

# Jira growth

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

## PREPARING FOR USER GROWTH

Jira is one of the largest platforms for teamwork at scale—but just how large?

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

### SCALING YOUR ISSUES

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

**23%**

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

**5 million**

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

**1,425,772**

The average number of issues per Jira instance for our large customers is **1,425,772**.

### WITH CUSTOMIZATION COMES GREAT RESPONSIBILITY

**PRO TIP** There are many factors to consider in maintaining a highly performant system. Limit the number of global custom fields to ensure performance at scale.

**4,771**

The most customized Jira tops the charts with **4,771 custom fields**.

**861**

Our largest users have still customized Jira extensively, with an average of **861 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. Bigger isn't always better!

**17%**

The number of projects for large Jira customers is growing an average of **17% year-over-year**.

**4,200**

The highest number of Jira projects in an instance is more than **4,200**.

**1,194**

The average number of projects for large Jira customers is **1,194**.

## Need a field guide?

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

[INTRODUCE ME TO A TAM](#)

### NAVIGATING YOUR WORKFLOWS

**PRO TIP** Our largest customers put processes in place for change management: adding custom fields, workflows, apps, and other customizations go through a vetting process before they are approved.

**1,449**

The most workflows in a single instance is **1,449**.

**410**

On average, our largest customers use about **410 workflows** to get their projects to done.

### 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.

**23**

To tailor Jira to their exact usage case, Atlassian's largest customers use an average of **23 apps**.

**71**

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

**Top Marketplace apps for Jira:**

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

## 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

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