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## Fixing Employee Collaboration in the Era of Distributed Teams

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**Abstract:** The rise of the hybrid workforce has increased reliance on technology for information sharing and collaboration among employees. Often, the choice of technology has been left to individual employees or teams, which, while having a positive effect on a localized scale, has led to decentralized silos of information organization-wide. These silos hinder information sharing across teams, which is crucial to achieving overall business objectives like increasing employee collaboration and becoming more operationally efficient. To help achieve these goals, organizations should look to create a strategy that consolidates silos and places each employee and team on the same platform.

### The Problem: Collaboration Tool Sprawl and Information Silos

One of the challenges that has been rumbling within organizations for decades is an increasing number of team-specific information silos and workflows. While less of a challenge in a traditional workplace, the increase in hybrid work and the distributed workforce has led to an increase in dependence on technology for collaboration and information sharing. Rather than standardizing on just a few platforms, however, many organizations now find themselves dealing with an overwhelming amount of sprawl among communication and collaboration platforms.

In fact, research from TechTarget's Enterprise Strategy Group indicates that 86% of organizations are using more than 5 such platforms, and 42% are using more than 10.<sup>1</sup>

**“There are simply too many locations that can be called ‘sources of truth.’”**

In large part, this is due to a tactical reaction to the demands of the distributed workforce rather than a strategy put forth by leadership, and while there may have been immediate benefits to individual teams, the end result is an unsustainable mashup of incompatible, disparate platforms. This not only makes cross-functional information sharing more difficult, but it also reduces productivity and hampers collaboration among teams. There are simply too many locations that can be called “sources of truth.”

When teams that should collaborate closely rely on different platforms, inefficiency often increases due to issues such as losing track of projects, a lack of visibility that leads to time spent tracking down the status of tasks, miscommunication among team members, and misalignment with overall business priorities. This fragmentation can significantly hinder productivity and the smooth operation of projects. There are even security implications that result from sharing information between silos and the inability to track access to the information in between systems.

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<sup>1</sup> Source: Enterprise Strategy Group Research Report, [Unified Communication and Collaboration Integrations for Modern Business Workflows](#), February 2023.

Organizations are picking up on this, and many note that improving employee experience with communication and collaboration solutions is one of their top priorities, as well as supporting users in multiple geographic regions, supporting remote and hybrid work scenarios, and optimizing employee productivity (see Figure 1).<sup>2</sup>

**Figure 1. Many Priorities Around End-user Computing Align With Improving Collaboration and Productivity**

**What are your organization’s biggest priorities when it comes to its EUC environment? (Percent of respondents, N=378, multiple responses accepted)**



Source: Enterprise Strategy Group, a division of TechTarget, Inc.

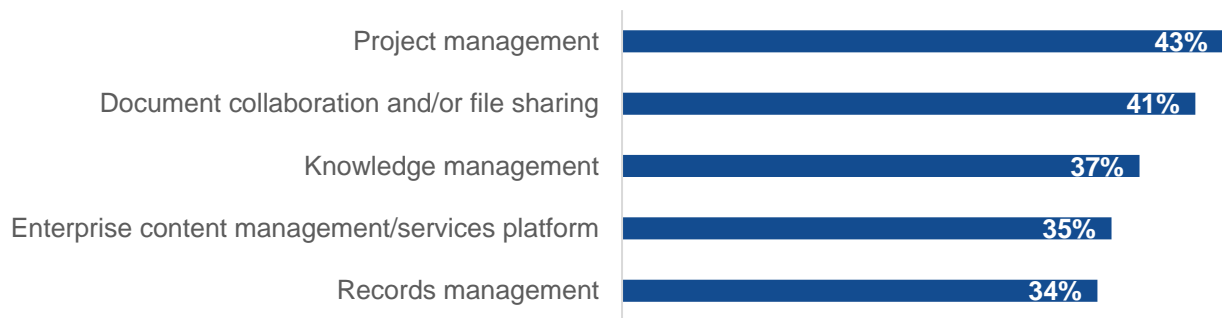
Even more encouraging is that, when asked specifically about their content management and file sharing investments, organizations showed a clear intent to enhance their document collaboration, knowledge management, and enterprise content management capabilities (see Figure 2).<sup>3</sup>

<sup>2</sup> Source: Enterprise Strategy Group Complete Survey Results, [End-user Computing Trends](#), February 2022.

<sup>3</sup> Source: Enterprise Strategy Group Complete Survey Results, [2024 Technology Spending Intentions Survey](#), February 2024.

**Figure 2.** Top 5 Investments in Content Management and File Sharing Also Reflect an Interest in Improving on the Status Quo

**In which of the following content management/file sharing business applications does your organization plan to make the most significant investments over the next 12 months? (Percent of respondents, N=105, multiple responses accepted)**



Source: Enterprise Strategy Group, a division of TechTarget, Inc.

Finally, Enterprise Strategy Group research indicates a direct desire to increase overall operation efficiency and enable users to interact and collaborate in new ways (see Figure 3).<sup>4</sup>

**Figure 3.** Operational Efficiency Is the Clear Top Priority, and Interest in Collaboration Is Also Important

**What are your organization's most important objectives for its digital transformation initiatives? (Percent of respondents, N=730, three responses accepted)**



Source: Enterprise Strategy Group, a division of TechTarget, Inc.

The research shows that companies are aware of the sprawl that's occurring and are making plans to address it with improved end-user productivity and operational efficiency. The next step is to choose a platform that addresses as many needs as possible with the intent of consolidating platforms as opposed to simply adding more.

<sup>4</sup> Source: Enterprise Strategy Group Complete Survey Results, [2023 Technology Spending Intentions Survey](#), November 2022.

## How Atlassian Can Help

To combat the sprawl of information and ensure organizations can achieve their goals, it's important to prioritize collaboration and productivity as part of an organizational strategy. This means bringing different teams together to agree on what's important and finding a tool that can cater to the varied needs of each group within a company.

Atlassian can help organizations address this challenge by offering tools designed to boost both cross-team and intra-team collaboration and work management. The more teams that use this platform, the greater the benefit to the organization as a whole.

### Confluence

Confluence is a platform built for unified, cross-functional collaboration. It can be helpful to think of it as a “live wiki” that consolidates all information and workstreams into a single, searchable data structure that every team can use to collaborate. It boasts features like real-time editing and commenting, page versioning, content permissions and classifications, and document status (draft, published, etc.). Plus, it has deep integrations with Jira, as well as robust search capabilities that make it the primary interface for many end users.

### Jira

For over twenty years, IT and software teams have used Jira to plan, track, and service any type of project. Today, Jira expands on this by offering a full suite of tools for project and task management, resource management, business processes, and reporting—all under one roof for all teams across the organization. Together with Confluence, companies can enhance collaboration, increase visibility into task and project status, and optimize workflows across different business areas, eliminating the need to juggle different systems or manually align various project-tracking tools.

### Atlas

Atlas optimizes goal tracking by visualizing the company's overarching objectives and their key stakeholders. It simplifies project status into digestible cards, automatically aggregating teams, projects, and knowledge by topic, providing an at-a-glance view into projects and reducing the dependency on traditional weekly status meetings. This asynchronous approach increases team and project efficiency by giving employees more time to work, while ensuring everyone is aligned at all times, rather than on a week-by-week basis.

## Conclusion

For organizations with a distributed workforce to achieve their many goals, reducing the number of information silos is a critical piece of the strategy. Consolidating around a single platform that acts as the source of truth for the entire organization has benefits that will extend to every corner of the business. Furthermore, integrating that into a broader work management strategy will help organizations optimize business processes through project, task, and resource tracking as well as automation and cross-team planning.

Untangling the knot of information silos and workstreams in any organization is not a trivial exercise, but the benefits of doing so are overwhelmingly worth the effort. Organizations should prioritize finding a collaboration platform that can ease this transition and ultimately deliver a solution that meets the collaboration needs of the entire company, and Atlassian platform is a great place to start.

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