DEVINITI

Why no one wants to use your Jira and how to fix it (and costs are raising)

How to maximize the value of Jira

Who are we?

330

IT experts on board

50

Conducted migrations

18

Years in the Atlassian ecosystem

0

Rollbacks when going to production with Jira

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Stay until the end of the webinar for a bonus

300 € in worth

Rising Atlassian costs (and ways to save)

WHAT'S HAPPENING

Prices rise for Jira, Confluence, JSM, Guard, Bitbucket

DO NOW

- ★ If on Cloud - renew or buy before Oct 15 to lock rates
- ★ Consider multi year pricing
- ★ Review Premium and Enterprise benefits

WE CAN HELP

- ★ Lock current pricing
- ★ In some cases reduce your price via partner options

DEADLINE

- ★ Email your licensing details
- ★ Contact us by Oct 8

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Is Jira *just a ticket board* for your team?

Drop a quick “**yes**” or “**no**” in the chat.

Why Jira underuse costs you ?

Many teams only scratch the surface of Jira's potential, treating it like a simple ticket tracker. It can quietly pile up hidden costs: financial, operational, and even strategic.

Hidden costs examples:

- ★ **Direct:** unused licenses, redundant apps.
- ★ **Indirect:** onboarding delays, teams' productivity loss, technical debt.
- ★ **Strategic:** leadership distrust, blocked innovation.

Jira Underuse Bingo

Ghost seats	Redundant app	40-field screen	Excel workaround
Workflow maze	Stuck in "In Progress"	Owner unknown	Onboarding drags
Leadership dashboard blank	FREE: Later never gets cheaper	FREE: Later never gets cheaper	Ticket ping pong
Permissions spaghetti	No change log	Backlog of backlog	Trial never removed
Paid for what Jira does	No automation rules	Data postmertms	"We will fix later"

Tech debt

Productivity loss

Why are we here today?

Jira as just a ticket board. Ring a bell? You're not the only one. Most teams fall into this trap, but there's a framework to explain why and how to turn it around.

Agenda

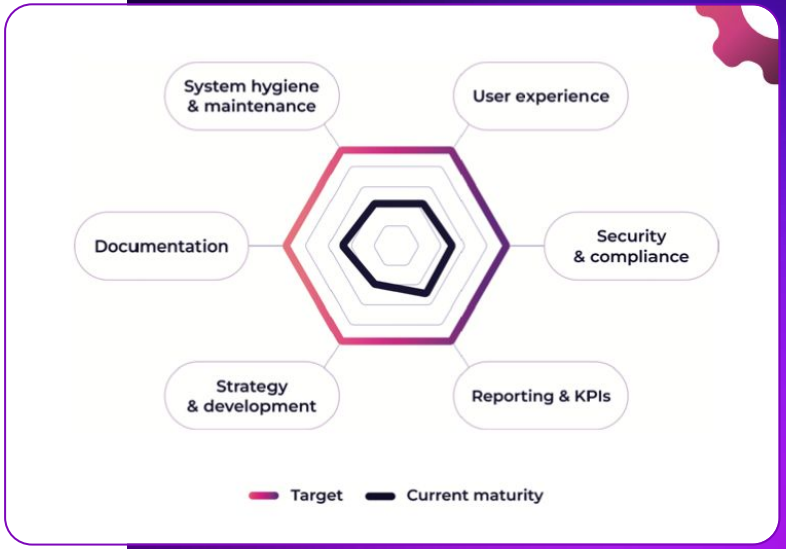
- ★ **Why strategy is the foundation**
  Discover how a clear action plan can cut chaos, Jira costs, and risks.
- ★ **How missing documentation blocks continuity**
  Learn how smart knowledge management speed up onboarding and audits.
- ★ **What cluttered fields, workflows, and apps do to your system**
  See which simple cleanups improve Jira performance and make upgrades easier.
- ★ **How misaligned setup hurts Jira UX**
  How UX improvements lead to higher Jira adoption across the teams and better data quality.
- ★ **The compliance risks you can't ignore**
  Get practical steps to protect data and pass security and compliance audits with ease.
- ★ **Why lack of metrics hides Jira's real value**
  We'll show you how to get the numbers that show Jira's real value and back your decisions with confidence.
- ★ **Q&A**
  The session will end with a Q&A.

6 dimensions of clever Atlassian use

Atlassian gives you the tools. The real value shows up when they fit your team's way of working.

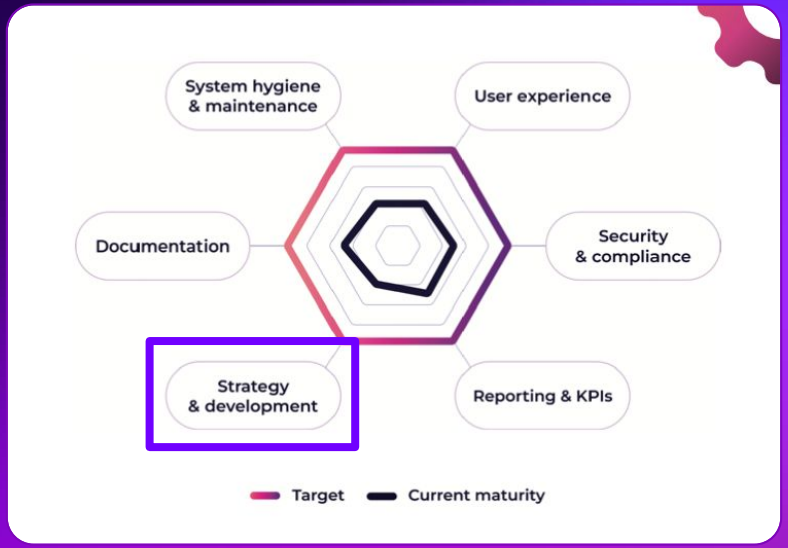
What to take care of in the first place :

- ★ System hygiene and maintenance
- ★ User experience
- ★ Documentation
- ★ Security and compliance
- ★ Strategy and development
- ★ Reporting & KPIs



Why are we here today?

Why strategy is the foundation



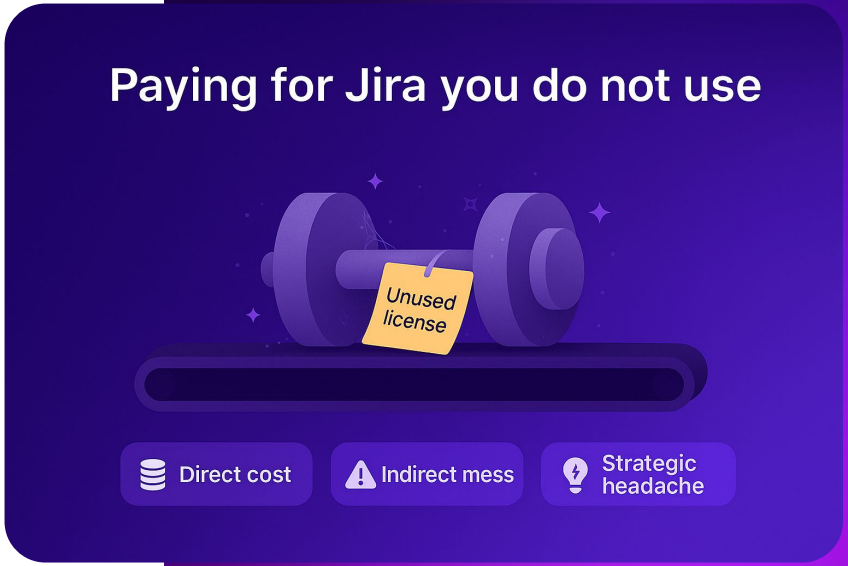
Why do you need a plan?

Without strategy, every team configures Jira differently.

When Jira grows without a clear plan, every team bends it to their own needs. What feels like flexibility quickly turns into fragmentation.

Common symptoms:

- ★ Hundreds of custom workflows
- ★ Duplicate fields (10 versions of “customer”)
- ★ Inability to create global reporting
- ★ Conflicting naming conventions across projects
- ★ Admins spending most of their time on back-and-forth instead of improving the platform



Lack of strategy symptoms across

Role	Common Symptoms	"What They Say" (The Frustration)	Business Impact
End User	• Overloaded screens with 20+ fields • Inconsistent workflows and confusing statuses • Duplicate fields (e.g., 10 versions of “customer”) • Slow performance and lagging queries	• "This screen is a mess, I don't know what to fill in." • "Why does every project look and feel different?" • "I'll just track this in my own spreadsheet."	• Productivity loss from slow data entry | • Poor data quality from incorrect field usage • User abandonment and adoption of shadow IT
Admin	• Spends most of their time on back-and-forth fixes instead of improvements • Manages hundreds of custom workflows and schemes • Faces a large backlog of fixes and delayed upgrades	• "I'm in constant firefighting mode and can't get to the important work." • "We can't upgrade because our customizations will break."	• Admin burnout and overload • A fragile system that is difficult to maintain or scale • Increased security risks from an outdated platform
Manager (Team Lead, Product Owner)	• Inability to create reliable reports across teams • Onboarding new users takes weeks due to system complexity • Feels their team's needs are ignored as the system doesn't evolve • Messy, undocumented processes	• "How can I track my team's progress if the data is inconsistent?" • "Why are my new hires so confused by our Jira setup?"	• Wasted time manually creating reports in other tools • Frustrated users and low team adoption • Inability to make data-driven decisions about team capacity or bottlenecks
Head / C-Level (CIO, IT Director)	• Poor cost justification and lack of clarity on ROI • Data cannot be tied back to business KPIs • No global, cross-departmental visibility into projects	• "Jira just looks like an unnecessary IT cost center." • "Can anyone tell me if this tool is actually providing value?"	• Leadership distrust in the platform • Wasted budget on an underutilized tool • Blocked innovation as the tool is seen as a cost, not a strategic asset

From chaos to control: start with a governance board (fix #1)

The root of Jira chaos is that every team makes independent decisions. A governance board fixes this by creating a single structure for how Jira evolves across the enterprise.

Who should be involved?

Business Owner (CIO / IT Director)

- ★ Connects Jira to business strategy and budgets

Technical Owner (Jira Admin Lead)

- ★ Maintains platform health, scalability, and upgrades.

User Representatives (Team Leads / Product Owners)

- ★ Provide ground-level feedback to keep the system relevant.

What are the core board's responsibilities?

★ **Centralize decisions**

All requests should go through the governance board instead of teams adding fields or workflows on their own. This keeps Jira clean and ensures changes benefit the whole organization.

★ **Approval standards**

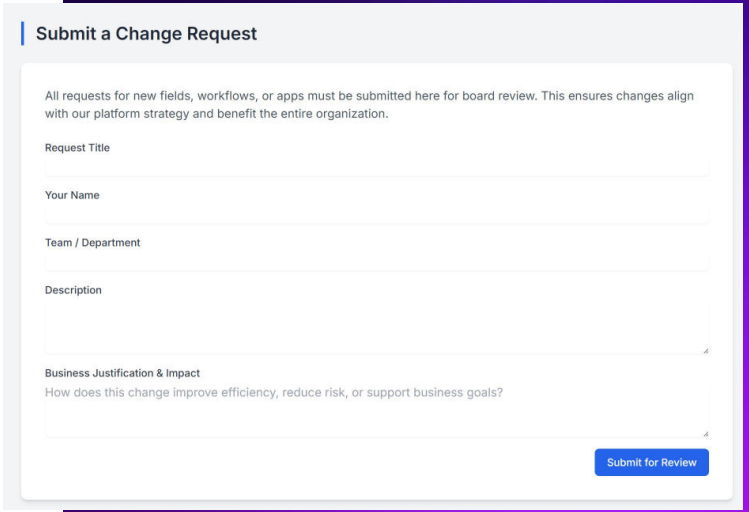
The board defines clear naming conventions, workflow templates, and field usage rules. By doing this, Jira stays consistent across teams.

★ **Prioritize roadmap items**

Every proposed change is ranked against business priorities and user impact. This ensures that the most valuable improvements get delivered first.

★ **Own Jira's evolution**

This shifts Jira from being a patchwork of ad-hoc fixes into a managed system that supports long-term business goals.



Evaluation criteria for strategy development

Evaluation Criterion	Description	Scoring (1-5)
Business Value	How strongly does this change support a strategic business goal (e.g., reduce cost, increase revenue, improve compliance)?	5: Directly enables a core business objective.1: Minimal or no direct link to business goals.
User Impact	How many users does this help? How significantly will it improve their daily work (e.g., save time, reduce frustration)?	5: Positively impacts all users daily.1: Affects a small number of users infrequently.
Ease of Implementation	How simple is this to build, test, and deploy? This is the inverse of technical effort.	5: Very simple. A quick fix that can be done by one person in a few days.1: Very complex. A major project requiring multiple teams and weeks/months of effort.
Confidence & Safety	How confident are we that this change can be implemented without causing performance issues, security risks, or breaking functionality? This is the inverse of risk.	5: Very high confidence. A routine, well-understood change with low risk.1: Very low confidence. Involves legacy systems or unknown dependencies with high risk.

Evaluation criteria for strategy development - examples

Initiative	Business Value	User Impact	Ease of Implementation	Confidence & Safety	Total Score	Priority
Deactivate 100 unused user accounts	4 (Direct cost savings on licenses)	2 (Minor UX improvement for user pickers)	5 (Simple, repetitive admin task)	5 (Very low risk of error)	16	Top Priority
Consolidate 20 "onboarding" workflows into 2 standard ones	5 (Enables cross-team reporting; reduces maintenance)	5 (Reduces confusion for hundreds of users daily)	2 (Complex project with significant change management)	3 (Moderate risk of disrupting active projects)	15	High Priority
Add "Awaiting Legal Review" status to Marketing workflow	4 (Improves compliance tracking and process visibility)	3 (High impact for Marketing/Legal, none for others)	4 (Simple workflow edit for an admin)	4 (Low risk if tested in a sandbox)	15	High Priority
Integrate Jira with the company's BI tool (Tableau)	5 (Directly supports executive reporting and proving ROI)	3 (High impact for leadership, indirect for most users)	1 (Very complex; requires specialized skills and budget)	3 (Moderate risk related to data accuracy and security)	12	Medium Priority
Manually reformat descriptions of 5,000 closed issues	1 (No tangible business value; purely aesthetic)	1 (Affects historical data that is rarely viewed)	1 (Extremely high manual effort for very little gain)	5 (No risk of breaking anything, but a poor use of time)	8	Low

Governance board decision template

Change ID	Request Date	Change Summary	Business Justification	Decision	Approver(s)	Implementation Date
GC-001	2025-09-04	Add new workflow status "Awaiting Legal Review" to the Marketing Projects workflow.	The legal team is a required step in the approval process for all external campaign materials. This status is needed to accurately track bottlenecks and cycle time.	Approved	C. Jones (CIO), S. Lee (Marketing)	2025-09-10
GC-002	2025-09-08	Create a new custom field for "Customer Severity."	The support team needs to distinguish between internal priority and the severity reported by the customer to improve SLA reporting accuracy.	Approved	C. Jones (CIO), M. Davis (Support)	2025-09-12
GC-003	2025-09-15	Install "Advanced Gantt Charts" Marketplace App.	The PMO requested a more visual way to track cross-project dependencies.	Rejected	C. Jones (CIO)	N/A

Create a platform roadmap (fix #2)

A governance board without a roadmap is still reactive. Here's the **roadmap example** you can consider, but remember that exact timelines depend on your instance and business requirements:

★ **Cleanup & standardization → (for example Q1)**

Reduce workflows and fields, rationalize apps, document configurations. Consistency fixes the chaos and immediately reduces costs.

★ **Automation & UX optimization → (e.g. Q2)**

Apply automation rules, simplify screens, create consistent workflows. This changes prevent user frustration and admin overload.

★ **Advanced reporting & BI optimization → (e.g. Q3)**

Deliver executive dashboards, integrate Jira with BI tools. It speaks to leadership and makes ROI visible at a glance.

Cleanup and standardization criteria

Initiative	Description	Key Actions	Success Metrics
Field & Workflow Consolidation	Reduce the hundreds of duplicate fields and workflows that create confusion and make reporting impossible.	• Audit all custom fields and workflows. • Merge duplicates and retire unused configurations. • Define and deploy a small set of standardized, shared schemes.	• 50% reduction in total custom fields. • 75% reduction in active workflows. • 90% of new projects use a standard template.
App Rationalization	Eliminate redundant and unused Marketplace apps that increase costs and add unnecessary complexity.	• Inventory all installed apps and their license costs. • Identify overlapping functionalities. • Decommission unnecessary apps and migrate data to native features where possible.	• 25% reduction in annual app spending. • Clear inventory of approved, business-critical apps.
Documentation Blitz	Address the "When Bob leaves, knowledge leaves" problem by creating a centralized knowledge base.	• Create a dedicated Confluence space for Jira documentation. • Prioritize and write runbooks for the top 10 most common admin tasks. • Document all standard workflows and field definitions.	• 100% of critical admin processes are documented. • New admin onboarding time reduced by 40%.
Permissions Overhaul	Mitigate security risks by moving away from an ad-hoc permissions model with too many global admins.	• Audit all global administrator accounts. • Define and implement a tiered, role-based access model (PoLP). • Empower Project Admins with safe, project-level controls.	• Global admin accounts reduced to < 5. • Formal, documented process for granting privileged access.

Automation and UX optimization criteria

Initiative	Description	Key Actions	Success Metrics
Targeted Automation	Use Jira's native automation engine to eliminate repetitive, manual tasks that slow teams down.	• Identify the top 5 most common, repetitive actions (e.g., status transitions, notifications, sub-task creation). • Build and deploy automation rules to handle these tasks.	• >100 admin hours saved per quarter. • Reduction in issue transition time.
UX Simplification	Declutter issue screens and simplify workflows to make Jira faster and easier for end users.	• Analyze screen usage to identify and remove unused fields from view. • Add inline help text and links to Confluence guides on key fields. • Consolidate complex workflow steps.	• 30% reduction in average time to create/update an issue. • Measurable increase in user satisfaction survey scores.
Role-Based Dashboards	Replace generic dashboards with tailored views that give different roles the specific information they need.	• Define key user personas (Developer, PM, Team Lead). • Build and share standardized dashboard templates for each persona.	• 80% adoption of standard dashboards by target user groups. • Reduction in "how do I find...?" support tickets.
Continuous Feedback Loop	Establish a formal process for gathering, prioritizing, and acting on user feedback about the platform.	• Implement a Jira Issue Collector for UX suggestions. • Dedicate a portion of admin time each sprint to implementing small, user-requested improvements.	• >20 user-suggested improvements implemented per year. • A clear, visible backlog of platform enhancements.

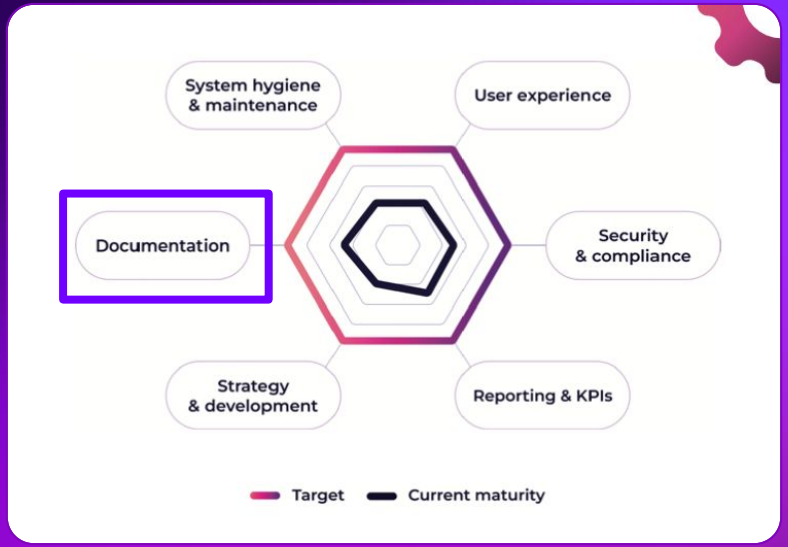
Advanced reporting & BI optimization criteria

Initiative	Description	Key Actions	Success Metrics
BI Tool Integration	Connect Jira to enterprise Business Intelligence tools to create sophisticated, cross-system reports.	• Establish a live data connection to tools like Atlassian Analytics, EazyBI, or Tableau. • Build data models that combine Jira data with financial and operational data.	• First executive-level, cross-system dashboard delivered. • Manual report generation time reduced by 90%.
Executive KPI Dashboards	Translate technical metrics (story points, cycle time) into business-focused KPIs that leadership understands.	• Define and build dashboards for KPIs like Time-to-Market, Investment vs. Actuals, and Resource Allocation by Strategic Initiative.	• Jira data is used in quarterly business reviews. • Clear line of sight from strategic goals to work execution.
Enterprise Agility Alignment	For mature organizations, integrate with tools like Jira Align to manage work across the entire enterprise portfolio.	• Map strategic business objectives (OKRs) to portfolios, epics, and stories in Jira Align. • Visualize dependencies and capacity across the entire organization.	• 100% of strategic initiatives are tracked and managed within the Atlassian platform.
Predictive Analytics	Leverage historical data to forecast release dates, identify potential bottlenecks, and improve capacity planning.	• Use Control Charts and Velocity Charts to improve predictability. • Pilot advanced forecasting features in BI tools.	• Sprint commitment reliability improves to >90%. • Forecasted release dates are accurate within a 10% margin.

The roadmap prioritization canvas

	Low Implementation Complexity	High Implementation Complexity
High Strategic Business Impact	**Quadrant 1:** Quick Wins **Strategy:** Do These Now These are high-value, low-effort tasks that build momentum and deliver immediate benefits.Example: Deactivating 100 unused user accounts to save on license costs.	**Quadrant 2:** Major Projects **Strategy:** Plan Strategically These are transformative initiatives that require dedicated resources and formal project management. They form the core of the annual roadmap.Example: Consolidating 20 different workflows into 2 standard ones.
Low Strategic Business Impact	**Quadrant 3:** Incremental Improvements **Strategy:** Schedule as Filler These are "nice-to-have" fixes that can be worked on when time permits but should not delay higher-impact work.Example: Renaming old projects to match a new naming convention.	**Quadrant 4:** Re-evaluate / Defer **Strategy:** Challenge the Need These are high-effort, low-reward tasks. Their business value should be questioned before any resources are committed.Example: Manually reformatting the descriptions of 5,000 closed issues.

How missing documentation blocks continuity



Why is documentation crucial ?

When Bob leaves, Jira knowledge leaves.

New admins face a steep learning curve, and users are left guessing how things work. This slows down projects and frustrates teams.

Common symptoms:

- ★ Onboarding new users takes weeks
- ★ The same support tickets are submitted repeatedly
- ★ No clear history of configuration changes
- ★ Knowledge is scattered across emails, chats, and personal notes
- ★ Audits or compliance checks become painful

Inefficient documentation symptoms

Role	Common Symptoms	"What They Say" (The Frustration)	Business Impact
End User	· Left guessing how basic processes work · Onboarding takes weeks to complete · Submits the same support tickets repeatedly because answers aren't available	· "I have no idea what I'm supposed to do here." · "I'm new, and it feels like it takes forever to learn this system."	· Frustrated teams and slow project progress · Lost productivity while waiting for support answers
Admin	· The previous admin leaves, taking crucial knowledge with them · There is no clear history of configuration changes to reference · Knowledge is scattered across emails, chats, and personal notes	· "The person who built this is gone, and nothing is written down." · "I'm afraid to change anything because I might break a process I don't know about."	· A steep learning curve for new team members · Weeks of lost productivity during staff handover
Manager (Service Desk Manager)	· Spends hours re-answering the same "how do I...?" questions from the team · User confusion is a constant pain point	· "My team is stuck in a loop, answering the same questions instead of improving our service." · "Why is every user problem an escalation?"	· Burnout and no time for process improvements · Inefficient use of skilled resources on repetitive, low-value tasks
Head / C-Level (CIO / IT Director)	· An audit request is received, but there is no documented evidence of compliant processes · Audits and compliance checks become painful and time-consuming	· "The auditors are asking for proof of our change management process, and I have nothing to show them."	· Significant risk of failing the audit and losing trust · Inability to prove the system is managed, secure, and compliant

Fixing documentation across the teams

Jira documentation can be time-consuming and bureaucratic. With the right practices, it saves time and makes audits painless.

★ **Confluence knowledge base**

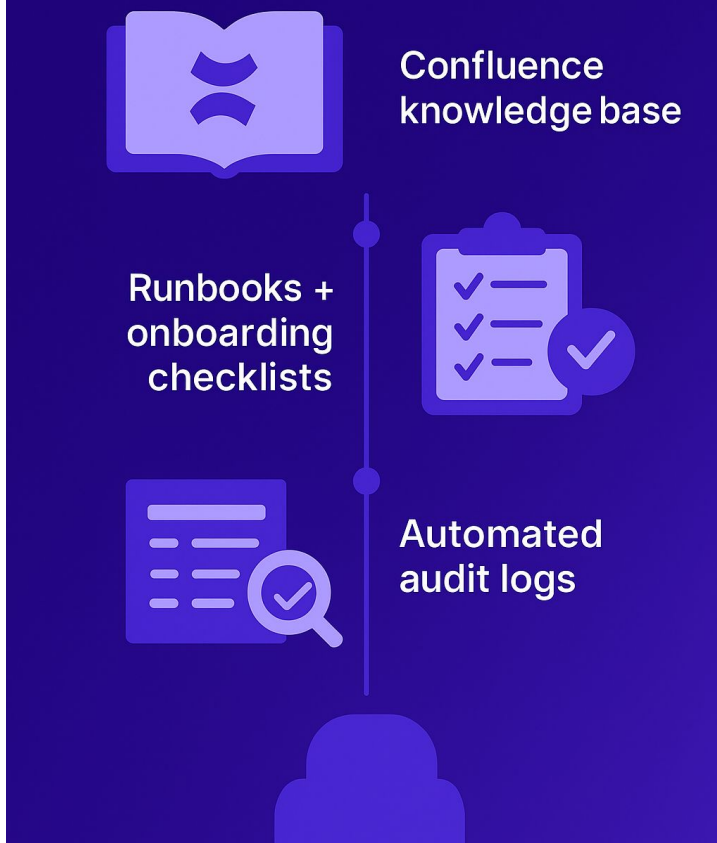
Create a single space where all Jira processes, workflows, and FAQs are documented. This gives new admins and users a clear source of information.

★ **Runbooks + onboarding checklists**

Prepare ready-made guides for common admin tasks (e.g., setting permissions, creating projects) and step-by-step onboarding checklists.

★ **Automated audit logs**

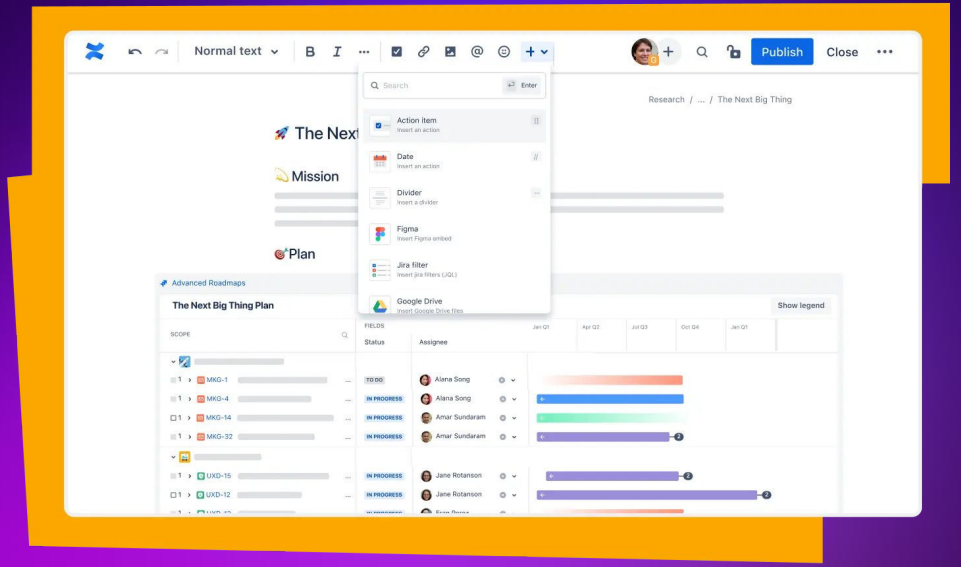
Enable Jira's native logging or integrate with external tools to automatically track changes. This provides evidence for compliance and reduces the risk of errors being introduced without accountability.



Confluence allows to create flexible documentation that includes text, images, code, tables, Figma files and more.

🟣 Pages easy to read and formatted, quickly with the slash command.

🟣 Documentation that suits your team needs with cover images, emojis, whiteboards and more.



Source: [Atlassian]

Knowledge management & clear documentation benefits

★ **Continuity**

With a proper knowledge base and clear runbooks, new admins and users don't have to "hunt down Bob" to understand how Jira works. They can keep projects moving without disruption.

★ **Compliance**

Documented processes and automated audit logs mean audits stop being a stressful, last-minute exercise. Evidence is always available, making it easier to pass compliance checks.

★ **Productivity**

When answers and standards are already documented, teams stop wasting time solving the same problems repeatedly. Admins can finally shift from repetitive rework to higher-value improvements that actually move Jira forward.

Facing the audit : manual vs. documented proof

Auditor's Question	The Old Way (Panic & Rework)	The New Way (Click & Share)
"Show me your process for approving system changes."	Manually search months of emails and chat logs for approvals.	Provide a link to the Configuration Change Log in Confluence.
"How do you ensure only authorized personnel have admin access?"	Interview current admins and hope the list is accurate.	Share the Tiered Permissions Policy and the Automated Audit Log report for the jira-system-administrators group.
"Prove that this workflow modification followed procedure."	Try to remember who did what six months ago and why.	Provide the timestamped entry from the Automated Audit Log showing who made the change and when.

Exemplary Jira onboarding checklist

Phase 1: Your First Day - Getting Set Up

- **Log In & Set Profile:** Access Jira and update your profile with your name and avatar.
- **Bookmark Key Links:** Save these essential links:
  - Your Team's Primary Dashboard: [Link]
  - The Jira Knowledge Base: [Link]
  - Submit a Help Ticket: [Link]
- **Review Core Concepts:** Read the "Jira 101: The Basics" page in our knowledge base.

Phase 2: Your First Week - Core Skills

- **Find Your Work:** Locate your team's active sprint board and find issues assigned to you.
- **Create an Issue:** Create your first test issue in the designated sandbox project, using the correct issue type as defined by your team.
- **Update an Issue:**
  - Transition an issue through the basic workflow (e.g., from To Do to In Progress).
  - Add a meaningful comment and @mention a teammate.
  - Log time against an issue (if applicable to your team).
- **Understand Team Standards:** Review your team's "Definition of Done" page in Confluence.

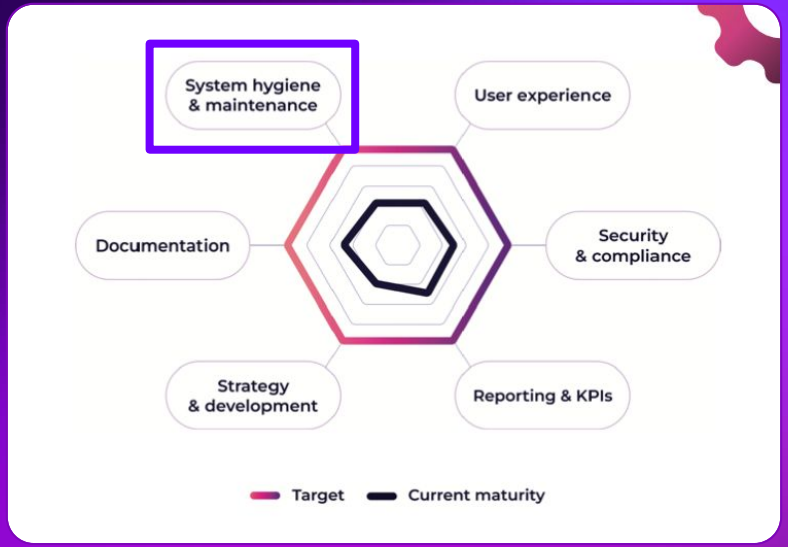
Phase 3: Confirmation

- I have completed all the steps above and understand the basics of using Jira for my role.

The Automated audit log framework

Area to Audit	Example Change to Track	Business Value
Permissions	"User X added to jira-system-administrators group"	Security & Compliance: Prevents unauthorized escalation of privileges.
Workflows	"Status 'Approved' removed from Marketing workflow"	Process Integrity: Ensures critical process steps are not bypassed.
Apps	"'SuperChart App' installed"	Cost & Security: Tracks new app installations that may have budget or security implications.
Schemes	"Default Notification Scheme modified"	User Experience: Prevents system-wide spam or missed alerts from a single change.
Projects	"Project 'Phoenix' deleted"	Data Integrity: Tracks the permanent removal of project data.

What cluttered fields, workflows, and apps do to your system



Lack of system hygiene = Jira jungle

Here's what clutter looks like in real Jira instances and why it becomes such a problem:

Symptoms:

- ★ Multiple unused or duplicate fields
- ★ Unnecessary apps installed
- ★ Messy, inconsistent workflows
- ★ Overloaded screens on Jira tickets
- ★ Slow performance and lagging queries
- ★ Blocked upgrades and admin overload
- ★ *Shadow IT* adoption

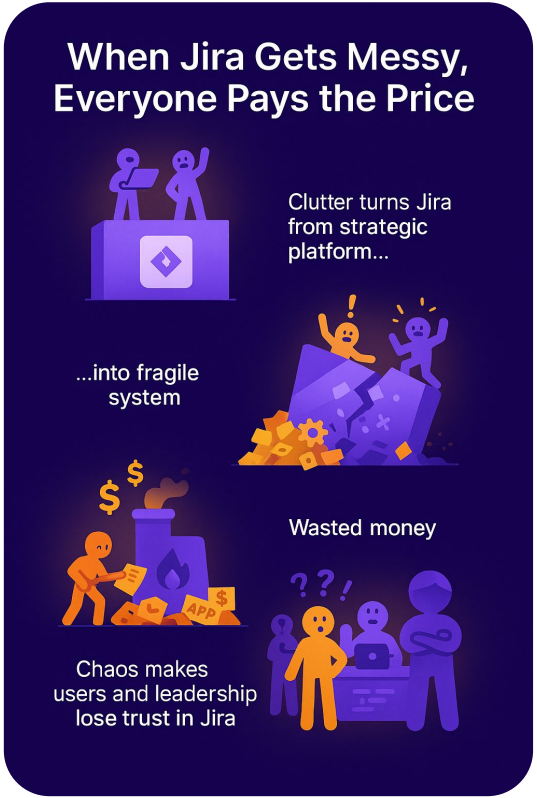
Real-life e xamples:

- ★ Three separate time-tracking tools, all paid for but rarely used
- ★ 20 onboarding workflows across departments, each with different statuses
- ★ Issue screens showing 25+ fields when users only need 6
- ★ Frustrated users move to Excel or Slack for tracking, bypassing Jira entirely.

Why the Jira clutter can be risky ?

Clutter in Jira creates real risks for performance, adoption, and even business continuity.

Risk	Why it matters?
Performance slowdown	Too many fields, workflows, and apps increase wait times and frustrate users.
Blocked upgrades	Excessive customizations can delay upgrades, leaving the system outdated.
User abandonment	Overloaded screens and inconsistent processes push users to shadow IT tools like Excel or Slack.



Left unchecked, clutter turns Jira from a strategic platform into a fragile system that wastes money and loses trust.

Quick fixes that help teams instantly

A structured cleanup approach brings Jira back under control and creates a stable foundation for future growth.

★ **Field usage audit**

Review all custom fields and identify which are actually used in projects. Retire or merge duplicates so reporting becomes clear.

★ **Workflow simplification**

Consolidate multiple versions of the same process into a small set of standardized flows. This makes Jira easier to use and faster to learn. .

★ **App rationalization**

Check whether paid Marketplace apps overlap with native Jira features or each other. Keep only the most valuable ones and cut the rest.

A Structured Cleanup Approach

Field Usage Audit

Workflow simplification

App Rationalization

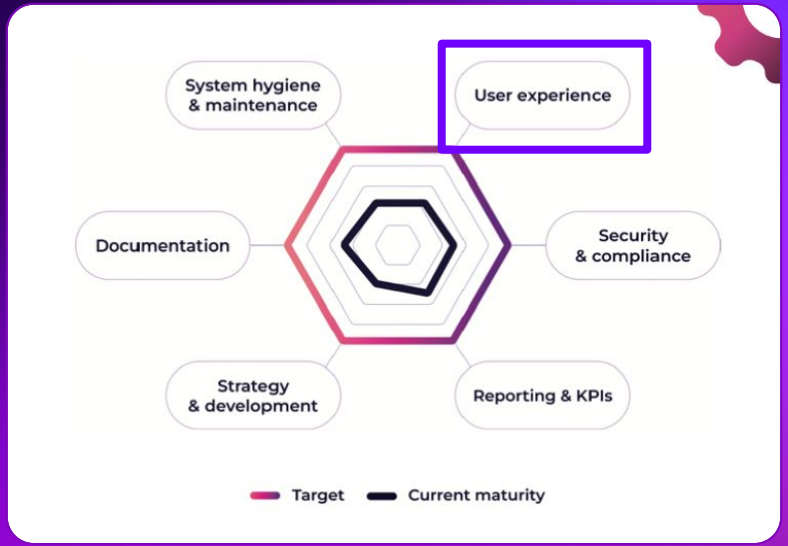
Example Jira instance hygiene audit table

Area	Typical issue	Impact	Fix
Fields	5 different “Customer” fields	Confusing reports and inaccurate data	Merge duplicates, keep one
Workflows	20 onboarding workflows	User frustration and poor adoption	Consolidate into 2–3 standard versions
Apps	3 separate time-tracking tools	Wasted money on overlapping features	Rationalize to a single app
Naming	“Project_v2_test” style names	Chaos in navigation and reporting	Apply clear naming rules
Screens	25+ fields on issue screens	Slower data entry, user complaints	Limit to essentials (8–10 fields)
Dashboards	Dozens of duplicates	Noise and confusion	Archive unused dashboards
Permissions	Too many global admins	High security risks	Apply least-privilege model

Area	Typical issue	Impact	Fix
Schemes	Hundreds of unused schemes	Admin overload	Merge into standardized sets
Notifications	Overlapping rules	User spam, ignored alerts	Simplify notification schemes
Custom scripts	Legacy scripts from old apps	Upgrade failures, hidden risks	Retire or replace with automation

A **regular cleanup routine** transforms Jira from a jungle of clutter into a reliable platform.

How misaligned setup hurts Jira UX



When Jira is hard to use, people stop using it

Poor UX is the fastest way to kill tool adoption.

What looks like a design problem quickly turns into a costly mess that hurts the entire organization.

Common symptoms:

- ★ Overloaded screens (20+ fields)
- ★ Confusing statuses (too many or unclear)
- ★ Inconsistent layouts, each project looks different
- ★ Poor navigation: users struggle to find the right projects or issues quickly
- ★ Over-engineered workflows that don’t reflect the real work

Why poor Jira configuration costs you?

Most common risks:

- Extra training for every new hire
- Higher admin workload from recurring tickets
- Paying twice for the same functionalities
- Productivity loss from slow, cluttered screens
- Shadow IT adoption and duplicate work
- Inaccurate data driving risky business decisions

Costs area	Real-life example	Impact
Training	New hires need extra sessions to learn screens	Higher training costs, slower onboarding process
Admin workload	Admins answer the same “How do I...?” tickets	Burnout and less time for improvements
Licensing/ Apps	Company pays for 3 similar apps	Duplicate spend, wasted budget
Internal policies	Users spend 5 minutes extra per ticket	Hours lost weekly across hundreds of users

What are the fist setup fixes that significantly improve UX?

- [x] Reduce to only essential fields users actually need
- [x] Merge duplicate workflows into consistent ones
- [x] Avoid 10+ status variations, stick to a simple “To Do → In Progress → Done” baseline.
- [x] Adopt clear names for projects, fields, and workflows.
- [x] Align schemes, screens, and workflows across teams to reduce confusion.
- [x] Optimize dashboards, highlight only the most useful metrics
- [x] Gather and act on end-user feedback to cut down on frustration
- [x] Make ticket progress and SLAs visible to everyone
- [x] Provide inline explanations or links to Confluence KB for common tasks

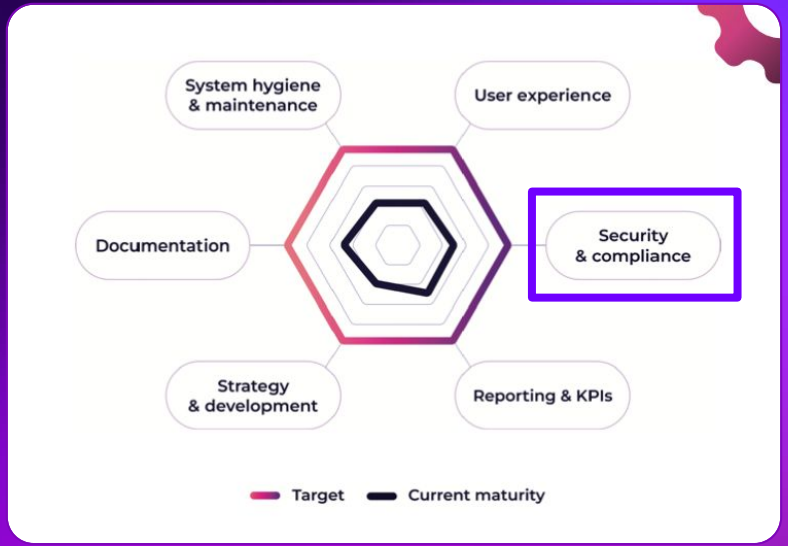
Before vs. after: a user's journey example

Before: A Misaligned Setup	After: An Optimized Setup
1. Find the Project Spends 5 minutes searching for the right project among dozens with names like "Project_v2_test."	1. Find the Project Instinctively finds the project "MKT-Q4-Campaign" using the clear, standardized naming convention.
2. Create the Issue Opens the "Create Issue" screen and is confronted with 25+ fields, most of which are irrelevant.	2. Create the Issue Sees a clean, simple screen with only the 8 essential fields needed for a marketing request.
3. Enter Data Is confused by three different "Due Date" fields and multiple "Customer" fields. Guesses which ones to use.	3. Enter Data The "Asset Due Date" field has clear inline help text. There are no duplicate or confusing fields.
4. Seek Help Spends 10 minutes writing a Slack message to the admin to ask which fields are correct, blocking their progress.	4. Complete the Task Fills out the required information with confidence in under 2 minutes.
Outcome 20+ minutes spent, inaccurate data entered, user is frustrated and avoids Jira in the future.	**Outcome** 2 minutes spent, clean data entered, user feels empowered and efficient.

The UX feedback & improvement log

ID	Submitted By	Date	Pain Point / Suggestion	Affected Area	Priority	Action Taken	Status
UX-001	@MariaR	2025-09-04	"The main project dashboard is too cluttered with gadgets I don't use."	Dashboards	High	Created a new, simplified "Team Member Dashboard" template and shared it with all teams.	Done
UX-002	@DavidL	2025-09-05	"I don't know what the 'In Review' status means in the marketing workflow."	Workflows	Medium	Added a link to the Confluence workflow definition page in the status transition screen.	Done
UX-003	@ChenW	2025-09-08	"It would be great if creating a 'Bug' issue automatically created a linked sub-task for QA."	Automation	Medium	Implemented a new automation rule for the software development projects.	In Progress
UX-004	@MariaR	2025-09-10	"The 'Create Issue' screen for support tickets has too many fields."	Screens	High	Scheduled for review in the next Governance Board meeting.	Backlog

The compliance risks you can’t ignore



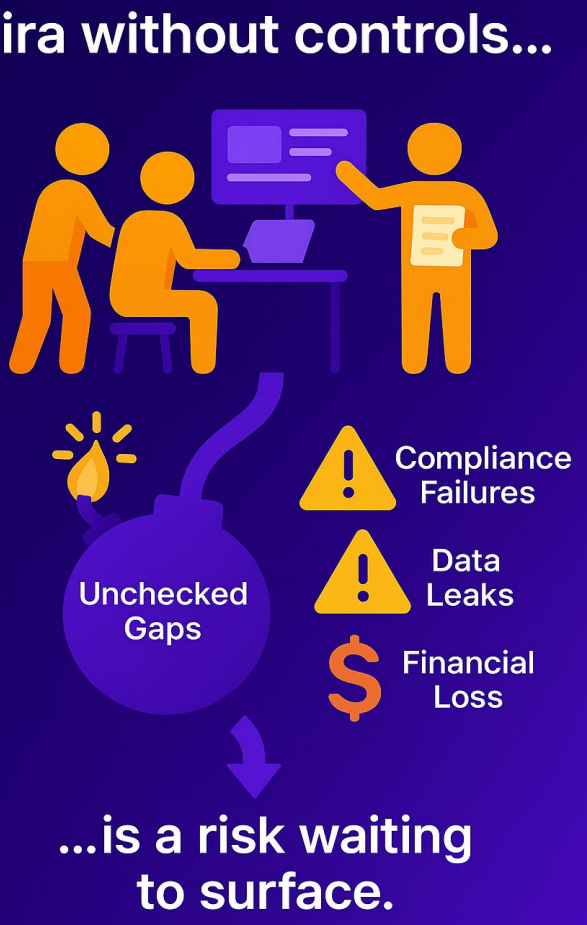
Security issues: invisible until it’s too late

Jira without control is a risk waiting to surface.

Unchecked gaps can trigger compliance failures, data leaks, and serious business consequences.

Common symptoms:

- ★ Too many users with global admin rights
- ★ Former contractors still active in the system
- ★ No audit logs to track configuration changes
- ★ Permissions granted ad-hoc with no review process
- ★ Legacy projects and schemes left unmanaged



Examples of security risks & consequences

Here's what can happen when security gaps go unchecked in Jira:

Weak permissions

- ➔ Too many users with broad access
- ➔ Unauthorized changes or data leaks

Too many admins

- ➔ Everyone has system-wide power
- ➔ Higher risk of misconfigurations and errors

Unmanaged external accounts

- ➔ Former vendors or employees still active
- ➔ Sensitive data exposed without control

Legacy projects and schemes

- ➔ Old data left in the system
- ➔ Unnecessary exposure and mess

No audit logs

- ➔ Changes aren't tracked anywhere
- ➔ Impossible to prove compliance in audits

Unused or abandoned apps

- ➔ Old marketplace apps still connected
- ➔ High risk of system vulnerabilities and hidden costs

Are you audit/compliance

Check area	What to ask yourself	If the Answer is “No” → Risk
Permissions	Do all users have only the access they truly need?	Risk of unauthorized access or data leaks
Admins rights	Do you have fewer than 3–5 global admins with full control?	Misconfigurations, no accountability
External users	Are contractors and ex-employees deactivated on time?	Orphaned accounts, potential leaks
Audit logs	Do you track and store changes for the required retention period?	Failed audits, GDPR/SOX penalties
Project/data cleanup	Are inactive projects, schemes, and fields regularly archived?	Sensitive data left exposed, clutter
Apps & integrations	Are all installed apps reviewed for necessity and security?	Vulnerability risks, wasted costs
Governance	Do you have a documented process for security reviews and compliance checks?	Jira seen as unreliable, leadership distrust

Risk-to-fix table: what can you do?

Risk	Consequence	Fix
Weak permissions	Unauthorized access to sensitive data → potential GDPR/SOX violation	Apply least privilege (PoLP); limit global roles, review group memberships quarterly
Unmanaged external users	Former contractors or vendors retain access → risk of intentional or accidental leaks	Enforce offboarding/deactivation policy, automate account expiration dates
Too many admins	Higher chance of misconfigurations, unauthorized system changes	Move to a role-based admin model; designate 2–3 system admins with tiered responsibilities
No audit logs	Inability to prove compliance → failed audits, penalties	Enable Jira audit logs; store logs securely for required retention period
Legacy projects & schemes	Sensitive historical data left exposed → clutter and compliance gaps	Run quarterly cleanup; archive inactive projects, consolidate unused schemes
Old Marketplace apps	Vulnerability points, hidden costs, potential data exposure	Perform app rationalization; remove or replace apps not in active use

What your security checklist should cover

Key checks for compliance for Atlassian environments

Protecting sensitive data

☐ Review custom fields and attachments for personal data (GDPR), financial records (SOX), or health data (HIPAA)

☐ Limit data exports (CSV, API) to trusted roles to avoid uncontrolled leaks

☐ Apply retention rules so old issues are archived or deleted in line with regulations

Controlling changes

☐ Require approvals for changes to workflows, schemes, and permission settings

☐ Log who requested and approved each change for SOX traceability

☐ Maintain a simple change calendar to support audit evidence

Being ready for incidents

☐ Create a response plan for data breaches, including GDPR 72-hour reporting requirements

☐ Rehearse the plan with admins at least once a year to ensure readiness

☐ Keep emergency contacts (security officer, compliance lead) visible and current

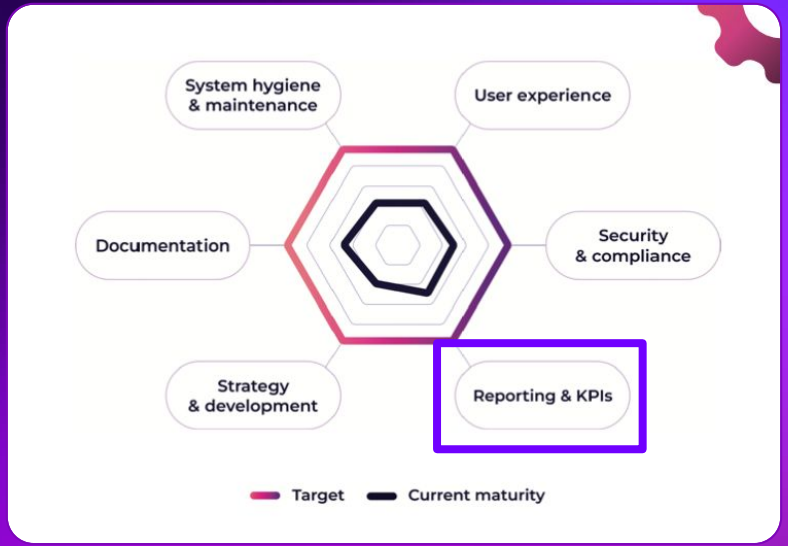
Keeping an eye on apps & integrations

☐ Check marketplace apps for GDPR data residency and vendor certifications (SOC 2, ISO 27001)

☐ Restrict app permissions to only what's needed (least privilege principle)

☐ Review integration logs regularly to detect unusual access or sync failures

Why lack of metrics hides Jira's real value



Why use Jira for reports?

Without reporting, leadership sees Jira as just IT's tool, not a strategic platform.

What's missing is visibility into trends, SLA performance, and cross-team flow.

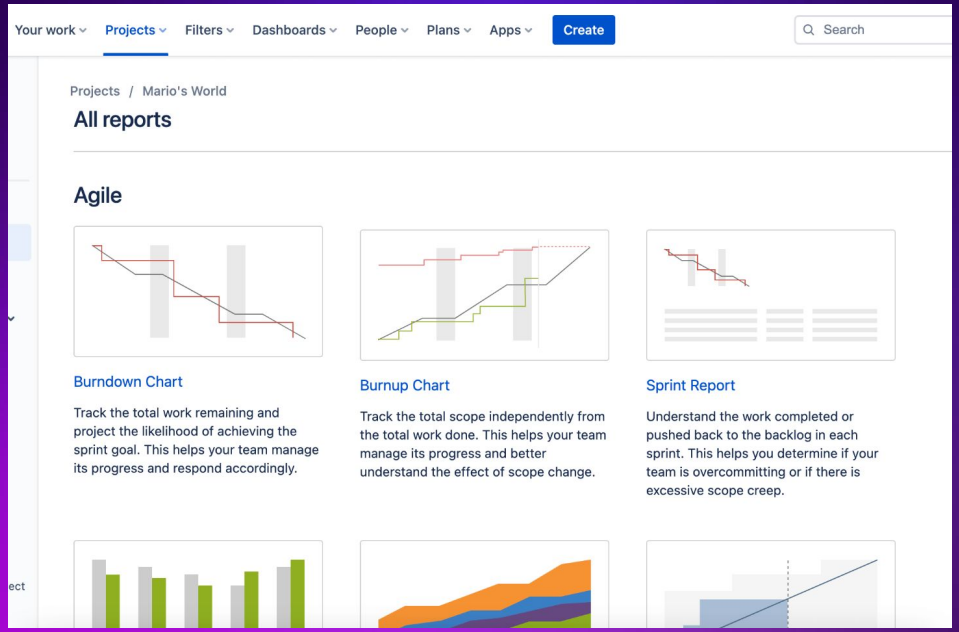
Common symptoms:

- ★ No standardized dashboards across teams
- ★ SLA performance and backlog not tracked
- ★ Manual reports take hours to prepare in separate tools
- ★ Data doesn't tie back to business KPIs
- ★ Metrics doesn't justify ongoing investments

There are numerous ready-to-use reports readily accessible in all Jira projects.

🟣 Built-in reports cover essentials like burndown, SLA trends, and workload distribution

🟣 They give teams quick insights without extra setup or apps



Source: Atlassian

Tech vs business metrics you can track

Jira metric	Business meaning	Why it matters
Lead time	How fast work gets done	Faster delivery = staying ahead of the market
Throughput	How much work gets done	Helps plan capacity and set realistic goals
SLA breaches	Commitments kept or missed	Meeting promises builds trust with customers
Reopened issues	Work done right the first time	Less rework means higher team efficiency
Blocked issues	Work stuck or delayed	Early warning of bottlenecks and risks
License usage	Are we using what we pay for?	Proves whether Jira spend delivers value

Fixes: making Jira visible

Reporting is not about *more data*, but rather *the right data*, presented in a way leadership trusts.

★ **Standardized dashboards**

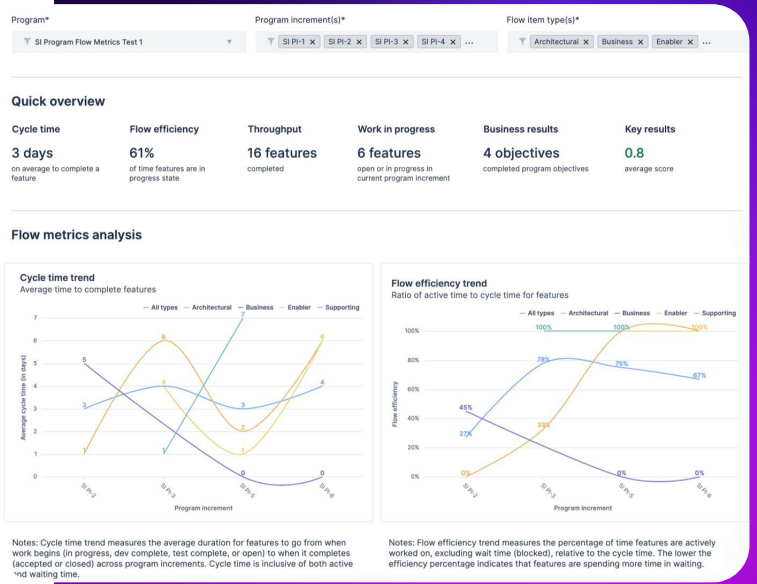
Common templates so every team speaks the same reporting language.

★ **Business-focused KPIs**

Translate throughput, SLA, and backlog data into executive metrics like time-to-market and customer satisfaction.

★ **BI tools integration**

EazyBI or Atlassian Analytics for deeper insights and cross-team alignment.



Atlassian Analytics. Source: Atlassian

What dashboards you can implement first?

★ **SLA trends**

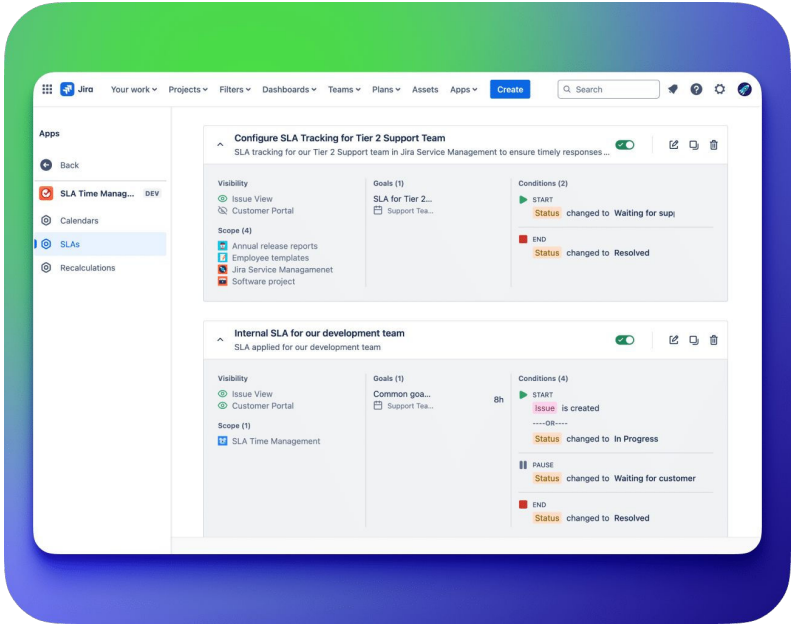
Track how well teams are meeting response and resolution commitments, showing whether service quality is stable, improving, or slipping.

★ **Backlog health**

Spot overdue issues, growing queues, or blocked work, helping leaders address bottlenecks before they stall delivery.

★ **Cross-team velocity**

Compare delivery speed and workload balance across multiple groups, making it easier to plan resources and align expectations.



*SLA configuration in **SLA Time Management** app for Jira*

How to prepare a reporting process step by step?

Step 1: Define goals

✓ Identify what leadership and teams need to know (ROI, delivery speed, SLA health).
✓ Translate business goals into measurable Jira KPIs.
✓ Agree on a small set of “must-have” metrics to start.

Step 2: Clean the data

✓ Standardize fields, workflows, and statuses across projects.
✓ Remove duplicates and unused fields that distort reports.
✓ Ensure consistent naming so dashboards aren’t misleading.

Step 3: Build dashboards

✓ Use Jira’s built-in reports or BI tools (eazyBI, Atlassian Analytics).
✓ Create role-specific views: executives, managers, and team leads.
✓ Keep dashboards focused: 3–5 key charts per audience.

Step 4: Validate & share

✓ Pilot with a small group to confirm numbers reflect reality.
✓ Document metric definitions in Confluence for clarity.
✓ Share dashboards with automated updates or scheduled emails.

Step 5: Review & improve

✓ Review dashboards regularly in leadership and team meetings.
✓ Retire unused or noisy reports to avoid clutter.
✓ Add new KPIs as the organization matures.

Worried that hidden configuration clutter might **block your next Jira upgrade**?

Unsure if your **current permissions model leaves you exposed** to compliance risks?

Do you feel like your Jira setup supports daily work, **but not long-term business goals**?

bonus

Free system hygiene & maintenance audit

✔ **Review of your current Jira and JSM setup**, including configuration, permissions, automation, and performance health

✔ Identification of **critical gaps and risks** before they cause outages or inefficiencies

✔ **Recommendations on quick wins** and longer-term improvements

✔ Guidance on **aligning Jira governance with business goals**

✔ **Q&A:** We'll answer your team's specific questions and help you draft a practical improvement roadmap

Goal is to bring value, no fluff or sales pitch - just insights to support your projects.

At no extra cost.

To connect, send me an email:

katarzyna.dorosz@deviniti.com

Before Q&A

Expect an invitation to the Knowledge Hub.

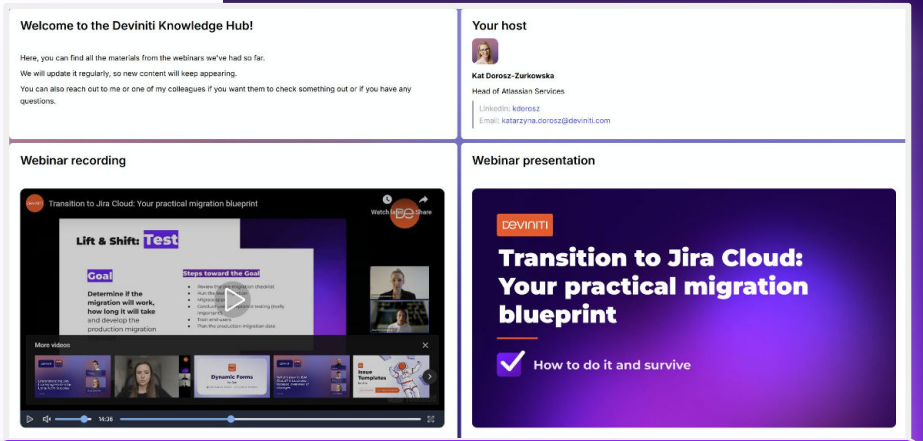
✔ Materials from every webinar

You'll have access to all materials related to both past and upcoming webinars.

- ★ Webinar replay
- ★ Infographics
- ★ Presentation
- ★ Video shorts
- ★ Thought-leadership LinkedIn posts
- ★ Jira-related articles

✔ How to get access?

We will send you a link in a **follow-up email after this webinar**



This tab covers all preparation tasks to be completed before migrating any data. A thorough pre-migration phase is non-negotiable for a "clean start" – it reduces risk and ensures your Cloud migration won't disrupt ongoing releases. Focus on cleaning up your Jira/Confluence instance, planning the approach, and aligning everyone involved.

Status	Checklist item	Responsible (Role/Team)	Expected outcome	Validation method (Dry run/UAT/Tests)	Notes/Comments
	Define migration strategy & timeline				
☐	Decide on a migration model (e.g. optimize-and-shift vs. lift-and-shift) and schedule the migration window when it least impacts releases. Include buffer time for test runs and avoid active sprint deadlines.	Project Manager; Jira Admin; Stakeholders	Migration approach is agreed (with thorough cleanup if possible) and dates are set to minimize release conflict (e.g. outside of critical sprint/release dates). Rollback strategy is documented as part of the plan.	Review meeting held with stakeholders to approve strategy and timeline (sign-off in Summary tab). Schedule includes contingency buffers (e.g. weekend cutover plus extra downtime if needed).	e.g., Go-live planned on off-peak weekend; rollback criteria defined in plan.
	Inventory & archive inactive Jira projects				
☐	Identify projects that are inactive or obsolete and archive them (do not include in migration). *Use tools like Jira Cloud Migration Assistant (project listing by "Last updated") to find stale projects. Involve project owners for confirmation.*	Jira Admin; Project Owners	Only active, relevant projects will be migrated to Cloud, reducing migration volume and avoiding clutter in the new Cloud instance.	Stakeholder review of archive candidates (get business approval for archiving). Perform a JCMA dry run or audit to ensure archived projects are excluded (e.g., JCMA selection shows only active projects).	List of projects to archive is finalized; archived in Server (or taken offline). JCMA configured to migrate only approved projects.
	Clean up unused Jira custom fields				
☐	Identify custom fields that are not used or redundant and remove or consolidate them. *Use Optimizer for Jira or SQL queries to find fields with zero usage.*	Jira Admin Team	Improved Jira performance and simpler configuration in Cloud – crucial for faster issue searches, reports, and boards that support releases. Fewer custom fields means less risk of data errors and easier Cloud migration (since each field mapping is handled).	Usage analysis (generate field usage stats before and after cleanup). All high-usage fields remain; redundant fields removed. Optimizer for Jira report shows no unused fields left.	Ensure no critical field is removed unintentionally (double-check with teams if uncertain). Document any field merges (old vs new field mapping).
	Standardize & simplify workflows				
☐	Review Jira workflows, especially those used in release processes (e.g. deployment or release approval workflows).		Consistent and clean workflows that support release processes	Workflow audit (ensure no workflow draft or error states). Run a stakeholder workshop to	E.g., merged several custom statuses into standard ones,

Q&A

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Also, at the end, learn how to access the hub.

1 Jira governance checklist

A quarterly and annual checklist for Admins and CIOs to ensure Jira remains effective. It sets a simple routine that cuts costs, and helps stay audit-ready.

2 Persona-based fixes cheat sheet

A fast-track guide tailored to CIOs, Admins, and CFOs. Each role sees their pain points and the first actions they should take to turn Jira into a value-adding platform.