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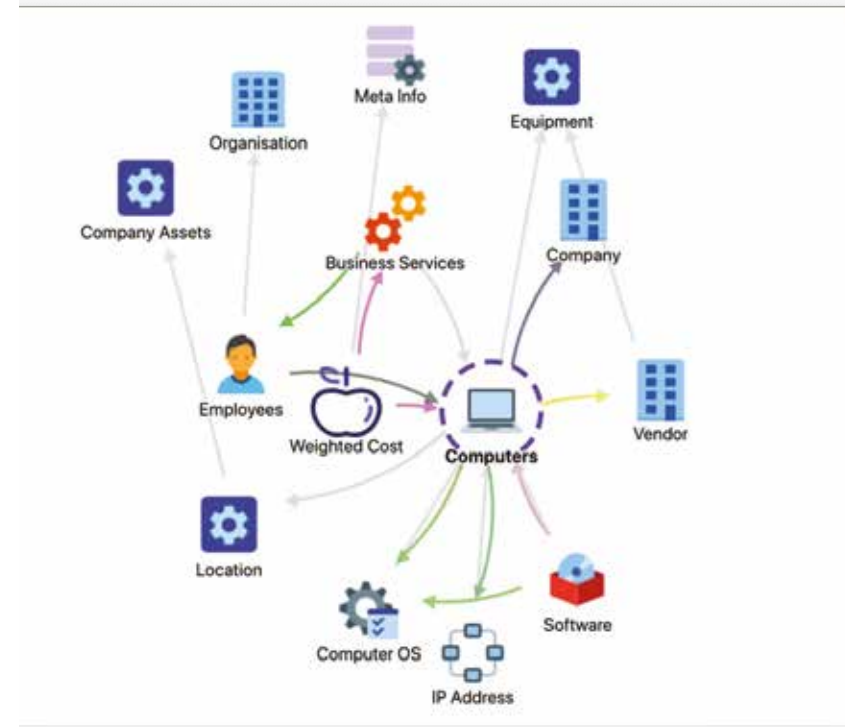
Organizational Excellence Through All-Round Process Optimization

Traditionally, Jira Software—Atlassian's cutting-edge tool widely recognized for its functionality and analytics—has been used by IT departments across most companies for ticketing and project management purposes. But what if the software has many other far-reaching implications beyond project management? What if JIRA could help not just IT organizations but also tourist agencies or hotels streamline their operations and attain the desired business efficiency? To that end, Palma-based 3digits is making sure these aren't just hypothetical questions but well-reckoned realities. By leveraging its expertise in Atlassian implementations and integration with Jira, the company is assisting businesses of all kinds in optimizing not just core workflows but all the processes across each and every department. Be it human resources, business operations, purchase and other departments, 3digits is helping companies improve their processes by making most of Jira's overarching potential.

"At 3digits, our brilliant team of senior Jira consultants help clients analyze, automate, and improve their business processes to be more competitive and efficient, in a rapidly changing global marketplace," says Javier B. Pérez, Director of 3digits. Born as a company meant to provide computer-engineering services for midmarket enterprises and government agencies, 3digits initially deployed Atlassian solutions to fully manage the software development lifecycle, including support systems and change management procedures for its clients. As the company gained more hands-on experience, it gradually realized the significance of Atlassian ecosystem in not just project management but simplifying other business processes for its customers. Since then, the company has been offering state-of-the-art consultation, software development



Javier B. Pérez



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services, and eBusiness solutions to allow clients bring added value to their business—all by maximizing the application of Atlassian solutions.

While companies have long been automating most of their important business workflows with Jira, they are now emphasizing on 'broadcast' processes, which is launching multiple processes by pressing a single button on the software that generates tasks for many other existing Jira business workflows. In view of these developments, 3digits is helping companies create 'broadcast processes' and achieve seamless synchronization between different workflows. Alongside, 3digits is also helping clients manage a wide portfolio of multiple projects by providing project portfolio structures that are able to analyze the total load of resources and projects, allocate a designated time for each project and also determine costs. But that's not all. Since the Atlassian ecosystem manages a lot of information on a daily basis, 3digits is offering advanced BI solutions integrated with Jira to provide KPIs to senior management of companies, who can implement the BI solution and unlock hidden value inside their business processes.

To further shed light on the credibility of 3digits' solutions, Perez highlights a couple of success stories among a surfeit of them. For a large hotel chain that bags a new hotel to their

portfolio every three weeks, 3digits has developed a 'new hotel' process using Jira. As a result, whenever the client presses a single software button, they can generate over 100 other tasks across existing Jira business processes that include content generation, CMS creation, CRS creation, payment platform registration, etc. This way, the management can accordingly plan and keep track of all the workflows related to the newly added hotels and gain a global overview of their progress. On other occasions, the company has helped some of the largest wholesale tourism distributors in Spain manage their booking, streamline operations, finalize destinations, track closing sales, and even deal with cancellation issues. By bi-directionally integrating Jira processes with their own ERPs, CRMs (Salesforce) and corporate e-mail solutions (Google and Microsoft), 3digits has enabled these customers to manage more than one million tickets per year while sending and receiving millions of e-mails yearly.

Having been certified as an Atlassian Silver Partner, 3digits is further strengthening its competencies in Jira implementation to become a Gold Partner in the near future. "At the same time, we are hiring industrial engineering and process engineering experts to concretize our stronghold in Atlassian ecosystem and keep helping companies secure their business vision effortlessly," concludes Pérez. **CA**



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