

Software development and IT teams in harmony

An overview of how Jira Service Management connects the software development lifecycle



Software Development Lifecycle

Software development can be a messy process. At each phase of the development lifecycle—**delivery, operations, and discovery**—there are scores of tasks that each team must deliver on, making cross-team cooperation an essential part of successful delivery.

However, historically there have been collaboration challenges due to separation between developers who wrote code, testers who tested it, and the operations team that was responsible for deploying it.

But, this is changing. In the new world of DevOps, software development is a team sport.



Lack of investment in collaboration

A 2022 Atlassian and Forrester Consulting survey of over 750 IT and engineering leaders found a gap between organizations' stated priorities and their investments.

- 83% said that interdepartmental collaboration is critical for successful software development.
- But only 35% were investing in B2B processes and/or tooling to support cross-functional collaboration.

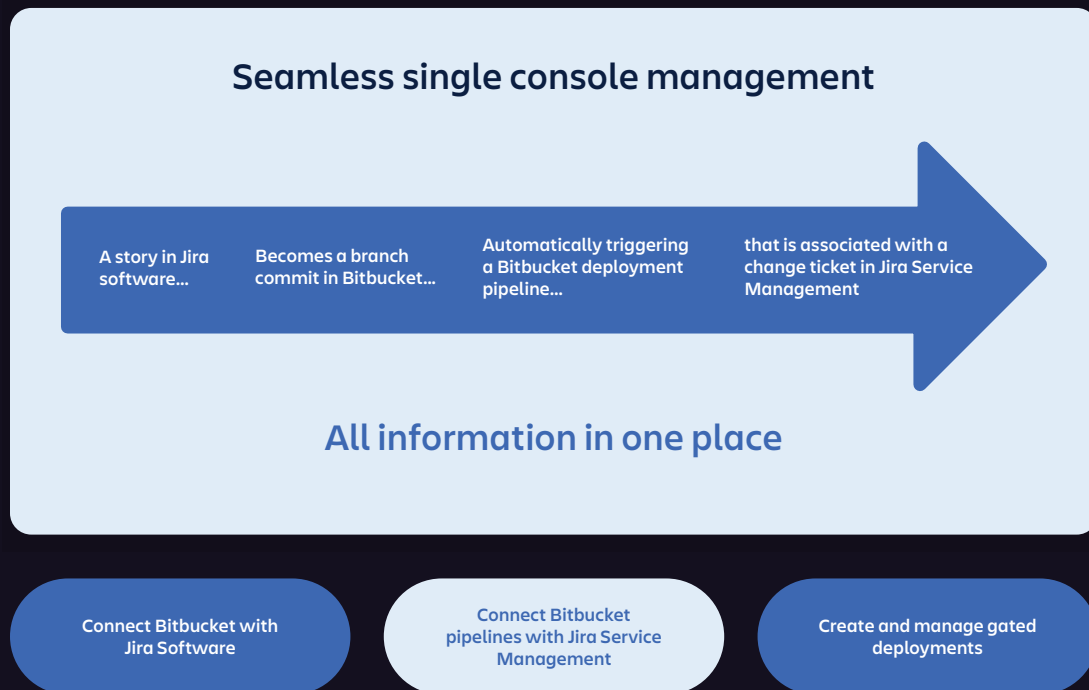
DELIVERY

One platform to unite Dev, IT Ops, and business teams

In the DevOps paradigm, there is collective responsibility with everyone on development and operations teams responsible for delivering the product – from the code commit to full production support. While automation plays an important role in DevOps, it does not remove the need for governance.

Integration with Jira Service Management supports governance with a full end-to-end audit trail. Gated deployments through Jira Service Management and Bitbucket (or other CI/CD tool) allow changes to be automatically initiated upon approval by a separate team such as a change control board. This reduces back-and-forth so the development team can stay focused on work that matters.

How Jira Service Management improves the delivery process



OPERATIONS

Integration combines investigation, collaboration, and review into a seamless process

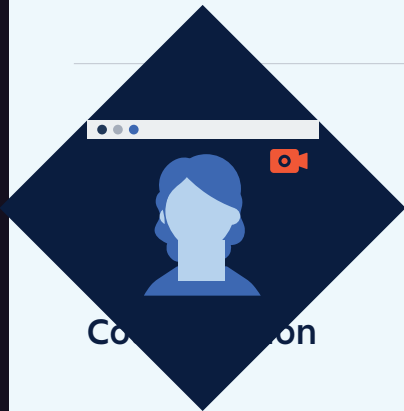
In any incident, Ops needs to know what happened and how it happened. Searching through disparate systems and volumes of information can slow recovery.

Integrating Jira Service Management, Bitbucket, Opsgenie, and Confluence helps resolve tickets faster. Access to all information in one place facilitates **investigation**; built-in tools support **collaboration** between teams to establish a root cause and agree on a resolution; and integrated post-incident **review** functionality adds to the knowledge base.



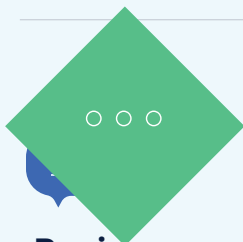
Investigation

- Incident submitted
- Severity assessed and escalated where applicable
- Incident added into work queue based on priority
- Investigation capabilities in Jira Service Management automatically link associated services that can be flagged for follow-up
- Jira Service Management provides same-workspace view of similar requests
- Confluence integration shows related articles



Collaboration

- From the incident workspace, create a channel in Slack or launch a conference session to swarm the incident
- Create a linked Jira ticket from Jira Service Management



Review

- Post-incident review (PIR) assets attached to ticket
- PIR published directly to Confluence

DISCOVERY

Discovery is a continuous process, from designing and prototyping the initial product to iterating and improving based on feedback from users and from self-evaluations.

Jira Service Management connects developers and operations teams to important stakeholder groups. The fully integrated tool allows software and product teams to have a direct view into customer issues and take quick action to make improvements.

How Jira Service Management integration improves the discovery process

Customers	Support	Product Management	Development
The Jira Service Management Help Center (portal) is a one-stop shop for customers to report bugs and provide suggestions and feature requests.	Support teams handle support requests in Jira Service Management, allowing resolution tracking and/or the ability to link issues to existing feature or bugfix requests, or create new ones.	Product managers can engage in conversations with customers, explore different use cases, and prioritize roadmap items.	Development teams can solicit feedback for potential solutions, offer early access program signup to customers, and better understand customer problems. Powerful automation capability pulls information from the portal into a Jira Software Sprint Board.

All from the same Jira Service Management portal

- Customizable look and feel
- Over 300 dynamic and cascading form templates Integration with email and chat



The **Atlassian Data Lake** helps teams better measure their performance and understand opportunities for improvement. The Atlassian Data Lake is the data store for Jira Software, Jira Service Management, and Opsgenie and Confluence. Third-party data can also be included.

This enables teams to monitor, measure, and improve performance over time through out-of-the-box and/or custom reports built on top of detailed, robust data. Custom dashboards are easy to create using Visual SQL builder, either through the drag-and-drop capability or custom queries using SQL. To learn more about accessing Atlassian Analytics and how to use real-time data to make even better decisions at every level, get in touch with us, your local Atlassian Solution Partner for a demo.



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