



Success Story
AUTOMOTIVE

ACCELERATING CLOUD ADOPTION IN THE AUTOMOTIVE SECTOR

The Roadmap to a mission-critical
Atlassian Cloud Migration with
zero downtime

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This Success Story showcases DEMICON's partnership with a leading German Premium Automotive OEM to strategically migrate their extensive Atlassian Data Center instance to the Atlassian Cloud, moving over 35,000 users and 2,530 projects without downtime.

INDUSTRY AUTOMOTIVE

CLIENT GERMAN PREMIUM AUTOMOTIVE OEM

PROJECT PARTNER SINCE 2020

TOOLS JIRA, CONFLUENCE, AWS, JIRA CLOUD MIGRATION ASSISTANT (JCMA), CONFLUENCE CLOUD MIGRATION ASSISTANT (CCMA)

COMPETENCES OF DEMICON

- Extensive Cloud Know-How
- Migration Expertise
- Strong Analytical Skills
- Strategic Planning Proficiency

“Thanks to our well-planned migration path, effective communication strategies, and solid post-migration support, our client experienced a seamless transition to the Atlassian Cloud.”

SVETLANA SHAYTANOVA

IT PROJECT MANAGER AT DEMICON



ACCELERATING CLOUD ADOPTION IN THE AUTOMOTIVE SECTOR – The Roadmap to a mission-critical Atlassian Cloud Migration with zero downtime

BERLIN & STUTTGART, DEMICON

In an era where digital collaboration is critical, ensuring optimal platform performance for IT infrastructures, particularly in the automotive sector, becomes crucial. Given this urgent necessity, the IT department of a German Premium Automotive OEM, a key player in the automotive IT landscape, sought the help of DEMICON to strategically migrate their instances from the Atlassian Data Center to the Atlassian Cloud.

The challenge was monumental: transitioning one of the most extensive instances in Atlassian's Data Center's history with **over 35,000 users and migrating 2,530 projects / spaces to the Cloud** on all major Atlassian apps.



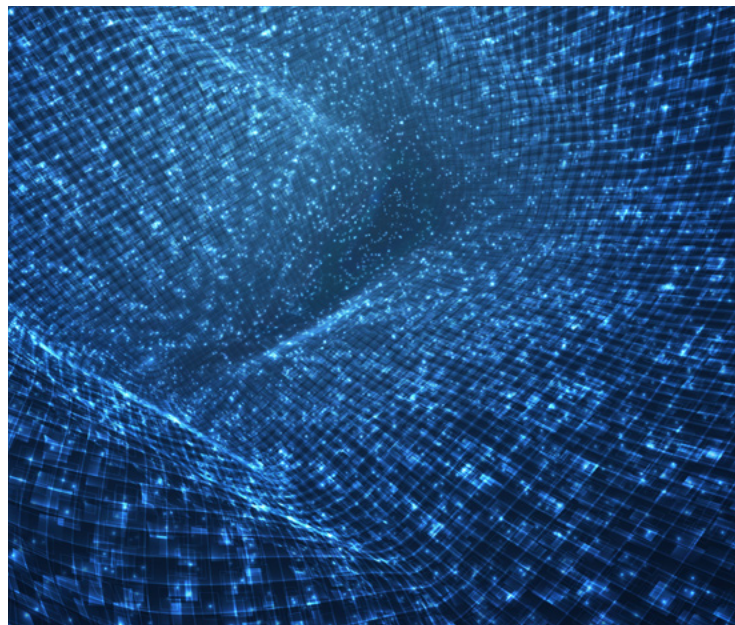
Furthermore, due to the added pressure of ensuring zero downtime and completing the migration before the Datacenter sun-down in August 2023, half of the projects and spaces underwent evaluations, resulting in a decision to migrate only some of them. The project was more than just an IT initiative but a mission-critical transition to **redefine how automotive IT experts collaborate, innovate, and drive results.**



MIGRATION TO MODERN COLLABORATION PLATFORM: An IT Milestone in the Automotive Sector

Innovation is essential for differentiation and profitability in the automotive sector. To stay ahead, manufacturers must prioritise adaptability and digital evolution, shifting from traditional manufacturers to technology organisations. Therefore, Cloud platforms are becoming essential for the automotive industry as they undergo digital transformations with the rise of EVs, autonomous driving, and connected car technologies. **Providers increasingly rely on Atlassian, AWS, Microsoft Azure, and Google Cloud technologies** for R&D (Research and Development) and production.

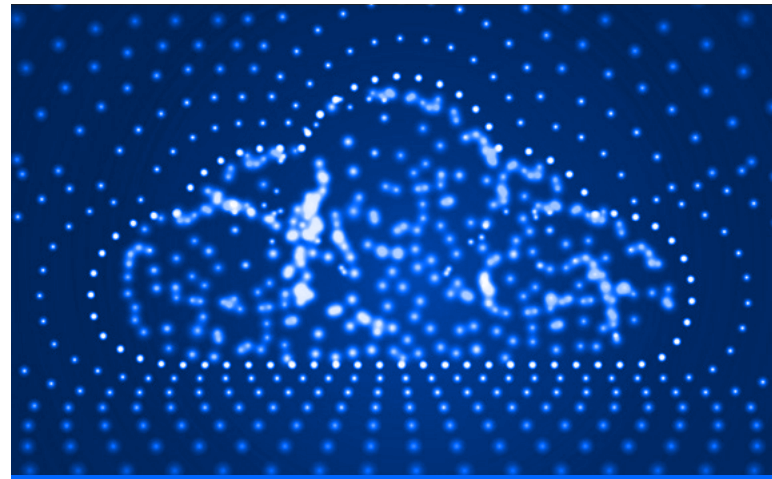
The IT department of a highly regarded German Premium Automotive OEM, embarked on a transformational journey by evolving from its current Data Center instance to the more dynamic and responsive Cloud Platform. **The project's extensive user and scope required an expert touch, where DEMICON stepped in.**





THE PROJECT & ITS CHALLENGES

To achieve optimal Agility in the Cloud, the German Premium Automotive OEM had to tackle several significant issues amplified by the large user and project scope. The initial Data Center instance encountered various platform housekeeping issues. Each project contained numerous custom fields, integrations, and specific statuses, resulting in a slow and „heavy“ system. For the migration, a meticulous and strategic approach was necessary to ensure a successful migration.



MIGRATION OBJECTIVES

Zero Downtime:

To maintain uninterrupted service for its vast user base, the systems had to stay functional during the transition despite the large scale of the operation.

Scalable Performance:

It was necessary to improve system performance to house larger projects and a more increased number of users.

Premium Atlassian Support:

Direct support from Atlassian was needed to resolve any emergent challenges rapidly.

Operational Efficiency:

Beyond migration, the goal was to reduce the maintenance needed, allowing resources to be focused on more important strategic projects.

Localised Excellence:

Opting for AWS EU as the hosting platform, combined with the robustness of AWS services, was a clear nod to ensuring top-tier global performance.

Strategic Risk Management:

The phased migration approach, complemented by Atlassian's direct support, was a calculated strategy to mitigate potential risks.





OUR APPROACH

The meticulous and continuous planning and ongoing reevaluation played a primary role in ensuring seamless migration from Atlassian Data Center to the Cloud. The Technical Account Manager's (TAM) expertise guided the DEMICON team through the migration process and helped to anticipate possible challenges.

DEMICON's and the customers' efforts to refine and adjust the migration steps based on optimal maturity levels reduced friction and minimised disruptions to client operations. Specialised tools like the **Jira Cloud Migration Assistant (JCMA)** and the **Confluence Cloud Migration Assistant (CCMA)** were customised for client needs, and early access features further accelerated the process.

A dedicated team of migration experts from DEMICON was formed, consisting mainly of two wave migrators and a coordinator. Creating an autonomous unit was instrumental in ensuring an aligned, efficient, and, most importantly, seamless migration experience.

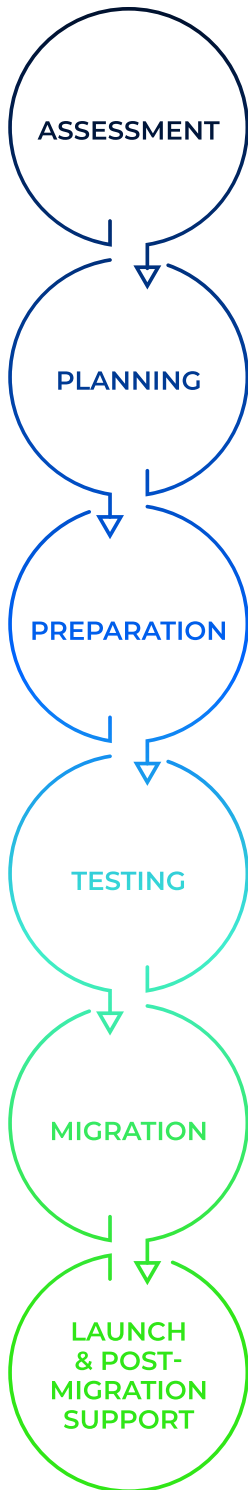
Utilising a ticket system as the single point of truth, DEMICON managed to maintain an aligned overview of the migration's complex status. A dedicated **User Knowledge Base** was established on Confluence to ensure all stakeholders could easily access relevant information.

Leveraging custom scripts enabled DEMICON's migration experts to automate the processes of user migration and permissions reset, ensuring project continuity post-migration. Eliminating the need for manual reconfiguration or additional access requests, ensured users immediate re-access to their projects. At the same time, eazyBI dashboards provided **real-time visualisation of the project progress, ultimately improving efficiency and saving time and costs for the client.**



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A basic operational concept was established and drafted the essential process structures. This step was crucial in understanding the client's current setup and determining the most optimal migration strategy.

Afterwards, DEMICON **evaluated and integrated the necessary apps and plugins**, including draw.io. The team carefully considered what could be eliminated to ensure a productive start after the migration. Additionally, a collaborative migration planning process was implemented with multiple sub-departments to facilitate the quick exchange of information.

The DEMICON team assisted in **developing and implementing suitable communication measures** to be used during and after the migration. This proactive approach ensured that all stakeholders were well-informed, reducing any potential uncertainties.

Before the actual migration, **newly created automations were tested**. The testing phase helped to prevent any potential issues, ensuring a smooth migration process.

A standardised path was established to ensure a smooth migration process. The migration was divided into waves, each handled by a dedicated team. The approach allowed for a focused, efficient and coordinated migration process. The involvement of experienced migration experts from DEMICON proved crucial.

After a successful migration, a **service center for users** was set up, guaranteeing they had access to the required resources and support following the migration. DEMICON's involvement extended beyond completion of the migration, offering **ongoing support to address any concerns and ensure the client's operations ran smoothly.**

Thanks to DEMICON's well-planned migration path, effective communication strategies, and solid post-migration support, the client experienced a seamless transition to the Atlassian Cloud. The successful project demonstrates our dedication to providing effective and satisfying migration services to our clients.

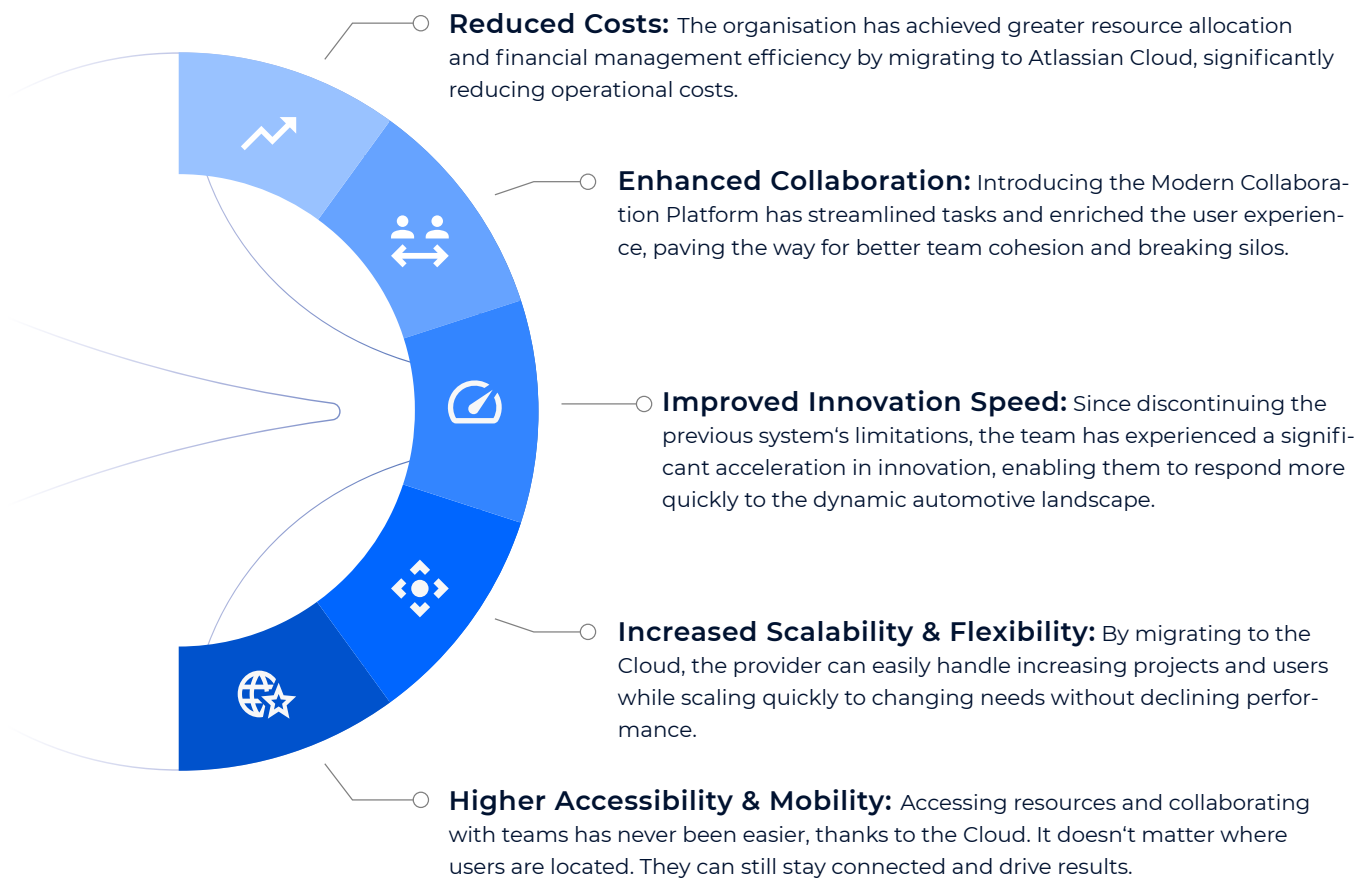
The initial plan for the migration was customised to meet key objectives. However, industry shifts demanded constant adaptation, where the team's flexibility came into play, resolving unexpected challenges and revealing new opportunities. Ultimately, the team's adaptability was the pivotal factor that kept everything together.





THE BENEFITS – ALL WINS AT A GLANCE

The transition from Data Center to the Atlassian Cloud has brought transformative gains for the German Premium Automotive OEM. These shifts have highlighted several benefits:





CONCLUSION

Ultimately, the success of a migration is determined by the client's satisfaction; in this case, it was a clear victory. The process was carried out efficiently and precisely according to the predetermined schedule. The migration was executed with no loss of data or downtime. The project was managed with skilful expertise and strong strategies.

The client expressed immense satisfaction with the process and the outcome, affirming that DEMICON's commitment to operational excellence was met and surpassed.

DEMICON is a multi-award winning IT service provider founded in 2008, and one of the leading AWS and Atlassian Platinum & Enterprise Solution Partners in the DACH market.

DEMICON has built a legacy based on deep technical expertise and strategic thinking, combined with a people-first approach. Our services range from customised software development and implementing scaled, agile methods, such as SAFe, to consulting on agile processes and hosting seminars and workshops.

Our team of experienced Enterprise Architects, Technical Consultants, Software Engineers, Business Consultants and Project Managers provide a wide range of solutions to help companies reach their digital goals.

TOGETHER WE WILL DESIGN
THE RIGHT SOLUTIONS FOR
YOUR VISION!



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