Optimizing the Atlassian Ecosystem for Health Tech Growth

How we helped a fitness tech brand scale efficiently with Jira and Confluence. A success story of transforming digital workflows to support rapid business expansion.

The Challenge

Scaling Pains

The client was transitioning from startup to scale-up. Their tools couldn't keep pace with rapid team growth.

Technical Debt

Jira and Confluence instances were disorganized. Project visibility was limited across departments.

Onboarding Friction

New hires struggled with confusing tool usage. This slowed productivity during critical growth phases.

Our Approach

Assess
Conducted comprehensive Atlassian Health Check to identify pain points.

Rebuild
Restructured Jira configuration with scalable schemes and templates.

Automate
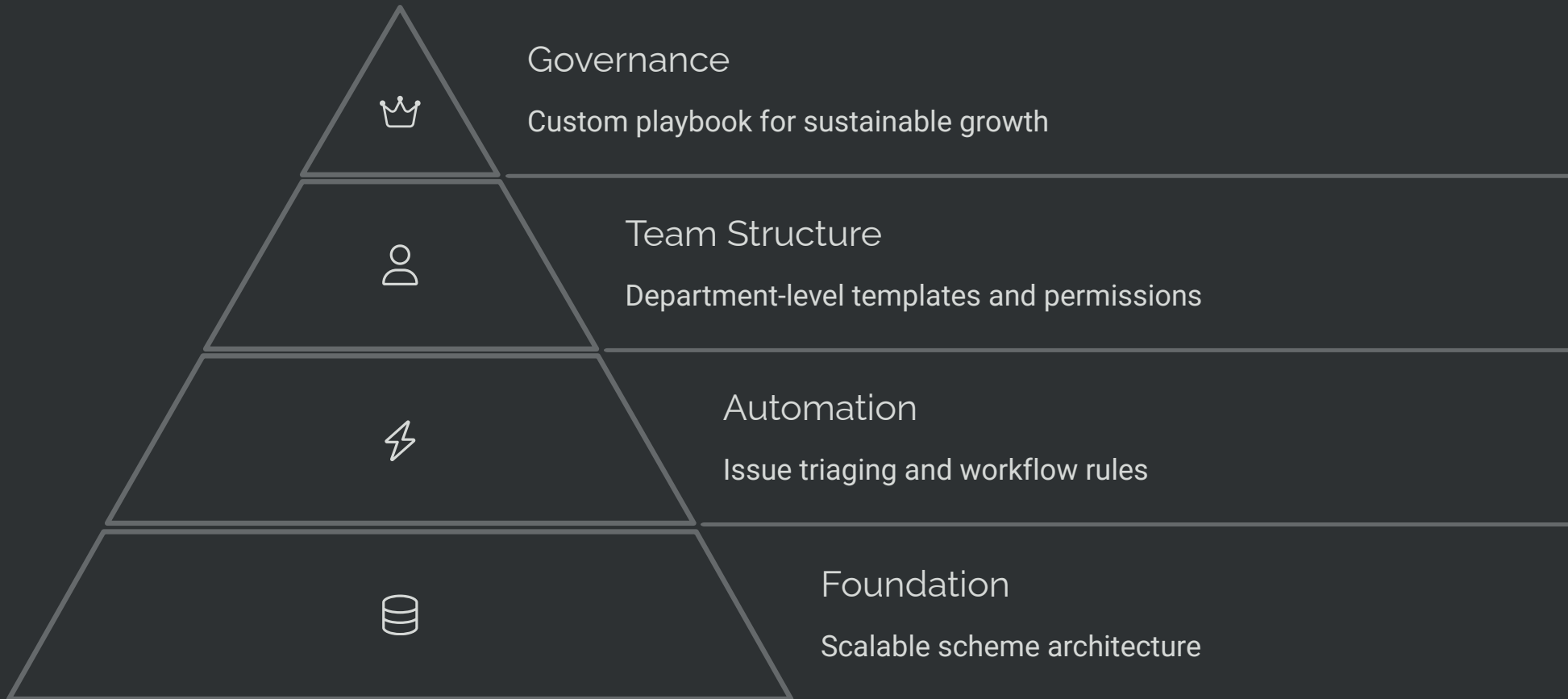Implemented automation rules to reduce manual work.

Document
Created onboarding hub in Confluence with training paths.

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Technical Solutions

Governance
Custom playbook for sustainable growth

Team Structure
Department-level templates and permissions

Automation
Issue triaging and workflow rules

Foundation
Scalable scheme architecture

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Onboarding Revolution

Centralized Hub
Single entry point for all documentation

Personalized Paths
Role-specific training journeys

Certification
Skill verification and advancement

Guided Practice
Interactive Jira exercises

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Measurable Results

5x
Faster Onboarding
New team setup time dramatically reduced

70%
Less Manual Work
Reduction in backlog management effort

80%
Improved Fluency
Increase in new hire tool proficiency

4x
User Capacity
Scaled from 50 to 200+ users seamlessly

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Implementation Timeline

Week 1-2

Health check assessment and gap analysis complete

Week 3-5

Scheme architecture redesign and implementation

Week 6-8

Automation rules and workflow optimization

Week 9-10

Documentation and training materials developed

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Client Success Story

Business Impact

Product teams now launch features 30% faster with improved visibility across departments.

Cultural Shift

Teams now view Atlassian tools as enablers rather than obstacles to their work.

Client Testimonial

"We needed a partner who understood fast growth. Avaratak made Jira work for us—not the other way around." – VP of Operations