



The ultimate guide to migrating at scale

What to expect when migrating your enterprise to Atlassian Cloud



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Executive summary

There's no denying that software as a Service (SaaS) provides numerous benefits to enterprises across the globe. Between better IT resource allocation, a modern infrastructure, and end-user features that keep teams productive at scale, organizations, like yours, are making the move.

More and more of you are migrated your self-managed products to Atlassian Cloud. While many of you are excited to unlock the innovation that Cloud can provide your organization, it isn't always clear how to make the move.

Most of you have done some type of migration. You've probably had some that have gone smoothly and others that were a bit bumpier. However, it's often the bumpy ones that we remember. And, as the people who are responsible for carrying out a successful migration, those experiences can impact your perception of what a migration might look like.

But no two migrations are the same. While there are important lessons that you can take from your past exercises, using them to guide your approach to an Atlassian Cloud migration isn't always the best way forward. So we've put together this comprehensive guide - to walk you through what you can expect when you make the move to Cloud. In this guide, you can expect to learn about the following:

- **Each phase of the migration**
- **What you need to do and who you need to involve**
- **Resources available to you during your migration**
- **An end-to-end example of what a migration looks like**





01

Assess and evaluate Cloud

PHASE 1

Assess and evaluate Cloud

You've been using your self-managed products for some time and you're all experts when it comes to administering your instances and supporting your teams at scale - while still maintaining complex workflows that are happening behind the scenes. But we built Cloud from a different codebase, which has enabled us to provide a more streamlined administrative experience and end-user innovation to your teams.

That's why we recommend you take the time upfront to learn more about our Cloud products.

This includes:

- Exploring the differences between self-managed and Cloud
- Assessing our Cloud plans and evaluating Atlassian Access
- Discovering what tools and teams Atlassian supports

Success checklist

- Explore deployment differences
- Assess Cloud plans and evaluate Access
- Understand the support Atlassian provides



Explore the differences between self-managed and Cloud

Let's start by looking at how our self-managed and Cloud products differ from an operational perspective.

Server is the standard edition of our self-managed products, which you host and run on your own hardware. Architecturally, when your teams are accessing their applications, their requests are sent directly to your server, which is why maintaining and optimizing the performance of your infrastructure is critical as your teams grow.

Data Center is our self-managed enterprise edition built to meet the complex needs of growing enterprises. Like Server, you can host your products on your own hardware, or leverage a cloud provider. To help maintain the reliability and availability of your products, you can also choose to deploy them in a **clustered architecture** - adding additional infrastructure components to distribute your user traffic.

You've all seen value in our self-managed products because they enable you to maintain full control over your environment so you can meet your business requirements. But, it also means that you're responsible for servicing and maintaining the infrastructure needed to support your products at scale. This, of course, can lead to increased IT overhead and resource consumption.

Atlassian Cloud is our SaaS offering. Unlike self-managed where you manage the infrastructure yourself, Atlassian hosts and maintains the performance, availability, and reliability of your products. In short, we take on the infrastructure and operational aspect of your product administration so that you can focus on keeping your teams productive.

For a side-by-side comparison of Atlassian Cloud and Data Center, see our [deployment comparison page](#).



Read our [Cloud architecture and operational practices](#) page in the Trust Center for a technical deep-dive.



Cloud apps

Apps enable teams to extend the use of their Atlassian products even further. While apps will continue to do that with your Cloud products, there are some differences between how our Server and Cloud apps are built. The biggest differences are that the control, connectivity, and security are different between our Server and Cloud apps.

Understanding the differences between Atlassian's deployments is an important part of the migration process, but it's also important that you understand what Cloud plan is right for you, as each plan offers specific capabilities designed to meet your business requirements, and can impact your migration strategy.

Assess Cloud plans

We offer a number of different plans to address the complex demands that organizations are required to meet as they continue to grow.

As you're learning more about Cloud, it's important that you understand what comes with each plan so that you can choose the one that best fits your needs from a user and feature perspective.

To learn more about the different cloud plans we offer, check out [our options](#).

	User limit	Premium	Enterprise
User limit	Up to 35,000	Up to 35,000	Up to 35,000
Site limit	One	One	Multiple, up to 150
Automation	1700 rule runs per month	1000 rule runs per month per paid user	Unlimited
Atlassian Intelligence	-	✓	✓
Admin Analytics	-	-	✓

Cloud plans continued

	User limit	Premium	Enterprise
Atlassian Access	Subscription required	Subscription required	Included
Guaranteed uptime SLA	–	99.9%	99.95%
Support	Local business hours	24/7 Premium support	24/7 Enterprise support
Data Residency	✓	✓	✓
Encryption in transit and at rest	✓	✓	✓
IP allowlisting	–	✓	✓
Storage	250 GB file storage	Unlimited	Unlimited



For more information on features or to learn more about the innovation that we're building in our Cloud products, check out [this resource](#) around why you should move to cloud.

As you're considering what plan makes the most sense for your organization, consider the following questions:

- What level of product support do you need to be guaranteed?
- What storage capacity do you need?
- Do you need the flexibility to scale?
- Do you require an isolated sandbox to test apps and previous changes to your Cloud instance?
- Do you need to test new features before rolling them out on production?

For enterprises, both the Premium and Enterprise Cloud plans offer enterprise-grade capabilities. However, we recommend Enterprise Cloud if your organization:

1. Has, or plans to, standardize their Atlassian products across the organization
2. Is supporting globally distributed teams and has centralized governance and compliance needs

The reason: our Enterprise Cloud plan gives you access to up to 150 sites and Atlassian Access, which aren't available in Premium. To help you better understand how these features could be used, let's dive into each in a bit more detail.

Flexible Scale

With most of our Cloud plans, a subscription grants you access to one instance of your products. This is similar to what you have on Server or Data Center today - your instances operate independently of each other and require you to pay per user per instance. But as more organizations are shifting to the Cloud, they're seeing a lot of value in being able to centralize or decentralize their administration depending on their business needs.

In self-managed environments, administering multiple instances of your products is challenging. Whether they were created as part of an acquisition, a merger, or a team who wasn't aware of your supported tech stack, because each product operates independently of each other, there is no unified way of administering all of your instances at one time.

Enterprise Cloud allows the flexibility to scale up to 150 instances. This can provide organizational autonomy, the ability to segregate data for security reasons, or customize environments based on Marketplace apps. Here are some common examples of multi-sites in action.

Top use cases for multi-sites

Separate departments or teams	Grant teams autonomy by creating sites for each of your business units (BUs). For example, you can create a separate site for your sales team and development teams. This enables teams to customize their sites, such as applying customized workflows and apps, without impacting other teams.
Security	Some of your teams have access to sensitive or proprietary data. You can create separate sites for those teams and limit who has access to those sites to maintain the right level of security.
Data isolation	Create separate sites to maintain your data privacy requirements. For example, if you have certain data that needs to stay within a specific region, you can create a separate site and pin your in-scope data to that specified location. You can then pin your other sites to different locations or keep them global.
Mergers and acquisitions	Through mergers or acquisitions, new teams may join your organization and you may want to continue to administer those teams separately. You can give those teams their own site and still administer them in a central location.
Geography	Many organizations have a globally distributed team, so you can create a different site for teams in those specific geos.

If you plan on adopting a multi-site strategy as part of your migration, we recommend that you map out what users you'll want to associate with each of your sites. Creating new sites within your organization is simple, but by completing this tenant mapping before you execute your migration, you can ensure a much smoother, secure transition for you and your teams.

Within each of your sites, you can have up to 20,000 users, so this capability also enables larger teams to embrace Cloud, while making more strategic choices on how products and data are architected. It also grants teams the autonomy to use apps that are specific to their role. While some apps may be used widely across your entire organization, others may be specific to certain teams, so you pick and choose what apps you want to be available to each of your sites.



To learn more about administering multiple sites or other parts of Cloud administration, check out [Becoming an Atlassian Cloud admin](#).

Evaluate Atlassian Access

Security is built into the platform of our Cloud products, but you may have additional security needs that require you to put more advanced safeguards in place. Often, this takes the shape of strong identity and access management processes and practices.

You can think of Atlassian Access as the tool that bridges the gap between your Atlassian products and your identity management providers (IdPs). It gives you a single place to view and manage all of your users and product instances and enforce your company's security policies (including single sign-on).

Access is an enterprise-wide subscription that covers all of the cloud-based Atlassian products used by your organization. It works by first identifying which users are in your organization by their email address domain. You can claim as many domains as your users might use. As you claim a domain, you gain control of all users with that domain. You can then enforce security controls on this group of managed users such as two-factor authentication, single sign-on (SSO), and password policies. You can also get enhanced insights across your organization. Note, Atlassian Access features that are available for Bitbucket are SSO and audit logs.



For those of you using Opsgenie, Access works on Opsgenie instances that are on an Atlassian account. Because these users are typically associated with some of your other Atlassian products, such as Jira Software or Jira Service Management, they're already counted as users within Access.

Access features and capabilities

SAML / SSO	Authenticate to Atlassian cloud products through a company's existing identity provider. This means users can access multiple tools with the same set of credentials, while using a more secure method of authentication than just a username and password
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Our SAML API enables us to support nearly all SAML providers, but we offer more **streamlined integrations** with:

- **Active Directory Federated Services (AD FS)**
- **Auth0**
- **CyberArk Idaptive (formerly Centrify)**
- **Google Workspace**
- **JumpCloud**
- **Microsoft Azure Active Directory (AD)**
- **Okta**
- **OneLogin**
- **Ping Identity**

We also offer the ability to create a custom SAML integration that you can use to manually integrate with any provider. If you have a partner, they can help you build this.

For those using Google Workspace, there is an option that forces your teams to use the social login button.

User lifecycle management SCIM	Automate user lifecycle management and streamline the onboarding and offboarding of users by using SCIM to sync your directories across products. This reduce the risks of human error, overprivileged accounts, and unauthorized access
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We support nearly all cloud identity providers through our customer SCIM API. However, the integration is more streamlined with:

- **Auth0**
- **CyberArk Idaptive (formerly Centrify)**
- **Google Workspace**
- **JumpCloud**
- **Microsoft Azure Active Directory (AD)**
- **Okta**
- **OneLogin**
- **Ping Identity**

You can also create a custom SCIM integration that allows you to integrate with nearly any provider manually.

For Google Workspace, you can sync users from selected groups, revoke site access, and deactivate Atlassian accounts if a user has been deleted or suspended from your workspace.

Authentication policies	Customize and apply multiple authentication policies to specific user groups to ensure they are compliant and have the right level of access
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With Access, you can configure authentication policies through:

- **Single Sign-On (SSO)**
- **Enforced two-step verification (2SV)**
- **Password policies (password strength, password expiry)**
- **Session Duration**

You also have the flexibility to set these for your entire organization or for specific groups and users.

<p>Auditing logging Organization insights CASB integrations</p>	<p>Track events that occur within your organization and across your sites to evaluate your security posture, understand product adoption, and maintain your compliance position with:</p> <ul style="list-style-type: none"> • Organization audit logs • Organization insights • CASB integrations
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Audit logs in Atlassian Access provide visibility into admin activity and allows you to triage and address suspicious behavior. Because Cloud is more interconnected, these audit logs are pulled at the organization level, which means that you can see what’s happening across all of your sites and instances.

You can also leverage the McAfee MVISION Cloud and Atlassian Access integration for greater visibility into content and user actions across cloud services so that you can defend against common threats.

<p>API token controls</p>	<p>Control whether managed or external users can create new API tokens or use existing tokens.</p>
<p>Mobile app management</p>	<p>Create and manage security policies that can be applied to both managed and unmanaged users with mobile app management (MAM). Policies can be set at the organization level or designated for select users to provide additional security controls such as screenshot disabling, data export restrictions, and device encryption requirements.</p>
<p>Automatic product discovery</p>	<p>Gain visibility into unmanaged product instances (shadow IT) by discovering when managed users in your organization create instances across Atlassian cloud products.</p>

Your teams can create an API token to authenticate a script or process from their Atlassian account. To minimize the risk of unauthorized access to an organization’s data via APIs, control which users can create an API token to access Atlassian data and view which users are creating and revoking API tokens.

With Atlassian Access, you can ensure that your user management needs are met.

Understand migration support and tools

Once you've assessed the differences between our Cloud plans and identified if you need Access, it's now time to understand what migration support and tools you have available to you.

You may be using multiple Atlassian products as part of your tech stack. While we do provide a number of resources and tools to help you migrate your products to Cloud, the type of support we provide does vary by product.

Meet the A(tlassian) team

As we say, migrating is a team sport. To make it easier for enterprises to make the move, we provide an A-list team of Atlassian's to help them along the way.

First, you'll have a dedicated Cloud migration manager (CMM). Once you've committed to planning your migration by submitting a MOVE ticket, CMM will be with you throughout the entire migration. They help:

- Review your current set-up
- Assess Cloud plan considerations
- Create a production timeline for your migration
- Keep your teams operating smoothly during the migration

In short, they're the person that keeps your migration on track and ensures that you've picked the right options to meet your needs.



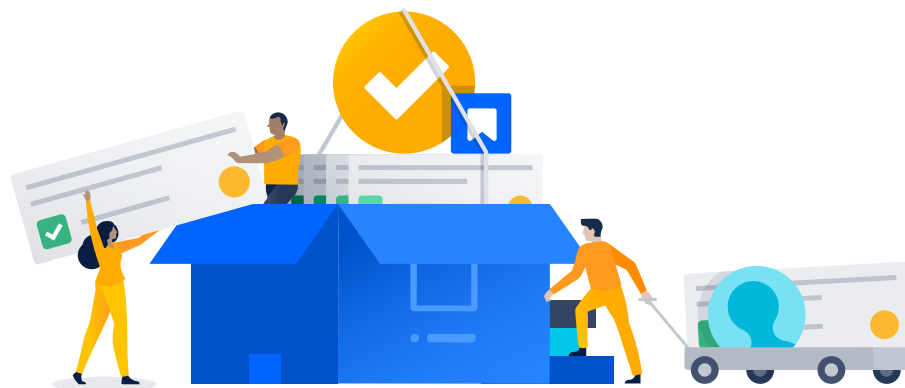
Atlassian's advisory services will work with your team to help answer technical questions and help you define your overall migration plan.

To help you execute the migration, you'll have a migration support engineer by your side to help you test your migration before you roll it out on production. They'll be helping you run your pre-migration testing. If there are areas that require additional technical support during the planning and prep stages of your migration, your CMM may bring them in to provide a consultation.

Migration tooling

Your dedicated team of Atlassians will help you on the road to success, but migrating data and identifying the apps that you want to take with you can be a manual process without the right tools. We've all been there and want to make this process as smooth as possible for you, which is why we built our migration assistants.

Jira, Confluence, and **Bitbucket** migration assistants..



Coming soon

We're always working on improving our migration tooling to help make your migration easier.

Keep an eye on our [roadmap](#) for new features coming to both our migration tooling as well as our Cloud products.

Apps are an important part of your Atlassian ecosystem, so we've made assessing your apps easier. Through the migration assistants, you have a complete view of all the apps that are currently being used within your instance, if there is a Cloud equivalent, the number of users, and the migration path.

User installed apps (12) ↓	Status ↓	Exists in cloud ↓	Appears on ↓	Viewed by ↓	Can be migrated ↓	Notes
Balsamique	No decision made	View differences	45 pages	1238 users	See pathway	
Comala workflows	Not needed in cloud		32 pages	627 users		Enter your notes here
draw.io diagrams for ...	Needed in cloud	Contact vendor	Not applicable	Not applicable	Contact vendor	Enter your notes here
Embed Google map	Use alternative	View differences	0 pages	0 users	Contact vendor	Enter your notes here
Linking for Confluenc...	No decision made	View differences	Disabled	Disabled	See pathway	Enter your notes here
Macro usage	No decision made	View differences	23 pages	190 users	Automated path	Enter your notes here
Page approval for...	No decision made		0 pages	0 pages		Enter your notes here
Scroll PDF exporter	No decision made		Disabled	Disabled		Enter your notes here

60% COMPLETE 3 of 12 apps assessed

Last saved just now [Download CSV file](#) [Continue](#)

This view enables you to see what apps have a corresponding Cloud equivalent and identify if there are other options available to you. As you continue through planning, you'll use this information to help inform how you approach the following phases of your migration.

While your migration team can also help you finalize the app assessment, they don't have visibility into your app data, which means that you'll need to work with your app vendors to understand what the migration path looks like. However, we're working in collaboration with our Marketplace partners to add the ability to migrate app data using our migration assistant tools.



We are continuously working with app vendors to make the app migration process easier for you. [Read our post](#) to learn more about the time frames in which we're rolling these out.

Take stock of your Atlassian footprint

Now that you've seen what migration support and services are provided, you need to compare them to your current Atlassian footprint.

Work with your IT team to take stock of all the Atlassian products - and by extension the instances - that you have. You'll want to be able to answer the following questions:

- Are they all self-managed, or do you already have some Cloud products?
- How many employees are using each product and for what purpose?
- How often are they being used?
- Are there any instances you weren't previously aware of? If so, do you plan on keeping them alongside your Cloud site, or archiving them?
- What version of Atlassian products are you running?
- Have you built customizations into Atlassian products? How often do you or your team maintain workflows and custom fields in your instances?



Automatic Product discovery – available in Atlassian Access – enables you to identify all unmanaged Atlassian Cloud instances ('shadow IT') that were created by users within your domain. As you're reviewing your Atlassian products, start an Access trial to help you discover any Cloud instances that may already exist.

You'll also want to use this as an opportunity to look critically at your app usage. While we've continued to add more and more apps to our ecosystem, not every app has a Cloud equivalent today. So, there may be some apps that you don't want to migrate or different apps that you'll want to leverage as part of your migration.

At this stage, interviewing your teams will be extremely useful because Cloud migrations don't just impact IT. We're all creatures of habit and change can be hard. Getting buy-in from your teams is what's going to make your Cloud migration truly successful. It's the pivotal - what's in it for me - moment.

Using the data that you collected in your audit, interview your teams to understand how they're using them. Ask your teams to share how they're using the products day-to-day, if they have any pain points that they're experiencing, or if there are certain features that are important to them. The team innovation we've built-in Cloud may already address these concerns or be on the roadmap, so you can get them excited about what's on the horizon.

Review your enterprise needs

Our Check out our comparison pages for [Server vs. Cloud](#) and [Data Center vs Cloud](#) for more information on the differences and why Cloud really is the future. Though you've probably already been comparing Cloud to your current scenario to see if it meets your needs even before you sat down to read this. However, there's a lot of value in formally identifying what your requirements are and if and how they're met in Cloud.

Your team of Atlassians will help you through this assessment, but you might be curious what types of questions they'll ask. We've pulled together this handy list, along with some resources that you can use to further investigate.

Heading for the note box

As an enterprise customer, Atlassian will help you in your assessment with the mnemonic device, MAGIC.

MAGIC stands for the following:

- Migration strategy
- Apps, integrations and customizations
- Growth & scalability
- Identity management
- Compliance & security

For more information on MAGIC, please see the [Cloud Migration Guide](#) or talk to your Cloud Migration Manager.

Example enterprise requirements questionnaire

User count and products

What products do you plan on migrating to Cloud?

How many users do you need to license per product?

Based on the number of users you have and business requirements, do you need Enterprise Cloud so that you can federate your instances?

Are you planning on consolidating any of your instances into one site?

Security, Legal, Compliance/Regulatory, Privacy

What are your compliance requirements? Do you have any regulatory needs for your data?

- Because Atlassian is managing your instances, it's our responsibility that you remain in compliance. Review the [Trust site](#) and [compliance](#) reports to ensure that your compliance requirements are met.
- Note, while we do meet most requirements today, our Cloud products do not meet PCI or HIPAA requirements. If you're storing this type of data in your products, you would not want to migrate this instance to Cloud. Read our [blog](#) to learn more about administering between multiple platforms.

What are your security needs and do you need to complete a security review?

- We know that many of you have vendor risk assessments that you need to complete. You can [submit your questions](#) and our support engineers will help you answer them, or leverage our [pre-filled questionnaires](#) with answers to the most common security questions.

What are your privacy requirements?

- We know that you want to protect your sensitive data and have control over how it's used. We've outlined this in our [privacy policy](#). Additionally, we offer our Cloud customers a separate [Data Processing Addendum \(DPA\)](#) which addresses EU data protection and processing concerns.

Learn more about how to approach security and compliance - specifically from a GDPR perspective - in our [webinar](#).

Once you've filled out this section of the questionnaire, you'll want to work with your legal team to review our [Cloud Terms of Service](#).

Apps and customizations

How many apps are you currently using today?

Of these apps, how many of them are critical to your organization?

Do you have any customizations that you've built on Server or Data Center?

Do you need all of these customizations?

- The app assessment will help you identify what apps have a Cloud equivalent and what migration path you need to take. While apps are an important part of your Atlassian ecosystem, some of you may have built your own apps and customizations. On Cloud, we offer [Forge](#) - our app development platform - which you can use to rebuild those customizations and something that you should consider as you're planning your migration.

User Management

Are you using a SAML IdP?

Are you part of the organization that manages all of your company's users?

Do you use multiple IDPs?

How are you currently managing users/groups on-prem?

Data locality

Are there constraints on where the data will be located?

- As we mentioned above, our Cloud architecture is designed to not limit data movement. However, some of you may have requirements on where your data can be located. If this is your organization, then you'll require [data residency](#).



02

Plan your migration

PHASE 2

Plan your migration

Now that you've caught up to speed on Cloud and some of the fundamentals of your data, it's time for you to do some pre-migration homework. While you can't plan for everything, it's important to build a thorough and comprehensive plan that can help keep your migration on track.

Success checklist

- Assemble your team
- Build your migration plan
- Set-up your Cloud instance and claim your domains



Assemble your team

Migrating to Cloud is a team sport, so you'll want to make sure that you have the right people seeing you through to the end. We showcased the Atlassian team members you'll have access to earlier, but you'll also want to have people within your organization that are dedicated to the migration.

Solutions partners are your friends

Even if moving to Cloud is a top-down ask from your leadership team, migrations take time - something that is hard to come by with your other responsibilities. On top of that, IT teams often operate lean (one of the reasons you may want to move to Cloud in the first place). This makes it difficult to build up a team of people solely dedicated to your migration. That's why we recommend [leveraging a partner](#) to help you get across the finish line.

They operate alongside your Atlassian migration team throughout the entire process. That means that they're helping us work with you to do the planning and migration prep to determine what strategy will work best for you. They'll also work with any other Atlassian teams that you may need to engage with, as well as app vendors.

If that wasn't enough, they've done these migrations before and they know what it takes to successfully make the move.

“ I can't stress enough the importance of having a good quality partner. Building a relationship with our partners is what got us over the line.

AFTERPAY

Build your migration timeline

With your team assembled, it's time to pick a date. Now, it's important to target a realistic date, something that through conversations with your migration teams and with Atlassian seems feasible. For some teams, this date can be a hard deadline that your executive leadership has set out. For others, you may be aiming for a soft launch - you might be aiming for a certain date, but you have the flexibility to adjust the timeline.


With a deadline in mind, your CMM will work backward from that date you've provided, factor in the support you have, and build out your full timeline.

Enterprise migration timelines also factor in:

- Enterprise requirements, such as security and privacy
- Amount of existing data and if it's optimized pre-migration
- Apps and customizations
- Migration method
- Team size and if you are leveraging a partner

Migration method

Your migration strategy determines how you prepare your data to migrate to the Cloud. For most teams, we recommend a lift and shift method as it often helps reduce migration complications and timelines, enabling your organization to take advantage of the benefits of Cloud faster.

Under 10,000 users	Over 10,000 users
<p data-bbox="306 615 779 680">Atlassian recommends a lift and shift method</p> <hr/> <p data-bbox="306 737 784 987"> For all teams with over 1,000 users, we strongly recommend working with a cloud-specialized partner who can help with your migration. To learn more about finding a migration partner, see Find a partner for migration</p>	<p data-bbox="846 615 1300 793">Please contact us or a cloud-specialized partner as soon as possible to learn about additional migration methods that will best fit your organization's needs.</p>



Based on your assessments, you may find that your apps, users, business requirements, or instances make a lift and shift migration unfeasible. If you are unable to migrate in this manner, work with your CMM and your solution partner to determine a method that best works for your organization.

Understand your data requirements

Data requirements are one of the reasons people shy away from moving to the Cloud or think it isn't possible. However, a move to Cloud isn't necessarily out of the question if you have strict data privacy requirements.

Ultimately, it comes down to whether all of your instances have these data requirements or just some of them. For example, your legal team may use a separate Confluence instance and the data in that instance might need to be fully under your control for privacy reasons. Although it might be impossible for you to move that team's Atlassian instance to Cloud, it may be possible for you to move other teams over to Cloud - especially those who don't have the same strict data privacy requirements.

For organizations that are considering leveraging both self-managed and Cloud deployments, we're optimizing the experience so that you can more easily administer them together, thus keeping control of your sensitive data.

At this stage, we recommend doing a tenant mapping exercise. As we mentioned above, you will want to look critically at your setup and decide how you want to structure your Cloud sites and what data and users you will be keeping on your self-managed instances. This will allow you to make sure that you plan what data is going to be migrated where, what users will need to be licensed for those sites, and ultimately how to best safeguard your data with the right practices.

Setup your Cloud instance

Before moving on to the next phase, you need to set up a Cloud site so that it's ready for when you migrate. While this step isn't a requirement, it is a prerequisite for Atlassian Access.

There are two parts to this: setting up your organization and claiming your domain.

To set up your organization, we recommend that you use our [free Cloud migration trial](#). Each trial lasts up to 12 months and matches the remaining duration and user tier of your current self-managed license. It's designed specifically to help you explore, evaluate, test, and migrate your instances over time - without disrupting your teams.

The Cloud migration trial automatically generates an organization alongside your site. You'll be able to access your organization at admin.atlassian.com. Moving forward, this is where you will view and manage all of your Atlassian Cloud users and set up security features like SSO. We strongly recommend signing up with a URL you plan to keep as your new production site once your migration is complete. You can find more information on how to change the name [here](#).

Once you have your organization in place, you need to **verify your company's domain** to claim your managed user accounts. You can do this by either uploading an HTML file to the root folder of your domain's website (HTTPS), or you can copy a TXT record to your domain name system (DNS). You'll then see all of your managed accounts within your organization's admin console.





03

Prepare your migration

Prepare your migration

Success checklist

- Build your runbook
- Complete pre-migration checklists
- Ensure your site and users are ready



It's time for you to prepare for your migration. With your plan in place, you can move onto getting everything ready for testing and your actual migration. In this next phase, you'll be focused on making sure that your teams, your instances, and your users are ready for the migration. The work you do here will help ensure a smooth and efficient migration process.

Build your runbook

Your migration runbook should be your source of truth for all teams involved in the migration. It should contain the migration plan that you built out earlier, and it should also include your adoption plan which we will talk about shortly. Your CMM and support engineer can help build out the runbook with you to add resources. We provide a runbook template, but you can build your own with the help of your mse or partner.

Watch these runbook videos to learn more:

[How to create a migration runbook](#)

[The Migrations Journey](#)

Complete pre-migration checklists

While your plans may include your own checklists, we have created comprehensive checklists to complete as part of your migration prep.

Review the following checklists and work with your teams to make sure you have completed all the steps.

- [Jira pre-migration checklist](#)
- [Confluence pre-migration checklist](#)
- [Bitbucket pre-migration checklist](#)

Ensure your site and users are ready

Your organization has made the great decision to migrate to Atlassian Cloud, ensuring that your company is set up for success in the future. However, you can't achieve that success without the help of your talented teams and the work that they do. That's why it's so important to prepare them for the migration with the same level of care that you prepare your data.

Build a communication plan

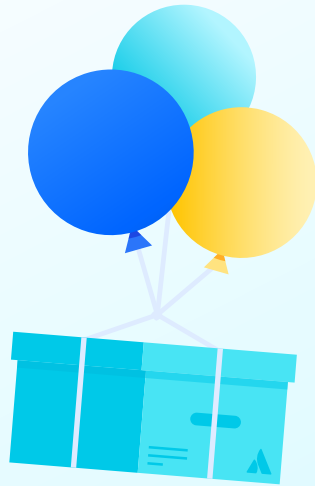
Delve into our guidance, designed to help you build a communication plan that keeps stakeholders in the loop at every stage of your journey. This resource outlines crucial considerations for seamless team communication, such as:

- When will the migration occur?
- What downtime can users expect?
- What will happen to the old product site(s) after migrating? Will it still be accessible?
- What will the new URL(s) be?
- How will users sign in?
- Who do users reach out to if they run into any issues or have trouble logging in?

Build a training and support plan

Migrating to cloud opens up new possibilities for your teams. Make sure you're set for key changes like user logins, updated URLs, changes to apps, and a new user interface. Tap into insights from your UAT to understand top user concerns and spot areas where targeted training can make a difference. Use these resources to build out an adoption plan.

- [Setting your users up for success in Atlassian cloud](#) - a guide for admins highlighting the most significant differences users will encounter when logging into cloud products the for first time, so admins can prepare teams for the change ahead. What downtime can users expect?
- [Cloud onboarding and training resource hub](#) - curated resources to aid admins and change management leaders in the development of a robust onboarding and training program. This is specifically designed for teams migrating to Cloud from Server or Data Center and includes support documentation, Atlassian University courses, demos, and blog posts, to cater to diverse learning styles
- In-depth product guides for [Jira Software](#), [Confluence](#), and [Jira Service Management](#) - everything you need to know about using and customizing our products, getting started, and best practices



04

Test phase

Test phase

Success checklist

- Complete a test migration
- Perform UAT testing



Practice makes perfect. It's time to test your migration to ensure that your actual migration goes smoothly. In this phase, you will test the migration of your data and users, address any complications, and review your data by having users interact with it in Cloud.

Complete a test migration

Testing is one of the most important steps in any migration. With your runbook, it's time to run through testing your plan and your migration using the Cloud Migration Assistants.

First, you will follow the pre-migration checklists to ensure that your data and sites are ready to perform the test migration.

Next, you will use the Cloud Migration Assistants to perform your migration test. If you need to test your migration multiple times, you'll need to **manually delete any data you're planning to re-import**. This is because the migration assistant does not currently overwrite data that already exists in your Cloud site.

i Note

Your runbook should be your source of truth. Your support engineer will be adding resources providing details while you do the same. This will provide your IT team with the full migration picture.

The last step is to execute your test migration. Work with your support engineer to align on the date and time you're running your test. As you're going through each of the tasks, you'll want to enter the amount of time that it took (we'll do the same on our end). Don't forget to document challenges and roadblocks, as they will be extremely helpful for your production runbook.

With this final bit of information in hand, fine-tune your production migration plans and you're off to the races.





05

Migrate and launch

Migrate and launch

Success checklist

- Perform migration production
- Celebrate
- Gather feedback



All of your hard work is about to pay off! It's time to follow through on your migration plans and runbook to execute the actual migration. Make sure to work with your migration team to ensure that everything has been completed and that everyone, including your users, are aware of the migration schedule.

Depending on your migration method, you may have one or more downtimes, so be sure that those downtimes are communicated with everyone.

Remember, a migration is not a singular event that just get's finished once the data is all in the Cloud. It's a transition to a new platform that will help drive your organization forward. As such, the weeks and months may be filled with growing pains and additional tasks to complete, but just know that Atlassian has your back.

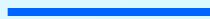
Check out some of the following resources we have to help guide new teams on Cloud:

- **Cloud roadmap:** Check out new products and features that are coming your way soon
- **Atlassian Cloud Marketplace:** Discover new cloud apps being added all the time
- **Atlassian Community:** Read about other teams' achievements, problems, or discussions and interact with the community
- **Atlassian University:** Build skills and provide your users with more learning opportunities

Don't forget to give yourself a pat on the back and a hearty thank you to all the people that helped with this great achievement!



06



**What does a Cloud
migration look like in action?**

What does a Cloud migration look like action

Cando is one of the leading shoe distributors in the US - providing a wide selection of options that range from sneakers to heels. What originally started as a small business has now turned into a large-scale enterprise operation. Maggie, the current CEO, has big plans of expanding their global presence.

For the past five years, Cando has used Jira Software Server to track the software development work that they do for their website and Confluence Server for all of their internal collaboration. Over the past five years, the organization has gone from 250 team members to 15,000. Gaby and Alyssa, the company's senior admins, have spent considerable people hours and budget building an infrastructure that can remain performant at scale, but Cando's organizational growth isn't in line with what their existing on-prem infrastructure can handle and their teams are starting to suffer.

With Atlassian announcing their end of Server support, Maggie has reached out to Gaby and Alyssa to understand their options. While they know they can continue to run on-prem with Data Center, they're also aware that Atlassian is building more innovation in Cloud. And while Maggie has also expressed interest in adopting a cloud-first strategy moving forward, Cando has specific data requirements that must be taken into account as they make their decision.



Phase 1: Assess and evaluate

The first thing that Gaby and Alyssa need to do is get a better understanding of Atlassian Cloud products.

Once they've done their research, they now want to understand what a migration might look like, so they start by going to the [Atlassian Migration Center](#).

After reading through the site and some additional resources, they still aren't sure if Cloud is right for them. They decide to fill out the contact form to get more information from Atlassian. Jacob - an enterprise advocate (EA) - reaches out to them.

To kick off the conversation, Jacob walks them through the investments that Atlassian is making for both teams and admins - and specifically how Atlassian is meeting their enterprise requirements. After hearing more about Cloud, Gaby and Alyssa both feel like it's the right move for their organization. Now, Maggie needs to ensure that this works within their budget.

Jacob schedules a call with Gaby, Alyssa, and Maggie where he walks them through the total cost of ownership (TCO) and what their return on investment (ROI) could be by making the move to the Cloud. While the initial investment seems high, Maggie can see that over time, infrastructure costs and licensing fees make Cloud a much better option for Cando.

While Maggie is keen to move forward with the migration, Alyssa and Gaby still have more questions about the migration process, such as what plan they need, how does user management work, and if they will need to make changes to their current setup before migration to Cloud. To address these questions, Jacob brings in Abby, the sales engineer (SE).

Based on their specific requirements, Abby recommends taking a decentralized approach and leveraging multi-site because they want to continue using their external directory and SSO. So, Abby and Alyssa decide that the Enterprise Cloud plan makes the most sense.

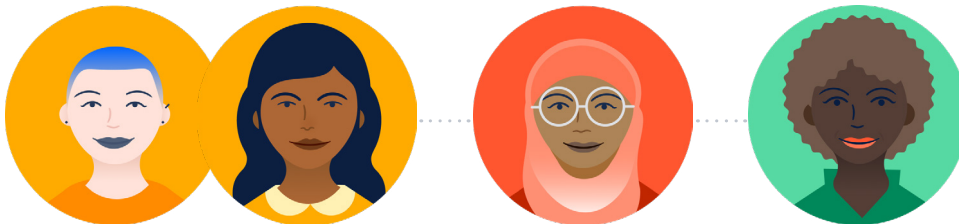
Before they give their final recommendation to Maggie, Gaby and Alyssa want to understand what support and tools they need to execute their move. Jacob walks them through what Atlassian provides them, including a CMM and migration support engineer.

He also uses this opportunity to talk more about the Jira Cloud Migration Assistant (JCMA) and the Confluence Cloud Migration Assistant (CCMA), which they could leverage to migrate their data from Server to Cloud. He also mentions that site import is another option available, but the CMM assigned to our MOVE ticket will be able to help them decide on what tools and overall strategy make the most sense for their organization.

While they're both happy with the support that they're getting, they're also aware that this migration could take some time and they're the only two admins dedicated to the migration of their data. They decide that getting a partner makes the most sense.

So, they reach out to Cloud Movers, who assigns Jess to work with them. Throughout their initial call, Gaby and Alyssa have the opportunity to get a sense of how Jess will work with them and Atlassian to help migrate their data, but they require a statement of work that they can share with Maggie. Jess works on drafting this up so that Cando can move forward.

After gathering all of this information, Gaby and Alyssa can go to Maggie to move forward with the migration. Jacob stays with them throughout the purchase process to ensure that Cando's needs are met.



Phase 2: Plan

They're now ready to move forward and begin working with Atlassian to plan their migration. They submit a MOVE request, which is sent to the CMMs.

Hosana is officially assigned to Cando's migration and schedules a kick-off with Alyssa, Gaby, and Jess. She walks them through the overall process and describes what will be working with them at each stage of the journey.

Gaby and Alyssa know that they need to do an official security audit. They submit a copy of their questions to Atlassian to respond. They promptly send responses back and they're satisfied that Cloud meets their security requirements.

The next step is to figure out how running multiple sites will impact their migration and how to better prepare. Hosana recommends completing the tenant mapping exercise to plot out what users will go to each site. In the end, Alyssa and Gaby decide that they need a site for their development team, sales, and marketing.

With the final pieces in play, they download their free migration trial and claim their domains. They now see all of their users and are ready to grant them access once they've officially migrated.



Phase 3: Prepare your migration

Because they've already engaged a partner - Jess - they're now ready to decide on what their migration strategy should be and what method they can use.

Hosana recommends that they leverage JCMA and CCMA for their migration and that they use a lift and shift strategy, where they migrate their entire Jira Software instance at one time and then move their Confluence instance shortly after.

Based on the strategy, method, and their partner, they feel comfortable migrating their Jira Software instance over Memorial Day weekend and Confluence will be two weeks after that over the weekend.

Last, but not least, they align with Maggie one more time to review the timeline and confirm that they are good to move forward.



Phase 4: Test and migrate

Brian is the technical support engineer assigned to their migration. With the

plan and strategy outlined, Brian works with Gaby and Alyssa to complete the pre-migration checklist. He then works with them to outline their testing strategy and indicates what tests they will need to run and what he will be running on his end.

They provide Brian with a ZIP file containing their data, which Brian uses to run through the migration checks before the official move. He gives some feedback on what they can do to optimize their data pre-migration and documents everything in the runbook.

The last thing that Alyssa and Gaby need to do is test their migration. They run through the entire process and document the time it takes and highlight any challenges they experience. This data is sent back to Brian to use as part of the official migration.

With data-optimized, they migrate their data without any hitches.

We've officially walked you through the ins-and-outs of an enterprise migration

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