

Enterprise Services

Technical Account Management



Better collaboration, faster results, through TAM insights & practices

Does your organization's success depend on the software products you build and the teams who develop and support them? The Atlassian Technical Account Management (TAM) service is designed for you. TAMs are experienced solutions advisors from Atlassian—they can unlock the potential of your tools, improve team collaboration throughout your organization, and help you operate and use our products effectively at scale.

By delivering customized recommendations from technical and industry experience, TAMs remove adoption friction and get your teams on the right path sooner.

Engage an Atlassian guide

Learn best practices directly from an Atlassian with product and industry knowledge.

Plan the journey

Navigate transformation challenges for DevOps, ITSM, and Agile at scale with customized solutions.

Align your teams

Make faster team decisions on changes in processes and tooling.

Execute for scale

Unlock broader solution usage through user onboarding, knowledge transfer, and managing for growth.

Measure and optimize

Give leadership the visibility and insight needed to make better decisions by harnessing real-time information in your tools.

Access what's next

Get regular updates on product roadmaps and provide input on business needs.

Technical Account Management (TAM) service benefits:



Engage an Atlassian guide

TAMs are experienced technologists from Atlassian who work with teams of all sizes and industries to shape custom solutions and practices.

For up to 8 hours a week, you'll get direct access to an Atlassian advisor via live conferencing and collaboration tools, and receive personalized guidance through the TAM customer portal.¹

Once a quarter your TAM will visit your primary location to meet your technical, user, and leadership teams in-person.² TAMs are globally distributed, so our advisors have local context and work in regional time zones.

Our trusted advisors on the TAM team help us manage the Atlassian products that we use every single day to connect the world's professionals."

Dan Hata, Senior Engineering Manager, Tools at LinkedIn



Plan the journey

From DevOps to Agile at scale and ITSM, TAMs prescribe actionable solutions for your business needs.

Balancing the need for flexibility of end-user autonomy with enterprise governance, TAMs design a plan to help you harness the full power Atlassian's integrated suite of features.

Staying up to date with our latest product capabilities is critical, and your TAM will guide you on planning upgrades at the right cadence for your organization.



Align your teams

TAMs lead quarterly on-site planning workshops to align your teams on process, technology, and capability. Using the Atlassian Team Playbook, TAMs extend beyond technical guidance to transform the way your team works.

As usage demand expands to new use cases, your TAM helps you map technical requirements to your tools functionality, and on-board teams effectively.

Delivering highly responsive solutions to end-users also requires a shared operational understanding of the Atlassian products. TAMs help you align requirements across your IT teams managing access, storage, data, networking, and security, to ensure effectiveness of your tools.



Execute for scale

TAMs work with your end-user champions to ensure your teams follow sustainable, scalable usage patterns as you adopt Atlassian Data Center products or SaaS solutions.

Working alongside your Premier Support and Solutions Partners, TAMs regularly help you assess and correct your environments as you scale.³

Learn how to migrate teams onto Atlassian products from other tool sets and how to integrate 3rd party products and our Marketplace apps to enhance product capabilities.

Scaling end-user knowledge as you grow is also critical. TAMs help design an end-user readiness plan through product deep-dives.



Measure and optimize

Discover how to use data within the tools for actionable insights and how to benchmark your usage patterns and prescribe steps to improve productivity.

TAMs work with your software teams to adopt industry best practices like DevOps and CI/CD through a deep knowledge of Atlassian product capabilities and integrations.

Establishing a knowledge and automation based approach to IT service management is a critical part of a modernization strategy. Whether you're standardizing agile team ceremonies or establishing a portfolio planning cadence, TAMs help ensure consistency at the critical success points of estimation and forecasting.



Access what's next

Get early visibility and plan ahead. TAMs deliver exclusive roadmap updates to help you understand where to optimize your tooling investment strategy, and get you involved in Early Access Programs.

Your usability insights are shared with Atlassian's product teams to help develop enhancements that benefit all enterprise customers. TAMs facilitate conversations with industry peers and help you establish internal Company User Groups to gain traction.

Exclusive events such as TAM Day at Summit connect you directly with Atlassian product leaders. As primary business sponsors, you will receive 2 special Summit & TAM Day passes!

Additional notes

¹Subscribed TAM hours per week expire at the end of business each Friday. Hours do not roll-over or accumulate.

²Travel and expenses (T&E) of quarterly on-site visits is at no additional cost for visits to primary engagement location (designated at time of sign-up). This cost is pre-built into the TAM service cost. Travel requests outside the primary engagement location or more frequently than quarterly, are subject to T&E costs as described in the Atlassian Professional Services Agreement, and may require pre-authorization from the customer.

³Atlassian Premier Support and Atlassian Solutions Partners are not included in TAM services. These are standalone services that you may purchase separately to complement the TAM services.



Enterprise offerings

Technical Account Management is part of a family of Atlassian Enterprise solutions. For enterprise scale deployments with mission-critical resilience, Atlassian offers our Data Center suite of highly-available products.

Premier Support works alongside TAM, to add responsive access to senior support engineers for break-fix problem resolution, with enhanced global SLAs, and weekend and phone coverage.

Atlassian-certified Solutions Partners complement TAMs by adding hands-on-the-keyboard consulting services in your environment to architect, deploy, manage, customize and integrate solutions for your specific needs.

Learn more at atlassian.com/enterprise/services