ATLASSIAN

Cloud migration communication templates

Communication with stakeholders and end users is a vital part of any migration process. Use these templates to craft your own messages for your communication plan.

PHASE 1: ASSESS

Use this set of email and announcement banner templates to assemble a project team, give users early notice of the migration project, and identify users to help with testing in later phases.

✉ Email

Audience: Stakeholders

Subject: Please join the [*insert product name(s)*] migration project team

Content:

Hi [*name*],

Atlassian, the maker of our [*Jira, Confluence, and Bitbucket*] software is planning to decommission its server products by Feb 2024. Due to this change, we're proposing we migrate our Atlassian server products to cloud. As a user who's impacted by this change, we'd like you to join the migration effort! The goal of the migration team is to help determine project scope, assess needs, and make decisions. This is an opportunity to help define our company's future on cloud.

Please join the initial information session on [*date*] at [*time*] to learn more about the migration project. Meeting connection details: [*join URL or phone number*]

See you then,

[*name*]

📣 Announcement Banner

Audience: End users

Content:

[*Later this year*] we're planning to migrate [*Jira, Confluence, and Bitbucket*] to Atlassian Cloud. You should expect feature, terminology, and user interface differences. To follow the migration effort, please bookmark the project documentation area at: [*URL*].

Want to help? During the test and post-migration phases, we need users to help verify their data looks and functions like it should. Please join the test team by [*insert instructions*].

PHASE 3: PREP

Use this email to enlist help from project team members after you've written test cases.

✉ Email

Audience: Migration team testers

Subject: Please review the [*insert product name(s)*] migration test cases

Content:

Hi team,

We've created some initial test cases for the [*Jira, Confluence, and Bitbucket*] migration project. The testing goal is to make sure that all expected data is migrated and functions as desired.

Please review the test case list at: [*URL*]. Please update any test cases as needed and add additional cases if you detect coverage gaps. Finally, please let us know if you'll need any special access or conditions to complete your testing.

We expect two test periods: one after the initial test migration and another after the final migration.

Thanks in advance for your help ensuring the success of this project!

[*name*]

✉ Email

Audience: Stakeholders

Subject: [*Insert product name(s)*] test migration started

Content:

Hi [*name*],

We've started a test of the [*Jira, Confluence, and Bitbucket*] migration. We expect the test to take approximately [*duration*] to complete and will update you again if the duration changes.

Additional project details are available at: [*URL*]. If you have any questions during the test period, please contact [*email address*].

Thank you,

[*name*]

✉ Email

Audience: Migration team testers

Subject: [*Insert product name(s*)] test migration ready for verification

Content:

Hi team,

The new cloud [*Jira, Confluence, and Bitbucket*] application(s) is/are ready to test! Please execute your test cases now and report any issues encountered.

The test cases are located at: [*URL*].

The new cloud [*Jira, Confluence, and Bitbucket*] application(s) is/are located at: [*URL(s)*]. Please login with [*credential information*].

Thank you,

[*name*]

✉ Email

Audience: Stakeholders

Subject: [*Insert product name(s)*] test migration complete

Content:

Hi [*name*],

We've completed the test of the [*Jira, Confluence, and Bitbucket*] migration. Our findings and the issues to address are compiled at: [*URL*].

The next steps are to [*address issues*] and retry the migration.

Once we have a successful test, we'll be able to determine a final migration date.

Thank you,

[*name*]

✉ Email

Audience: End users

Subject: [*Insert product name(s)*] migration launch date

Content:

Hi,

We're reaching out to notify you of an upcoming migration of our [*Jira, Confluence, and Bitbucket*] application(s).

The migration will begin on [*date*] at [*time*] and last approximately [*duration*]. During this time, the current application(s) will be unavailable and you won't be able to add new data or make changes. Please plan your work around this window.

For a detailed project plan and additional information, please see: [*URL*].

For questions during the migration period, please contact [*email address*].

To report issues after the migration, please [*instructions*].

After the migration you may notice some feature, terminology, and user interface differences. We've compiled some training resources at [*URL*] to help you get comfortable quickly.

Thank you,

[*name*]

✉ Email

Audience: Internal support teams

Subject: Migration launch date and plan for [*insert product name(s)*]

Content:

Dear help desk team,

On [*date*] at [*time*], we're migrating our [*Jira, Confluence, and Bitbucket*] data to [*Cloud*] versions. We expect the migration to last approximately [*duration*].

Please plan to receive additional trouble reports and help requests during and immediately after the migration.

During the migration, users will not be able to login to the application(s), add new information, or change existing information.

After the migration, users will access the application(s) at a new URL and will notice some feature, terminology, and user interface differences.

For a detailed project plan, additional information, and FAQs please see: [*URL*].

For questions during the migration period, please contact [*email address*].

To report issues after the migration, please [*instructions*].

Thank you,

[*name*]

◀ Announcement Banner

Audience: End users

Content:

On [*date*] at [*time*], we're migrating our [*Jira, Confluence, and Bitbucket*] data to cloud. During this time, the current application(s) will be unavailable. Please hold all additions and changes until we've announced the migration project is complete. After the migration is complete, will send login information and details to help you get started on cloud. For more information about this project, please see: [*URL*].

PHASE 5: MIGRATE

Use this set of emails and announcement banner templates to announce the start of the test migration and verification activities. After the migration, announce completion and post a decommission notice.

📢 Announcement Banner

Audience: End users

Content:

We've started the [*Jira, Confluence, and Bitbucket*] migration and expect the event to last approximately [*duration*]. During the migration, you will not be able to login to the current application(s). After the migration, you'll login at a new location. For more information about this project, please see: [*URL*].

Thank you,

[*name*]

✉ Email

Audience: Migration team testers

Subject: [*Insert product name(s)*] final migration ready for verification

Content:

Hi team,

The new cloud [*Jira, Confluence, and Bitbucket*] application(s) is/are ready to for final verification! Please execute your test cases now and report any issues encountered.

The test cases are located at: [*URL*].

The new cloud [*Jira, Confluence, and Bitbucket*] application(s) is/are located at: [*URL(s)*]. Please login with [*credential information*].

Thank you,

[*name*]

✉ Email

Audience: End users

Subject: Learn about the new [*insert product name(s)*] application(s)

Content:

Hi [*name*],

The [*Jira, Confluence, and Bitbucket*] migration is complete! The new cloud [*Jira, Confluence, and Bitbucket*] application(s) is/are located at: [*URL(s)*]. Please bookmark this/these location(s) and login with [*credential information*].

You should expect some feature, terminology, and user interface differences. Additional information and training materials are available at: [*URL*].

Additionally, please see

Atlassian product documentation

Getting started overview

Free tutorials and courses in the Atlassian University

To report a problem or request support, please [*instructions*].

For general migration questions, please contact [*email address*].

Thank you,

[*name*]

◀ Announcement Banner

Audience: End users

Content:

The [*Jira, Confluence, and Bitbucket*] migration is complete! The new cloud [*Jira, Confluence, and Bitbucket*] application(s) is/are located at: [*URL(s)*]. Please bookmark this/these location(s) and login with [*credential information*]. Additional information and training materials are available at: [*URL*]. This application will be available for approximately [*duration*] but no new information can be added and no changes can be made. To report a problem or request support, please [*instructions*].

✉ Email

Audience: Stakeholders

Subject: [*Jira, Confluence, and Bitbucket*] migration stopped

Content:

Hi [*name*],

We've encountered [*issues*] and have stopped the [*Jira, Confluence, and Bitbucket*] migration. Thank you for your patience while we address these issues.

We'll be back in touch shortly with additional details. In the meantime, please see [*URL*] for additional project information.

Thank you,

[*name*]

📣 Announcement Banner

Audience: End users

Content:

We've stopped the [*Jira, Confluence, and Bitbucket*] migration. Thank you for your patience while we addressed issues we've encountered. Please see [*URL*] for additional details.

Thank you,

[*name*]

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