How Adaptavist helped transform Vera Bradley's IT operations with Jira Service Management Cloud

Adaptavist

Industry: Retail & Fashion

Solution: Jira Service Management (JSM) Cloud

Total employees: 2,000+

Clients: Internal users across Corporate, Retail, and Technology Operations

Vera Bradley stakeholders:
Aaron Feagler, **Director, Security and Operations**
Ashley Harman, **Senior Manager, Portfolio Management Office**
Shawn Glass, **Service Desk Manager**

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Discover how Adaptavist partnered with Vera Bradley to implement a modern ITSM platform—streamlining service delivery, reducing costs, and improving visibility across corporate and retail operations.
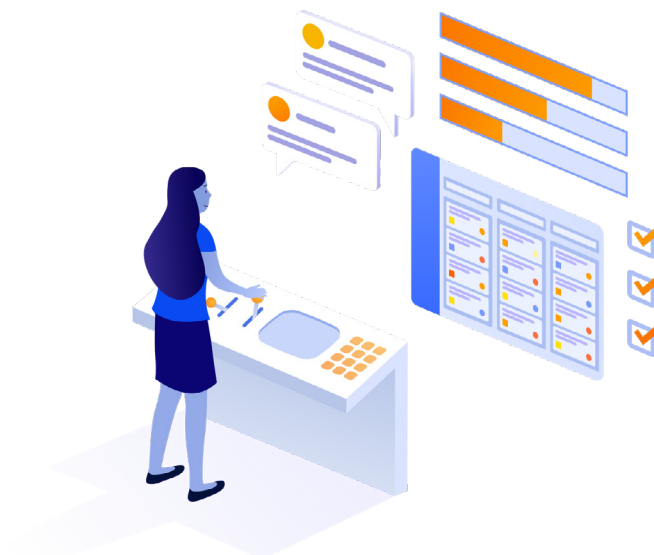
Summary

In the fast-paced retail environment, agility and operational efficiency are no longer optional—they're essential. As Vera Bradley continued to expand through acquisitions and scale its operations, the company recognised that legacy ITSM tooling was holding it back.

It became clear that a strategic change was needed—not just a tool replacement, but a fundamental transformation of service management.

To support this evolution, Vera Bradley partnered with Adaptavist to implement **Jira Service Management Cloud** as the foundation for a modern, flexible, and efficient ITSM capability. The result? **50% reduction in ticket triaging time**, faster service delivery, and a scalable platform built for continuous improvement.

The challenge

Founded in 1982, Vera Bradley has grown into a household name in fashion and accessories, with a national retail presence and a reputation for design innovation. Vera Bradley, like many retailers, has faced ongoing operational pressures in a rapidly changing market. With the focus shifting from expansion to strengthening internal processes, the company prioritised driving operational excellence across its ways of working.

Ashley Harman, Senior Manager, PMO, at Vera Bradley, partnered with Adaptavist to lead a critical transformation—modernising the company's service management infrastructure to support more agile, efficient operations.

Vera Bradley's existing ITSM platform had become a barrier to efficient service delivery. Ashley recognised that without immediate

changes to streamline processes and enable agility, the IT team would struggle to support business operations effectively.

Her immediate priority was clear: implement a functional **Jira Service Management (JSM)** solution. While perfection wasn't the goal, speed and functionality were critical. With a growing workload and high expectations from business stakeholders, Vera Bradley needed a system that could adapt fast—one that would not only replace their existing tool, but also serve as a foundation for long-term service agility.

"The setup was quite complicated both internally for our users, but then also externally for our end users across the organisation. It became something we had to work around, versus being part of what made us efficient," explained Ashley Harman, Senior Manager, Portfolio Managment Office. *"When it was originally implemented, we put a lot of customisations in there which made it difficult to have it be malleable as our processes changed."*
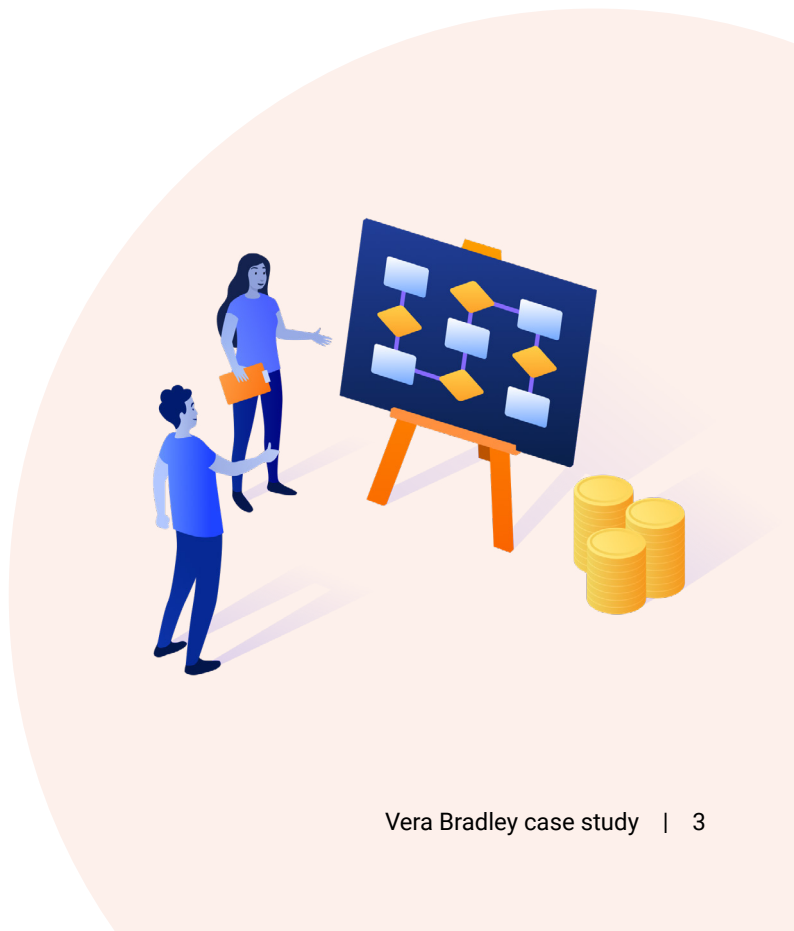
Some of the core challenges Ashley and the team at Vera Bradley faced included:

Disconnected and complex tooling

Corporate and retail teams were using disjointed systems and manual processes to manage service requests, incidents, and changes—creating inconsistencies and friction across the organisation. Work management for product teams had been moved into Jira Software the previous year.

Limited agility and poor scalability

The existing platform couldn't support agile ways of working or continuous improvement. Even minor configuration updates required specialist support, slowing innovation.

Inefficient support model

Support agents had limited visibility into request status or ticket prioritisation. Without effective automation and SLAs, teams struggled to meet service expectations.

Lack of visibility and reporting

Leadership lacked the tools to track operational performance, monitor SLAs, or identify trends in service data—hindering proactive planning and resource management.

Partners failing to grasp the challenge

In discussing the challenge with the other potential partners, the team noticed a pattern of proposals which contained intricate platform customisations of the same kind that was currently slowing Vera Bradley down.

"We needed to make the change, really for continuity's sake," shares Ashley Harman, Senior Manager, Portfolio Management Office. *"We had moved our work management into Jira software the year prior, mainly for product team work or initiatives, but our incidents and service requests lived elsewhere."*

Requirements at a glance

A unified ITSM solution to:

- Replace legacy tool with a maintainable, agile alternative

- Standardise incident, service request, change, and problem management processes

- Deliver a self-service portal for corporate and retail staff

- Enable automated ticket triage, classification, and SLA management

- Integrate knowledge management through Confluence

- Improve reporting and operational visibility for leadership

- Set the foundation for agile workflows and cross-functional collaboration

The solution

Vera Bradley's first priority was to move off its legacy platform and implement a functional **Jira Service Management (JSM) Cloud** solution in time to support peak operational demand. With tight deadlines, growing internal workloads, the pressure was high to deliver a clean, scalable ITSM foundation— fast.

With Adaptavist's help, the implementation was delivered on schedule, enabling the IT team to begin supporting corporate and retail operations with a modern service desk.

"Where other partners focused on re-creating the heavy customisations that we were trying to move away from, Adaptavist was willing to be that thought leader and show their expertise on Atlassian tooling to really make sure that we were not just thinking in the now," says Ashley. *"We didn't want this to be an implementation, and then go our separate ways. Since we're bought into the Atlassian suite, we wanted a partner who could guide us across the entire toolset and help us use it the best that we can. That expertise just came across so clearly."*

Vera Bradley had no interest in replicating the complexity of their old system with the new complexity that other partners were offering. Instead, after evaluating their priorities with Adaptavist, the team committed to a greenfield implementation—designed from the ground up with ITIL-aligned workflows, automation, and self-service as core pillars.

Key reasons for choosing Jira Service Management Cloud included:

Scalable service desk with clear ownership and visibility across teams

Low-code automation to streamline ticket triage, escalation, and resolution

Flexible form and workflow builder to handle corporate and retail use cases

Real-time SLA tracking and breach alerting with Opsgenie

Tight Confluence integration to surface knowledge base content at point-of-need

Cloud-native architecture for fast deployment and low maintenance overhead

Cost efficiency compared to traditional ITSM platforms

Moving to a modern ITSM platform with JSM Cloud

Adaptavist led the end-to-end delivery—collaborating closely with Vera Bradley to define workflows, configure automation, and stand up a fully operational instance in weeks. Where needed, features were tested in parallel against the legacy solution to ensure functionality and continuity.

To ensure the solution would scale, Adaptavist helped Vera Bradley stand up an internal Centre of Excellence—equipping the IT team to evolve and manage workflows, add request types, and maintain their **JSM** instance independently.

"Because intentional training time was built in, allowing us to watch over the shoulders and learn from Adaptavist's experts," Ashley reflected. *"When it came time for us to add our first new form for a new process internally—a new workflow, a new schema—it went so smoothly. We had all that knowledge for how to be able to make this tool work best for us."*

The results

50% reduction in ticket triaging time by replacing legacy tools with JSM Cloud and consolidating third-party tools

Faster, more consistent service through automated routing, prioritisation, and SLA enforcement across teams

Stronger support model with unified agent views and integrated knowledge base accelerating resolution times

Greater visibility and control via dashboards and SLA reports supporting real-time operational decision-making

Empowered internal teams trained to manage workflows and configurations independently without external reliance

"As our team has matured in an agile way of working and communicating portfolio decisions across the organisation, this tool is—because of the foundation that Adaptavist helped us build—helping us to support those processes" explains Ashley. *"Sharing metrics about our work with cross functional partners has become so much easier. We're a very data-driven organisation, and so being able to have those metrics quickly at our fingertips is amazing."*
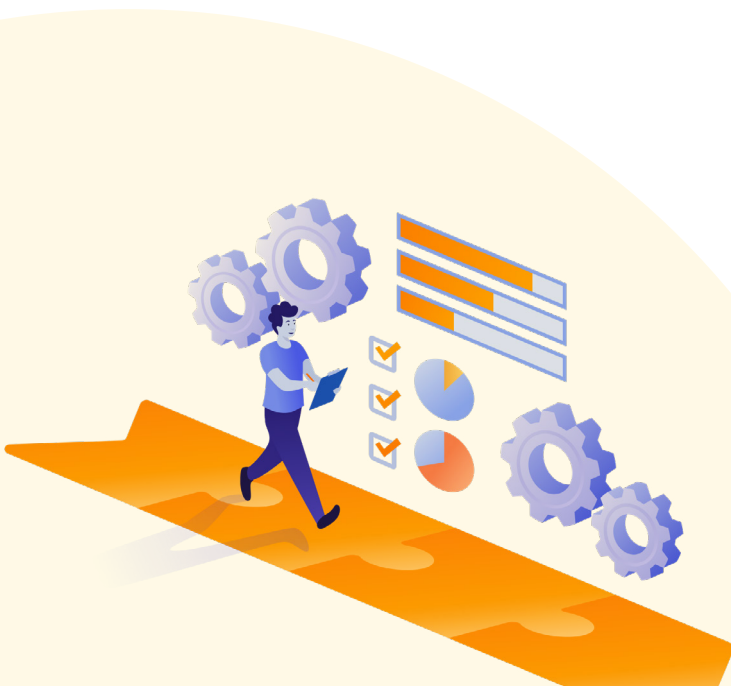
The future

The **Jira Service Management** platform at Vera Bradley is built to scale and adapt, with potential to expand into areas like problem management, asset tracking, and AI-powered support. Ongoing governance and user feedback will guide the platform's continued evolution.

" The Adaptavist team was just brilliant. From a technical perspective, they made sure that our design decisions were really clear, really consistent, and didn't leave us with tech debt. I mean, I can't sing their praises enough. They were very clear in explaining, they were very patient with us whilst we conferred with our internal stakeholders, and they were a great partner through all of that. "

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