



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.

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Welcome



Who has played
Dead Island?



Who has played
Saints Row?



Who has played
Hogwarts Legacy?



Who has watched
or read *Lord of the
Rings*?



Product Management

The Atlassian Platform and how it transformed
our ways of working



Samsoor Hemat

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01 About venITure



02 About PLAION



03 Initial situation



Agenda



04 Implementing Jira



05 How venITure helped



06 Q&A Session



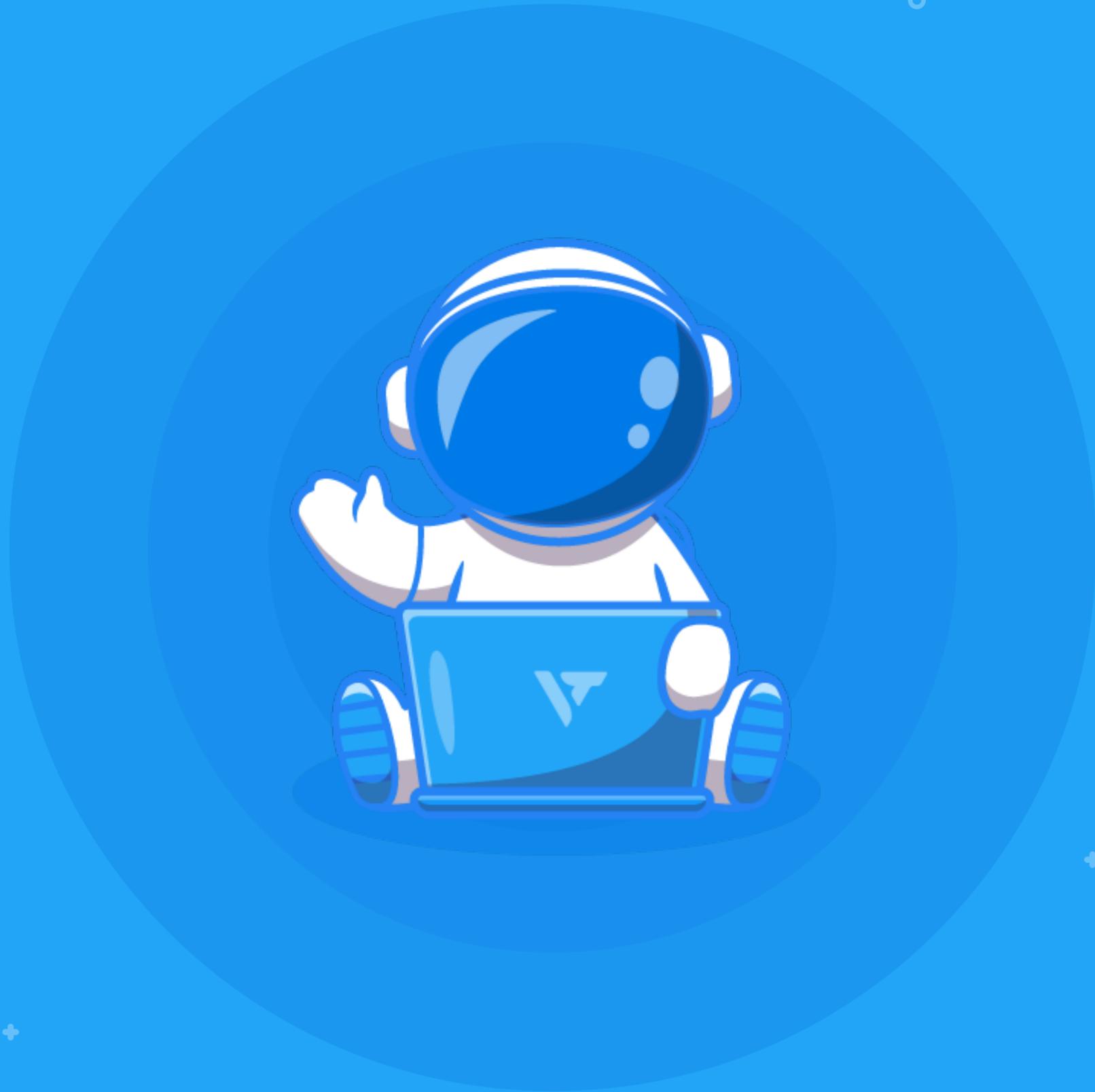
01

About



venITure

Part of  The Adaptavist Group



About The Adaptavist Group

We are an official Atlassian Specialized Partner in **Cloud, Agile at Scale, ITSM and Work Management.**

▲ ATlassian

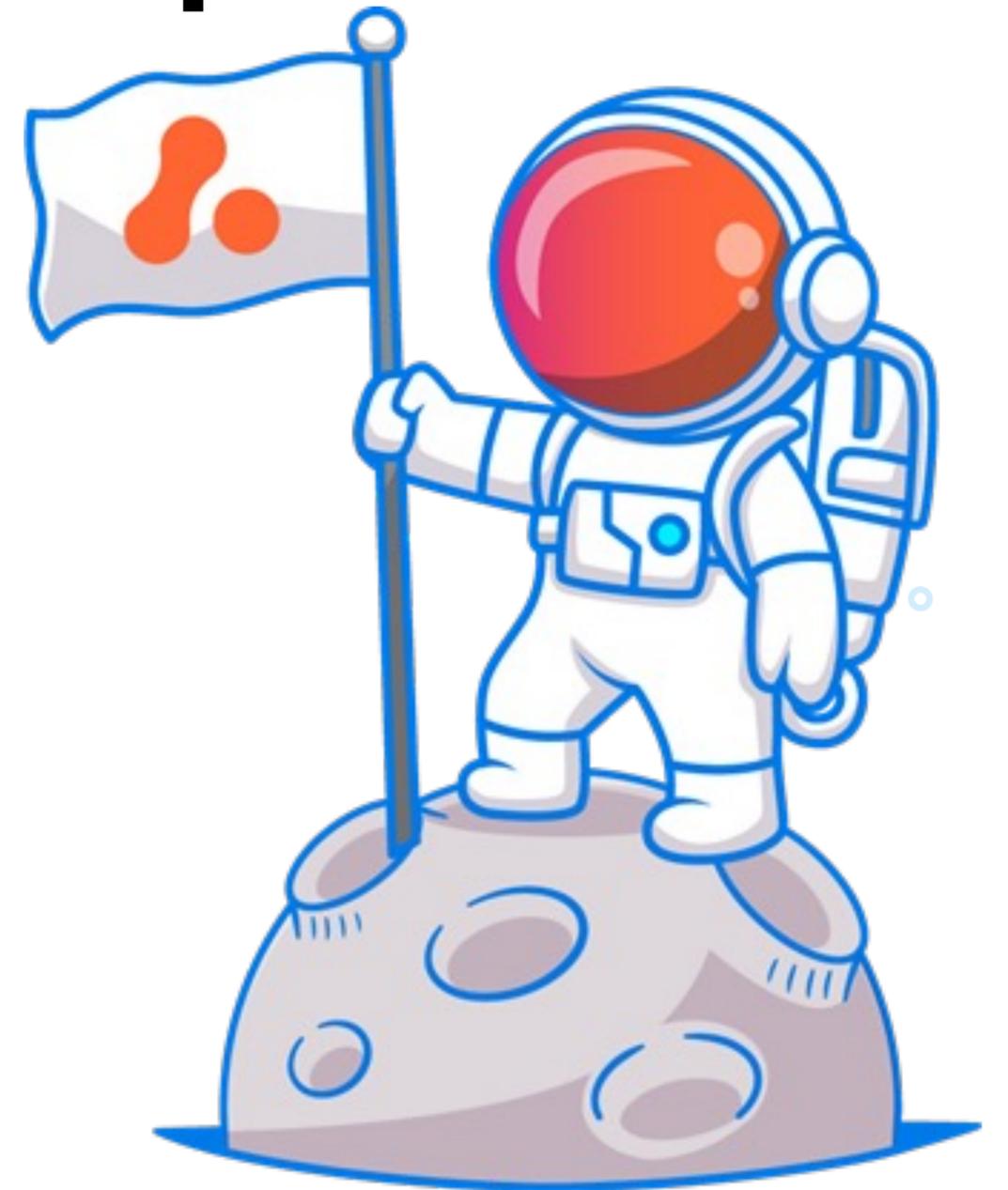
CLOUD
Specialized

▲ ATlassian

AGILE AT SCALE
Specialized

▲ ATlassian

ITSM
Specialized



About The Adaptavist Group



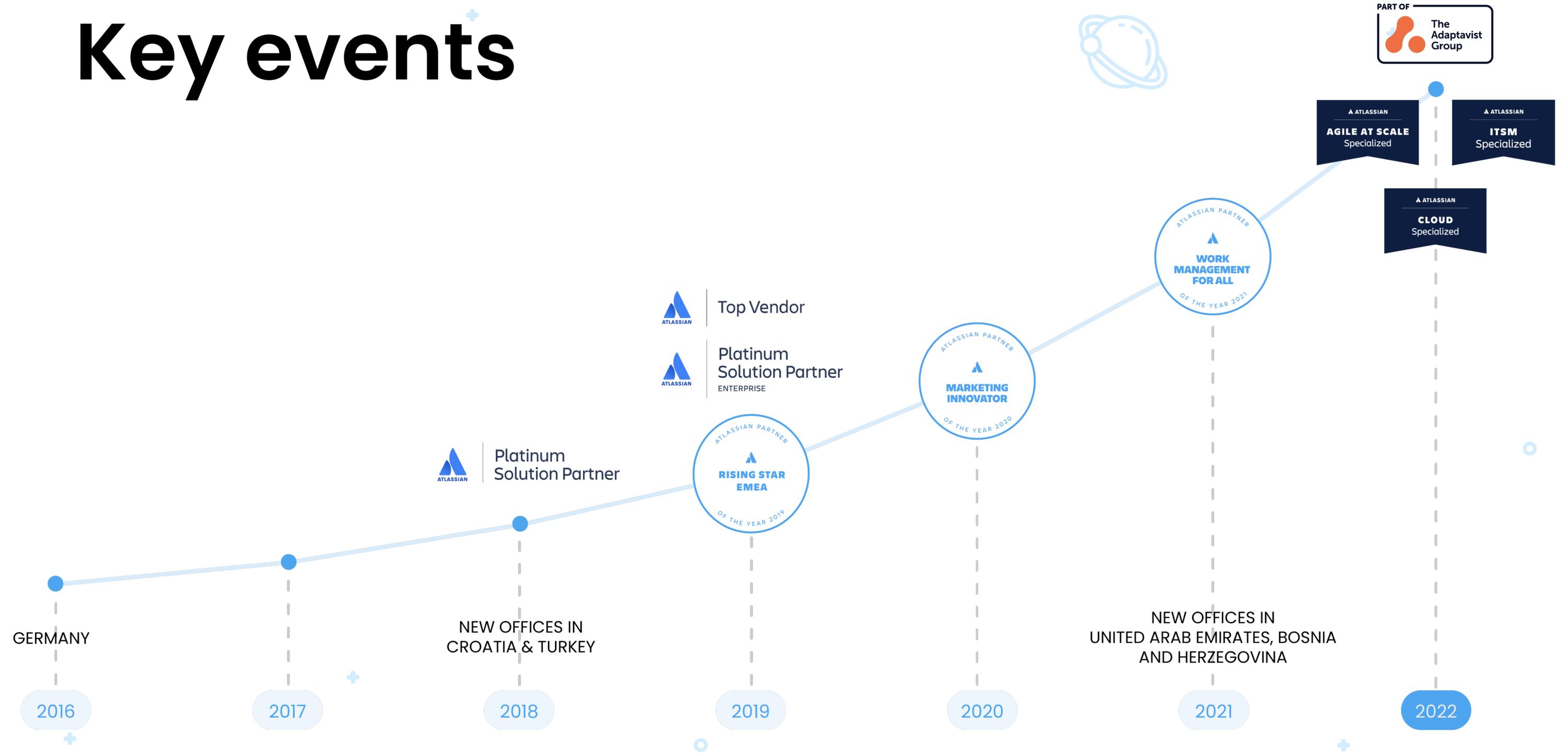
Over 800 Employees across more than **15 countries** worldwide



Over 20 Nationalities and **spoken languages**



Key events



02

About

 PLAION



LTM March 2022

Structure

Embracer Group Ab Karlstad, Sweden CEO - Lars Wingefors		SEK 28,309m	Net Sales
		SEK 5,451m	Adjusted EBIT
		16 200+	Internal Headcount

Games

Development, publishing and marketing -
PC, console, mobile, board games and other related media

1124 Vienna, Austria
Operational CEO
Klemens Kreuzer

2406 Munich, Germany
Operational CEO
Klemens Kundratiz

3804 Fort Lauderdale, US
Operational CEO
Matthew Karch

166 Skövde, Sweden
Operational CEO
Anton Westbergh

1440 Frisco, TX, US
Operational CEO
Randy Pitchford

851 San Mateo, US
Montreal, Canada
Operational CEO
Phil Rogers

331 Stockholm, Sweden
Operational CEO
Per-Arne Lundberg

847 Berlin, Germany
Operational CEO
Ken Go

2642 Paris, France
Operational CEO
Stéphane Carville

310 Limassol, Cyprus
Operational CEO
Oleg Grushevich

181 Milwaukie, Oregon, US
Operational CEO
Mike Richardson

582 Livermore, US
Operational CEO
Lee Guinchard

Partner Publishing

Publishing and distribution of games,
game merchandise and films

Munich, Germany
Operational CEO
Klemens Kundratiz

31 Offices



PLAION Story

1994 – 2018

Founded as software distribution company



1994

2002

2003

2011

2013

2014

2018

2019

koch films

Founded division for video publishing and distribution



Acquired Volition and established Deep Silver Fishlabs



Established Deep Silver Dambuster Studios

Acquired by Embracer Group



Established Deep Silver as video game publishing division



Published Dead Island



Published Saints Row IV and Metro: Last Light



Published Kingdom Come: Deliverance





PLAION Story

2018 – Today

Rebranding to PLAION



Established Free Radical Design Studio



Acquired Solamedia



Acquired Springboard VR and Forcefield VR



Acquired Splatter Connect



Acquired Voxler



Acquired Warhorse Studios and Milestone

TODAY

2019

2020

2021

2022

Released Metro Exodus



Acquired Flying Wild Hog



Acquired DigixArt Studio



Acquired DPI Merchandising



Acquired Vertigo Games



Founded new premium publishing label Prime Matter



Acquired by PLAION Pictures Spotfilm Networkx



03

Initial situation



New challenges

With growth comes opportunity

PDM Team 2020

14 colleagues

1 head of publishing

10 product managers

3 product coordinators

70+ projects



PDM Team 2023

1 vice president publishing service

1 head of publishing

1 team lead product manager

14 product managers

3 project coordinators

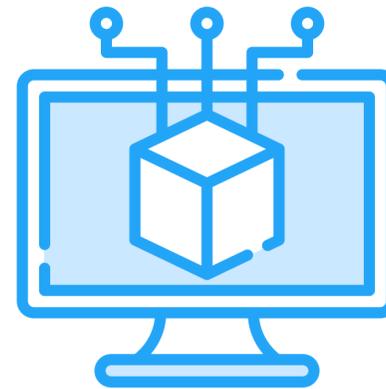
100+ projects

Tasks



Physical

- Storage media
- Collector's edition materials
- Merchandise



Digital

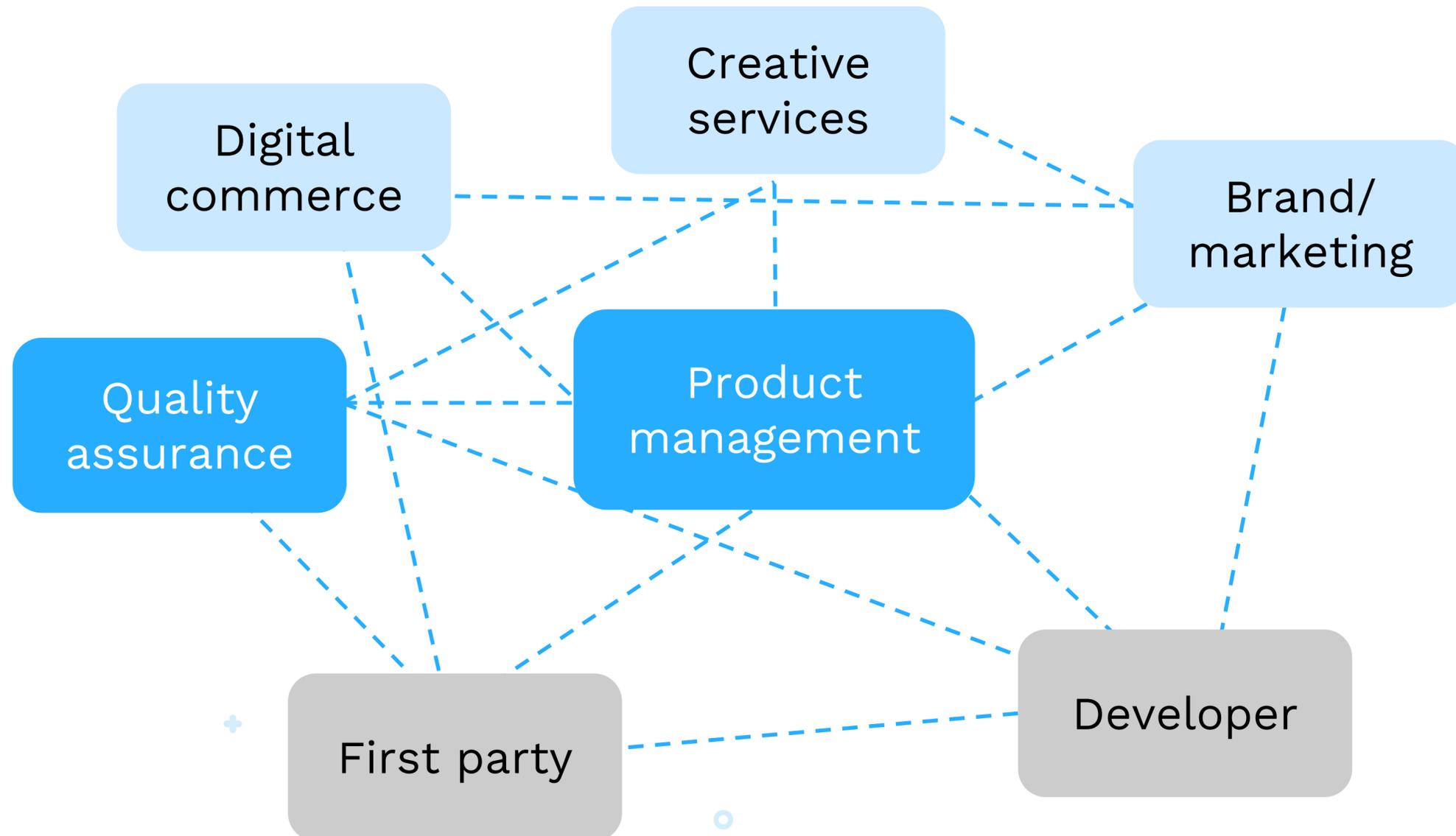
- Steam
- Microsoft Store
- PlayStation Store



Technical

- Game development
- Transition from code to game
- First-party certification

Internal Interfaces (Excerpt)



Initial situation



Not a good overview



No tool-based help



Changing requirements during execution



Tasks were not fully comprehensible



Much communication necessary



No standardized structures available

Initial situation



Not a good overview



No tool-based help



Changing requirements during execution



Tasks were not fully comprehensible



Much communication necessary



No standardized structures available

04

Implementing Jira



Requirements



Single source of truth



Digitization



Clarity



Security



Goals

- Simple onboarding
- Easy reporting
- Structured workflows
- Clear responsibilities

The screenshot displays a project management interface for a task titled "Spiel des Jahres" (Game of the Year). The task is part of a project "A_PDM_Portfolio Proj..." and has the ID "PDM-1070".

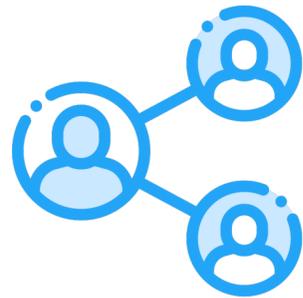
Task Details:

- Title:** Spiel des Jahres
- Description:** Dieses Spiel wird der Hammer weil wir alle Informationen gesammelt unter einem Task haben.
- Time in Status:** 0w 0d 0h 0min
- Child issues:** A progress bar shows 0% Done. Two child issues are listed:
 - PDM-1071: Spiel des Jahres_BaseGame_Standard_SONY PS5-SIEE_Digital (Status: TESTING)
 - PDM-1780: Spiel des Jahres_DLC_Collectors_Box_SONY PS5-SIEE_Digital (Status: OPEN)
- Checklist:** A progress bar shows 1/3 items. The checklist includes:
 - DONE** Erstelle einen DLC—SKU
 - IN PR...** Base Game ist abgeschlossen
 - OPEN** Digital hat den Sales Plan erstellt

Right Panel (Details):

- Accountable:** Linh Vu Dieu
- Assignee:** Patrick Keese
- Reporter:** Erfan Asadi
- Start date:** Aug 22, 2022
- Automation:** Rule executions
- Checklist:** Open Checklist
- More fields:** Original estimate, Time tracking
- Created:** August 22, 2022 at 1:53 PM
- Updated:** 3 hours ago

Why Jira?



Collaboration



**Information &
communication**

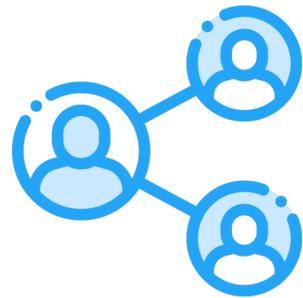


Personalization



Scalability

Why Jira?



Collaboration



**Information &
communication**

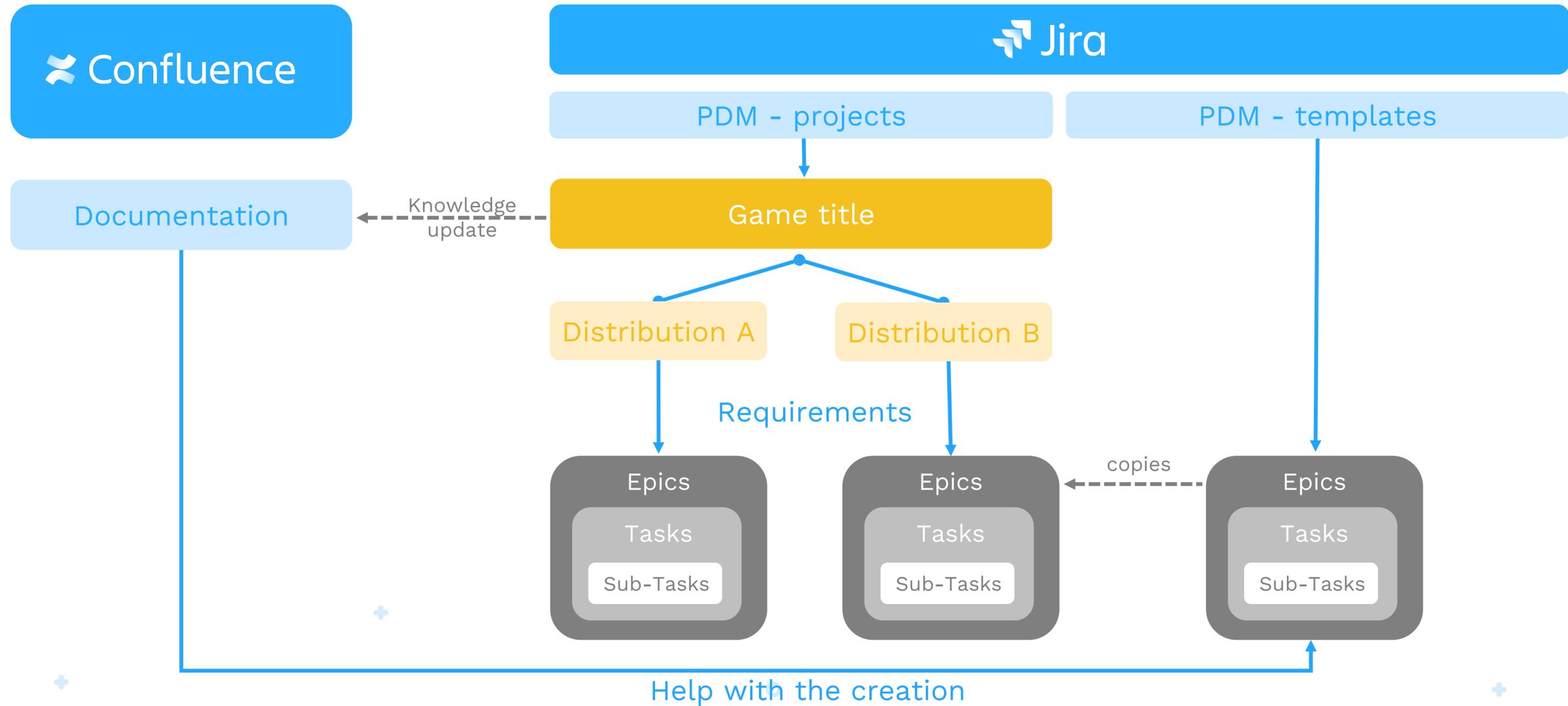


Personalization



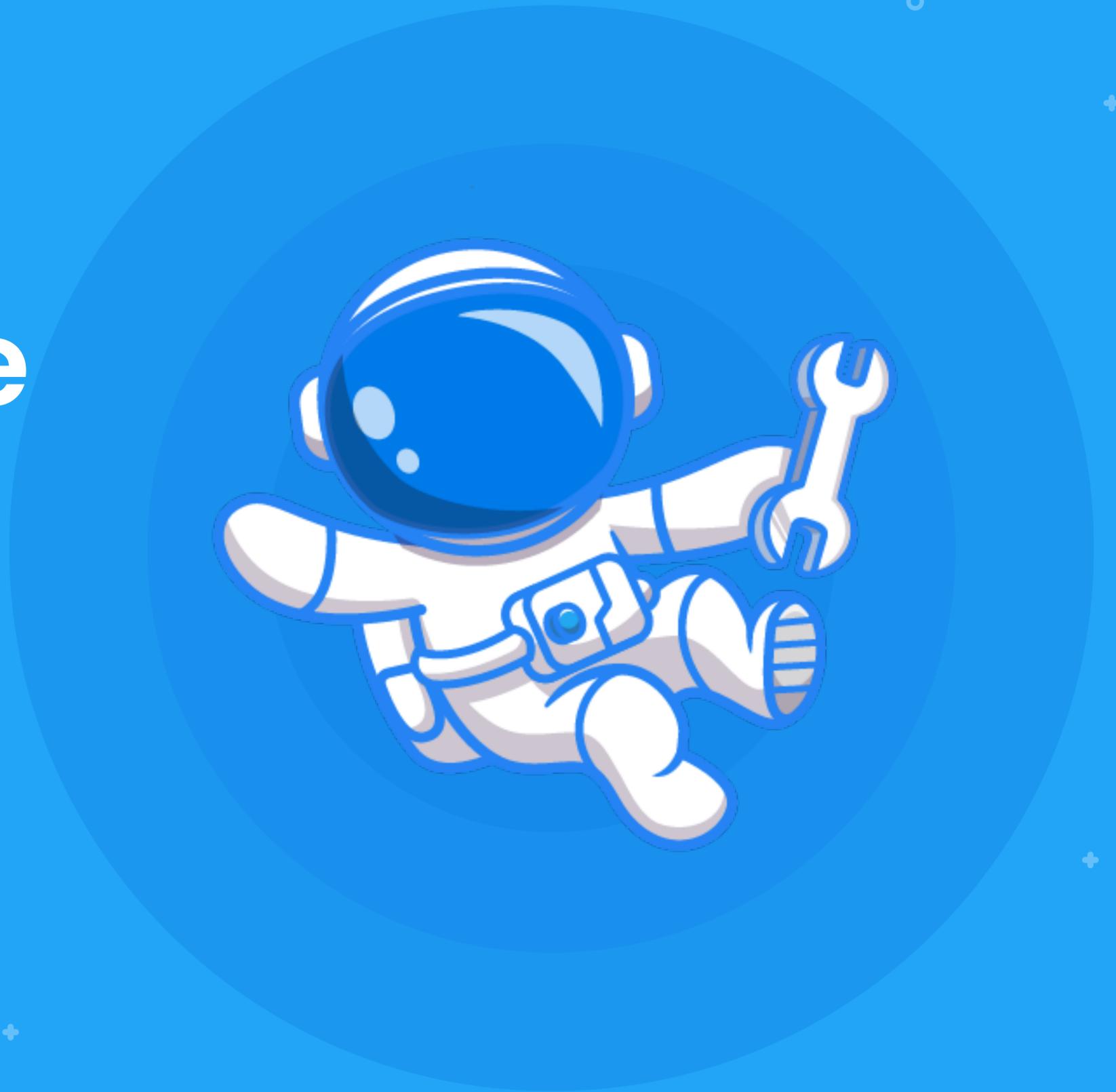
Scalability

Solution approach



05

How venITure helped



Added value through venITure



Requirements workshops



Drawing up network plans



Consulting and implementation



Use of best practices



PoC creation



Trainings

Added value through venITure



Requirements workshops



Drawing up network plans



Consulting and implementation



Use of best practices



PoC creation



Trainings

06

Q&A session



Thank you!

Feel free to contact us.



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