



从碎片化工作迈向战略执行

AI 与 Atlassian Collections 如何共同构建企业的工作系统



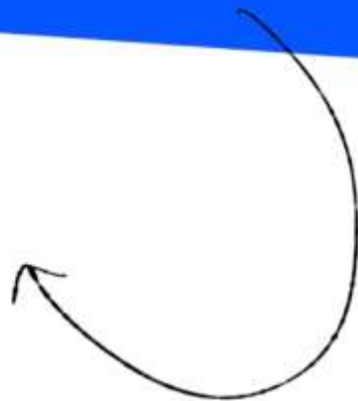
乔飒

CEO | 安迈咨询



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Agenda

Service Collection

Teamwork Collection

Strategy Collection

AI + Rovo

Service Collection



Every business is a **Service Business**



Software Company

In service to subscribers



Utility Company

In service to homeowners



Financial Institution

In service to users



Automotive

In service to drivers

✧✧ That's why every team is a
Service Team



ATLASSIAN Service Collection

Apps



JIRA SERVICE
MANAGEMENT



CUSTOMER
SERVICE
MANAGEMENT



ASSETS

Agents



ROVO SERVICE, OPS, &
CUSTOMER SERVICE



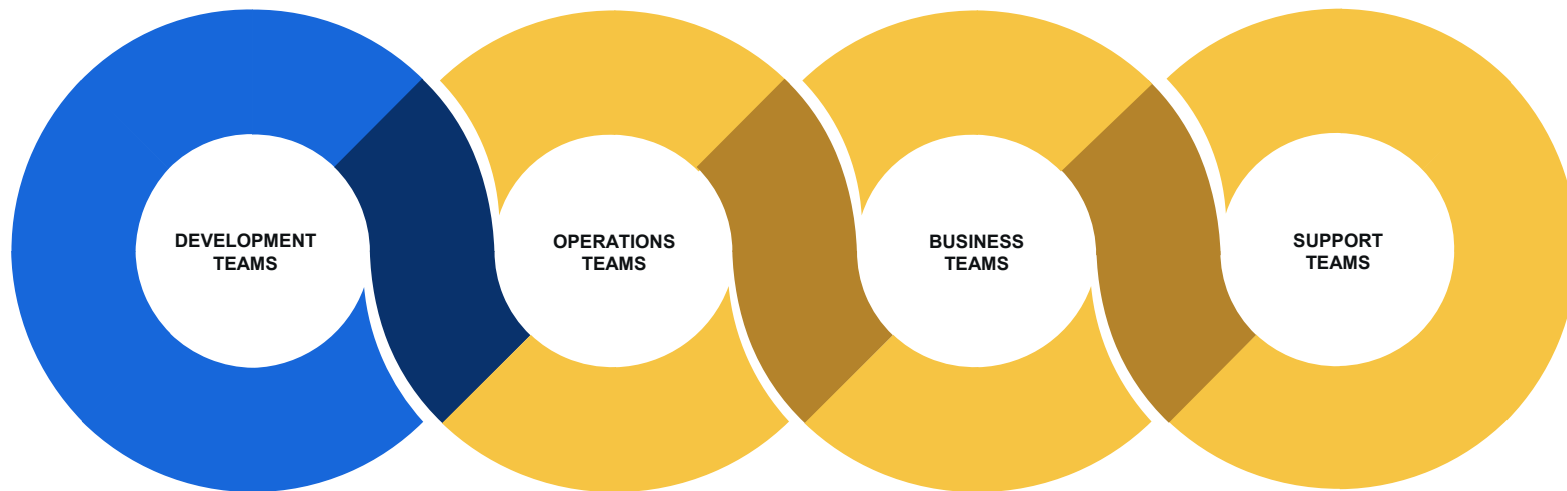
BUILD YOUR
OWN

JSM customers get Service Collection
with your current subscription*



High Velocity Service Management

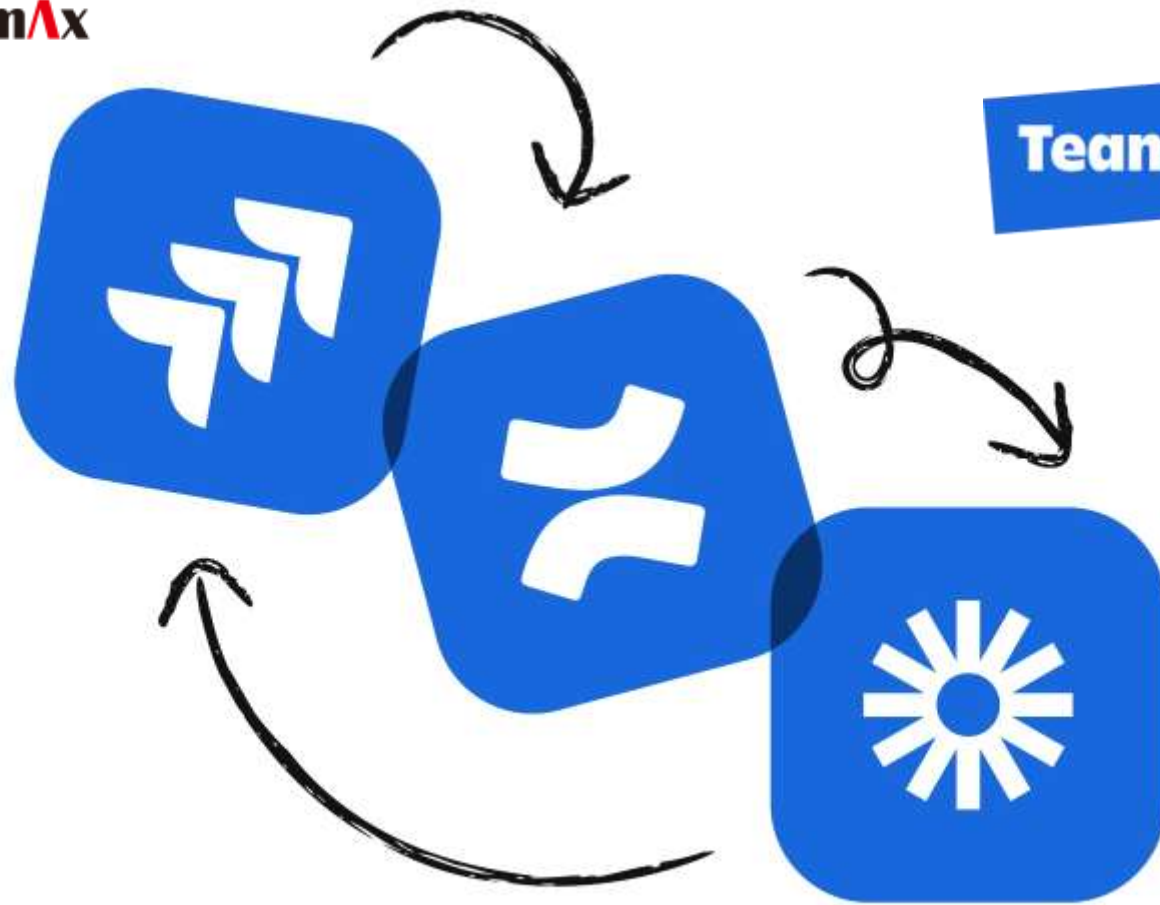
Unite Dev, Operations, Business, and Support Teams on a single, AI-powered platform



WE BELIEVE

Service Collection is all about customer satisfaction





Teamwork

▲ ATlassian
Collection



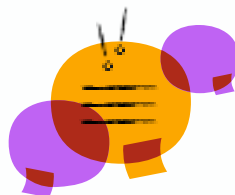


Teamwork ATlassian
Collection

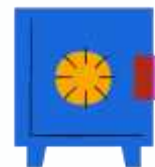




**Disconnected
goals**



**Poor
communication**



**Siloed
knowledge**



**Ineffective
AI**

Atlassian State of Teams report 2025



How the future works

THE System of Work

UnlimAx

Align to the
right goals



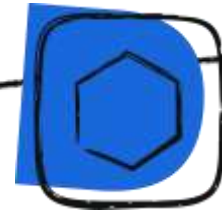
Plan and track
work together



Harness
knowledge



Welcome AI to
the team





ATLASSIAN Collection



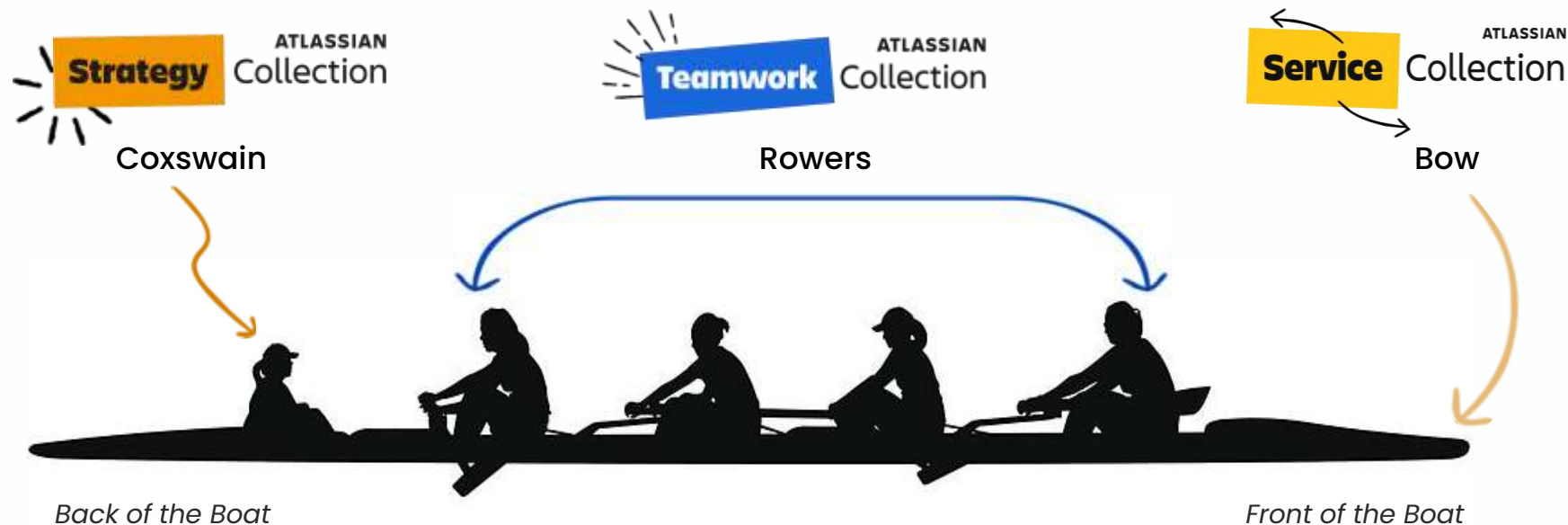
Teamwork ATlassian
Collection



Strategy ▲ ATlassian
Collection



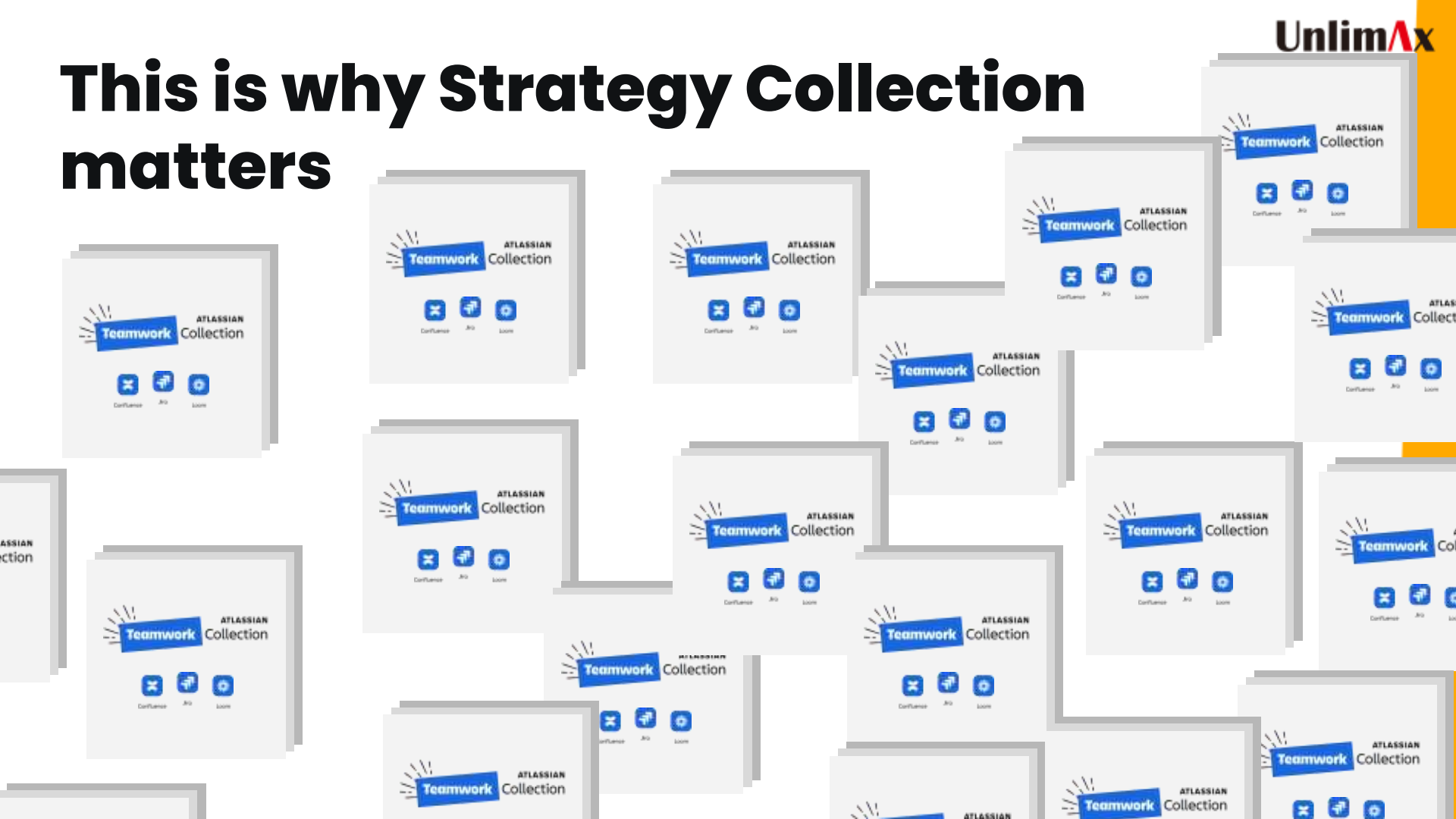
The Winning Crew



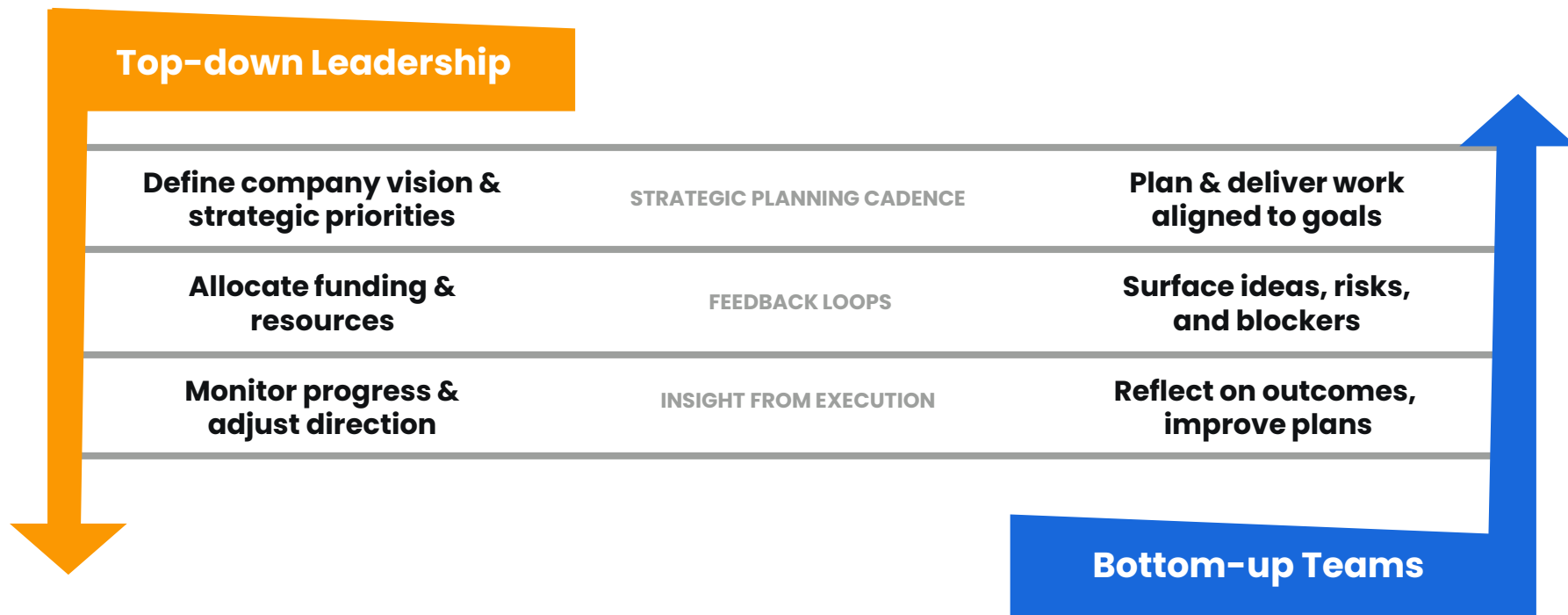
Let's look at companies



This is why Strategy Collection matters



Strategy 🤝 Execution



Are my teams working on the right things?

Will they produce the outcomes we need?

Are they allocated appropriately?

Are we missing something big?

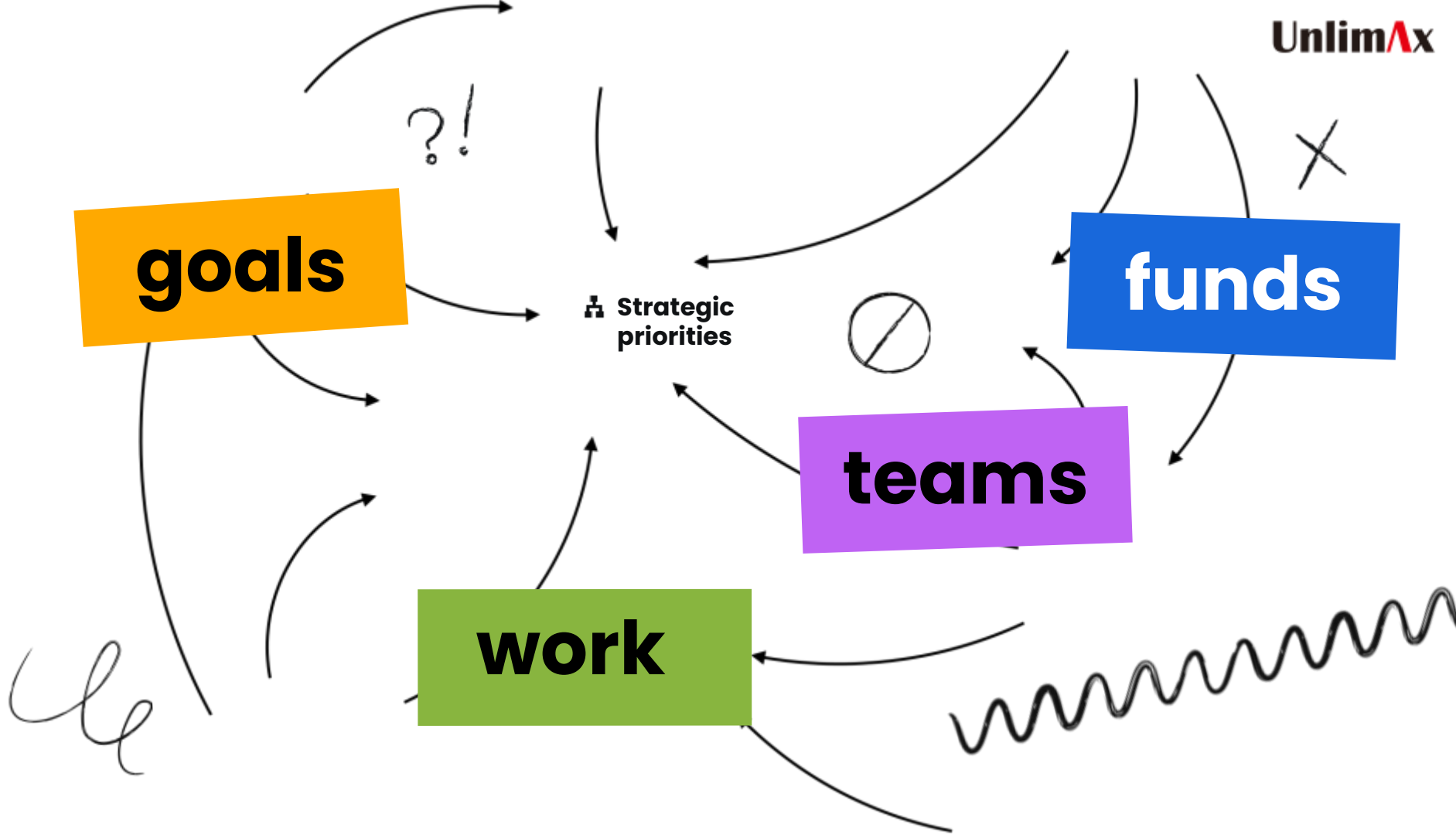
Clarity is hard to find.

76%

**of teams are not focused
on critical initiatives.**

Atlassian State of Teams report 2025





STRATEGY
COLLECTION

Focus

Strategy Planning



Talent

Knowledge Workforce Planning

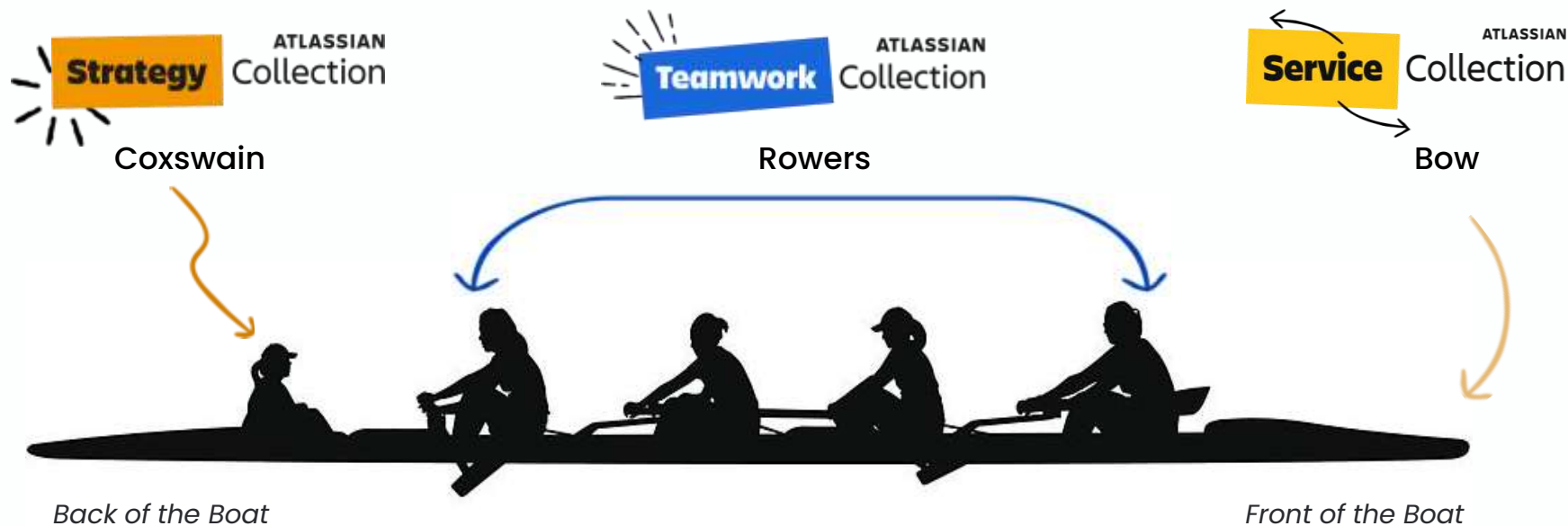


Align

Enterprise Work Planning



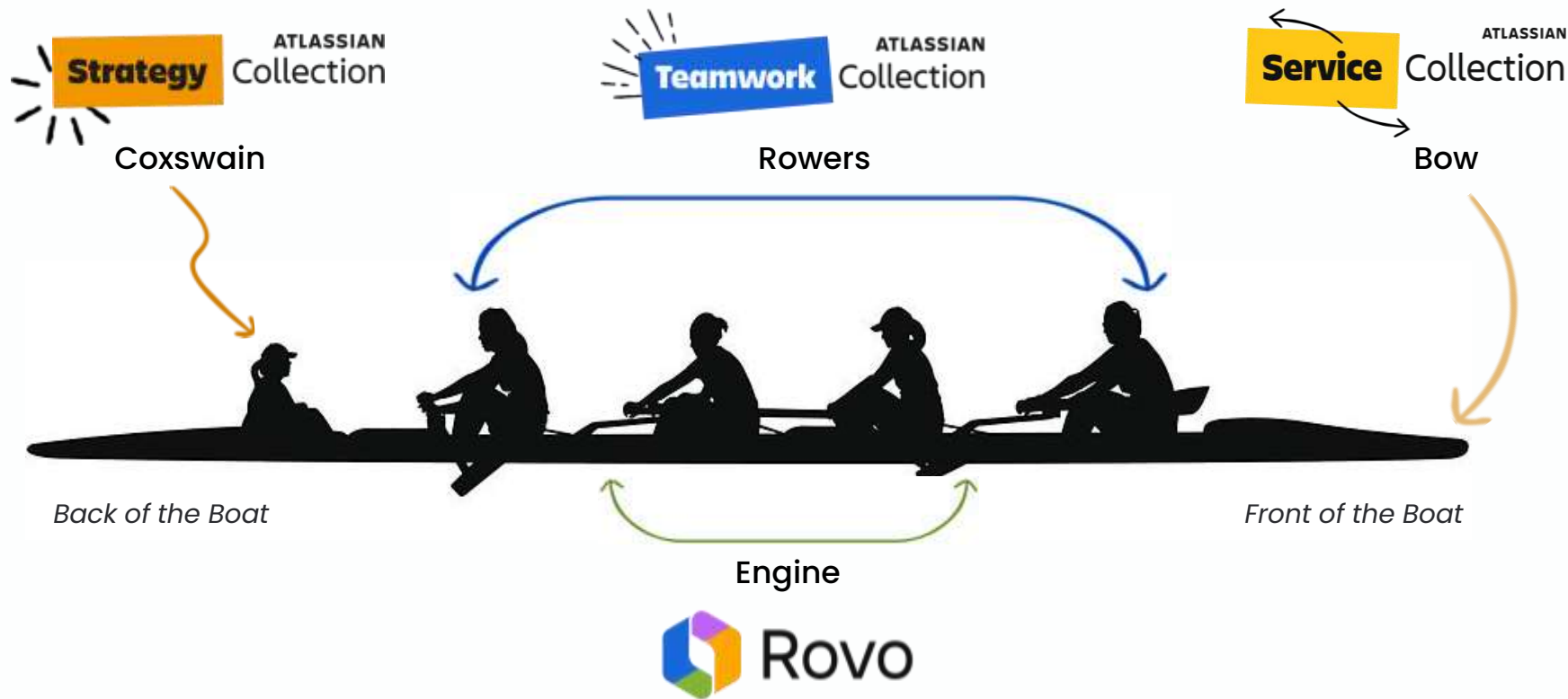
Strong teams row hard. Aligned teams row far.



ATLASSIAN Rovo



AI+Rovo is the engine of the boat....



Business Landscape is Changing



AI as a Structural Shift

- AI is **not just automation** – it's reshaping the foundations of the business
- From **process-driven** organizations to **intelligence-augmented** organizations
- Differentiations – **insight, adaptability & trust**



Industry Disruption Patterns

- **Regulatory complexities**
- **High trust and auditability requirements**
- **Shift from feature velocity to AI – enabled productivity**



New Business Imperatives

- **Collaboration at the center of AI**
- **AI + Rovo a trust layer** for Search, knowledge and gen AI orchestration





Atlassian AI Vision

1

Connect

Rovo connects People, process, and knowledge and product across the platform

2

Integrated & Extensible

Rovo, Jira, Confluence and Service management; AI - Powered, integrated, and extensible

3

The New System of Work

"Agents, Automation & Studio"



Question

When we talked about Systems of Work today,
what analogy did we use?



Question

Which Atlassian Collection product combinations did we talk about today?



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