



Case Study

From Atlassian Data Center to Atlassian Cloud: How Cprime Helped Twilio Achieve a Cloud-First Strategy

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Company Details

Industry: Cloud communications technology

Company Size: 5,800 employees

Location: San Francisco, CA, USA

Cprime Services: [Atlassian Cloud Migration](#)

Executive Summary

Twilio partnered with Cprime to transition their Atlassian Data Center instances to the Atlassian Cloud, involving a complex migration within a compressed timeline. Cprime's expert execution and support ensured significant cost savings, enhanced operational efficiency, and alignment with Twilio's goals.

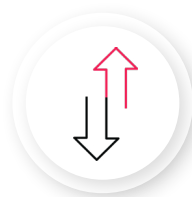
Twilio, a leading cloud communications platform, embarked on a transformative journey to adopt a cloud-first strategy. Recognizing the need to enhance operational efficiency, scalability, and innovation, Twilio sought to migrate their Atlassian Data Center instances to the Atlassian Cloud.

To achieve this ambitious goal, Twilio turned to Cprime, a trusted partner renowned for its expertise in Atlassian Cloud migrations. With a proven track record of successful migrations and a deep understanding of the complexities involved, Cprime was the ideal choice to guide Twilio through this critical transition.

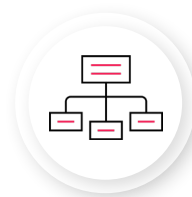
The Challenge: Navigating the Path to Cloud-First



Setting up a greenfield cloud environment for IT



Expanding to the full product organization with a substantial data migration



A compressed timeline to coincide with upcoming Data Center licensing renewal

Twilio recognized the need to transition their IT infrastructure to the cloud to stay ahead in a rapidly evolving technological landscape. The initial requirement was straightforward: move the IT department to the cloud without migrating any existing data, allowing Twilio to start fresh, leveraging the cloud's capabilities without the complexities of data migration.

However, the project soon expanded in scope. Twilio's product organization also sought to migrate to the cloud, but unlike the IT department, they needed to transfer a substantial amount of existing data. This added a layer of complexity to the project.

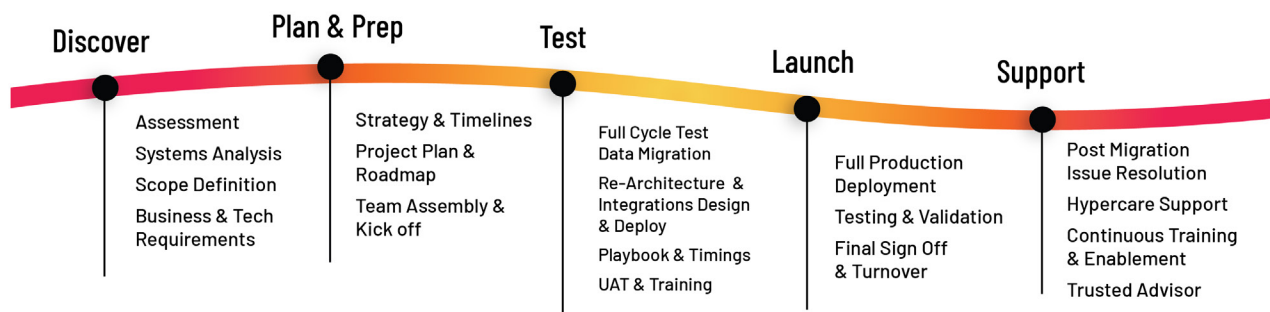
The urgency of the project was further compounded by an impending deadline. Twilio aimed to complete the migration before renewing their Atlassian licensing, which added pressure to an already tight timeline.

Twilio needed a partner with the expertise and experience to navigate these complexities and ensure a successful transition to the cloud. This is where Cprime stepped in, ready to tackle the challenges head-on and deliver a seamless migration experience.

The Solution: Crafting a Seamless Migration Strategy

1. Assessment and strategic planning
2. Setting up the initial cloud environment
3. Addressing add-on simplification, consolidation, and customization
4. Migrating the data
5. Post-migration change management and hypercare

Cprime approached Twilio's migration project with a comprehensive and strategic plan, addressing each challenge with precision and expertise. The solution was multifaceted, involving initial setup, detailed data migration for about 4,000 users, handling of complexities, and robust post-migration support.



Initial Setup:

Cprime began by setting up a clean cloud instance for Twilio's IT department. This "greenfield" move allowed Twilio to start using the cloud without the burden of existing data, providing a fresh and optimized environment tailored to their needs. Cprime collaborated closely with Twilio to understand their specific requirements and ensure the new cloud setup aligned perfectly with their operational goals.

Data Migration:

The next phase involved the intricate task of migrating Twilio's extensive data. This included moving 342 Jira projects and over 2,170 Confluence spaces. The complexity of this task was heightened by the need to analyze and resolve issues related to 47 add-ons, which were eventually narrowed down to 10 essential ones for the cloud environment. Cprime meticulously reviewed and remediated approximately 3,500 workflows, ensuring that all critical processes were seamlessly transitioned to the cloud.

Navigating Complex Add-Ons and Customizations:

One of the most challenging aspects of the migration was handling Twilio's extensive add-ons and customizations. Cprime's team rebuilt workflows in essential add-ons such as the JSU automation suite, Jira automations, and ScriptRunner in the cloud. This required a deep understanding of Twilio's existing setup and the ability to replicate and optimize these functionalities in the new environment.

To mitigate risks associated with the accelerated timeline, Cprime provided best practices and templates to Twilio to help them develop a comprehensive change management and communication plan. This plan enabled Twilio's users to understand the changes, self-help where possible, and prepare for the new cloud environment.

Execution Under Compressed Timeline:

Despite the typical six to nine-month timeline for such migrations, Cprime executed the project within a few months, starting in February and going live in early May. Twilio accepted the risks associated with this compressed timeline, understanding that some functionality might not be fully operational on day one. Cprime and Twilio's collaborative approach and clear communication ensured that both teams were aligned and prepared to address any issues that arose during the transition.

Post-Migration Support:

To ensure a smooth post-migration experience, Cprime provided hypercare support. A full team was available to assist Twilio for a few weeks following the migration, addressing any immediate concerns and helping users adapt to the new environment. This support gradually transitioned to a single dedicated engineer who continues to provide ongoing assistance, ensuring that Twilio's cloud environment remains stable and optimized.

Through meticulous planning, expert execution, and robust support, Cprime successfully navigated the complexities of Twilio's migration, delivering a seamless transition to the Atlassian Cloud.

The Results: Achieving Cloud-First Success

The collaboration between Twilio and Cprime yielded remarkable results, demonstrating the effectiveness of a well-executed cloud migration strategy. The benefits of this successful transition were both immediate and long-term, aligning with Twilio's strategic goals and enhancing their operational efficiency.

- Successful migration within the ambitious timeline
- Significant cost savings from shutting down the Data Center instances
- Simplification through reduction in the number of add-ons from 47 to 10
- Enhanced performance and reliability of systems
- Improved user adoption and satisfaction through change management and communication
- Better alignment with Twilio's organizational goals, including a cloud-first strategy

Some users were reluctant to move to the cloud. But, with the support of Cprime's change management and communication plan—before, during, and after the migration—even hesitant users gradually adapted to the new environment. The dedicated hypercare support provided by Cprime ensured that any issues were promptly addressed, facilitating a smoother transition. Over time, users have come to appreciate the benefits of the cloud environment, including improved performance and easier access to tools and data.

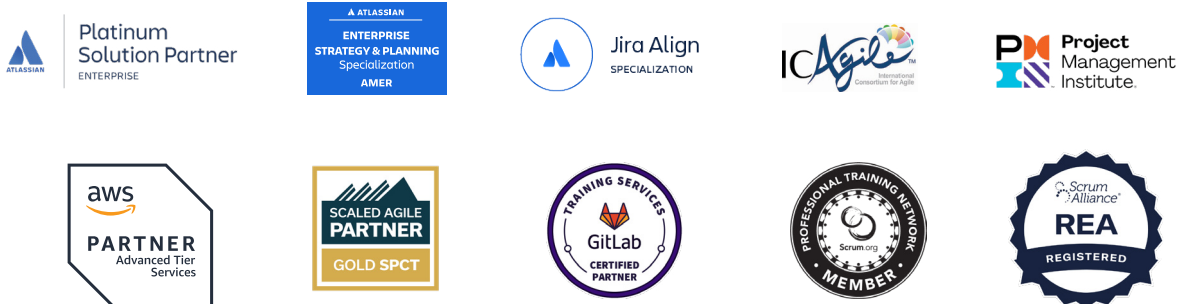
In total, this cloud transformation positions Twilio for an exciting future of increased innovation, flexibility, and scalability.

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Cprime Partnerships

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About Cprime

As full-service consultants leading at the dynamic intersection of product and platform innovation, Cprime empowers organizations not only to accelerate change but to embrace it as a catalyst for strategic growth.



With a proven track record as a trusted global consulting partner backed by Goldman Sachs and Everstone Capital, we go beyond traditional consulting and guidance to help clients anticipate market shifts, seize opportunities, and proactively shape their industries. Together, we drive innovation, foster flexibility and adaptability, and ensure sustainable growth amid continuous change to exceed customer and market expectations.

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