The Missing Piece of a Successful Application Lifetime Management
Atlassian provides us with the necessary tools to manage every step of the application lifecycle from planning and defining requirements to managing application operations.

Planning, building, testing, and releasing software is now faster and more reliable because of better workflows, processes, transparency, and collaboration between teams that historically functioned in separate silos.

There is an important piece missing, preventing businesses and teams to deliver new applications and features at the speed of business.
Jira is an effective workflow engine, allowing teams to track issues and tasks through a predefined, highly customizable workflow delivering complete transparency.

A hidden benefit of using Jira and similar project management and information systems is the accumulation of historical data. This natural by-product contains valuable information on project performance, bottlenecks, outliers, trends, anomalies, etc.

You could use this information to:

- improve planning, execution, and forecasting
- reduce estimation errors or ineffective resource allocation
- prevent major mistakes from happening and/or repeating
- identify trends, threats, and opportunities
- keep teams informed, productive, accountable, and responsible
- optimize and improve workflows, processes, and procedures
- make well-informed, smart, data-supported decisions
One of the biggest challenges still facing complex business information systems is **lack of visibility** and a slow access to information.

Typical Application Lifetime Management systems consist of several siloed applications, each generating a separate set of data. Valuable data is spread across different data systems, databases, departments, massive spreadsheets, servers, and access points.

**Data collection, consolidation, and compilation becomes:**

- complex
- manual and repetitive
- error-prone
- time-consuming
- inconsistent

**There is no “Single Version of Truth“**
According to Gartner’s Technology Insights reports, most legacy information systems are not designed to support the current pace and dynamic nature of business change or the exponential growth of data sources, volume, and complexity.

Most legacy reporting tools are difficult to use and require technical expertise to extract, consolidate, validate the data, and turn it into meaningful information. Those few key individuals having the expertise are overwhelmed with countless requests for actionable data, reports, and information. The information needed for ad-hoc decision-making often arrives too late.

Business professionals demand fast insights from more data sources than ever before. The legacy and rigidly IT-centric information systems cannot meet these time-sensitive requirements.

“47% of business professionals agree that dealing with slow or untimely access to information impedes their ability to make decisions.” Boston University

Reporting could and should be self-service, available, timely, transparent, consistent, reliable, and automated.
Business analytics has become crucial for most business management roles and increasingly strategic for organizations of all sizes.

Accurate, reliable, up-to-date, and immediate information is the key to rapid, data-driven decision-making. Being able to make informed and smart decisions faster than competitors is a serious competitive advantage.

“67% of surveyed companies are gaining a competitive advantage by using analytics.
Companies in this category report both strong competitive advantage and improved innovation from using analytics.” MIT Sloan Management Review, Analytics as a Source of Business Innovation

Executives still continue to rely on experience, advice, and their instincts, while using data to confirm that their experience and intuition is correct. According to the Economist Intelligence Unit (2014), “57% of senior business professionals re-analyze data if it contradicts with their intuition.”

“A company’s success today is tied to how good it is at making decisions. Experience and intuition and the use of data and analytics are not mutually exclusive. The challenge for business is how best to marry the two.” Dan DiFilippo, PwC’s Global and US Data and Analytics Leader
For every stage in Application Lifetime Management, you are most likely using a different application:

- **Confluence** to define, describe, and document
- **Jira Software, Portfolio for Jira, ProFields, Tempo** to plan and organize your development work
- **Git** as your version control system
- **Test Management for Jira, Xray, or Zephyr** for testing within Jira
- **Jira Service Desk, Zendesk, Insight** for operations

**What if you could have one central source of truth?**

What if you could see the big picture and all the details across all your systems? How about a set of pre-configured cross-project reports and dashboards with actionable KPIs and project status reports showing exactly who is working on what, when, where, and why? No more manual data extraction, consolidation, and compilation.
eazyBI is a general purpose web-based self-service business intelligence tool for detailed data analysis and custom reporting.

While a report would show you a historical snapshot of what has happened and what the status is, a Business Intelligence will show you why. Often using multiple sources of data, BI lets you discover data relationships you never knew existed and explore new, untapped business opportunities.

Explore your data—start with an overview and drill into details, or look at your data from a different perspective entirely—all in real time. Imagine if you could easily share your insights with your peers, team members, top management, or the rest of the world.

eazyBI comes with default data import for Jira data, custom fields, many apps, change history, and work logs. We have worked for years to get there.
Quickly discover new insights and opportunities with all your data at your fingertips. Drag and drop your data into rows and columns and instantly see your results. Create new tables, charts, reports, and dashboards in just a couple of clicks.

eazyBI uses building blocks like metrics or measures and dimensions (lists of classified values like statuses, issue types, project)—all created during data import from Jira.

You can use drag and drop to move measures and dimensions into Rows, Columns, or Page filters, to build your reports instantly.
Perform multidimensional analysis and examine your business data in almost any way you like using MDX query language.

You can create **custom calculations** from **existing Jira data**—from simple percentage calculation to complex calculations through linked issues.

Use predefined calculations or create your own. With MDX, you can do almost any calculation imaginable! Take advantage of additional MDX functions provided by eazyBI to perform quick calculations with common data types.
You can analyze Jira issues by standard and custom issue fields, identify trends and top/bottom performers, start from a summary overview, and drill into details.

Quickly switch between table, column, bar, line, area, pie, scatter, bubble, timeline, map, Gantt, gauge, or mixed charts to pick an interactive chart type that suits your data best. Create pivot table reports, visualize your data with many chart types, and easily publish eazyBI reports as gadgets on Jira dashboards or as macros in Confluence pages.
eazyBI also supports Jira Software (Agile) custom fields (Sprint, Epic, and Story Points), Jira Service Desk custom fields (with SLA metrics), Tempo Timesheets custom fields, and worklog attributes, Zephyr, Xray, and Adaptavist test management and Profields data.

You can also import additional data from CSV or Excel files, as well as from SQL and REST API data sources and combine them in reports and charts with Jira data.
The human brain processes images 60,000 times faster than text, enabling the entire body to react to the stimuli.

Keep track of information across all your disciplines, and have it accessible by parties that need it, when they need it.

Share information across different departments in your organization. Survey results show that strong data governance practices enable data sharing, which in turn enables innovation.

“Organizations that share data internally get more value from their analytics. In addition, the companies that are the most innovative with analytics are more likely to share data externally.” Sloan Review - Analytics as a Source of Business Innovation
A Report for Every Goal

**Average Age Report**

Age and interval reports

**Improvement Progress Report**

Story points improvement history report with trend lines and version indicators
Sprint Velocity Chart

Insight Asset Overview

<table>
<thead>
<tr>
<th>Asset</th>
<th>Objects created</th>
<th>Object Asset Purchase date</th>
<th>Object Asset Warranty date</th>
<th>Object Asset Model</th>
<th>Object status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ilze LA</td>
<td>1</td>
<td>Oct 10 2016</td>
<td>Oct 10 2018</td>
<td>24&quot; Full HD LED</td>
<td>Active</td>
</tr>
<tr>
<td>Adam Monitor</td>
<td>1</td>
<td>Apr 01 2017</td>
<td>Apr 01 2018</td>
<td>Galaxy S7</td>
<td>Active</td>
</tr>
<tr>
<td>Adam Phone</td>
<td>1</td>
<td>Oct 10 2016</td>
<td>Oct 10 2018</td>
<td>ZenBook UX330UA</td>
<td>Active</td>
</tr>
<tr>
<td>Adam Laptop</td>
<td>1</td>
<td>Feb 01 2018</td>
<td>Feb 01 2018</td>
<td>24&quot; UHD LED IPS</td>
<td>Active</td>
</tr>
<tr>
<td>Anna Linda</td>
<td>1</td>
<td>Feb 01 2018</td>
<td>Feb 01 2018</td>
<td>Surface</td>
<td>In Service</td>
</tr>
<tr>
<td>Anna Monitor</td>
<td>1</td>
<td>Jun 10 2016</td>
<td>Jun 10 2018</td>
<td>iPhone 8 Plus</td>
<td>Active</td>
</tr>
<tr>
<td>Anna Laptop</td>
<td>1</td>
<td>Apr 10 2016</td>
<td>Apr 10 2019</td>
<td>Apple MacBook Pro 13&quot;</td>
<td>Active</td>
</tr>
<tr>
<td>Anna Phone</td>
<td>1</td>
<td>Jun 15 2016</td>
<td>Jun 15 2018</td>
<td>iPhone 7</td>
<td>Active</td>
</tr>
<tr>
<td>Monica Walker</td>
<td>1</td>
<td>Jun 01 2016</td>
<td>Jun 01 2018</td>
<td>Apple MacBook Air</td>
<td>Active</td>
</tr>
</tbody>
</table>

Executed Tests vs. Found Defects

Test management reports based on test add-on data
Available Where You Are

eazyBI App for Jira Cloud

eazyBI App for Jira Server

eazyBI App for Jira Data Center

community.eazybi.com
support@eazybi.com