



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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How GoDaddy adopted new ways of working in the Atlassian cloud



BEN CENTER
ATLASSIAN



ALEX JOHNSON
GODADDY



IAN COOPERMAN
ISOS TECHNOLOGY



***GoDaddy is the world's
largest internet domain
registrar and web hosting
company with
20 million customers
worldwide.***



Platinum
Solution Partner
ENTERPRISE

***Isos is a Platinum and
Enterprise Solution
Partner with Cloud,
ITSM, and Agile
specializations.***

The background of the image is a clear, vibrant blue sky. Scattered across the sky are several large, puffy white clouds. The clouds vary in size and shape, with some appearing as large, rounded masses and others as smaller, more wispy patches. The lighting is bright, suggesting a sunny day, and the overall composition is clean and minimalist.

WHY THE CLOUD?

GoDaddy users

12k

Confluence

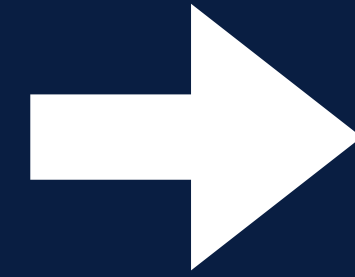
8k

Jira software

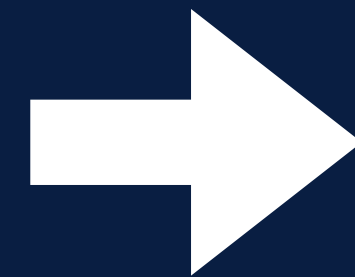
3k

Jira Service
Management

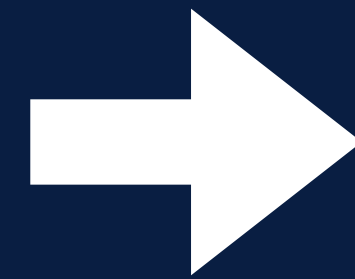
GoDaddy's cloud drivers



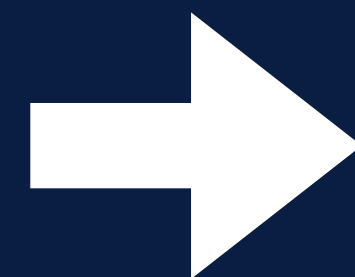
Global performance



Feature improvements



Reduced overhead



No more upgrades

Making the cloud decision

Cloud TCO analysis

How much will our total cost of ownership be in the cloud vs. data center?

Cloud readiness assessment

What does the migration path look like? Are there any blockers that will make moving to the cloud more complex?

Executive alignment

Do we have organizational alignment and leadership buy-in for this migration?

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THE JOURNEY TO THE CLOUD

Premigration best practices

App assessment

Which apps can be migrated and what do those paths look like? Can any be replaced by cloud functionality?

Configuration cleanup

What fields can be standardized or streamlined? How do we reduce complexity before migrating?

User data cleanup

Are there duplicate users that we can consolidate? How do we want to standardize email addresses?

Migration stats

2

years of planning

17

weeks from
purchase to
production

30+

apps migrated



REAPING THE BENEFITS OF THE CLOUD

User experience

Faster speeds worldwide

Intuitive ways of working

Atlassian training

Isos postmigration support

Migration benefits for GoDaddy

Advanced roadmaps

Cross-instance navigation

Easier multi-instance
management

Long-term infrastructure
savings



THANK YOU!



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