



ATLASSIAN

A Better ITSM Platform for a Better Business

How Atlassian JSM Succeeds Where
ServiceNow Falls Short

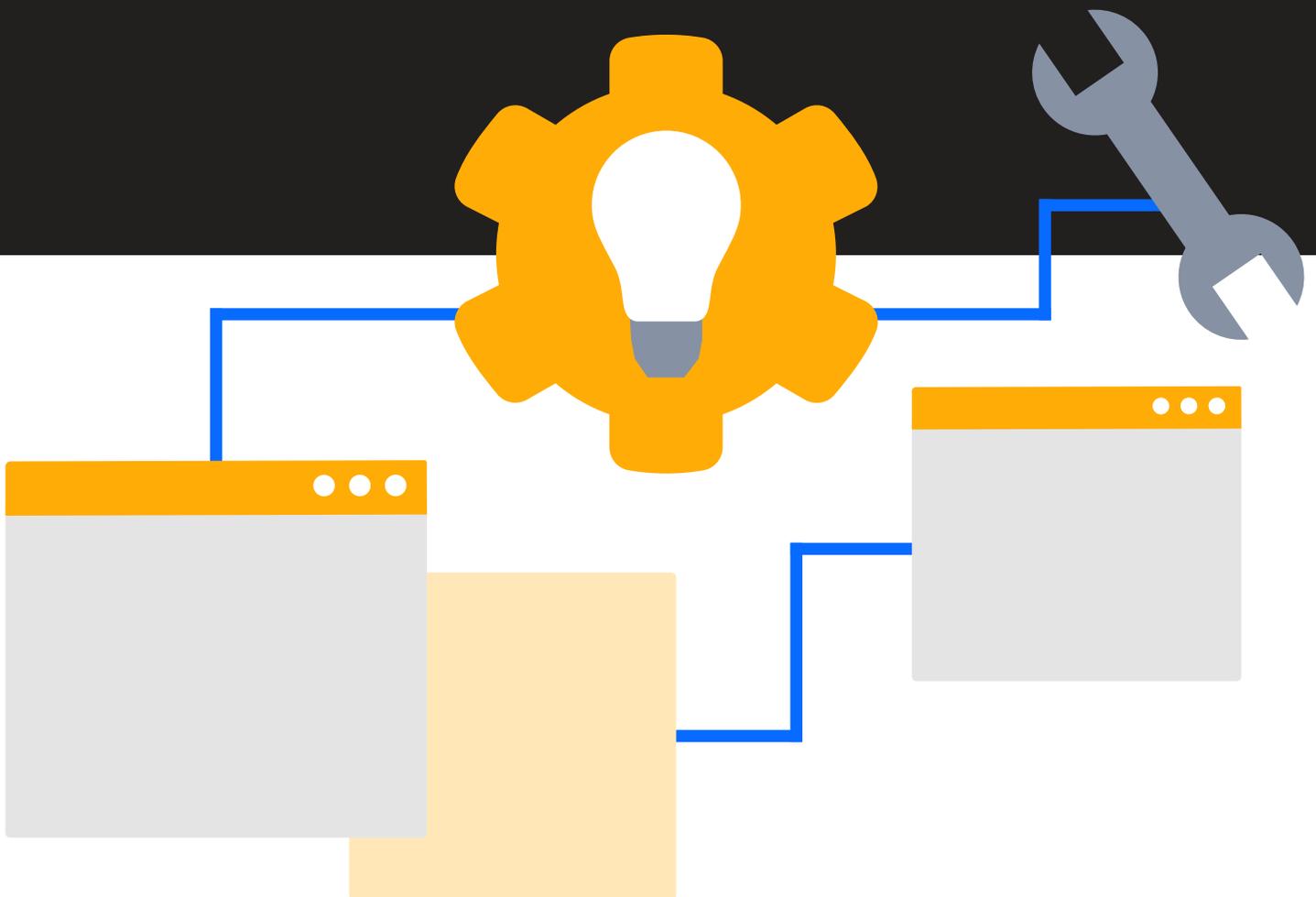




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Executive Summary

IT Service Management (ITSM) is the backbone of the modern enterprise and the way it responds to IT service requests which may be about internal systems from employees or software provided to partners and vendors. ITSM systems, like Atlassian Jira Service Management (JSM), provide companies a way to centralize information technology service issue resolution through predefined service request forms, workflows, and processes.

As these systems have become core to business and customer operations, interoperability with other business systems, like Jira, has grown in importance. The problem is that some ITSM platforms, like ServiceNow, are inflexible and costly to maintain and support. If you are a ServiceNow user, looking for a more cost-effective, flexible solution that enables collaboration between Dev and IT teams on a single, unified platform, it's time to take a good look at Atlassian JSM.



Introduction

As business systems have become products to customers and partners alike, companies have invested appropriately with dedicated engineering, operations, and support resources to build and maintain those systems. These systems now have development cycles, launch windows, and even service desks. Compounded with the number of systems requiring such attention, the business world has turned to Information Technology Service Management (ITSM) as a means to ensure continued, uninterrupted operation. But not all ITSM platforms are equal.

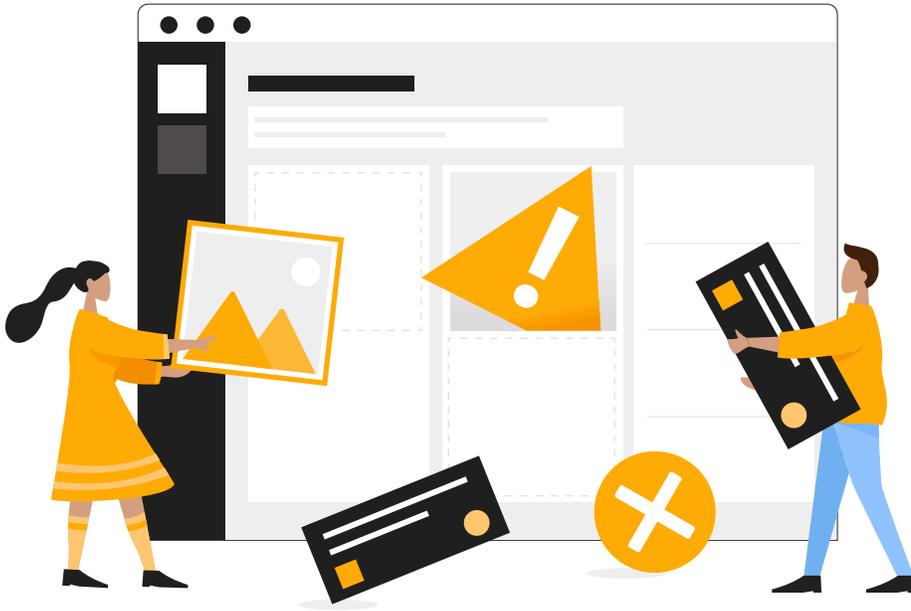
Although most ITSM solutions are cloud-based, making them easier to maintain and configure, some of them, like ServiceNow, are inflexible and require specialized skills to configure and use. And, when those ITSM platforms like ServiceNow are also a closed system, there is little opportunity to integrate programmatically with other mission-critical systems like Atlassian Jira.

Your ITSM was intended to ensure business agility, to be able to track, manage and respond to end-user system issues to keep those systems running smoothly.

But if that agility is undermined by requiring specialization or extensive engineering to enable ITSM interoperability with other key systems,

“**How much is it costing you to stay on that platform?**”

That's the hard question you need to ask.



The Impact of an Inflexible ITSM

Coming to the realization that your business is shackled to an inflexible ITSM platform, like ServiceNow, can be hard to stomach. Why? Because that inflexibility can have significant impacts on your business. Just consider the following issues with ServiceNow and how it can affect different parts of your business.



Issues with ServiceNow	Business Impacts	Why the Opposite Is Better
<p>Requires special skills to use and configure</p>	<p>When any business system requires special skills, you have to invest in finding those people and, oftentimes, paying them higher wages. What's more, if they leave, access and use of the system can be limited until a replacement is found.</p>	<p>When the business system is usable by anyone, there can be multiple layers of redundancy to assure continued access and configuration.</p>
<p>Pay for features you don't need or use</p>	<p>You are asked to pay for bloated features that aren't needed. Consequently, you incur a higher cost without getting any additional value.</p>	<p>An ITSM platform that provides flexible, transparent pricing allows you to customize the platform to meet your specific needs. This saves you money while not sacrificing value.</p>
<p>Inability to integrate</p>	<p>When an ITSM doesn't provide you the means to integrate with other systems, you can spend additional hours and time creating customized workarounds costing more money, time, resources, and ultimately impacting overall productivity.</p>	<p>An ITSM platform that allows for direct integrations with other mission-critical applications, such as between Atlassian JSM and Jira, results in productivity gains which, in turn, provide benefits to the teams.</p>
<p>Not a unified platform</p>	<p>When there are different platforms for Dev (to iterate and build technology platforms and software), IT teams (to support those platforms), and Service Management teams (to support with service requests), the disconnection can compromise productivity and even undermine the productization and support of the platform.</p>	<p>With a unified, modern, and user friendly platform, Service Management & IT teams can receive and respond to support tickets which Dev can tie directly into product development and prioritization. This can improve efficiency of addressing end-user needs while also speeding time-to-market.</p>



ServiceNow isn't just costing you a lot of extra money by charging you for the features you don't need to use and also requiring very specialized skill sets, it's actually holding your business back. The inability to integrate with other mission-critical applications, such as Jira, can undermine productivity and efficiency resulting in a less agile business. With this understanding in hand, it's time to make the case to switch from ServiceNow to Atlassian JSM.





Create the Case to Migrate from ServiceNow to JSM

With the increasing productization of business IT, companies need to look at their ITSM solution more holistically. Is it flexible enough to provide for integration with other mission-critical systems, like Jira? Does it require specific skills? Can it unify collaboration between DevOps and IT teams through a single platform? Using ServiceNow means you are most likely not experiencing the ITSM efficiencies your business needs to stay agile in the interconnected webs of your internal and external IT systems.

Do You Know the ROI of ServiceNow?



The return on investment of an ITSM is an important indicator of its value. All of the ITSM platforms provide needed functionality. But blockers like poor interoperability or complexity can undermine any value gained from the features.

According to the Forrester Wave: Enterprise Service Management Scorecard Q4 2021,
while you can expect a **195% ROI from ServiceNow**,
you will see closer to a **250% ROI from JSM**.

Creating the case to migrate means assessing how ServiceNow meets your needs and realizing, when it falls short, that it has real, hard costs to the business.

Consider the table below and some of the benefits you should have with ServiceNow as your ITSM. Answer “yes” or “no” for each and then check out the impacts of not realizing this benefit. You may have to reach out to leaders within your organization who have responsibility for these areas to help answer and quantify the impact.

What Your ITSM Platform Should Provide	Are You Getting this with ServiceNow?	The Impact of Not Getting this Benefit	Additional Cost
Integrated Dev and IT Teams	Yes No	With Dev and IT using different platforms for development and end-user response (such as ServiceNow and Jira), miscommunications happen. Priorities might not be set or communicated to end-users correctly. Fixes that are needed might not get done as quickly as they should	<ul style="list-style-type: none"> Increased costs to fix issues as Dev and IT must engage in manual processes Increased costs to address end-user issues as more time is spent relaying messages from IT to Dev Lost revenue as Dev releases features which may not be priority
Easy integration between ITSM and other systems	Yes No	When integration with other missing-critical systems requires custom middleware or development efforts, or is not possible at all, it can slow down Dev and IT	<ul style="list-style-type: none"> Increased costs to develop custom integrations Increased costs to operationalize and maintain custom integrations Increased hours employing specialized, manual processes to workaround the lack of direct integration
Flexible and adaptable ITSM features	Yes No	ITSM solutions like ServiceNow are bloated with features that might not be needed, complicating application use and requiring specialized skills	<ul style="list-style-type: none"> Increased training costs Increased salary costs for specialized resources Increased time to identify and build process to adapt the ITSM platform to actual needs

Even if you answered “no” to a single question, it’s not hard to justify the business cost of switching from ServiceNow to Atlassian JSM. The amount a migration will cost will be far outweighed by the savings you will experience year over year by gaining one or more of the benefits afforded by JSM.

Have an Expert **Assess Your Readiness** and **Take the Next Steps**

When migrations like moving from ServiceNow to JSM aren’t driven by the highest level of leadership, convincing the executive team may require justification. But carrying out your own assessment of the current situation, such as how ServiceNow is causing your business more money to operate, may not convince them. To help with that, **ServiceRocket provides an in-depth assessment which can thoroughly understand your organization’s readiness to migrate from ServiceNow to JSM.**

Once that assessment is complete, you can opt to take the next step to discovery: digging deeper into your ServiceNow usage and mapping it to JSM to create a plan against which you can carry out the migration. **What does this engagement include?**

- **Current State ServiceNow Usage**
- **Estimated Work Effort**
 - Estimated Hours to Migrate
 - Future State User Management
 - Future State Licensing
- **Cloud Product Recommendation**
 - List of JSM products, apps, and alternative apps
 - Atlassian Access requirement

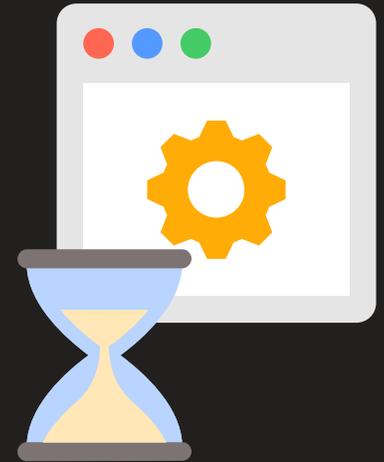


The impact of an inflexible, overly complex, and specialized system results in business inefficiencies and, ultimately, more costs. To improve collaboration between DevOps and IT teams, you need an ITSM system designed to adapt to the way you work.

Migrating from ServiceNow to JSM will not only get you that collaboration, but also improve your business agility, decrease your time to market for new tools and services, and improve end-user satisfaction. Once you've embraced the idea of saving money and improving your business, it's time to address the operational impacts of making the switch.

Did You Know?

One of the key indicators of how difficult or complex an ITSM platform will be is measured by the time required to take the platform live. Based on the [G2Crowd IT Service Management \(ITSM\) Tools Implementation Index](#),



ServiceNow takes an average of 5.19 months to go live, compared to **1.57 months for Jira Service Management.**

Pave the Way to a Successful Migration

You've realized that ServiceNow is holding you back. You've made the business case and seen the numbers of working with an ITSM that is inflexible and complex. And, hopefully, you've made the decision to ensure the agility and productivity of your business by migrating to JSM.

Whether or not you have migrated big applications like an ITSM platform before, it's going to be complicated. There will be a lot of moving parts, from people to processes to databases. You'll need to make sure you have everything planned before actually heading into the migration. This will avoid potential disasters during the migration which could stretch out the timeline and require more resources and capital.

Capture the Moving Parts

The best way to ensure a smooth transition from ServiceNow to JSM is to capture all of the pieces. We have identified four vectors which encapsulate the majority of those moving parts. Dubbed the BANT framework, answering these questions will help ensure you are well informed about the scope of the migration so you stay on-time and on-budget.

BANT stands for:

- Budget
- Authority
- Need
- Timeline



Use the tables below as a worksheet to capture answers. In some cases, the answers may be a simple “yes” or “no” or a name. But, much like any system migration, you’ll probably need to gather information from specific people across your organization to answer some of the questions.

Budget

Where is the budget coming from?

Is a specific LoB paying for it or a department?

Authority

Who will be involved in the migration, and what are their roles and responsibilities?

Who is signing off on this?

Who is responsible for the overall project?

Need

What ServiceNow instance are you currently using?

What solutions in SN are you using as a company?

What solutions in SN are you not using, or underutilizing as a company?

Are you using any additional apps on top of the SN platform?



Need

What's driving the move to JSM (is it a top-down mandate)?

Why is this an issue now?

Why are you looking into other options instead of staying with SN? High cost? Unused features? Fill in service gaps? Consolidating tech stack?

What problem is solved by moving to JSM?

What benefits are you hoping to achieve from moving to JSM? What are your must haves? What are your nice to haves?

Timeline

What is the timeframe to move to JSM?

What's driving this timeline?

You've made the business case: you'll improve business processes, save money and see a greater return on investment by migrating. You've made the operational case: you are ready to migrate and have a plan. There's only one thing left to do now.

Bring in Expertise

Migrating from ServiceNow to JSM doesn't have to be stressful. By working with a proven partner, such as ServiceRocket, you can ensure that not only is your migration taken care of on time and on budget, but that transformation happens in the most efficient way possible.

The Need for a Proven Methodology

There is no doubt that you could attempt the migration yourself. But that will not only take resources away from other job responsibilities, especially if the migration complexity is increased by the desire for transformation, it will also lack expertise. How will your staff know the potential pitfalls and issues? How many times have they migrated ServiceNow to JSM?

- 1. Assessment.** In this initial phase, at no cost to you, ServiceRocket consultants help you assess the need for migration, readiness and how well the new system might meet your business objectives.
- 2. Discovery and Recommendation.** In this first phase after the assessment, ServiceRocket helps you cut through the uncertainty. The discovery engagement starts with a full understanding of your current state, definition of your desired outcomes, and provides you with a recommended strategy and plan for your JSM Migration, built from our Atlassian expertise.
- 3. Implementation and Launch.** In this second phase, ServiceRocket helps you gain peace of mind. Our legendary project management and technical expertise ensure a smooth migration, implementation, and launch.
- 4. Future State Roll-Out.** In this third phase, ServiceRocket ensures your future state roll-out goes smoothly. Our training and support, developed specifically for your migration to JSM, ensures your investment's success.
- 5. Change Management.** In this final phase, ServiceRocket helps you maintain a competitive edge by taking advantage of new technologies or opportunities to improve efficiency. Our consultants will help you navigate change successfully.



ServiceRocket can help you migrate to JSM

ServiceRocket has a proven track record of helping companies migrate to Atlassian JSM. To find out more information about how ServiceRocket can help you,

Visit the



[https://](https://ServiceRocket.com) **ServiceRocket JSM Website**



Don't Miss Out on the Bigger Opportunity

When you migrate from one system to another, you get an opportunity to assess how your business will use the new system. Maybe there are other departments that can employ it? Maybe there are other processes which can use it? Ultimately, you can see the migration as a way to transform your business to capture more agility, productivity, and efficiency with the new system. Remember that your business is always evolving. When you selected the original system, your business may have operated differently. Now that you have chosen to migrate to a newer, more flexible solution, don't miss out on the opportunity to improve things like collaboration and innovation made possible through the new system.

As part of the Atlassian suite, JSM is integrated with over 5000 applications in the Atlassian Marketplace. That means you can select integrations to systems you may not have been able to have while using ServiceNow. That means you can replace manual workarounds you had to implement with ServiceNow. And, that means you can think about ways to enable other parts of your business with JSM functionality. ServiceRocket can help you identify and implement these opportunities as part of its methodology. This is the opportunity of transformation.

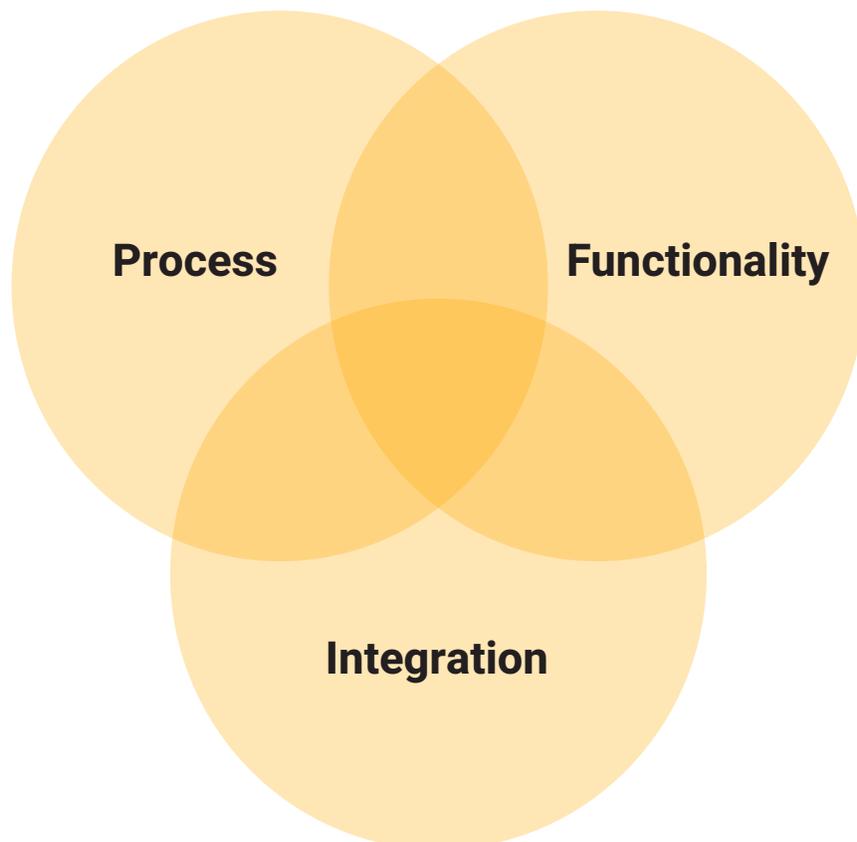
How Do You Go from Migration to Transformation?

Transformation is the point at which you plan for the future state of your application. It's no longer about porting or shifting the functionality from one platform to another. It's now about thinking of how the features and functionality in that new platform can be applied to other areas of your business, thereby increasing the ROI of the migration and the overall efficiency of your operations.

To bridge migration to transformation, you'll need to review the current state of your ServiceNow environment against a desired future state of Atlassian JSM. The business must identify what the ideal future state would be:

- How would the application be used?
- Which departments would employ it and how would they employ it?
- What integrations would be needed to support the above use cases?
- What partners and vendors could participate in the transformed future state? How easily could we share and collaborate on projects within JSM?

When thinking about the future state, a good approach is to identify the intersection of improving three areas of usage as illustrated in the Venn diagram below. This requires building use cases which clearly identify what's needed (functionality from within the software and functionality enabled through integration with external systems) and how people will use it (processes).





- **Process.** This area of transformation reflects the business processes in which the application will be used and how it will be used within them.
- **Functionality.** This area of transformation takes into account the full-breadth of the available and planned functionality for the application.
- **Integration.** This area of transformation looks at how the application should be connected to other systems and how the integrations will function.

Find Out More about **the Opportunity for Transformation**

Rather than migrate and then look for opportunities to expand the use of software like Atlassian JSM, it makes more business sense to explore those opportunities at the time of migration. That way, the migration plan can include elements of the ITSM platform's future state. That's where ServiceRocket's deep Atlassian expertise will help.

In the Assessment & Discovery phases of the ServiceRocket Migration Methodology, they help you explore process, functionality, and integration so that the plan you build will include the ways you can make more of your efforts. If you are interested in understanding more about transformation,

check out the ServiceRocket e-book to
learn more about turning cloud migrations into cloud transformations.



The Need to Migrate Is Clear. Can You Afford Missteps?

ITSM is an integral part of your business. From managing internal use of systems and technologies to providing features to partners and vendors, your ITSM is the glue between IT and Dev. But an inflexible and complicated platform like ServiceNow can provide more challenges than benefits and that can undermine the ability of your business. When you can't accomplish tasks quickly, like meeting a partner's need for specific features or resolving end-user problems with an IT system, you can slow down the business and ultimately cost money.

Atlassian JSM will give your business the agility it needs to compete effectively. By providing a more flexible platform connected to a marketplace of apps, you can better integrate your ITSM with other critical business systems and, ultimately, improve how your organization uses the functionality.

Like any migration, little missteps can have far reaching effects. Whether pushing a budget past acceptable limits or extending timelines beyond what's expected, your migration from ServiceNow to JSM needs to happen efficiently and effectively. Do you have people in-house who have migrated from ServiceNow to JSM? Or even people who have experience migrating from one platform to another? Without that expertise, it's difficult to foresee the challenges that might arise or how to address them.

That's where ServiceRocket can help. With proven experience migrating customers from one ITSM, like ServiceNow, to Atlassian JSM, ServiceRocket will not only be able to carry out the migration without hidden costs or interruptions, but also help you plan the future state, to harness the opportunities to improve your business processes and productivity to build the future better and bottom line today, and tomorrow.