

Isos Technology Partners with Magnite on Merge-Migration of Four Jira Service Instances into Atlassian Cloud

As the world's largest, independent sell-side platform, Magnite provides technology that streamlines and automates the purchase of digital advertising. Thousands of publishers around the world use Magnite's solutions to sell advertising space to agencies and brands. The company is publicly traded and has hundreds of employees around the world.

Magnite

The Challenge

Magnite is growing rapidly, both organically and through mergers and acquisitions (M&A). Due to recent M&A activity, the company's development teams were working in four different Jira Software and Confluence instances, each with its own team of administrators, teams of users, unique workflows, and understanding of issue priority. As a result, the company did not have visibility into all work being done, and could not easily report on it.

These siloed systems made it exceptionally challenging for teams to collaborate. Users had to be manually added to every instance they worked in, which meant a single user was occupying multiple license seats. Then, when new users were added, they had to learn and adapt to new processes and nomenclature. Magnite needed to simplify user and license management, put governance in place, and establish an overarching way of working across teams.

Adding to the complexity, three instances were on Server, while the other was in Cloud. With end-of-support coming up for Atlassian Server on February 15, 2024, Magnite recognized that it not only needed to merge all four instances, but migrate them as one to Cloud Premium. After doing some initial exploration, Magnite determined it did not have the bandwidth internally to undertake a complex merge-migration, and keep up with business as usual.

The Solution

Devin Kramer, Senior Director of Infrastructure Engineering at Magnite, reached out to Atlassian for Solution Partner recommendations to tackle the project. After meeting with several partners, Magnite chose to move forward with Isos Technology, due to the company's experience with large, complex merge-migrations, as well as its proven migration methodologies.

Prior to developing a strategic approach and project plan, Isos met with administrators from each of the four Magnite instances to better understand their current workflows, and which projects and data would need to migrate. Isos had to take into consideration input from all stakeholders, then work with them to develop an overarching way of working in Jira Software and Confluence that would serve every team. Communication with so many stakeholders was streamlined through a dedicated Slack channel.

While Magnite had initially anticipated three cutovers, Isos was able to reduce that number to two. The Isos team migrated the largest Server instance into the Cloud, followed by the second largest Server instance, in a single, weekend-long cutover. Then the team migrated the smallest Server instance and the original Cloud instance into the new, larger Cloud instance. By doing this, Isos was able to minimize downtime for Magnite, reduce costs, and complete the project with several weeks to spare.

The Results

- **Streamlined merge-migration:** Isos Technology was able to reduce the number of planned cutovers from three to two. Not only did Isos save Magnite thousands of dollars, the project was completed ahead of schedule.
- **A single, integrated Cloud instance:** Magnite is now able to take full advantage of everything Atlassian Cloud Premium has to offer, including new features and functionality, streamlined user access, enhanced security, and freedom from upgrades.
- **Consistent workflows:** Magnite now benefits from enhanced governance. With a consistent way of working across the company, teams do not have to access multiple systems to get work done, and can easily collaborate on shared work.
- **Increased visibility:** Magnite's product management organization benefits hugely from this project, with all-encompassing, cross-functional visibility into work being done, plus the ability to easily measure and report on it.
- **Consolidated administration:** Magnite was able to consolidate four teams of Atlassian admins into one team to oversee the new, single, merged instance, and redeploy staff to support other programs.



"Working with Isos Technology was truly like having an embedded partner. They were technically skilled, planning and scheduling were thorough, and the communication was great. Plus, they delivered on time and under budget—and you can't go wrong with that!"

— Devin Kramer, Senior Director, Infrastructure Engineering, Magnite

About Isos Technology:

Isos Technology accelerates the innovation curve for companies that are changing the world. Since 2005, we've partnered with organizations of all sizes to help them tackle tough business challenges and achieve their strategic goals. As a premier Atlassian Platinum and Enterprise Solution Partner, we have a strong foundation in helping organizations get the most value out of their technology tools, and developing practices and people to drive efficiency, growth, agility, and resilience. We're dedicated to the long-term success of our customers, and have supported hundreds of organizations throughout their ITSM, Cloud, DevOps, and Agile transformation journeys.

For more information, visit isostech.com.

Project Snapshot

- Due to recent M&A activity, Magnite had four separate Jira and Confluence instances, three on Server and one in Cloud, that it needed to merge into a single Atlassian Cloud Premium instance.
- Magnite chose to work with Isos Technology because of the Solution Partner's experience with complex merge-migrations, detailed processes, and strong communication.
- Isos met with stakeholders and admins representing each of the four instances, and developed a strategic migration plan to get them to a single instance with overarching workflows that served all teams.
- By reducing the number of planned cutovers from three to two, Isos reduced downtime, saved Magnite thousands of dollars, and completed the project early.
- In its new, combined Cloud instance, Magnite benefits from consistent workflows, increased visibility, and improved collaboration, while significantly reducing its Atlassian administrative burden.



855-924-4767

info@isostech.com



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