Atlassian: Development & Collaboration Software

Executive Summary

Started in Australia in 2002, Atlassian is a development and collaboration software company.

As a leading enterprise software company that develops products for software developers, project managers, and content management, Atlassian is now a leader in their field, offering various products and more services, while constantly developing more offerings.

From being a start-up company, in a competitive technology market, Atlassian quickly established the company, launching JIRA as their first product.

Most widely used for its Service Desk incident management and project management tools, Atlassian fits seamlessly with agile workflow processes, making it incredibly accessible across many industries.

One of the major reasons why Atlassian has become a leader in this field, is the wide range of products that are able to integrate with numerous plug-ins.

In terms of versatility and integration options, Atlassian's potential is widely regarded as on the best in the industry, with constantly improving software enhancements, which further expand the plug-in potential.

Competitive Review

As mentioned in the overview, one of the competitive advantages of Atlassian can be summed up succinctly: integration, integration, integration.

With a one-time platform for development and support teams, Atlassian offers both a user friendly environment, which seamlessly works alongside other integral features.

When it comes to what makes it a competitive option for businesses, the list is quite extensive. So, that said, what elements make it better than other options, or preferable to other technologies on offer?

Here's a list which, if not explaining everything in great details, gives a valuable overview for anyone considering Atlassian for their business needs:

- Seamless integration across the Atlassian products
- One time platform for Development and Support teams
- Supports Agile development
- Variety of plug-ins
- Easy to use and easy to set-up
- User-friendly design
- Excellent support
- Pricing plan-More cost-effective option than many competitors
- Ability to customize and automate as required
- Free online support and documentation

Of course, each company, business and industry has varying needs, depending on the nature of their online systems, existing software and overall IT ecosystem.

Even so, the flexible integration elements alone, would suggest that Atlassian is a viable option for anyone looking to use Confluence, JIRA or any of the other products that have helped make Atlassian so successful and innovative.

Techincal Specifications Summary

With a product such as Atlassian, it is axiomatic that there are a multitude of potential technical discussions and explanations that we could go into.

With a variety of products and software, Confluence, JIRA, Bitbucket, etc., Atlassian are clearly aware that their offerings should be designed for ease of use.

The user experience, as seamless as it may be, however, does not mean that they are not technically complicated in terms of development.

Rather than going too in-depth, or risking a profusion of jargon which is unlikely to keep your attention, here are the high level elements we have both mentioned earlier, and alluded in the executive summary:

- Software development in Bitbucket
- Project Management
- Help-desk management
- In-built reporting and metrics
- Tracking and Reporting
- Collaborative tools – Confluence, HipChat
- Version control

Business Benefits Overview

With every open source product, or every technology service, there needs to be tangible, sound reasons as to why (or how) businesses would benefit from using that particular service or technology.

As well as the overall quality of the user experience delivered by Atlassian products, the integration potential and reporting tools offer genuine opportunities for businesses.

To give a little more substance to these claims, here are some of the business benefits that Atlassian can offer:

- Cost effective
- One-time set-up
- Easy to use
- Incredibly intuitive
- Plethora of products and add-on integrations
- One installation can be used for different purposes across different departments
- Easy to pick and choose from the range of offerings (to 'tailor-make' according to business needs)
- Reporting Tools: Offers great visibility to management and executives (which helps create targets)
- Increases productivity and efficiency
- Many tasks that are done manually can be controlled automatically

Conclusion

It is clear, from the earlier sections of this white paper, that Atlassian is an innovative company, with services and products that have cross-industry appeal, offering superior user experiences.

Here's a recap of the more salient points discussed in this document, a reminder, if you will, of Atlassian's strengths as a development and collaboration software company, and the benefits of their product range:

- Customers 'can try before they buy' (always nice…)
- Easy to use and very powerful: Helping manage teams, project, software code, IT support
- Reporting and metrics provides powerful insights into productivity and efficiency
- Increasing numbers of tech companies use Atlassian, adding industry cachet
- Wide range of offerings provides cross-industry appeal/potential
- Reasonable price plans
- Free documentation and online support