



 **ATLASSIAN**

How to use AI to get work done faster in Confluence

Think of AI as a turbocharger for your work – it doesn't just add power; it boosts everything you're already doing.

Half of businesses worldwide use AI to get work done today, according to [McKinsey](#). That percentage has more than doubled in just five years, with those companies seeing increased revenue generation across product development, marketing, and sales teams.

What should you consider when deciding whether or not to adopt AI for your company? What factors go into evaluating AI products? We'll talk you through features to consider, what to watch out for when adopting AI, and how Atlassian Intelligence can help turbocharge your organization's productivity.

Contents:

- ① **Why business teams use artificial intelligence**
- ② **What to watch for when using AI**
- ③ **Our tips for getting the most out of Atlassian Intelligence**

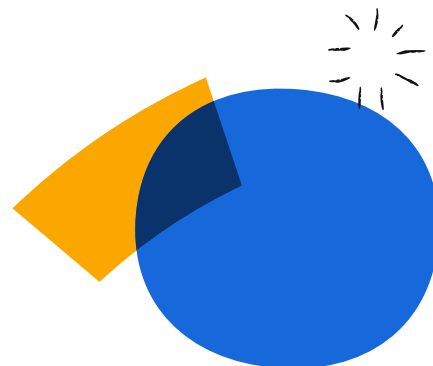
Why business teams use artificial intelligence

As stated in [Bain & Company's 2023 Technology Report](#) on adopting artificial intelligence, "...those that fail to start the journey will be left behind." Not adopting AI in today's market is a bit like sticking with a horse and buggy while your competitors invest in cars. As investors [pour billions of dollars](#) into AI-driven companies, while leveraging AI for everyday uses at work may be a recent shift, it's safe to assume that it's just the beginning.

The fact is that artificial intelligence can be a major asset to companies with benefits for all teams – marketers, project managers, developers... you get it. It helps teams:

- **Find information faster.** A study by [Accenture](#) found that language-based AI can automate and operationalize 40% of all working hours to help employees search easier, understand faster, and communicate better.
- **Reduce knowledge loss.** The more you use AI, the more it learns. And because it learns, it maintains knowledge that is otherwise kept in an employee's head (that would then leave when they leave).
- **Upskill more quickly.** AI can more rapidly upskill your team with context, knowledge, and recommendations on next steps. It can also learn your company's lingo, jargon, and acronyms.

And the list goes on for team-specific use cases. **Marketers** can use it to create campaign plans and briefs or summarize customer research and insights. **Project managers** create action items after a team sync on cross-functional work. **Developers** transform technical documentation to be understandable for non-technical stakeholders.



What to watch for when using AI

AI is powerful, and with the power it has to learn from existing data, you want to be sure whatever system you're using – and thus has access to your team and company's information – is protecting it with the correct security measures.

Atlassian Intelligence keeps your data secure and private. As with all our tools, we commit to following the [Atlassian responsible technology principles](#). **Built on trust**, we stay transparent about how Atlassian Intelligence uses your company's data, and give you complete control over what data gets used. Atlassian Intelligence lets you harness the power of artificial intelligence while keeping your data where it should be – within your organization. We're committed to openness about how we use any data you ask Atlassian Intelligence to process. You also retain the permissions of who gets to see that data within your organization from the admin controls.

[Learn more about Atlassian's Responsible Technology Principles.](#)



Open communication,
no bullsh*t



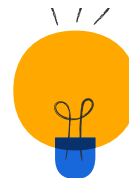
Build for trust



Accountability is
a team sport



Empower all humans



Unleash potential
(not inequity)

Our tips for getting the most out of Atlassian Intelligence

Atlassian Intelligence can save your whole team time and get more done, all while keeping your organization's data safe and secure. When AI is properly integrated into workstreams, transitioning from idea generation to implementation and identifying next steps becomes significantly easier. There are many ways to elevate your team's collaboration and productivity to new heights with Atlassian Intelligence.

Creation and conversion

Especially in hybrid or remote-friendly environments, succinct communication is a must-have for effective team collaboration. Atlassian Intelligence is equipped with generative AI features to help you create content for clear communication, such as brainstorming ideas, summarizing pages, and cleaning up writing. It also helps your team stay organized by automating the conversion of Confluence content into Jira tasks. For geographically diverse teams, writing assistance from Atlassian Intelligence can help with translation into over 20 other languages.

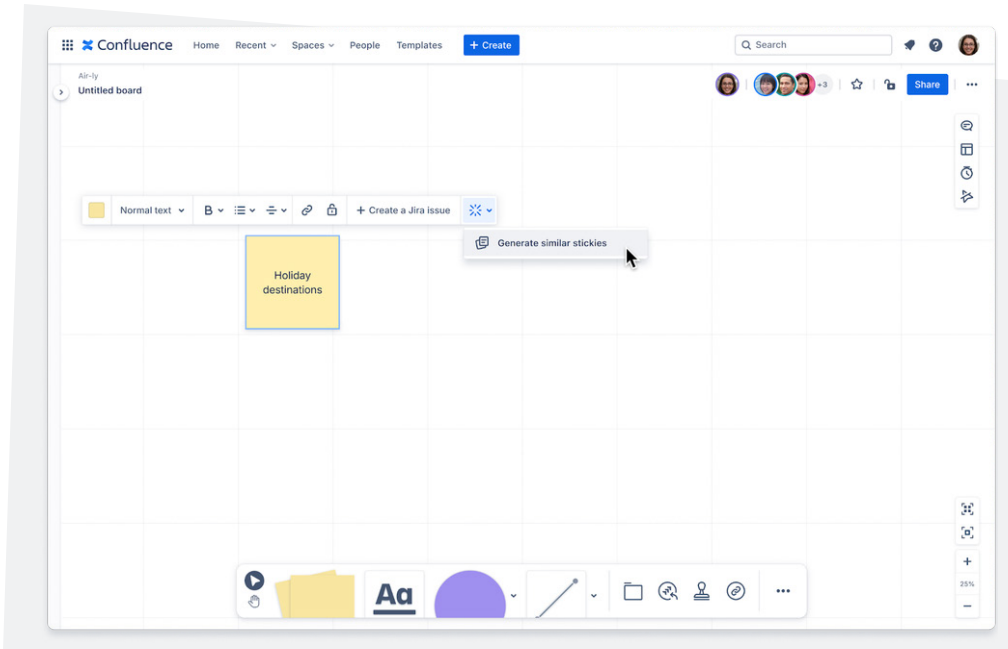
AI in whiteboards

Confluence whiteboards have always been a powerful vehicle for brainstorming and collaboration, both async and in real-time. Now enhanced by Atlassian Intelligence, Confluence whiteboards further your ability to generate new ideas as a team and move seamlessly toward actionable next steps.

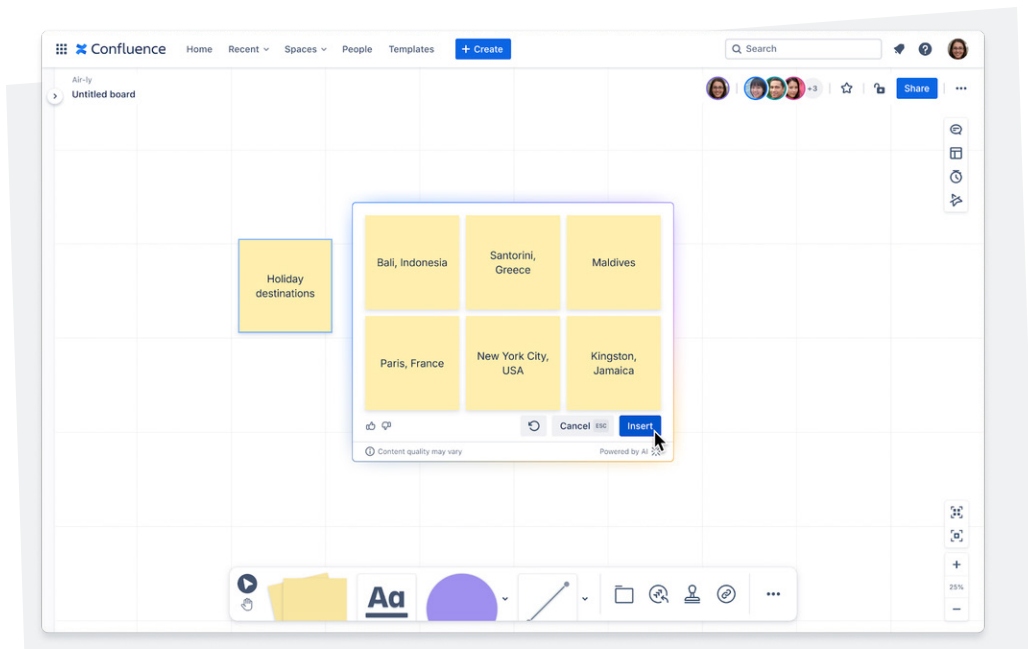


- **Generate whiteboard stickies (Coming soon)**

As is often the case with ideation, you sometimes hit blocks and need a nudge to spark creativity and new ideas.

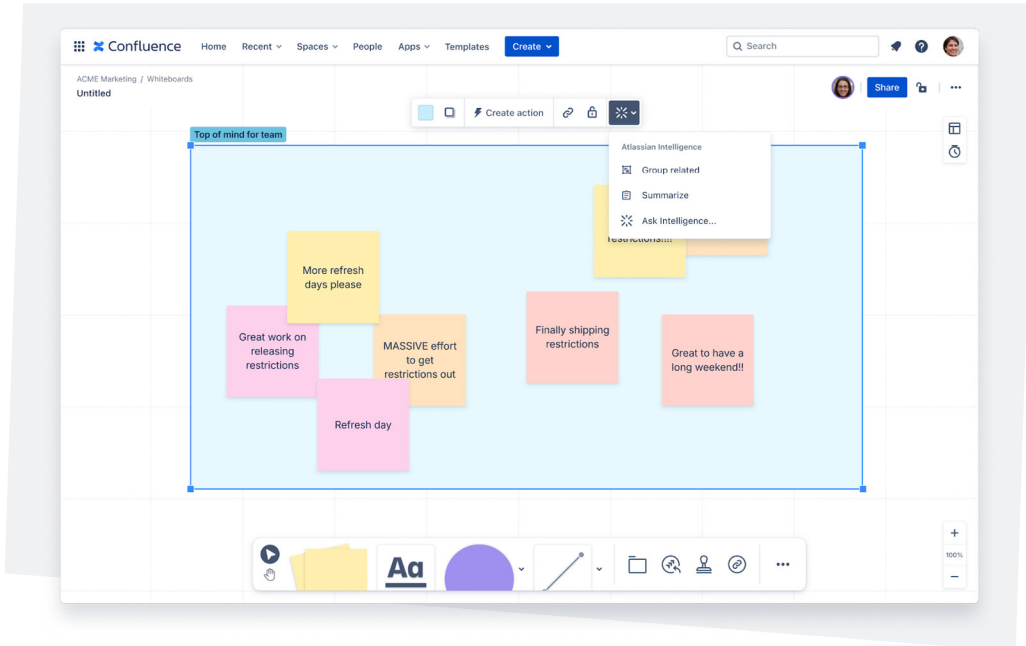


In a whiteboard, you can now start with a single idea, then lean on Atlassian Intelligence to help generate similar ideas based on that one. In addition, you can also have Atlassian Intelligence provide recommendations based on other relevant data from Confluence, Jira, and JSM.

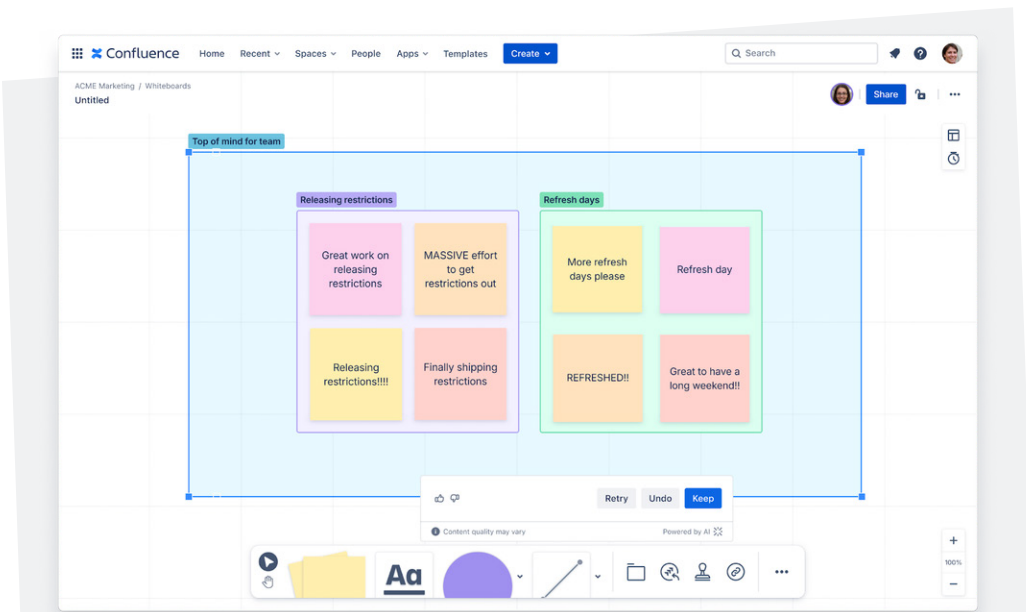


- **Organize Whiteboard Stickies (Coming soon)**

When collaborative whiteboard sessions surface lots of ideas and sentiments, categorizing and organizing these thoughts is necessary but time-consuming.



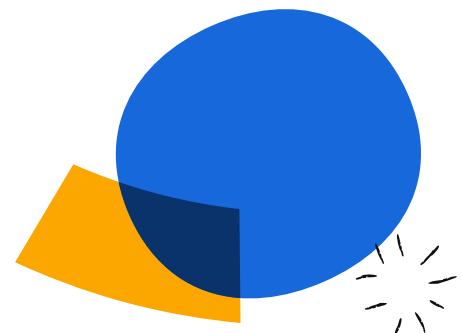
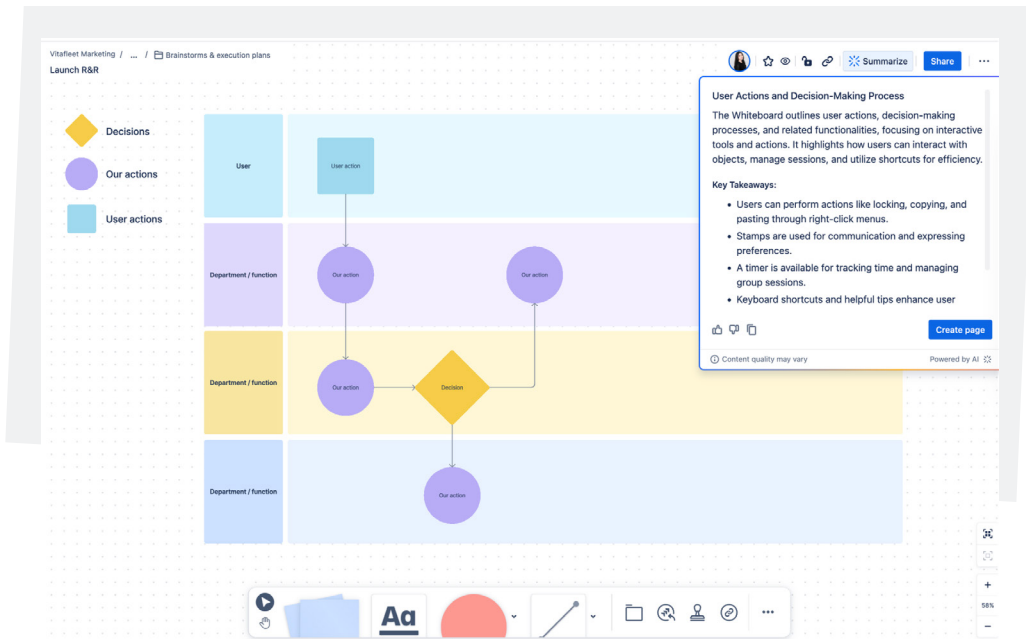
In a single click and a matter of seconds, Atlassian Intelligence can cut through the noise to group related content among your whiteboard stickies.



- **Summarizing a Whiteboard**

In a team whiteboard session, you often need to appoint a scribe or facilitator to summarize notes and capture the big ideas. Not everyone is adept at summarizing, and spending time on this task takes one of your team members out of the flow of the session. Summarizing whiteboards is another key feature of Atlassian Intelligence, providing immediate, clear, and concise summaries of your stickies.

If you wish, you can then turn this summary into a written Confluence page with Atlassian Intelligence to move your project forward.

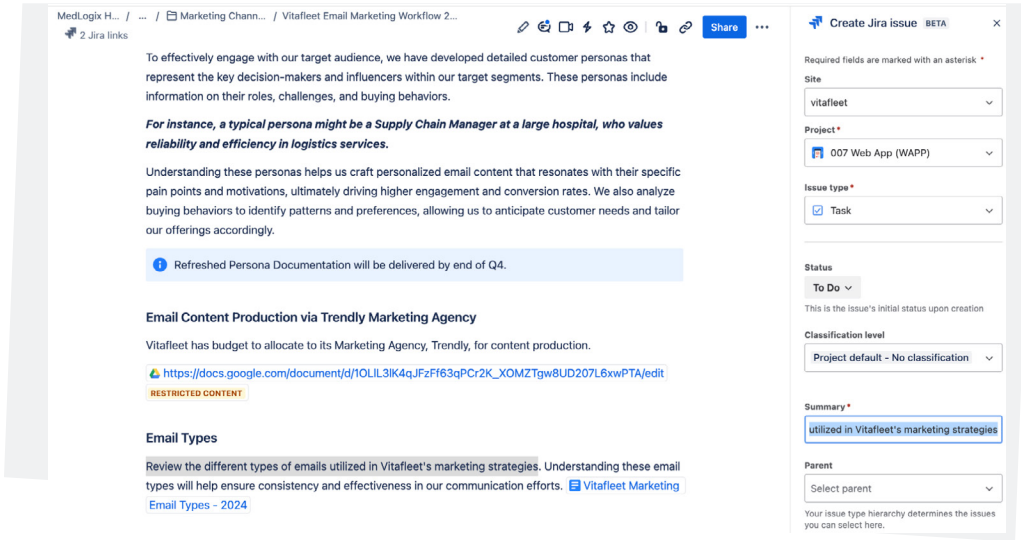


AI work creation

By coupling Atlassian Intelligence with the seamless integration between Confluence and Jira, your team can take advantage of AI features in Confluence to streamline your work and convert your Confluence content to new Jira tasks.

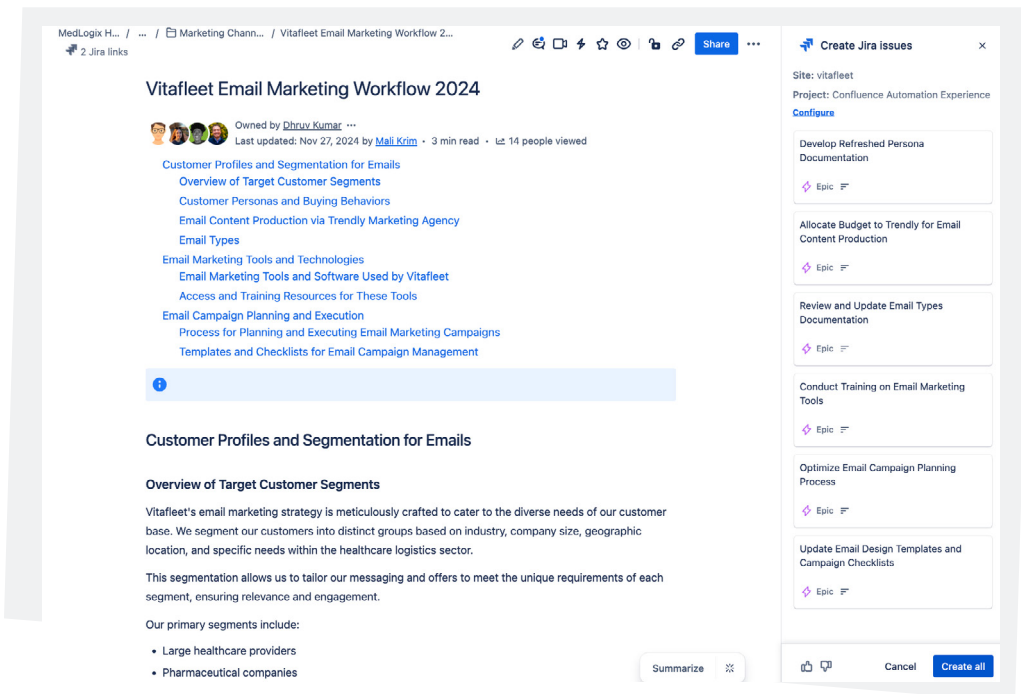
- **Create a single Jira task from Confluence**

Highlight a specific text from your Confluence page, then task Atlassian Intelligence to create a new Jira task based on the selection's content



- **Create multiple Jira tasks from an entire Confluence page (Coming soon)**

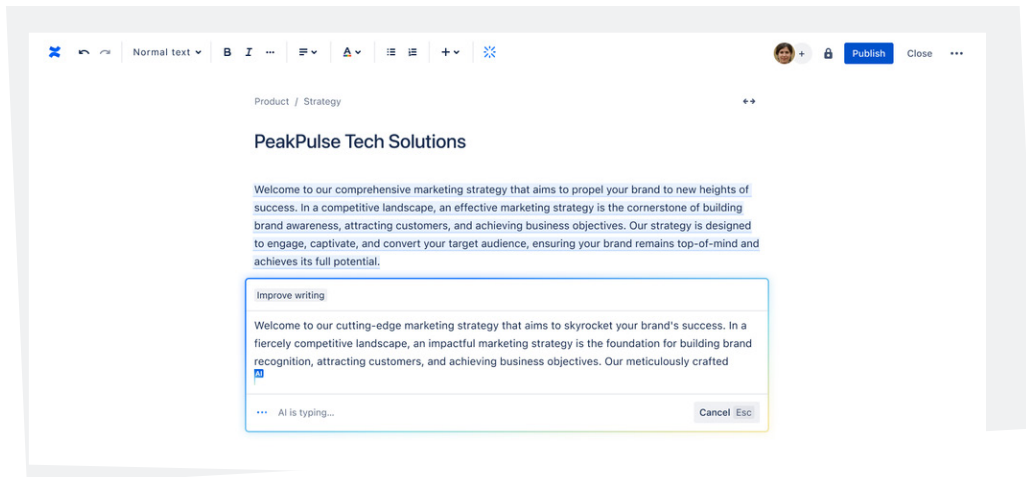
Atlassian Intelligence can also scan your entire Confluence page and create Jira tasks in bulk, boosting your team's efficiency and productivity by replacing manual task creation with intelligent automation.



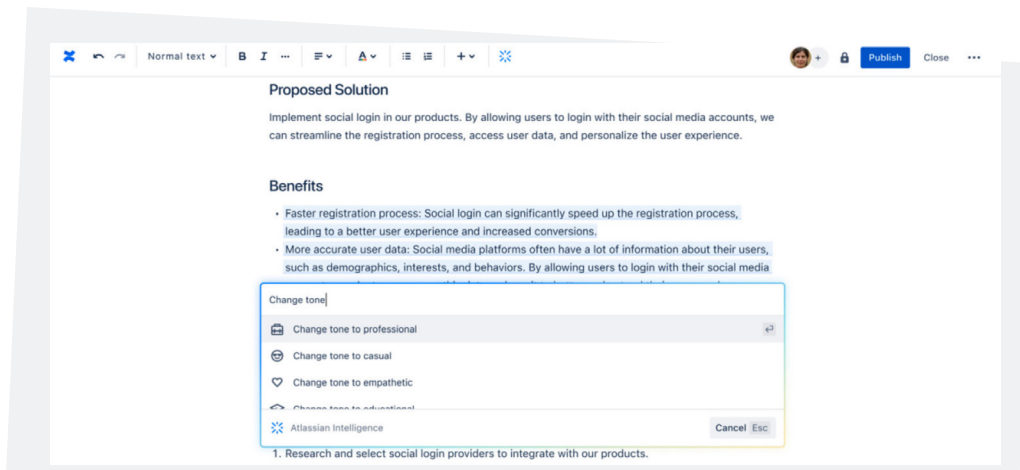
Write with clarity

By The saying goes, “Sorry, I would’ve sent a shorter message but I didn’t have time.”

Even the best communicators struggle to be concise. Atlassian Intelligence can shorten your writing and save you time from rewriting. Or, use AI to improve your content quality, from cleaning up your scratch-pad thoughts to share for feedback, to revising your first draft for you.

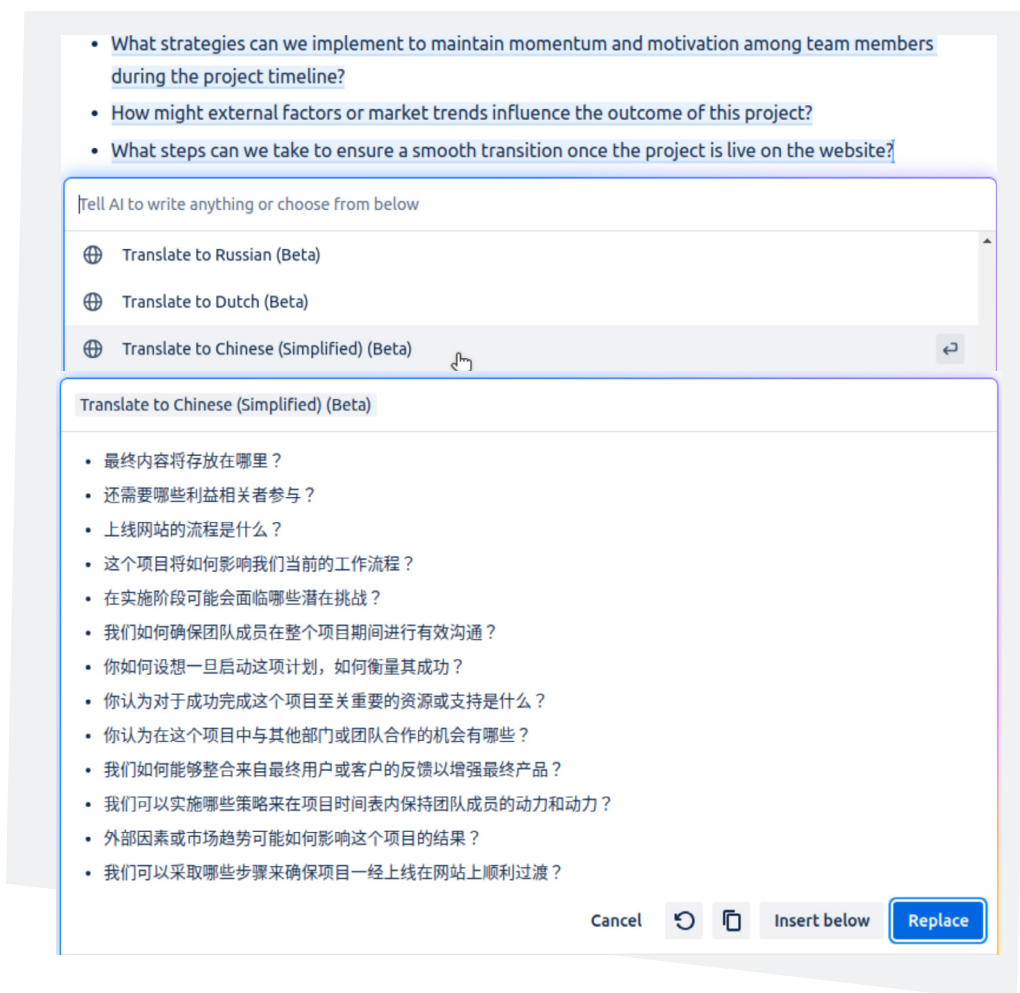


- **Fix spelling and grammar**
Atlassian Intelligence checks your spelling and grammar and empowers you to address any potential mishaps before they occur, so you don’t have to copy-and-paste your text into a separate spell check software or tool that you pay additional dollars for. In one click, simply ask Atlassian Intelligence to give your documents, emails, Slack messages, or customer communications the once-over before you send them off.
- **Change tone to write for the right audience**
Tone is a crucial part of effective communication, and as such, can become a time-suck when revising content. Atlassian Intelligence can help you nail your delivery to the exact effect you want – from transforming your work to be formal enough for your CEO to present verbatim to the Board, or empathetic enough to respond to a customer’s concern.



- **Translate**

If your team operates in multiple languages, translation from Atlassian Intelligence can help keep your Confluence pages clear and understandable for all parties. When editing a page, simply highlight the section that needs translation, and then choose from the 20+ available languages for translation.



- **Ideate and brainstorm to break through writer's block**

Atlassian Intelligence can help you ideate when the team can use new juice to get an early project brainstorm going, or creative ways to rework existing content. Simply reference a Confluence page or a Jira ticket in the prompt, and Atlassian Intelligence will help you break through that wall.

Marketers have used the 'Brainstorm' prompt in Atlassian Intelligence to generate new social media hooks, and utilized among the sales team for examples of analogies for a more creative sales pitch. Whether it's for springboarding new content or revamping old work with fresh ideas, anyone can use AI to brainstorm about a topic and take the best from its output.

- **Automate tasks for better visibility and to close the loop**

Teams and individuals can already create automation rules in Confluence to get tedious or repetitive tasks automatically done in Confluence. Now, you can create rules using Atlassian Intelligence; by simply writing out your desired automation in everyday language (like "Send a reminder email to my team every Monday morning recapping last week's project updates," or "Create an enablement one-pager for the sales team whenever a customer success story is published in this space as a blog,") and Atlassian Intelligence will turn your request into a built-out automation rule that you can make any tweaks to before setting the rule live.

To make it even easier, the automation rule builder in Confluence comes with popular prompts and rule templates to get you started right away. Below are even more ways customers have used Atlassian Intelligence in their daily work so far.

Popular AI prompts in Confluence



Sales teams

- *Create a metaphor or analogy that illustrates how a high-cost product yields unintentional savings.*
- *Summarize a win story for [X product] from [Y] industry.*
- *Review all our pages on [X topic] and summarize how its benefits contribute to overall revenue growth.*



Marketing teams

- *Rewrite this dissenting opinion in a more empathetic tone.*
- *Read this page and call out any logical inconsistencies. Are there any gaps that need to be addressed?*
- *Suggest a fun title for this blog post.*



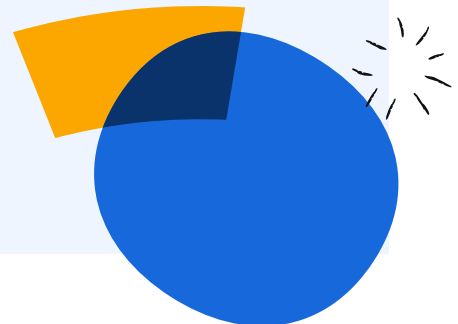
Project managers

- *Here's a new project proposal – summarize the approach focusing on its timeline and risks.*
- *How should I approach project planning for a large regulatory program of work like FedRAMP?*



Business leaders

- *Read this page and summarize the industry trends that are impacting our business.*
- *Summarize this page and provide main ideas that would be important to a leader in [Y] industry.*

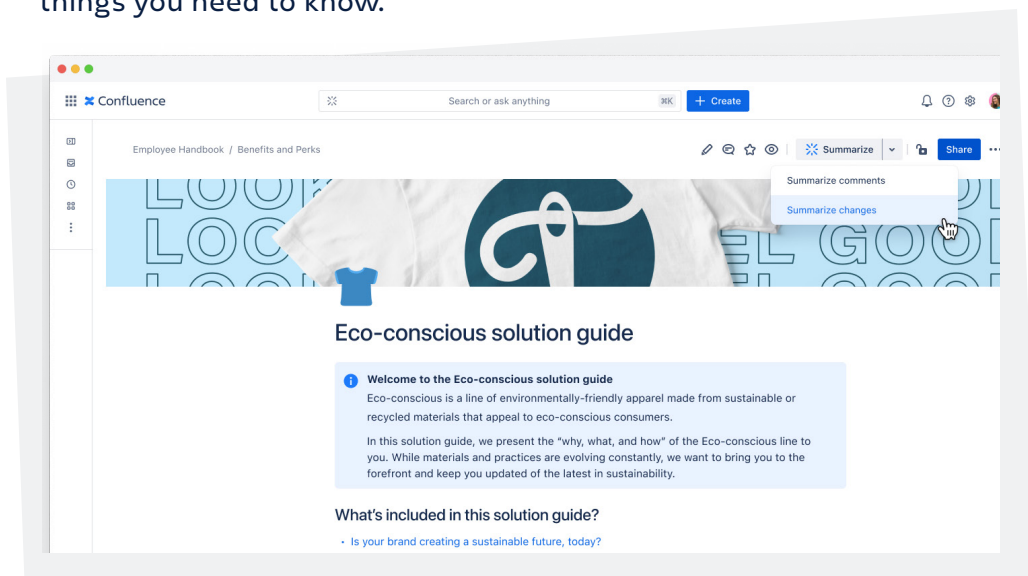


Stay on top of work

AI plays a crucial role in shaping an organization's groundwork for fostering well-aligned, highly collaborative, and efficient teams. Leveraging Atlassian Intelligence can streamline your workflow, save time, and provide valuable insights to guide you through your tasks seamlessly.

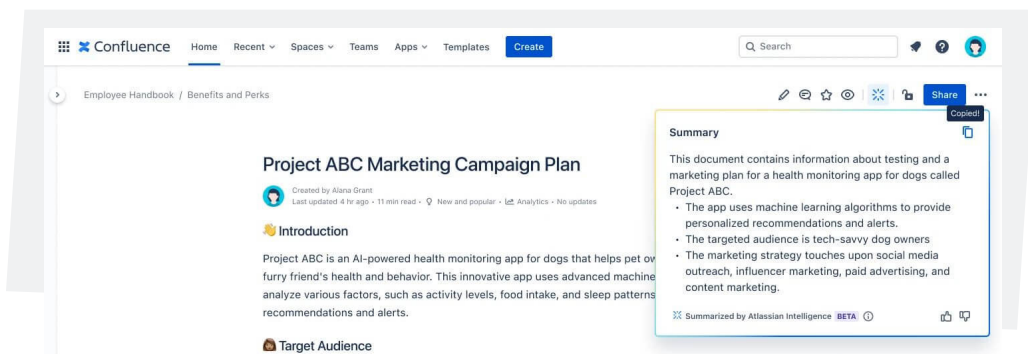
- **Page catch up**

Whether it's coming back from time off or working on a fast-moving project, sometimes you just need a quick way to get caught up on what you've missed since your last visit to a page. Atlassian Intelligence can summarize page changes for you, giving you a clear breakdown of the key things you need to know.

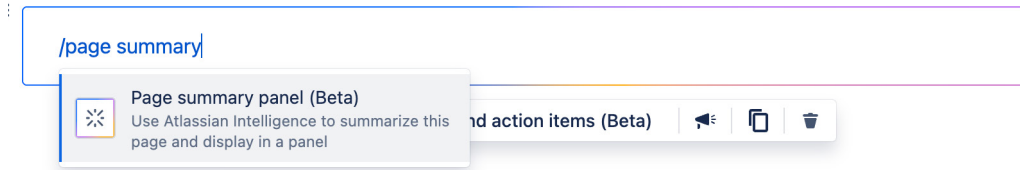


- **Summaries and comments**

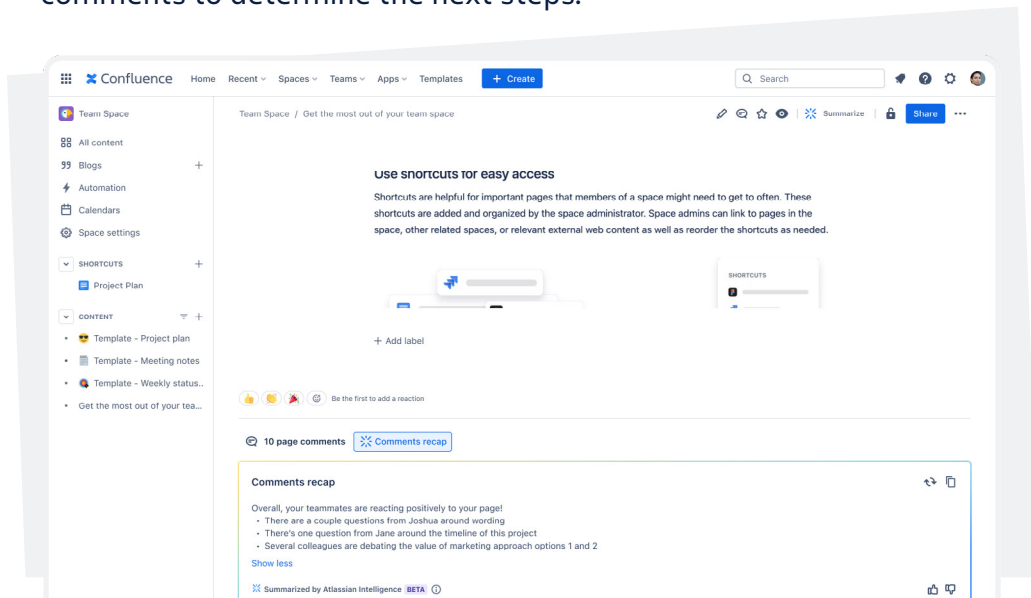
Need to go through multiple Confluence pages but don't have enough time to read through all of them? Does your manager just want the highlights? Use Atlassian Intelligence to summarize your page into key highlights in just one click.



When working on a page, you also have the option to include a page summary at the top of the page using the page summary panel feature to create a quick recap of the page content for your team.

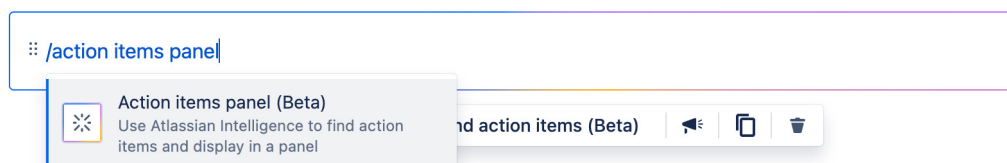


Summarization isn't just for entire pages in Confluence. You can now summarize all the comments on your page with a simple click to quickly review, analyze the sentiment, and understand all the inline and page-level comments to determine the next steps.



- **Action items and next steps**
We've all committed to doing something in the middle of a call and then forgotten to write it down. Atlassian Intelligence can generate a list of action items from meeting notes on your Confluence page.

This also allows you to be more present in meetings – you don't have to take notes while also trying to follow what the speaker is saying.

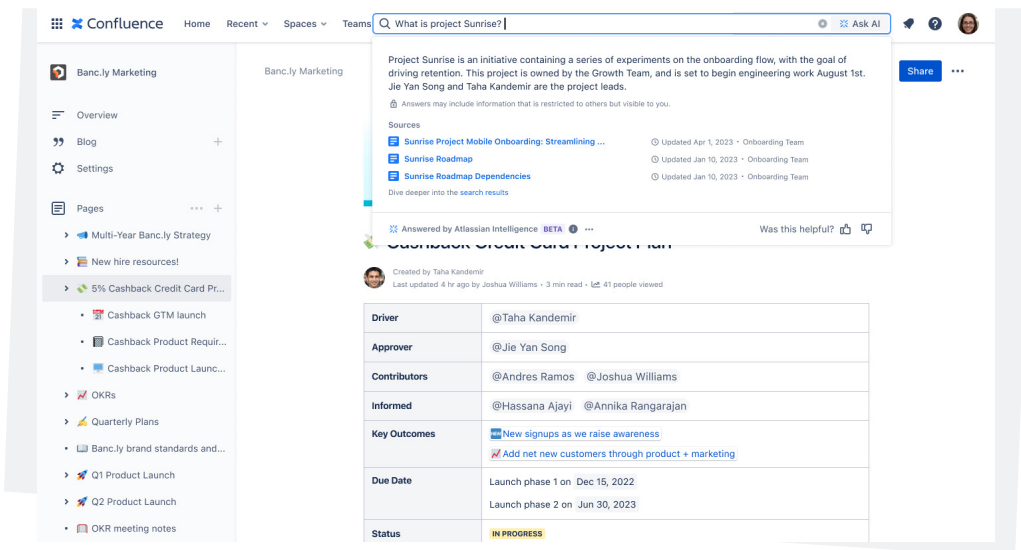


- **Search and definitions**

Your employees waste a lot of time searching for information. In fact, a McKinsey report found that employees spend 19 hours per week on average looking for the context they need. With Atlassian Intelligence, knowledge discovery can be done more quickly and efficiently, so teams can get the information they need in seconds.

- **Search**

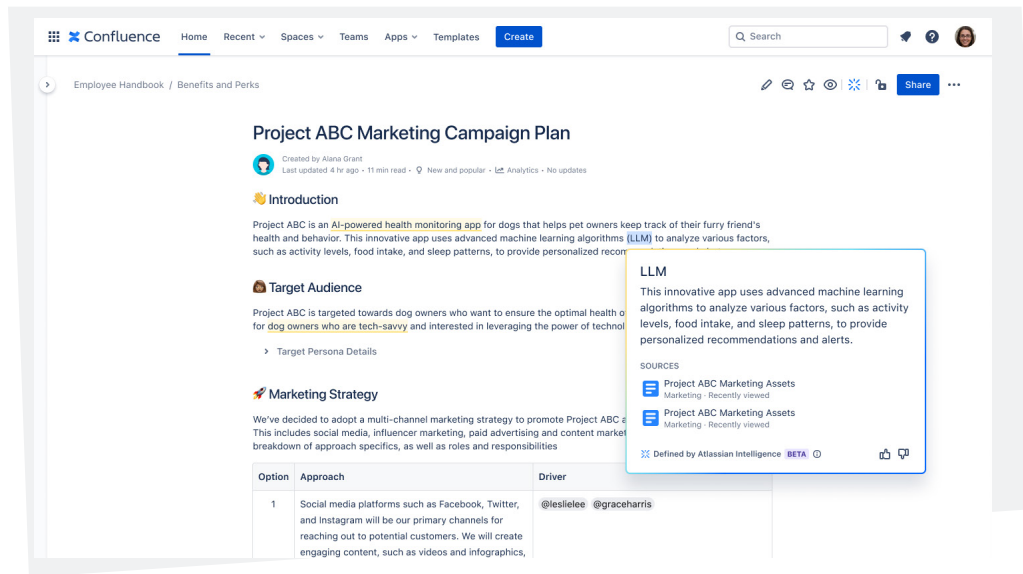
Atlassian Intelligence’s search function can help your team get some of those hours back. With an AI-powered search bar, you can now ask questions and get answers without having to dig through pages for context. After asking in plain language, “Who is [insert new teammate’s name]?” or “What is Project [X]?”, Atlassian Intelligence will return key details and relevant context based on company information you have access to.



Atlassian Intelligence understands the most important pieces of content within a page to surface exactly the right details in response to your question. The result? You don’t waste time sorting through irrelevant documentation.

- **Definitions**

You can also use Atlassian Intelligence to define company jargon and acronyms unique to your organization within Confluence. Simply highlight a phrase and it will search and leverage related company knowledge to provide materials in your organization to define the phrase to you. Now, your team and partners can quickly get up to speed without the need to ask others for help or move forward with an incomplete understanding, whether they are onboarding, working with your team for the first time, or just learning something new.



When's the best time to enable AI?

Over 20,000 customers have boosted their daily productivity using Atlassian Intelligence to tackle tasks big and small, from bugs in code to running marketing campaigns faster than ever.

Atlassian Intelligence is now available in Premium and Enterprise editions for no additional cost. If you're already on those tiers, ask your admin about [getting Atlassian Intelligence enabled for your organization](#). If you need a tier upgrade, learn more and [get in touch with the sales team today](#).

[Contact sales](#)

