

The background features several stylized, overlapping clouds in various shades of light blue. One cloud is in the top right, another on the left side, and a large, prominent one at the bottom that spans across the width of the page.

CONSOLIDATED

Customer Stories and Case Studies

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CUSTOMER SUCCESS STORY

QANTAS AIRWAYS

How ServiceRocket helped Qantas adopt the Atlassian Toolset

The Challenge.

Qantas is constantly upgrading hardware and infrastructure to keep its service operations current and competitive. A long-time JIRA user, the company decided to move its software and integrated knowledge management tool, Confluence, from a self-hosted AWS server to a dedicated hosting solution in its AWS environment, called Qantas Cloud Platform (QCP). But not all migrations are simple or straightforward, and the company needed an Atlassian expert to facilitate the move. To succeed, Qantas needed a reliable partner who would deliver on the specific requirements each of its teams needed and who emphasized a customercentric approach reflecting Qantas' own dedication to customer service.

The Solution.

Qantas turned to ServiceRocket to support the time and effort-intensive transition because of the team's extensive expertise in the Atlassian toolset and customercentric approach to infrastructure modernization. Working with ServiceRocket's Australia-based crew, Qantas had a seamless migration experience — from requirements gathering and planning through deployment and training to bring teams up to speed with the new tools.

Today, the Atlassian tool suite is a core foundation for the Qantas developers and business teams, and the combination of easy access and an efficient workflow ensure timely task completion. Beyond the initial project, Qantas continues to rely on ServiceRocket to drive adoption of Atlassian software across the organization and offer strategic guidance for a wide variety of needs.

“We're always looking for partners who are reliable and gives us confidence that they will deliver exactly what they promise. ServiceRocket has proven repeatedly to have the knowledge, expertise, and customer-first approach to complex technology challenges that let us know they're the rock for us to lean on.”

JARED WINTER, Application Analyst | Application Centre of Excellence



As the third oldest airline in the world, **Qantas Airways** is the flag carrier of Australia and has served customers with domestic and international flights for over eight decades.

Industry: Aviation

Products/Services:

Atlassian Consulting and Licenses

Business Outcomes

- + Migrated on-premise toolsets from selfhosted servers to managed hosting in AWS.
- + Delivered a consistent set of tools across teams and departments
- + Performed a staged rollout to minimize interruptions
- + Conducted ongoing, post-deployment training to drive user adoption



CUSTOMER SUCCESS STORY

ADOBE

How Adobe Leveraged Jira for a Public Issue Tracker

The Challenge.

Several years ago, Adobe announced plans to move the development of Flex to an open source model. Their plans included a Jira bug and issue tracking system for the highly anticipated launch of the open source code. Working with an aggressive timeline, Adobe turned to ServiceRocket (formerly CustomWare) to help.

The Solution.

ServiceRocket was called in to help due to its proven track record for delivering Atlassian-based systems worldwide. ServiceRocket was quickly put to the test with the immense task of migrating existing bug records from various Adobe systems into a new customized public-facing Jira. The new systems would not only need to be used by hundreds of internal Adobe engineers, but also by external developers and future community committers to the Flex open source project.

ServiceRocket worked closely with Adobe throughout the project, both onsite and remotely. Together, we successfully designed, implemented and constructed the customized Jira-based public-facing issue tracking system and did so extremely quickly. After the first meeting, it only took six weeks to roll out the solution to 100+ internal Adobe developers.

The Jira used by Adobe Flex makes use of numerous custom workflow actions and plugins designed by ServiceRocket, including a unique integration with Adobe's build infrastructure.

“Our team's experience with the Atlassian platform was second to none. ServiceRocket were able to work with evolving requirements and coach us through the process. They helped us maximize the use of the technology, while meeting our target dates. Their extended team was available onsite when necessary, and backed up with global resources that consistently impressed us.”

STEVEN HEINTZ, Product Management | Adobe Flex



Adobe® Flex™ (now Apache Flex) is a cross platform, open source framework for creating rich Internet applications that run identically in all major browsers and operating systems.

Industry: Software

Products/Services:

Atlassian Consulting and Licenses

Business Outcomes

- + Implementation and construction of new Jira-based public-facing issue tracking system
- + Successful migration from various systems to customized public-facing Jira for open source code
- + Quick turnaround for project completion



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CUSTOMER SUCCESS STORY

CISCO SYSTEMS

Helping Cisco Save with Enterprise 2.0 Collaboration

The Challenge.

Cisco contacted ServiceRocket with a unique “meeting scheduler” challenge for an impending Director’s Summit virtual event they were planning. In previous years, the top 500 executives from Cisco were flown from all around the world to a central location for a 3-day annual, high-visibility event. Looking to save on travel costs, Cisco instead planned a virtual event, with virtual “meeting sessions” for the executives attending. A unique collaborative system was required, one that would allow free form communication, as well as event registration and participation.

The Solution.

ServiceRocket developed a custom virtual meeting scheduling application that ran within Atlassian Confluence, an enterprise Wiki. The application included a number of important features, including:

- Scheduling capability that allowed all attendees to signup for any of the 19 sessions, including a global Q&A, regional meetings and spotlight sessions
- Local time zone support both for meeting signup and for personal MS Outlook calendar (.ics) configurations
- Enhanced profile information displays for all attendees
- Interactive forum commenting between attendees, including messaging and discussion forums
- Management reports for registrations and session attendance
- Statistics page showing registered attendees and the events each registered for
- Scheduling administrative capabilities that provided the ability to invite only certain attendees to a particular event
- Controlled notifications to all registered, non-registered, and invited attendees

“ I would definitely recommend ServiceRocket’s services! They are a bunch of highly professional, creative and (above all) technically proficient guys. It was simply a pleasure working with them. We just concluded the first phase of a very challenging implementation for the largest group within Cisco...a one of its kind enterprise social networking Wiki, integrated with a registration component for live and virtual events. The ServiceRocket team executed as promised – exceeding all expectations!”

MANOJ SINHA, Office Strategy & Planning | Cisco Services



Cisco is the worldwide leader in IT that helps companies seize the opportunities of tomorrow by proving that amazing things can happen when you connect the previously unconnected.

Industry: Technology

Products/Services:

Atlassian Consulting and Licenses

Business Outcomes

- + Successful development of new application: Virtual Meeting Scheduler
- + Application proved to be useful for future events and will help execute internal strategy



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INDUSTRY: WELLNESS & FITNESS



Industry: Wellness & Fitness /
Health

Region: AMER

ServiceRocket Solutions:
Consulting services and Atlassian
licenses

Platform: Cloud

ServiceRocket implements a best in class support solution to reinforce global wellness company transformation.

The Challenge.

This global wellness business undertook a company-wide transformation to reinvent the brand to become a complete wellness experience for customers. With transparency and collaboration at the heart of the vision, embedding unifying technology and leveraging a global approach was critical to supporting the company's 25,000 employees.

The client was looking for a collaborative, cost-effective ITSM solution to enable a better global support experience and drive ongoing organisational learning. The final solution had to help people do their jobs better, be transparent, consistent and measurable.

The Solution.

The client decided on Jira Service Desk based on business-fit and with a clear alignment to its transformation goals, with a clear return-on-investment, with improved efficiencies and collaboration across the global workforce. The simplicity of ITSM solution meant that the Support team could quickly adopt it within their existing practices and toolkit, including Confluence.

ServiceRocket led the implementation of JSD, working together with the customer's global team to overcome the complexities of migration from previous solutions, launch an MVP for the final solution in less than 6 weeks, define success measures which reinforce the requirements of the transformation programme, and lead the migration of Confluence Server to Confluence Cloud.

Project Outcomes

- + Aggregation and mitigation of high volume high impact issues
- + Better identification of trends to drive better planning
- + Reduction of cost through improved deflection



Industry: Government / Healthcare

Region: APAC

ServiceRocket Solutions:

Consulting services, Atlassian
licenses, Enterprise Support

Platform: Server / Cloud

Building a **Cloud-Based Customer Service Centre** for National Covid-19 Helpline

The Challenge.

The Australian Government set up a national helpline to provide health information and guidance for the Australian public. The client was commissioned to set up a functional cloud-based helpdesk for thousands of call centre representatives. The challenge: 3 days to deliver.

The Solution.

ServiceRocket worked closely with the customer to set up a functional ITSM solution, enabling capabilities for both consumer feedback tracking and call center IT incident management using Jira Service Desk Cloud and Atlassian Access.

The help desk user provisioning model was achieved by using the Azure Active Directory integration, using Atlassian Access, and also with security configurations for site access, product access and helpdesk user roles.

Moving forward, the government team will be onboarding three business teams onto the platform with ServiceRocket's help so they can track customer and project works with proper SLAs and high visibility in a simple and fast way.

Project Outcomes

- + Successfully supported the rollout of the government's health information service
- + Introduced a functional cloud-based helpdesk platform for call centre representatives
- + Thousands of call centre representatives are equipped to capture consumer feedback
- + Call centre team leaders are able to raise IT incidents if they need help



Industry: Education management

Region: AMER

ServiceRocket Solutions:

Consulting services and Atlassian licenses

Platform: Data Center

ServiceRocket **infrastructure migration** provides key step towards a successful divestiture

The Challenge.

Our customer sold 80% of one of their divisions to a private investment group. As such, all company technical and intellectual property assets are required to be migrated into new infrastructure (AWS) along with a company personnel re-organization to support the new business.

The goal of our Customer was to be self-sufficient in terms of technical platform hosting as required by their divestiture by a certain date. Not meeting this deadline would have resulted in significant contractual challenges.

The Solution.

ServiceRocket worked collectively with the Customer to analyze the instances, create scripts and run tests in order to separate the proprietary data ensuring the confidentiality required.

The rocketeer team was involved in establishing new infrastructure, migrating all required artifacts from Jira, Confluence, Bitbucket, Subversion, Github and Cloudforge, and also provided training, custom plugin development and ongoing support services to ensure a smooth holistic experience.

The Customer was able to continue working with no production time lost and the completion of this project was a major milestone that was celebrated internally.

Project Outcomes

- + Successful separation of technical and intellectual property
- + Migration to new infrastructure completed
- + Project achieved within deadline with no information and no production time lost



Industry: Finance / Investment Management

Region: APAC

ServiceRocket Solutions:

Consulting services , training and Atlassian licenses

Platform: Server

ASX-listed firm internal collaboration is backed by ServiceRocket implementation, training, support and ongoing knowledge sharing.

The Challenge.

In 2010, the investment management firm was looking to incorporate the Atlassian Suite so they sought support from a trusted Atlassian Partner. After the initial implementation, the tools then became widely adopted as the company put their intranet on Confluence, many teams began relying on Jira for project management, and the client-facing websites were supported by code created on Bitbucket.

The firm is risk averse around managing systems, so, as the Atlassian tools became central to the company, they required a knowledgeable team supporting the applications, especially during upgrades.

The Solution.

The client turned to ServiceRocket for the initial implementation and has been doing so ever since. ServiceRocket was there to provide licensing and training for the first instance, and that's when the relationship took off. When new migration projects arised, they looked to the Atlassian Suite experts to make sure everything went according to plan. The Rocketeer team is trusted to perform regular upgrades, provide product advice, and make sure the platform is stable.

Additionally, as new apps were added to the core platforms throughout the years, the client's license renewal process became complicated to handle and keep track of. Therefore, ServiceRocket aligned all the licenses to one single renewal date which saved time and "something that was painful before, no longer is".

Project Outcomes

- + Implementation of highly adopted tools that facilitate collaboration
- + Risk-free upgrades that provide Stakeholders comfort and trust
- + Knowledge sharing and frequent communication that enables the Customer's team to handle more issues effectively on their own

INDUSTRY: REAL ESTATE



Industry: Real Estate

Region: AMER

ServiceRocket Solutions:

Consulting services

Platform: Cloud

Self-storage provider finds extra search capabilities and enhanced data security with Service Rocket's Confluence plug-in

The Challenge.

Operating more than 100 million square feet of space across thousands of stores is a big challenge, and the company had, for years, relied on Confluence to manage important documentation for essential records in support of its daily operations.

The cloud-based system provides easy access from any connected device to important documentation; so the company needed to find a way to limit the access to potentially sensitive information. In addition to the security concerns, licensed users required additional search steps that negatively impacted productivity and morale. Adding to the challenge, the solution to the problem — licensing all users — was cost-prohibitive and a poor use of the company's time and resources.

The Solution.

The Rocketeer team created a custom plug-in for Confluence that allows all Confluence users to search across the entire system to deliver greater numbers of more relevant search results, while also allowing managers to restrict certain pages from being searched by unauthorized users.

The plug-in works by mapping unlicensed users to a licensed account managed in AWS, that permits an unlicensed user to search using a licensed user's credentials. Now, as many as 1,500 team members can use the Livesearch tool in Confluence on just 340 licenses with varying permissions to perform searches, ensuring that all team members can search the documents they need but not access information they're not permitted to see.

Project Outcomes

- + Enabled extensive searches for over 1,500 employees with more relevant results for
- + licensed and unlicensed users
- + Avoided significant investment in more user licenses for better cost control



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ABOUT SERVICEROCKET

ServiceRocket is a tech-enabled professional services company, working with thousands of enterprises around the world. Through ServiceRocket, companies are enabled to adapt and evolve their outcomes by applying technology in a practical and thoughtful way. Built on solid core values with a strong respect for culture, people and community, ServiceRocket's mission is to be the most reliable partner in the acceleration of growth for its customers, partners, and its own employees, known as Rocketeers.

Founded in 2001, ServiceRocket has been based in the heart of Silicon Valley in Palo Alto, California since 2010. The Company has offices in **Sydney, Kuala Lumpur, Santiago, Boston, Singapore** and **London**, with Rocketeers in remote locations throughout the globe.



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