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## Private Company Spotlight





## Snapshot

Founded in 2006

NPS of 92

95% repeat business

Headquarters in Austin, TX

7-time Atlassian Partner of the Year winner



Platinum  
Solution Partner

## Select Customers



TOYOTA



NETFLIX

Walmart



Zillow®

## Investors/Ownership



# Praecipio: How This Atlassian Platinum Partner Is Accelerating the Move to Cloud

*Our Q&A With CEO Chris Lewis*

## 1. What does Praecipio do for its clients and why are you unique?

Praecipio was founded in 2006 to deliver solutions for customers using the Atlassian platform. Jira had won the hearts and minds of developers starting in 2002 and was evolving into a scalable enterprise platform for teams to work more efficiently, and is now deployed in the largest technology organizations on the planet. We've grown alongside Atlassian into a leading North American Atlassian Platinum Solution Partner with deep technical expertise on the platform and truly have a passion for the solutions we build and services we provide for our clients.

We help enterprise customers see the tremendous value within the Atlassian Cloud platform, the broader System of Work, and integration with AI tools. We are seeing measurable efficiencies in new ways of working across an organization leveraging Atlassian cloud products, including Rovo, its AI solution. Gaining those efficiencies starts with the Cloud upgrade. The move to Atlassian Cloud is not just a migration, it is a major upgrade for how employees work that grants access to advanced platform features only available in Cloud.

Helping customers with that transition to Cloud and working with them to unlock the true potential of this new paradigm across their enterprise is a fundamental first step in how we engage with our clients best. Step one of the journey is always getting to Cloud, but then, through our managed services, strategic planning sessions, and AI adoption, we help customers realize the art of the possible within Cloud, the System of Work, to make

their entire organizations more productive, automated, and collaborative.

## What makes us unique

Praecipio is unique because of our people, our culture, and our focus on the most complex Atlassian migrations, most ambitious use-cases, and deployments of Atlassian solutions at their greatest scale. We have many Atlassian Community Event (ACE) leaders and we participate in many Atlassian events. We are a seven-time Atlassian Partner of the Year award winner and our people combined hold hundreds of certifications. We stay close to and partner with Atlassian in many areas of the organization including sales, channel, marketing, and product. The passion for the platform shows up in our solutions we bring to customers and the quality of our delivery. Twenty years of experience with Atlassian has allowed us to develop both technical and industry specific solutions to business challenges and opportunities at Atlassian's largest, most complex, and most devoted customers. Our people have evolved with the Atlassian platform to develop capabilities allowing us to engage in the most complex environments and use-cases.

## AI-powered innovation

Artificial intelligence is changing how we deliver for clients with the skilled consultant and machine approach. We have developed proprietary technology and service methodologies that enable us to deliver faster, more accurate, and more comprehensive solutions to our customers. We believe that this approach reduces manual analysis time compared to legacy

methods while improving accuracy and consistency by enabling our talented consultants to focus on the most important and complex pieces of the design and analysis.

Some of our recent AI investments include:

- *Cloud Upgrade Accelerator*: Rapid readiness assessments that reduce discovery time from weeks to minutes
- *Praecipio Migration Framework (PMG)*: Our AI-assisted delivery methodology that accelerates complex migrations
- *Health Scanner*: Continuous instance monitoring that proactively identifies optimization opportunities across Atlassian tool deployments

Although these tools will never be a substitute for highly talented consultants, we have realized that they are a powerful enhancement to our services and truly differentiated in the marketplace.

## 2. What are the benefits of being on the Atlassian Cloud platform over Data Center (Atlassian's on-premises solution)?

Given the 2029 Data Center support sunset announced by Atlassian, most organizations are already feeling the pressure to migrate, but can struggle with embarking on such an intimidating, expensive, and disruptive journey. We strongly believe that it doesn't have to be that way. By focusing on all the functionality to be gained from making that transition sooner than later, partnering with the right strategic Solution Partner like Praecipio to plan and execute that transition thoughtfully, and embracing AI wherever possible, the migration can unlock productivity gains and

newfound efficiencies in automating manual tasks.

We believe some of the most powerful benefits of the cloud platform are:

- **Access to modern features first:** Cloud-first development by Atlassian product development means that new capabilities like Atlassian Intelligence (AI features), Rovo AI agents, and advanced automation arrive on Cloud months or years before Data Center. Some features like Atlassian Intelligence are even Cloud-exclusive, and we expect this category of features to grow.
- **Lower total cost of ownership:** No infrastructure costs, no dedicated admin resources for patching and maintenance, and predictable subscription pricing. Most organizations see 30%-40% TCO reduction when factoring in infrastructure, personnel, and operational costs.
- **Enhanced collaboration:** Native mobile apps, better real-time collaboration features, and seamless integrations with modern SaaS tools create better user experiences, especially for distributed teams.
- **API rate limits and automation:** Cloud offers more generous API limits and native automation capabilities through Atlassian's automation engine without needing additional apps or scripts.
- **Automatic updates and maintenance:** Customers get new features, security patches, and performance improvements automatically without planned downtime or upgrade projects. This eliminates the significant IT overhead of managing upgrades, testing compatibility, and scheduling maintenance windows.

- **Built-in security and compliance:** Atlassian handles infrastructure security, data encryption, disaster recovery, and compliance certifications (SOC 2, ISO 27001, GDPR, etc.). Our customers benefit from their dedicated security teams and enterprise-grade infrastructure without needing to maintain it themselves.
- **Scalability and performance:** Cloud automatically scales to handle usage spikes and growing teams without capacity planning or hardware procurement. Customers get global CDN distribution and optimized performance out of the box.

## 3. How has the Cloud platform evolved over the years to make it feasible for large enterprises to adopt now?

In 2025, Praecipio upgraded more than 1,700,000 active Atlassian users from Data Center to Cloud. That was a 40% increase in Cloud upgrades over 2023, and 30% over 2024—showing the momentum in the market to Cloud. This level of scale would not have been possible to achieve without all of our investment into migration solutions, and the product innovation accomplished by Atlassian since the cloud version was first released. More specifically:

- **Enterprise-grade security and compliance to address concerns for regulated industries:** Early Cloud was seen as inadequate for regulated industries. Atlassian invested heavily in SOC 2 Type II, ISO 27001, HIPAA, FedRAMP Moderate (for Jira and Confluence), and regional data residency options over the years. It added data loss prevention, audit logging improvements, and enterprise key management, making Cloud viable for



healthcare, financial services, and government sectors that previously required on-premises solutions.

- **Performance and scale improvements:** Initial Cloud instances struggled with large datasets and complex configurations. Atlassian rebuilt the underlying architecture with Premium and Enterprise tiers offering 99.9% uptime SLAs, significantly improved API rate limits (from restrictive to generous), support for instances with 100,000 users, and performance optimizations that handle millions of issues and pages.
- **Advanced administration and governance:** Early Cloud lacked enterprise controls. Atlassian added Atlassian Access for centralized identity management across products, organization-wide policies, and user provisioning; advanced IP allowlisting and session controls; and centralized billing and admin capabilities through Atlassian Administration. This gave enterprises the oversight and control they expected.
- **Migration tooling and support:** The Atlassian Cloud Migration Program launched with free Jira Cloud Migration Assistant and Confluence Cloud Migration Assistant tools, dedicated migration specialists and project management support, app migration paths with the Atlassian Marketplace Partner program ensuring critical apps were rebuilt for cloud, and prescriptive methodologies for complex migrations. This turned migration from a risky leap into a managed program.

- **AI and automation advantages:** Atlassian Intelligence and Rovo represent capabilities that simply won't come to Data Center. Virtual agents, AI-powered search across all connected tools, automated workflow suggestions, and intelligent data insights are Cloud-exclusive. This shifted the conversation from "why move?" to "what are we missing by staying?"
- **App ecosystem maturity:** The marketplace transformed with enterprise vendors like Appfire, Tempo, and others rebuilding their solutions for Cloud with feature parity or Cloud-specific advantages. The "critical app isn't available on Cloud" blocker largely evaporated.

The cumulative effect is that enterprises evaluating Cloud today are comparing it to a 2018-2019 product that no longer exists. Combined with the 2029 Data Center sunset creating urgency, Cloud has become the definitive path forward rather than an alternative to dismiss, and we believe we are best prepared to tackle even the toughest migrations.

#### **4. How do you assess a customer's Cloud-readiness and what are the most common gaps you see that customers should be prepared for?**

##### ***Our assessment approach***

Praecipio has invested in proprietary AI-powered technology that enables our highly skilled consultants to conduct assessments at different levels of depth depending on where customers are in their Cloud journey. This enhances our clients' visibility into what a Cloud migration would look like so they are prepared for the journey ahead.

**Initial readiness assessment:** Using AI-powered tools, our consultants can provide rapid visibility into migration complexity, timeline estimates, and

major risk factors. This automated approach examines technical configuration (instance architecture, customizations, apps/integrations), data and content analysis (volume, complexity, cleanup opportunities), organizational readiness indicators, and security/compliance requirements. We then generate a complexity score and report with key findings, which our consultants carefully review and contextualize for the customer.

##### ***Comprehensive planning assessment:***

For customers who proceed with migration, we conduct a more detailed discovery phase (typically 2-4 weeks depending on complexity). Our delivery teams use our AI-powered framework to automate the time-consuming data collection and analysis work, deep-diving into plugins, custom scripts, integrations, and dependencies, allowing our consultants to focus on strategic planning, wave design, and stakeholder alignment.

**Recursive learning (N+1):** Lastly, our methodology and approach is recursive and we are focused on constant incremental improvement. Each assessment we complete feeds learnings back into our AI tools, delivery methodologies, and training programs, making subsequent assessments more accurate and comprehensive. This means customers benefit from the collective insights of hundreds of prior Cloud migrations, not just a consultant's individual experience.

##### ***Most common gaps we identify***

- **Custom code and scripting dependencies:** ScriptRunner scripts, custom plugins, Groovy scripts, and hard-coded automation that don't have Cloud equivalents. Customers often underestimate how embedded these customizations are in daily

workflows. Remediation requires rebuilding automation using native Cloud features, Forge apps, or rethinking processes entirely.

- *App ecosystem mismatches:* Critical Marketplace apps without Cloud versions or with reduced functionality on Cloud. Even when apps exist, feature parity issues surprise teams—particularly around reporting, advanced workflows, or integration depth. We help customers map alternatives, negotiate with vendors for roadmaps, or identify workarounds.
- *Identity and access management complexity:* Fragmented authentication across multiple directories, complex group structures that don't map cleanly to Cloud's model, and service accounts and API tokens requiring complete reinvention. Atlassian Access helps, but the underlying identity architecture often needs restructuring.
- *Data quality and volume issues:* Years of accumulated technical debt— orphaned projects, inactive users still assigned to thousands of issues, massive attachments that balloon migration times, and poorly structured spaces or workflows that should be redesigned rather than migrated as-is. We often recommend cleanup sprints before migration.
- *Integration architecture:* Legacy SOAP integrations that need REST API rebuilds, on-premises tools that can't reach Cloud instances without VPN or proxy setup, bi-directional sync requirements that are more complex in Cloud, and webhook rate limits that require redesigning real-time integrations.

- *Organizational change readiness:* Teams unprepared for automatic updates removing the “stay on this version forever” mindset, admins accustomed to server/filesystem access who need to learn Cloud-native troubleshooting, and training gaps where users expect identical experiences and resist new Cloud UIs or workflows.
- *Security and compliance controls:* Assumptions that Data Center controls map directly to Cloud (they don't—different models), audit logging differences requiring new compliance documentation, and data residency requirements that limit Cloud region options or add complexity. In addition, clients frequently overlook the importance of early involvement from security teams. These teams must approve not only the Atlassian Cloud applications but also any Marketplace Applications intended for use within the enterprise environment.

#### ***How we position the assessment***

We frame readiness assessment not as finding reasons you can't migrate, but as identifying the preparation work that ensures Cloud upgrade success. Most gaps are solvable with proper planning, and the organizations that struggle are those that discover gaps mid-migration rather than addressing them upfront. Our AI-powered approach helps identify these gaps earlier and more comprehensively than traditional manual discovery, especially when oversight is provided by some of the most highly skilled and highly tenured consultants in the ecosystem.

#### **5. What is Praecipio doing to make it easier for Data Center customers to migrate to the Cloud?**

Rather than trying to shift too much of the effort offshore, we believe that

complex migrations and Cloud platform enhancements can be accomplished by pairing highly skilled consultants with AI tools. We've invested into proprietary AI-powered capabilities that enable us to conduct a variety of assessments throughout the migration lifecycle and feed our consultants the right information in an automated manner to make the best decisions for their clients, and to drastically reduce the amount of manual effort involved. Our consultant teams and clients can then focus on migration strategy, wave planning, stakeholder alignment, and change management—all the high-value effort that requires human judgment and expertise.

These assessments are powered by the Praecipio Migration Framework (PMG), which combines:

- AI agents that autonomously interrogate Atlassian environments
- Deep plugin analysis via API and SSH access
- Automated breaking change detection
- Intelligent mapping of Data Center to Cloud equivalents

This approach reduces manual analysis time by 60%-80% while improving accuracy. For example, our AI can analyze complex ScriptRunner scripts in minutes, which historically took our consultants hours or days manually. For customers, this translates to:

- Faster assessments at every stage
- More accurate complexity estimates
- Earlier identification of risks
- Reduced overall migration timeline

The key differentiator is that we're not just "lift and shift" migrators. We help customers reimagine their Atlassian environments for Cloud, clean up technical debt, and position them to leverage AI and modern capabilities they couldn't access on Data Center to enhance the productivity gains and drive collaboration on their teams.

### **Partnering with Atlassian FastShift**

Praecipio works collaboratively with Atlassian's FastShift program to deliver enhanced migration outcomes for enterprise customers. While Atlassian's FastShift team provides the dedicated delivery manager, migration support engineer, and customer success manager for core data migration, program coordination, and technical support, Praecipio delivers the hands-on-keyboard implementation work that complex Data Center environments require. This includes:

- Strategic transformation management beyond the technical migration itself
- Customization refactoring—converting ScriptRunner scripts, Groovy code, and custom workflows to Cloud-native solutions
- Third-party app integration and migration—working with Marketplace vendors to ensure seamless transitions
- Solution design and governance frameworks that optimize the Cloud environment from day one
- End-to-end continuous improvement to ensure lasting adoption success

### **Structured migration framework**

We've built a phased approach that includes pre-migration assessment and planning (the readiness work we just discussed), migration design and architecture (determining big bang vs.

phased approaches, defining user groups and migration waves), execution with dedicated migration teams using Atlassian's native tools plus our own accelerators, and post-migration optimization and adoption support. This gives customers a clear roadmap rather than treating migration as a one-time technical cutover.

### **Migration accelerators and tools**

Beyond Atlassian's standard Cloud Migration Assistant, our technology stack includes:

- Automated configuration analysis and validation
- Deep plugin interrogation via API and filesystem access
- Custom scripts for data cleanup and transformation
- Pre-migration health checks that identify issues before they impact timelines
- Breaking change detection and remediation recommendations
- Automated post-migration validation and testing

These capabilities dramatically reduce the manual effort required while catching issues early, before they become migration blockers.

### **App migration expertise**

We maintain deep relationships with key Marketplace vendors (Tempo, Appfire, ScriptRunner, Elements, BigPicture, etc.) and have documented migration paths for the most common enterprise apps. We help customers navigate feature parity gaps, identify Cloud alternatives when direct migrations aren't possible, and work with vendors on roadmap commitments for missing functionality.

### **Customization remediation**

For the custom code gap that trips up most migrations, we offer

ScriptRunner-to-native-automation conversion services, Groovy script analysis and rebuilding using Forge or Cloud automation, workflow redesign that leverages Cloud-native capabilities, and API integration modernization from legacy patterns to Cloud-optimized approaches. Our AI technology accelerates this work by automatically analyzing the business logic in custom code and proposing Cloud alternatives.

### **Change management and adoption support**

Technical migration is only half the challenge. We provide admin training programs focused on cloud-native management, end-user training and communication plans, champions programs to build internal advocates, and post-migration office hours to address issues as users encounter them. This prevents the "successful technical migration, failed user adoption" scenario.

### **Post-migration optimization**

Once customers are on Cloud, our AI-powered monitoring capabilities via our Health Scanner continuously analyze instance health, identifying optimization opportunities, security misconfigurations, and technical debt before they become problems. This proactive approach includes:

- Automated detection of underutilized licenses and inactive users
- Performance bottleneck identification
- Workflow and process inefficiency analysis
- Security and compliance gap monitoring
- Recommendations for leveraging new Cloud capabilities as Atlassian releases them

This continuous intelligence generates quarterly health reports that inform

and help customers maximize their Cloud investment over time. This proactive approach keeps customers maximizing their Cloud investment rather than reacting to issues. The Scanner generates quarterly reports with actionable recommendations that drive our managed services engagements.

For customers concerned about Cloud management capabilities, we offer managed services that provide ongoing Cloud administration, performance monitoring and optimization, continued customization and automation development, and quarterly business reviews to ensure they're leveraging new Cloud capabilities. This addresses the "we're losing control" concern and ensures customers continue to realize value from their Cloud investment long after migration.

#### **6. What sort of timeline should large Data Center customers plan for a move to Cloud?**

It depends! Choosing the right partner (Praecipio) based on requirements, partner capabilities, and industry experience is as important as setting the right timeline expectations. In general, we believe customers can expect a 3- to 8-month timeline for upgrading to Cloud, but it depends on many factors, including:

- Complexity of the Data Center environment, including the number of custom scripts, custom fields, workflows, custom integrations and Marketplace apps
- Technical debt that must be remediated
- The amount of historical data that must be moved
- Completion of security reviews for the Atlassian Cloud and associated Marketplace apps

- The client's organizational readiness for cloud, including ability to support requirements gathering, decision-making, and user acceptance testing in a timely manner during the migration process

Praecipio has certainly handled some of the most challenging Data Center migrations to Cloud and met very ambitious timelines. I'd welcome conversations with any enterprise technology leaders that believe their instance is too difficult to move because I know that we can partner to find the most cost effective and productive solution.

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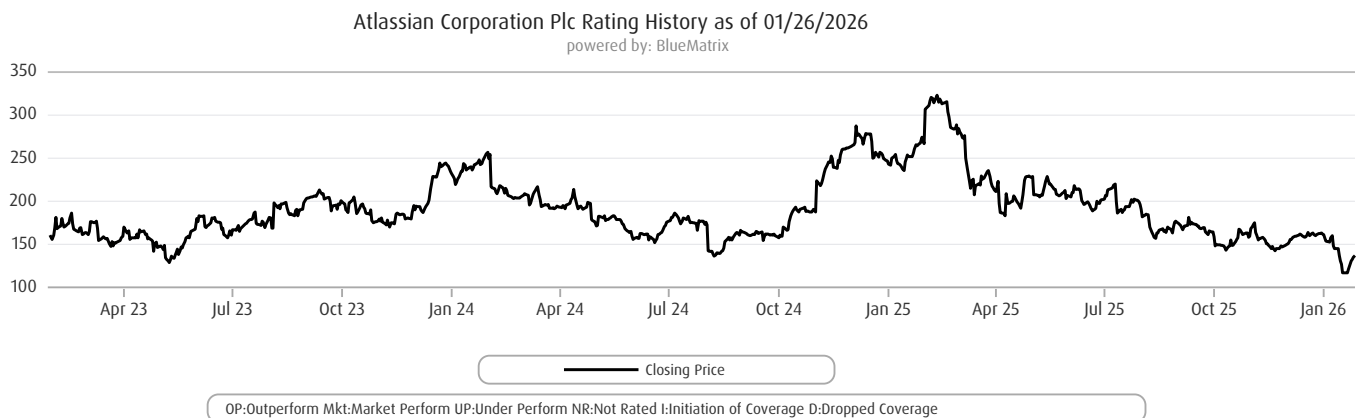
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