

# 7 Myths

about moving to Atlassian cloud

Discard your misconceptions and gain cloud confidence →



Gold  
Solution Partner

# It's time you know the truth about Atlassian cloud

Whether you've been using Atlassian for years or only a brief period, we can all agree that it's a pretty impressive suite of tools and products.

Really, we wouldn't be an **Atlassian Solution Partner** if we didn't truly believe in the benefits and opportunities the platform provides businesses of all sizes. In fact, we've seen it first-hand.

Unfortunately, we've also seen first-hand customers who are still hesitant to move to Atlassian cloud due to having certain misconceptions. These myths are

largely based on outdated information, and sometimes even unfounded claims.

Never fear, we've put together this white paper to help explain the truths behind top Atlassian cloud myths, and help you get started on your cloud migration journey.

Read on to learn more →

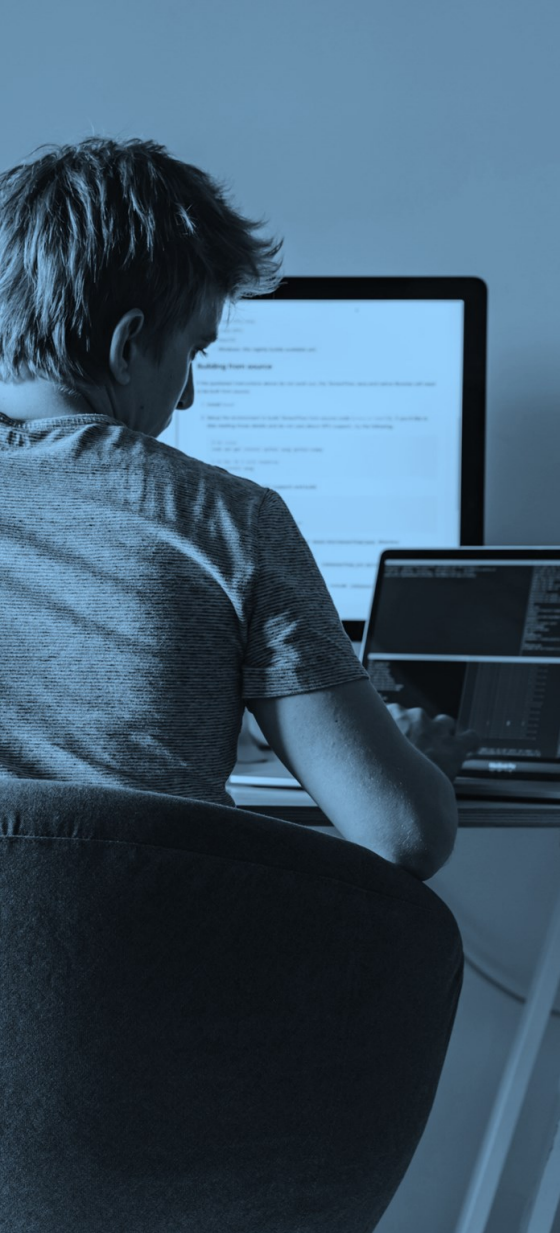


“Frankly, having our engineers or IT professionals manage our systems on premise is a waste of time and money.

**If there's a company that already has amazing products, why not have them do it?**

That way, we can spend our time working on the things that we're good at and reduce maintenance and toil.”

Evan Lerer,  
Director of Engineering, Redfin



# #1

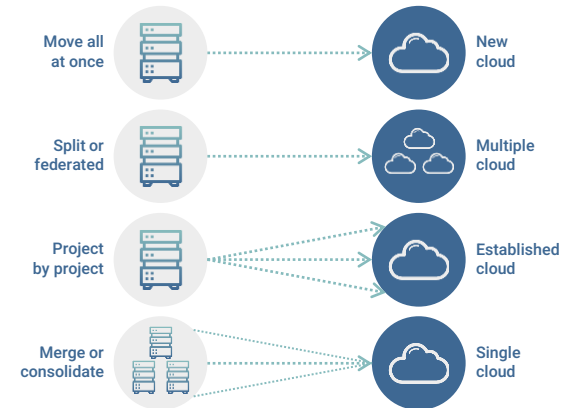
## Atlassian cloud migration is too complex

We hear this one all too often. The idea that Atlassian cloud migration is a difficult, complicated process leaves many businesses behind in their digital transformation journey. And being left behind in the digital world, as many of us would agree, can place you significantly behind the competition.

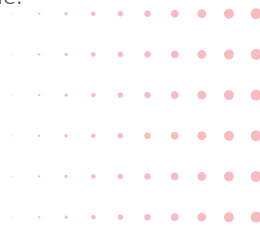
The truth is that Atlassian has developed flexible migration tools that make it possible for businesses to choose to make the move in a way that best suits them – whether it's fast, slow, in stages, or using a hybrid approach.

As leaders in their space, Atlassian has invested heavily in making this an easy process for businesses of all types and sizes.

Atlassian's Jira Cloud Migration Assistant tool, for instance, help businesses take a strategic approach to cloud migration by moving their Jira instances on a project-by-project basis, along with both users and groups.



Atlassian also enables Solution Partners like us to help businesses just like yours with cloud migration. From readiness evaluations, to getting you up and running in the cloud, to managing all your post-migration services – a trained Atlassian Solution Partner is your best bet at ensuring a smooth and successful outcome.





## #2

# Atlassian cloud and server are one and the same

This one is a personal experience of ours, where on the surface one could briefly assume that Atlassian cloud and server products appear almost identical.

While product benefits across both cloud and server are the same, Atlassian's cloud features and user experience is vastly better. And these differences can make or break your workflows and deployments.

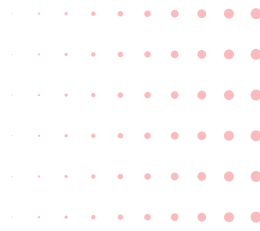
Diehard server fans will have you believe that cloud doesn't have nearly as many apps available, and functionality is limited. These beliefs were true up until several years ago, but are now completely false.

Some of Atlassian's most popular server apps including Insight Asset Management, Jira Workflow Toolbox, and JSU Automation for Jira are already available in cloud. And with Atlassian's announcement of retiring on-prem software by 2024, you can bet your bottom dollar they will be going hard on further developing cloud infrastructure and applications.

Cloud technology is innovating at breakneck speeds, and much of that innovation is focused on app and integration development. The Atlassian Marketplace alone now has over 1,000 apps and integrations, and counting. This includes popular tools like Slack, GitHub and Zoom. No, that wasn't a typo; we really meant *1,000*.

With these many apps and integrations for you to choose from, customising your cloud environment could not be easier. Want to replicate your current server workflows? No problem. Want to develop a more robust system with the help of add-ons to make your work life easier? Go for it.

The flexibilities and improvement opportunities seem endless, and with cloud options being more "plug and play" than server options, you can try it out first and get familiar with the product before you commit.





# #3

## Atlassian cloud is not as secure or compliant

A common misconception in general is that cloud isn't as secure or compliant as on-premise systems. While we realise these concerns are sensible, improved business security and compliance upon moving to cloud continue to be reported. So, why is this still a myth?

Outstanding cloud security is flaunted by practically every cloud vendor out there, but it really boils down to which one you're looking at, and how they actually treat security and compliance – are they additional features or baked into the platform from the start?

Unlike the average business lineup, Atlassian has an entire team dedicated to developing and maintaining the highest standards of security and compliance. Because Atlassian understands these prudent requirements are crucial for their customers, they comply with global industry standards and regularly undergo independent third-party audits.

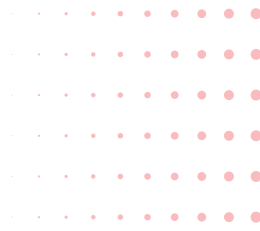
Atlassian's "zero trust" approach – where security and identity checkpoints are made available for each user

and tool – acts as the many security bouncers to your exclusive (business) club. Even if someone miraculously "sneaks in", the potential damage is limited by additional permissions and access layers (the other club bouncers waiting inside ready to kick out the intruder).

On the flip side, one breach into an on-premise infrastructure would be far more devastating, leaving your data vulnerable and your recovery costs high. This isn't because the bouncer was asleep at the door, but because there is only one of him to handle the threat.

A related misconception is around losing control of data security when using Atlassian 3<sup>rd</sup> party cloud integrations. This could not be further from the truth. Atlassian's APIs are designed to mask your customer data by default, which means 3<sup>rd</sup> parties won't have access to that data without your permission.

Now that your security and compliance concerns are put to rest, you can dance like no one is watching.





## #4

# Moving to Atlassian cloud will make my role obsolete

A huge but often overlooked fear factor in advancing to the cloud is when team members (and even some team leaders) feel that their jobs are at risk. In our opinion, this myth sits frighteningly close to that of “robots will take over the world”.

When discussing cloud migration with businesses, we regularly hear them ask:

**“What will happen to my job? What will I work on if my usual responsibilities are removed or automated?”**

The truth? Yes, you will likely have to offload some usual tasks – but why is this a bad thing? We could all do with removing routine, repetitive tasks from our plate to give us room to do more fulfilling work.

Another truth: Yes, you will also likely have to learn to use additional functions and tools – but when has that ever stopped you before? Learning to use and benefit from evolving technologies is a natural element of our work (and life).

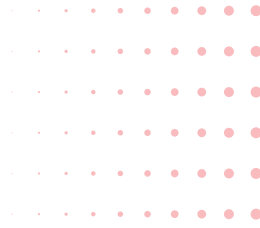
By embracing this change, you’re effectively upskilling your whole team and automating the tedious aspects of their work, giving them more targeted focus areas.

What Atlassian cloud *isn’t*: here to absorb and automate all your responsibilities, making the roles of you or your team redundant.

What Atlassian cloud *is*: here to help your entire business adopt a future-proof digital strategy, and scale in the fastest and most cost-effective way.

Remember that you recruited your team members because they are really good at what they do. In much the same way, you would engage a globally trusted vendor like Atlassian to do what they’re good at – which is enabling your team to do what they’re best at.

Win-win all around, with now enough spare time to plan the office Christmas party.





# #5

## Atlassian cloud is slower and more likely to face downtimes

The speed and reliability of your tools are in direct correlational with your output. This means that if things slow down or go down, you're looking at stress-inducing losses in productivity, time, expenses and even customer goodwill.

Here comes the surprising myth: Atlassian cloud products are slower and less reliable than their server counterparts. We think this could have been a rumour started by the same person who said there are more apps available on server than on cloud.

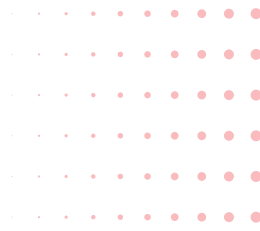
The unsurprising truth: these poor Atlassian cloud performance claims are unfounded. Atlassian is a best-in-class system built on a best-in-class system. By that, we mean that Atlassian is built on top of AWS, which guarantees 99.9% uptime, which is the reason why Atlassian can ensure a 99.9% uptime guarantee.

Cloud infrastructures are purposely designed for high performance, mainly to get teams up and running quickly, but also to ensure ongoing reliability.

With standard on-prem deployments, your IT team is usually on the hook and on edge. Is it going to fall apart during peak hours? Or in the middle of the night? Who's to say. But if it does fall apart, it's them on the line trying to patch things up as quickly as possible in a high-stress and costly setting. Utter chaos.

Even simply the looming threat of a system outage can keep server users up at night, which is why one of the best things you could look forward to with Atlassian cloud is that if your systems do unpredictably go down, someone else will take care of it for you while you rest easy.

Additional tools like Statuspage sets Atlassian apart even more, by allowing you to stay on top of the latest updates on system availability and performance.





## #6

# Big enterprises don't use Atlassian cloud

This one is a fair misconception to have – kind of.

While many enterprise-level businesses still use and benefit from Atlassian server and data centre products, we can't ignore the fact that enterprises are moving to the cloud in droves.

And we're talking the big companies you've heard of, like Pfizer, Unilever, Nestle, Oracle, and Dropbox. Even 80% of Fortune 500 companies already have an Atlassian cloud license. Talk about leading by example.

We can hear you musing from here:

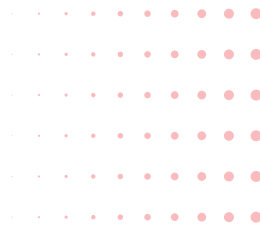
**"I have a largely distributed team, unique security and compliance requirements, and complex internal processes – cloud doesn't support all this."**

Moving to cloud means moving faster to deliver greater value to customers; working smarter instead of harder. The fact that Atlassian cloud is designed for scalability makes it the perfect platform for growing enterprises.

Whether it's the number of features and projects you need to manage, or the sheer volume of team members you have – Atlassian cloud works just as well for enterprise businesses as it does for smaller businesses.

Redfin, for example, migrated to Atlassian cloud and saved over US\$60,000, freeing up valuable engineering time that was once wasted on tinkering with servers to instead focus on go-to-market speed.

If there's one thing all enterprise users on Atlassian cloud will agree on, it's that Atlassian cloud is purpose-built to ensure enterprise-grade security and reliability. It is a platform that grows with you, integrates with all your tools, and gets smarter and faster every day to provide the best experience for your teams and customers.





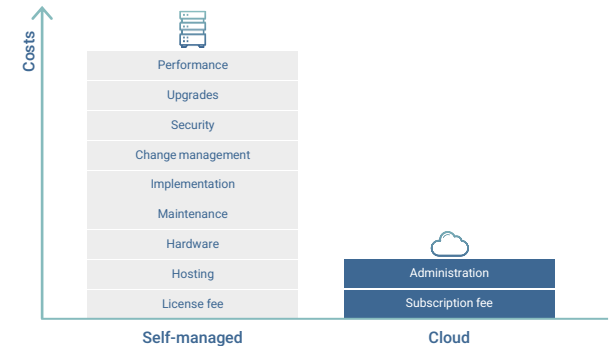
#7

## Migrating to Atlassian cloud is a costly project

Comparing the costs of on-prem with cloud is a case of comparing apples with oranges. They're both fruits (if fruits was another way to describe digital applications that help you manage and deploy workloads), but they're wildly different for many other reasons. The really fruity thing to do is to not look at the bigger picture: total cost of ownership (or TCO).

We agree, cloud can sometimes seem more expensive if you're looking at simply the monthly subscription fees of cloud vs. software. These surface figures aren't the whole story, and completely disregard the hidden costs that come with on-prem.

Have you thought about what happens when your servers hit their lifespan, which is about 5 years? Are you confident that you have the necessary server support and maintenance in place? Have you looked at the energy bills for running and cooling your servers lately? Also, do you have enough physical space to store all these servers for when you need to add more?



A real cost you can't afford to look past is that of being behind the innovation curve. By not keeping up the pace with tools that help you plan and deploy fast, you're making it easier for competitors to outpace and outperform you.

Atlassian makes the cloud transition easier with cost-saving offers like extended cloud trial licenses, discounts, and loyalty pricing – so there's really no excuse to not start your cloud TCO assessment.

# About Strategenics

We are an award-winning team of strategists, advisors, and tech junkies who are dedicated to bettering our world with the magic of cloud technology.

Our purpose is simple: to give your business and team the opportunity to maximise their potential by leveraging the best technological solutions on the market. In essence, we do what we do to help *you* realise *your* purpose.

Our approach?

**Smarter, faster, better, together, with purpose.**

Whether you're just getting started or need help optimising existing workloads, we're here to help you maximise the value

from your investment in the Atlassian product suite:

- ✓ Server and cloud migration
- ✓ Atlassian product training
- ✓ Atlassian managed services
- ✓ Atlassian product upgrades
- ✓ Atlassian product health checks
- ✓ Atlassian software licensing and renewals

We don't just deliver Atlassian solutions, we use them too. Our team uses Atlassian daily to seamlessly manage all our projects, internal operations, and customer support – and we can't wait to show you how you can do the same for your team.

**Click here to contact us today for a free Atlassian consultation.**



“Strategenics has been an active partner with our My Health for Life program almost since commencement... We have built a good relationship with the team and they have been able to contribute to ensuring ongoing improvement and innovation within our systems.”

Lyn Hamill,  
Diabetes Queensland

# Ready to start your Atlassian cloud migration?

Let's chat →

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