



Silver
Solution Partner



Driving a Culture of Innovation And Collaboration For A Large FMCG Retailer Using Atlassian Product Suite



CHALLENGE

The client's large and massive portfolio often posed challenges in driving and coordinating marketing strategies at a global level. The size, scale and reach of their products warranted innovative marketing solutions that had to be customized out of the box. The client was looking to have a global, open and collaborative platform for experts which could reduce their planning time, ensure efficient project control and access, increase teamwork across projects and foster innovation through "**Voice of the Employee**". The client wanted a digital-first approach to drive innovation, overhaul and consolidate the way projects are handled throughout the organization.



ABOUT THE CLIENT

The client is a large retail provider of FMCG (fast moving consumer goods) in the world with over 420+ brands in 192 countries. More than 2.5 billion people use their products daily.



SOLUTION OVERVIEW

CSS Corp onboarded the client on the **Atlassian Product Suite** and noted the following points as the scope of work:

- » Set up a robust and centralized User Access Management and Knowledge Base management solution.
- » Establish an automated work environment across the client's ecosystem of digital assets of more than 420+ projects.
- » Build weekly audit and reporting capability to monitor access violations.
- » Provide training to team members on the **Atlassian Products Suite** and conduct product walk-throughs to influence product adoption and project collaboration.



CSS Corp is a trusted partner with Atlassian and builds innovative solutions for clients that takes advantage of **Atlassian's** tools. Combined with industry best practices, our solutions empower our clients to work smarter and faster in challenging environments.

With over 420+ projects and their associated teams spread around the world, the first thing we did was to implement a robust and centralized User Management system to ensure authenticated users can access their projects with ease. A Knowledge Base (single source of truth) using **Atlassian's Confluence** was also setup to ensure that the required teams get the right information at the right time by consolidating disparate release notes and projects documents. An ITIL-based support system was created to handle ticket management, incident change request, SLA configurations with email and support automation, and was customized using **Atlassian Jira Service Management**.

We used automation with the support of **Atlassian's BitBucket** and **Bamboo** to offer a single, comprehensive interface that allows global teams create, plan and manage projects from coding to testing and deployment reducing the need for different tools and increasing efficiency. Hackathons were also conducted to drive a spirit of innovation and excellence across teams.

The engagement has seen a span of six years and saw the use of agile tools like Kanban and Scrum. The team has also implemented DevOps by utilizing another **Atlassian product - Jira for Work Management** and this covers a scope of more than 1000+ tools that is integrated onto a singular work environment.

Key Products from the Atlassian Product Suite

Confluence

Confluence is a team workspace where knowledge and collaboration meet. Dynamic pages give your team a place to create, capture, and collaborate on any project or idea. Spaces help your team structure, organize, and share work, so every team member has visibility into institutional knowledge and access to the information they need to do their best work.

[Read more](#)

Bitbucket

Bitbucket is more than just Git code management. Bitbucket provides teams one place to collaborate on code from concept to Cloud, build quality code through automated testing, and deploy code with confidence.

[Read more](#)

Bamboo

Bamboo Server is the choice of professional teams for continuous integration, deployment, and delivery. Bamboo helps development teams tie automated builds, tests, and releases together in a single workflow. Bamboo offers first-class support for the "delivery" aspect of continuous delivery.

[Read more](#)

Jira Service Management

With Jira Service Management, you can easily receive, track, manage, and resolve requests from your team's customers. Jira Service Management makes it easier to categorize service requests, incidents, problems, and changes by organizing and prioritizing these requests in a single place, and keeps your team on track with goals (or service level agreements). JIRA Service Management designed to bring IT, development, operations and business teams closer together with a variety of features that emphasize collaboration at speed.

[Read more](#)

Jira Work Management

Jira Work Management helps your teams manage work, projects, and processes, no matter the complexity. Jira Work Management is the most configurable and customizable tool in the market with granular control over security, privacy, and workflows.

[Read more](#)

BENEFITS

- » **11,000** employees use the collaborative solution across multiple departments.
- » Reduced time and improved project ideation through **1200+** business templates and **1000+** versioning tools.
- » Saved time through faster onboarding of **40+** global agencies.
- » Reduced search time for retrieving project documentation by **30%**.
- » Customized **420+** project pages in line with project specifications.
- » Smart insights via intuitive dashboards for Jiradata (categorized by regions and ticket status).

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