### PLANNING FOR YOUR Jira growth

**Insights from some of the largest Jira customers to help you on your journey**

**Jira growth**

One of our Jira instances has over 100,000 users.

### PREPARING FOR USER GROWTH

**PRO TIP**

Have a plan for user growth based on both employee count, business units onboarding to Jira, and projected future growth.

The number of Jira issues among our largest customers has grown an average of 23% year-over-year.*

One customer has over 5,000,000 issues in a single instance (yes, that’s six zeros).

The average number of Jira issues per instance for our large customers is 1,400,000.

### SCALING YOUR ISSUES

**WITH CUSTOMIZATION COMES GREAT RESPONSIBILITY**

The most customized Jira tops the charts with around 4,800 custom fields.

Our largest users have still customized Jira extensively, with an average of 900 custom fields.

### MANAGING PROJECT SCOPE CREEP

**PRO TIP**

Keep customizations of any sort—custom fields, workflows, plugins, security levels—to a minimum to scale Jira most effectively.

In our largest customers, projects on average contain 1,200 workflows.

### SUPERCHARGE WITH MARKETPLACE APPS

**PRO TIP**

Once you add apps, it may be difficult to take them away from your users. Before you install an add-on, ensure there’s a business requirement for it, and do your due diligence before installing.

Atlassian’s largest customers use an average of 23 apps.

The most app-loving Jira instance has 71 Marketplace apps added.

**Scale Jira as you grow**

Do these numbers sound familiar? If Jira Software is mission-critical for your teams’ productivity, it may be time to consider Data Center. Our largest self-hosted customers adopt Data Center to:

- Maintain uninterrupted access to Jira Software
- Scale to meet their organization’s demand
- Upgrade with zero downtime for easier administration

### NAVIGATING YOUR WORKFLOWS

The average number of workflows in a single instance is over 1,400.

On average, our largest customers use about 400 workflows to get their projects to done.

### INTRODUCE ME TO A TAM

Technical Account Managers (TAMs) are Atlassian mentors who guide customers through the process of implementing and growing their company’s use of Atlassian products.

### LEARN MORE

[INTRODUCING ME TO A TAM]

Need a field guide?

- Jira Suite Utilities
- ScriptRunner for Jira
- Integrity Check for Jira
- Structure
- Misc. Workflow Extensions

Top Marketplace apps for Jira

- Jira Board.
- Jira User Photos
- Jira gravy: a free plugin
- JavaScript for Live Data (no longer in the marketplace)
- New Message Extensions

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