



Executive's Guide to Selecting an Atlassian Managed Services Provider

5 criteria to look for when seeking an Atlassian Solution Partner and spending your precious dollars



Platinum
Solution Partner

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Knowing when and where to find good help

Smart business leaders know that in order to remain competitive and relevant in the marketplace and drive growth, they need to get the most out of the software and tools they use to run their daily operations. That's why so many rely on Atlassian products to help software teams ship better software, faster and to help other functional teams improve company-wide communication, collaboration, and productivity.

But now, Atlassian products — everything from Jira and Confluence to Bamboo, Service Desk, and BitBucket — and have begun directly impacting the bottom line. While many teams are working more efficiently, others are finding it challenging to keep up with the maintenance, upgrades, and security management inherent to adaptable software.

Now, as businesses seek ways to optimize their Atlassian software and fundamentally change the way they do business, they're increasingly in need of a reliable managed services provider (MSP) specializing in Atlassian tools to:

- + Help select the right software
- + Deliver the right talent to implement it
- + Manage and support it

This guide will provide essential strategies and insights you'll need to properly evaluate and choose the best Atlassian Solution Partner for your business.

Why work with an Atlassian Solution Partner?

There are plenty of MSPs who claim to have expertise with Atlassian products. Some may even have many years of practical experience administering Atlassian tools at companies where they worked in the past. But that does not mean they have experience with an implementation specific to your needs.

★★★★ Reasons to work with an Atlassian Expert



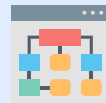
**Product-specific
expertise and
experience**



**Seamless work
across tech stacks**



**Roadmapping
and workflow
optimization**



**Expansive community
of experts and
thought leaders**



**Peace of mind it will
be done properly**

The reality is that tools like Jira and Confluence are robust and flexible — great for tailoring to unique business objectives and requirements but not ideal for roadmapping and anticipating future needs. That's why it's critical to partner with an MSP who's also a verified Atlassian Solution Partner to do it right.

Not only do they have experience delivering and customizing Atlassian products in multiple industries and across technology stacks, but they also have a direct link to Atlassian and an expansive community of partners who can provide additional support and intelligence on the most complex cases.



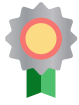
What does it mean to be an Atlassian Solution Partner?

As you begin to speak with companies to help you with your Atlassian implementation, it's vital that you verify an MSP is an Atlassian Solution Partner.

Formerly known as Atlassian Experts, Atlassian Solution Partners comprise teams of advisors, consultants, trainers, and thought leaders who team up with Atlassian to create additional business value beyond simple procurement or general product expertise. Solution Partners are categorized into levels that recognize their individual depth of expertise and specific experience with Atlassian products.

Atlassian Solution Partnership Levels

Silver Solution Partners



Are generally niche consulting organizations with particular specializations or companies with a new relationship with Atlassian. They provide product knowledge and can offer administrative and implementation services.

Gold Solution Partners



Are highly trained and committed to their Atlassian practice and delivering added value to their customers. They have made investments and resource commitments to provide advanced product knowledge, product configuration, and robust implementations services.

Platinum Solution Partners



Have met Atlassian's highest training criteria and have a proven practice that can scale from small to large customers. They have an established run rate of Atlassian business and are suitably resourced to manage a wide range of customer solutions.



Working with a verified Atlassian Solution Partner.

In addition to the direct, hands-on support for your Atlassian environment, Solution Partners also:

- + Can access the Atlassian Experts Community
- + Get advanced product information
- + Have the inside track on new releases
- + Receive advanced notice of security patches

Working with a verified Atlassian Solution Partner is key to extracting maximum value from your Atlassian investment.

[VIEW THE COMPLETE LIST NOW](#)



5 Criteria for Choosing an Atlassian Solution Partner

It's one thing to recognize the value of working with an Atlassian Solution Partner and deciding to work with one. But choosing the right Atlassian Solution Partner for your business is a whole other challenge.

Like all big business decisions, choosing a solution partner isn't a one-size-fits-all scenario. Every business is different — its people, goals, processes, and resources are all unique and can't be sufficiently supported with a blanket service offering. However, there are some common needs that span organizations of all sizes and in most industries.

Here are five criteria for selecting an Atlassian Solution Partner that will apply to most every type and size of organization:

#1 Verifiable Atlassian Credentials

While it's unlikely anyone is plastering unearned Solution Partner badges on their website or collateral, it's possible that their credentials have expired or changed. It's in your best interest to verify that a vendor is who they claim to be. You can start by visiting the Atlassian website and searching the Experts section to browse the list of Solution Partners. If the vendor you're vetting is on the list, they are a verified Solution Partner. You can also submit a webform to Atlassian telling them what you're looking for, and Atlassian will respond with a recommendation. If your prospective partner is recommended, you'll know they're verified.

Look for partners who:

- + Have updated Atlassian Solution Partner badges
- + Are listed in Atlassian's experts directory
- + Have a website or collateral detailing their Atlassian-specific capabilities
- + Work from legitimate office locations with meeting space

Avoid vendors that:

- + Claim Atlassian expertise but do not prominently display Solution Provider badges
- + Cannot be immediately verified on the Atlassian site
- + Talk generally about capabilities, with little or no mention of Atlassian products
- + Claim to be big, but have no office addresses on their website



#2 Customer References and Success Stories

Customer success stories and customer references are vital elements in your search for the right Solution Partner. Customer success stories highlight other customers' experiences with a vendor and detail specific customer engagements that describe the challenges, buying experience, and business outcomes a vendor delivered to their Atlassian-using customer.

Similarly, customer references are especially important during the latter stages of the selection process because they'll offer you a personal account of their experiences with the vendor by phone, video, or in-person meeting. These reference calls occur beyond the influence or control of the vendor, and are ideal opportunities for getting to know a vendor beyond what they write on their website.

Look for partners that:

- + Have customer success stories on their website or are available upon request
- + Are eager to arrange conversations with past and present customers

Avoid vendors that:

- + Have only generic or anonymous customer stories
- + Don't have customer logos on their website or in their collateral
- + Stall or reluctantly connect you with customer references



#3 Significant Presence in the Atlassian Ecosystem

One of the best indicators of an engaged and verifiable Atlassian Solution Partner is how active their team is in the Atlassian ecosystem. Many Atlassian product users engage in conversations with each other in communities from all over the world about their problems and successes. In the early stages of your Atlassian Solution Provider evaluation, it's helpful to scan community boards such as Atlassian Answers, Atlassian User Groups, and the Atlassian Marketplace and Product Add-Ons to get an idea of how active your prospective Solution Partner is in the Atlassian community.

You might also consider the extent of the vendor's social media presence and how frequently, if ever, they're featured or submitting content to industry publications. As a general rule, the most engaged and active Solution Providers are also the most experienced, flexible, and eager to customize their solutions to fit your business needs.

Look for partners that:

- + Actively participate in meetups and online community discussions
- + Offer insightful responses instead of overtly trying to sell
- + Have a social media presence and will be responsive to requests through various social media channels
- + Have Apps listed in the Atlassian Marketplace, preferably with reviews
- + Offer free trials or versions of Apps

Avoid vendors that:

- + Have no visible presence in user communities and limited social media presence
- + Do not offer Apps or have lowly rated Apps
- + Respond to user questions with sales messaging instead of genuine advice
- + Do not allow free trials or downloads of Apps



#4 Ongoing Support and Training Services

The last thing you want to do is spring a new tool on a group of people who are accustomed to working in a certain way. This is a recipe for disaster, but is easily avoidable by selecting an Atlassian Solution Partner that understands how initial training and ongoing support can determine the success of a technology implementation project.

Atlassian Solution Partners are well-versed in teaching the finer points of Atlassian tools and systems to diverse user audiences. They've seen and experienced a wide variety of unique situations and scenarios and can proactively address potential challenges or issues that may arise, providing strategies for overcoming them.

More importantly, once training has begun, it's paramount to provide users on-demand support for troubleshooting, configuration management, and continued guidance. Your Atlassian Solution Partner should offer a comprehensive list of support solutions and staff its team with certified Atlassian engineers who know the nuances of the software by heart.

Look for partners with:

- + Separate, dedicated training and support teams
- + Public training course listings
- + 24x7 support availability
- + Multi-channel support and strong SLAs
- + Customized training programs

Avoid companies that:

- + Offer training, but have no course outlines, prices, or schedules
- + Require a consulting engagement before they'll train
- + Only handle support requests via one channel or have limited availability
- + Do not have SLA standards for support requests



#5 Emphasis on Transparency and Compliance

No one likes surprises that can handcuff a business with unexpected costs, legal jeopardy, or a narrower scope of focus than what was discussed. Look for a Solution Partner that emphasizes transparency with clearly worded contracts and an established legal review process that bakes in time for your legal team to evaluate contractual terms before signing.

Meantime, it's also imperative that the Solution Provider you choose be current on the ever-changing regulatory landscape. They should not only be aware of changes in legal or industry rules and regulations, but also be active in applying best practices to ensure they — and you — remain compliant with common standards like PCI, SOC 2, GDPR, and TrustArc Privacy Shield, among others.

Looking for partners who:

- + Offer clear, transparent terms and conditions
- + Encourage feedback and personalized contracts
- + Maintain verifiable compliance with international data privacy standards
- + Have processes in place for risk mitigation and management

Avoid companies that:

- + Quickly just sign and return documents without any concern
- + Do not have risk management measure in place
- + Cannot produce compliance reports or verifiable credentials





Success is a team sport

It's inarguable that software powers today's business. It's required to run just about any function — managing projects, running sales and services, keeping financial reports — within a modern enterprise.

But adding software doesn't guarantee success. And with organizations worldwide increasingly turning to Atlassian products like Jira, Confluence, and Service Desk to power their daily operations, they're quickly realizing that every new solution brings with it a unique set of challenges to overcome.

Working with an Atlassian Solution Partner is an essential piece to asserting greater control and command over the implementation, optimization, and support of your entire Atlassian environment. Choosing the right Atlassian Solution Partner will unburden your internal teams of time-consuming responsibilities like tool selection and procurement, dealing with the deluge of support tickets, and training your organization how best to use each tool.

Wherever your organization currently stands with its Atlassian instance, the partner you choose now will have great influence over your ability to evolve your operations and maximize your profitability down the road. Choose wisely.



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Solution Partner

About ServiceRocket

ServiceRocket, the world's premiere Atlassian Platinum Solutions Partner, provides the services, training, and support to deliver superior value for every on-premise and cloud-based Atlassian system. ServiceRocket's global operations boast a team of experienced certified consultants and engineers, available 24/7 worldwide customer support, and a robust ecosystem of purpose-built applications designed to enhance the value and utility of Atlassian solutions. Atlassian administrators, users, and power users from thousands of leading worldwide organizations depend on ServiceRocket's experienced team of professionals to plan, design, implement, and support business-accelerating solutions. **Never Atlassian alone.**

Learn more at atlassian.servicerocket.com.



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The right partner can make all the difference.
You've got Atlassian. We've got your back.