Welcome to Atlassian

A little about us
Our co-founders

Mike Cannon-Brookes

Scott Farquhar
Unleash the potential in every team

Our mission
OUR PRODUCTS

📍 Jira Software
Plan, track, and release world-class software with the #1 software development tool used by agile teams.

📍 Jira Service Desk
Give your customers an easy way to ask for help and your agents a fast way to respond to requests.

📍 Opsgenie
Notify the right people at the right time with powerful incident alerting and on-call schedules.

📍 Crowd
The single sign-on and identity management tool that's easy to use, administer, and integrate.

📍 Confluence
Spend less time hunting things down and more time getting things done. Organize your work, create documents, and discuss everything in one place.

📍 Bitbucket
Collaborate on code with inline comments and pull requests. Manage and share your Git repositories to build and ship software, as a team.

📍 ATLASIAN Access
Company-wide visibility, security policies, and control across your Atlassian cloud infrastructure.

📍 Trello
Collaborate and get more done. Trello boards enable your team to organize projects in a fun, flexible, and visual way.

📍 Statuspage
Incidents happen. Keep your users informed and ditch the flood of support emails during downtime.

📍 Jira Align
Connect business and technology teams to align strategy with outcomes at enterprise scale.

📍 Sourcetree
Harness the full power of Git and Mercurial in a beautifully simple application.

🌐 ATLASIAN Marketplace
OUR HISTORY

2002
Atlassian becomes real with the launch of Jira 1.0.

2003
Confluence 1.0 is born and released to the world.

2005
We begin hosting our quarterly internal innovation days, ShipIt.

2015
Atlassian goes public! We list on the NASDAQ under TEAM.

2012
Atlassian celebrates its 10th anniversary.

2017
We introduce our bold, new brand. Acquired Trello in our largest M&A deal.

2018
Opsgenie joins our suite of tools.

2019
Jira Align, Code Barrell, Good Software acquired.
12 offices worldwide
Atlassian Values

They guide what we do, why we create, and who we hire

- Open company, no bullshit
- Play, as a team
- Build with heart & balance
- Be the change you seek
- Don't #@!% the customer
Our Culture

Our team spirit
We believe when work is open, we unleash the full potential of all teams.
24 hours to innovate. It’s like 20% time. On steroids.
Kudos Program

Let a fellow Atlassian know you appreciated something awesome that they've done
Pledge 1% of **equity**
Pledge 1% of **time**
Pledge 1% of **profit**
Pledge 1% of **product**
Analytics & Data Science Team
Analytics empowers the organization to fuel long-term growth, and deliver customer value by building world-class products.
We are still early in our analytics journey, but progressing quickly.

**OUR ANALYTICS MATURITY MODEL**

**Where we are today**

**INSIGHTS & UNDERSTANDING**
- Atlassians empowered with the right access to data & insights
- Advanced, accessible segmentation of customers combined with insights
- Understanding of users and their use cases, across products

**OPTIMIZE USING DATA**
- Propensity models (e.g., for X-Sell, churn, etc.)
- Optimization efforts (e.g., ROI, X-Sell, experimentation) operate at scale
- Enriching customer profiles by combining 1st party & 3rd party data

**INNOVATE USING DATA**
- Driving growth (e.g., Traffic, MAU, MRR) through advanced statistical models
- 1:1 targeting across channels with differential treatment
- Predictive, real-time lead scoring based on customer behavior

**DATA & REPORTING**
- Quality tracking of funnel, growth & MAU metrics
- Logging in-product user behavior
- A/B testing framework
- Self-service reporting

**ANALYTICS TALENT & CULTURE**
V. UNDERSTAND OUR FUNNEL ACQUISITION

Launched in FY18

INITIATIVE

The Funnel Health Report

BUSINESS IMPACT

Acquisition funnel metrics with actuals, forecast and goals

Empowers teams to continuously adjust spend, channel mix, and growth levers to achieve goals
OUR FAVORITE ANALYTICS TOOLS

- Databricks
- Tableau
- Redash
ATLASSIAN ANALYTICS & DATA SCIENCE PANELISTS

Ali Sanne, Marketing Analytics Manager
Joseph Zhu, Senior Marketing Analyst
Leslie Chaney, Marketing Analytics Manager
Rayshone Fu, Senior Marketing Analyst

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