



CONTEGIX[®]

The Ultimate Guide to Jira Service Management: An Industry-Leading Enterprise Platform



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Introduction

As organizations emerge from “emergency mode” during the pandemic and look ahead to the future, enterprise teams—from developers to IT—are being called upon to find sustainable ways to support the digitalization of business-critical operations and digital experiences. To keep pace, organizations across industries are considering how to bring IT service management (ITSM) into the modern-day. With ITSM, IT teams manage the end-to-end delivery of IT services to users (customers and employees). Today, these principles are being extended across the entire business to support brand new online services for functions such as Human Resources (HR), legal, facilities, marketing, finance and more. This radical shift has given rise to Enterprise Service Management (ESM), which is quickly gaining traction across organizations and industries.

ESM demands new tools to support close collaboration among IT operations, development and business teams. Atlassian is pioneering this modern take on service delivery. As the leading developer of collaboration and productivity software, Atlassian has received multiple accolades for its IT service management tools. Most recently, global research firm Forrester named it a leader in ESM for the strategies and capabilities that its innovative Jira Service Management (JSM) tool offers.



Built on the Jira platform, JSM is designed to help organizations deliver great services fast, while bringing visibility to and accelerating workflows between development, IT and other enterprise teams. It enables deeper service management practices across service request, incident, problem, change, knowledge, asset and configuration management.

JSM users report faster time to value, improved visibility and workflow and better collaboration across teams as benefits. More organizations are looking to JSM to enable a high-velocity approach to service delivery across the business.

This eBook will share how business teams can find a sustainable way to meet the demand for enterprise-wide digitalization by using ESM principles and technology to build remote-first, online services and digital experiences for employees and customers alike.

Table of Contents

- 1 **From ITSM to ESM: The Case For Enterprise Service Management**
- 2 **A High-Velocity Approach to Service Delivery**
- 3 **Bringing an ESM Transformation to Life**



Jira Service Management



From ITSM to ESM: The Case For Enterprise Service Management

ITSM has been the de facto framework for IT best practices for decades but has undergone significant transformation over the past several years to meet the realities of today's digital world. The need for more user-centric, remote-friendly online services that are agile in operation has pushed the need for modern ITSM frameworks to incorporate even more changes at a faster pace.

As a result, modern ITSM delivers solutions on an ongoing basis through a service-based model, rather than addressing issues after something breaks. Enterprise Service Management (ESM), which expands the ITSM framework to support new online services across the entire business, builds on this model by applying these principles to every aspect of the business that requires service delivery to employees or customers.



Global research firm Forrester, which pioneered the term, [defines ESM](#) in the following way: “extending IT service management capabilities beyond technology services to address business-centric use cases; managing service demand and supply through a common platform, portal, and service catalog; and speeding up innovation and workflow automation through PaaS/low-code development tooling.”

With the shift to digital, more organizations have been tasked with enabling online and remote-first services and experiences across HR, sales, legal and even customer-facing applications or portals. ESM cherry-picks key principles from the latest ITSM framework ([ITIL 4](#), which embraces agile and DevOps) to help teams be more collaborative and nimble in delivering core business operations “as-a-service.”

For example, ESM in practice includes building a service desk for all teams across an organization—not just for IT tickets. ESM builds on IT workflows so they can better manage service demand and delivery with service management. Instead of pitting an ITSM framework against ESM, organizations should rather think about it as ITSM plus ESM: building upon their IT success and applying it across enterprise teams to standardize service delivery and workflows in the era of digital-first experiences.



A High-Velocity Approach to Service Delivery

As employees and customers crave online services that are easier to access and use, organizations across industries are trying to figure out how to deliver these digital experiences. More than [60% of organizations are reprioritizing technology budgets](#) to keep pace with the shifting digital landscape. One of the key priorities is figuring out how to meet demand in a way that's sustainable and employs agile practices to automate software development and IT work while streamlining enterprise team workflows. This is why many organizations are adopting Enterprise Service Management (ESM) principles and technologies.

Atlassian, one of the leading developers of collaboration and productivity software, has a unique and forward-thinking approach to ESM. The software provider has earned praise from research analysts for its Jira Service Management (JSM) platform, which enables a high-velocity approach to IT service delivery. The platform now boasts 35,000 users and counting thanks to the unique experience it provides.

To make ESM both high-velocity and more manageable, Atlassian has designed JSM to focus on three core areas of improving service delivery and workflows:

Bring Dev, IT and business operations together: Atlassian connects development, IT and business teams, while integrating DevOps methodology to support agile workflows and service delivery across functions. For example, JSM enables organizations to easily receive, manage and track user requests in one central location for tighter collaboration on end-user services and faster issue resolution.

Balance team autonomy with collaboration: Atlassian provides enterprise teams a shared source of truth for collaboration, which also empowers workers to move fast and operate autonomously in their corner of the operations workflow. For example, Contegix uses Jira and Confluence as the single source of truth for collaboration and service management when supporting hosting capabilities.

Right-size and cost-effective ESM functionality: Atlassian provides a comprehensive set of capabilities to eliminate redundancy in toolsets and allow organizations to centralize around a singular, cost-effective platform for service delivery across the business. For example, while tech budgets soar to an all-time high, JSM integrates with Atlassian's other core development and collaboration tools, such as Jira Software and Confluence, to provide a unified set of capabilities that reduces tech tool fatigue and cost complexity.



A High-Velocity Approach to Service Delivery

Through Atlassian's innovative approach to ESM, organizations can unite their technology and business teams to unlock a high-velocity approach to service delivery. But while Atlassian leads the pack when it comes to ESM solutions, choosing the right tool or provider is just one piece of the puzzle. In order to truly modernize these processes and practices, organizations must also understand how each tool fits together in an ITSM workflow.

THE BENEFITS OF ATLASSIAN'S APPROACH TO ESM USING JSM

Atlassian's Jira Service Management (JSM) is a powerful platform for creating simple ESM workflows and supporting agile operations across service delivery functions—providing myriad benefits to enterprise teams and users alike (both employees and customers).

- Atlassian's approach to JSM provides a cost-effective platform that includes full capabilities to enable ESM principles across business functions such as HR, sales, legal and more.
- Development teams can configure JSM to meet their unique business needs and reimagine common IT services—such as support ticketing or asset management—to new areas of the business. For example, request tickets for HR can be created to more efficiently resolve issues relating to payroll or benefits, leading to more visibility and more streamlined HR workflows.
- JSM makes it easy to develop intuitive, responsive, customer-facing apps with simple UI, since they are directly connected to business processes through the platform.



Bringing an ESM Transformation to Life

Bringing a high-velocity approach to ESM is easier said than done. While Atlassian's JSM is a powerful and easy to implement platform, bringing once disparate teams and business processes together can still be a challenge. Navigating new processes and integrating critical ESM principles across enterprise teams' workflows can be overwhelming for organizations to manage on their own. In particular, they don't always have the right knowledge or experience to take advantage of all the customization and options that a platform such as JSM has to offer.

An Atlassian Platinum Solutions Partner like Contegix can provide invaluable expertise and support. With Contegix, organizations gain access to a team of Atlassian experts that can address specific pain points, objectives and project goals to build a strategy and custom-JSM solution to meet their needs. Beyond initial setup, Contegix is a long-term, strategic partner that works directly with technology and business teams as needed to tune up, secure and expand Atlassian ESM tools to improve collaboration and performance.



As business teams seek a sustainable way to meet the demand and build remote-first, online services and digital experiences for employees and customers, Enterprise Service Management (ESM) has emerged as the new way for organizations to keep pace with the demand for business services.

Atlassian's leading Jira Service Management (JSM) platform allows teams to work more efficiently and collaboratively across departments, as well as operate under the same guidelines to eliminate siloed teams, enabling the organization to respond to service requests with consistency and cohesiveness.

With the help of an Atlassian expert like Contegix, organizations can better implement, customize and integrate Atlassian tools like JSM to realize the full potential of ESM processes.



Bringing an ESM Transformation to Life

Contegix has created dozens of custom instances for Atlassian ESM solutions like Jira Service Management, helping organizations better respond to ever-changing business conditions and deliver high-quality digital services and experiences to their users.



When supporting all phases of antimicrobial drug development for life science companies, relying on efficient IT support to deliver results is even more critical during a global health crisis. Contegix carefully assessed how IHMA operates and installed customized Jira Service Management (JSM) instances to establish clear processes for employees and automate manual tasks.



Enabling hybrid learning and providing tech support for more than 10,000 students and faculty can be a daunting endeavor for even the most experienced IT team. Contegix built and deployed a custom Jira Service Management (JSM) instance to bring all support ticketing, from laptop issues to academic policies, to one centralized location.



Merging four technology organizations and their unique enterprise workflows wasn't a simple task. Contegix reviewed the existing environments and migrated American Software from a multi-tool environment to a single tool (Jira, including JSM) to accelerate ESM integration and create one unified source of truth for asset management capabilities and functionality.



About Contegix

Our Story

Contegix was founded in 2002 as Atlassian's primary hosting partner; we were Atlassian's cloud before they introduced their own cloud. From there, we added consulting services on top of our managed services to help Atlassian customers customize their toolsets. We recently acquired Ascend Integrated, a business with extensive experience in delivering solutions to the public sector. Today we support all stages of the DevOps chain to help teams innovate faster and more securely.

Our DevSecOps solutions optimize and support your toolset and the processes that go with it, like Agile and ITSM. We specialize in the Atlassian tool suite, AWS, GitLab, and Web Content Management systems and enthusiastically support our customers 24x7 with a U.S.-based team of application experts.

Our experts in Agile, SAFe, and ITSM help teams transform their processes to increase speed and more easily meet customer demands. Our proprietary automation tools, Cascade and JetDock, ensure that code moves throughout the DevOps process efficiently and securely. We are also experts in compliance and we offer a FedRAMP compliant Platform as a Service (PaaS) in addition to the management of secure deployments on AWS.

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