Get the most value from your existing tech stack
Optimise and integrate your tools with Slack
We help Slack work better for you! By partnering with Slack and leveraging our knowledge of Atlassian, as well as our app building expertise, we can help you drive alignment and agility across your business by bringing your people, applications and data together.

As an official Slack Services partner, we deliver the best in class results you expect from Adaptavist, with Certified Slack developers and Certified Slack admins, trained in the very best practices by none other than Slack themselves.

How do you know your tech stack is actually being used?

If you’re an IT leader, you’ve probably spent some uncomfortable hours wondering if the tools you’ve invested in are the right ones for your teams. It’s a stressful situation to find yourself in, but it could be worse.
What if you invested in the right tools but your people just aren’t using them?

Here’s the thing. Whatever goal you’re trying to achieve with the help of technology (greater productivity or faster time-to-market, say), you’ll only succeed if your people can get the most out of the tools you give them as they collaborate to achieve these business goals.

60% of professionals surveyed felt they were losing time in their day due to tool fatigue
The Digital Etiquette Report 2021

Today, collaboration combines many elements. It’s about bringing your people together so they can communicate and share files easily. It’s about creating a central knowledge repository so teams can find what they need fast, instead of trawling through email inboxes.

And it’s about another really big thing: the collaboration hub as an integration layer where all your people’s most important work tools and software come together in one place, where work gets done.
The problem: work fragmentation

The challenge is clear enough. Enterprises use more apps than they can handle. The statistics vary, with some stating the average enterprise uses as many as 1,935 cloud services. You’ve probably seen the effects of this app proliferation yourself.

The average enterprise uses as many as 1,935 cloud services

Your teams work across many apps every day but very few of those apps talk to each other. Instead of accessing information in one central place, your people are always context-switching (read: time-wasting). They’re jumping from one tab to another, logging in to a specific app to grab one piece of information, then logging out and switching back to another app to use or share that information. Over and over and over again.
Because your enterprise knowledge is fragmented and siloed, friction builds up in every process in every department and this friction is compounded when work crosses departments and apps.

The result? Fragmentation grows, collaboration breaks down and tool usage drops. Software becomes expensive shelfware, even as your teams struggle to perform the tasks the tools were bought for. Sound familiar? The good news is there’s a better way.

**Apps let you bring in the tools your people use most** - including off-the-shelf integrations with popular software, and custom apps your people build that integrate with third-party or in-house developed software.
The solution: an adaptive collaboration hub that integrates work

To solve their fragmented work woes, enterprises are fundamentally rethinking collaboration and recognising the critical role of integrations.

They’re establishing a single place where all their work apps come together in a conversation interface that’s easy to use, searchable and optimised for mobile.

Why? Because that way, you’re using all your software investments - CRM, marketing automation, CI/CD, HR tools, and more - in the context of the work itself. You’re not just integrating apps - you’re improving them, and making it easier for your people to unlock their full value.

Bring together your people, data and apps in a single place with the help of Adaptavist. We can remove those collaboration gaps with easy to integrate, powerful, yet lightweight apps available within Slack to suit your business needs.
Adaptavist can help integrate existing Slack apps to solve just about every kind of work taking place within an enterprise. But we can also develop apps and integrations to solve business problems unique to your needs. Here are five example areas where integrating tools in Slack can make the biggest impact.

Like this one
Or this one
You get the idea
Use Case 1: DevOps

Many teams start with Slack apps in a DevOps context, but that’s usually just the beginning. Here are a few example use cases.

Deploy more code
Automate and monitor pull request management directly from your Slack project channel for faster, more reliable deployments, integrating with your chosen Git makes it happen.

Keep projects moving forward
Preview or open Jira tickets directly in your channel, without having to find and share the URL. That way, your people can skip the busywork and focus on tasks that drive projects forward.

Triage and escalate incidents
Automate and monitor incident processing without leaving Slack, so that the right people can resolve issues swiftly.

Sample Integrations for DevOps
GitHub, Bitbucket, Subversion, Visual Studio, Jira, Jenkins, Trello, Pivotal Tracker, Asana, PagerDuty
Add useful context to tickets

Interactive elements for swift resolution
Use Case 2: **Productivity**

Slack connects your people to the productivity tools that make working hard feel a little less like hard work.

**Easily share files**
And even edit user permissions from within the Slack interface. A Slack app that integrates with Box is a perfect example.

**Manage your calendar**
Schedule meetings and keep your team in the loop with calendar integrations.

**Jump on a call**
Slack makes it easier not just to organise and access calls, but to manage key information, recording and follow-up tasks. An integration with Webex makes the experience seamless.

**Sample Integrations for productivity**
Google Drive, OneDrive, Box, Dropbox, Asana, Google Calendar, Standuply, Meekan Scheduling, Zoom, Trello, Webex, Google + Hangouts
Use Case 3: **HR and internal comms**

There are plenty of organisation-wide use cases where Slack apps improve collaboration around core HR processes - like hiring, recruiting, benefits administration, internal comms and more.

**Track candidates**

Manage the whole candidate journey so you can deliver a seamless candidate experience and get offers to the best talent faster. Integrations with HR apps like Workday mean the hiring team can do it all from within Slack.
Request and approve vacation
It’s much more efficient when you can enable self-service wherever possible, especially on HR and benefits-related tasks. (Note the action buttons for instant responses, again, within Slack).

Poll your teams
Get instant feedback and actionable insights on everything from employee engagement to catering. Slack integrates with all kinds of polling tools.

Sample integrations for HR and internal comms
Workday, ADP, Ultimate Software, Lever2, Greenhouse, Zenefits, Donut, Bonusly, Google Drive, Google Calendar, TINYpulse, Zoom, Simple Poll
Use Case 4: **Sales and marketing**

Sales and marketing teams need to be able to gather insights and opportunities wherever they find them. Slack apps let your salespeople and marketers stay within Slack while they:

**Monitor campaigns**
Keep an eye on campaign performance and automate reporting from within the Slack interface.

**Track deal stages**
Keep tabs on the status of deals and update pipeline dashboards.

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**Sample integrations for sales and marketing**
Marketo, HubSpot, Salesforce, Troops, Optimizely, Asana, Statsbot, Mailchimp, Mailjet, Hootsuite, Intercom

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Danica Finnman
/ScriptRunner open opportunity in Salesforce

**ScriptRunner** for Jira  APP
Open this opportunity in Salesforce

- **Name**: SCR-IN8512 top
- **Stage**: Shawn Sheep
- **Amount**: Test Team - PROD - Sev13

Select a field to edit:

- **Stage**

[Cancel]  [Save]
Use Case 5: **IT and customer support**

IT teams can also integrate Slack with the various tools in their tech stack, to manage and secure Slack at scale.

**Manage access**
Use Okta for identity management and secure single sign-on via desktop, web and mobile.

**Protect your data**
Defend against loss or malicious attack by alerting your teams in the channel before harm is done.

**Backup and archive**
Make sure your content is backed up and archived for compliance, audits and easy e-discovery.

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**Sample integrations for IT and customer support**
Okta, ADFS, Ping, Skyhigh, Netskope, Smarsh, Global Relay, Papertrail, Backupery, Zendesk, ServiceNow, Guru, Symantec
From simple to rich integrations

A Slack app can automatically post an alert from third-party software into a given Slack channel - and post a message back to the software.
But Slack apps can go much deeper than that, triggering interactive workflows that combine several different software tools into one process. That’s why we call it “adaptive collaboration”: it adapts to the ways your people work.

Support Management 09:30 AM

**Upgrade to paid team**

Our organization would like to speak with a Slack rep about the details of upgrading our current plan to a paid tier. Specifically the security features and compliance integrations of these tiers.

<table>
<thead>
<tr>
<th>Priority</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Normal</td>
<td>Pending</td>
</tr>
</tbody>
</table>

**Customer info**

Account Manager: Mick Jagger
Account ID: 1265
Plan: Free

**Knowledge Base**

2 possible solutions

[Claim]
When you reduce work fragmentation and get more from your tech stack, you see benefits across the whole enterprise at the individual, team and organisation levels:

- **Individual**
  - Boosting autonomy, personal productivity and employee experience.

- **Team**
  - Increasing responsiveness, effectiveness and efficiency.

- **Organisation**
  - Enhancing alignment, transparency and agility.

And these in turn impact real business outcomes:

- **Greater agility and responsiveness**
  - For faster, better decisions.

- **Speed to market**
  - For new ideas, product, code and innovations.

- **Less friction**
  - Across all processes and departments.
Of course, as the ones leading the adoption of this new form of collaboration, it’s only fair IT reaps the benefits too. When better integration unlocks more value from the tech stack, the IT teams get:

- **One central place reducing admin overhead**
  (for IT and for all teams).

- **Simple OTS and custom apps**
  Grabbing ready-made or building on-demand.

- **Consistent UX across devices**
  Both desktop and mobile devices.

“There is a “circular relationship” between collaboration and autonomy: Collaboration with colleagues leads to more autonomous work being created, and autonomous initiatives often lead to meaningful work with colleagues.”

Good collaboration, bad collaboration:
A report by Slack
In 2018, FOX Sports division was given a golden opportunity - covering the FIFA World Cup.

This sprawling live event demanded real-time collaboration between everyone involved, from producers to designers to on-air talent.

With Slack at the heart of its collaboration ecosystem, the company was able to connect 847 apps so its 12,800+ users could do all their work without having to waste time switching between apps.

For example, by starting a call in Zoom, accepting a request from ServiceNow, or creating an action in Trello by typing simple slash commands.

Here are a few of the team channels 21st Century Fox used to manage its mammoth operation:

- The #worldcup-digital Slack channel enabled continuous communication between on-site location scouts and the studio.

- The #production-triage channel gave users a platform to ask and answer urgent questions instantly.

- The #wc-worldcup-performance channel was used to track as many as 130 pieces of content a day.
• Thanks to a CrowdTangle integration, they could track how content was performing without leaving Slack.

• A Zoom integration allowed users to hold team standups within Slack.

Slack also simplified and accelerated the process of onboarding the 200 freelancers required to produce World Cup coverage.

**A ServiceNow integration**
Meaning that management could receive and approve requests from new team members.

**Slack’s archive of past messages**
Helping new team members get up to speed on ongoing projects.

Successful collaboration across production teams in Los Angeles, NYC and Charlotte.

“Slack can transform a live sporting event into a shared global moment across the business”

*John Herbert, CIO, 21st Century Fox*
3K tweets posted

558M video views

204% achievement against engagement goals

Connecting 847 apps

for 12,800+ users

Helping to onboard 200 event freelancers
Accelerated Slack launch and relaunch
Carefully tailored to match your business requirements and existing infrastructure, Adaptavist can quickly launch Slack within your business so your teams can hit the ground running with best practice, from the start, or further down the line on a clean, organised canvas.

Flexible outsourced administration
We provide ongoing Slack support to organisations that seek to focus energy on serving their external customers and stakeholders. Outsource your daily administration to our team of certified Slack admins and developers to keep everything running smoothly, alongside your security management and troubleshooting.

Slack migration
Adaptavist has a long and successful history of helping customers migrate to new platforms that integrate with existing applications. We can help you migrate your disparate collaboration & chat tools to Slack, optimise your DevOps processes, and help deliver agility across your business.
This is the way work is going. It’s a new kind of collaboration power that brings together the entire enterprise’s people, data and applications.

**Slack integrations**

Streamline your business processes and technology stack. Adaptavist has developed some of the most innovative and popular apps in the Slack ecosystem as well as in the Atlassian ecosystem. We can help solve everyday team challenges that erode value by developing custom, powerful but lightweight apps to help remove collaboration gaps and automate your workflows that are easy to integrate with Slack.
Conclusion: multiply the value of your app estate

For collaboration, the myth of the big software suite that does everything is over: a central platform that integrates with the software your people use most is the way forward.

That’s why we’re dedicated to delivering for enterprises. Our unique placement as a Platinum Atlassian Solution and Vendor Partner and now Slack Partner - means we can offer a complete solution including strategic review, consulting, managed services and an array of best-in-class products and bespoke apps. All focussed on delivering the most value from your Atlassian and Slack platform, we make application lifecycle management work for your organisation.

Users love it - they get the apps they love, with less time wasted switching between interfaces. The business wins - with greater productivity and faster, better decision-making.

And IT people love it too - it’s one secure platform for all teams that’s easy to manage and grow.
Speak to our team about how we can help you leverage Slack to make great things happen in your enterprise.

Get in touch

**Slack ticketing systems and workflows**

- Automate routine processes with Slack Workflow Builder
- Build your own Slack ticketing system
- Five Slack workflow examples

**Slack how-tos**

- How to use Slack: ultimate beginner’s guide
- Setup, customise, and manage your Slack notifications
- A how-to guide to Slack channels
Adaptavist and Slack have formed a powerful partnership. Enabling our valued customers to tap into our award-winning expertise and innovation to deliver Slack solutions that bring people, data and processes together.

Who we are
We help organisations transform to continuous change being their business as usual. We do this by supplying technology, providing advice, and delivering change through modern, iterative approaches to development, deployment, and application lifecycle management.

Adaptavist is one of Atlassian's leading global Platinum Solution Partners, supporting more than three-quarters of the Fortune 500 and now we are proud to be partnering with Slack too. We are uniquely placed to provide our experience, expertise, and insight to help your business.

Offering a complete solution including strategic review, consulting, managed services and an array of best-in-class products all focussed on delivering the most value from your Atlassian and Slack platform, we make application lifecycle management work for your organisation.

Learn more or get in touch:
adaptavist.com