

# Isos Technology Partners with GoDaddy on a **Large-Scale Migration** from **Jira Software Server to Cloud**

GoDaddy is a large, multinational enterprise that provides a comprehensive set of business and marketing services and solutions, helping millions of entrepreneurs around the globe create and manage their digital presence and run their small businesses. GoDaddy offers everything from domain names, website design, and hosting to business email and e-commerce services.



## The Challenge

GoDaddy's internationally based development teams were using Jira Software and Confluence on Atlassian Cloud, except for their U.S. team, who was still using Server versions of the solutions. This meant GoDaddy had siloed workforces, was supporting and managing two distinct sets of processes, and was still burdened with maintaining on-prem servers. Because the company already had several other Cloud instances up and running, the advantages of the cloud were understood. GoDaddy wanted to migrate its remaining on-prem Jira Software and Confluence instances to Cloud, so all of its instances could be centrally managed, teams could work in similar ways, and servers could be decommissioned.

However, the instance was massive, as it had more than 6,500 active users, nearly two million issues, and more than two million Confluence pages. GoDaddy was heavily reliant on specialized apps to execute customized functions, which added to the complexity. While GoDaddy's internal admin team was highly skilled and adept at working in their other Cloud instances, they did not have the bandwidth or specialized expertise to tackle a migration of this magnitude.

# The Solution

Isos Technology first did an assessment of GoDaddy's existing Atlassian Server instance, which entailed evaluating active and inactive users, Jira issues and Confluence spaces, workflows, the volume and types of data, and the various apps in use by different teams. Isos then provided several options to proceed. GoDaddy opted to successfully migrate its operations into a single enterprise organization while maintaining separate sites. One was intended for internal use, while the other served as a customer-facing support platform. This migration allowed GoDaddy to streamline its operations and improve efficiency within the organization.

Due to the size of the existing instance, the high number of workflows and issues, the large quantities of relevant historical data GoDaddy needed to migrate, and the number of apps in use, it was an exceptionally complex migration. To minimize risk and limit disruption for users, Isos thoroughly tested each part of the migration multiple times to ensure all Jira Software projects, issues, workflows, data, Confluence pages, and attachments could be migrated and no data was missed.

In addition to Jira Site Import, Isos used proprietary tooling to automate the migration of large volumes of workflows and scripts that would otherwise need to be manually updated, saving hundreds of hours in the final cutover. The migration was successful, and due to a significant change management effort that was run in parallel with the migration project, all 6,500 users were up and running on day one, with minimal issues.

# The Results

- **Successful migration** - Despite the massive scale and complexity of the migration, the process went smoothly with no major delays. Users were working with all necessary data from day one.
- **Streamlined user management** - With Atlassian Access, user management is streamlined and simplified, and all users across the globe are consistently using SSO and other security protocols.
- **Centralized administration and enhanced governance** - With all sites in Cloud, administration has been centralized and GoDaddy can ensure all teams are using consistent, standardized practices.
- **Enterprise-level security, availability, and disaster recovery** - GoDaddy has been able to sunset all its servers and now benefits from enterprise-level security, availability, and disaster recovery.



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*"We turned to Isos Technology for assistance, and they confirmed what we already suspected – migrating would be a major endeavor. With their confidence and experience, they made it easier and more cost-effective. Now, our team can focus on improving the employee experience instead of struggling to keep everything up to date. Thank you, Isos, for your invaluable support!"*

— Alex Johnson, Manager, SaaS Platform Development.

## About Isos Technology

Isos Technology is a world-class consulting services provider that helps organizations become the best version of themselves through technology, people, and practices. As an Atlassian Platinum Solution Partner with ITSM, Cloud, and Agile at Scale specializations, we thrive on solving your toughest business agility, service management, and Atlassian lifecycle challenges, while accelerating business transformation and outcomes. Founded in 2005, Isos became a portfolio company of The Acacia Group in 2022, with the original founders continuing to drive the mission and strategy for Isos going forward. Isos has since cemented its status as one of the largest Platinum Solution Partners in the Atlassian ecosystem. Headquartered in Tempe, Arizona, and with offices across the U.S., Isos has been recognized as an Atlassian Partner of the Year in the ITSM, Enterprise, and Services categories for the last six out of seven years, an Inc. 5000 Fastest-Growing Private Company, and a CIOReview Most Promising Agile Consulting Company.

For more information, visit [isostech.com](https://isostech.com).



**855-924-4767**  
[info@isostech.com](mailto:info@isostech.com)



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## Project Snapshot

- GoDaddy needed to migrate massive Jira Software and Confluence instances from Server to Cloud to standardize processes, streamline administration, and enhance security.
- Isos evaluated the instance and provided the option of migrating into one large instance or multiple smaller instances for each project. GoDaddy chose a single instance.
- Because the company had approximately two million Jira issues and two million Confluence pages, Isos spent several months testing the migration before making the final cutover.
- In addition to Jira Site Import, Isos used proprietary tooling to automate the migration of large volumes of workflows and scripts, which saved hundreds of hours in the final cutover.
- Isos implemented Atlassian Access to streamline and centralize user management and support security best practices like SSO.
- Now that all of its instances are in the cloud, GoDaddy benefits from streamlined administration and billing, standardized processes, and enhanced security.

