ATLASSIAN

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.

Up-level your cross-team collaboration with seamless integrations

ATLASSIAN team '23
April 18-20, 2023

Lukas Gotter
Founder & CEO, Meetical Software Ltd.

Meetical

ABOUT ME

August 2020: Meetical wins the Atlassian CodeGeist Grand Prize 🏆

September 2020: Atlassian Ventures invests in Meetical

April 2021: Meetical launched the data center version, free version, and cloud-fortified security app

July 2022: Meetical manages 2,500+ meetings per week for their growing cloud customer base

November 2022: Meetical wins Codegeist again: 4th in business apps

January 2023: Meetical launches 🚀 two new apps to the marketplace: task reports and easy calendar integration

FUNDED BY ATLASSIAN Ventures

WINNER 2020 ATLASSIAN codegeist

Selected Customers:

HALFZ moderna EMBARK smart

SEEDRS UserTesting 42dot medrio

aegro JDSC UPGRADE JAPAN NZXT SKILL SHARE.

Lukas Gotter

Founder & CEO of Meetical

12+ years in the Atlassian Ecosystem
Certified Atlassian Consultant
IT Consultant & Product Manager at PwC
Multiple Atlassian Solution Partners

lukas.gotter@meetical.io
www.meetical.io
Connect with me on LinkedIn

Meetical

Meetings

Easy Calendar Integration

Task Dashboards

meetical.io/apps

Selected partners & resellers

swarmit

Actonic

[bytesource]

XALT

valiantys

cprime

JODOCUS

PRAECIPIO

Meetical

Meetings

Easy Calendar Integration

Task Dashboards

NEW! **Join our new partner program at meetical.io/partners**

In this presentation

I Why we need seamless integrations for cross-team collaboration

II Integration assessment framework: need, impact, technical robustness

III 7 integrations to improve cross-team collaboration in the Atlassian ecosystem

Why is cross-team collaboration important?

Companies that foster collaboration are five times as likely to be high-performing.

— McKinsey Global Institute, ”The social economy: Unlocking value and productivity through social technologies”

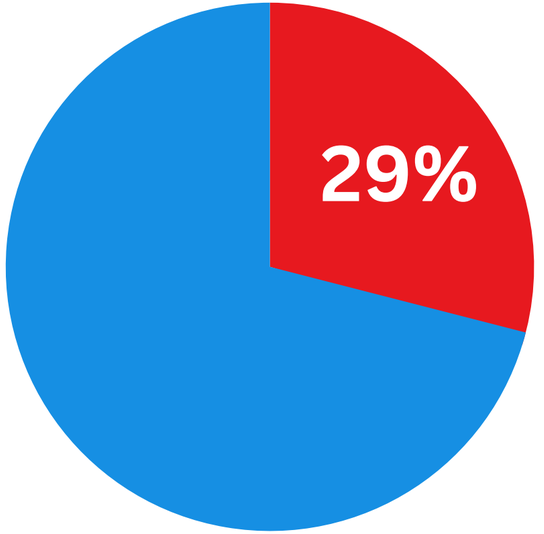
Why do we need seamless integrations?

70% of employees say that seamless integration of applications would make it easier to complete their work, while **66%** of employees say that switching between applications slows them down.

Source: BetterCloud

1,061

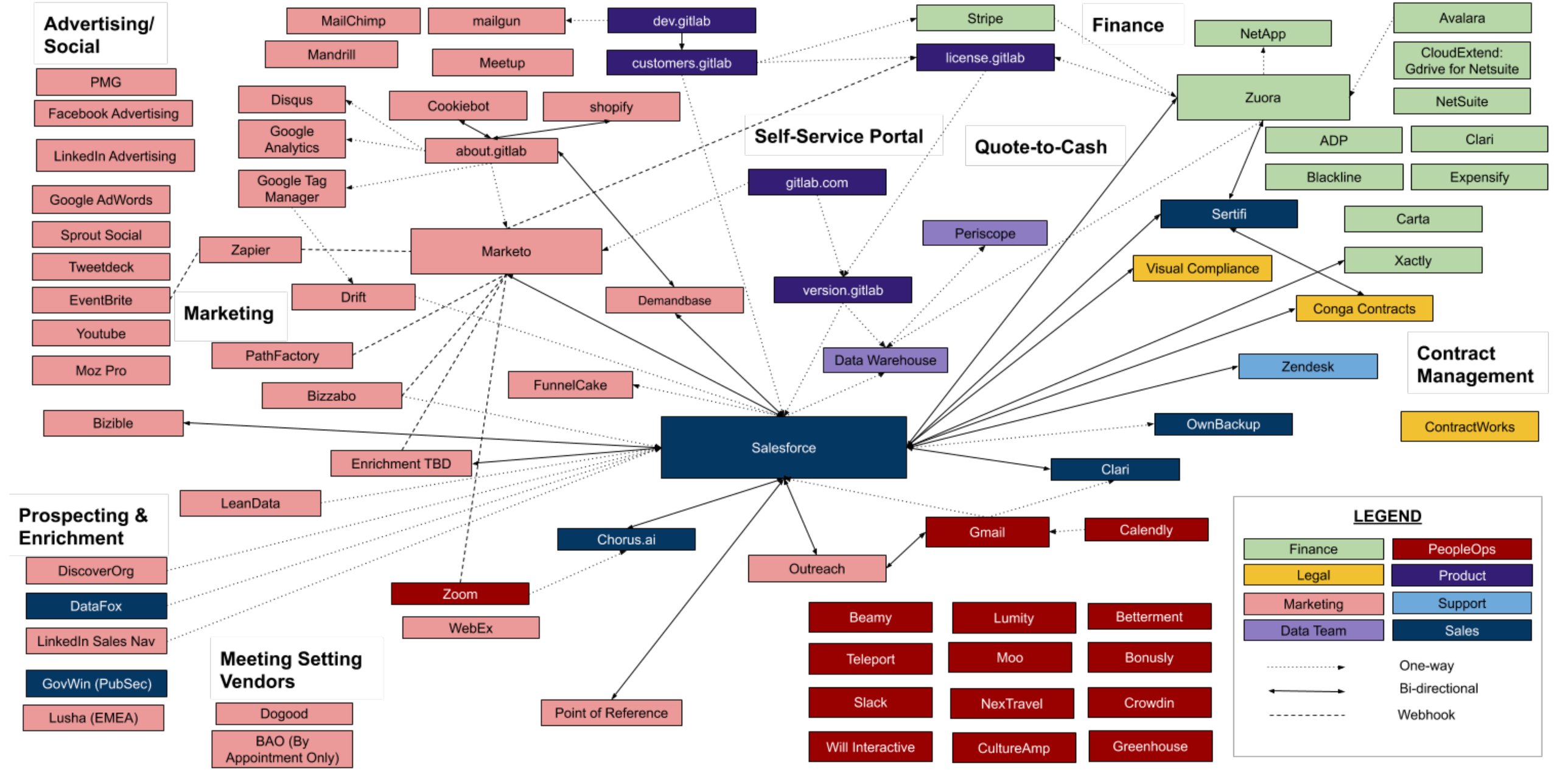
The average number of applications used in each organization



The average percentage of apps that connect/integrate

Source: MuleSoft/Salesforce, “2023 Connectivity Benchmark Report”

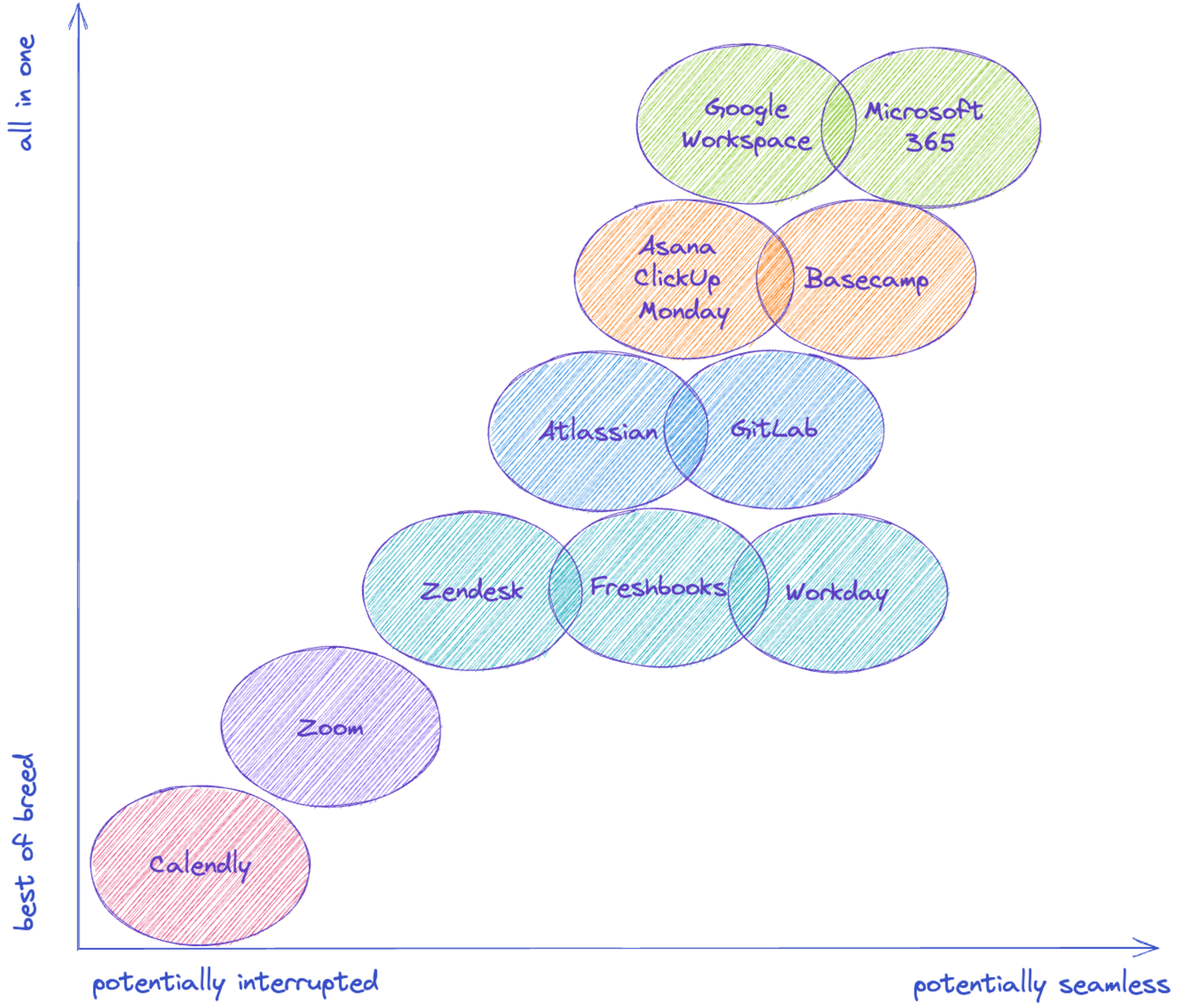
Gitlab Data Infrastructure



Source: https://www.getcensus.com/blog/hub-and-spoke-vs-point-to-point-data-synchronization-theres-one-clear-winner

Too many integrations overflow exception

Best-of-breed vs. all-in-one

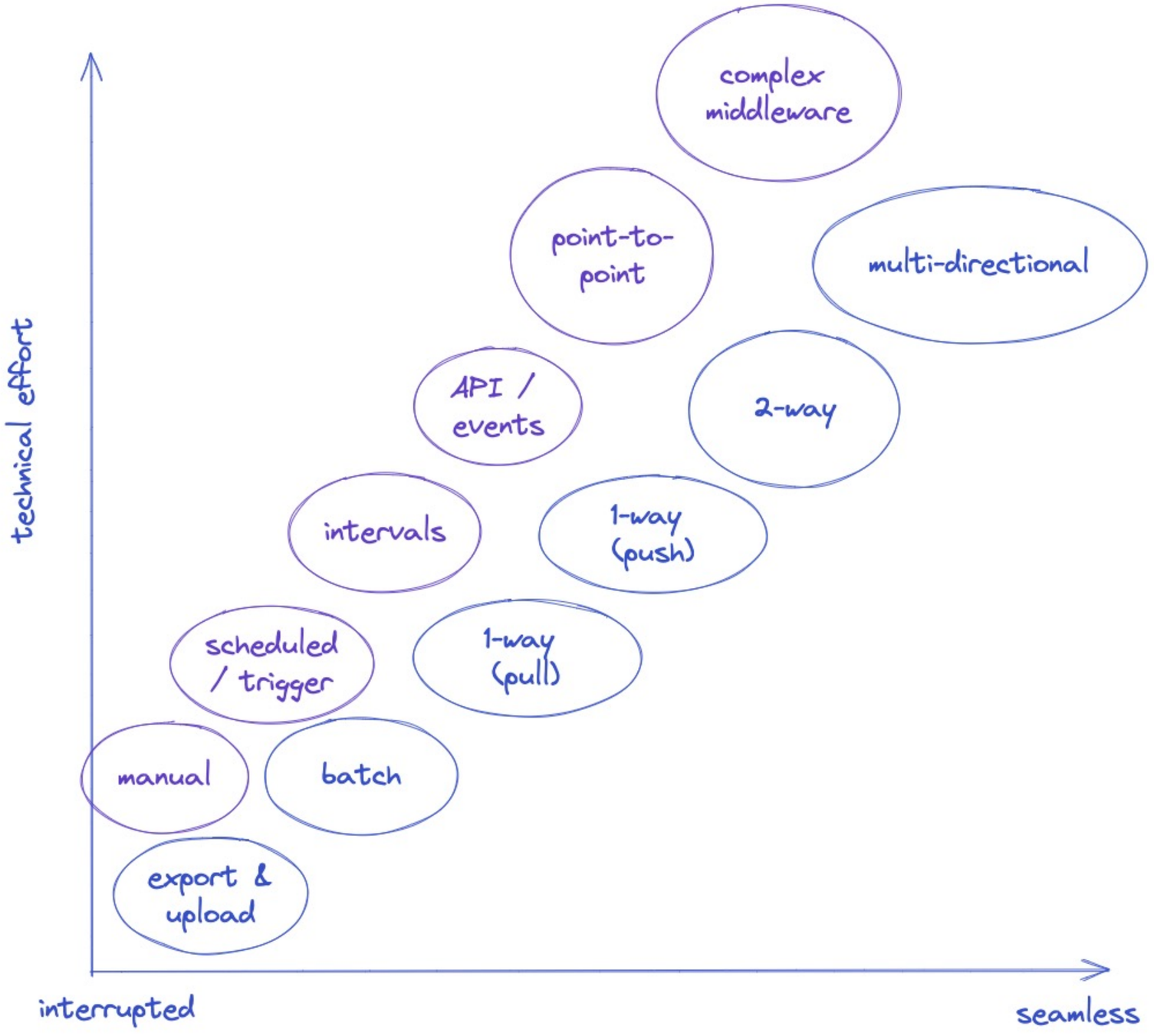

all in one
best of breed
potentially interrupted
potentially seamless
Google Workspace
Microsoft 365
Asana
ClickUp
Monday
Basecamp
Atlassian
GitLab
Zendesk
Freshbooks
Workday
Zoom
Calendly

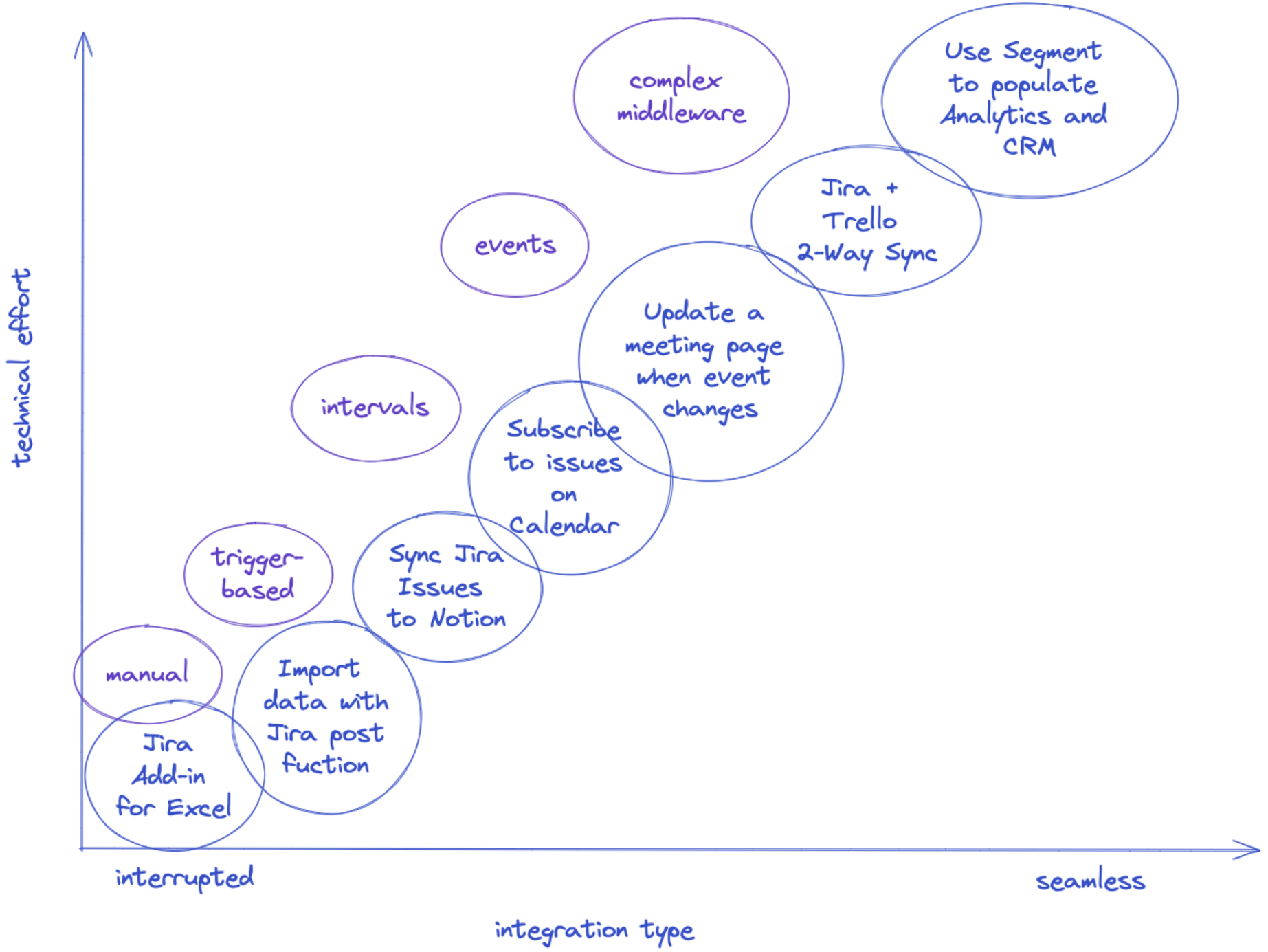
Both all-in-one and best-of-breed solutions are *not guaranteed* to be seamless.

Examples of limitations:

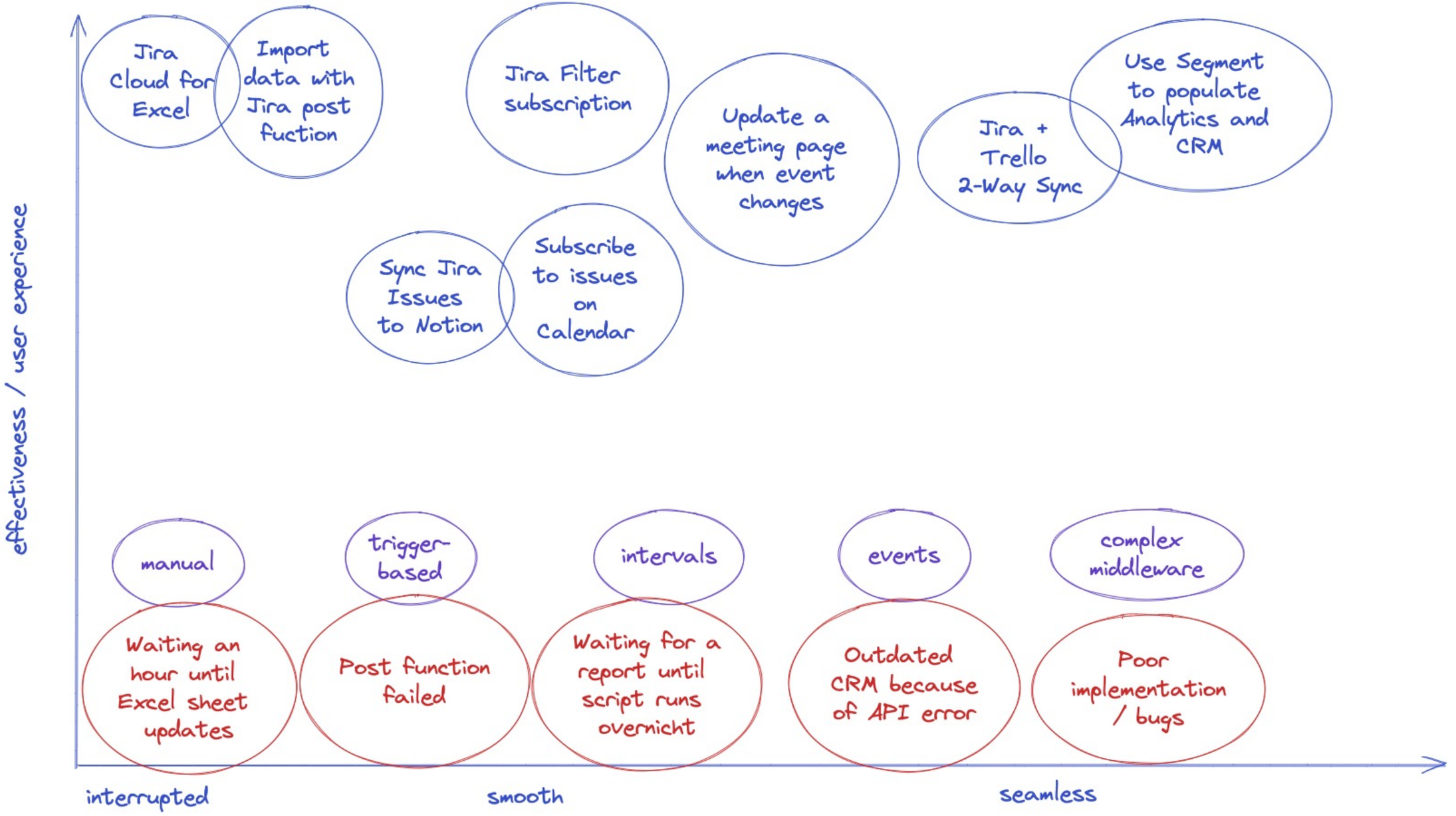
- Microsoft Outlook can only trigger a basic copy/paste into OneNote.
- OneNote task/to-do items are not synced to Outlook/Microsoft To Do.
- Atlassian Confluence Tasks cannot be shown on Jira dashboards.
- Send Zoom call chat to Microsoft Teams channel.
- Connect Calendly to create a Confluence page for each meeting.

Technical seamless vs. seamless user experience


technical effort
interrupted
seamless
complex middleware
point-to-point
multi-directional
API / events
2-way
intervals
1-way (push)
scheduled / trigger
1-way (pull)
manual
batch
export & upload


technical effort
complex middleware
Use Segment to populate Analytics and CRM
Jira + Trello 2-Way Sync
events
Update a meeting page when event changes
intervals
Subscribe to issues on Calendar
trigger-based
Sync Jira Issues to Notion
manual
Import data with Jira post fuction
Jira Add-in for Excel
interrupted
seamless
integration type

Jira Cloud for Excel
Import data with Jira post fuction
manual
trigger-based
Jira Filter subscription
Update a meeting page when event changes
events
Sync Jira Issues to Notion
Subscribe to issues on Calendar
intervals
complex middleware
Jira + Trello 2-Way Sync
Use Segment to populate Analytics and CRM
effectiveness / user experience
interrupted
smooth
seamless


Jira Cloud for Excel
Import data with Jira post fuction
Jira Filter subscription
Update a meeting page when event changes
Jira + Trello 2-Way Sync
Use Segment to populate Analytics and CRM
Sync Jira Issues to Notion
Subscribe to issues on Calendar
effectiveness / user experience
manual
trigger-based
intervals
events
complex middleware
Waiting an hour until Excel sheet updates
Post function failed
Waiting for a report until script runs overnicht
Outdated CRM because of API error
Poor implementation / bugs
interrupted
smooth
seamless

Integrations can be frustrating

VK

by Vinod Kotiya on Feb 2nd 2023

It does not link with time tracking of J… different standalone system linked with Clockwork is better alternative.

Was this Review Helpful? Yes

hard to set up

by Kat Vukmanovic on Aug 10th 2022

The UI is not intuitive, and UX is bad - you … click on "Pul immediately see them when I open a tick…

slow

LS

by Luz Silverio on Apr 22nd …19

Giving 2 stars since it could have bee… od product if to be utilized.
The big setback is the 12hrs TAT (… e) just to reflect the update/changes on tl
Synching of it should be of clos… to real time atle… t - 12hrs is absurd

not up to date

by Thibault Messemacre on Sep 6th 202…

Poor permission management, a… ot of manual v
Very limited

features missing

by Marc Eshleman on Feb 25th 2019

Solid start, but no way to dynamically keep con… nc. IE adding new contacts in salesforce doesn't automatically sync them with Confluence - you need to manually add each … ntact.

manual

RP

by R. Prokop on Apr 13th 2022

A lot of errors. After the last import error the app hangs complete… ave only the 'Application error' cancel it, I only can close and reopen the browser, I can not im… other file. Realy bad!!!

Was this Review Helpful? Yes No

not reliable

by Maik van Rossum on Feb 10th 2021

Simple, so it performs well o… basic integration level. It just pushes an Issue from Jira to Todist's Inbox, where it's cr… a title and unique link to t… in Jira.

But, this integration is… directional, so Jira doesn't know… he task in Todoist. Nor does completing the task in Tod… status in Jira (or vice versa).

Hitting the menu item in Jira once again, simply cre… uplicate task in Todoist. I can't find an option to automate this a… you'll have to keep both platforms in sync manua…

duplicates data

by Evan Nixon on Jun 3

This application is al…
filters/searches for them is great. It's just really unforunate that when the… isplays it is so friggin' ugly. Rather than using the same wiki-style renderer that you see natively on the Confluence page itself (or … ticket using the "Smart-Embed" feature) this app displays the page just....wrong. I'm not sure if it's using the "Old Editor" view or what … issue is, but the colours and formatting are just really really not nice.

bad formatting/styles

2/5

Feb 4, 2022

Lacks functionality

Surprisingly basic tool which adds very little value. Neither Trello nor HubS… seemed very basic and reasonable.

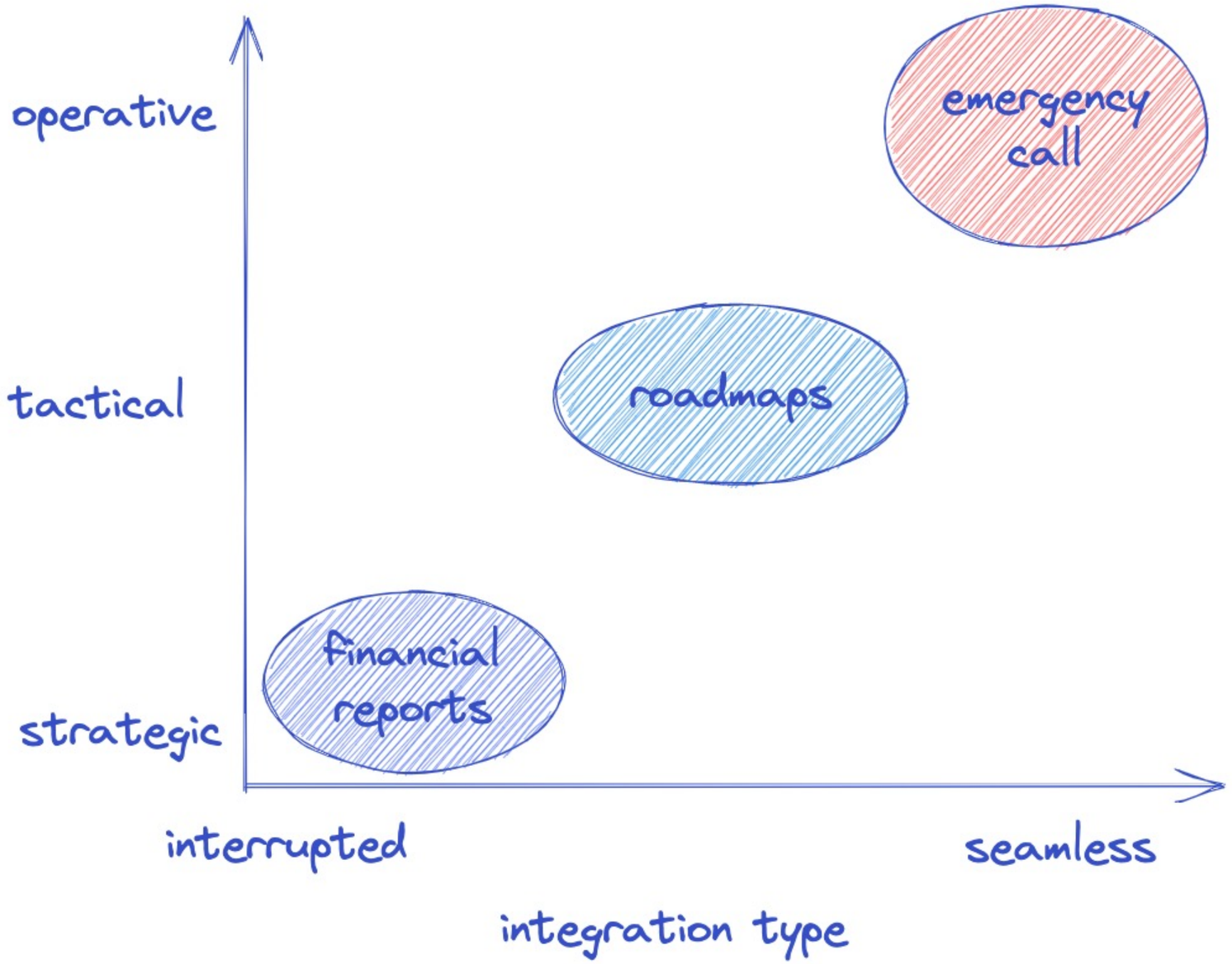
DF

by Daniel Frappell on Jan 26th 2022

Can't get it to work.

by Tony Natale on May 3rd 2021

Never worked. App was unable to find projects, just kept spinning and searching. No respo… phone number listed seemed to be some persons personal phone.


operative
tactical
strategic
emergency call
roadmaps
financial reports
interrupted
seamless
integration type

II

Integration assessment framework

A framework to assess and rank integrations

Business value: Contributes to business goals, productivity, reducing costs, or competitive advantage
User impact: Direct or indirect benefits from the integration for employees and managers
Cost–benefit analysis: Comparing the projected or estimated costs and benefits

Seamlessness: Real-time/fast data syncing, minimal manual input, ease of use
Reliability: Should work consistently and reliably over time without causing errors or disruptions; offers good support
Data availability: Redundancy, backups, availability when source disconnected
Complexity: Manual/triggered, one-way, two-way, integration platform
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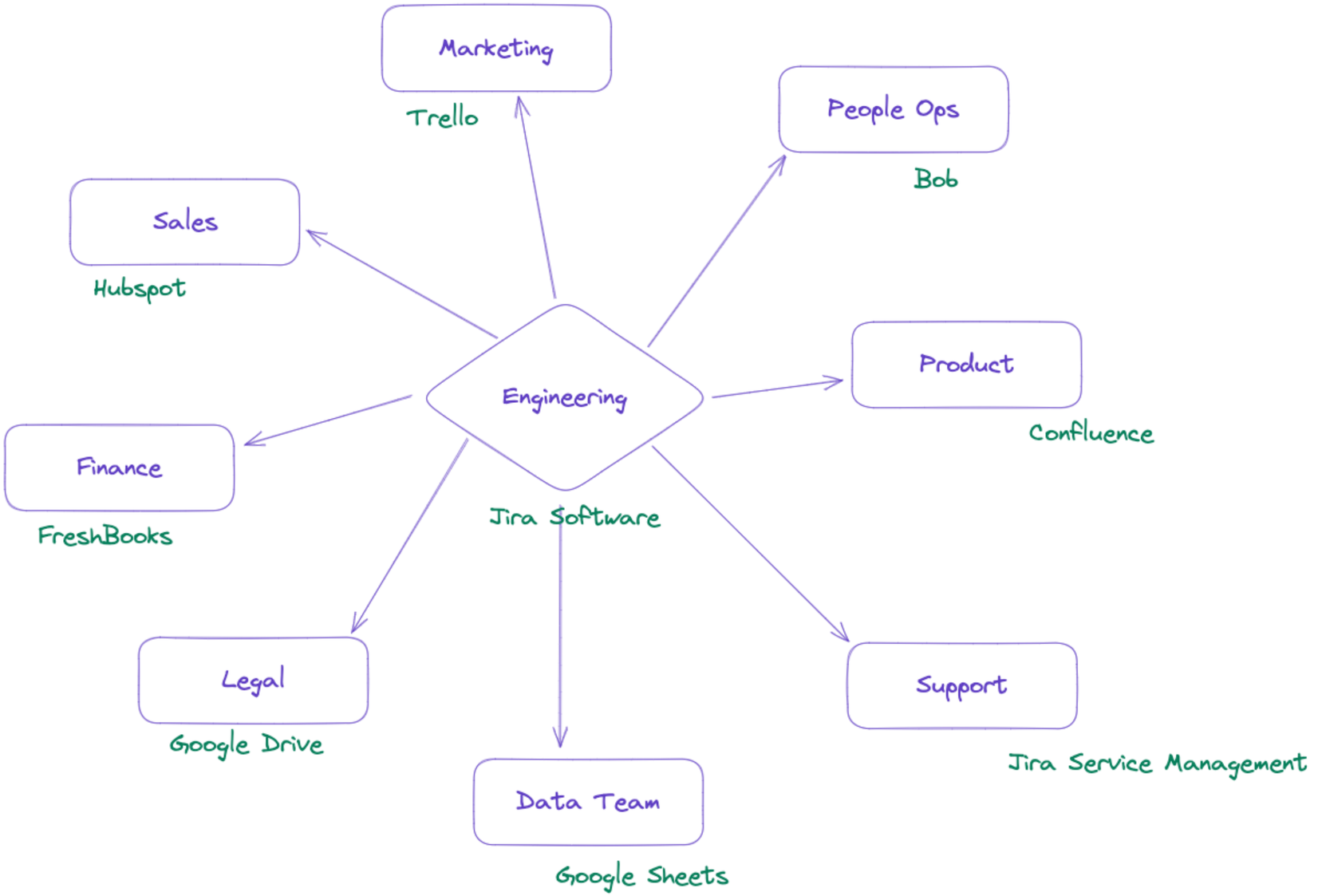
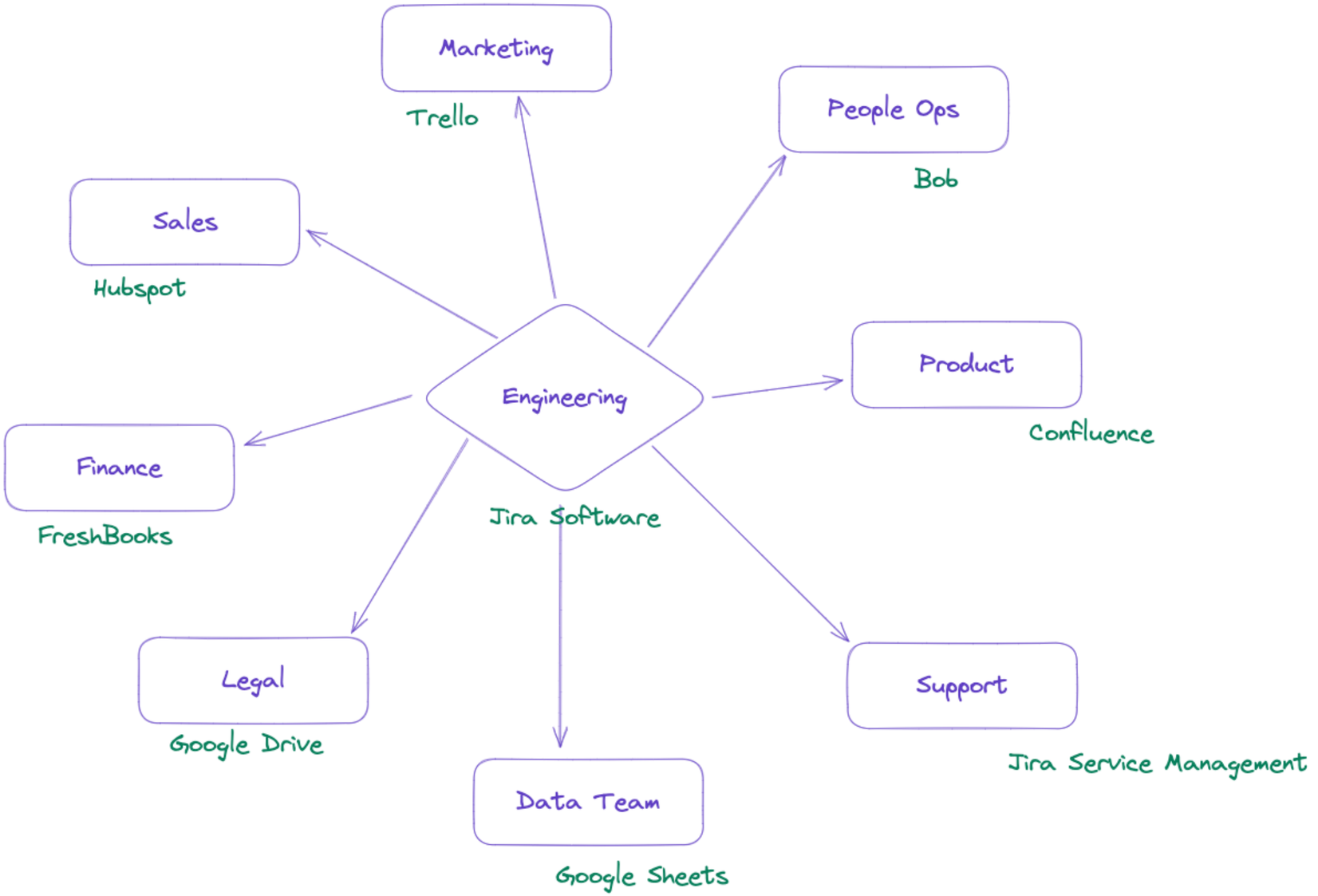
Compliance: Compliant with relevant legal and regulatory requirements and privacy
Innovation: Support new and innovative use cases and workflows, adapt to changing business needs over time

7 integrations for seamless collaboration


Marketing
Trello
People Ops
Bob
Sales
Hubspot
Engineering
Product
Confluence
Finance
FreshBooks
Jira Software
Legal
Google Drive
Support
Jira Service Management
Data Team
Google Sheets



All teams

Slack / Teams

Google Sheets / Excel

Calendar

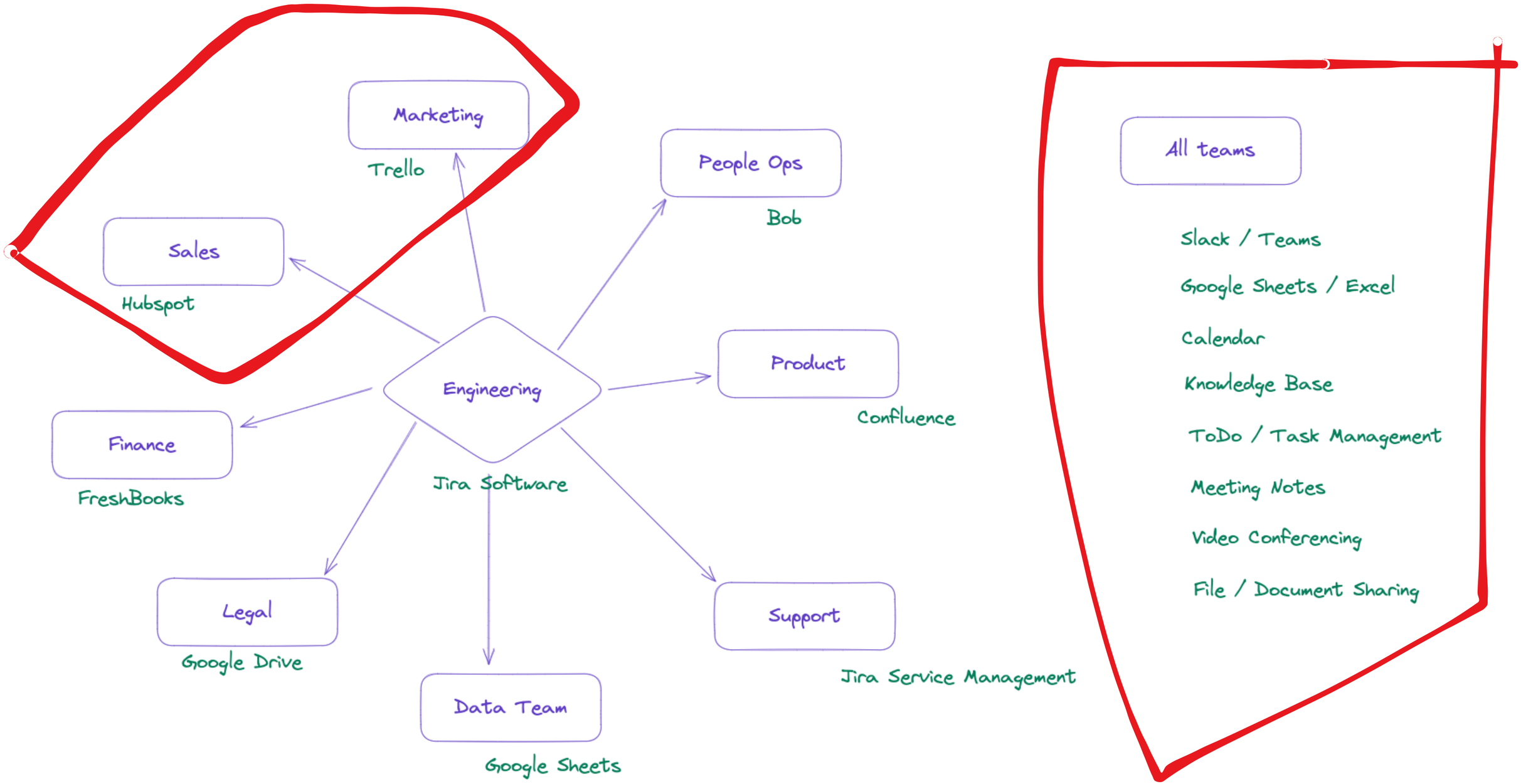
Knowledge Base

ToDo / Task Management

Meeting Notes

Video Conferencing

File / Document Sharing


Marketing
Trello
Sales
Hubspot
People Ops
Bob
Engineering
Jira Software
Product
Confluence
Finance
FreshBooks
Legal
Google Drive
Data Team
Google Sheets
Support
Jira Service Management
All teams
Slack / Teams
Google Sheets / Excel
Calendar
Knowledge Base
ToDo / Task Management
Meeting Notes
Video Conferencing
File / Document Sharing

7 course integrations menu

1. Slack with Jira issues
2. Teams and Jira
3. HubSpot topped with Trello
4. Calendar Integration for automatic meeting notes
5. Embed Google Calendar in Confluence
6. Sync Confluence Tasks to calendar
7. Confluence Task Reports for Jira (dashboard)

1. Slack integration with Jira

Search Meetical.io

Meetical.io

support

2

+ Add a bookmark

- # content-marketing-shared
- # dev-team
- # dev-team-notifications
- # general
- # growth-shared
- # hackathon
- # hackathon2022
- # meetical-advisors-shared
- # meetical-hompage-shared
- # meetical-veniture-shared
- # meeticalapp
- # random
- # support
- # webhook-tests
- + Add channels

- Direct messages

- Apps
  - Jira 3
  - Confluence
  - HubSpot
  - Outlook Calendar
  - + Add apps

support

> Hoi Max, freut mich zu hören! Über ein <https://marketplace.atlassia

Today

Jira APP 3:49 PM

Martin commented on a Support in `Waiting for customer`

MSUP-367 I'm prompted to login to Atlassian, even though I have previously l...

> Hi Lucas...

@Lukas transitioned a Support from `Waiting for customer` → `Waiting for support`

MSUP-367 I'm prompted to login to Atlassian, even though I have previously l...

Martin commented on a Support in `Waiting for support`

MSUP-367 I'm prompted to login to Atlassian, even though I have previously l...

> Okay, actually it works in the Outlook PWA now that I've changed settings i...

Lukas 5:51 PM

This could actually be related to https://meetical.atlassian.net/browse/MDEV-943

MDEV-943 Specify spaces for Chrome extension search engine

Status: **Address comments** Type: **Story** Assignee: **Oleg Wock** Priority: **Medium**

Watch | More actions...

Added by Jira Cloud

1 reply Today at 5:52 PM

Message #support

Assessment for Jira’s Slack integration

- **Business value**: Contributes to business goals, productivity, reducing costs, or competitive advantage
- **User impact**: Direct or indirect benefits from the integration for employees and managers
- **Cost–benefit analysis**: Comparing the projected or estimated costs and benefits

- **Seamlessness**: Real-time/fast data syncing, minimal manual input, ease of use
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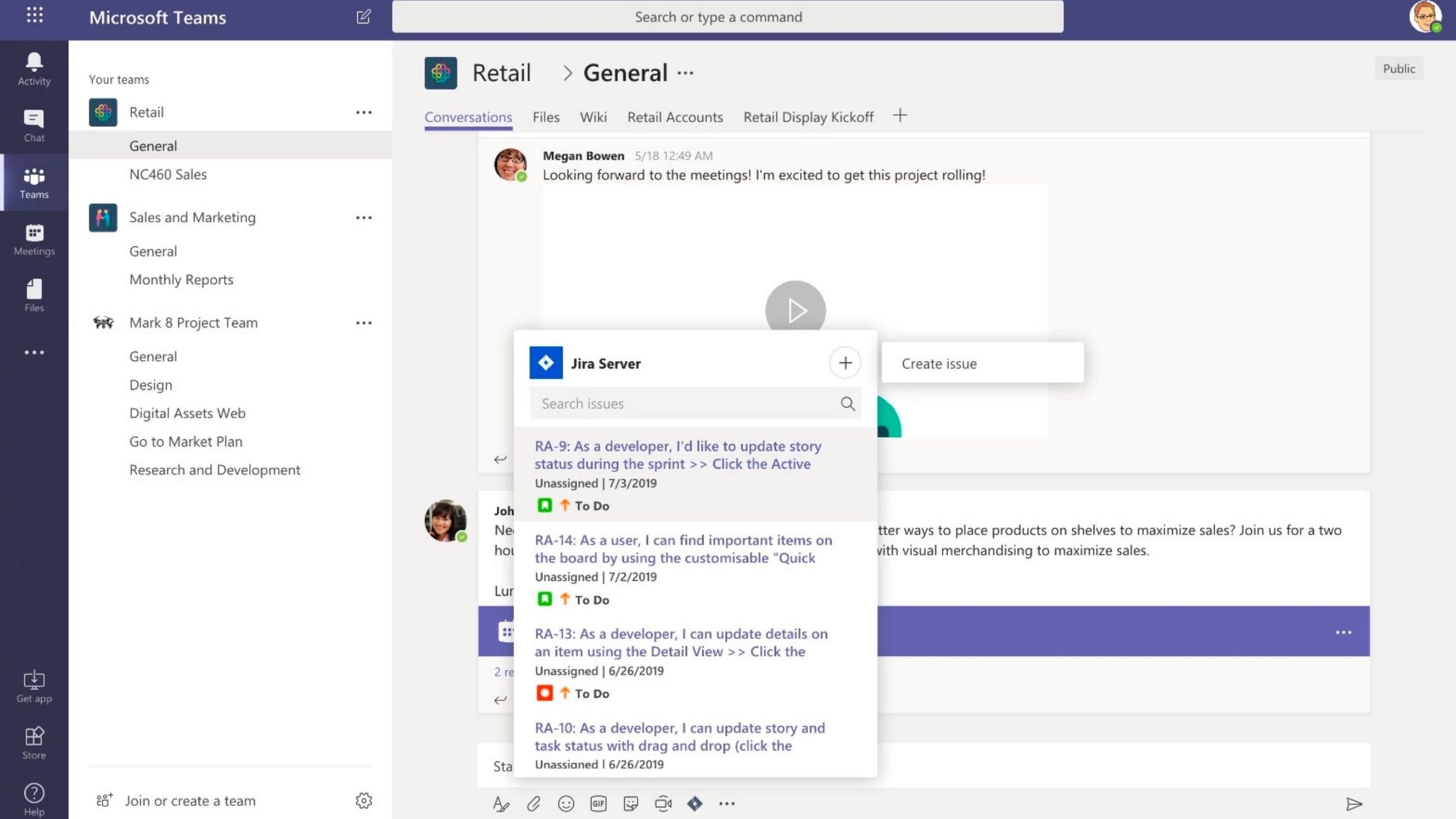
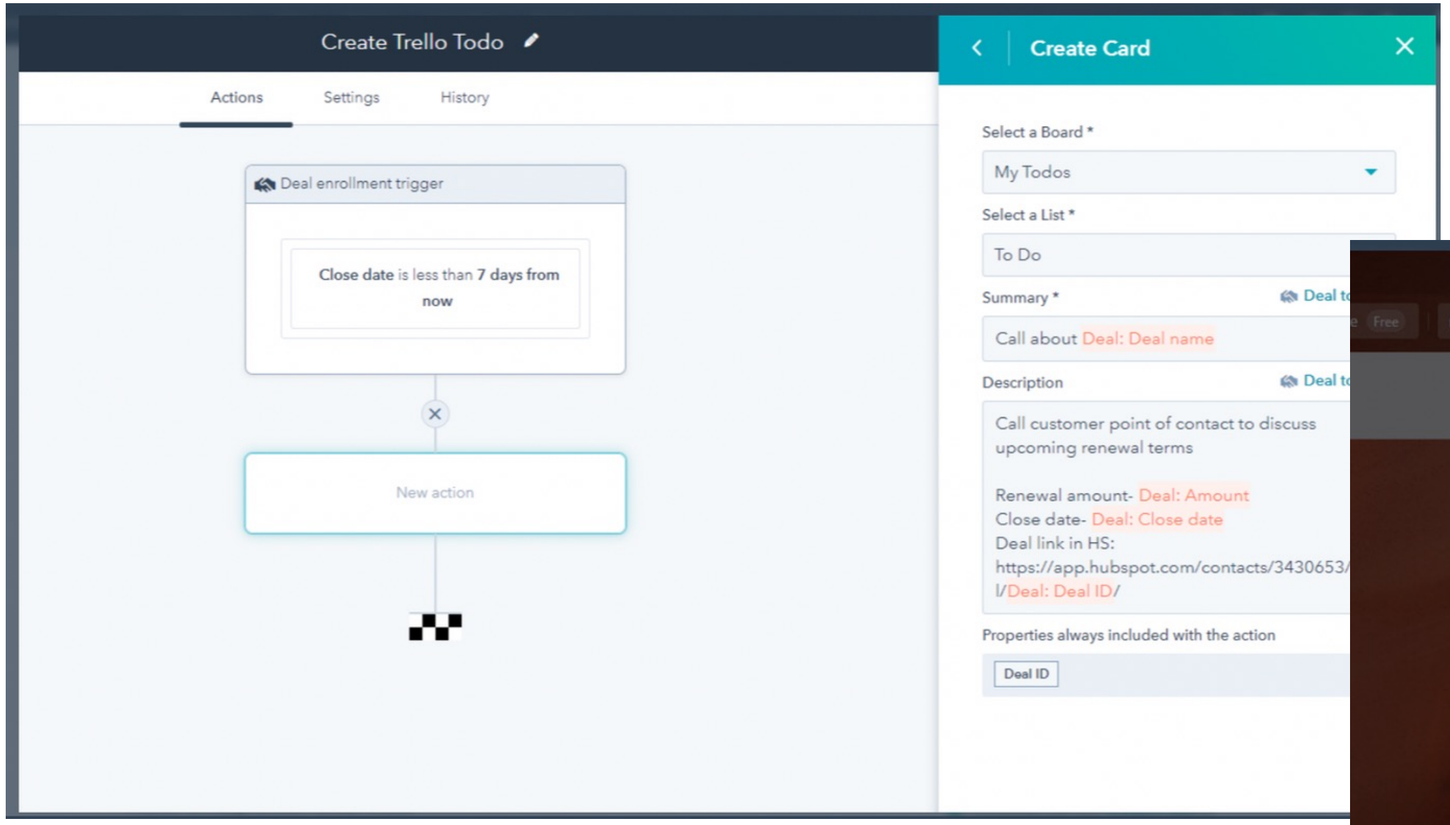
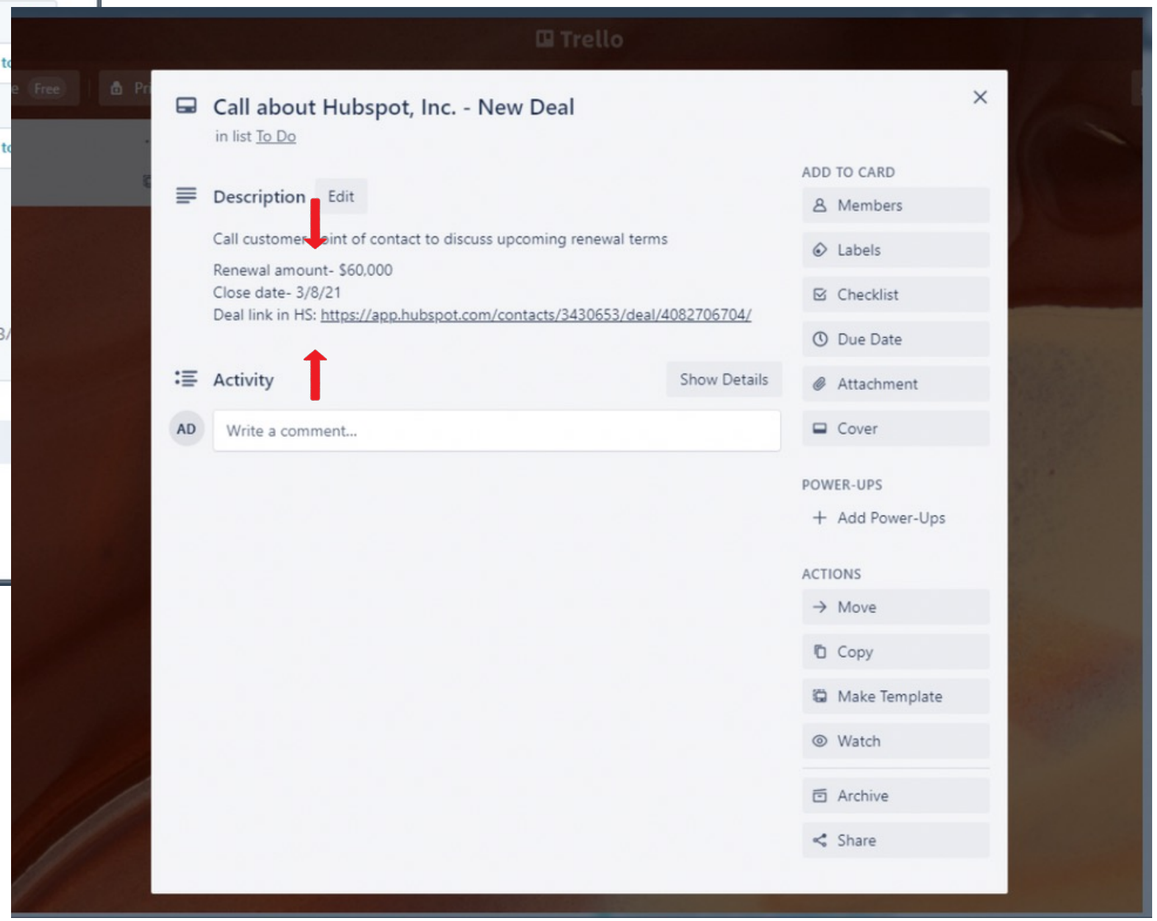
2. Teams integration with Jira

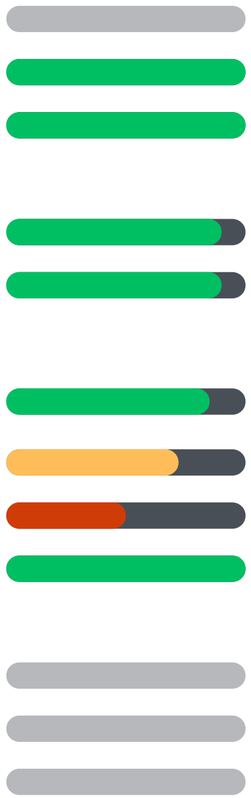

Microsoft Teams
Search or type a command
Activity
Chat
Teams
Meetings
Files
Get app
Store
Help
Your teams
Retail
General
NC460 Sales
Sales and Marketing
General
Monthly Reports
Mark 8 Project Team
General
Design
Digital Assets Web
Go to Market Plan
Research and Development
Join or create a team
Retail
General
Public
Conversations
Files
Wiki
Retail Accounts
Retail Display Kickoff
Megan Bowen 5/18 12:49 AM
Looking forward to the meetings! I'm excited to get this project rolling!
Jira Server
Create issue
Search issues
RA-9: As a developer, I'd like to update story status during the sprint >> Click the Active
Unassigned | 7/3/2019
To Do
RA-14: As a user, I can find important items on the board by using the customisable "Quick
Unassigned | 7/2/2019
To Do
RA-13: As a developer, I can update details on an item using the Detail View >> Click the
Unassigned | 6/26/2019
To Do
RA-10: As a developer, I can update story and task status with drag and drop (click the
Unassigned | 6/26/2019
tter ways to place products on shelves to maximize sales? Join us for a two
with visual merchandising to maximize sales.

3. Hubspot & Trello integration





Assessment — Hubspot & Trello (official)



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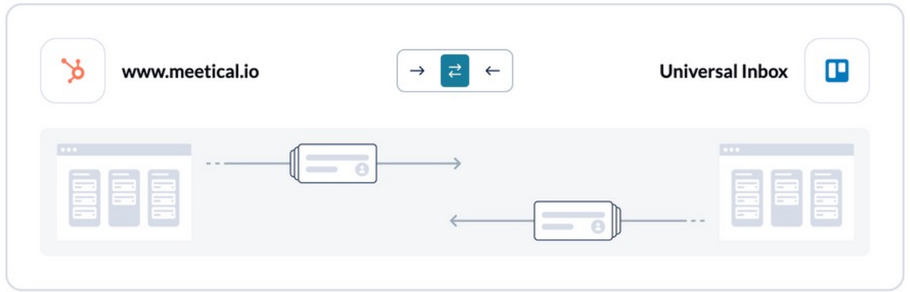
3b. Hubspot & Trello integration via Unito

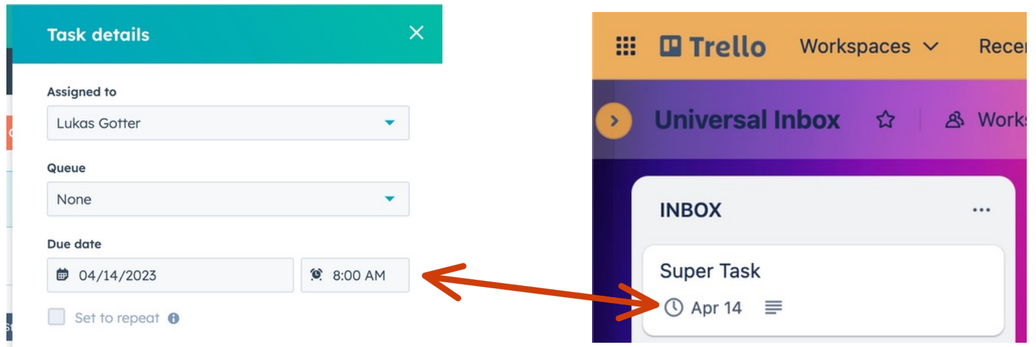
Your flow will only sync new tasks or cards

Choose your flow direction

By default, Tasks and Cards will flow both ways between your tools. If you only want Tasks to get created in Hubspot or Cards to get created in Trello, you can change this flow's direction below. Whatever you choose here, you'll later be able to tune that behavior to better reflect the way you work.

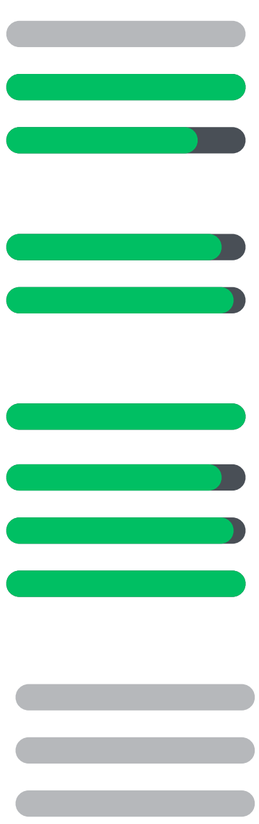


Confirm



Date	Activity type	Updated fields	Status
30 Mar | 10:43:06 PM	Update	DueDate	Success
30 Mar | 10:42:37 PM	Update	DueDate	Success
30 Mar | 10:39:29 PM	Create	Column, Description, Due...	Success
30 Mar | 10:34:28 PM	Create	Column, Description, Due...	Success

Assessment — Hubspot & Trello (via Unito)



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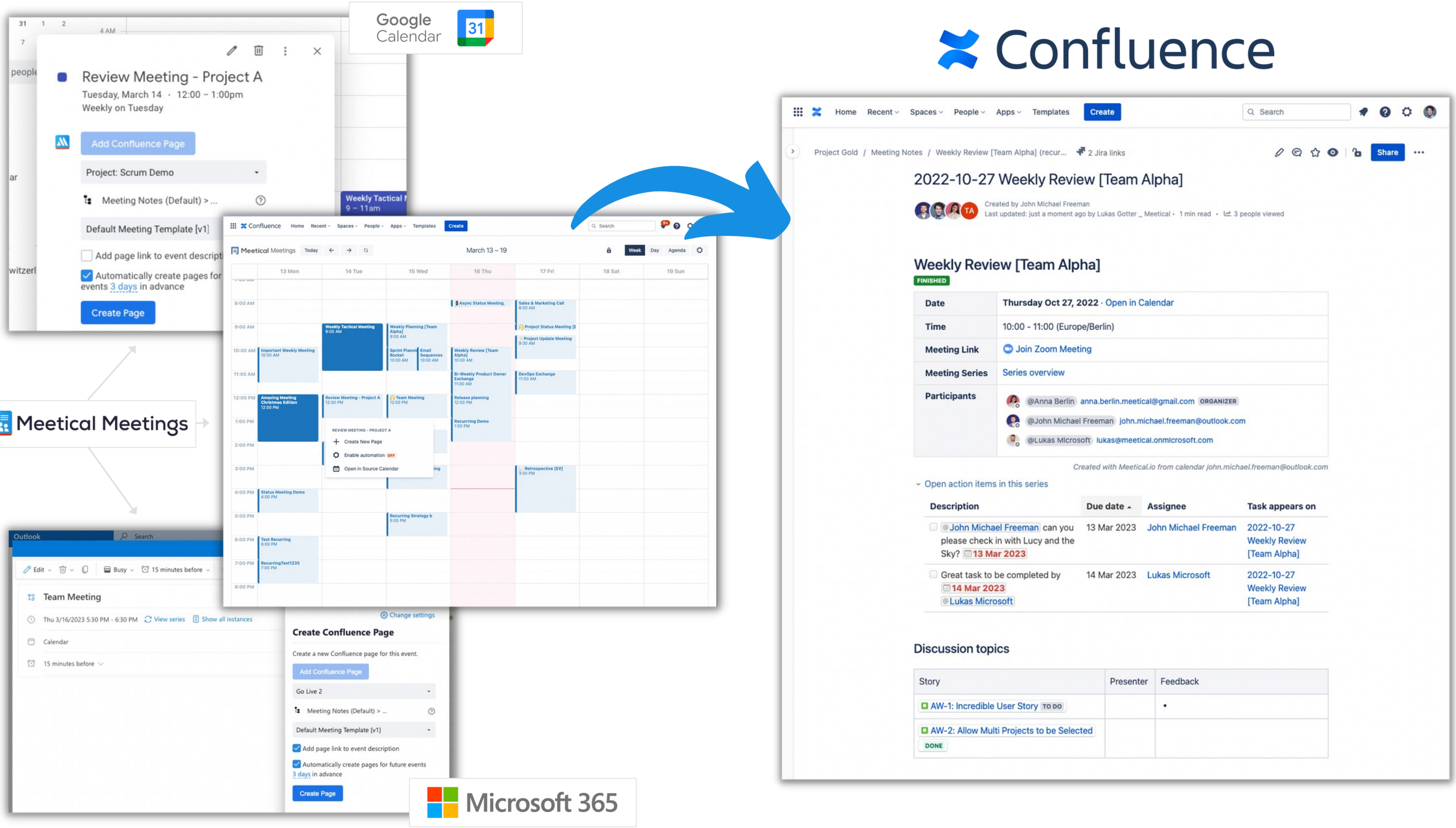
4. Calendar integration for automatic meeting notes


Google Calendar
Review Meeting - Project A
Tuesday, March 14 · 12:00 – 1:00pm
Weekly on Tuesday
Add Confluence Page
Project: Scrum Demo
Meeting Notes (Default) > ...
Default Meeting Template [v1]
Add page link to event description
Automatically create pages for events 3 days in advance
Create Page
Meetical Meetings
Meetical Meetings
March 13 – 19
Week
Day
Agenda
REVIEW MEETING - PROJECT A
Create New Page
Enable automation
Open in Source Calendar
Outlook
Team Meeting
Thu 3/16/2023 5:30 PM - 6:30 PM
View series
Show all instances
Calendar
15 minutes before
Create Confluence Page
Create a new Confluence page for this event.
Add Confluence Page
Go Live 2
Meeting Notes (Default) > ...
Default Meeting Template [v1]
Add page link to event description
Automatically create pages for future events
3 days in advance
Create Page
Microsoft 365
Confluence
Home
Recent
Spaces
People
Apps
Templates
Create
Search
Project Gold / Meeting Notes / Weekly Review [Team Alpha] (recur...
2 Jira links
Share
2022-10-27 Weekly Review [Team Alpha]
Created by John Michael Freeman
Last updated: just a moment ago by Lukas Gotter _ Meetical · 1 min read · 3 people viewed
Weekly Review [Team Alpha]
FINISHED
Date
Thursday Oct 27, 2022 · Open in Calendar
Time
10:00 - 11:00 (Europe/Berlin)
Meeting Link
Join Zoom Meeting
Meeting Series
Series overview
Participants
@Anna Berlin anna.berlin.meetical@gmail.com ORGANIZER
@John Michael Freeman john.michael.freeman@outlook.com
@Lukas Microsoft lukas@meetical.onmicrosoft.com
Created with Meetical.io from calendar john.michael.freeman@outlook.com
Open action items in this series
Description
Due date
Assignee
Task appears on
@John Michael Freeman can you please check in with Lucy and the Sky? 13 Mar 2023
13 Mar 2023
John Michael Freeman
2022-10-27 Weekly Review [Team Alpha]
Great task to be completed by 14 Mar 2023 @Lukas Microsoft
14 Mar 2023
Lukas Microsoft
2022-10-27 Weekly Review [Team Alpha]
Discussion topics
Story
Presenter
Feedback
AW-1: Incredible User Story TO DO
AW-2: Allow Multi Projects to be Selected DONE

Meetical Meetings for Confluence (Outlook / Google Calendar)

by Meetical Software Ltd.

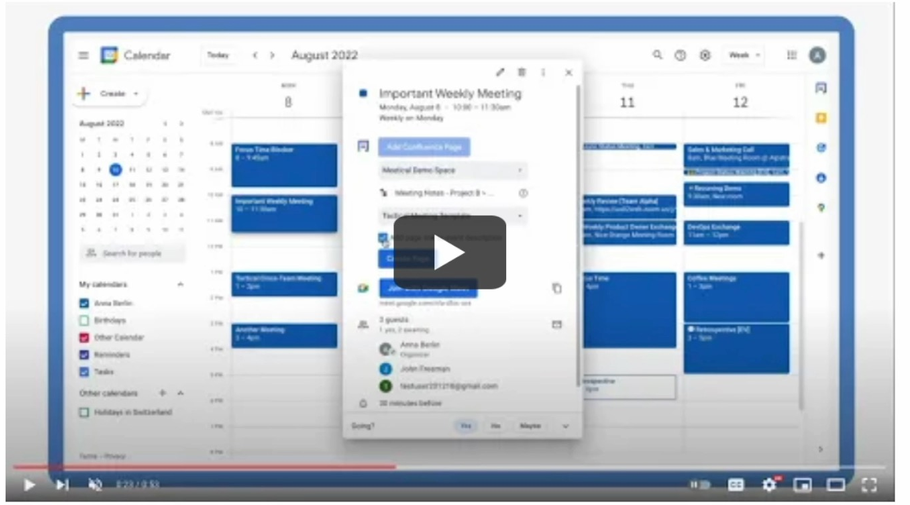
for Confluence Cloud, Confluence Data Center 7.9.0 - 8.1.1 and more

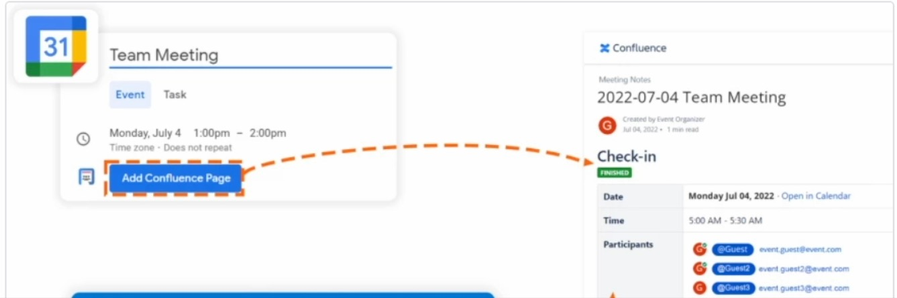
27 454 installs CLOUD FORTIFIED

SUPPORTED

Try it free

Improve team efficiency with meeting notes automation and easy calendar integrations for Google Calendar and Microsoft 365

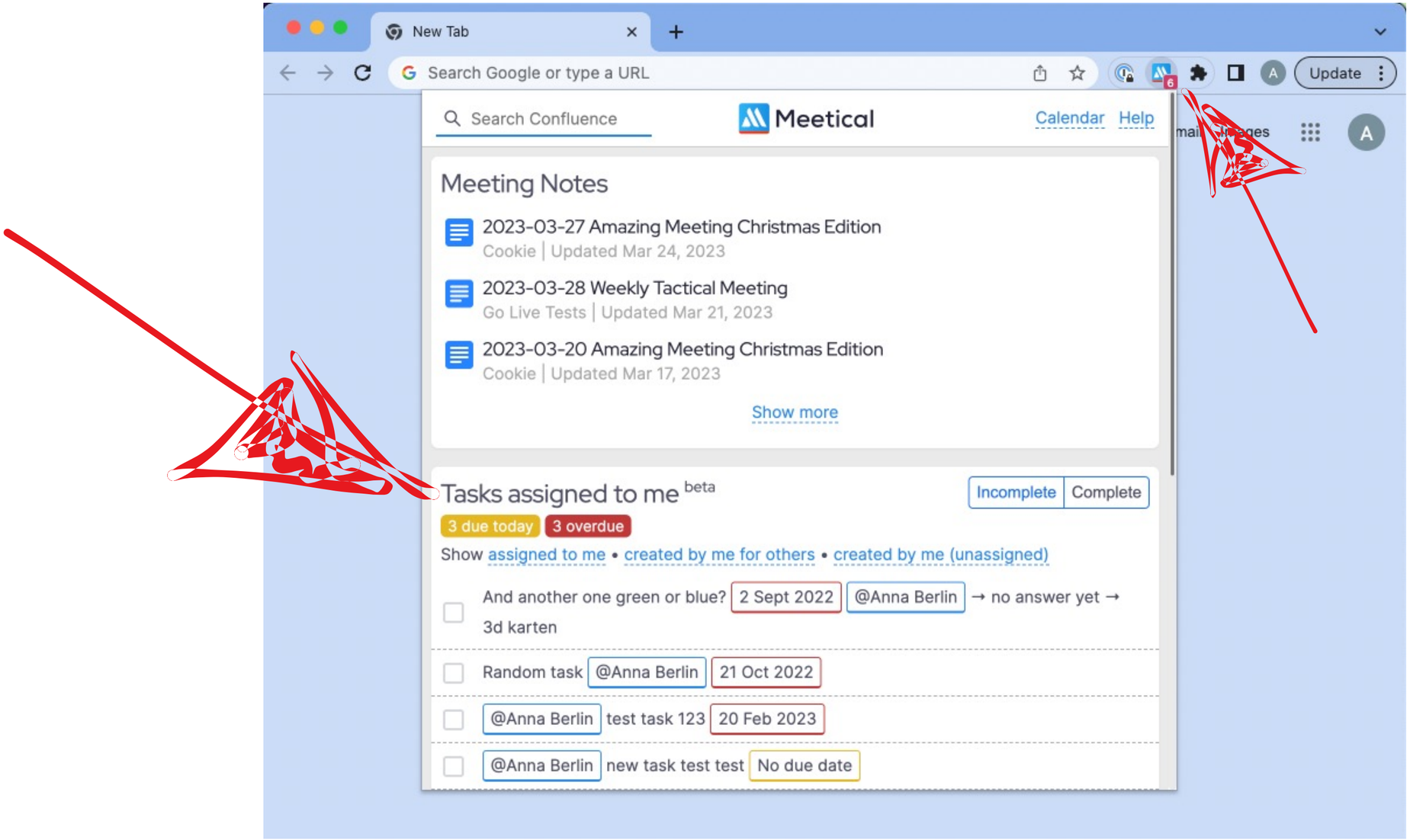




Prepare Meeting Agenda Instantly from Calendar

Instead of manually preparing note-taking documents before every meeting, generate a fully templated

Confluence Chrome Extension*



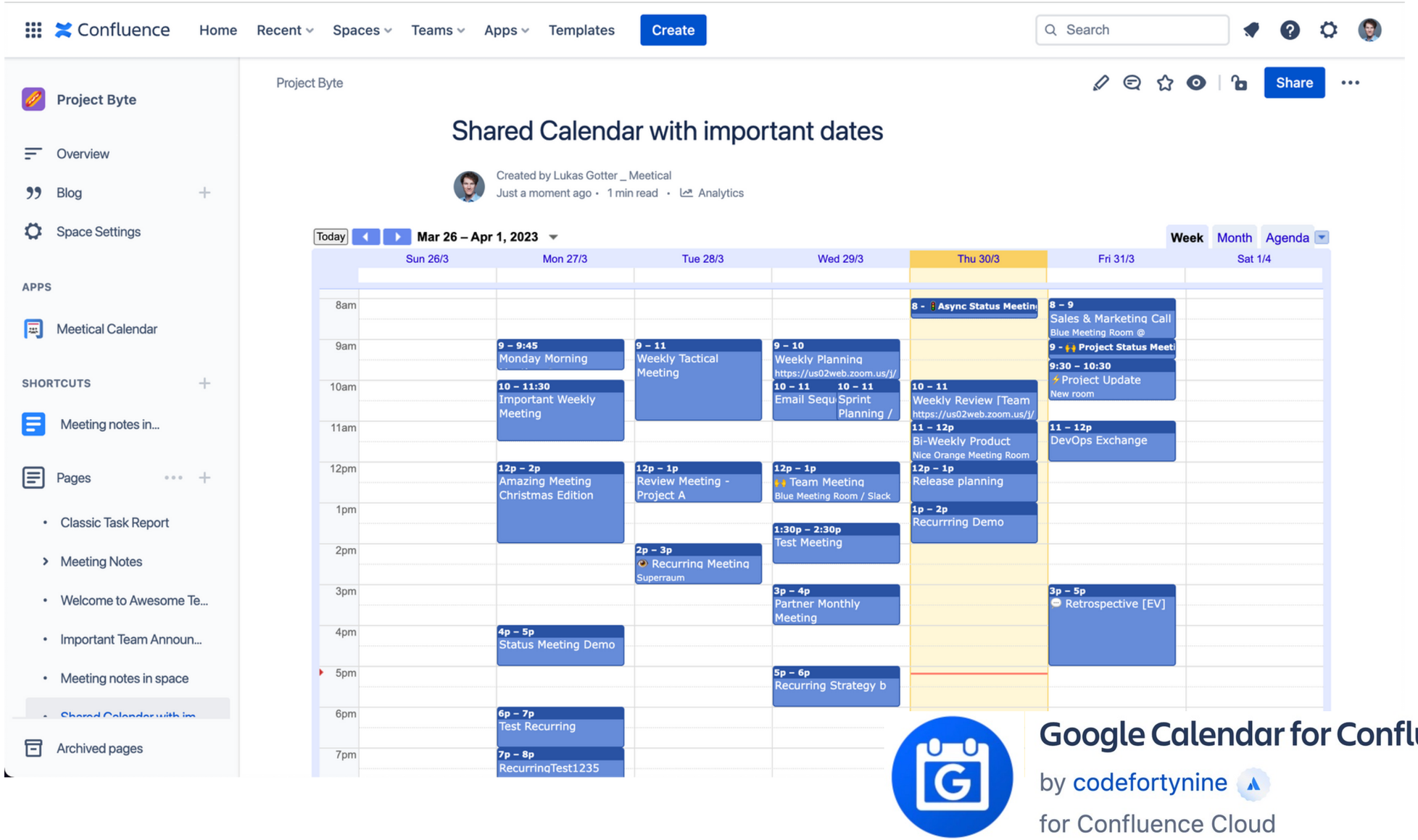
*Also for Edge, Firefox

Assessment for Meetical Meetings for Confluence

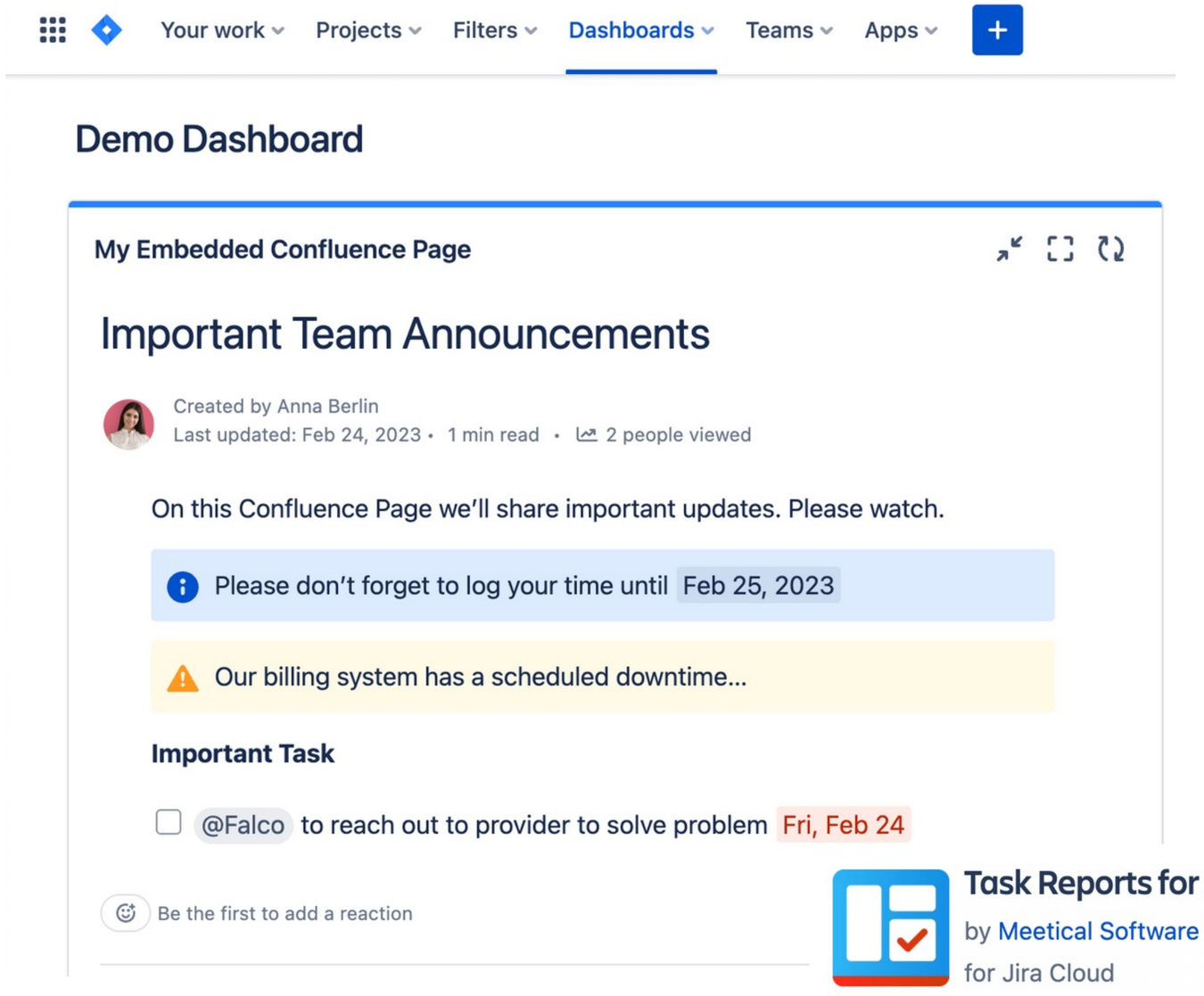
- **Business value**: Contributes to business goals, productivity, reducing costs, or competitive advantage
- **User impact**: Direct or indirect benefits from the integration for employees and managers
- **Cost–benefit analysis**: Comparing the projected or estimated costs and benefits

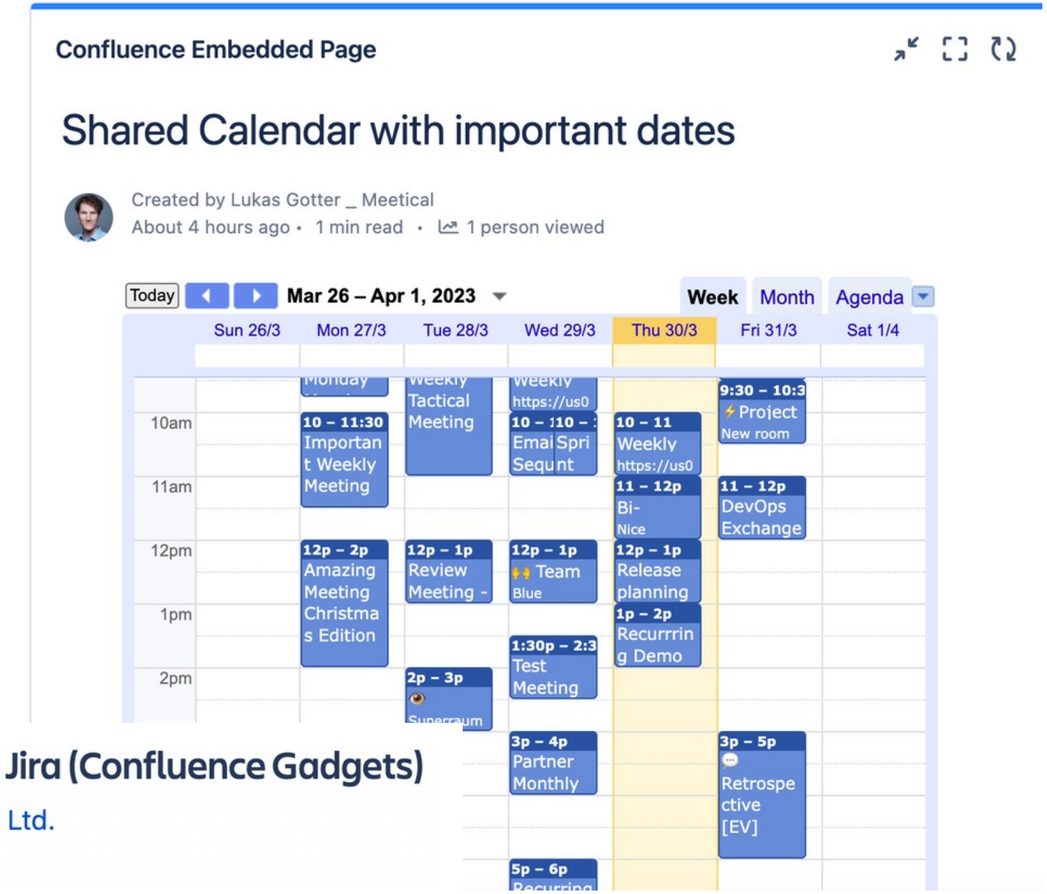
- **Seamlessness**: Real-time/fast data syncing, minimal manual input, ease of use
- **Reliability**: Should work consistently and reliably over time without causing errors or disruptions; offers good support
- **Data availability**: Redundancy, backups, availability when source disconnected
- **Complexity**: Manual/triggered, one-way, two-way, integration platform
- **Feature richness**: Does it leverage the features and customization options present in both systems?
- **Performance**: Should not negatively impact the performance or speed of the software systems it connects, and should be optimized for maximum efficiency
- **Security**: Protect the integrity, confidentiality, and availability of data being integrated
- **Compliance**: Compliant with relevant legal and regulatory requirements and privacy
- **Innovation**: Support new and innovative use cases and workflows, adapts to changing business needs over time

5. Show Google Calendar on a Confluence page and Jira dashboard



Embed native Confluence page on Jira dashboard



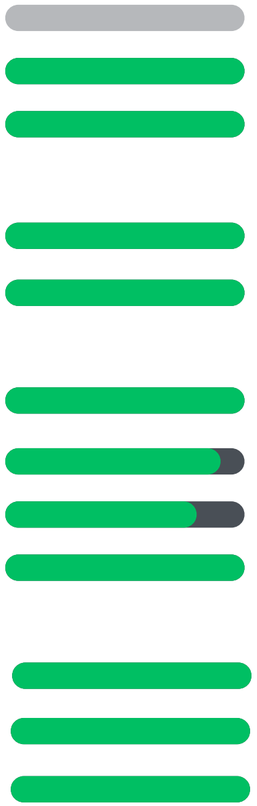


Task Reports for Jira (Confluence Gadgets)

by Meetical Software Ltd.

for Jira Cloud

Assessment for Google Calendar for Confluence and embed on Jira Dashboard



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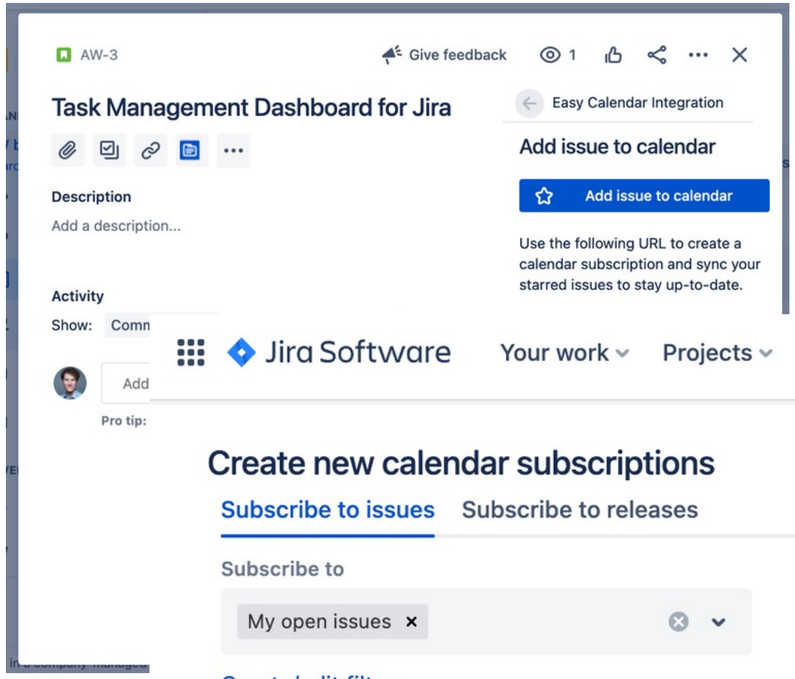
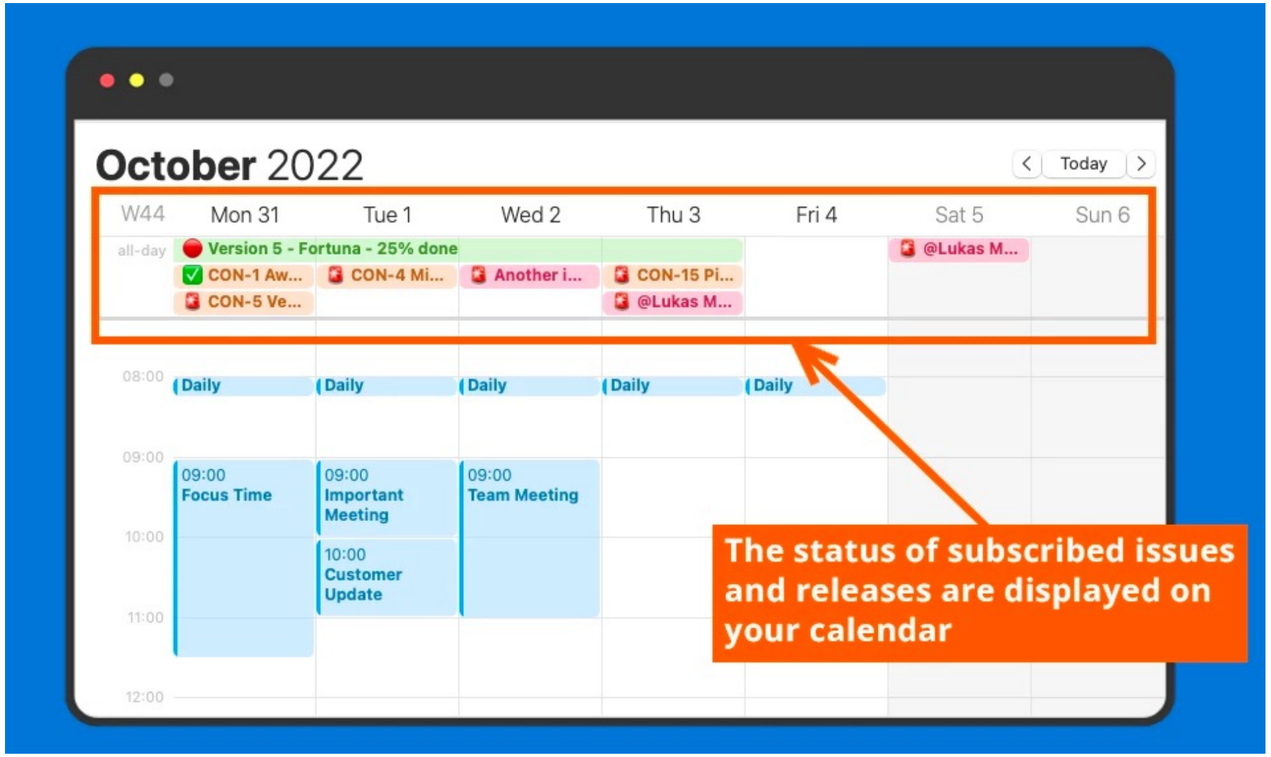
6. Sync Jira issues to calendar

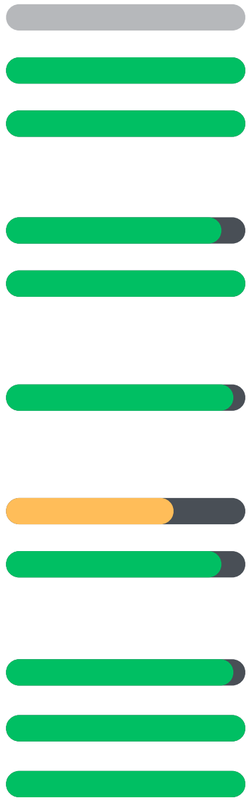


sync



Easy Calendar Integration for Jira

Assessment for easy calendar integration for Jira and task sync



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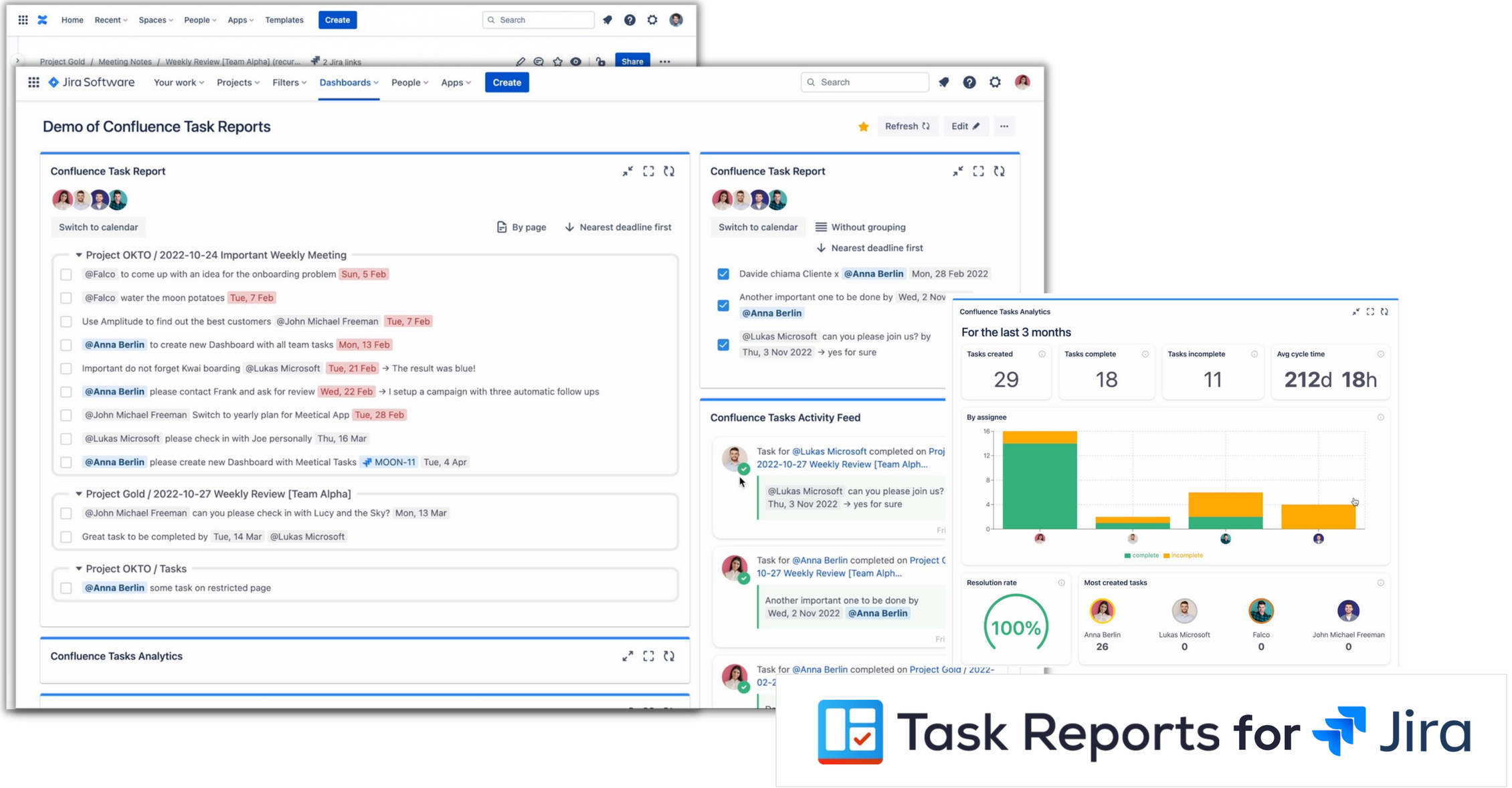
7. Confluence Task Reports on Jira dashboards



Task Reports for Jira: Confluen

marketplace.atlassian.com/apps/1229490?tab=overview&hosting=cloud

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Task Reports for Jira: Confluence Dashboard Gadgets&Reports

by Meetical Software Ltd.

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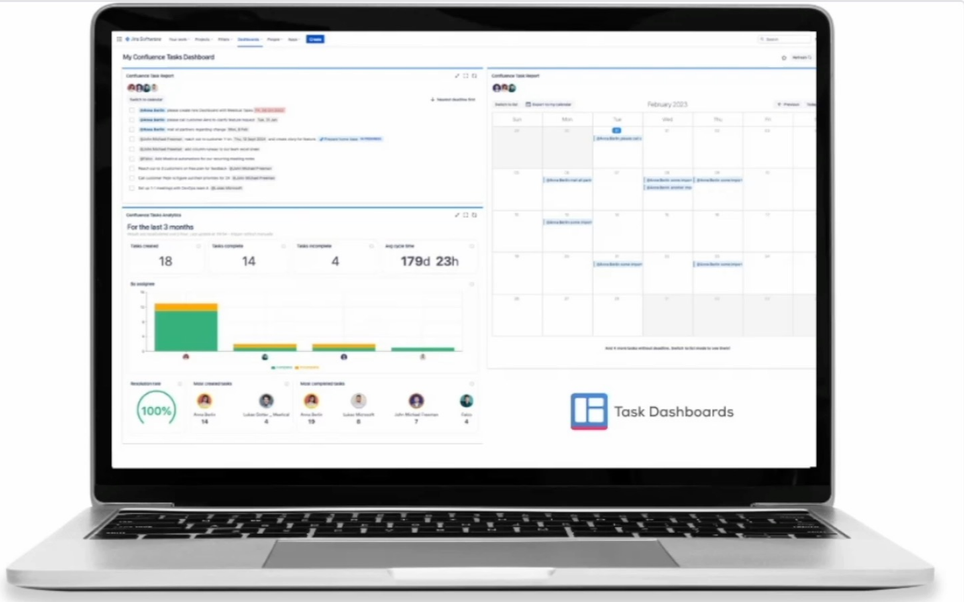
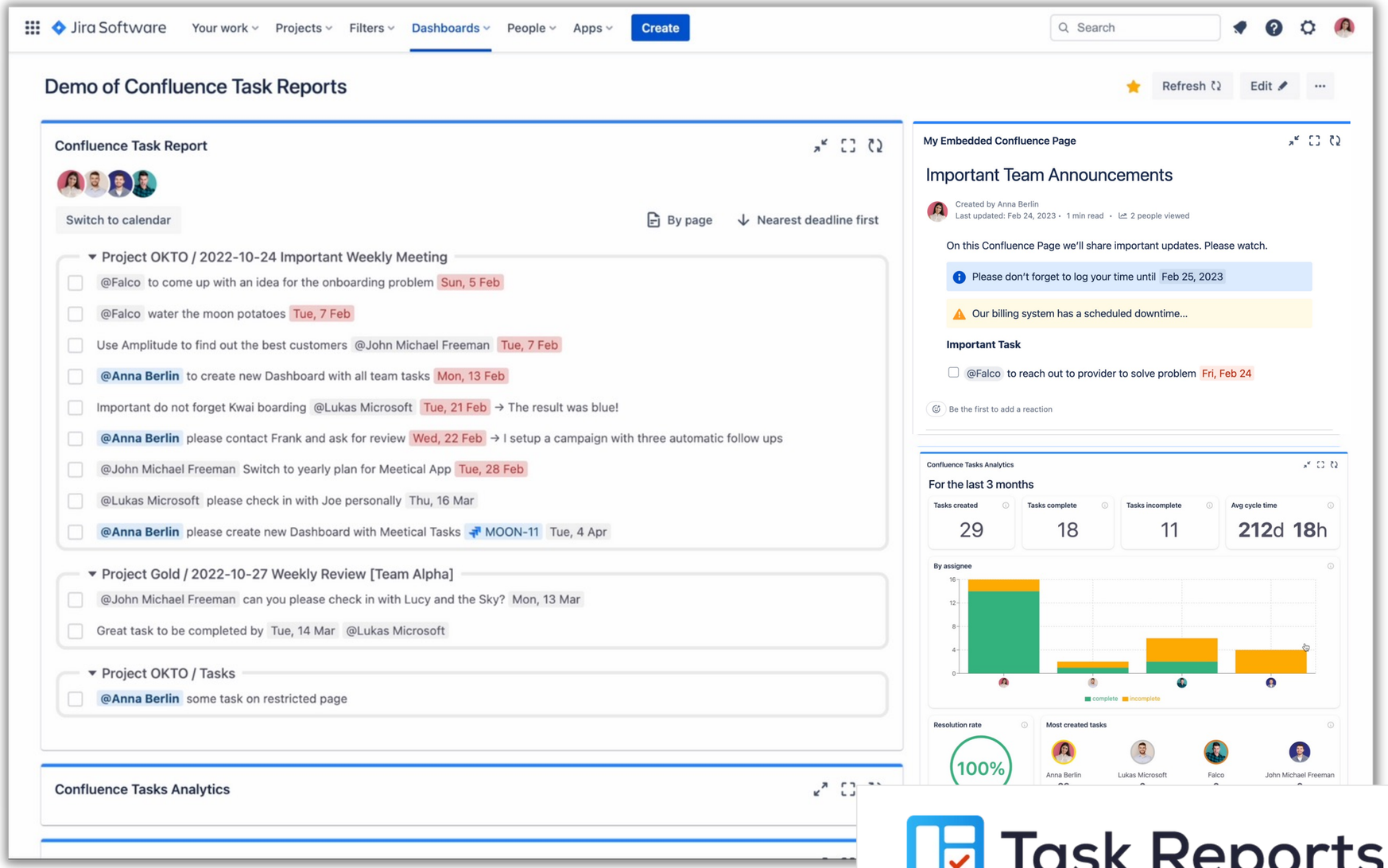
Overview Reviews Support Versions Installation Cloud

Improve team performance with comprehensive Dashboards for Confluence in Jira: Task Reports, Task Analytics, Embed pages, and more



7. Confluence Task Reports on Jira dashboards



Task Reports for Jira

Assessment for Task Reports for Jira

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Integrations & apps

Jira & Slack integration (official)

Jira & Teams integration (official)

HubSpot & Trello integration (official)

HubSpot & Trello integration via Unito

Google Calendar for Confluence
by codefortynine
for Confluence Cloud

Meetical Meetings

Easy Calendar Integration

Task Reports for Jira

meetical.io/blog

Summary

I **Why we need seamless integrations for cross-team collaboration**

II **Integration assessment framework**

III **Ten integrations to improve cross-team collaboration in the Atlassian ecosystem**

Seamless integrations can help ensure that everyone is on the same page and that information is shared in a timely and effective manner, leading to improved communication and fewer misunderstandings.

Companies that invest in seamless integration of their software systems can achieve a 50% faster time-to-market.

— Forrester, “Now Tech: Integration Platforms” report, 2021

ATLASSIAN team '23
April 18-20, 2023

Thank You

Meetical

Up-level your cross-team collaboration with seamless integration

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https://linkedin.com/in/lukasgotter
Connect with me on LinkedIn

Visit
meetical.io/apps

The end

Sources

- The Salesforce survey was conducted in 2016 and is called "Leading Through Digital Disruption: A Salesforce Research Report." The report surveyed more than 2,200 global business leaders and employees.
- The McKinsey & Company report is called "The social economy: Unlocking value and productivity through social technologies" and was published in 2012. The report is based on a survey of more than 4,200 global executives.
- The Forbes survey was conducted in 2017 and is called "The Collaboration Imperative: Executive Perspectives on the Technology and Strategy Needed for Business Collaboration." The report surveyed 1,500 executives across industries and geographies.
- MULESOFT RESEARCH REPORT 2023 Connectivity Benchmark Report, Survey of 1050 IT leaders across the globe from companies >1000 employees