Unlocking the power of asset management in your ITSM practices

An overview of Jira Service Management Assets

What is Jira Service Management Assets?

Assets is a **database of anything**. It allows an organization to map anything in Jira Service Management, including:

Hardware assets like laptops, desktops, servers, routers, switches, and more. For every asset it is possible to map what is in stock and what needs to be refreshed.

Software and licenses such as how many available licenses an organization has, where they are installed, when they expire, and more. This prevents buying more licenses than needed.

Other assets including people; facilities—like buildings, offices, and warehouses; practices and processes—essentially anything.

Not just for IT assets

People

Facilities

Practices

Anything!
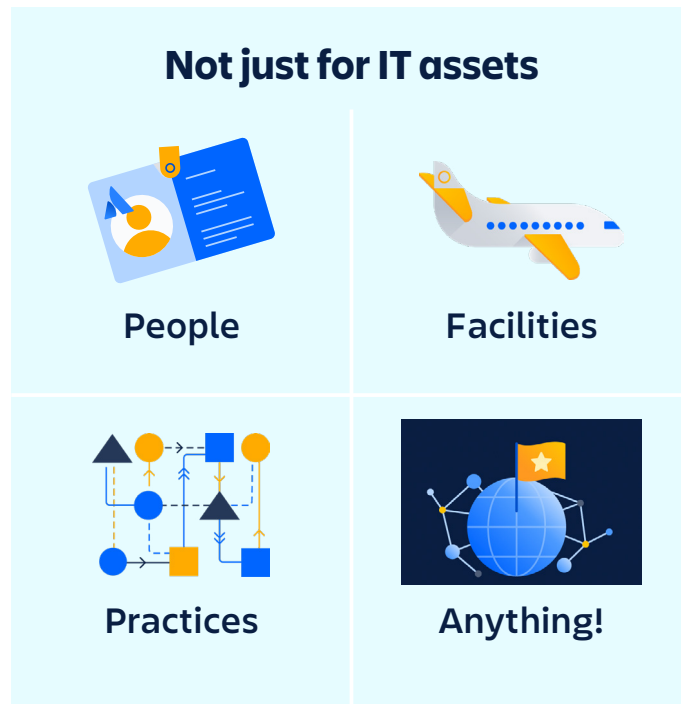
How to get started?

Three key steps to success with Assets are:

1 DEFINING THE VALUE AND EXPECTATIONS

✓ **Identify stakeholder teams and work with them to understand their processes.**
Include as many teams as possible and make sure to get the right people who understand their processes. This is a critical first step to identifying opportunities for improvement.

✓ **Uncover the "user stories".**
Collect high-level descriptions from stakeholders of their desired end state.

✓ **Note the value-add for each use case.**
Reach consensus for each use case; use solid reasoning for deciding whether or not to include it in the scope. Ask "why" questions to uncover why this is important and how possible outcomes for improvement will help.

✓ **Owners vs. users of the data.**
Define the data access rights at this stage to save time by eliminating back-and-forth steps. Determine who owns the data, who can use it, who can/can't see it.

ⓘ **Tip:** Define specific asset & configuration management use cases that can provide value for your organization

2 IDENTIFYING AND MODELING THE DATA

The average enterprise has 180 applications in production. While data exists in an enterprise, finding the correct system and correct person for a system can be difficult, as people work in silos and most systems are disconnected. **With the help of Assets, it is possible to identify the right data and model it.**

ℹ 3 TIPS WHEN IDENTIFYING AND MODELING DATA

1. Be selective. Focus on the value provided by the data and stay concentrated on the highest priority areas.

2. Embrace flexibility with data modeling. A common data source is the enterprise architecture solution, which stores logical definitions and dependencies. These systems have their own data models. Assets allows replicating the data model as it is.

3. Connect the dots. Unleash the power of Assets by bringing together data from different systems. The data model is designed according to the organization's needs, and users are ready for automatic data propagation.

3 IMPLEMENTING AND ITERATING

Implementing starts with **imports** from CSV, JSON and Excel. It involves **asset discovery**; Atlassian provides Assets Discovery, a free tool that automatically captures all configurations in a data center. This is an easy way to populate assets into Jira Service Management Assets. Lastly, with the help of Import API, it is possible to develop **custom integrations**.

> ❝ **Automation is crucial and critical to unlock the power of Assets.**

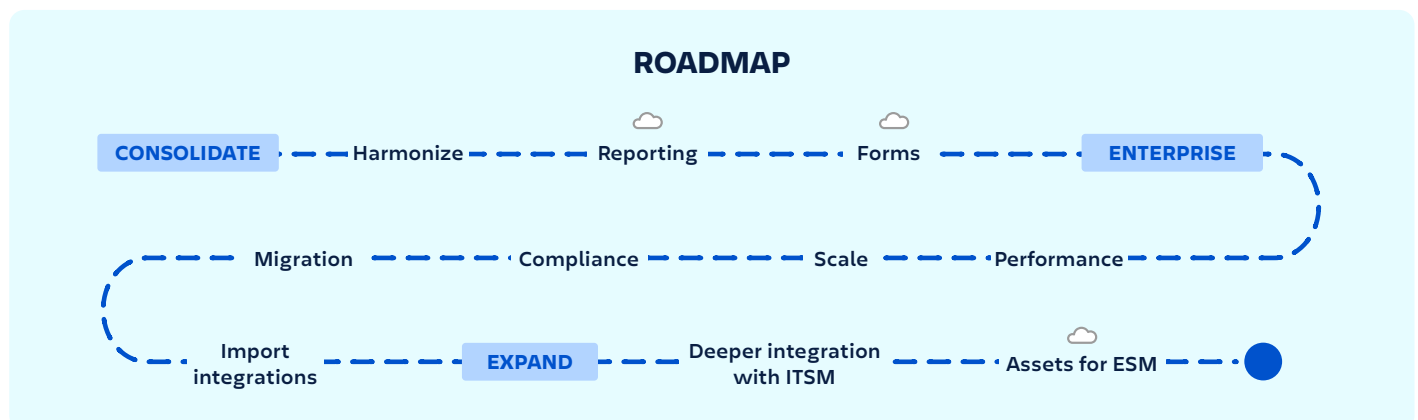When an organization builds its infrastructure, there are six important **decisions** to make.

Key Decisions	
STAKEHOLDERS	Who is going to benefit? Consider customers, partners, vendors.
DATA	Plan for modeling, aggregation, normalization, transformation.
SECURITY	Make sure sensitive data and personal data are handled properly.
METHOD	There are several possible integration methods.
FREQUENCY	Decisions are necessary about the frequency of data flow. Real-time data flow may be essential at times.
SEQUENCE	Consider the sequence of actions and imports.

> ❝ **Assets is not limited to one data model. It can support multiple data models at the same time.**

Assets Roadmap

The mid- to long-term roadmap shown below provides big themes for the future of Assets.

ROADMAP

CONSOLIDATE ····· Harmonize ······· Reporting ········ Forms ········ ENTERPRISE

Migration ······· Compliance ···· Scale ······ Performance

Import integrations ···· EXPAND ···· Deeper integration with ITSM ···· Assets for ESM

① CONSOLIDATE

Over the past few years, Jira Service Management has made several acquisitions to enable terms to deliver an amazing customer experience. Atlassian is now focused on consolidating these acquisitions, which includes:

- ✓ **Harmonization.**
  This starts with **renaming Insight as Assets** and includes an **improved UI and UX** and **performance improvements**.

- ✓ **Integration with Forms.**
  Assets will be **integrated with Forms**, an easy-to-use no-code/low-code interface within Jira Service Management.

- ✓ **Reporting.**
  Enterprise customers can **access Assets as part of Atlassian Analytics**. This allows monitoring, reporting, and analysis, including the ability to set up dashboards.

② ENTERPRISE

Priorities include strengthening the compliance pillar, supporting migration to Cloud, and creating more seamless import integrations.

③ EXPAND

Priorities include vertical expansion through **deeper integration with ITSM** and horizontal expansion with horizontal expansion with **[Assets for Enterprise Service Management]**.

KEY TAKEAWAYS

- 🔒 Flexibility is key. Start small and needs will evolve. Stay flexible as you go.

- Start with a specific problem. Don't go too broad too quick.

- Don't include more data than you need. Start with the data you need for day one.

- ◎ Keep the goal of "accurate enough" in mind. You don't need to be perfect from day one.

Contact your local Atlassian Solution Partner to learn how Jira Service Management and Assets can help your organization improve your asset and configuration management.