

Introducing **Service** Collection



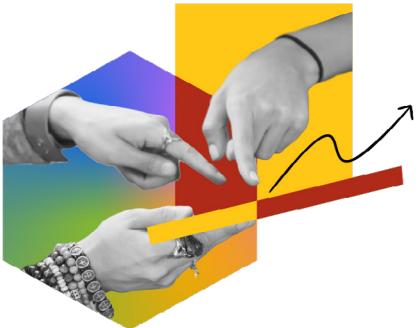
Atlassian's Service Collection brings together Jira Service Management, Customer Service Management, Assets, and Rovo Agents to deliver exceptional, AI-driven service management. Streamline support, automate workflows, manage assets at scale, and empower teams to deliver exceptional service to your employees and even your customers.



Every business is a service business

Success in the AI era means global workforces need exceptional support at all times. And customers? Their demand for availability, performance and service has never been higher.

Building, shipping, and supporting service experiences for employees and customers requires teamwork across your entire enterprise—Dev, IT, Customer Support, and Business teams—along with assistance from new AI teammates.



AI has reset ways of working across the board - but it's also transformed what's possible in the world of service management. Atlassian believes building, shipping, and supporting experiences for employees and customers are impossible alone. It takes collaboration across the entire enterprise - and help from the latest AI capabilities.

Atlassian's Service Collection empowers teams to deliver exceptional service experiences to employees and customers. It prevents issues before they arise and ensures great service when they do.

Atlassian's System of Work

Service Collection empowers teams across the enterprise to deliver exceptional service experiences for employees and customers through Atlassian's System of Work. The System of Work is designed to breakdown silos and spark collaboration between technology and business teams to accelerate progress and maximize impact. Now, you can manage the entire digital software lifecycle on the Atlassian platform, from planning to building to shipping, and supporting digital products for internal employees and now, external customers.

Within the System of Work, the Service Collection, unlocks teams across your organization to innovate, manage a global workforce, and raise the bar for customer support. The Teamwork Graph surfaces suggestions and Rovo agents purpose-built for service use cases will allow you to:

- Build and ship better products faster by connecting technical teams on the same platform.
- Use AI to enhance employee and customer experiences.
- Strengthen feedback loops between their own customers and R&D teams.

Service Management isn't just for IT anymore. Teams across HR, Operations, and Customer Service at **over 60,000 customers**

worldwide trust Atlassian to deliver exceptional experiences of their own.



Introducing The Service Collection



Jira Service Management - the core service management app that brings Dev, IT, and business teams together to deliver exceptional employee experiences and improve service resilience.



Customer Service Management - an AI-powered customer service solution that gives your team the context to deliver smarter service and improve with every interaction.



Assets - a flexible database to track, manage, and visualize objects and configuration items, map dependencies, and keep services running.



Rovo - AI agents and capabilities built to improve support experiences, service desk efficiency, and operations management.

Plus all Atlassian Platform Apps



Home



Goals



Teams



Studio



Search



Chat



Analytics



Admin

What's new in Service Collection?

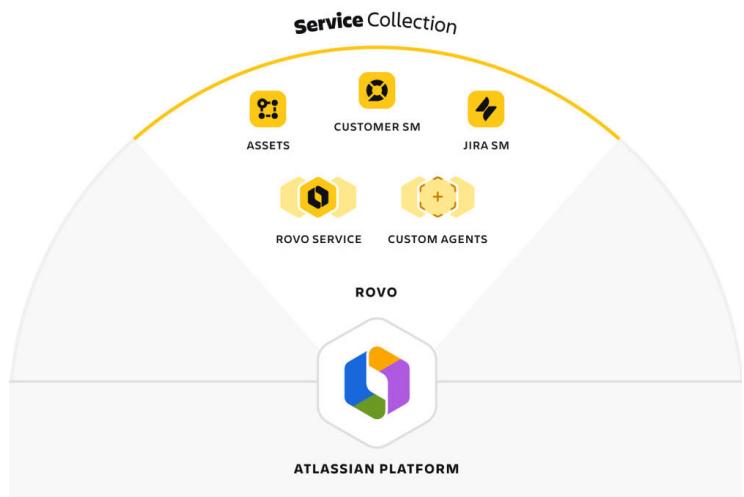
Customer Service Management: Omnichannel support, AI agents, and reporting.

AI-powered Employee Support: Enables teams from IT and HR to work more efficiently, from self-service workflows to solving complex issues like onboarding.

AIOps Incident and Problem Management: Enhanced alert grouping, orchestration, and incident communication.

Enterprise-Grade Asset Management: Data Manager, improved performance, and platformization.

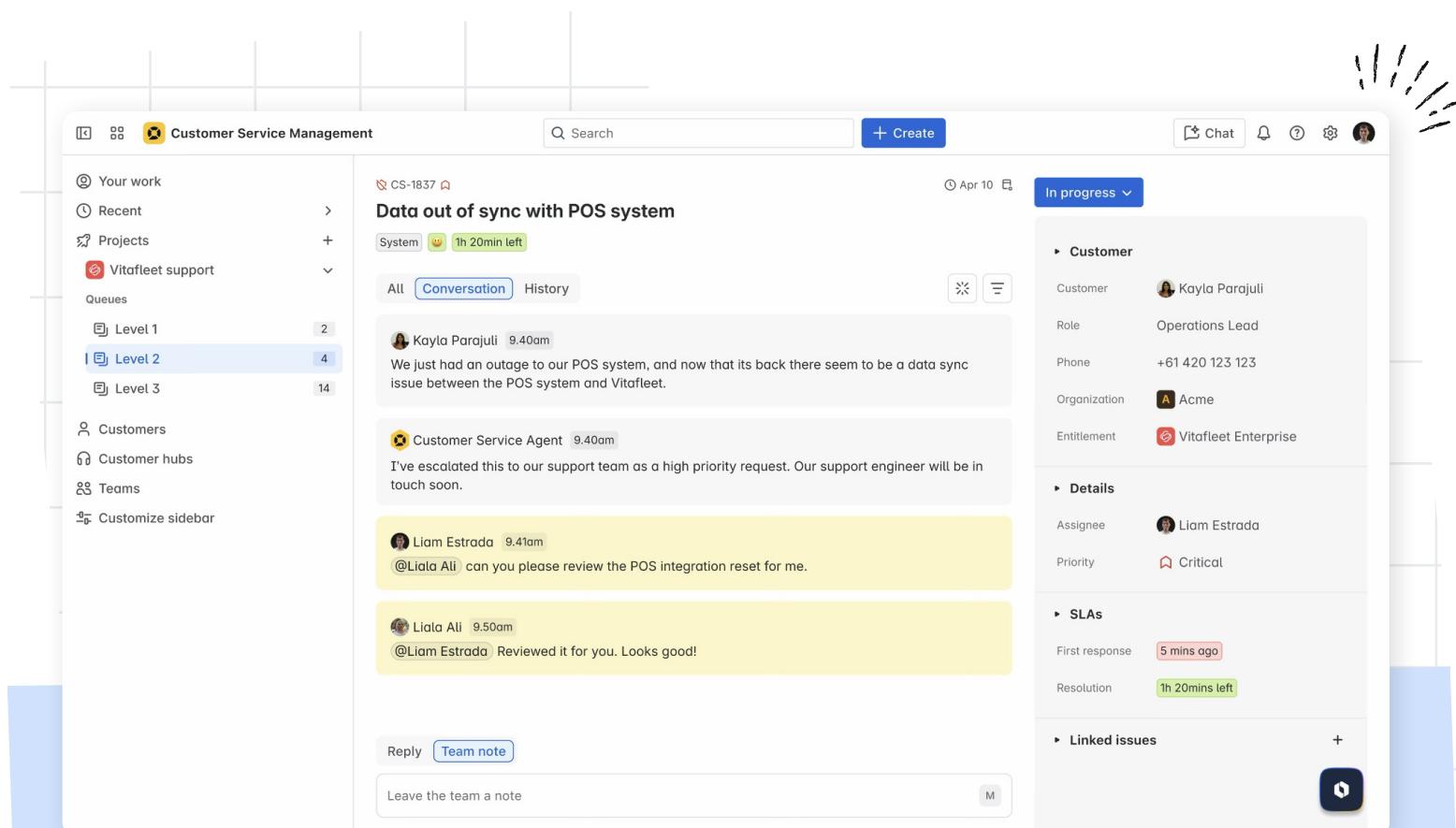
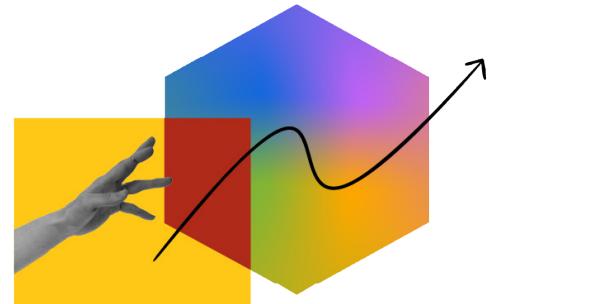
Rovo: AI-powered Agents for Service, Ops & Customer Service.



How does Service Collection unlock teams across the enterprise?

Elevate Support for Everyone

Employees and customers need help fast when something is broken, yet enterprises face challenges scaling experiences across teams like HR, Facilities, and Customer Service.



The screenshot shows a support ticket for 'CS-1837' titled 'Data out of sync with POS system'. The ticket is marked as 'In progress'. The ticket details include:

- Customer:** Kayla Parajuli, Operations Lead, phone +61 420 123 123, organization Acme, entitlement Vitafleet Enterprise.
- Details:** Assignee Liam Estrada, priority Critical.
- SLAs:** First response 5 mins ago, resolution 1h 20mins left.
- Linked issues:** None.

The ticket history shows:

- Kayla Parajuli (9:40am): We just had an outage to our POS system, and now that its back there seem to be a data sync issue between the POS system and Vitafleet.
- Customer Service Agent (9:40am): I've escalated this to our support team as a high priority request. Our support engineer will be in touch soon.
- Liam Estrada (9:41am): @Liala Ali can you please review the POS integration reset for me.
- Liala Ali (9:50am): @Liam Estrada Reviewed it for you. Looks good!

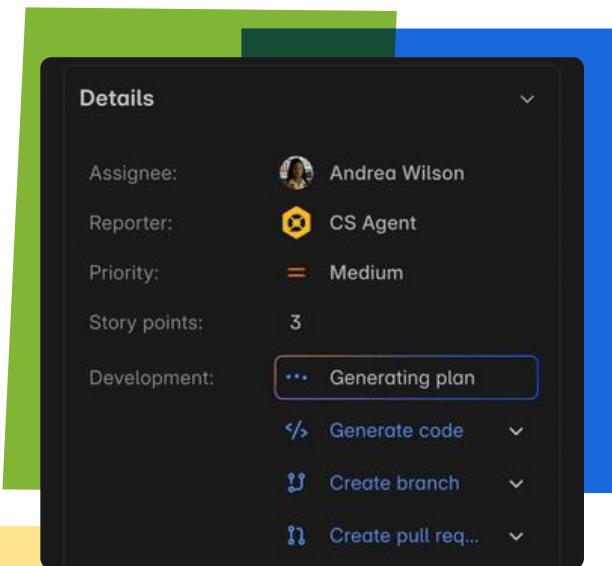
At the bottom, there are buttons for 'Reply' (Team note), 'Leave the team a note', and a message icon.

Service Collection enables teams across the enterprise to create AI-powered workflows that deliver contextual, 24/7 support experiences to both employees and customers.

Accelerate Innovation

Shipping and supporting digital products requires all teams to be in sync. Development, IT Operations, customer support, and product use different tools and work in silos that limits visibility and pace of innovation.

Service Collection unites Dev, Ops and Support teams on a single AI-powered platform to ship faster and minimize downtime.



Deliver value fast

Legacy tools are costly to deploy, maintain, and update - with AI adding yet another layer of complexity. This delays time to value and erodes overall return on investment.

Service Collection helps enterprises realize value fast: and scale experiences as needed - without the cost and complexity of legacy platforms.



Rovo: AI-powered Agents for Service, AIOps & Customer Service

- Rovo Service helps service teams (e.g. IT, HR) work more efficiently. It deflects queries with smart self-service, solves complex issues, and streamlines workflows like onboarding.
- Rovo Ops aids operations teams in detecting, resolving, and preventing incidents. It automates workflows, enabling quick responses, root cause analysis, SME involvement, and service quality.
- Rovo Customer Service helps external customer support teams deliver fast, accurate, personalized replies by automating ticket handling, deflection, and knowledge sharing.

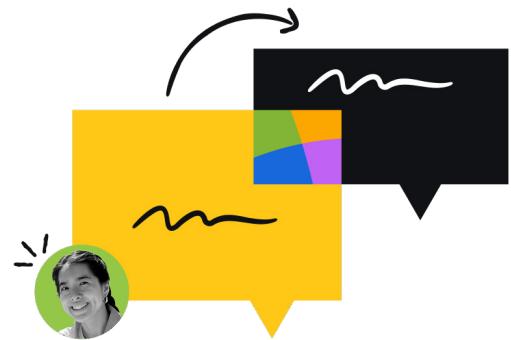
Forrester found that customers who switched from legacy ITSM to Atlassian saved an average of \$2.3 million over three years and were able to deploy JSM in approximately 6 months for an organization of 14,000 employees.

Source: [The Total Economic Impact of Atlassian Jira Service Management](#)

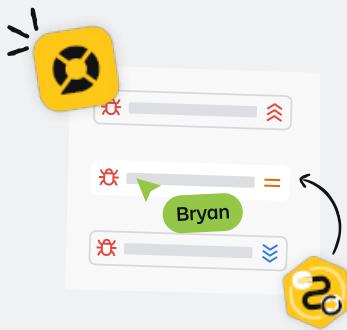


Introducing Customer Service Management

In an age of global access, accessible information and expansive choice, customers across industries expect immediate, personalized support. Even one bad interaction can lead to churn. But support volumes and the complexity of cases are increasing. And in many businesses, customer service works in a different tool from R&D, IT, and more, leading to silos, poor cross-team collaboration, and slow customer resolutions.



Service Collection's Customer Service Management is an AI-first, purpose-built app for external customer support. This all-new app uses AI to connect support, dev, ops, and product teams through the Teamwork Graph, so customer-facing issues are detected faster, fixes ship sooner, and services come back online quickly. With this new app, you're not just accelerating customer support—you're making it smarter, more connected, and way less painful for everyone involved.



With CSM, customers can effectively support external customers and tighten feedback loops between customer input and product development:

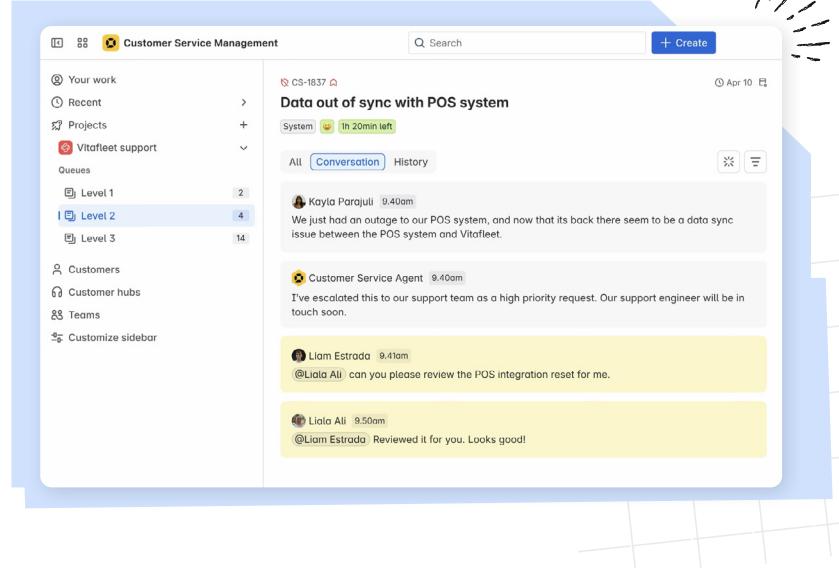
- Provide Support teams with context to resolve issues faster for external customers
- Share real-time customer insights with IT Operations during critical incidents
- Help Development prioritize and resolve incidents quickly
- Give Product a direct line to customer feedback to build better product

Provide consistently great service across every channel. Meet customers via email, chat, web, or phone, or even via integration with Amazon Connect. Customer service teams can now direct and route calls in the same workspace as other service channels, while building a knowledge base, harnessing AI agents, and sharing the work with seamless handoffs for a delightful customer experience.

Rovo Customer Service Agents respond instantly, understand every request, suggests solutions, and accelerates resolutions—then seamlessly transitions complex issues to human agents. It learns as it goes, so fixes get faster and your team can focus on high-impact work.

Bring together customer data, relevant services, team information, and documentation into one workspace. With Atlassian's Teamwork Graph, both AI and human agents have the full picture, so support feels personal and connected.

Customer Service Management provides an on platform for every team, ready from day one. Break down silos between support, development, operations, and product. Resolve customer issues end-to-end, share feedback and fixes across teams, and deliver smarter service immediately.



What is included in Service Collection?

Service Collection is a group of apps and AI experiences to help teams deliver exceptional service experiences for employees and customers.

Service Collection includes Jira Service Management, Customer Service Management, Assets, and Rovo.

What does this mean for Jira Service Management?

Jira Service Management is now included as an app in Service Collection. New customers will gain access to Jira Service Management with their purchase of Service Collection.

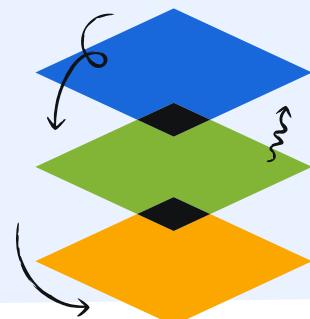
Existing Jira Service Management customers will be moved into Service Collection and given access to Customer Service Management following launch.

Is Rovo included in the Service Collection?

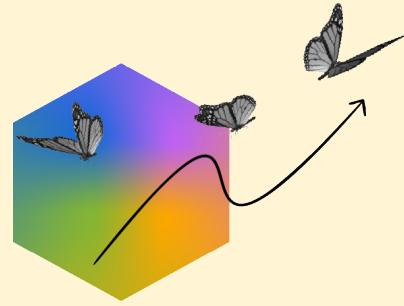
Yes. AI experiences and agents powered by Rovo are included in Service Collection Standard and above. These capabilities are purpose-built for service use cases like request, incident, and knowledge management.

Built on a platform that connects all teams, tools, and data

Flexible and intelligent by design, Atlassian's Cloud Platform is the foundation of connection between tools, teams, and the vital data that underpins your system of work.



Ready to transform your service experiences for your employees and customers?



Our team of expert service management providers can design a transformation to get your organization's many teams working together, handling requests, onboarding new team members, and delivering more to your customers.

**Get in touch with
your Atlassian
Solution Partner.**

