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A guide to AI-powered knowledge management for modern teams

Almost two years ago, the rapid rise of artificial intelligence — specifically generative AI — took the world by storm. Across industries, organizations scrambled to understand, adopt, and leverage AI, in part out of excitement for the technology — but in large part out of fear of being left behind.

And yet, two years have passed, and adoption of AI remains slow. Whether due to concerns about cybersecurity, actual applications, or enterprise implementations, the C-suite continues to monitor the pros and cons of adoption of AI across their companies. In fact, over two-thirds (67%) of business leaders say AI integration remains limited or is non-existent.

So, what's behind the hesitation? Why aren't enterprises adopting and leveraging AI across their teams today?

The reality is that, at its core, AI is a tool. And a tool can only be as impactful as the team using it and the infrastructure behind it. To realize the true potential of AI, modern enterprises must address the foundational issues that were slowing them down in the first place.

This is especially true for knowledge management. If common knowledge management problems still persist — like information remaining trapped in silos or being shared inefficiently — AI will struggle to deliver any meaningful value.

In fact, implementing AI solutions can aggravate these problems. Combining legacy knowledge management systems with AI can perpetuate incorrect or incomplete information because AI will keep providing answers — they'll just be wrong. After all, AI is only as effective as the system it's integrated with, and if the data in that system isn't open and accessible, AI-powered features can only do so much.
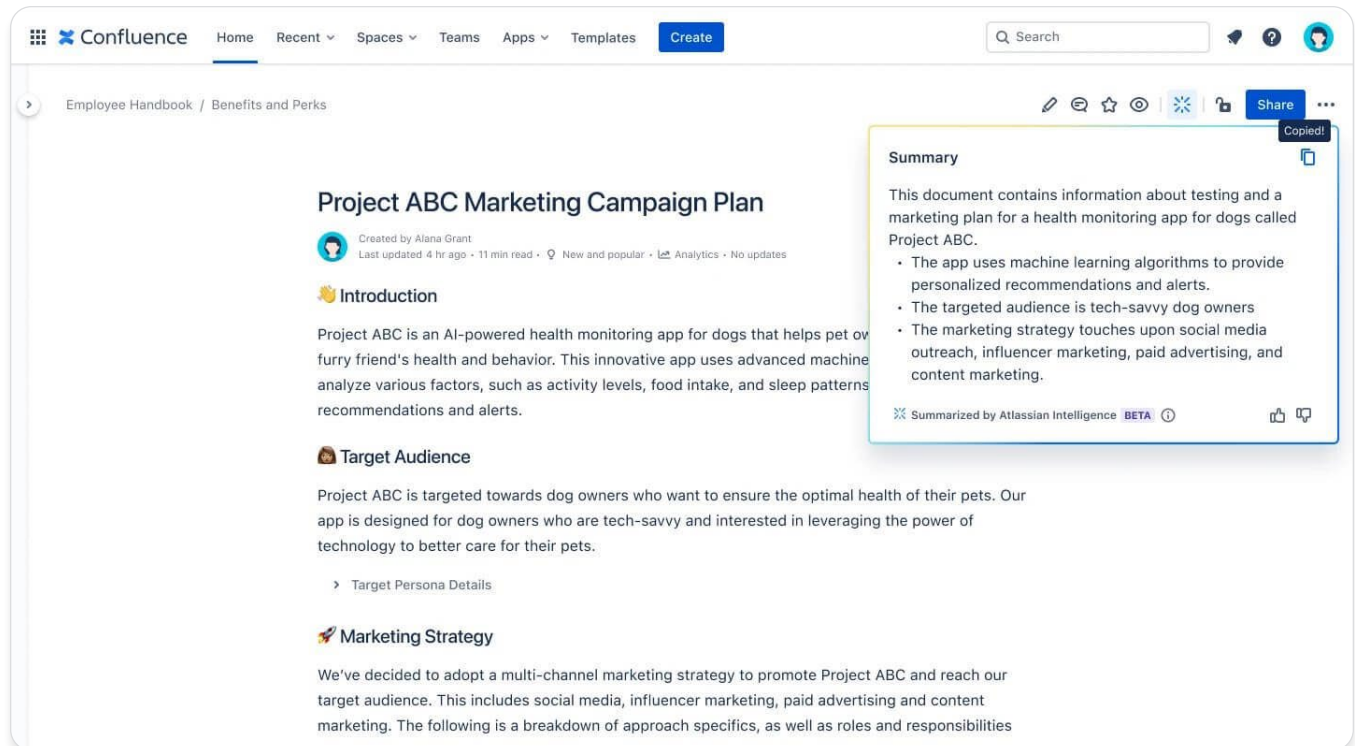
However, with the right approach, AI can redefine knowledge sharing. It offers new methods for creation, capture, and dissemination of information.

At Atlassian, we strive to build the best tools to unleash the power of your teams — and AI is no exception. Our own AI solutions — Atlassian Intelligence and Rovo — are only as impactful as the people, practices, and culture powering them. In this ebook, we'll explore the AI solutions available from Atlassian today and the best practices we recommend to realize these solutions' — and your organization's — full potential.
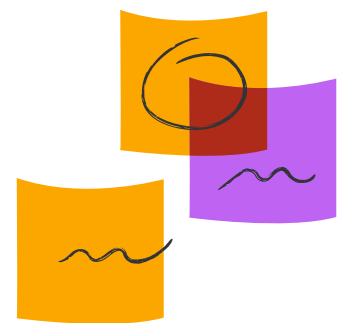
AI-driven knowledge revolution by Atlassian

Atlassian Intelligence puts AI knowledge management in the hands of org leaders and their teams — from HR to IT (and everywhere in between). It is embedded throughout Confluence, Jira, and the Atlassian portfolio. Atlassian Intelligence users save 45 minutes a week, on average, and 77% say the AI-powered search saves them time.


These are the features that set Atlassian Intelligence apart:

- **Content transformation:** AI can summarize various unstructured content, like stickies from a whiteboard, and transform it into structured content on a Confluence page or as a Jira task.
- **Proactive knowledge discovery:** AI surfaces the most relevant and pertinent information automatically, eliminating the need for users to search for it. For example, AI can suggest relevant pages based on the content of the current page the user is on and provide results in Jira using natural language processing (NLP).
- **Content generation and improvement:** Generative AI can create outlines, content drafts, and titles. It can also revise and clarify existing content by doing things like modifying writing style.

Meet Rovo: Your AI teammate

Elevate your AI practices with Rovo, your AI-powered teammate. Working alongside Atlassian Intelligence, Rovo is designed to help every team unlock and leverage organizational knowledge. Rovo uncovers valuable teamwork insights in real time, and provides customizable agents who act as virtual team members, ready to support and enhance collaboration.
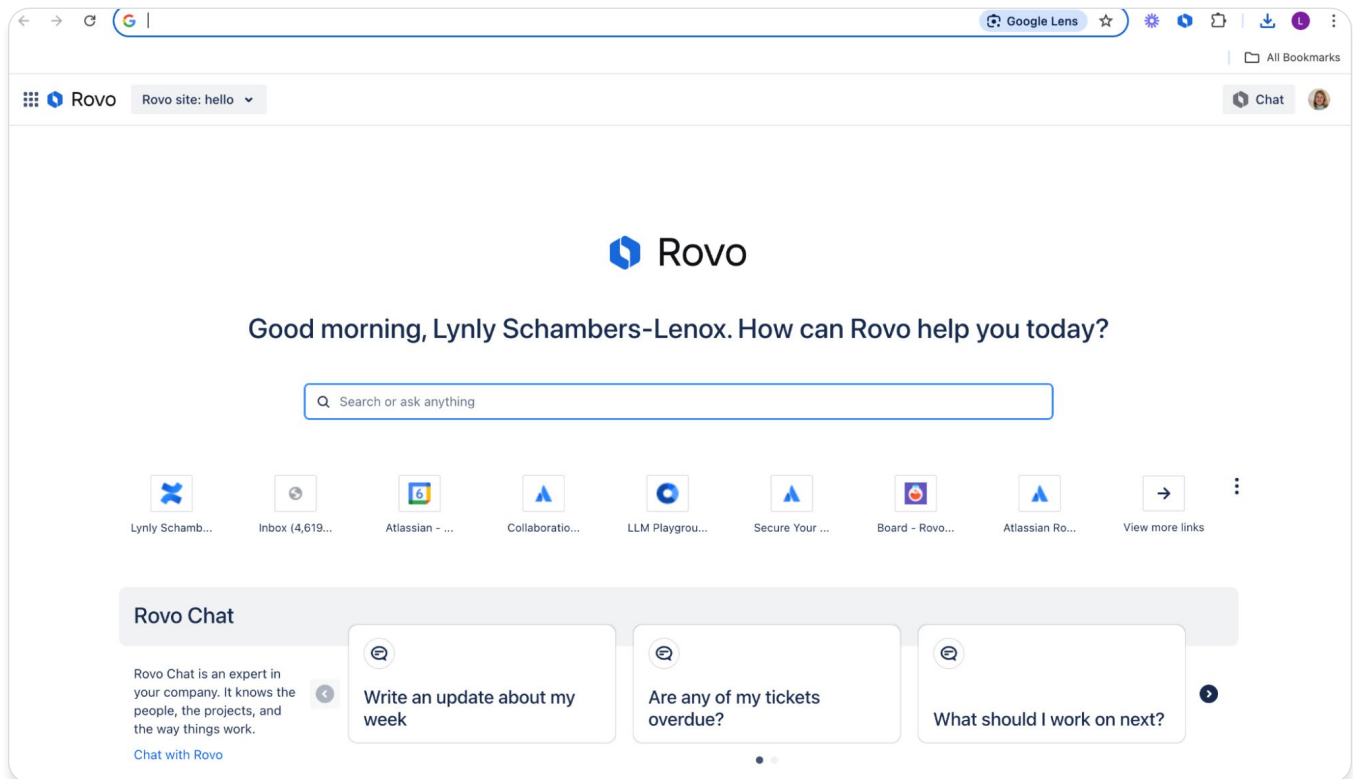
Top Rovo features include:

- **Rovo Chat:** Use Rovo Chat to get personalized answers to any of your questions. Rovo Chat understands the information behind your organization's projects, goals, actions, and team members to deliver accurate and detailed responses. For example, you can ask Rovo if there are any delays on a certain project, summarize what a concept in a particular strategy means, and identify the most qualified team members to assign to a project.
- **Enterprise search:** Rovo Search draws the most relevant results from all your Atlassian tools, including Jira, Confluence, Loom, and Bitbucket, as well as essential enterprise apps, like Google Drive, Microsoft SharePoint, Figma, Slack, and more. It searches data sources in all locations and formats, from issues in Jira

to charts and slides in Google Drive. It understands the most important information you need and delivers comprehensive insights and context from across your enterprise systems.

- **Advanced AI agents:** Rovo's AI Agents act like an extension of your team, able to conduct specific tasks based on your team's unique needs and goals. Out-of-the-box Agents are ready to perform common, useful tasks like creating or revising content to align with brand guidelines, translating content into multiple languages, organizing Jira issues and backlogs, creating release notes, and more. You can also build custom agents for anything else you need using the no-code/low-code platform.

## Using AI to scale knowledge management across your org

By creating supportive practices and pulling the right AI levers, teams can create a knowledge management system that bolsters a company as it grows. Below, we've outlined four key steps that will help your organization use AI effectively to build a strong foundation of knowledge sharing, employee productivity, and cross-team collaboration.

1. Foster a culture of collaboration

The first step to building a strong foundation of knowledge management is fostering a culture of collaboration. This means creating an open environment for teams to share their insights, communicate with coworkers within the knowledge base, and find the information they need to work. This culture shift will create a stronger engine that reflects the team's comprehensive knowledge and insights.

Atlassian Intelligence plays a key role in supporting this collaborative culture by:

- **Summarizing meeting notes and identifying action items:** This helps teams quickly understand essential takeaways and next steps, keeping everyone aligned and reducing the need for lengthy recaps or follow-up emails.
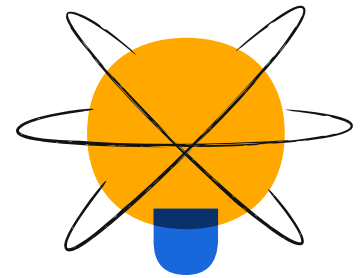
- **Drafting and revising knowledge articles:** This helps standardize and disseminate critical knowledge more quickly, giving teams equal access to important information.
- **Enabling real-time engagement and adding video messaging to comments and documents:** Interactive features like real-time editing and tagging team members encourage active participation, immediate feedback, and increased engagement, allowing team members to collaborate seamlessly, no matter where they are.
- **Suggesting relevant resources to help create new content and provide informed feedback:** With intelligent suggestions, team members can quickly find valuable references to ease and enhance new content creation and facilitate collaborative decision-making.
- **Supporting passive knowledge discovery by summarizing existing pages as you browse:** Atlassian Intelligence helps uncover valuable insights by providing summaries as you hover over pages, making it easy to discover relevant information you might have missed.

Collaborate better with Rovo: Use Rovo to integrate with popular third-party collaboration apps, like Slack, Google Meet, and Microsoft Teams, to prevent information silos. These integrations allow users to search, share, and activate knowledge from these platforms, all without switching tools and slowing down their workday.

USE CASE: STREAMLINING PROJECT PLANNING

Project managers can use AI to connect the tasks and timelines of different teams based on a marketing calendar and a product roadmap. AI can use that documentation to create a draft of a project plan that works for everyone involved, synthesizing all the relevant information for each department.

2. Streamline and enhance content creation

You will always need to create new resources and update existing ones in your knowledge base. However, creating content from scratch and making changes to existing content takes time, not to mention gathering relevant company documents to inform new content.

With Confluence, you have access to a wide range of content types, including pages, databases, whiteboards, and videos to create specialized and customized content. Built-in templates for common scenarios like meeting notes, decision workflows, and whiteboard brainstorming eases and streamlines the creation of that unique content.
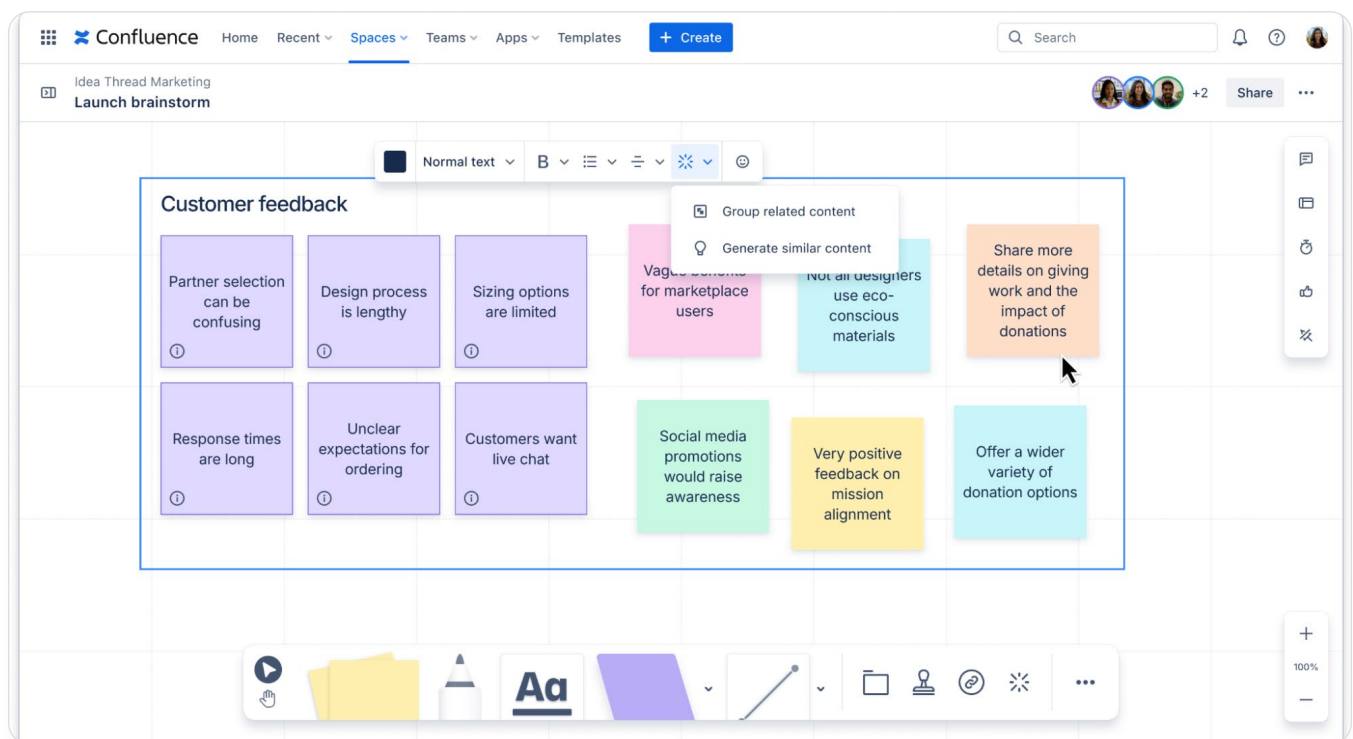
Atlassian Intelligence can assist in drafting and refining content, elevating productivity and quality. AI can add content summaries on its corresponding Confluence page and summarize content from other sources, like data from Jira tickets and epics. Even whiteboard sticky notes can be transformed into Confluence pages or Jira tickets so ideas move from conception to completion seamlessly.

Create better content with Rovo: You can train Rovo Agents to draft comprehensive documents based on information like Jira tickets, whiteboard brainstorms, and meeting notes to standardize and disseminate information faster.

USE CASE: KICKSTARTING A NEW PRODUCT LAUNCH

Atlassian Intelligence can easily translate a product launch brainstorm whiteboard into a three-phased approach, creating Jira tickets for each action item and assigning relevant team members.

3. Save time and find what you need with AI

It's often the case that you just need one piece of information, quick feedback, or approval to keep a project moving, but the person you need it from is OOO or unavailable.

AI can fill in the gaps by summarizing meeting notes, pages, and comments so you can find the answers to your questions quickly. This prevents you from having to ask someone else or sift through documents.
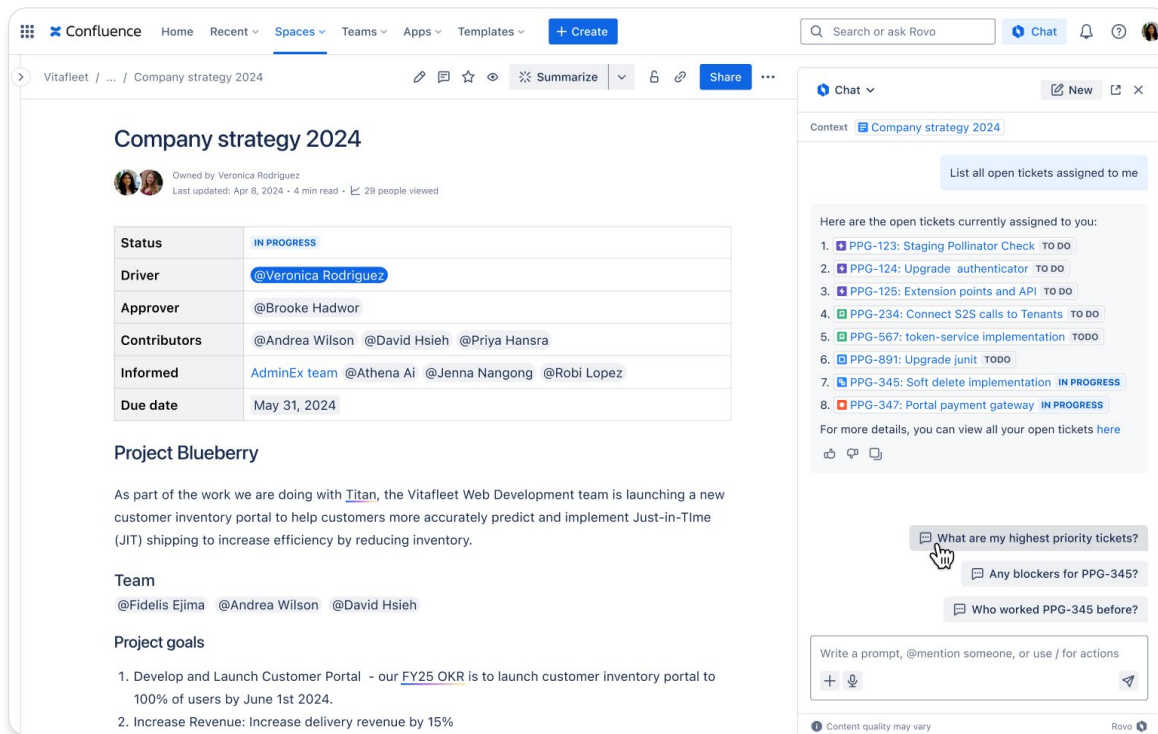
Get to work faster with Rovo: Rovo Chat allows teams to have dynamic conversations, ask questions until they get the answers they need, brainstorm new ideas, receive valuable feedback, and solve problems in real time. Powered by your company's data, the chat tool becomes more intelligent with continued use, enhancing its ability to support your teams as they work.

USE CASE: IMMEDIATE ANSWERS TO ONBOARDING QUESTIONS

New hires can ask Rovo Chat any questions throughout their onboarding process, like, "Where can I view my benefits information?" and "What are my team's goals for Q3?" Rovo will then provide direct answers while linking to relevant resources where employees can learn more.

4. Automatically evaluate, maintain, and optimize knowledge content

It's critical to keep content in the knowledge base accurate, complete, and up to date. Incorrect or outdated information leads to misalignment and mistakes. The culture of collaboration and trust plays a key role here.

Establish a continuous practice of reviewing essential internal knowledge for accuracy and relevancy. Encourage team members to flag outdated content and tag the appropriate admins to correct it to keep a reliable source of truth for all.

Confluence facilitates this process by offering insights into content engagement. This feature helps teams identify what works, what needs updates, and what should be archived. Detailed Page Insights include views, unique viewers, comments, and engagement of @ mentioned users. All of these insights help improve content quality.
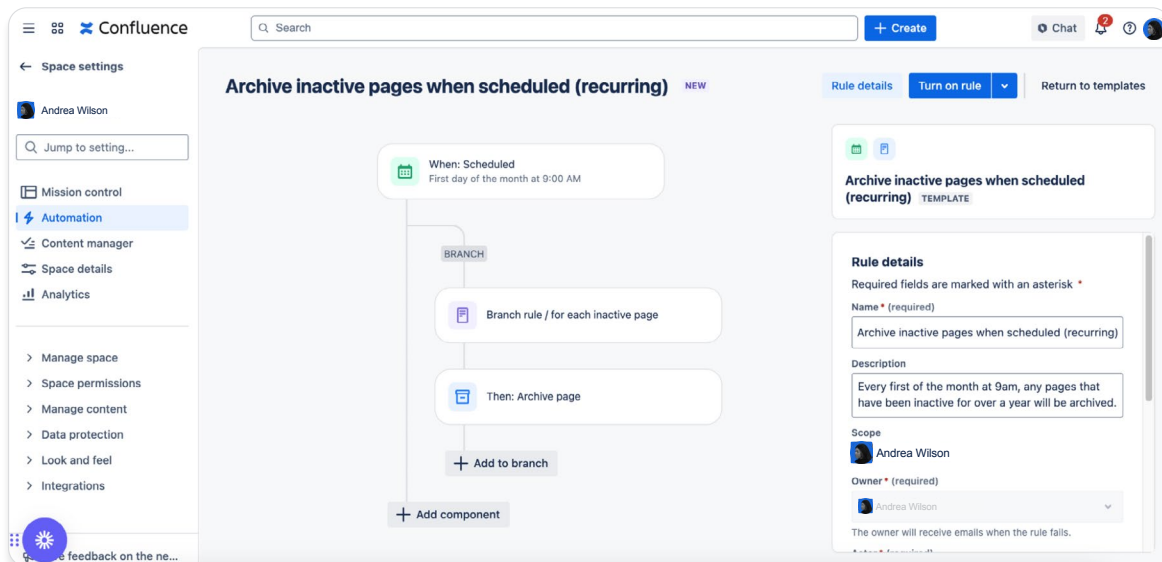
AI automations ensure that you're always on top of irrelevant or outdated content. In Confluence, you can create automation rules just by describing the task you want to automate. For example, you can create an automation to archive an inactive page after six months and alert the page owners once completed.

Automate smarter with Rovo: Leverage Rovo Agents to automate workflows and streamline routine processes, like localizing company policies or ensuring documents adhere to brand guidelines.

USE CASE: ENSURE INFORMATION IS ALWAYS ACCURATE AND ACCESSIBLE

Teams can use AI to make sure none of your extensive company data and content gets overlooked. For example, space admins can create rules reminding page owners to update content on a quarterly basis to prevent information from getting out of date.

Embrace AI-driven knowledge management for organization-wide success

As your company grows in size and complexity, quick access to reliable information and resources is critical to maintaining momentum.

AI-powered knowledge management transforms team operations by breaking down traditional work barriers, such as siloed information and inefficient workflows. This shift isn't just about improving access to data. It empowers teams to work smarter, collaborate better, and drive innovation.

AI is fundamentally changing how organizations capture, store, and use knowledge. It fosters transparency, accountability, and shared understanding so everyone – from new hires to seasoned employees – has the information they need to succeed.

Now is the time to explore AI's potential in knowledge management – not just to stay competitive but to build a future where knowledge is accessible, actionable, and a true catalyst for organizational growth.

Contact sales to learn more:

See the difference.

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Thank you for downloading this Atlassian resource! Carahsoft is pleased to serve as Atlassian's public sector aggregator, working with an extensive ecosystem of resellers, system integrators, and solution partners who are committed to helping government agencies select and implement the best solution at the best possible value.

To learn how to take the next step toward acquiring Atlassian's solutions, please check out the following resources and information:

For additional resources:
carah.io/AtlassianResources

For upcoming events:
carah.io/AtlassianEvents

For additional Atlassian solutions:
carah.io/AtlassianPortfolio

For additional DevSecOps solutions:
carah.io/DevSecOpsSolutions

To set up a meeting:
atlassian@carahsoft.com
833-JIRA-GOV

To purchase, check out the contract vehicles available for procurement:
carah.io/AtlassianContracts