ATLASSIAN

Build a blueprint

How to make your cloud migration a transformation
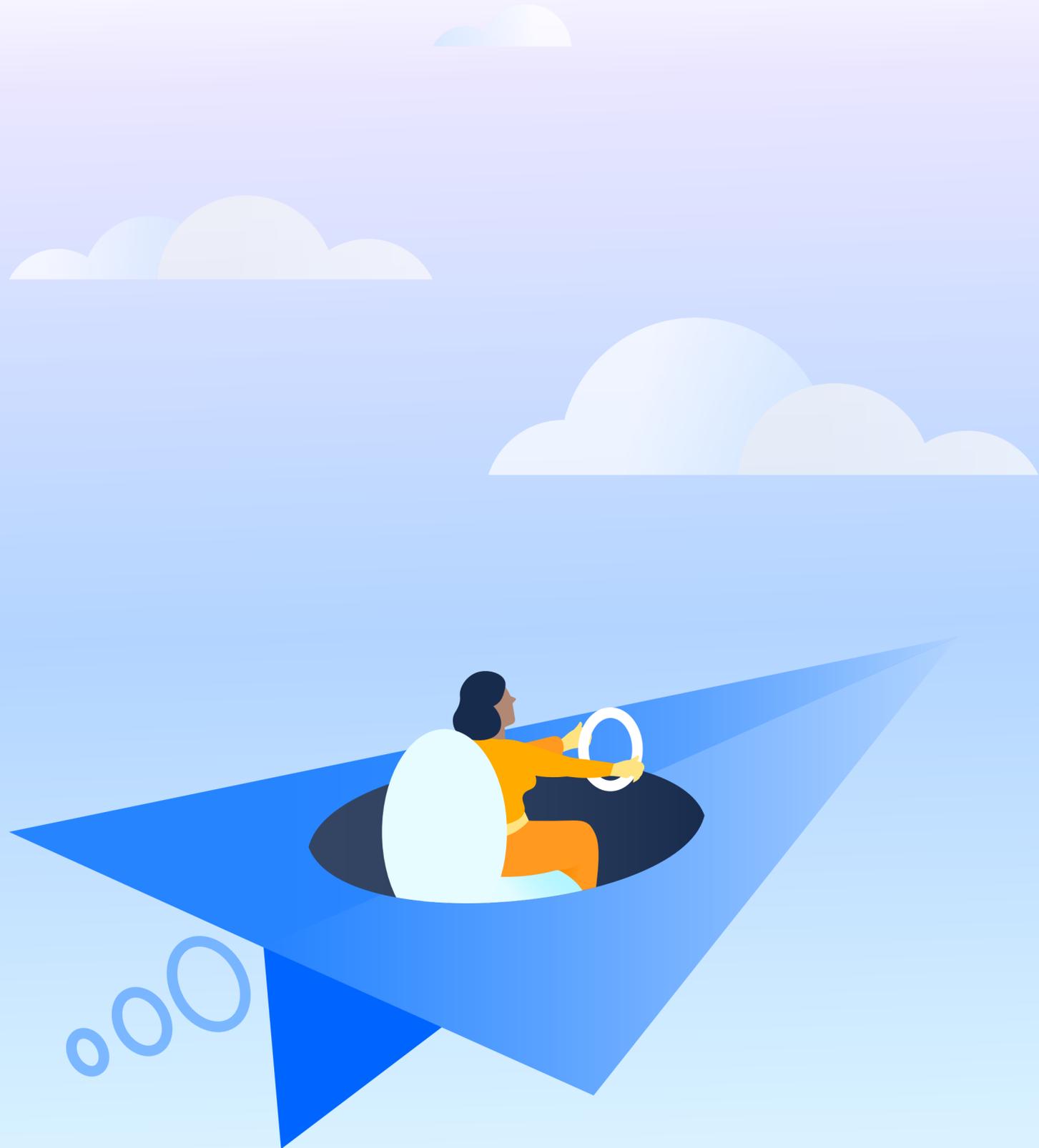
JASON WONG | PRINCIPAL PRODUCT MANAGER

ABBY LOESCH | PRODUCT MARKETING MANAGER

9 months

is the average time it takes to complete a migration to Atlassian Cloud.

"The best time to plant a tree was 20 years ago. The second best time is now."

expectation:

Migrate data

Reality:

API tokens
consolidate
existing? what to do
→ comms
Performance testing
Analytics → existing user orgs
→ external accounts/contractors
New Cloud functionality / Feature parity → Conf/Jira → 3RD party apps
Archive strategy → Jira/Conf → 3RD party apps
Data Residency
Unknown Risks/Blockers
→ app upgrade → Migration tooling review
→ PDE security review
Migrate data → data cleanse → security → 3RD party app migration
Change Mgmt Management
Internal approval to test data move → security review
Access → SSO/SCM → LDAP → user accounts
Firewall burns
Monitoring → sec review
Policies → JWM → Trello → Compass → Atlas
Reports
change mgmt training

Apps
Hybrid to DC
→ Cloud architecture
Federated ← → consolidated
Dedicated Migration Team resourcing
Integrations → sec review
API gateway? → secure tunnels? slack bot → custom → SNOW? → tasktop? → Github
Business Process
new sites
Backups
Marketplace app reviews
New ways of working?
APIs → sec review
Mobile access → sec review
Merger/acquisition/divestments
Development Effort → Atlassian (Blockers) → Marketplace (Blockers)
Permissions
Support

What you'll come away with

Best first step
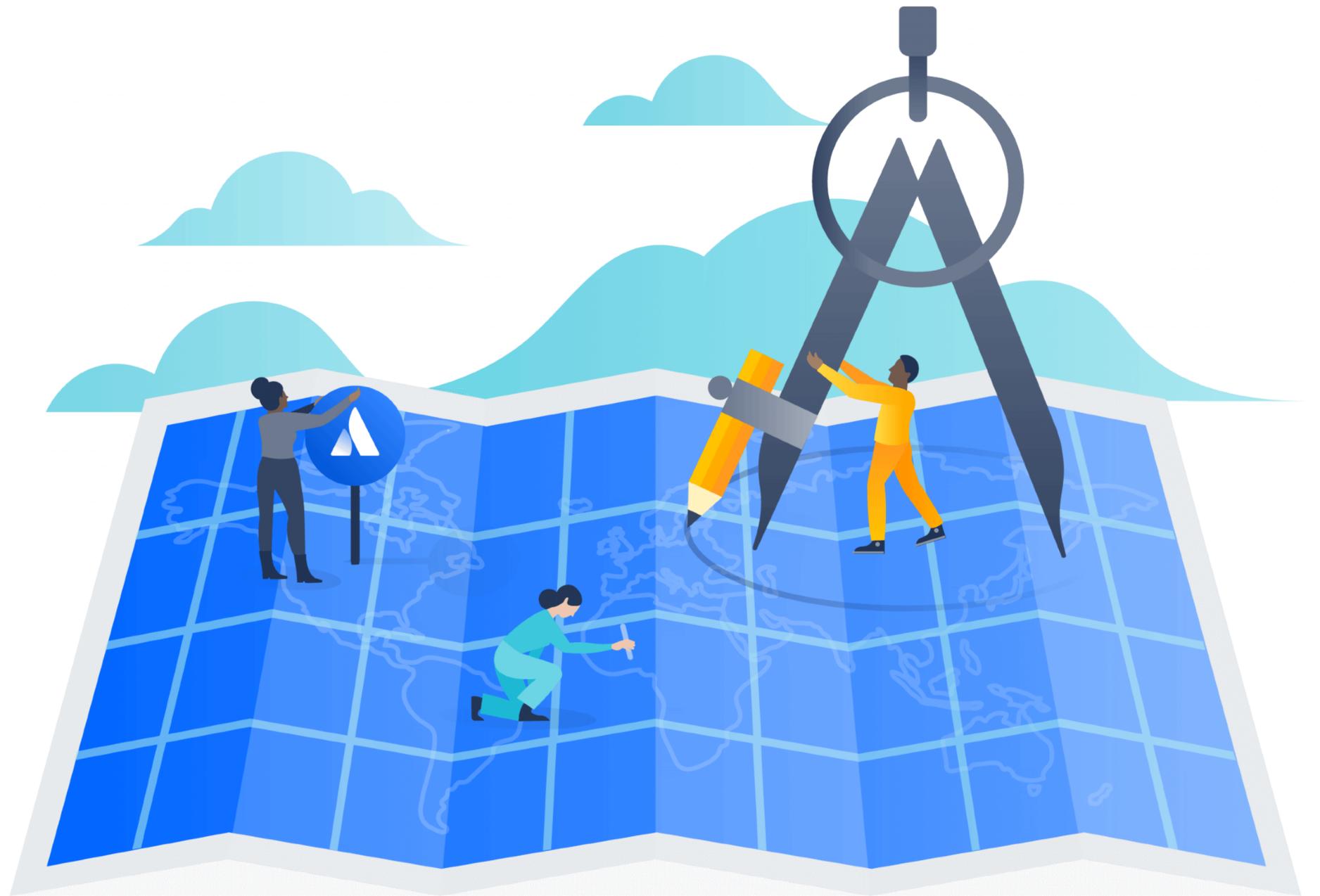to take on your
journey to Cloud

Resources
to help you with
that first step

Understanding of
how this can set
you up for success

Your best first step:
Building a
cloud blueprint

Building a new house

- Determining your requirements
- Designing the floor plan or layout
- Project timeline
- Construction details

Cloud blueprint: a three-step process

1

Portfolio design

Determine ideal state in Cloud and develop a tenant map

2

Rate of change

Decide preferred timeline or rate of change

3

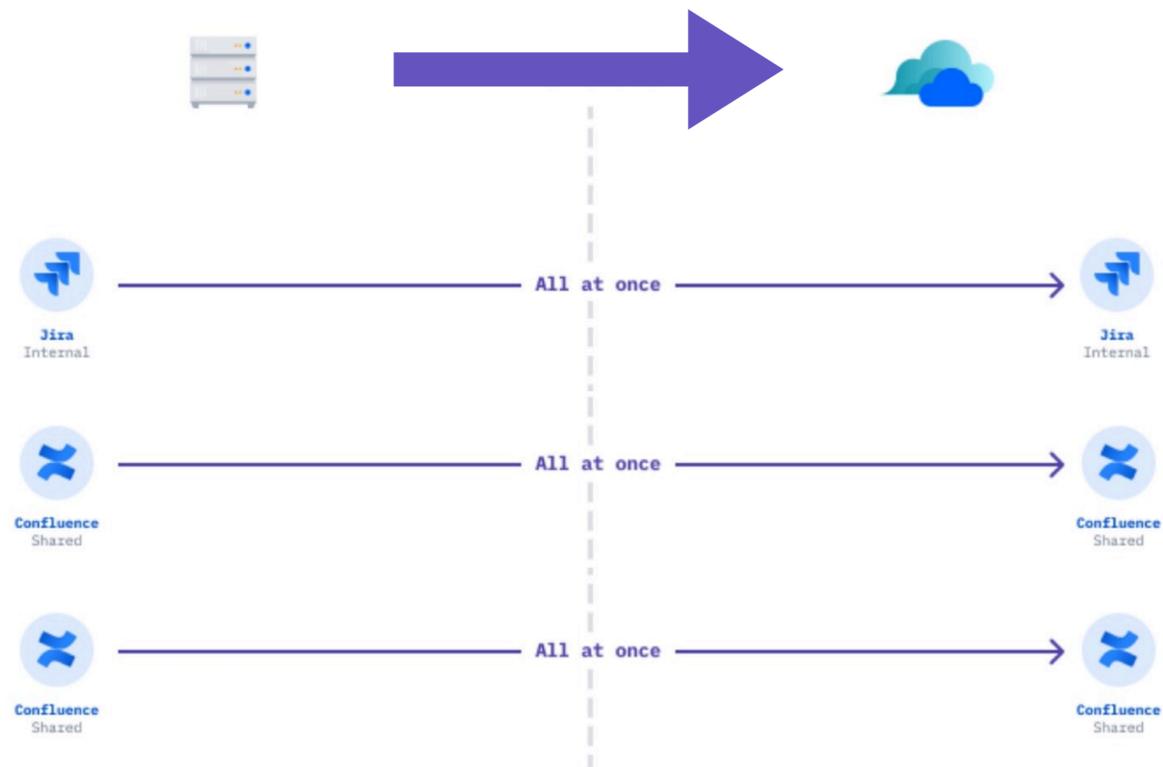## Migration method

Identify your instance-level migration methods
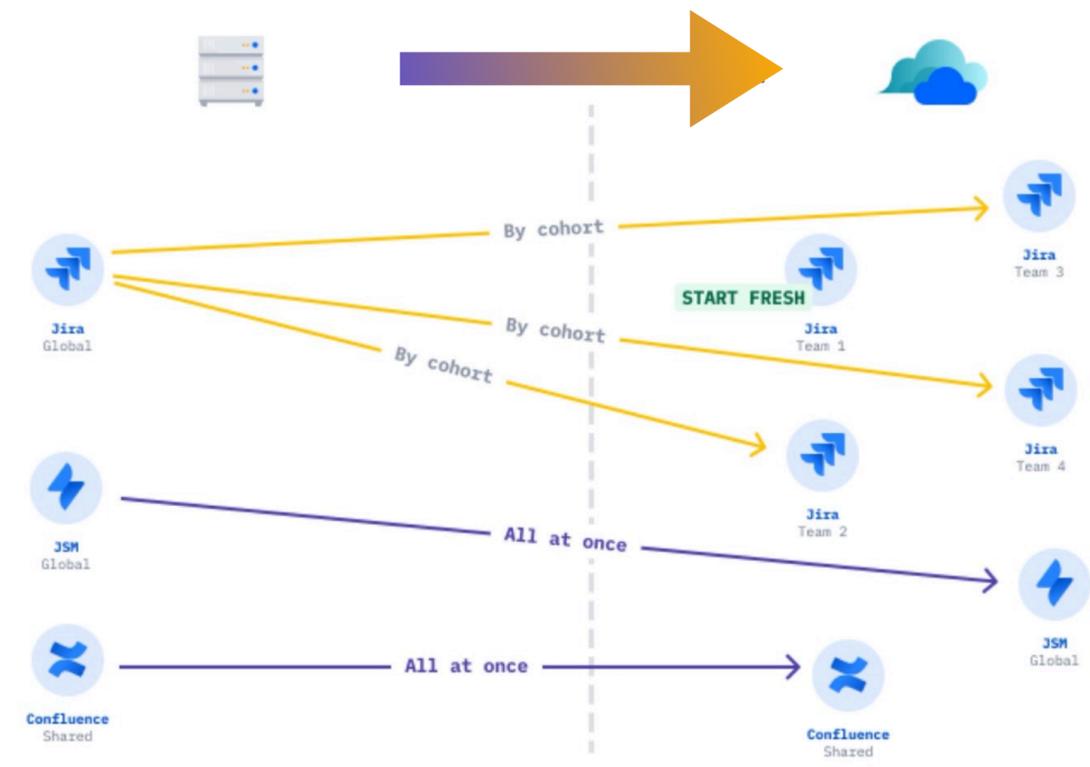
1 Portfolio design

TRANSPOSE
Replicate the existing architecture
you currently have on Cloud

All at once

Jira
Internal → Jira
Internal

All at once

Confluence
Shared → Confluence
Shared

All at once

Confluence
Shared → Confluence
Shared

✅ *Migrate faster, reduce scope, "if it ain't broke …"*

TRANSFORM
Rethink your architecture
to improve ways of working

By cohort

Jira
Global

By cohort → Jira
Team 3

START FRESH → Jira
Team 1

By cohort → Jira
Team 4

Jira
Team 2

All at once

JSM
Global → JSM
Global

All at once

Confluence
Shared → Confluence
Shared

✅ *Make improvements for better ways of working*

Blueprint for a consolidated cloud site
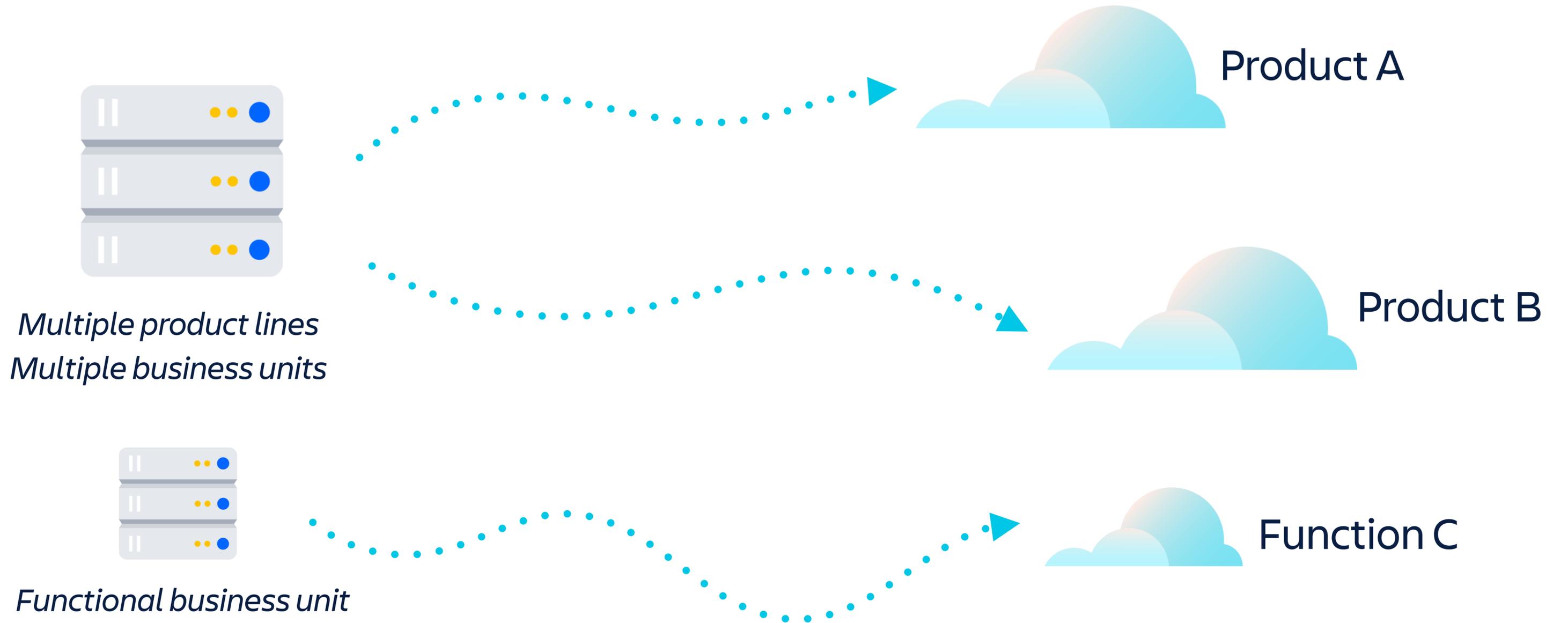
Geo A – Cat A

Geo B – Cat A

Geo C – Cat B
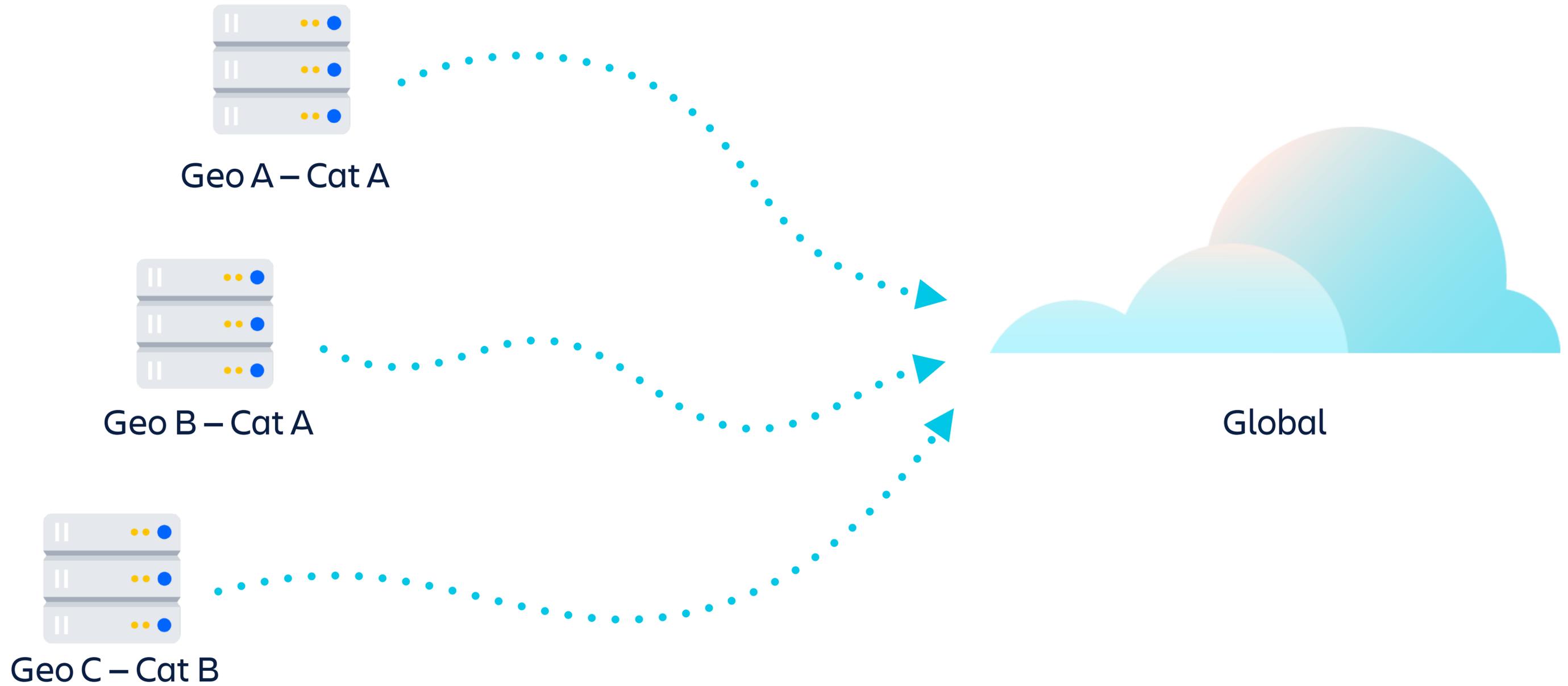
Global

Grew by acquisition in multiple, siloed geos → realize synergies by working as a global team!

Blueprint for federated cloud sites

Global

Geo A – Cat A

Geo B – Cat A

Geo C – Cat B
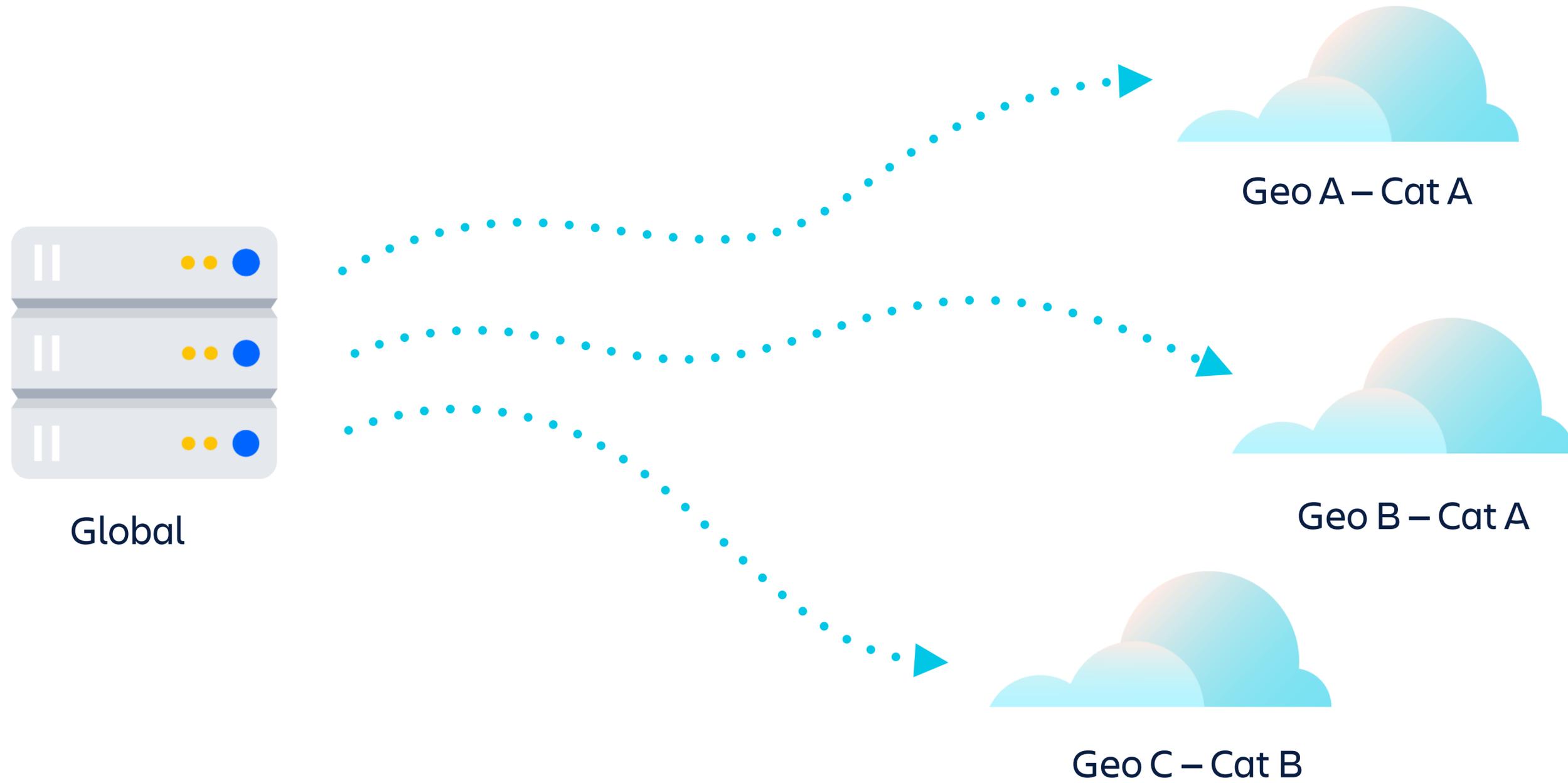
✓ *We need to be more local → each geo needs more autonomy*

Blueprint that mixes the need for change vs. continuity

Multiple product lines
Multiple business units

Product A

Product B

Functional business unit

Function C

✓ *Different products, different roles, different timings for implementing the org changes*
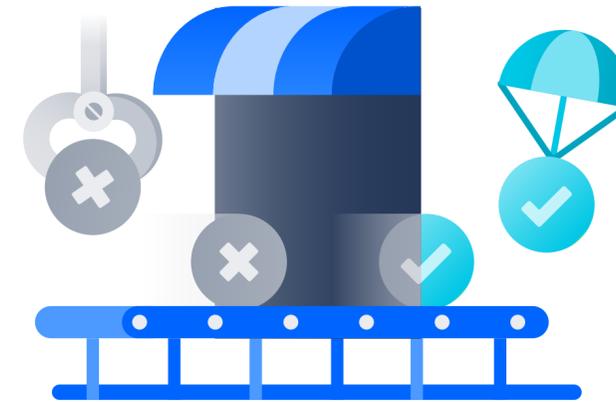
Why transform?

Better support your organization

Achieve a footprint that reflects the way you run your business

Leverage multi-site with Enterprise Cloud

Cloud ≠ server/DC

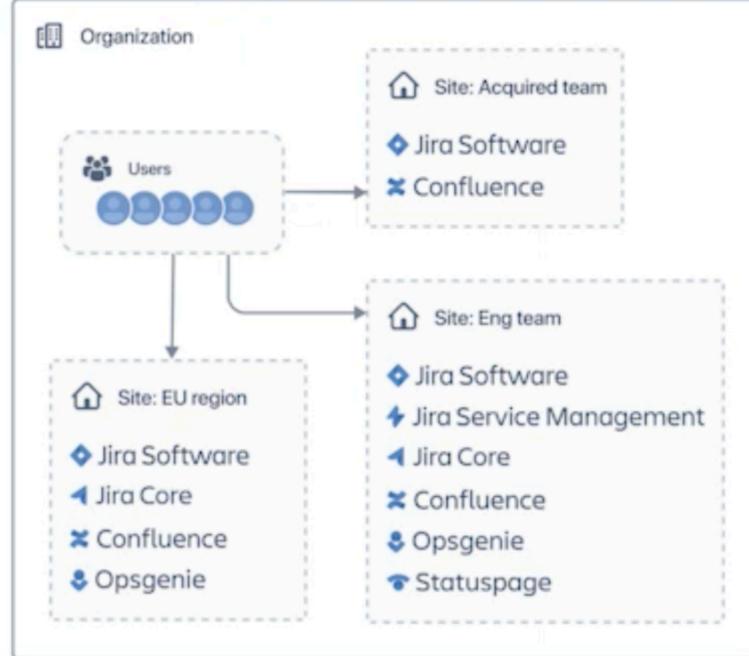Take advantage of the inherent differences in our cloud products

Costs of running and licensing multi-site

How we build
instances on *server*

Leverage multiple instances for more
flexibility with *Cloud Enterprise*

Organization

Users

Site: Acquired team
- Jira Software
- Confluence

Site: Eng team
- Jira Software
- Jira Service Management
- Jira Core
- Confluence
- Opsgenie
- Statuspage

Site: EU region
- Jira Software
- Jira Core
- Confluence
- Opsgenie

Source: Yard Games

GREG FROM SPLUNK

> " I wished we had spent more time fleshing out the tenant map.
>
> Our agreement with Atlassian locked us into a two-year contract that effectively canonizes a server methodology inside of cloud.

GREG FROM SPLUNK

Cloud blueprint: a three-step process

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Decide preferred timeline or rate of change

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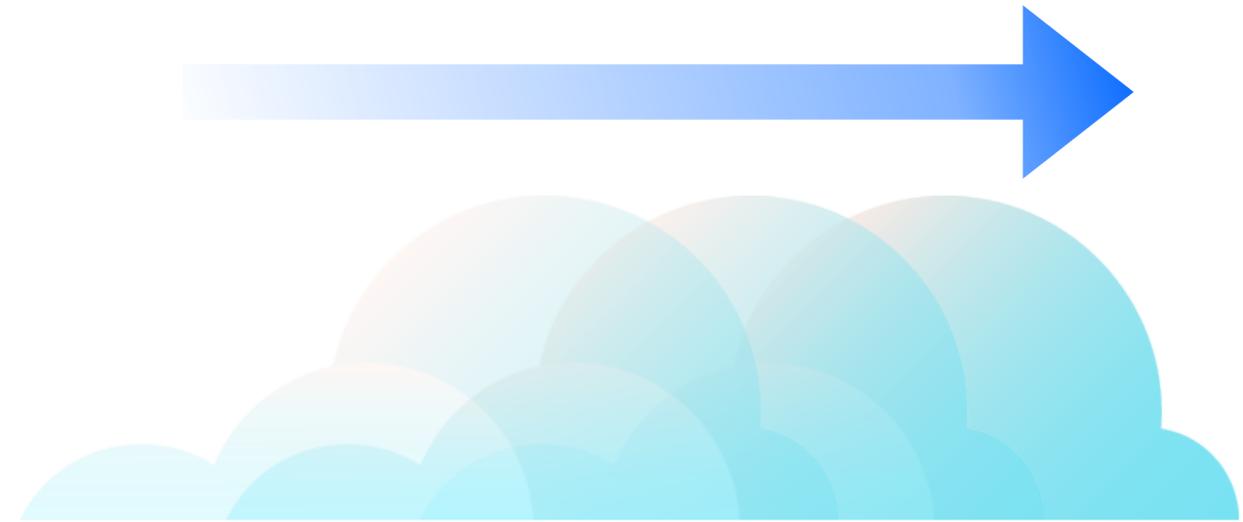
Migration method

Identify your instance-level migration methods

2 Rate of change

Rapid   VS.   **Gradual**

2 **Rate of change**

Application tunnels

Securely connect Server or Data Center products to your Cloud products while you make the full transition to Atlassian Cloud.

Start fresh?

Are there opportunities to leave behind some of the data you had in your self-managed products?

Migration blueprint: a three-step process

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Portfolio design
Determine ideal state in Cloud and develop a tenant map

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Rate of change
Decide preferred timeline or rate of change

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Migration method
Identify your instance-level migration methods

3 Migration method

Jira Cloud Migration Assistant
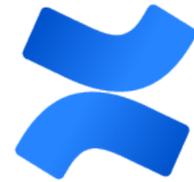
Confluence Cloud Migration Assistant

Bitbucket Cloud Migration Assistant
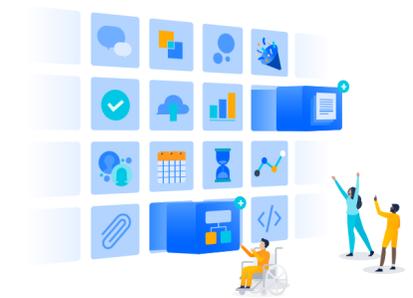
App migrations platform

Ability to move data across your portfolio

3 **Migration method**

Better support for any transition on your blueprint

Easier and more predictable	[+30% success rates]	**IN PROGRESS**
Faster	[+10x raw migration speed]	**IN PROGRESS**
Smarter	[+80% less downtime by preloading data]	**SHIPPED**
Extensible / customizable	[Public migration APIs]	**UNDER CONSIDERATION**
More data	[More Jira data & Team calendars]	**IN PROGRESS**
Cross-product & cross-deployment	[App links, secure tunneling]	**SHIPPED**
More of your favorite apps	[Support for over 140 apps]	**SHIPPED**

CLOUD BLUEPRINT

go.atlassian.com/**cloud**blueprint

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go.atlassian.com/**cloudblueprint**

Start

01 Draw your dream footprint in Cloud
Use the icons provided to draw how you would like your setup to be in Atlassian Cloud, in an ideal world.

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Opsgenie
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Statuspage
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Portfolio design

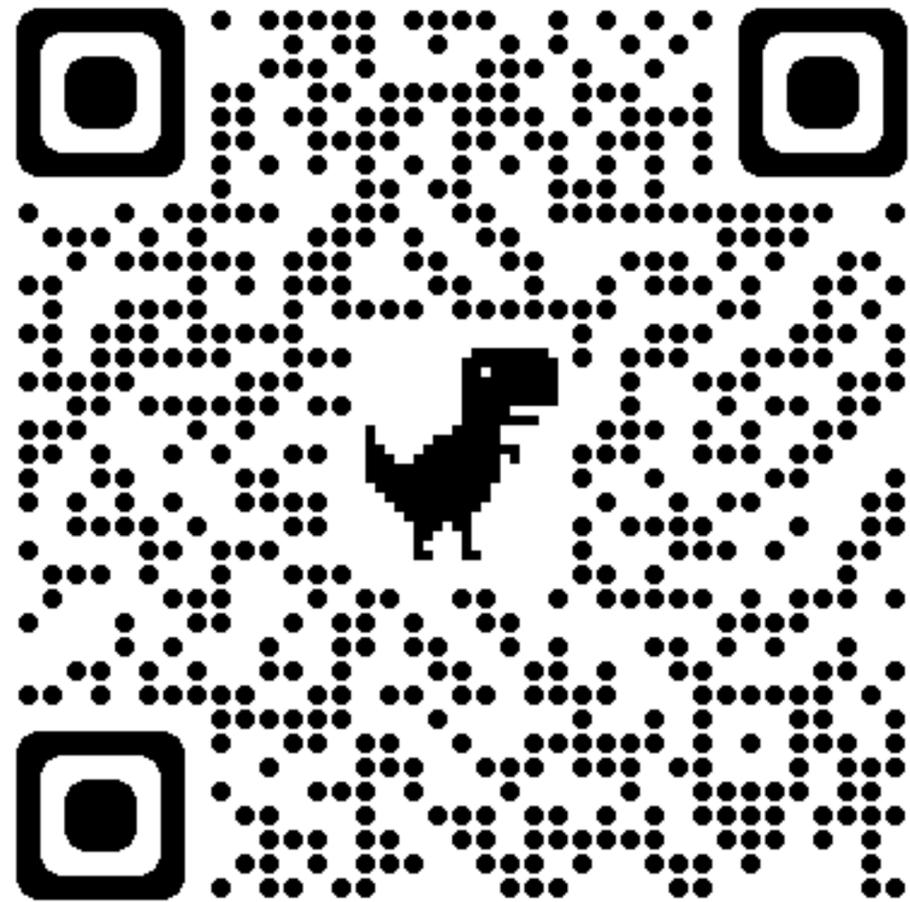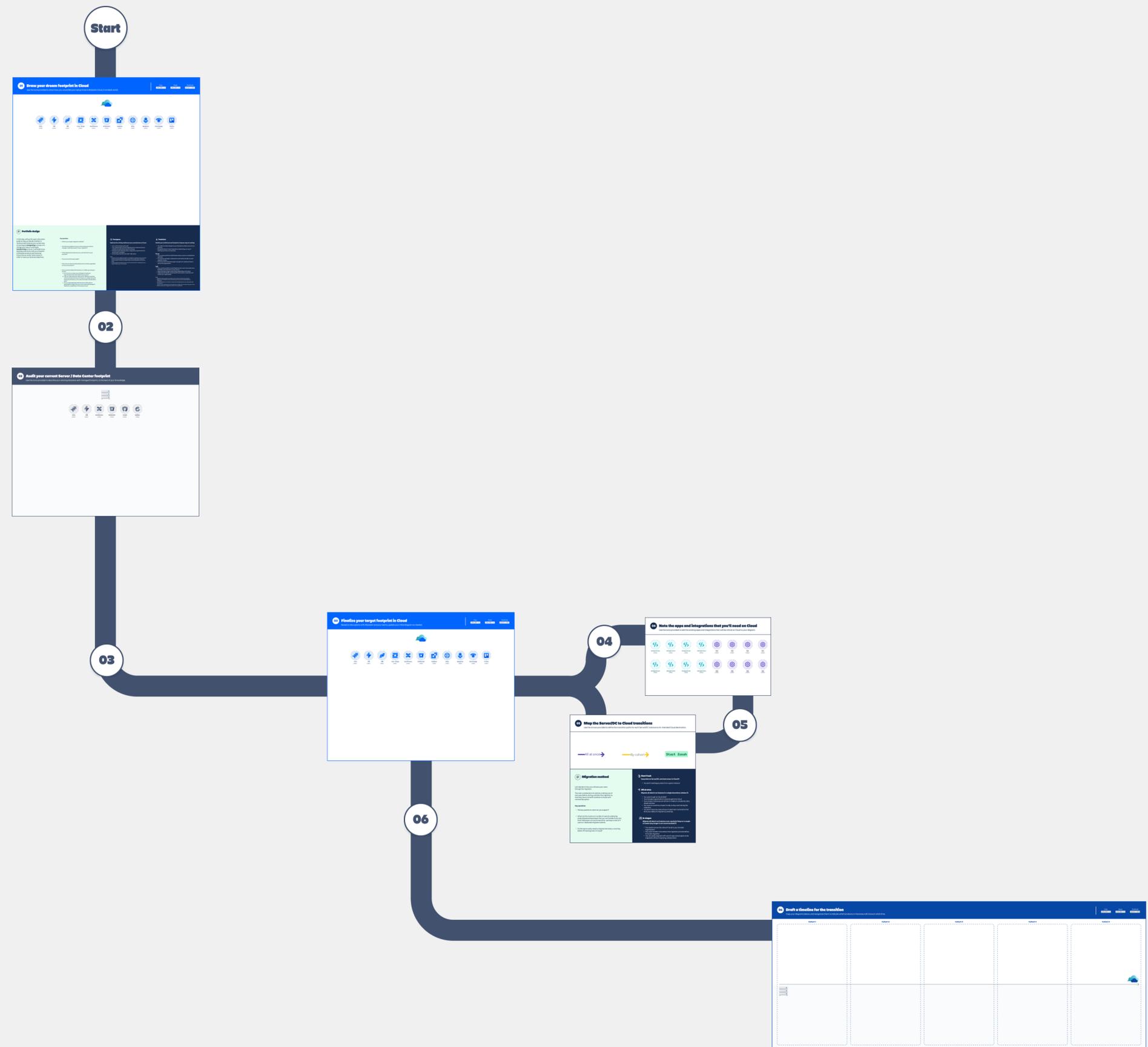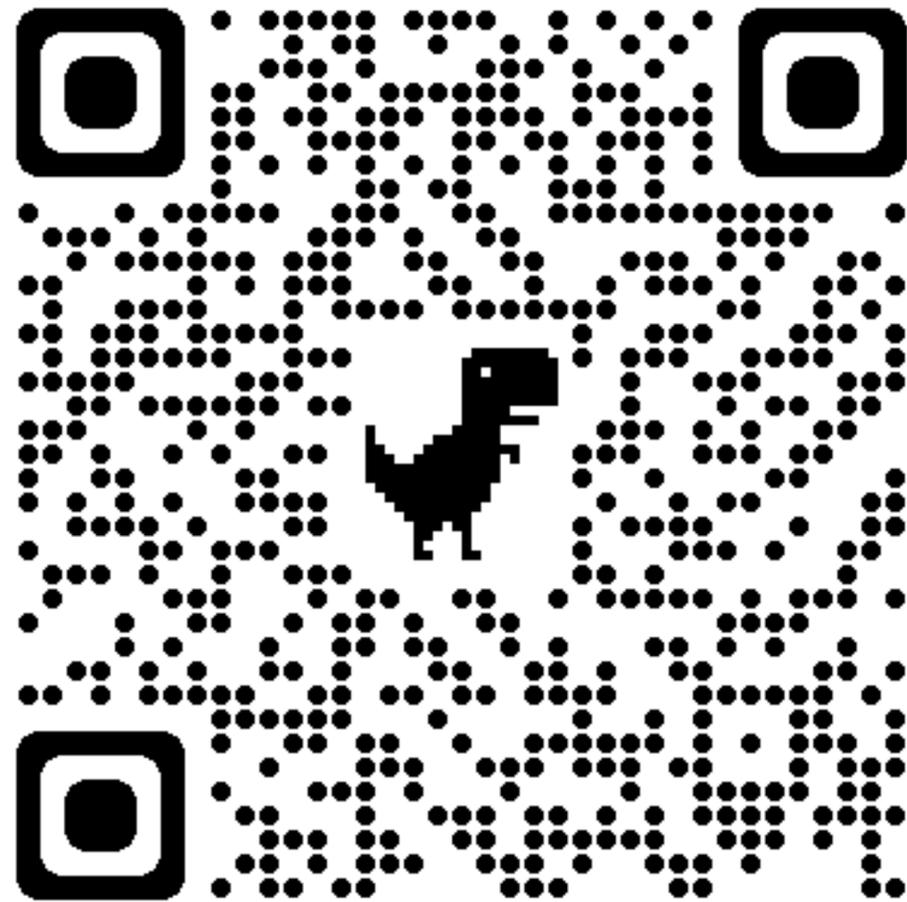In this step, we'll go through a discussion guide to help you decide whether to continue and conserve your current way of working by **transposing** to cloud, or to change your way of working by **transforming** to Cloud. It will lead to you deciding what do do with your footprint of Atlassian products and instances (Cloud, Server and/or Data Center) in order to meet your business objectives.

Key questions

- What's your target migration timeline?
- Are there any aspects of your current setup you want to change or optimize as part of your migration?
- Which Atlassian products do you currently have in your portfolio?
- Do you have third-party apps?
- How are your teams and business units currently organized across your products?
- Do you want to keep this the same, or modify your setup in Cloud?
  a. Are there any unique security/legal/compliance requirements that we'll need to account for?
  b. Will you need separate instances for different business units to ensure autonomy for teams, to collaborate with external contractors, or for users that deal with sensitive data?
  c. Do you need separate instances for an office site or geographical region? Do you want to take advantage of federation capabilities in Enterprise Cloud?

Transpose
Replicate the existing architecture you currently have on Cloud:
- Our current setup works well
- Your top priority for Cloud migrations is to minimise time to market, not optimising ways of working.
- No teams have data security or regulatory requirements to remain self-managed.
- All existing instances are under <35k users>

Note:
- Atlassian Cloud is a different platform, with different capabilities and functionality. Parity is not guaranteed and so there will be some changes / data transitions. Overall, however the intent is to keep things as close as possible to how they are today.
- To truly realize the benefit of Cloud, we recommend at least considering how you might transform your current setup.

Transform
Rethink your architecture and footprint to improve ways of working:
- You need to make changes to your Atlassian architecture as its not working.
- My top priority for Cloud migrations is optimizing our way of working, not time, not resources.

Merge
- Your current portfolio is distributed and you want to consolidate to optimize.
- Your teams are highly collaborative and need to be able to work together closely.
- A common set of 3rd party apps or plugins are used by all teams across the organization.

Split
- Your current portfolio is centralized and you want to provide more flexibility and autonomy to your teams.
- App and plugin usage varies widely depending on the team.
- Instances are heavily customized for each team or business unit within your organization.

Note:
- Migration tooling supports a limited amount of restructuring during migration.
- Migration is a complex process, rearchitecting at the same time adds additional challenges.
- Any app installed on an instance in Cloud automatically bills each user associated with that instance.
- Cloud to Cloud collaboration functionality (MR, Jira Align, etc) is limited at this point in time
- Identity and access management will be more complicated.

CLOUD BLUEPRINT

go.atlassian.com/**cloudblueprint**

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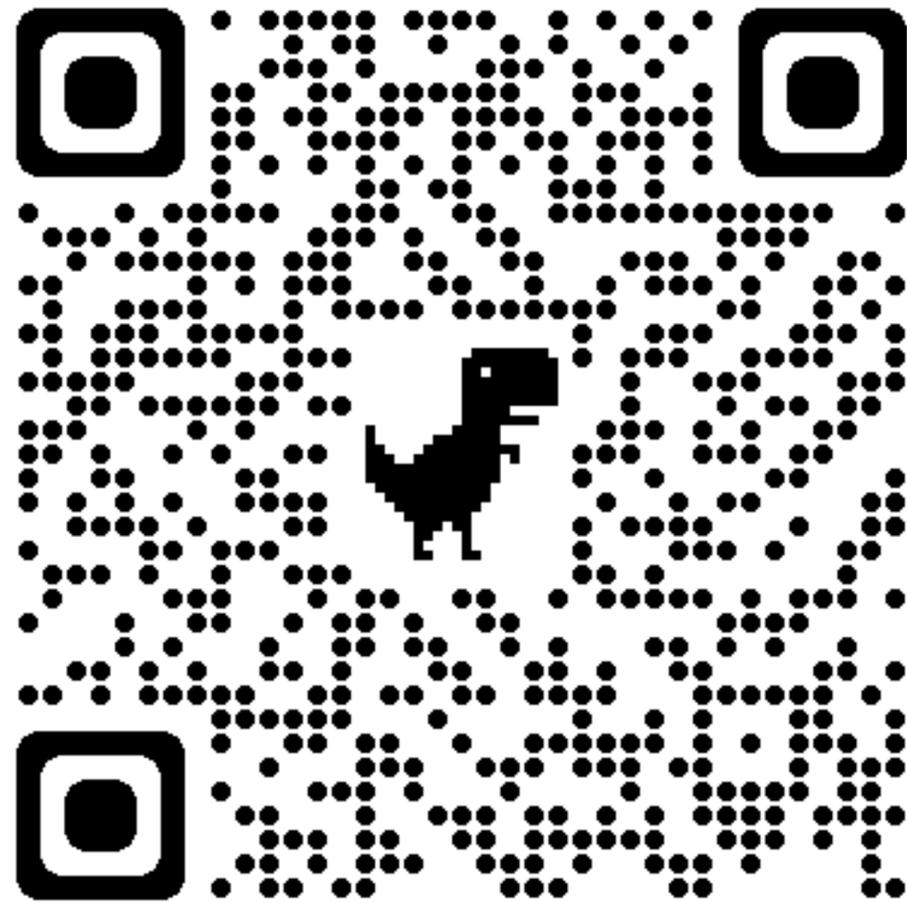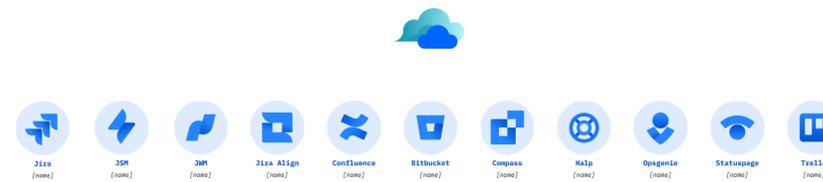- A common set of 3rd party apps or plugins are used by all teams across the organization.

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CLOUD BLUEPRINT

go.atlassian.com/cloudblueprint

02

02 Audit your current Server / Data Center footprint

Use the icons provided to describe your existing Atlassian self-managed footprint, to the best of your knowledge.

Jira
[name]

JSM
[name]

Confluence
[name]

Bitbucket
[name]

Crowd
[name]

Bamboo
[name]

CLOUD BLUEPRINT
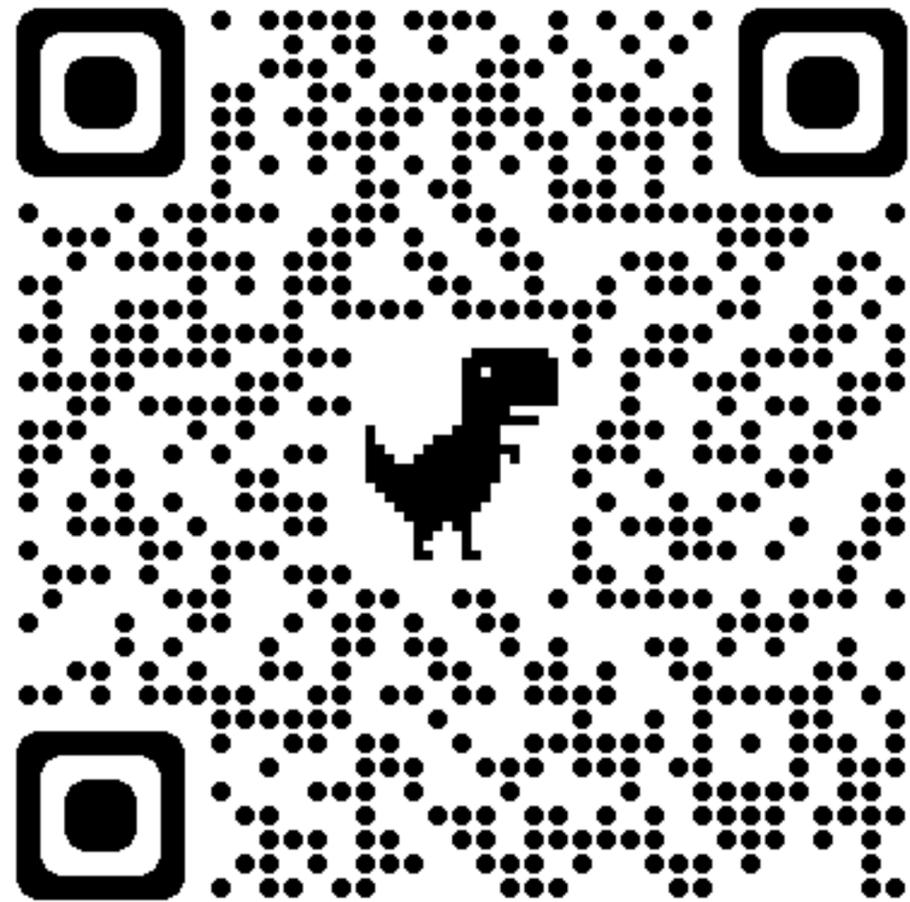
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Bitbucket
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Crowd
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Bamboo
[name]

03 Finalize your target footprint in Cloud
Based on discussions with Atlassian and your teams, update your initial diagram as needed.

Copy CTRL/CMD + C   Paste CTRL/CMD + V   Duplicate SELECT + OPT

Jira [name]   JSM [name]   JWM [name]   Jira Align [name]   Confluence [name]   Bitbucket [name]   Compass [name]   Help [name]   Opsgenie [name]   Statuspage [name]   Trello [name]

05 Map the Server/DC to Cloud transition
Use the arrows provided to define the transition paths for each Server/DC i...

All at once   By cohort

Migration method

Let's decide on how you will pace your users through the migration.

The main consideration for admins is taking care of end users before, during, and after the migration so that they have a smooth transition to Cloud with minimal disruption.

Key questions

- The key question is what can you support?

- What are the maximum number of users & underlying projects/spaces/repos/apps that you can handle at any one time? (Atlassian can recommend this - perhaps a ratio of X users to 1 dedicated migration admin).

- Do the teams really need to migrate their data, or are they better off starting anew in Cloud?

Start fres...
Keep data o...
- You don...

All at onc...
Migrate all ...
- You wan...
- Your pro...
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- You wan...
  migratio...
- You don...
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In stage...
Migrate a...
of weeks...
- You ne...
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Integration
[name]

Integration
[name]

Integration
[name]

Integration
[name]

App
[name]

App
[name]

App
[name]

App
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Integration
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Integration
[name]

Integration
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Integration
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App
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App
[name]

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05 **Map the Server/DC to Cloud transitions**
Use the arrows provided to define the transition paths for each Server/DC instance to its intended Cloud destination.

All at once
By cohort
Start fresh

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Start fresh
Keep data on Server/DC, and start anew in Cloud if:

- You don't need legacy data from a given instance

All at once
Migrate all data in an instance in a single downtime window if:

- You want to get to Cloud ASAP
- Your broader organization is fully bought into Cloud
- Your product instances are all low to medium complexity data shape and size
- You want to avoid any impact to day to day work during the migration
- You don't have any resourcing or investment constraints that limit your ability to migrate successfully

In stages
Migrate all data in an instance over a period of days or a couple of weeks (any longer is not recommended) if:

- You need to prove the value of Cloud to your broader organization
- You want to learn more about the migration process before full scale migration
- You can easily segment off a set of users and projects to be migrated without impacting collaboration
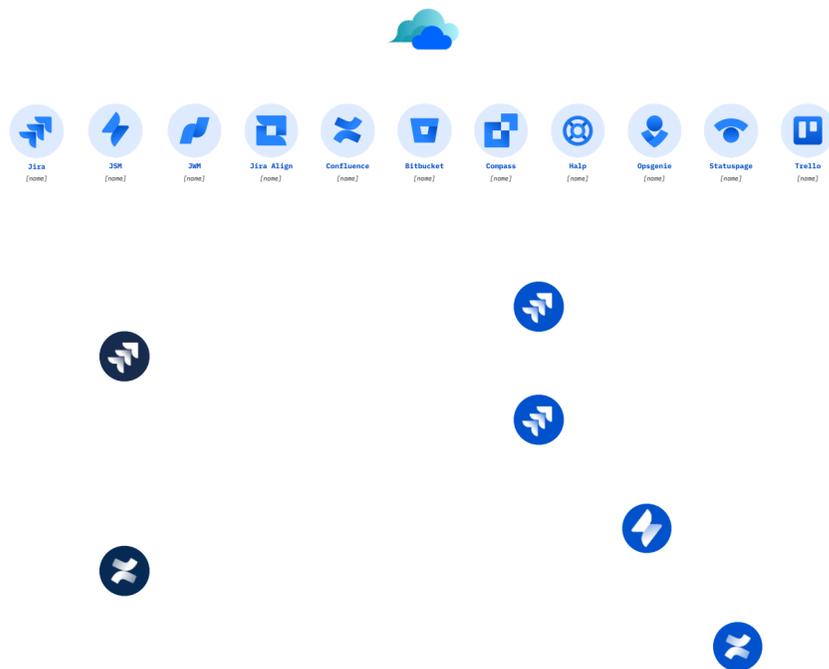
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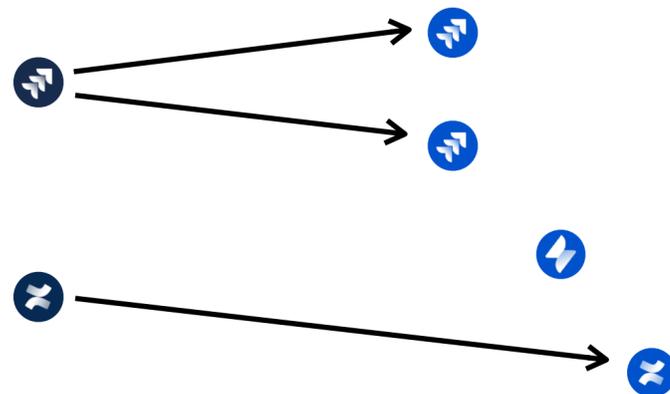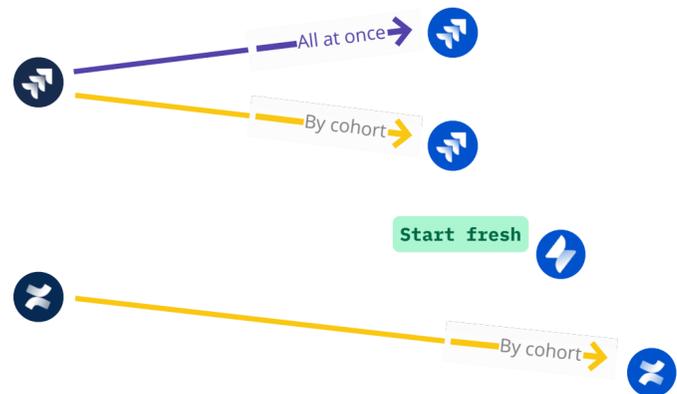
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All at once
By cohort
Start fresh
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05
06

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n method

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...can you support?

...number of users & underlying
...ps that you can handle at any one
...mmend this - perhaps a ratio of X
...ation admin).

In stages
Migrate all data in an instance over a period of days or a couple of weeks (any longer is not recommended) if:
• You need to prove the value of Cloud to your broader organization
• You want to learn more about the migration process before full scale migration
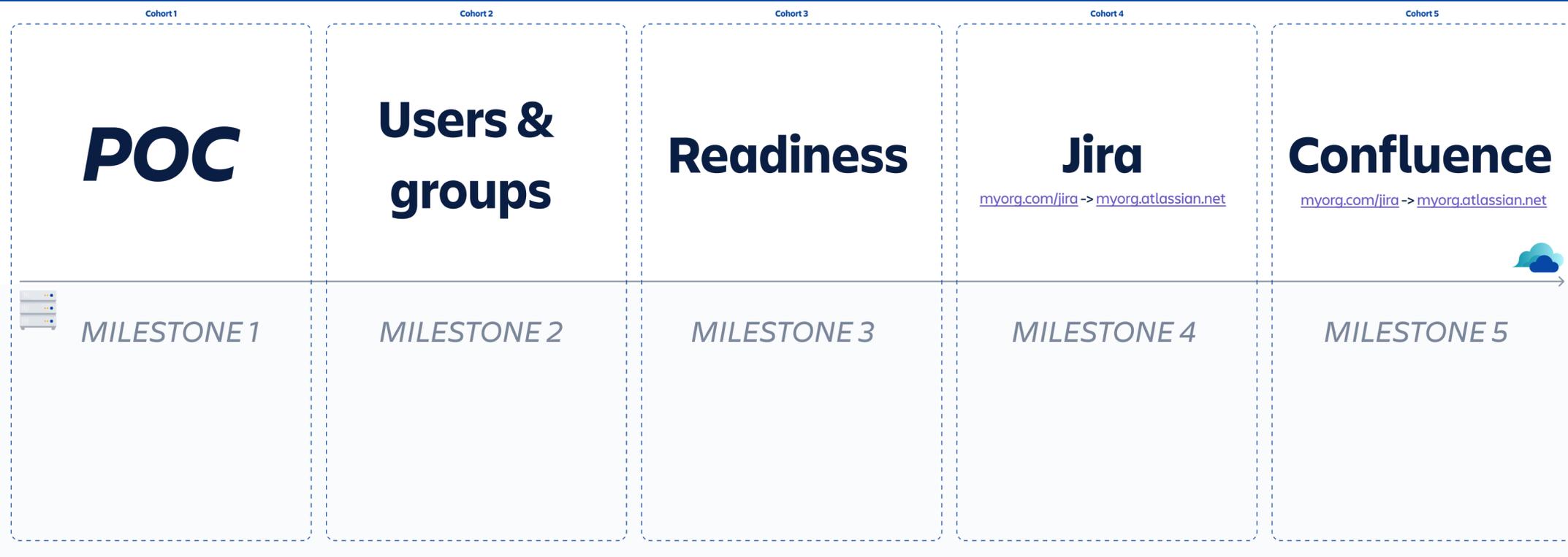• You can easily segment off a set of users and projects to be migrated without impacting collaboration

...to migrate their data, or are they
...Cloud?

---

06 **Draft a timeline for the transition**
Copy your diagrams below, and reorganize them to indicate which products or instances will move at what time.

Copy
CTRL/CMD + C

Paste
CTRL/CMD + V

Duplicate
SELECT + OPT

Cohort 1	Cohort 2	Cohort 3	Cohort 4	Cohort 5
POC	**Users & groups**	**Readiness**	**Jira** myorg.com/jira -> myorg.atlassian.net	**Confluence** myorg.com/jira -> myorg.atlassian.net
MILESTONE 1	*MILESTONE 2*	*MILESTONE 3*	*MILESTONE 4*	*MILESTONE 5*

n method

Keep data on Server/DC, and start anew in Cloud if:

pace your users

- You don't need legacy data from a given instance

admins is taking care of
d after the migration so
ansition to Cloud with

🖋 **Start fresh**

can you support?

🛩 **All at once**

Migrate all data in an instance in a single downtime window if:

number of users & underlying
ps that you can handle at any one
mmend this - perhaps a ratio of X
ation admin).

- You want to get to Cloud ASAP
- Your broader organization is fully bought into Cloud
- Your product instances are all low to medium complexity data shape and size
- You want to avoid any impact to day to day work during the migration
- You don't have any resourcing or investment constraints that limit your ability to migrate successfully

d to migrate their data, or are they
Cloud?

In stages

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- You need to prove the value of Cloud to your broader organization
- You want to learn more about the migration process before full scale migration
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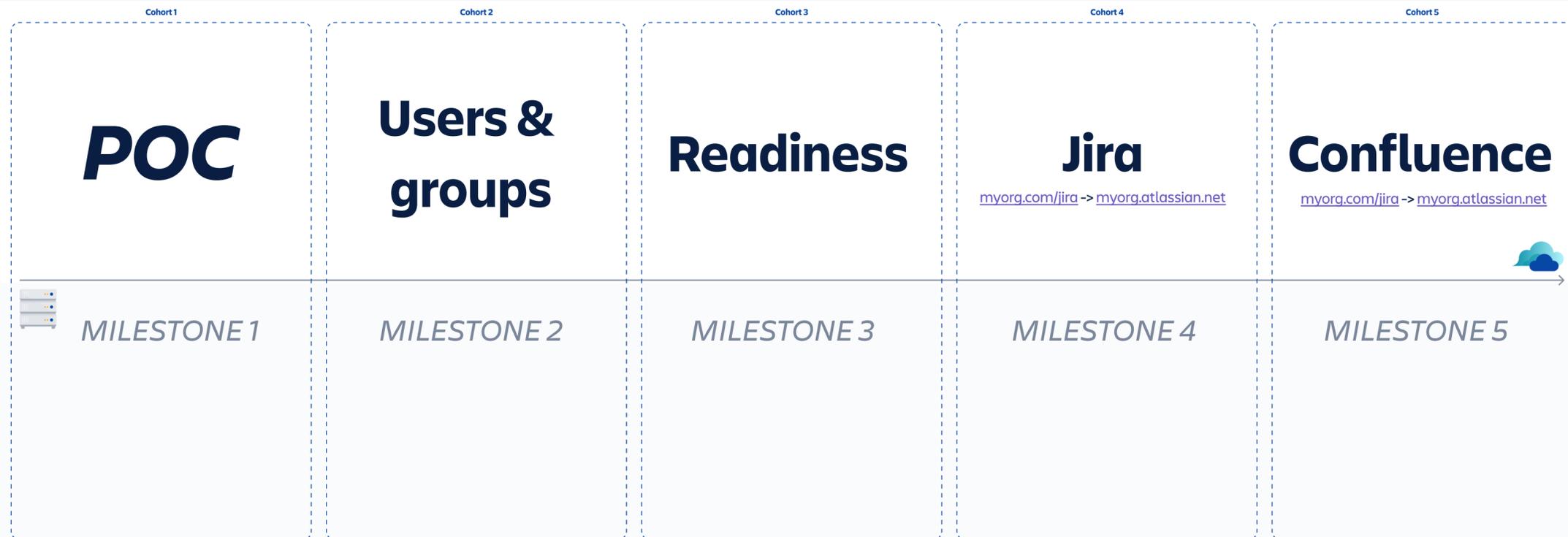
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Benefits of building a migration blueprint

Make a start
Gives you a solid place to start and a foundation you can build on for the rest of the migration

Avoid challenges
Make the rest of the migration smoother and avoid potential roadblocks by starting with this plan

Maximize your ROI
Ensure your Atlassian footprint in Cloud maximizes the return on investment for your migration project

What's next?

Learn about the rest of the migration process

- The space between: Netflix's cloud migration story
- Jira transformation story: How to hack consolidation by Appfire & Clearvision
- Optimize your Atlassian tools: Strategies to drive lasting adoption

___

Take the first steps on your cloud journey

- Run a workshop go.atlassian.com/cloudblueprint
- Stop by our migration booth & bring your partner!