



The content described herein is intended to outline our general product direction for informational purposes only. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions.

The development, release, and timing of any features or functionality described herein remain at the sole discretion of Atlassian and is subject to change.



“Open company”: Your path to a smooth cloud migration



KRISTINA BUCHER | PROJECT & PROCESS MANAGER SOFTWARE DEVELOPMENT, DACHSER SE

“

You need to understand, Jira is vital for my daily work. I might go without my mails or any other system, but when Jira is not available, I can not do anything.

ONE OF OUR USERS, WHEN BEING TOLD ABOUT A POTENTIAL CLOUD MIGRATION

Our users

DACHSER is the third largest logistics provider in Germany, with more than 32,000 employees and more than 370 branches in over 40 countries worldwide.



OUR JOURNEY

In 2021, we
decided to
migrate our Jira to
the Atlassian
Cloud.



OUR USERS' REACTIONS

- How will we do that?
- Can we really migrate the data to an externally hosted cloud?
- What will happen if something goes wrong?
- How will you take care that everything works like before?



**BEFORE WE DEEP DIVE IN
OUR MIGRATION...**

**WHAT HAPPENED WHEN
YOU DECIDED ON CLOUD
MIGRATION?**



“Openness is root-level for us. Information is open internally by default, and sharing is a first principle. And we understand that speaking your mind requires equal parts brains (what to say), thoughtfulness (when to say it), and caring (how it’s said).”

GENERAL PRINCIPLES



The open door & ear
Listen to your users. They know best.



Open communication
No false promises. Understanding is key.



Sharing is caring
Keep everybody informed and share what you are working on.

The beginning



Reasons, facts, & figures

Let everybody know what you're going to do, why you're doing it, and what will happen.



Talk

Get in touch with your stakeholders. Inform the management, inform the compliance teams, and most importantly, inform the users.



Timing is everything

Tell them right at the beginning (when to say) and tell them what is relevant for them (what to say). Short and clear.

AND WHAT ABOUT YOU?

**REGARDING AN
UPCOMING MIGRATION,
WHO DID YOU INFORM
AND HOW DID YOU DO IT?**

The planning



Establish a forum

Form a group of representatives that bring crucial information from their team to the migration team and back.



Preparation & testing



Change management

Be transparent on changes that arise on a functional or process-related side. Be respectful and solution-focused regarding the consequences that these might have for your users.

Preparation & testing



Communicate the unexpected

Delays will arise. They might lie in your network connection, or they might lie in some marketing CI-guidelines you are required to fulfill. Be open about what problems you face.



Communicate the expected

Share insights on your progress. This will help people to prepare their share of work accordingly.

Migration

All aboard!

Think about who needs to know what for your successful productive migration. Assure that everybody is prepared and confident.

- Your service desk is your front line.
- Your infrastructure teams are a key element for accompanying the ship out of the harbor.
- Your key users are your crew mates on this journey.
- Your users are your fellow travelers.



Summary



Migrations are teamwork.



Communication is crucial.



Action instead of reaction.



Openness builds trust. Trust is vital for success.

AND WHAT ABOUT YOU?

**WHAT IS YOUR
MIGRATION STORY?**



Thank you!



KRISTINA BUCHER | PROJECT & PROCESS MANAGER SOFTWARE DEVELOPMENT, DACHSER SE