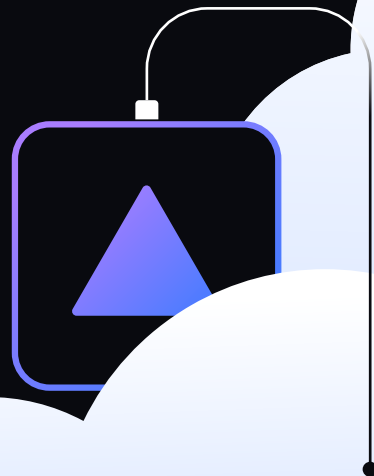
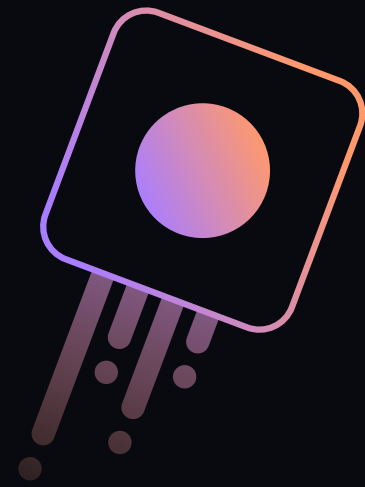


Introduction and welcome guide

# Atlassian Cloud migration app strategy kit

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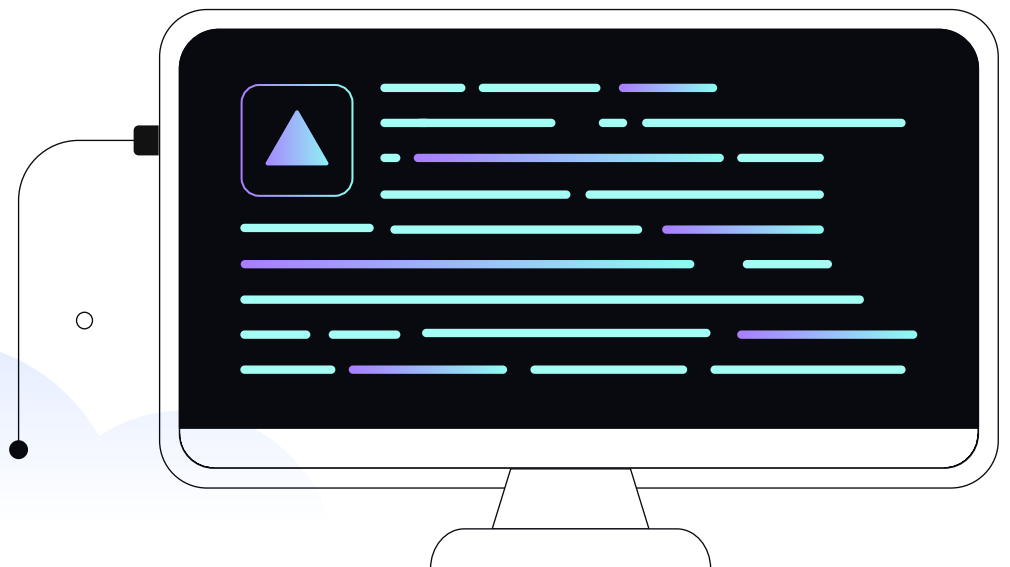
# Your Atlassian apps are more than add-ons.

They're a critical layer of your business operations, supporting key workflows, extending core capabilities, and filling gaps teams rely on every day. When migrating to cloud, your app strategy directly impacts cost, complexity, and overall success.

Apps are often treated as an afterthought in migration planning. In many cases, the focus stays on users, data, and infrastructure first, with apps addressed later. Without a clear strategy, teams risk carrying over unnecessary tools, missing critical functionality, or introducing disruption that only becomes visible once teams begin working in cloud.

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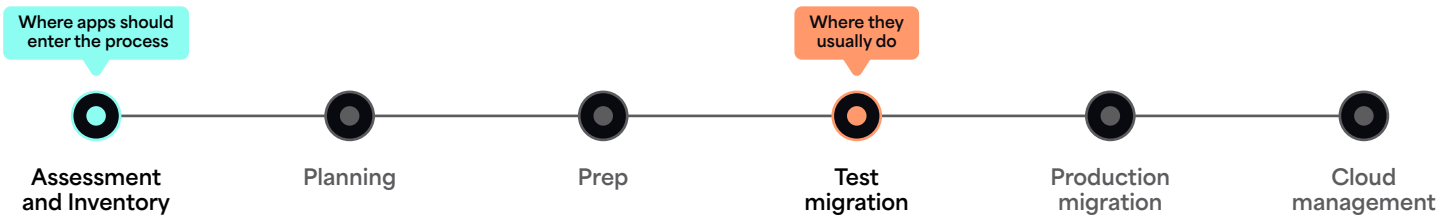
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# The migration process

Below are the key steps to completing a migration project end to end. In many cases, apps are not assessed or tested until the fourth stage (Test migration). By that point, teams are already deep into execution.

To avoid broken workflows and lost functionality, apps need to be assessed and planned for earlier, during the Assessment and Inventory and Migration Planning stages, when there's still flexibility to make informed decisions.



## Failure to plan for apps early leads to future delays and rework

Without a clear app strategy, teams often migrate redundant or unused apps, increasing cost and complexity in the cloud. At the same time, critical functionality can be lost if feature parity isn't properly evaluated, especially when cloud versions behave differently than expected.

Dependencies between apps and key workflows are also easy to miss when they aren't mapped early. These gaps typically surface later in the process, when testing begins or environments are already being finalized, requiring teams to revisit earlier decisions and put in additional work to resolve them.

This often leads to delays, rework, and added friction for teams preparing for migration. Without a structured approach, organizations also miss the opportunity to simplify their app landscape before moving to cloud and may enter migration without a clear plan for how apps will be managed and optimized over time.

## What this kit helps you do

This assessment kit gives you a structured way to evaluate your apps before migrating. It helps you:

- Inventory your current app landscape and understand how each app is used
- Assess business criticality, usage, and migration complexity
- Identify which apps to migrate, replace, or retire
- Reduce cost, risk, and unnecessary complexity before moving to cloud
- Build a clearer, more confident app migration strategy

# How to use this kit

This kit helps you take a structured, practical approach to app planning as part of your cloud migration. It combines guidance, context, and a hands-on decision tool so you can move from understanding your app landscape to making more informed migration decisions.

## What's included



### **Introduction and welcome guide** [↓](#)

This guide is your starting point. It explains why app strategy matters, outlines how to approach app assessment, and provides supporting context, examples, and next steps to help you get started.



### **Infographic: Why app strategy matters** [↓](#)

This visual highlights the role apps play in your Atlassian tool chain and why they need to be considered early in the migration process. It also surfaces common pitfalls teams encounter and reinforces the value of planning ahead.



### **App inventory, assessment, and migration decision tool** [↓](#)

This is the core of the kit. It provides a structured framework to inventory your apps, assess each app, and decide what to migrate, replace, or retire.

#### **Use it to:**

- Document all apps in your current environment
- Assess usage, business criticality, feature parity, and migration complexity
- Identify redundant or low-value apps
- Make clear, structured decisions for each app
- Build a stronger foundation for your migration plan

Many organizations complete this assessment in as little as 30 minutes to a day, often uncovering opportunities to reduce app spend and simplify their environment before migrating.

# How to use the decision tool

## Step 1



### Inventory your apps

List all apps in your Data Center environment and capture the key details for each one.

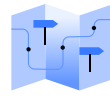
## Step 2



### Assess and score

Evaluate each app against usage, business criticality, feature parity, and migration complexity for each one.

## Step 3



### Decide the migration path

Determine whether each app should be migrated, replaced, or retired.

## Step 4



### Validate and prepare

Review your decisions with stakeholders, confirm assumptions, and prepare for migration.

## Who should be involved

This assessment is best completed by:

- Jira or Confluence administrators
- App or tool owners
- IT or platform teams
- Stakeholders responsible for migration planning

It's also important to involve team leaders and end users to validate how apps are used today and what will be needed in cloud.

## What you'll get

By the end of this assessment, you'll have:

- ✓ A complete inventory of your apps
- ✓ Clear visibility into which apps are critical and which are lower value
- ✓ Insight into cloud availability and potential alternatives
- ✓ A recommended migration path for each app
- ✓ A more structured and confident migration plan

Download the decision tool 



# Real enterprise migration lessons learned

These examples show what can happen when app strategy comes late in the process, and how earlier planning can change the outcome.

1

## Critical reporting breaks due to cloud rate limits

A U.S. financial services organization found during testing that a business-critical reporting app hit Jira Cloud API rate limits. Dashboards didn't load completely and reporting lost accuracy.

The app was essential, so removing it wasn't an option. Resolving the issue required coordination between the vendor and Atlassian.

Because they had built in time for thorough testing, the risks to their production migration timeline were minimized.

2

## A "simple" migration becomes complex

A North American health insurance company scoped their migration as straightforward: a small dataset, few apps, and a few hundred projects.

During testing, a key app failed due to cloud storage limits. The team worked with their solution partner and app vendor to expand capacity before moving forward.

Engaging your app vendor and solution partner early means issues get resolved before they slow you down.

3

## Last-minute app failures just before go-live

A large U.S.-based interactive entertainment company reached out to Appfire just three days before production migration. A critical app was failing in testing and apps hadn't been included in earlier planning.

The migration required rewriting scripts in a different language for cloud. With limited time remaining, the team had to troubleshoot and escalate support quickly.

Earlier app assessment and vendor involvement would have helped prevent the disruption.

# Next step: turn insights into action

Once you've completed your app assessment, or if questions come up along the way, the next step is to move forward with a clear, supported plan.

**No-cost migration support** helps you validate your app decisions and reduce uncertainty before moving into execution. Our migration support engineers work directly with you to review feature parity, confirm migration paths, and identify potential issues early before they surface during testing or go-live.

Because we build and support many of the apps involved in these migrations, our guidance is based on how those apps actually behave in cloud environments.

If your migration requires more comprehensive implementation support, we can connect you with a **qualified migration partner** for additional services and execution support

Our team supports you across **every stage of migration**, from planning and validation through to execution and post-migration optimization. You'll get hands-on support where it matters most, along with practical guidance to help you move forward with fewer unknowns and fewer late-stage surprises.

Ready to start building your plan? Request support from an Appfire migration expert, or learn more about how we can help you review, optimize, and migrate your app stack.

[Request support](#)

[Learn more](#)