

# Atlassian - Company Profile

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1. Basic Information

- Founded Year: 2002
- Founders: Mike Cannon-Brookes, Scott Farquhar
- Current Co-CEOs: Scott Farquhar, Mike Cannon-Brookes
- Headquarters Location: Sydney, New South Wales, Australia
- Number of Employees: Over 10,000 (as of recent disclosures)
- Website: [atlassian.com](https://atlassian.com)
- Contact: [support@atlassian.com](mailto:support@atlassian.com) | +1-800-701-7211

2. Company Overview

Atlassian is a leading software company that develops products for software developers, project managers, and content managers. It specializes in tools for collaboration, development, and IT service management, helping teams organize, discuss, and complete shared work efficiently. The company's mission is to "unleash the potential of every team." Founded with a credit card, Atlassian grew organically by focusing on enterprise collaboration and a self-service business model. Key milestones include the launch of its flagship products Jira (2002) and Confluence (2004), its initial public offering on Nasdaq (2015), and a strategic shift towards cloud-first product offerings.

3. Key Products and Services

- Jira Software: Project and issue tracking for software development teams.
- Confluence: Team workspace for knowledge management and collaborative content creation.
- Trello: Visual project management and task organization using Kanban boards.
- Bitbucket: Git code management and collaboration for professional teams.
- Jira Service Management: IT Service Management (ITSM) platform for IT and business teams.
- Opsgenie: On-call management, alerting, and incident response automation.
- Statuspage: Incident communication tool for transparency during outages.
- Atlas: A team directory and goal-tracking platform to improve cross-functional visibility.

4. Leadership Team

- Co-CEO: Scott Farquhar
- Co-CEO: Mike Cannon-Brookes
- Chief Financial Officer (CFO): Joe Binz
- Chief Technology Officer (CTO): Rajeev Rajan
- Chief Revenue Officer (CRO): Alex Shih

5. Market Position

Atlassian holds a strong market position in the collaboration, software development, and IT service management tools sectors, serving over 300,000 customers globally. Its market capitalization is approximately \$45-50 billion USD (as of early May 2024). Main competitors include Microsoft (with products like Azure DevOps and Teams), GitLab, monday.com, Asana, and ServiceNow. The company has a significant global presence, with operations and customers spanning North America, Europe, and Asia-Pacific, serving diverse industries from tech startups to large enterprises.

6. Recent Achievements (2023-2025)

In October 2023, Atlassian announced the acquisition of Loom, a leading video messaging platform, to enhance asynchronous collaboration across its product suite. The company has made significant advancements in its Atlassian Intelligence (AI) features, rolling out AI-powered summaries, content generation, and smart queries across products like Jira and Confluence throughout 2023 and 2024. Atlassian continues its strategic cloud migration push, encouraging customers to transition from on-premise server products to its cloud offerings, following the end-of-life for server product sales in early 2024.