



Stop overspending on ServiceNow and switch to Jira Service Management

A hand-drawn style circular arrow icon, consisting of two curved lines forming a loop, positioned to the right of the main headline.

Though ServiceNow is well known in the ITSM world, customers know it best for its steep learning curve, painful upgrades, and sky high costs. That's why many companies are saying "see you never" to ServiceNow and choosing Jira Service Management, the only ITSM solution that unites development, IT, and business teams together on one, flexible platform. With transparent pricing, shorter implementation times, and an easy-to-use interface, Jira Service Management delivers a better return on your service management investment.



Five reasons to choose Jira Service Management

1 Low total cost of ownership

Simple, inclusive packaging delivers complete service management functionality, including powerful AI capabilities and non-IT workflows, all in one, inclusive price – no add-ons or extra tools required. Atlassian charges per agent, with no additional charge for help-seekers, and transparent licensing means no “gotchas” at time of purchase or renewal.

2 Fast time-to-value

Automatic upgrades in the Cloud allow customers to immediately access the latest innovations in Jira Service Management without interruptions or delays. The platform is user friendly, balancing out-of-the-box configuration with powerful customization to enable customers to get started quickly and adjust as they go. With a modern approach to ITIL and a powerful suite of AI capabilities, Jira Service Management empowers teams to work at high-velocity, using only the features they need without unnecessary feature bloat.

3 Service for all teams

Pre-built templates, AI-powered configuration, and out-of-the-box workflows help teams across an organization get started without bottlenecks and heavy reliance on IT. With over 60% of Jira Service Management customers using the platform for non-IT support, let all teams - from HR to facilities - business teams have the autonomy to take ownership of setting up and managing their own service portals while staying aligned with the broader org.

4 Native developer connectivity

Dev, IT Ops, and business teams aligned on a unified platform empowers customers with one, central view into their system of work, while giving teams the freedom to work the way they want across various Atlassian tools. Dev teams can seamlessly collaborate with Ops to accelerate incident resolution and change management workflows all while working in the familiar Jira interface.

5 Powerful AI capabilities

Robust generative AI-powered capabilities baked into Jira Service Management’s Premium and Enterprise offerings help accelerate agent productivity, empower admins to free up their time, and speed incident workflows – all at no additional cost. Atlassian Intelligence features include a virtual agent for automating requests, generative AI editing and summaries, and AIOps capabilities. Built on the Teamwork Graph, Atlassian Intelligence leverages over 20 years worth of data about the way work and knowledge flow across teams to enable fast, accurate AI output and operational insights.

Customers can also purchase Rovo, an AI-powered Atlassian product that supercharges service management team workflows with 3rd party AI search, collaborative AI agents, and more.

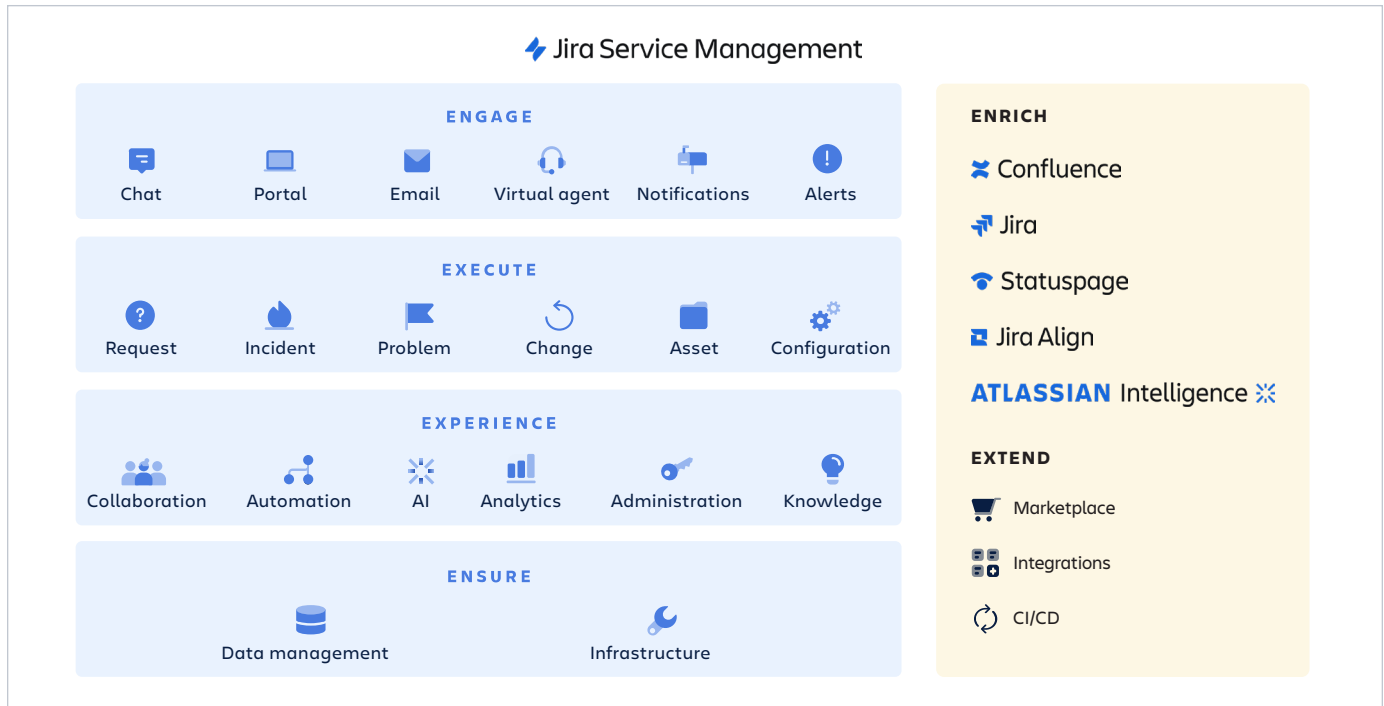


Jira Service Management gives us the opportunity to bring everything together on one platform: incident management across different solutions and collaboration using Jira Software.

Rob Crompton, Head of Service Management, The Very Group

Unlock high velocity service teams

Whether you're just getting started, or looking to switch to a faster, more flexible incident management and ITSM solution, Jira Service Management has all the features your team needs to deliver great service, fast, on the same platform where developers and business.



Nearly 55,000 customers worldwide trust Jira Service Management to help them centralize and resolve service requests, respond to incidents, streamline changes, collect and maintain knowledge, manage assets and configuration items, and more.

With intuitive workflows and the ability to work autonomously, Jira Service Management unlocks high-velocity teams across the business, not just within IT.

To top it all off, Jira Service Management is built on Atlassian's unified cloud technology platform that powers open and efficient collaboration between teams, information, and workflows across your enterprise. Give your teams a central view of their work and use integrations across the Atlassian portfolio and over 5,000 third party tools to make work flow.

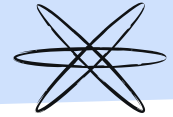
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The integration between Jira Service Management and Jira Software has allowed Operations and Development to achieve a better understanding of the workload across team borders (...), allowing us to efficiently manage workload and prioritize tasks.

Marie Bjørke
Head of IT Service Management
ISS A/S

The Atlassian Advantage



	Jira Service Management	ServiceNow
Software upgrades	Free, automatic upgrades in the Cloud allow customers to immediately access the latest innovations in Jira Service Management.	Requires bi-annual, manual upgrades that result in time and labor costs, as well as forced downtime if upgrades are not completed.
Pricing and packaging	Simple, transparent packaging that provides complete service management functionality, including AI capabilities and non-IT workflows, all in one, inclusive price – no add-ons required. Priced per agent with no added cost for help-seekers.	Hard-to-predict pricing due to frequent repackaging and unexpected add-on costs. Charge for both agents and business users, and requires the purchase of numerous add-on SKUs and modules in order to deliver a solution that scales beyond IT.
Renewals	Transparent licensing with no surprise pricing “gotchas” at time of purchase or renewal.	Challenging black-box renewals that require 12-24 months of planning to avoid experiencing 10% to 20% higher renewal costs. <small>(Source: “Use a 5-Phase Approach for ServiceNow Contract Renewals,” Gartner, 2024)</small>
ITIL	Modern approach gives teams the flexibility to select only the service management practices they want to use without unnecessary feature bloat.	Packed with features and functionality that customers don’t need that lead to unnecessary complexity and added storage costs.
Implementation	Easy to deploy and manage without costly consultants. User friendly platform balances out-of-the-box configuration with powerful customization, enabling customers to get started fast and tailor as needed.	Difficult to deploy and maintain. Implementation commonly takes many months and an army of expensive consultants to get up and running. Maintenance overhead can delay value and hinder process maturity and innovation.
Enterprise Service Management	Empowers all teams across the enterprise with the autonomy to easily setup and manage their service offerings with minimal help with IT, while still maintaining alignment with the broader organization.	Service teams must rely on busy, backlogged IT teams to help with service desk set up and maintenance, often introducing more complexity than business teams require while adding more licensing costs for new modules.



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Platform & data connectivity	The Atlassian system of work provides a unified platform across Dev, IT Ops, and business teams to seamlessly integrate data and accelerate key workflows like incident resolution and change management.	Silos between Dev and IT Ops teams across disparate platforms result in lack of visibility and delays in work.
Artificial Intelligence	Generative AI powered by Atlassian Intelligence baked into Jira Service Management's Premium and Enterprise offerings at no additional cost, including a virtual agent for automating requests, agent productivity features to accelerate ticket triage and response, and AIOps capabilities for better incident management. AI strategy leverages over 20 years of data about the way work flows across teams to enable fast, accurate AI output and knowledge sharing.	Delivers generative AI-powered service management experiences through the Now Assist offering, including incident and case summarization, virtual agent, AIOps, and search capabilities. All generative AI offerings require an add-on purchase priced per-seat that can cost an additional 60% for each module*. (Source: "ServiceNow Sees Generative AI Monetization Opportunity," Forbes, 2023)
Developer offerings	Jira Service Management's focus on the developer experience, coupled with Jira's reputation as a core, familiar tool for development teams, makes it a preferred option for high-code teams, in addition to offering low-code extensibility through its Forge platform and Automation for Jira. (Source: "Vendors Move to Dominate IT Management Software, Forrester, 2024)	Agile development offering not widely favored by engineering-centric organizations, but offers a strong low-code platform for development professionals. (Source: "Vendors Move to Dominate IT Management Software, Forrester, 2024).
Low total cost of ownership	Simple, inclusive packaging delivers complete service management functionality, including powerful AI capabilities and non-IT workflows, all in one, inclusive price – no add-ons or extra tools required. Atlassian charges per agent, with no additional charge for help-seekers, and transparent licensing means no "gotchas" at time of purchase or renewal.	Challenging, black-box renewals, feature bloat, and frequent repackaging result in high, hard-to-predict costs. ServiceNow charges for all users, including agents and business users, and requires the purchase of numerous add-ons and modules in order to deliver an end-to-end ITSM solution that scales beyond IT. All of this translates to a high total cost of ownership.



Jira Service Management

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Fast time-to-value	Automatic upgrades in the Cloud allow customers to immediately access the latest innovations in Jira Service Management without interruptions or delays. The platform is user friendly, balancing out-of-the-box configuration with powerful customization to enable customers to get started quickly and adjust as they go. With a modern approach to ITIL and a powerful suite of AI capabilities, Jira Service Management empowers teams to work at high-velocity, using only the features they need without unnecessary feature bloat.	Implementing, adopting, and maintaining ServiceNow is highly complex due to the level of technical knowledge and customization required. It's common for it to take many months and an army of expensive consultants just to get a ServiceNow implementation up and running, and maintenance overhead can hinder innovation and process maturity. Further, it requires bi-annual, manual upgrades that result in time and labor costs, as well as forced downtime, just to adopt new product enhancements.
Service for all teams	Pre-built templates, AI-powered configuration, and out-of-the-box workflows help teams across an organization get started without bottlenecks and heavy reliance on IT. With over 60% of Jira Service Management customers using the platform for non-IT support, let all teams - from HR to facilities - business teams have the autonomy to take ownership of setting up and managing their own service portals while staying aligned with the broader org.	ServiceNow offers a range of modules to support expansion to non-IT teams, but implementation complexity means non-technical teams must rely on backlogged IT teams to help with set up and maintenance. Each module requires an additional purchase, making scaling across the business a costly endeavor.
Native developer connectivity	Dev, IT Ops, and business teams aligned on a unified platform empowers customers with one, central view into their system of work, while giving teams the freedom to work the way they want across various Atlassian tools. Dev teams can seamlessly collaborate with Ops to accelerate incident resolution and change management workflows all while working in the familiar Jira interface.	Offers an "agile development" product for developers, but its rigid, clunky workflows fail to enable the agility modern development teams require. A lack of true connectivity between Dev and Ops workflows ultimately results in a lack of visibility and siloes that lead to bottlenecks and delays.



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Powerful AI capabilities

Robust generative AI-powered capabilities baked into Jira Service Management's Premium and Enterprise offerings help accelerate agent productivity, empower admins to free up their time, and speed incident workflows – all at no additional cost. Atlassian Intelligence features include a virtual agent for automating requests, generative AI editing and summaries, and AIOps capabilities. Built on the Teamwork Graph, Atlassian Intelligence leverages over 20 years worth of data about the way work and knowledge flow across teams to enable fast, accurate AI output and operational insights. Customers can also purchase Rovo, an AI-powered Atlassian product that supercharges service management team workflows with 3rd party AI search, collaborative AI agents, and more.

Delivers generative AI-powered service management experiences through the Now Assist offering, including incident and case summarization, virtual agent, AIOps, and search capabilities. All generative AI offerings require an add-on purchase priced per-seat that can cost an additional 60% for each module, and come with consumption limits that could lead to further costs.

