



Platinum  
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# JAMMING WITH ASSETS IN JIRA SERVICE MANAGEMENT

catworkx 2023



*Autonomy + Alignment*

1. Remember ITIL v4 & how does this relate to how “Assets” can help us?
2. Cloud vs. Data Center Functionality
3. General Data Modelling Success Factors
4. Best Practices
5. Use Cases

# ... REMEMBER ITIL V4 PRACTICES...?

## General

- Architecture management
- Continual improvement
- Information security management
- Knowledge management
- Measurement and reporting
- Organizational change management
- Portfolio management
- Project management
- Relationship management
- Risk management
- Service financial management
- Strategy management
- Supplier management
- Workforce and talent management

## Service

- Availability management
- Business analysis
- Capacity and performance management
- Change control
- Incident management
- IT asset management
- Monitoring and event management
- Problem management
- Release management
- Service catalogue management
- Service configuration management
- Service continuity management
- Service design
- Service desk
- Service level management
- Service request management
- Service validation and testing

## Technical

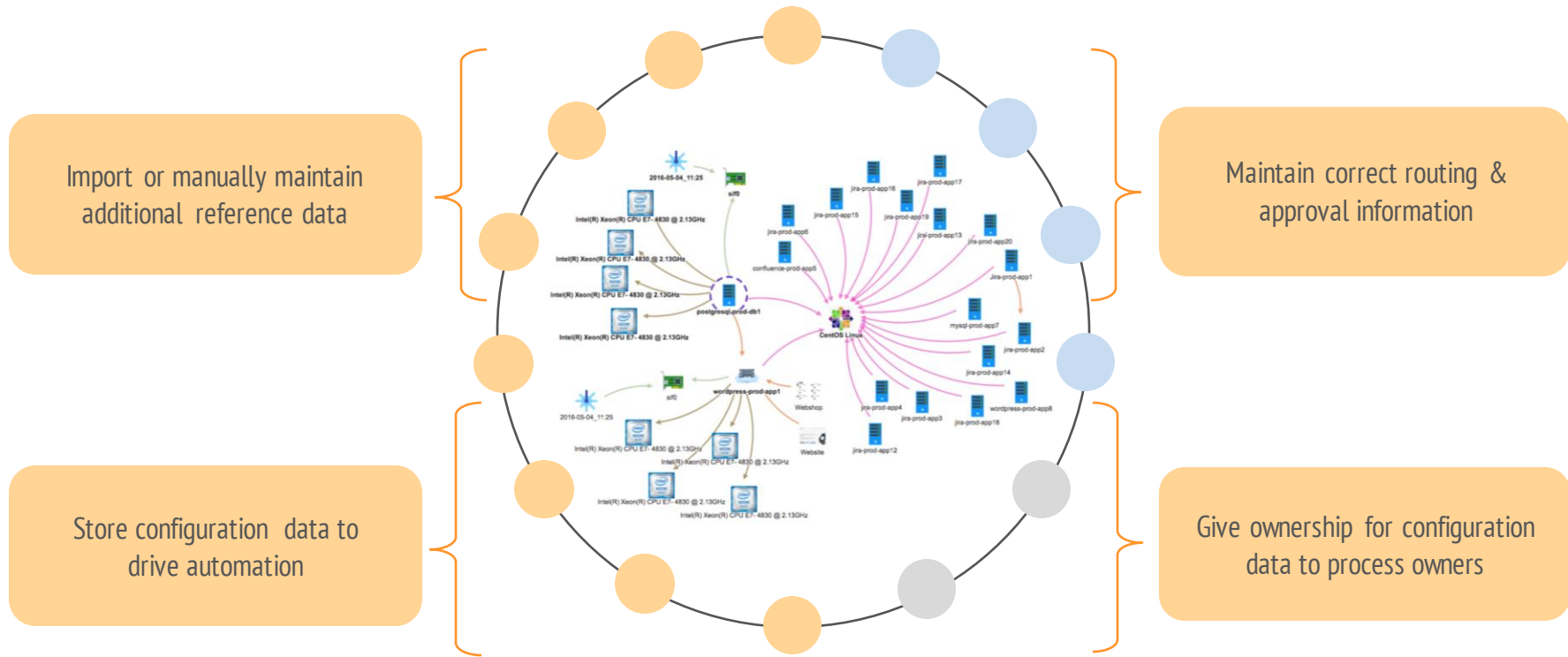
- Deployment management
- Infrastructure and platform management
- Software development and management

# WHAT IS ASSETS?

Unlike legacy databases, **Jira Service Management offers a flexible and open data structure** that allows teams to manage any resources important to their service request, incident, and change management practices

Source: <https://www.atlassian.com/software/jira/service-management/features/asset-and-configuration-management>

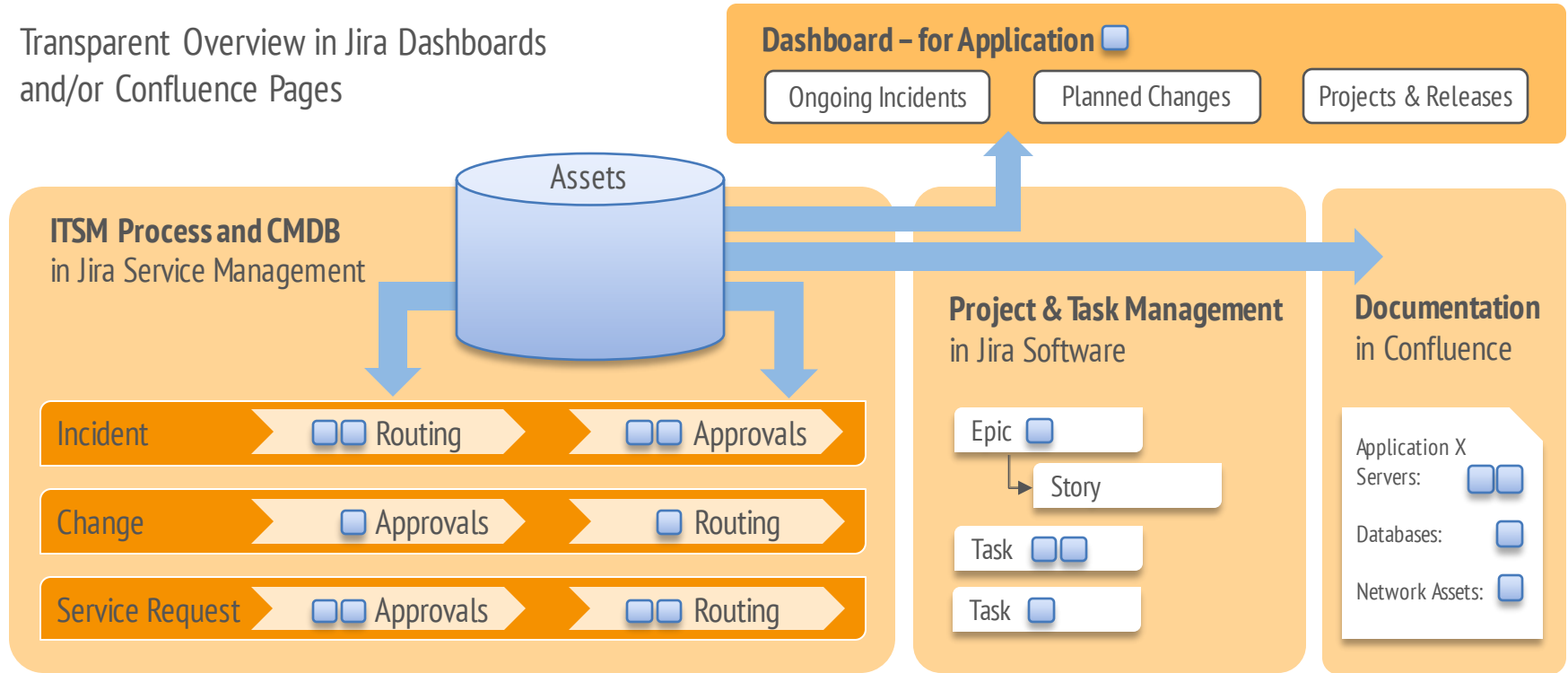
# WHAT IS ASSETS?



“Assets” is a master- and configuration data solution inside Jira

# WHAT CAN WE DO WITH “ASSETS”?

Transparent Overview in Jira Dashboards  
and/or Confluence Pages



“Assets” is the glue between all the disciplines

# GETTING STARTED



# 2 GREAT ATLIASSIAN RESOURCES TO GET STARTED

## Asset Cloud get started guide



Source: <https://www.atlassian.com/software/jira/service-management/product-guide/tips-and-tricks/assets-cloud-get-started>

## Atlassian's IT asset and service configuration management handbook



Source: <https://www.atlassian.com/whitepapers/it-asset-and-service-configuration-management-in-jira-service-management>

# LICENSING OF ASSETS



## ⚡ Jira Service Management

Free	Standard	Premium	Enterprise
✗	✗	✓	✓

Find current pricing here:



## ⚡ Jira Service Management

Included in JSM Data Center Subscriptions

Find current pricing here:





# ASSETS CLOUD VS DATA CENTER (BY ATLISSIAN)

	Assets for Cloud	Assets for Data Center
Import data types	<ul style="list-style-type: none"> <li>• CSV</li> <li>• JSON</li> <li>• Assets Discovery</li> <li>• Azure AD (Entra)</li> </ul>	<ul style="list-style-type: none"> <li>• CSV</li> <li>• JSON</li> <li>• Assets Discovery</li> <li>• DB</li> <li>• LDAP</li> <li>• Jira Users and Groups</li> </ul>
Integrations	<ul style="list-style-type: none"> <li>• Jira Service Management Services</li> <li>• Marketplace Integrations for Cloud</li> </ul>	<ul style="list-style-type: none"> <li>• Cloud providers (AWS, Azure, Google Cloud)</li> <li>• Mobile device and software management (JAMF, SCCM, Snow)</li> <li>• Other CMDBs (ServiceNow, Device42)</li> <li>• Atlassian ecosystem (Jira &amp; Bitbucket, Confluence, Tempo)</li> <li>• Others (NVD)</li> </ul>
REST APIs	<ul style="list-style-type: none"> <li>• Public REST API</li> <li>• External Imports API</li> </ul>	<ul style="list-style-type: none"> <li>• Public REST API</li> </ul>
Object schema templates	<p>Coming soon! (Experimental Asset template APIs announced in this Community Post: <a href="#">Assets in Jira Service Management Cloud is Getting Templates</a> 🍷)</p>	<ul style="list-style-type: none"> <li>• ITSM</li> <li>• HR</li> <li>• FM</li> </ul>



<https://support.atlassian.com/jira-service-management-cloud/docs/what-are-the-differences-between-assets-in-cloud-and-server/>

# ASSETS CLOUD VS DATA CENTER (USER PERSPECTIVE)

	Assets for Cloud	Assets for Data Center
<b>Asset Custom Field Functionality</b>	<ul style="list-style-type: none"> <li>Asset Custom Field Standard Functionality +</li> </ul>	<ul style="list-style-type: none"> <li>Asset Custom Field Standard Functionality +</li> <li>Can set default values on Asset Custom Fields in JSM Portal</li> <li>Jira User can be mapped through any attribute (e.g. Email)</li> </ul>
<b># of Objects</b>	<ul style="list-style-type: none"> <li>Up to 3M (There is no hard limit)</li> </ul>	<ul style="list-style-type: none"> <li>Up to 5M (There is no hard Limit)</li> </ul>
<b>Assets Macro for Confluence</b>	<ul style="list-style-type: none"> <li>3<sup>rd</sup> Party App + Atlassian EAP </li> </ul>	
<b>Automation</b>	<ul style="list-style-type: none"> <li>Jira Automation Asset Actions &amp; Lookups</li> </ul>	<ul style="list-style-type: none"> <li>Workflow Post-Functions</li> <li>Asset Automation</li> </ul>

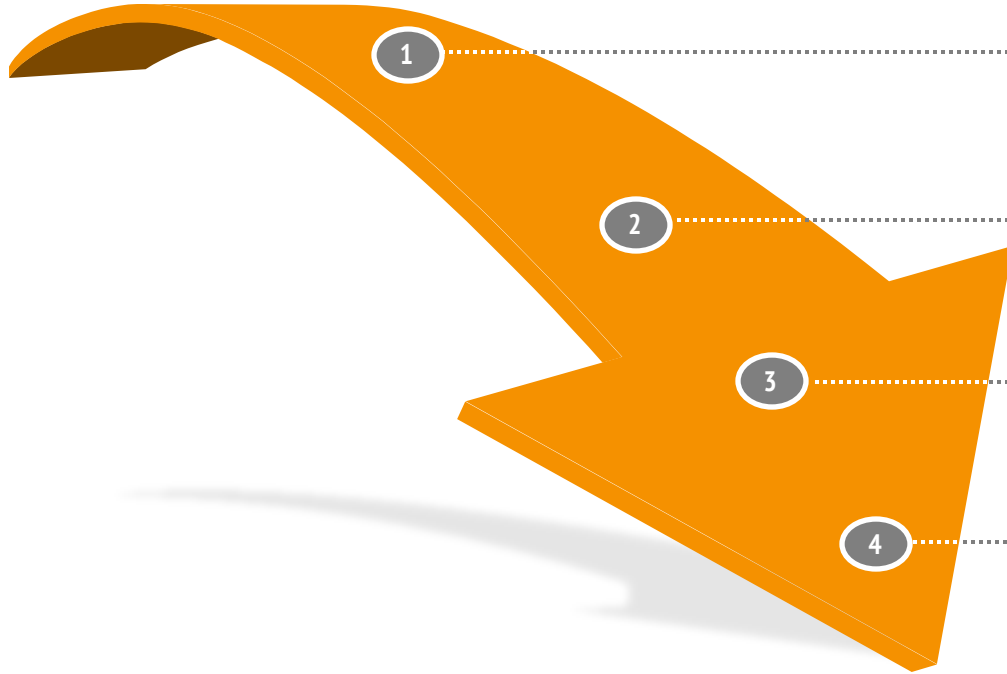
# WHAT IS ON THE CLOUD ROADMAP CURRENTLY

Here is my search link for the cloud roadmap:



# DATA MODELLING SUCCESS FACTORS

# DATA MODEL MILESTONES TO SUCCESS



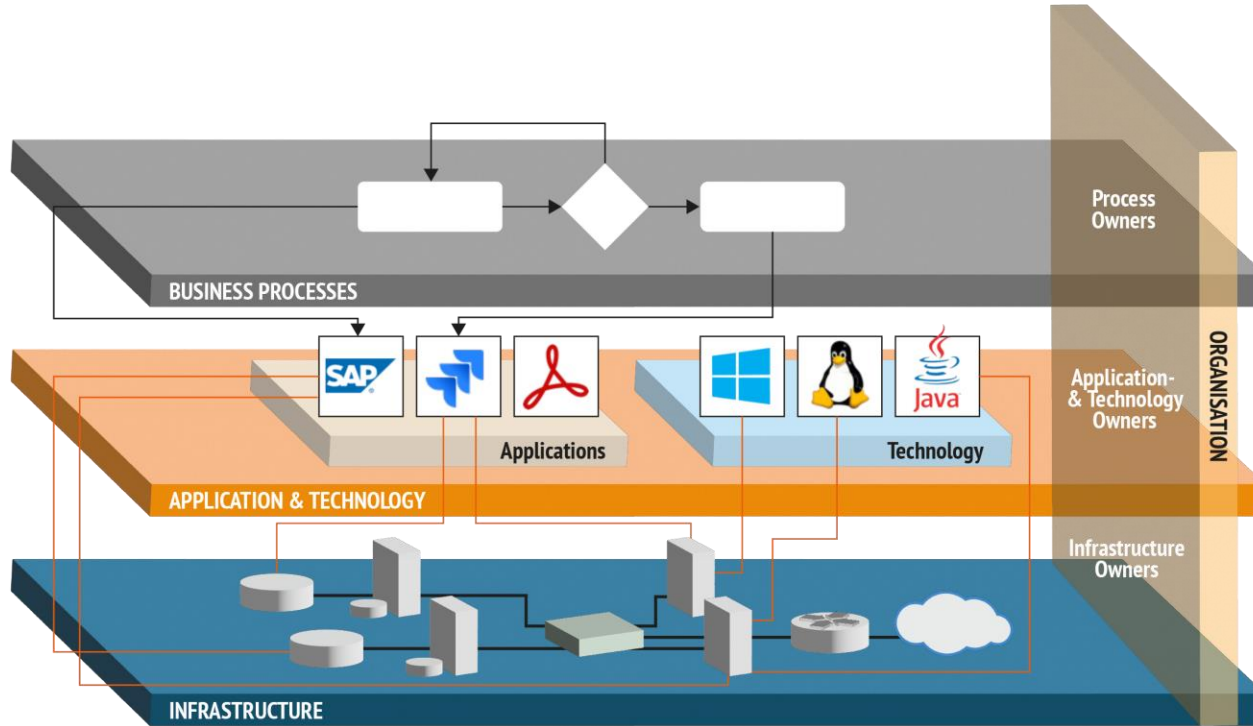
Document your **business processes** you want to integrate into your Atlassian Stack

Take inventory of the different **objects/entities** important to your processes. For example: Hosts, Operating Systems, People, Teams

Map which **object-attributes** you need in every step along your processes. Focus on: Approvals, Routing and helpful Contextual Information

**Start modelling, while sticking to industry- or solution standard data models.** The Asset Discovery Data Model for instance gives a good start for Infrastructure Data.

# THE 4 BUILDING BLOCKS IN IT THAT WILL NOT CHANGE



Stick to the “good, old basics”



# BEST PRACTICES

# BEST PRACTICES - BASICS

**One scheme or multiple schemes?**

Less is more – avoid to create multiple schemes for the same area unless special permissions are required

**Complex vs. Simple Data Model**

Stick to the Basics – Focus on the ITSM Practices and added value

**Inheritance or not?**

Use inheritance for well-defined data models

**Inbound or outbound references?**

If one object (Type A) is connected with many other objects (Type B), use an outbound reference for the objects of Type B

**How many attributes?**

Keep the number of manually maintained attributes low

**Other important points...**

Correct master data at the source: Manager attribute in AD, AD Groups with roles/permissions mapped to applications ...

Import as much master data as possible from other systems – 1 Import per objectType

# INBOUND VS OUTBOUND REFERENCES

Referencing many employees with outbound references from object  
"Department"

The screenshot shows the 'Department' object interface. It features a table with columns for 'Key', 'Name', and 'Employees'. The 'Employees' column is expanded for each department, showing a list of employee names and a 'SHOW ALL' button with a count. For example, the first department (ITSMGMT-182105) has 11 employees listed, and the last one (ITSMGMT-182106) has 9 employees listed.

T	Key	Name	Employees
-:	ITSMGMT-182105	-:  Sales	Aaron Garza Adam Kaur Adam Nelson Addison Mehta Alexander Choi SHOW ALL 11
-:	ITSMGMT-182107	-:  Product Management	Aaliyah Mai Aaron Maldonado Abigail Mejia Adam Dang Adam Nelson SHOW ALL 19
-:	ITSMGMT-182104	-:  Marketing	Adeline Thao Anna Han Anna Zhu Athena Jordan Athena Vu SHOW ALL 14
-:	ITSMGMT-182106	-:  Customer Service	Brooklyn Collins Claire Adams Connor Fong Daniel Huang Eliza Adams SHOW ALL 9

Referencing a single department with outbound reference from object  
"Employee"

The screenshot shows the 'Employee' object interface. It features a table with columns for 'Key', 'Name', 'Location', and 'Department'. The table lists 26 employees, each with their unique key, name, location, and the department they belong to.

T	Key	Name	Location	Department
ⓘ	ITSMGMT-191221	Aaron Garza	Columbus	-:  Sales
ⓘ	ITSMGMT-191227	Adam Dang	Chongqing	-:  Sales
ⓘ	ITSMGMT-191233	Addison Mehta	Columbus	-:  Sales
ⓘ	ITSMGMT-191241	Aiden Bryant	Columbus	-:  Sales
ⓘ	ITSMGMT-191242	Aiden Gonzales	Sao Paulo	-:  Marketing
ⓘ	ITSMGMT-191246	Alexander Choi	Chicago	-:  Marketing
ⓘ	ITSMGMT-191247	Alexander Foster	Columbus	-:  Marketing
ⓘ	ITSMGMT-191251	Alexander Morris	Phoenix	-:  Sales
ⓘ	ITSMGMT-191252	Alexander Rivera	Manaus	-:  Sales
ⓘ	ITSMGMT-191254	Alice Mehta	Beijing	-:  Sales
ⓘ	ITSMGMT-191259	Alice Tran	Seattle	-:  Marketing
ⓘ	ITSMGMT-191264	Allison Leung	Austin	-:  Sales
ⓘ	ITSMGMT-191266	Allison Roberts	Columbus	-:  Sales
ⓘ	ITSMGMT-191267	Amelia Bell	Seattle	-:  Sales

- Time-consuming to add or delete an employee
- If employee changes department two objects must be edited
- Poor overview

- Easy to change department of an employee
- History of departments an employee worked at can be retrieved easier
- Better overview
- Easy search with Dot-Notation – Example: Which employee works in Germany? "Department"."Location"."Country"."Name" = Germany

Using the wrong references can lead to messy object schemas and a lot of manual effort

# WITHOUT INHERITANCE

## Asset Schema

Instance



Host



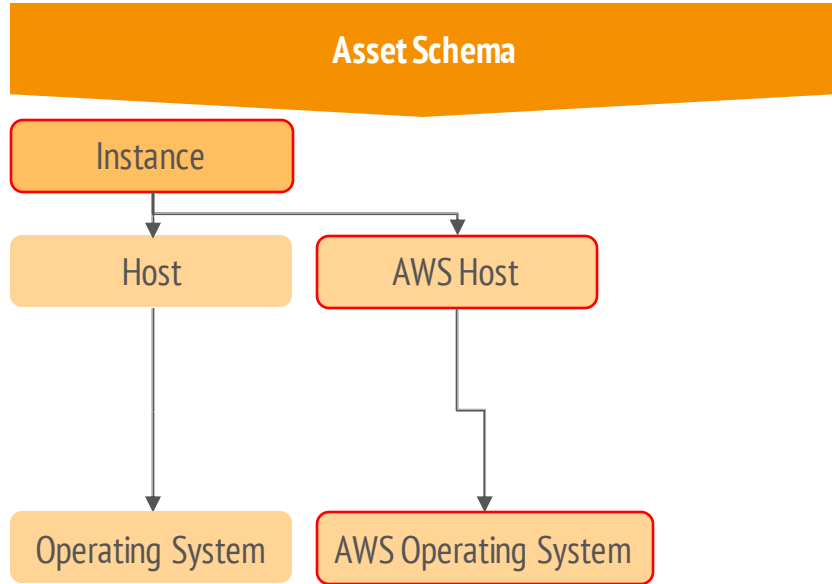
Operating System

## Jira Asst Fields

objectType = Instance

objectType = Host  
object HAVING inboundReferences(Key = \${customfield\_00001})

# WITHOUT INHERITANCE + EXTENSION



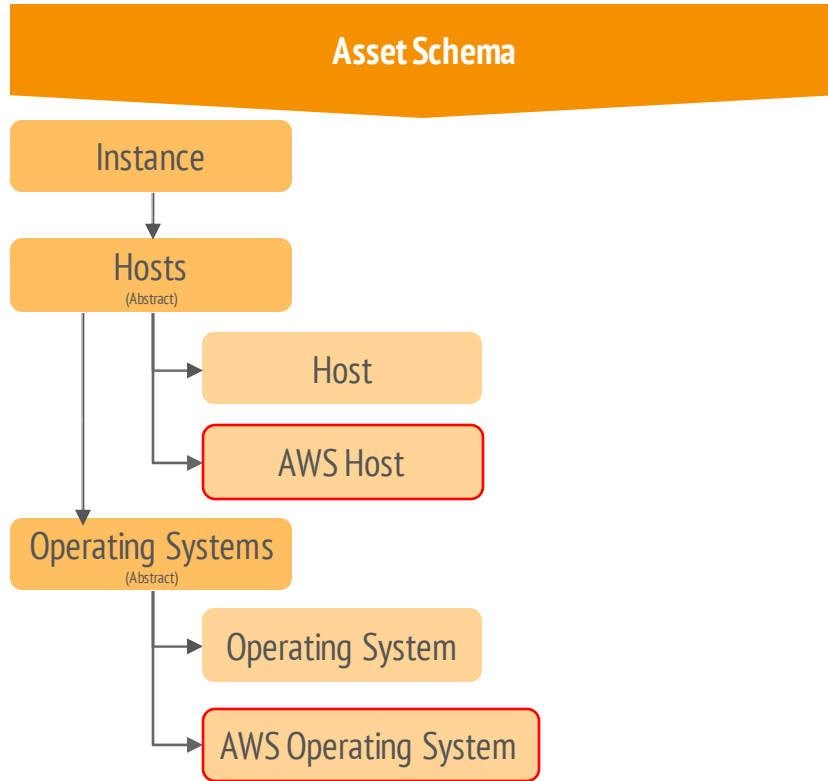
## Jira Asst Fields

objectType = Instance

objectType **IN (Host, AWS Host)**  
object HAVING inboundReferences(Key = \${customfield\_00001})

Not using inheritance can lead to a lot of unnecessary configuration changes

# WITH INHERITANCE



## Jira Asst Fields

objectType = Instance

objectType IN objectTypeAndChildren (Hosts)  
object HAVING inboundReferences  
(Key = \${customfield\_00001})

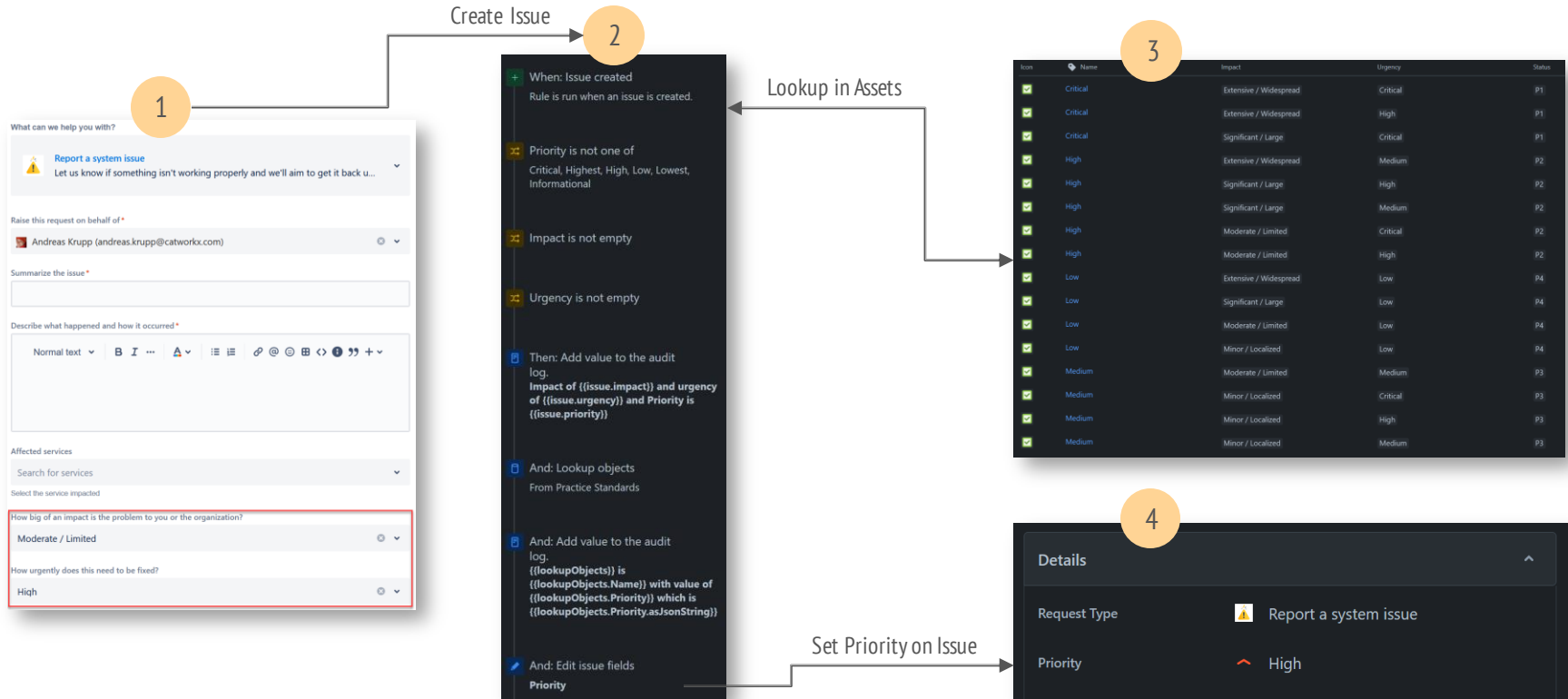
# USE CASES



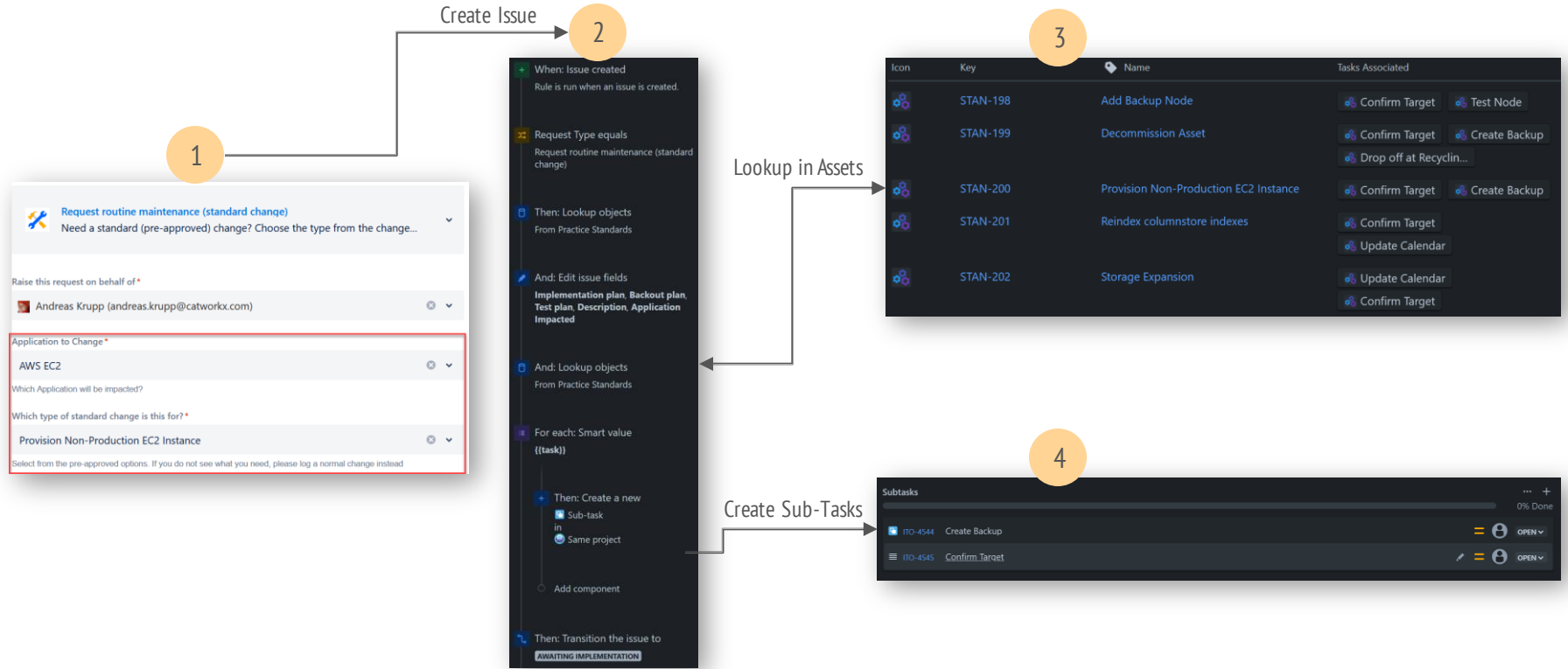
*Autonomy + Alignment*



# AUTOMATIC PRIORITY – IMPACT URGENCY (CLOUD)



# STANDARD TASK ROUTING (CLOUD)



# SERVICE CATALOG (DATA CENTER)

Live Demo

Vote to make this possible in the Atlassian Cloud



# APPLICATION MANUAL (DATA CENTER)

Live Demo

## catworkx Gruppe

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