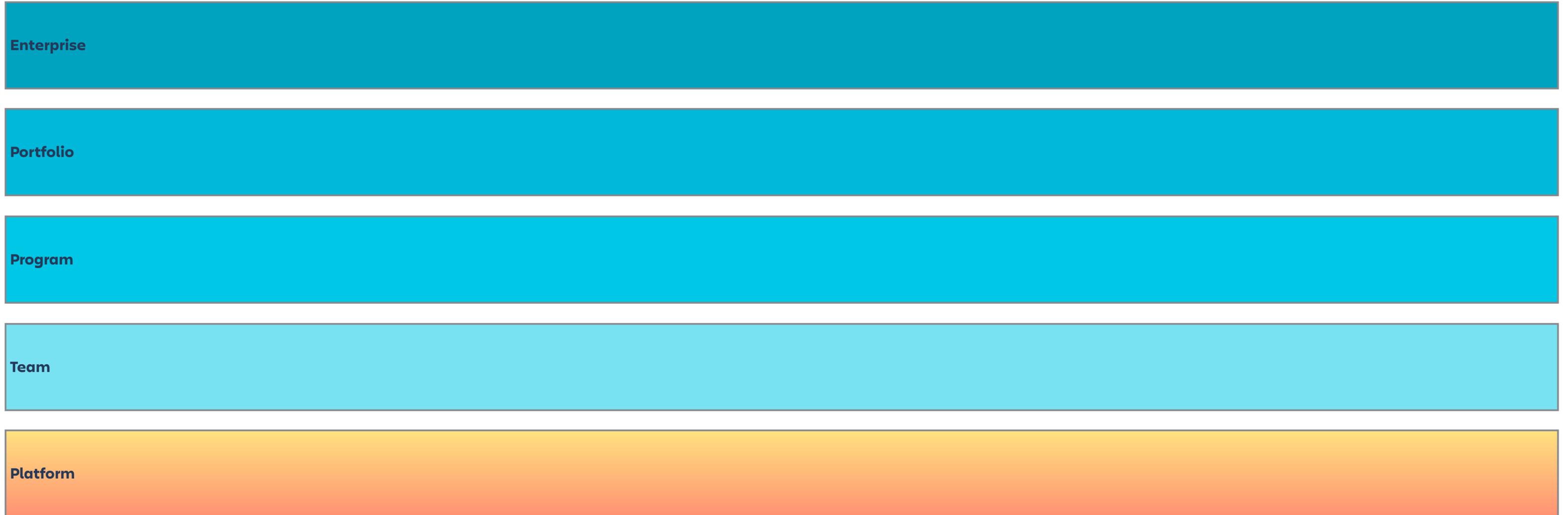
Platform Optimizations



Customer

Agile at Scale Solution Journey

CoE/LACE



TAM



Blueprints / Guidance



Atlassian / Partner



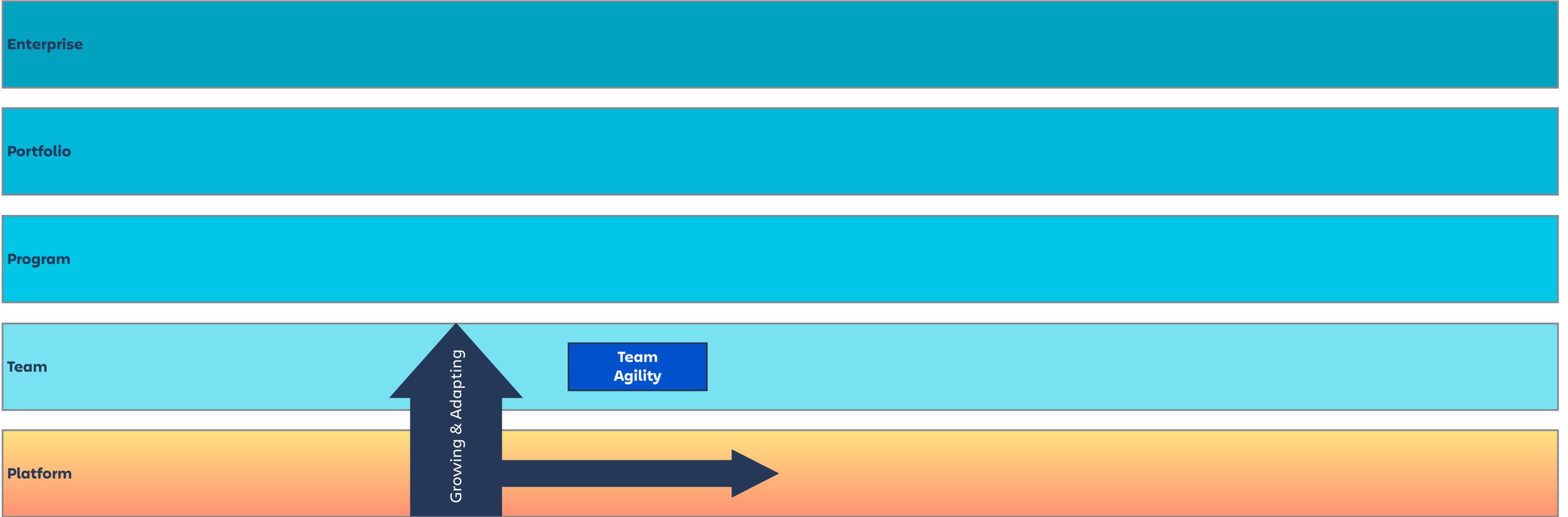
Platform Optimizations



Customer

Agile at Scale Solution Journey

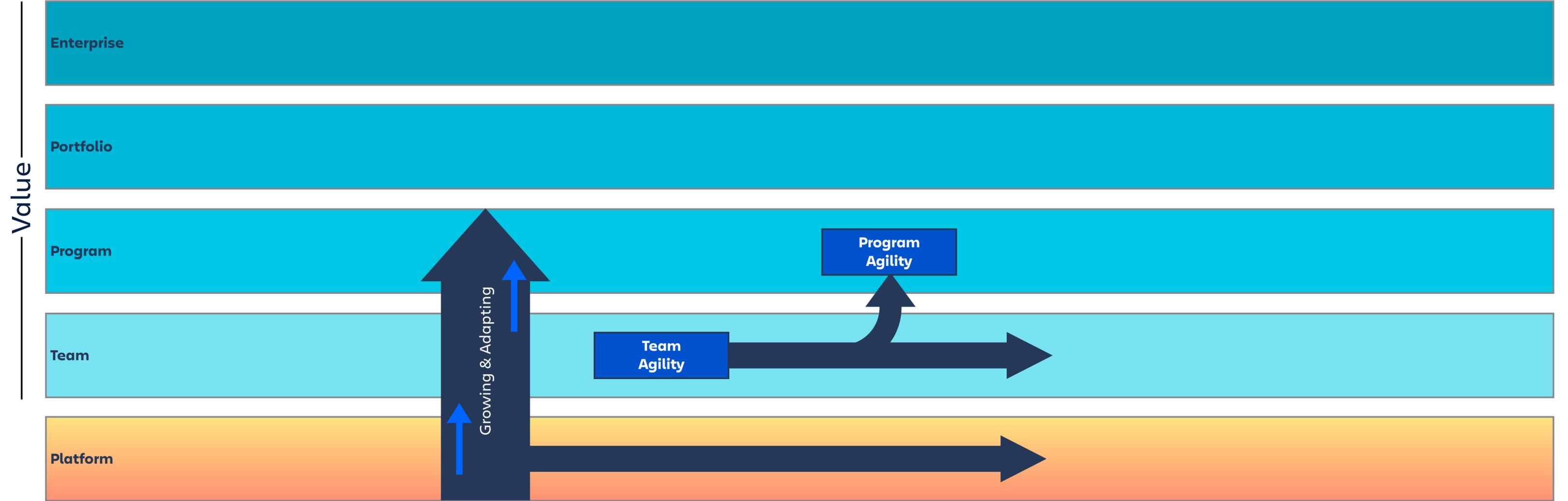
CoE/LACE



 TAM	 Blueprints / Guidance
 Atlassian / Partner	 Platform Optimizations
 Customer	

Agile at Scale Solution Journey

CoE/LACE



TAM



Blueprints / Guidance



Atlassian / Partner



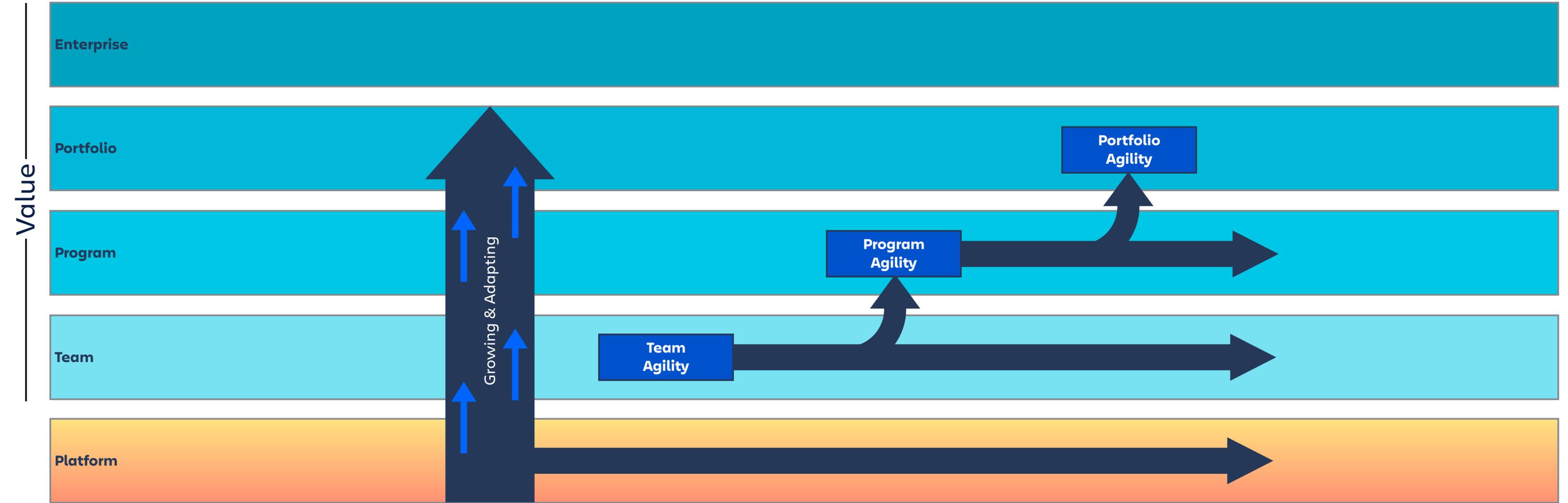
Platform Optimizations



Customer

Agile at Scale Solution Journey

CoE/LACE



TAM



Blueprints / Guidance



Atlassian / Partner

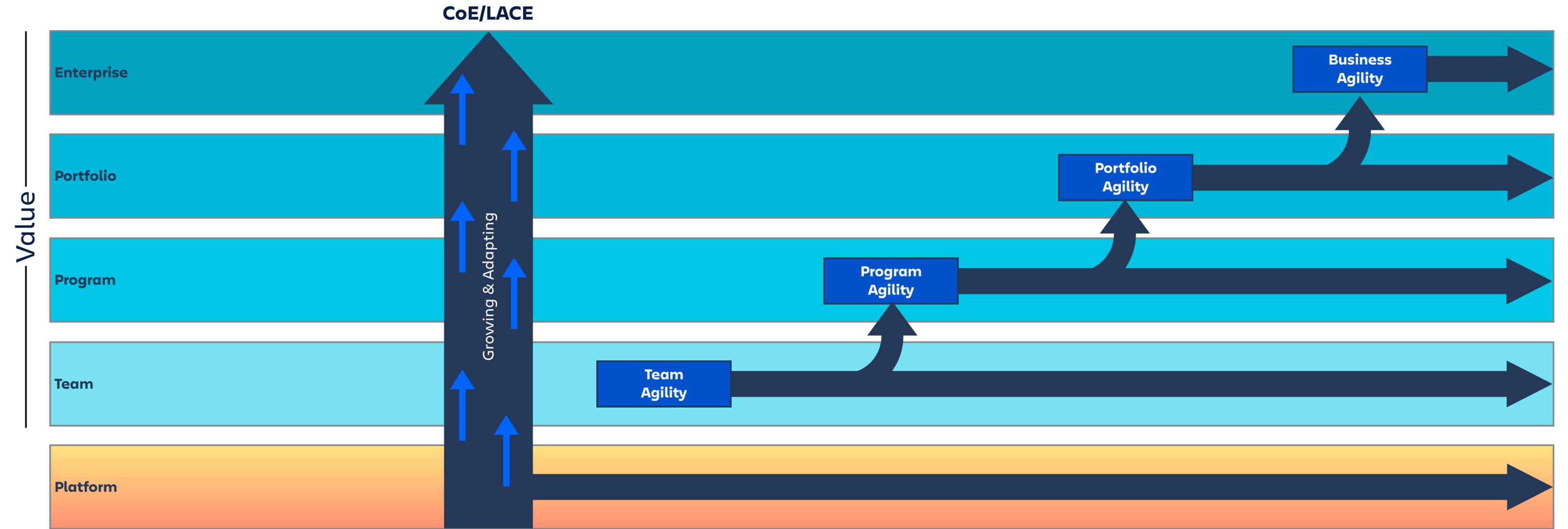


Platform Optimizations



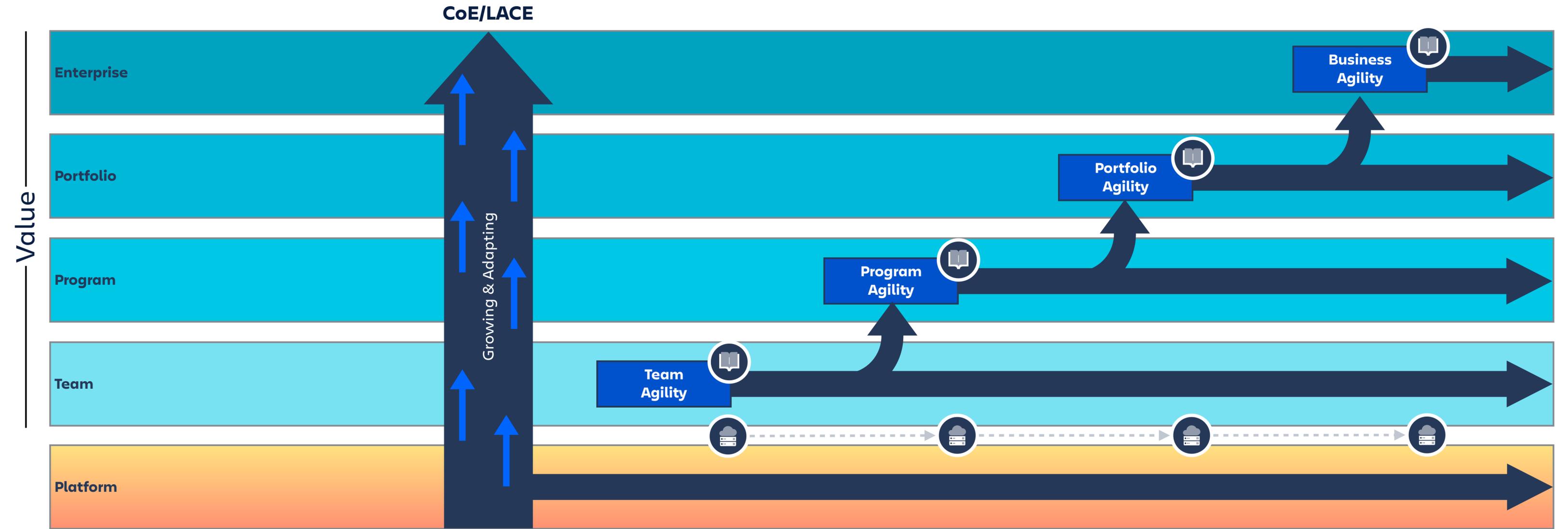
Customer

Agile at Scale Solution Journey



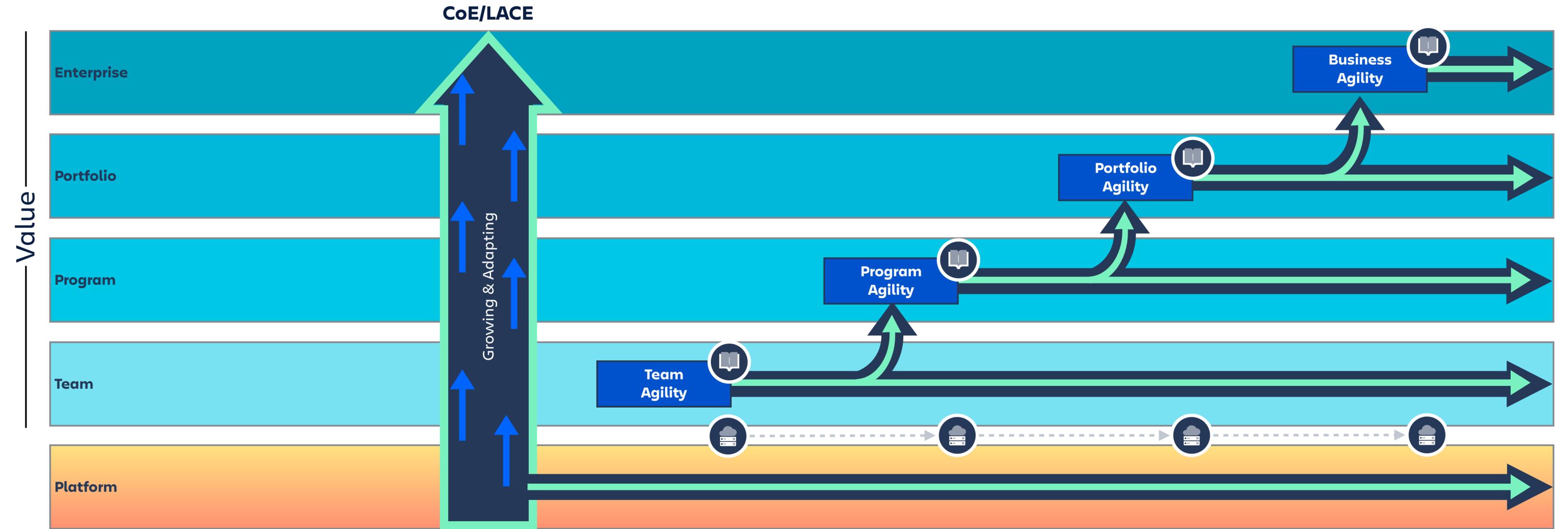
-  TAM
-  Atlassian / Partner
-  Customer
-  Blueprints / Guidance
-  Platform Optimizations

Agile at Scale Solution Journey



 TAM	 Blueprints / Guidance
 Atlassian / Partner	 Platform Optimizations
 Customer	

Agile at Scale Solution Journey

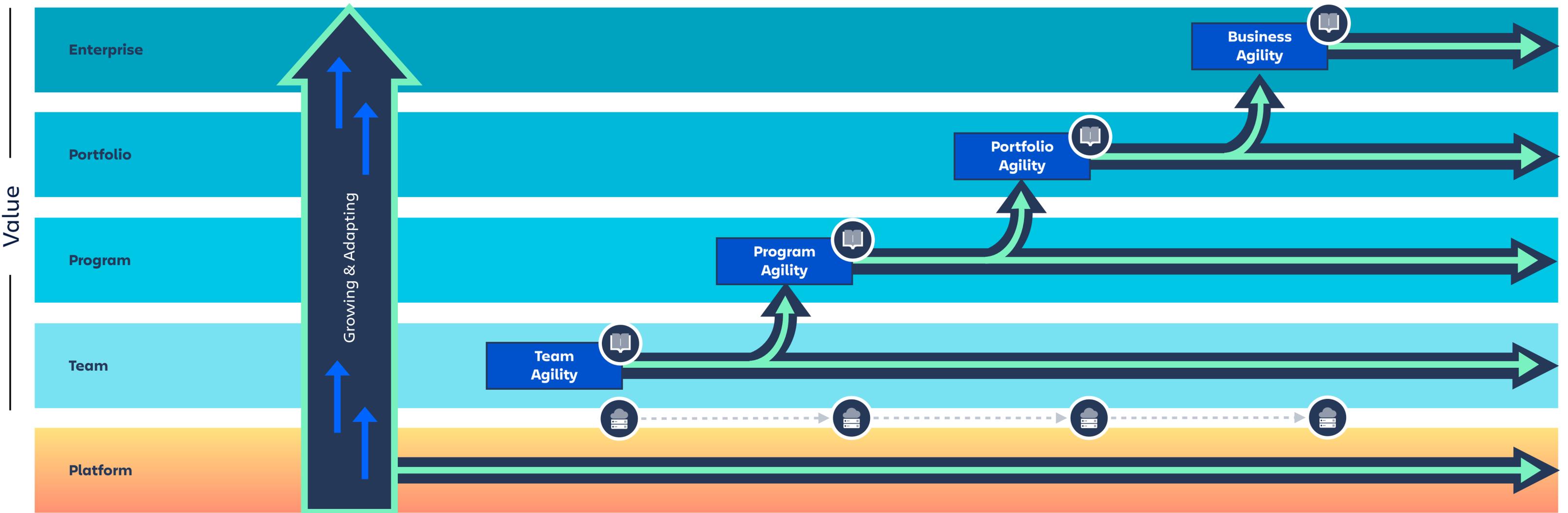


 TAM	 Blueprints / Guidance
 Atlassian / Partner	 Platform Optimizations
 Customer	

What about **Phases**?

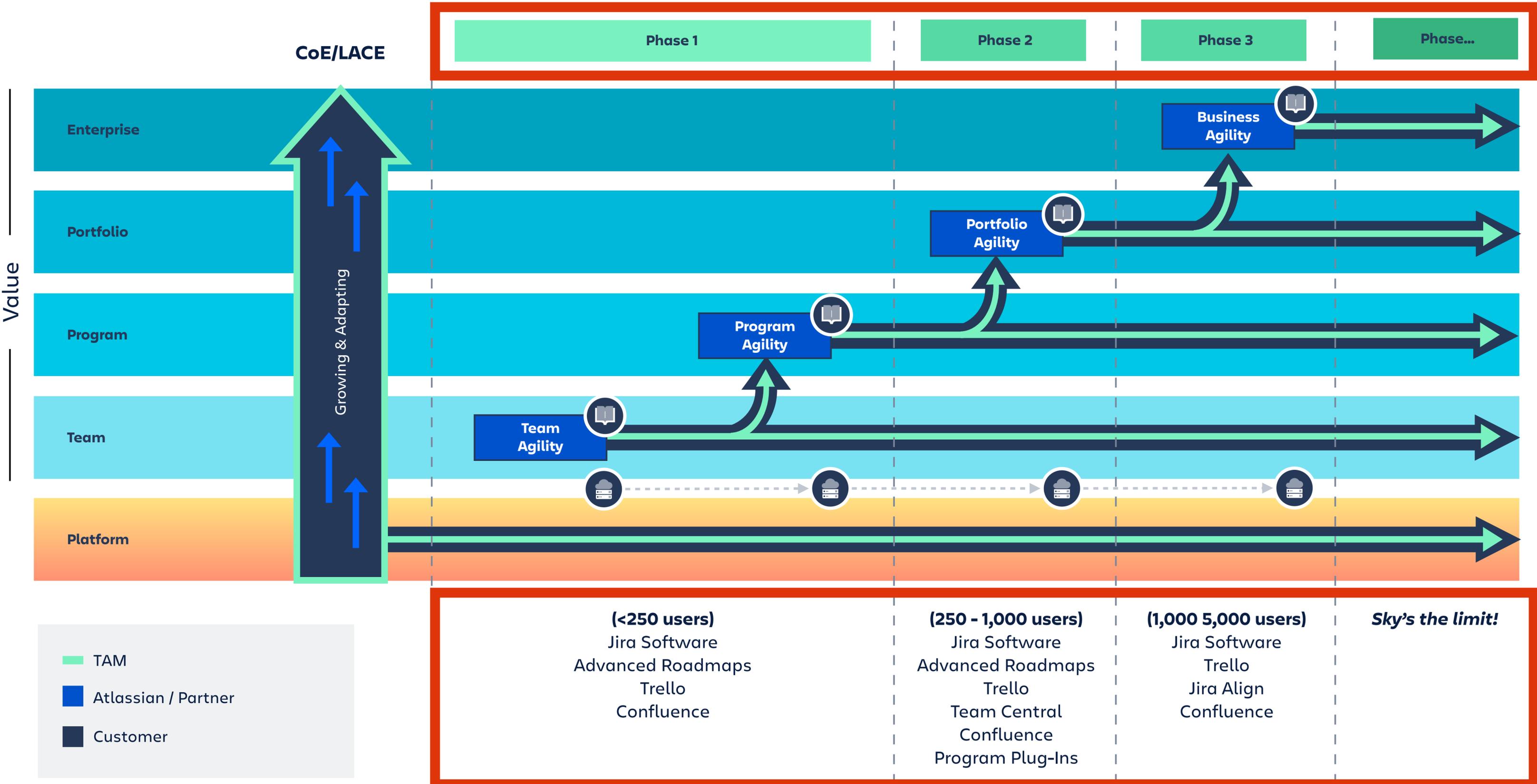
Agile at Scale Solution Journey

CoE/LACE



- TAM
- Atlassian / Partner
- Customer

Agile at Scale Solution Journey



CoE/LACE

Phase 1

Phase 2

Phase 3

Phase...

Enterprise

Business Agility

Portfolio

Portfolio Agility

Program

Program Agility

Team

Team Agility

Platform

Growing & Adapting

TAM

Atlassian / Partner

Customer

(<250 users)

Jira Software
Advanced Roadmaps
Trello
Confluence

(250 - 1,000 users)

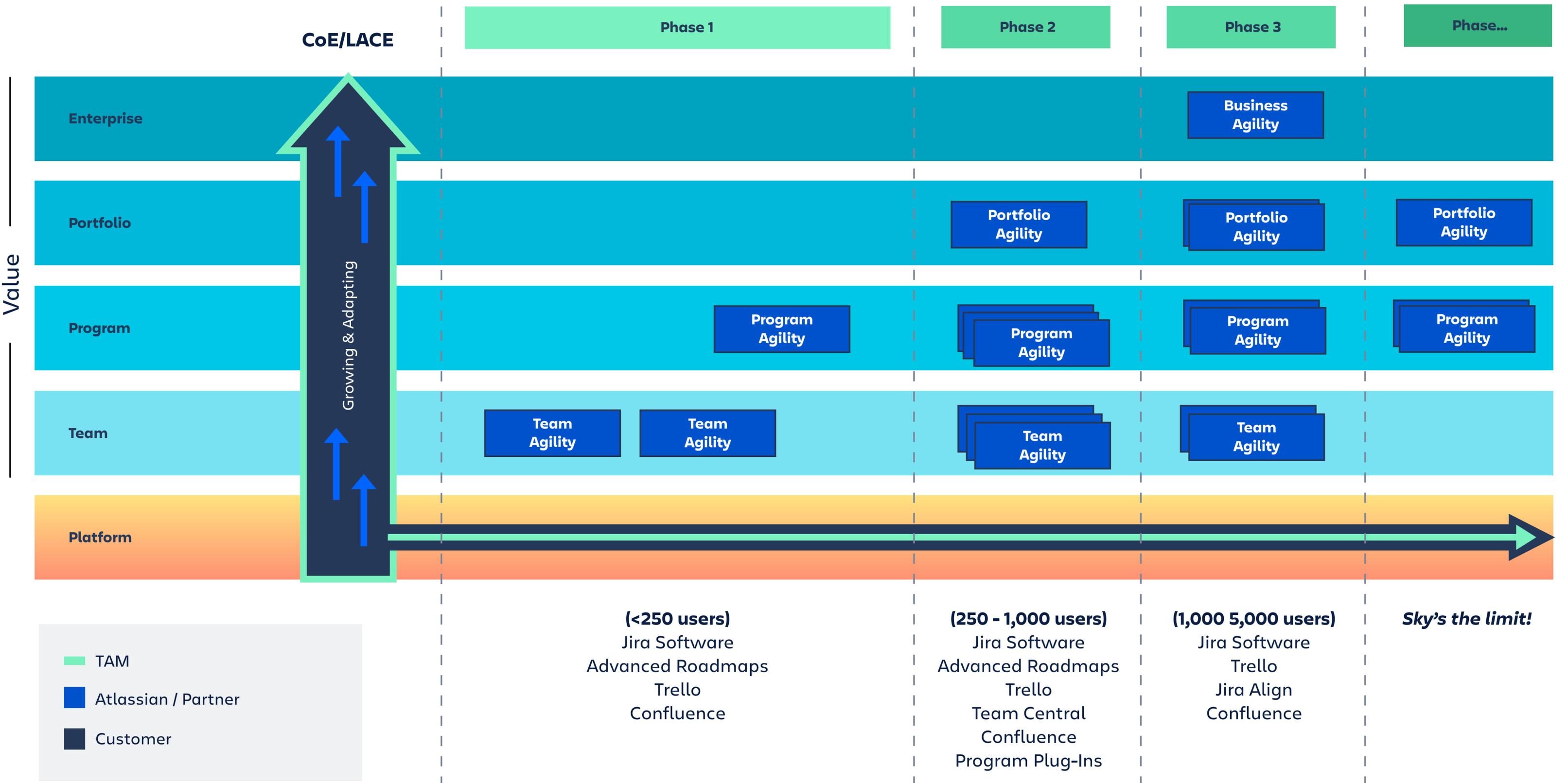
Jira Software
Advanced Roadmaps
Trello
Team Central
Confluence
Program Plug-Ins

(1,000 - 5,000 users)

Jira Software
Trello
Jira Align
Confluence

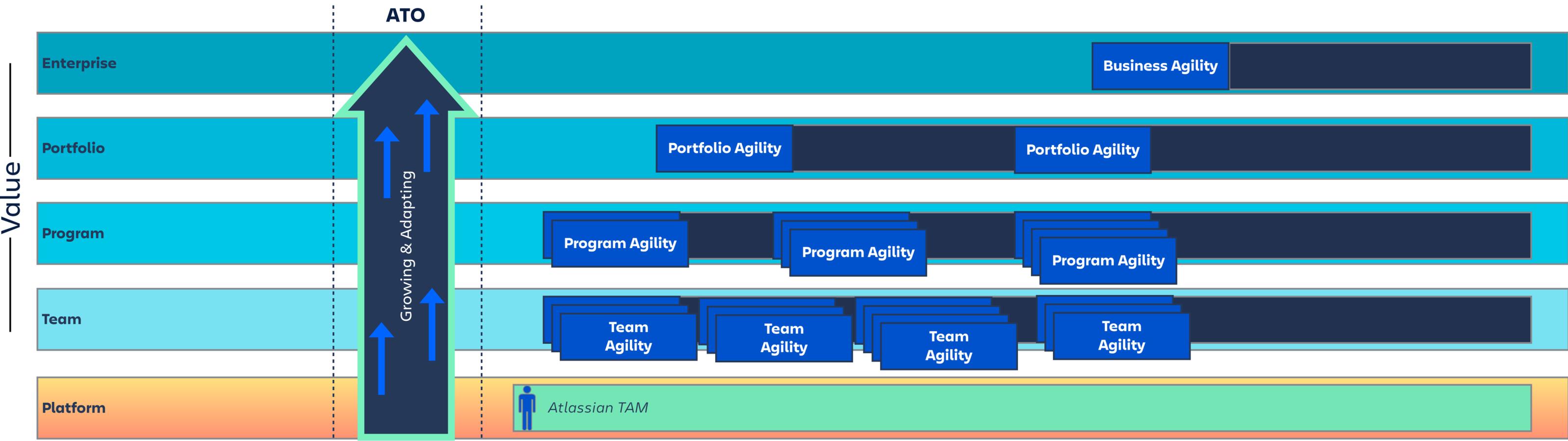
Sky's the limit!

Agile at Scale Solution Journey



How about some **Examples?**

Insurance Organization Transformation Journey (Multiple Products)



- TAM
- Atlassian / Partner
- Customer

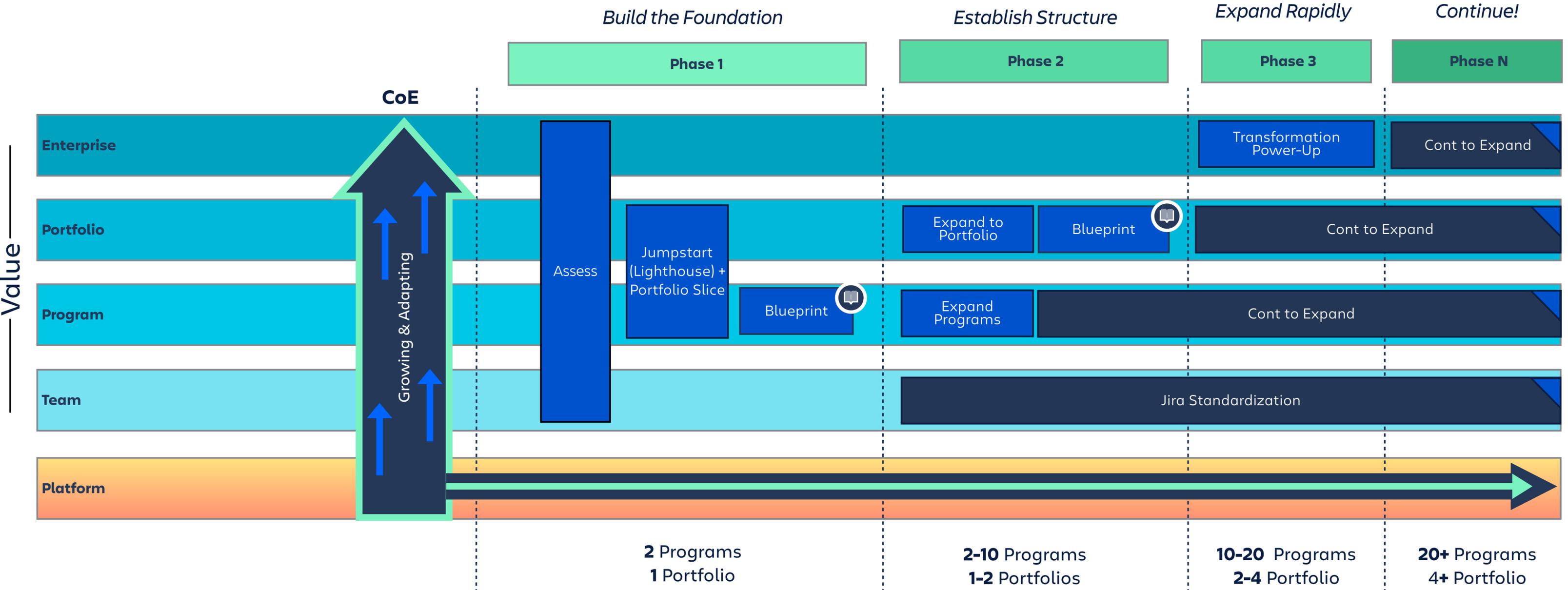
Coaches at the various levels can be internal or Atlassian Partners with Jira Align experience.

Using a Train the Trainer approach the rollout can be accelerated through multiple rounds of TtT.

NWOW Team/Program/Portfolio intake, onboarding, and launch practice

Team->Program->Portfolio and unlocking each level

Consumer Products Journey (Jira Align)

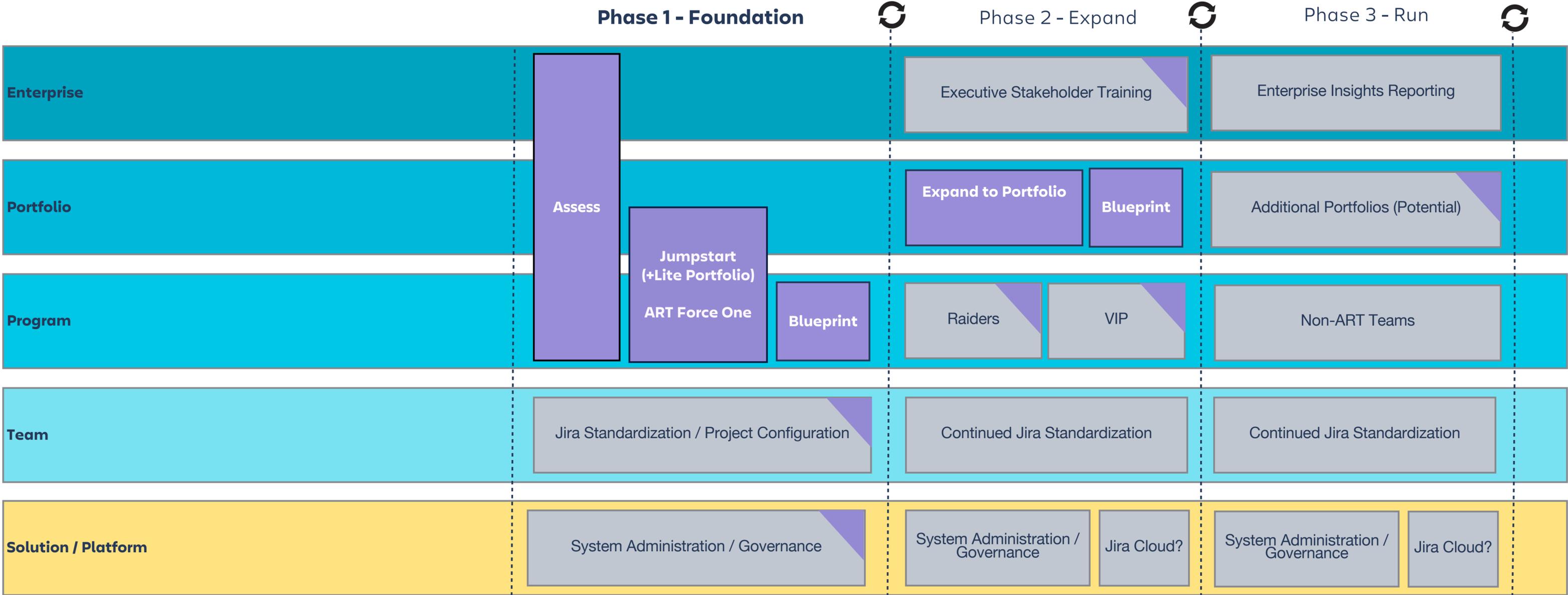


■ TAM
 ■ Customer
 ■ Atlassian / Partner
 ■ Blueprints / Guidance

Coaches at the various levels can be internal or Atlassian Partners with Jira Align experience.

Using a Train the Trainer approach the rollout can be accelerated through multiple rounds of TtT.

Financial Firm Onboarding Plan (Jira Align)



Standard Package/Workshop/Assets
 Customer Driven / No Package

2021 Q1
75 licenses
1 Program

2021 Q2
225 licenses
3 Programs
1 Portfolio

2021 Q3
300 licenses
3+ Programs
1+ Portfolio

The big **Takeaways**

**Solution Journeys
are like fingerprints**



Solution Journeys
continuously **Evolve**

EAT
SLEEP
LEARN
REPEAT

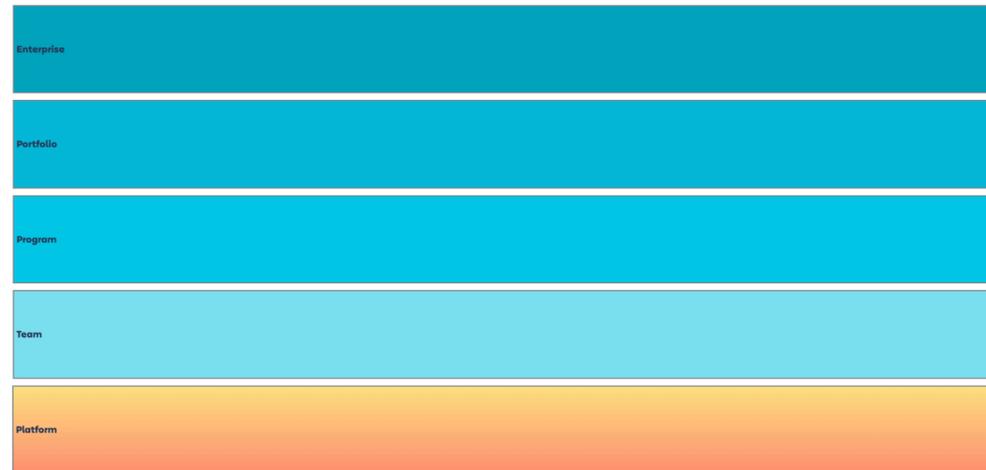
YOU own your Solution Journey



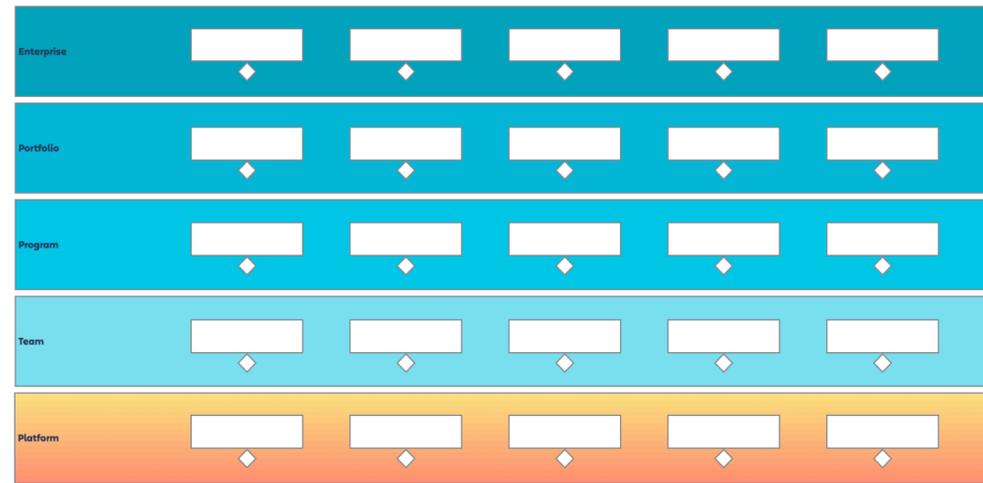
Own it.

Let's start your journey **NOW!**

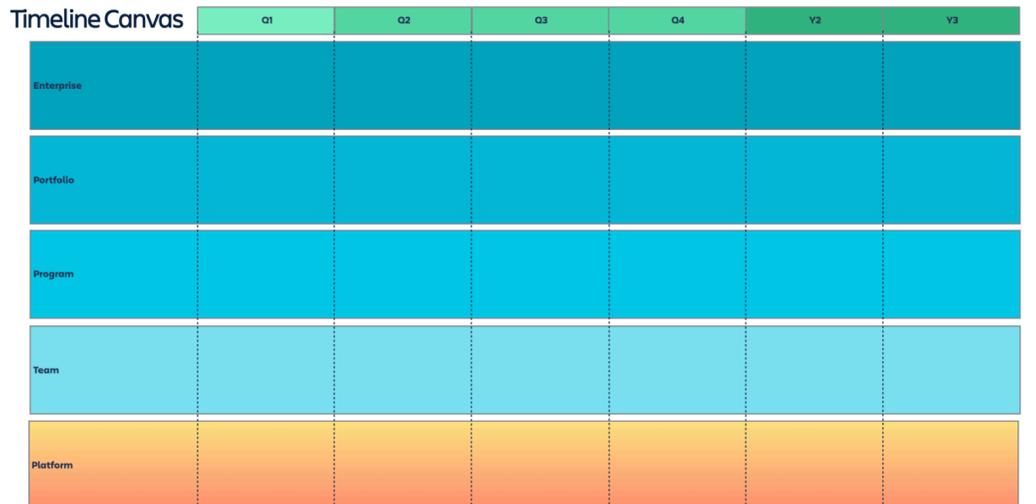
Expanded Solution Sketch Canvas



Expanded Milestone Canvas



Timeline Canvas



Download the templates after the session

#sunrise

*“Sometimes it's the journey
that teaches you a lot about
your destination.”*

Drake

▲ ATlassian
team^{'22}

Thank you!