AI That Works

A Pragmatic Guide for Service Management Leaders

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Why AI:

AI can resolve up to 70% of routine service requests without human intervention and delivers 30-50% reduction in ticket resolution time with up to 40% cost savings. It elevates teams by automating repetitive work.

Why ITSM Solutions:

Service management is the smartest starting point for enterprise AI adoption. With 69% of service leaders expecting AI to have the biggest impact on operations, it offers immediate, measurable ROI with lower risk than other AI initiatives.

Why Now:

Rovo is now free for all Atlassian Cloud Enterprise and Premium customers, giving you a powerful AI-powered teammate that seamlessly works within your Atlassian environment to drive efficiency without adding headcount or complexity.

Reframing Your AI Expectations

AI is only as powerful as the foundation it's built on.

There are two types of work: repetitive and innovative. AI excels at automating repetitive tasks with clear processes and predictable outcomes, but innovative work still requires human creativity and strategic thinking. The key to successful AI implementation is targeting the right type of work—letting AI handle the routine so humans can focus on what truly drives value.

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Repetitive:

- Triage and routing of incoming tickets
- Responding to FAQs or resetting passwords
- Updating status pages or notifying stakeholders
- Searching for and linking relevant knowledge base articles
- Flagging and categorizing duplicate requests

Innovative:

- Designing service experiences across departments
- Managing a critical incident with cross-team coordination
- Reimagining how HR or Finance deliver internal services
- Analyzing service data to improve root cause prevention
- Coaching team members or improving process maturity

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Jumpstart Service Automation: Jira Service Management (JSM) + Rovo Use Cases You Can Activate Today

Your investment in the Atlassian Premium stack provides a direct path to solving major ITSM challenges with AI.

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Problems you can solve today include:

1. Reducing Manual Work Item Triage

The Challenge

Teams often begin the week facing a backlog of hundreds of work items submitted over the weekend. Manually reviewing, categorizing, and routing these work items can take multiple agents several hours, delaying resolution times, reducing productivity, and diverting resources from higher-value work.

Smarter Ways to Respond

- **Rovo**: The Service Triage Assistant automatically classifies, prioritizes, and enriches tickets with context—eliminating hours of manual review.
- **Atlassian JSM**: The Virtual Agent deflects simple requests before they reach the queue, while automation rules route and prioritize work items based on urgency, SLAs, or keywords.
- **Broader AI Capabilities**: Intelligent triage can detect request intent, auto-tag tickets, and recommend resolution paths across multiple systems, ensuring consistency in high-volume environments.

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2. Extending Support Coverage Without Expanding Headcount

The Challenge

Many organizations struggle to provide 24/7 support coverage. Hiring overnight or weekend staff significantly increases costs, while gaps in coverage expose teams to delayed incident response and extended downtime.

Smarter Ways to Respond

- **Rovo:** Intelligent agents automatically escalate critical incidents, ensuring on-call staff are alerted without requiring full overnight teams.
- **Atlassian JSM:** The Virtual Agent delivers round-the-clock support for common requests, resolving routine issues instantly and escalating only when necessary.
- **Broader AI Capabilities:** Conversational AI provides continuous coverage, answering FAQs, handling repeatable tasks, and routing urgent matters to human responders—reducing the need for additional staffing.

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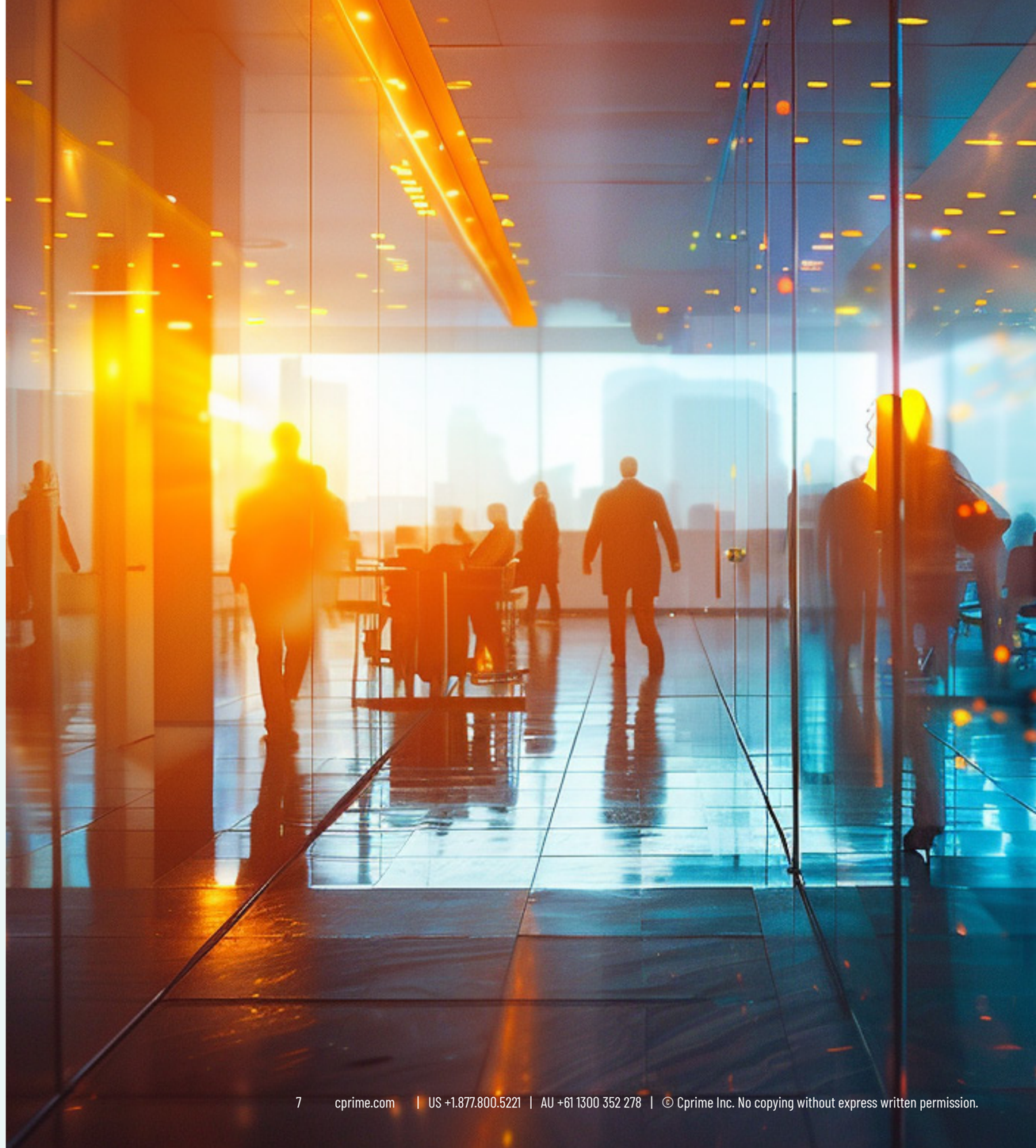
3. Centralizing Runbooks and Recovery Documentation

The Challenge

When disaster strikes, teams need immediate access to the latest recovery procedures. Yet documentation is often dispersed across Confluence, SharePoint, Slack, and personal drives—causing delays, confusion, and increased risk during time-sensitive recovery efforts.

Smarter Ways to Respond

- **Rovo**: Rovo Search and Chat surface knowledge from multiple connected sources, giving teams the right recovery steps instantly in natural language.
- **Atlassian JSM**: Ops-focused agents integrate knowledge articles directly into incident workflows so responders always see the most relevant runbooks.
- **Broader AI Capabilities**: Enterprise search powered by AI unifies knowledge across silos, enabling teams to query a single trusted source for immediate answers.



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4. Breaking the Cycle of Recurring Issues

The Challenge

Recurring issues trap service teams in a reactive loop, forcing them to repeatedly address symptoms rather than solving root causes. This drives up costs, expands the backlog, and drains productivity that could otherwise be applied to strategic improvements.

Smarter Ways to Respond

- **Rovo**: Root Cause Analysis Agents analyze ticket history, patterns, and operational data to uncover likely causes and automatically group duplicates.
- **Atlassian JSM**: Issue Organizer and Customer Insights agents cluster similar requests, highlight themes, and strengthen problem management practices.
- **Broader AI Capabilities**: Predictive analytics spot recurring trends, detect anomalies, and suggest preventative actions—shifting teams from firefighting to proactive resolution.

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5. Democratizing Operational Insights

The Challenge

Business leaders often need timely, granular reporting such as resolution time trends or team performance metrics. Accessing this data usually requires analyst support and custom SQL queries, slowing down decision-making and creating bottlenecks.

Smarter Ways to Respond

- **Rovo**: Summarization and decision-support agents deliver natural language insights directly from Jira and Confluence data—no technical skills required.
- **Atlassian JSM**: Automated reports and dashboards can be scheduled, with AI agents providing plain-language commentary on trends and KPIs.
- **Broader AI Capabilities**: Self-service analytics powered by natural language queries lets non-technical users ask questions and receive instant, visualized answers.

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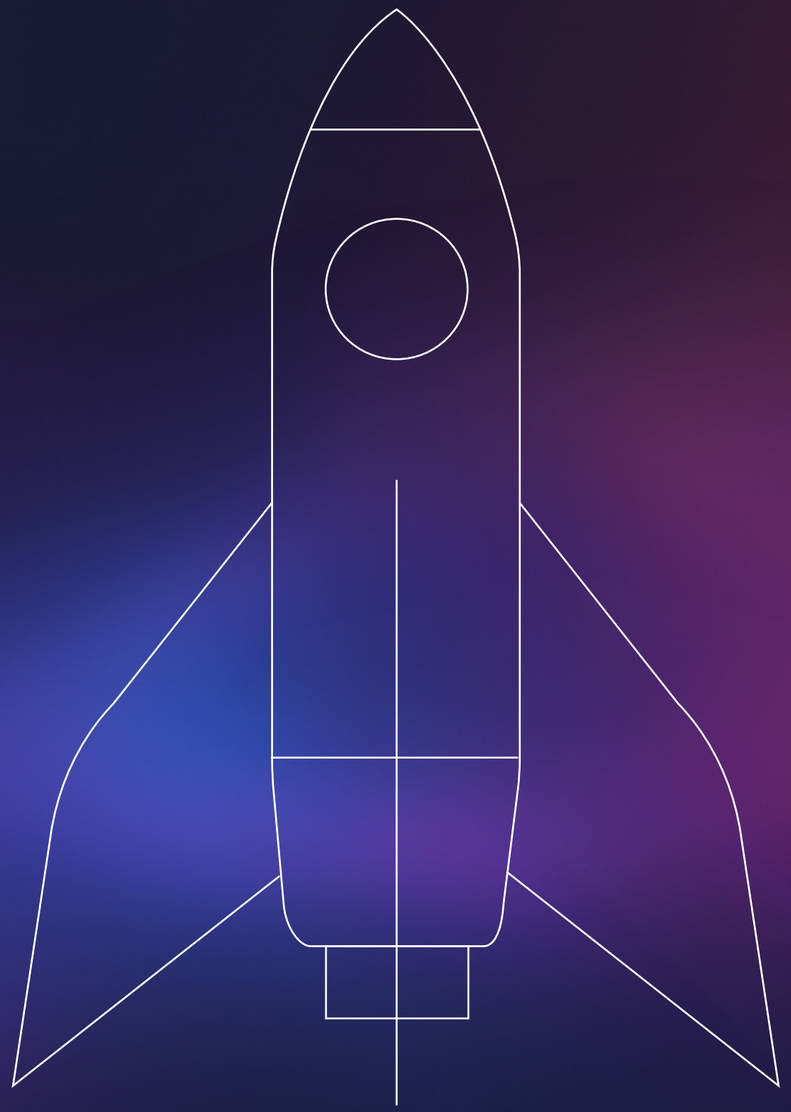

Ready to Begin?

Successful AI transformations begin with solving a specific, high-cost business problem that's costing them dearly, and organizations often discover AI was the answer they didn't know they were looking for.

Don't wait for the perfect AI strategy; ignite breakthrough service improvements by targeting your most immediate bottleneck with the intelligent tools already at your command.

Cprime combines deep Atlassian expertise with intelligent orchestration to accelerate your service operations. Partner with us to unlock the full potential of your service operations with Atlassian AI and redefine what's possible.

Explore Our Rovo Solutions

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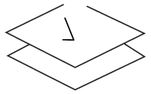
Intelligent Orchestration. Reimagined.

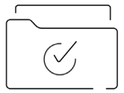
Your competitors are transforming. Your customers expect more. Don't just keep up—transform your enterprise by reshaping your operating model and rewiring your workflows in perfect sync.

Additional Resources



Whitepapers

Resources written by our experts about topics ranging from agility to strategy to AI readiness.

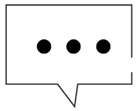


Case Studies

Read up on transformations and key results from companies across the globe who have utilized Cprime.

Webinars

Enroll in a 60-minute web seminar that discusses key management practices, research, and current trends.



Blogs

Featuring real world stories from our subject matter experts and original research.

Cprime Partnerships

We've curated an elite network of vetted technology partners to deliver maximum value across all transformation solutions.

View All Partners

IBM / APPTIO an IBM Company | servicenow | Adobe

ATLASSIAN | BROADCOM | sedai

Microsoft | DevRev | glean

About Cprime

In the Age of AI, Cprime reshapes operating models and rewires workflows to deliver enterprise transformation. We are your Intelligent Orchestration Partner, combining strategic consulting with industry-leading platforms to drive innovation, enhance efficiency, and shift your enterprise toward AI-native thinking.

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