



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.

# 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**

Group CEO venITure

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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

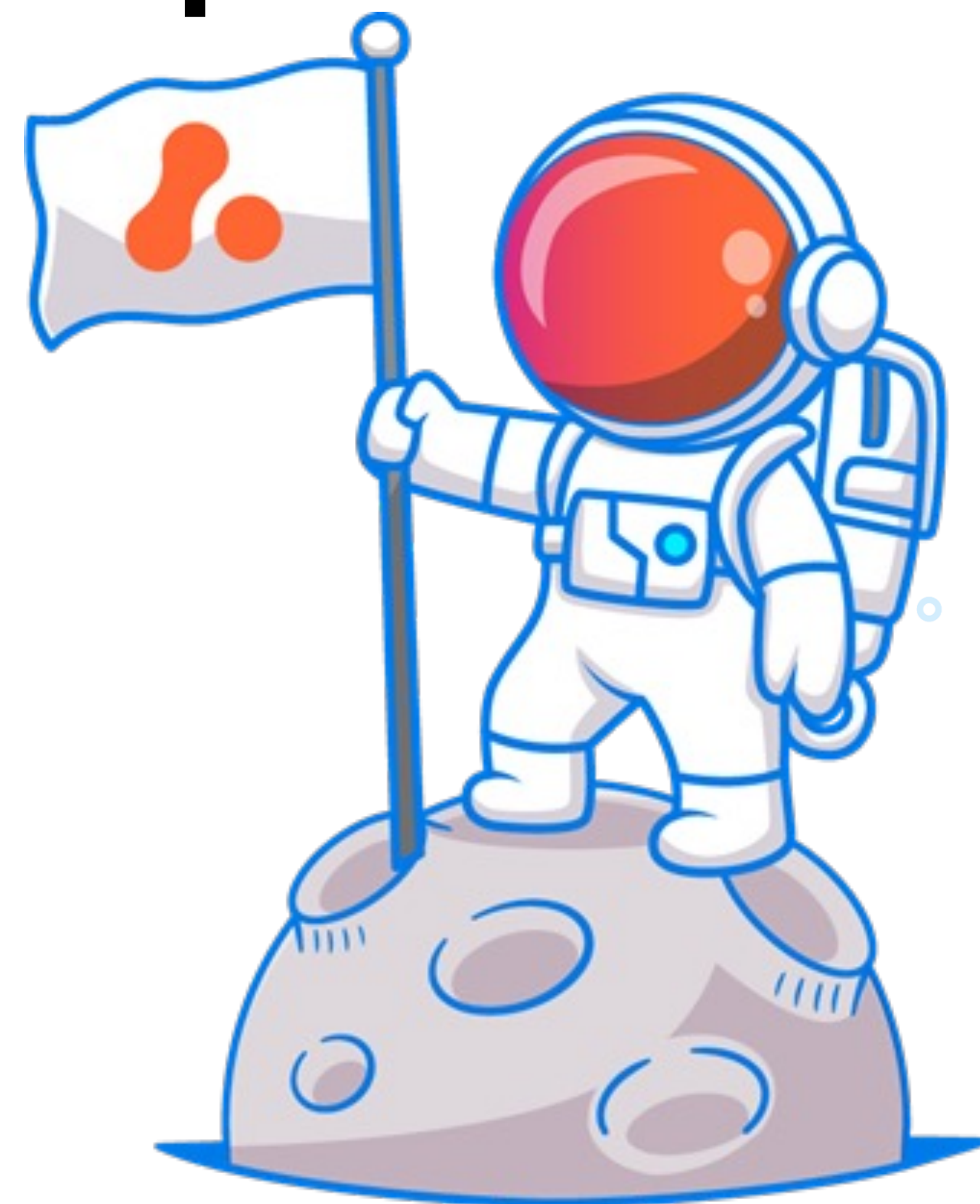
**CLOUD**  
Specialized

▲ ATlassian

**AGILE AT SCALE**  
Specialized

▲ ATlassian

**ITSM**  
Specialized



# About The Adaptavist Group



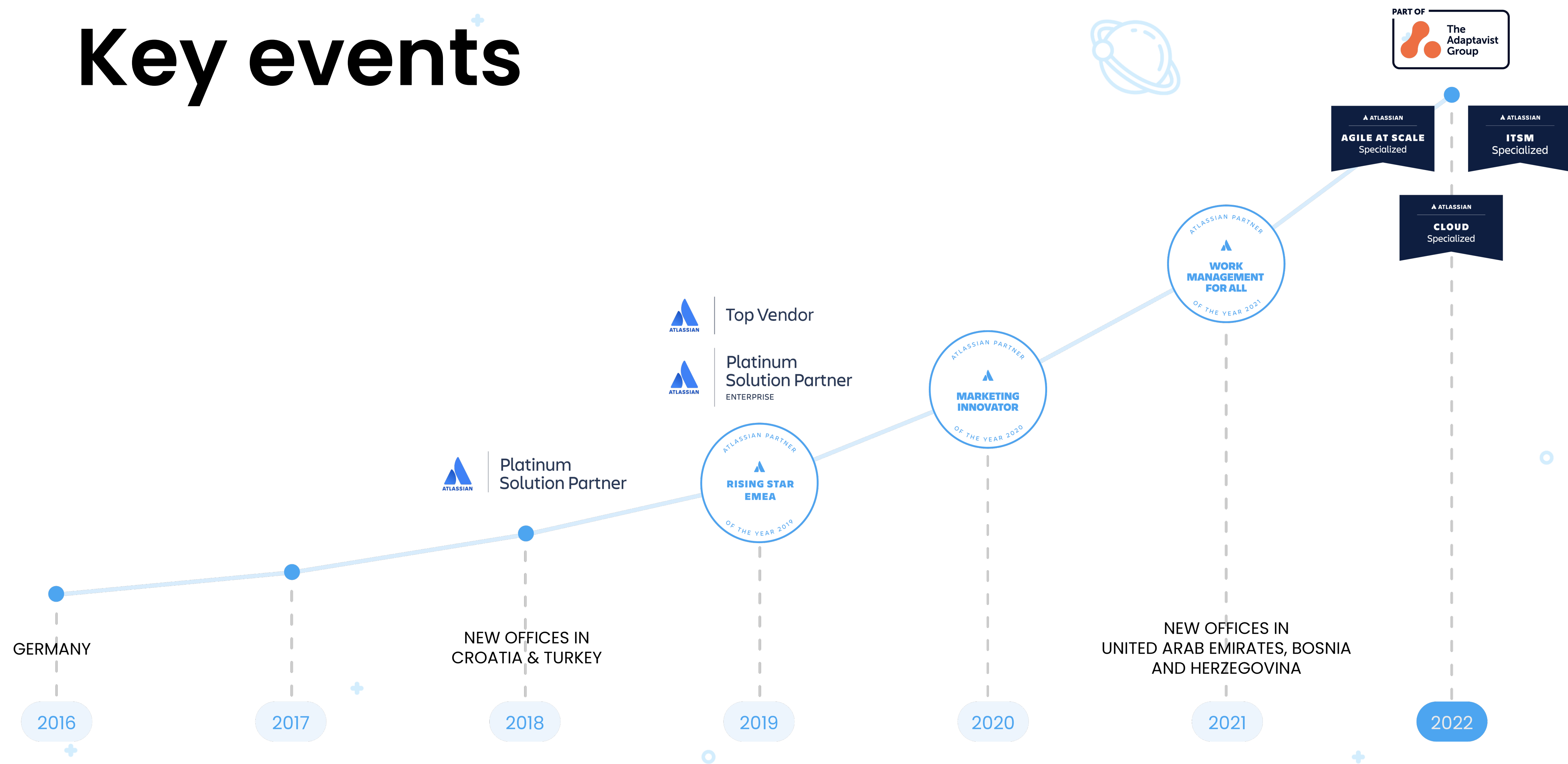
**Over 800 Employees** across more than **15 countries** worldwide



**Over 20 Nationalities** and **spoken languages**



# Key events




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About




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



**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



1994

2002

2003

2011

2013

2014

2018

2019

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



Acquired Warhorse Studios and Milestone



Acquired Solamedia



Acquired Voxler



Established Free Radical Design Studio



Acquired Springboard VR and Forcefield VR



Acquired Splatter Connect

2019

2020

2021

2022

TODAY

Released Metro Exodus



Acquired Flying Wild Hog



Acquired Vertigo Games



Acquired DigixArt Studio



Founded new premium publishing label Prime Matter



Acquired DPI Merchandising



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

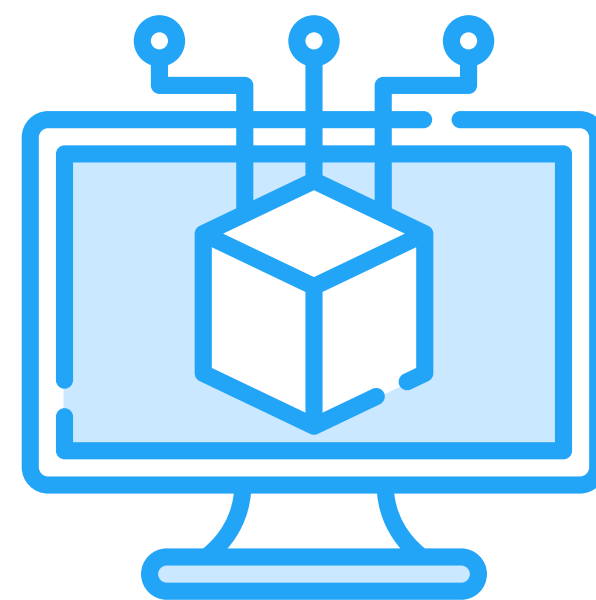
100+ projects

# Tasks



## Physical

- Storage media
- Collector's edition materials
- Merchandise



## Digital

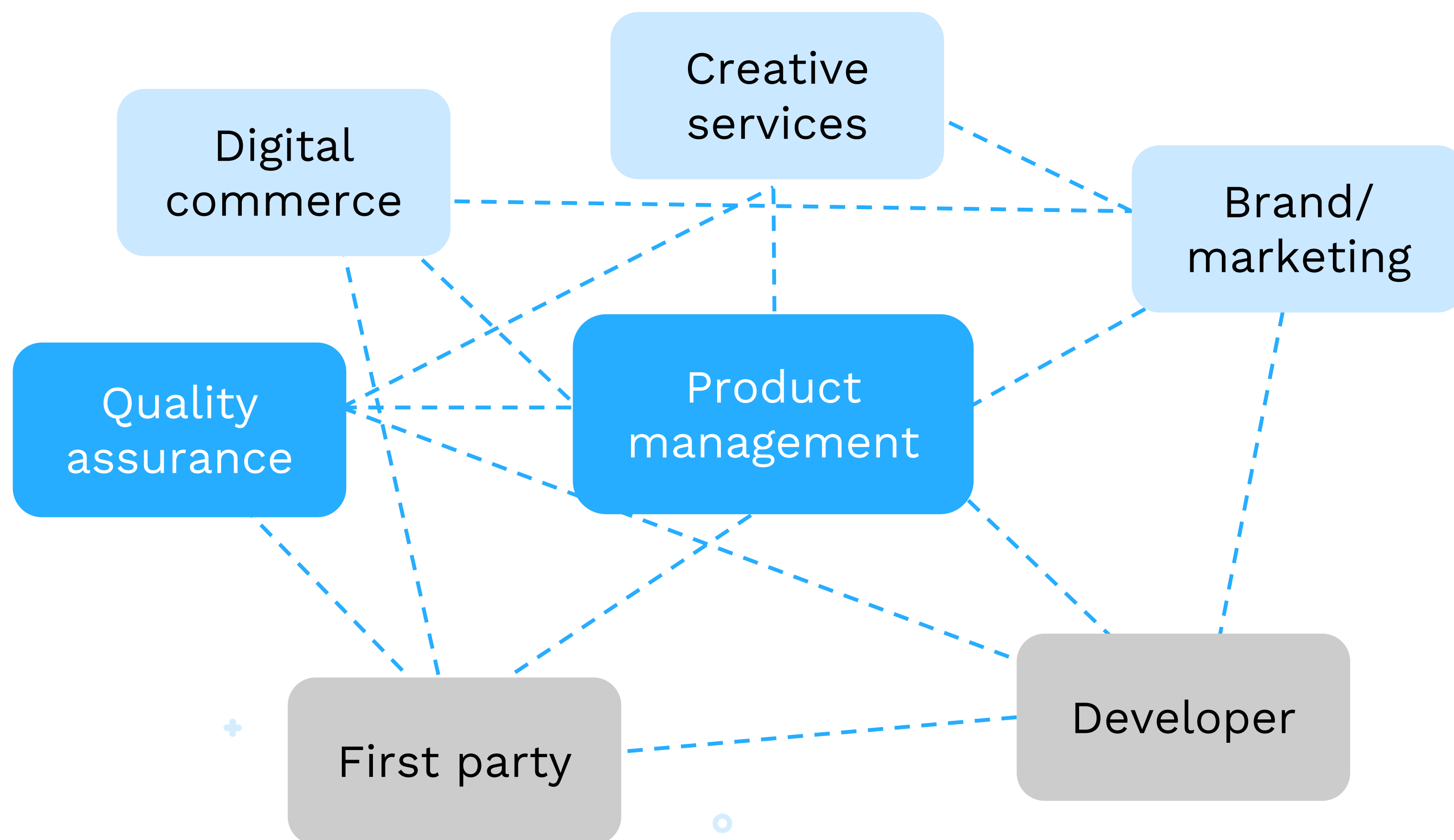
- Steam
- Microsoft Store
- PlayStation Store



## 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



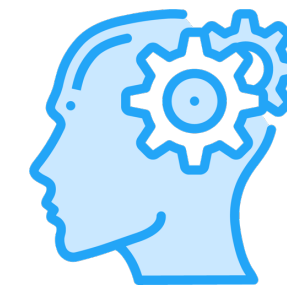
**Not a good overview**



**No tool-based help**



**Changing requirements during execution**



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**Much communication necessary**



**No standardized structures available**

04

# Implementing Jira



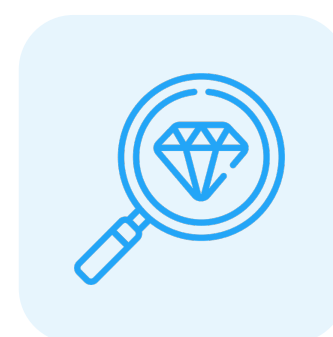
# Requirements



**Single source of truth**



**Digitization**



**Clarity**



**Security**



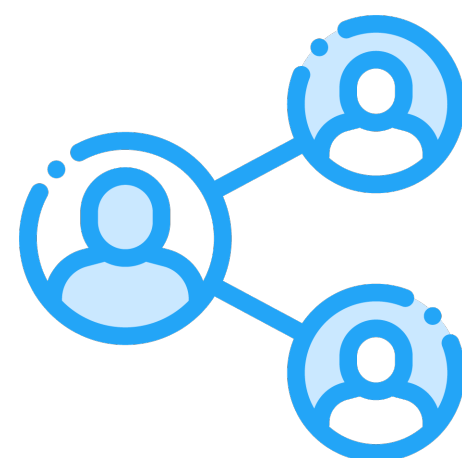
# Goals

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

The screenshot displays the venITure PLAION interface for a task titled "Spiel des Jahres" (Game of the Year). The interface is divided into several sections:

- Header:** Shows the project path "Projects / A\_PDM\_Portfolio Proj... / PDM-1070".
- Actions:** Includes buttons for "Attach", "Create subtask", "Link issue", and "Add Checklist".
- Tabs:** "General" is selected, with other tabs for "Estimations", "Person & Contacts", "Distribution & Platforms", and "Relation & Label".
- Description:** States "Dieses Spiel wird der Hammer weil wir alle Informationen gesammelt unter einem Task haben." (This game is the hammer because we have collected all information under a task).
- Time in Status:** Shows "0w 0d 0h 0min".
- Child issues:** A progress bar indicates "0% Done". Below it, 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 indicates "1 / 3" items. Below it, a list of tasks is shown:
  - ☒ DONE: Erstelle einen DLC - SKU
  - ☐ IN PR...: Base Game ist abgeschlossen
  - ☐ OPEN: Digital hat den Sales Plan erstellt
- Details Panel (Right):** Contains a table with fields like Accountable (Linh Vu Dieu), Assignee (Patrick Keese), Reporter (Erfan Asadi), Start date (Aug 22, 2022), Automation (Rule executions), and Checklist (Open Checklist). It also shows "More fields" (Original estimate, Time tracking) and creation/update timestamps.

# Why Jira?



**Collaboration**



**Information &  
communication**

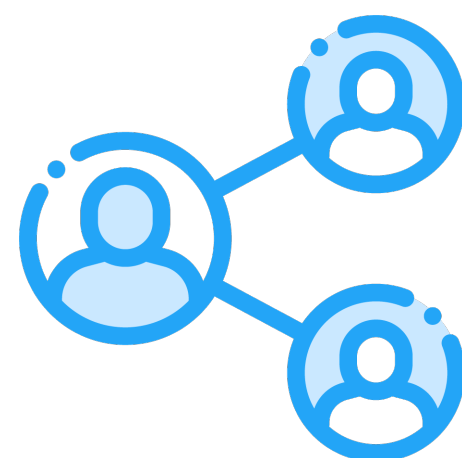


**Personalization**



**Scalability**

# Why Jira?



**Collaboration**



**Information &  
communication**

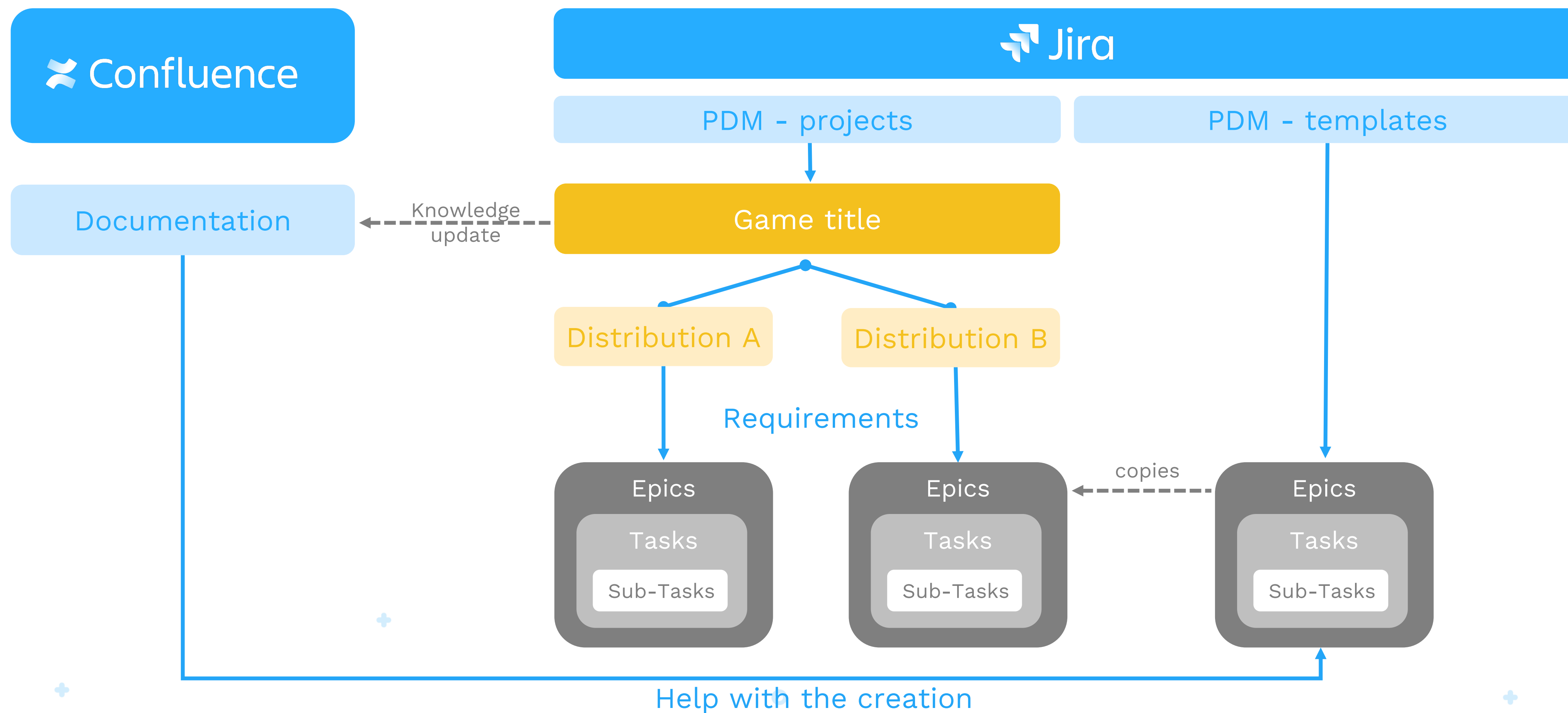


**Personalization**



**Scalability**

# Solution approach

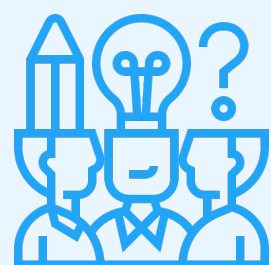


05

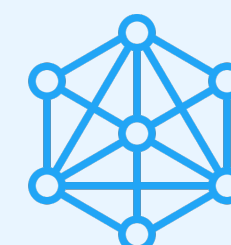
# How venITure helped



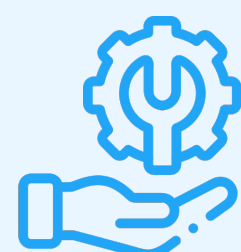
# Added value through venITure



**Requirements  
workshops**



**Drawing up network  
plans**



**Consulting and  
implementation**



**Use of best practices**

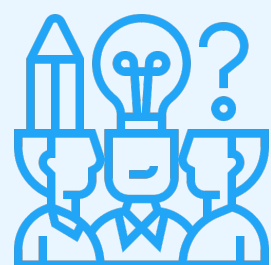


**PoC creation**

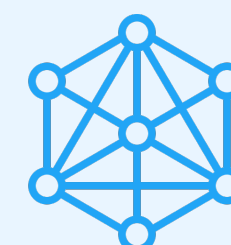


**Trainings**

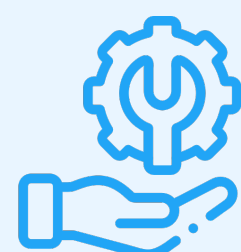
# Added value through venITure



**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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