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NETEYE CONFERENCE 2025

Unlocking Service Excellence: a deep dive into JSM Operations

From ITIL 4 Monitoring Foundations to Practical Alert Handling in Jira Service Management

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Agenda

- Context: Why intelligent operations matter
- ITIL 4 Monitoring & Event Management (MEM) essentials
- Jira Service Management Operations and on-call schedules
- Automation and alert flow integration
- AI-powered alert management (Rovo & AIOps)
- Real-world example: NetEye + JSM
- Key takeaways and next steps


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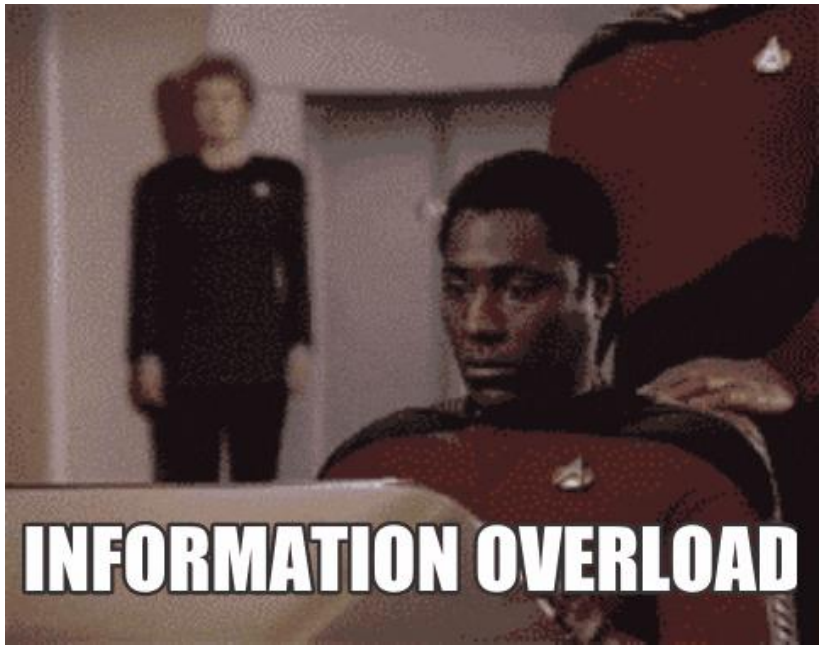
Context and Motivation

- Modern IT = hybrid, distributed, complex
- Multiple monitoring tools, endless alerts
- Risks: alert fatigue, missed signals, silos
- Goal: move from reaction to **intelligent operations**



ITIL4 Monitoring & Event Management Essentials

ITIL4 MEM essentials:

- **Monitoring**: observe *continuously*
  - **Event**: significant state change
  - **Alert**: event requiring action
- **Benefits**: early detection, reduced downtime, reliable service

ITIL4 MEM recommendations:

- **Filter** and **classify** events, distinguishing informative ones from those that require action;
- **Automate event correlation** to link technical events to affected services and identify root causes faster;
- **Integrate MEM with Incident Management**, ensuring that priority alerts are automatically transformed into actionable incidents.
- Balance **reactive** and **proactive** monitoring approaches

"Systematically observe services and service components, and record and report selected changes of state identified as events"

JSM as an Operations Hub

- Monitoring: observe continuously
- **Central** workspace for operational activities
- Organize by service, technology, or region
- Integrate alerts from multiple sources
- Increase visibility and accountability

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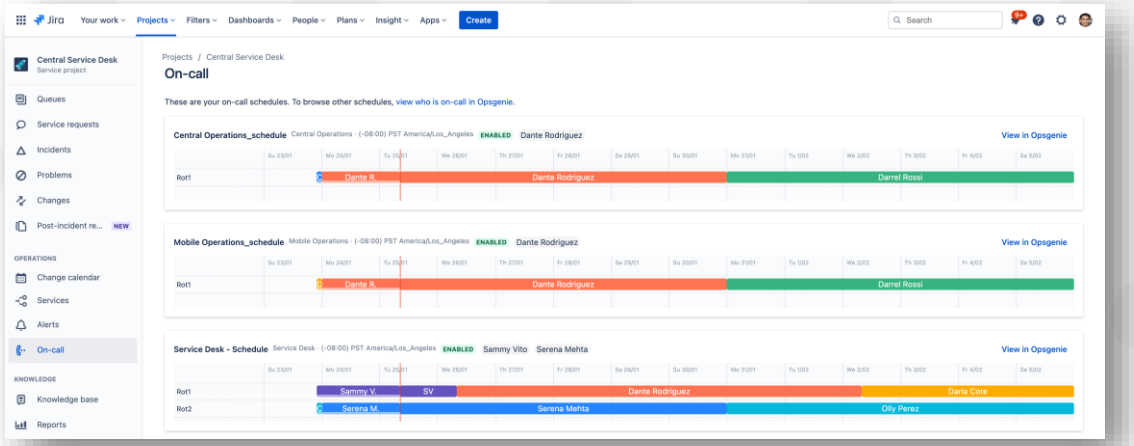
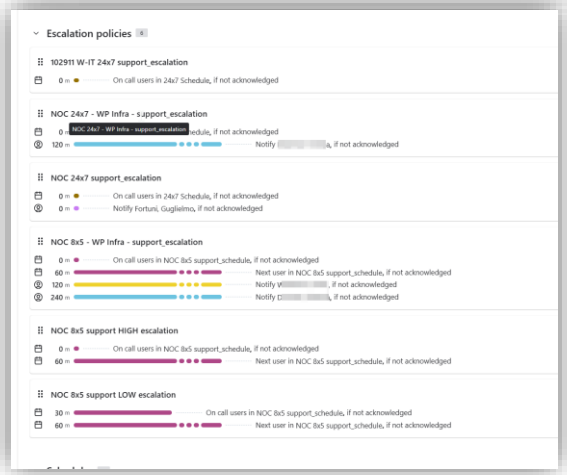
On-Call Schedules

- Who is on call?
- Define **rotations**, **routing**, and **escalation** rules
- Ensure always-on coverage with flexible schedules
- Receive **notification** via email, SMS, phone, or Jira mobile app
- Integrate with external calendars for visibility





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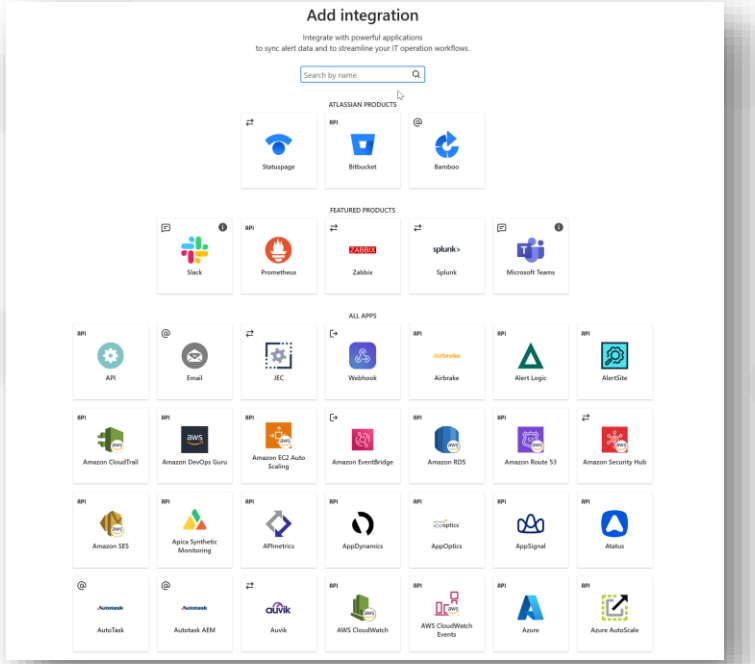
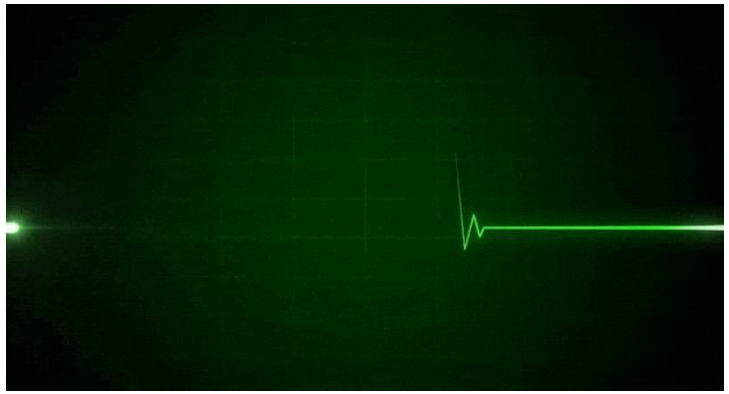
Advanced Alert Management

- Collect alerts from **multiple** monitoring sources (API, webhooks, 200+ integrations).
- Apply **deduplication**, correlation and filtering rules to reduce noise
- Define alert **policies** for routing, escalation, and maintenance handling
- Monitor **heartbeat checks** to detect silent failures
- Manage **maintenance** windows to suppress non-critical alerts





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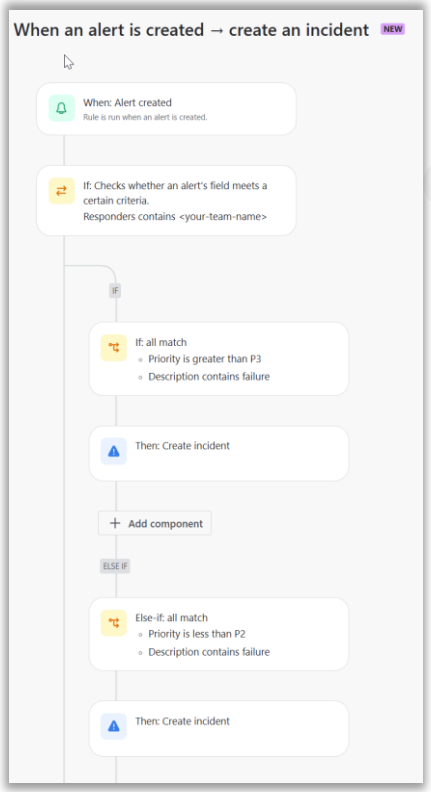
Automation and Alert Flow

Detection → Filtering → Correlation → Incident creation → Assignment → Escalation → Closure → Review

- Collect alerts from **multiple** monitoring sources (API, webhooks, integrations)
- **Automate** event-to-incident transitions based on defined rules
- Use on-call schedules for automatic assignment and escalation
- Trigger workflows, SLAs, and notifications dynamically
- Capture resolution data for continuous improvement
- Reduce MTTR (Mean Time to Repair) and improve operational resilience



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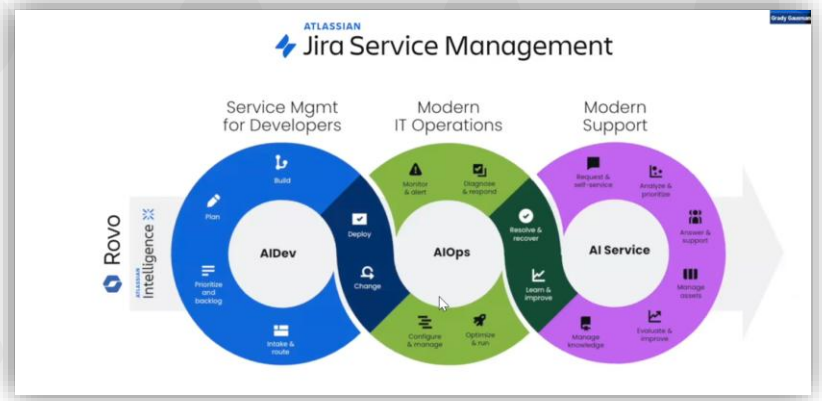
MTTR (Mean Time to Repair): The average time required to detect, diagnose, and restore a failed service or component to normal operation.

AI for IT Operations (AIOps) in JSM - Introduction

- From automation to intelligence
- Atlassian AIOps: data-driven IT operations
- **Rovo**: the AI foundation behind JSM
  - Chat • Search • Agents • Dev
- Connecting people, knowledge, and actions

Rovo



Improving ITOps processes using event correlation, anomaly detection, and causality determination

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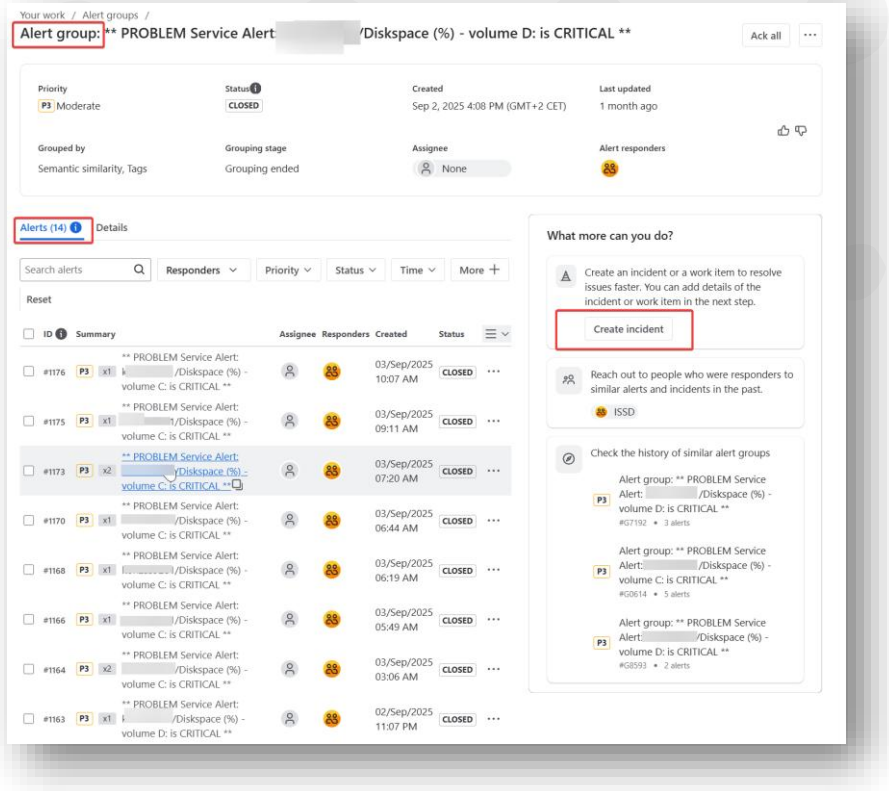
AI for IT Operations (AIOps) in JSM - Capabilities

- Recognize patterns and **group related alerts**
- Suggest priority, tags, and ideal assignees
- **Auto-summarize** tickets and comments
- Recommend KB articles or runbooks
- Draft PIRs and suggest probable causes



[How alert grouping uses AI?](https://www.atlassian.com/trust/atlassian-intelligence/transparency?tab=alert-grouping#)
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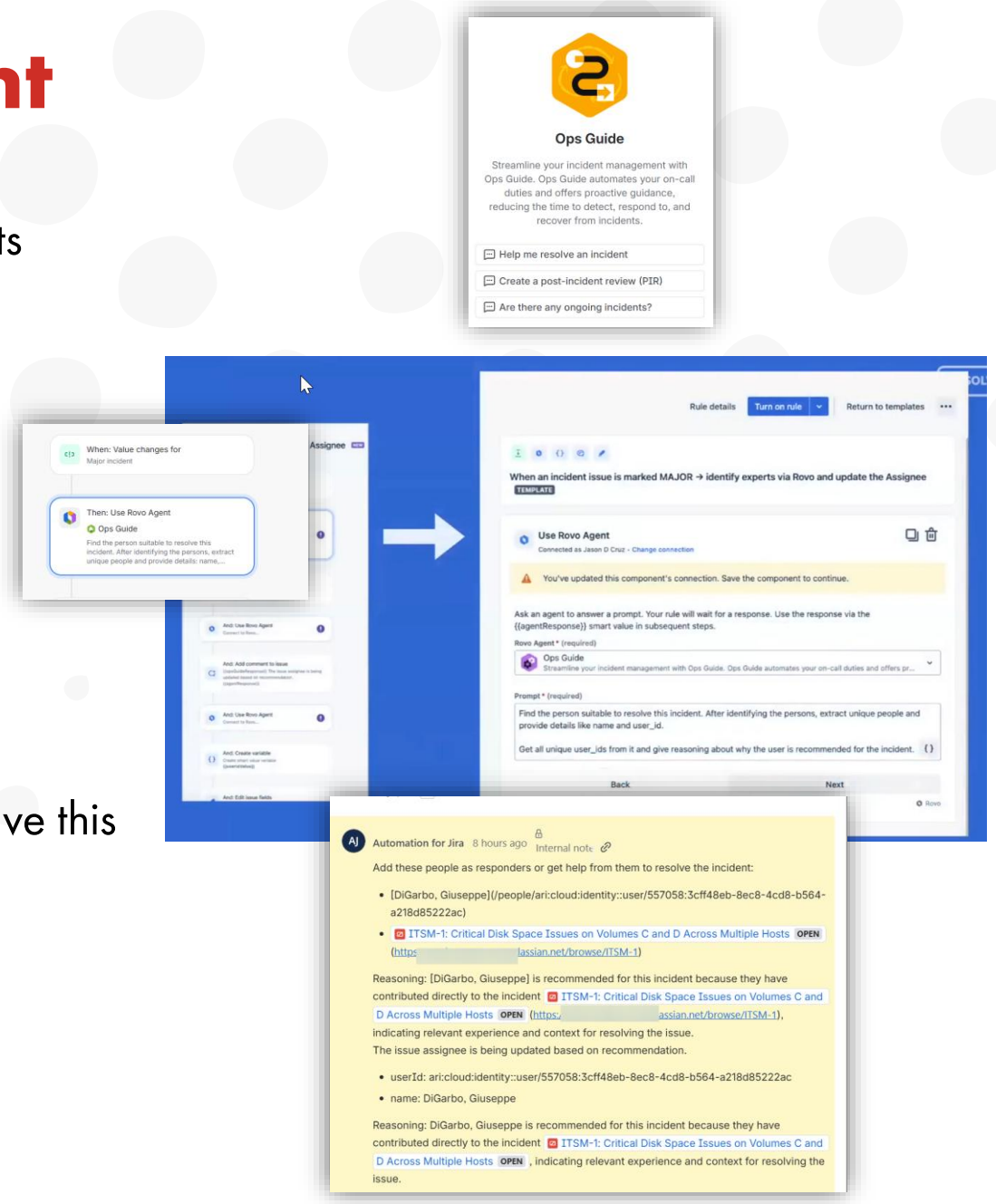
AI in Practice: Rovo Ops Agent

- Run **natural language queries** to find alerts and incidents
- Access historical context and related knowledge articles
- Triage incidents quickly and suggest next steps
- Summarize incidents and create Post-Incident Reviews (PIRs)
- Update incident fields: priority, severity, major incident tag
- Example of JSM integration: “Find the person suitable to resolve this incident” automation



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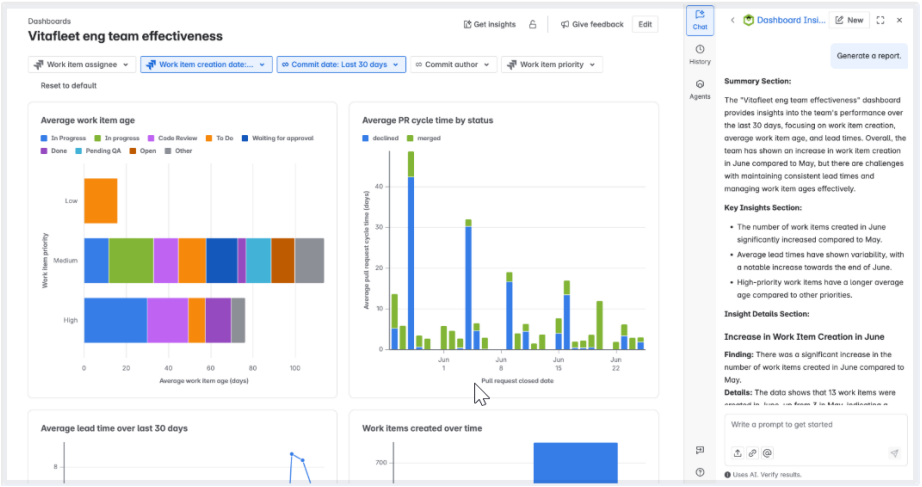
AI-Driven Proactive Insights

- Detect emerging service patterns and anomalies before impact
- Surface change risks by correlating historical incidents and current changes
- Recommend preventive actions and remediation steps
- Integrate Rovo agents for predictive and proactive insights



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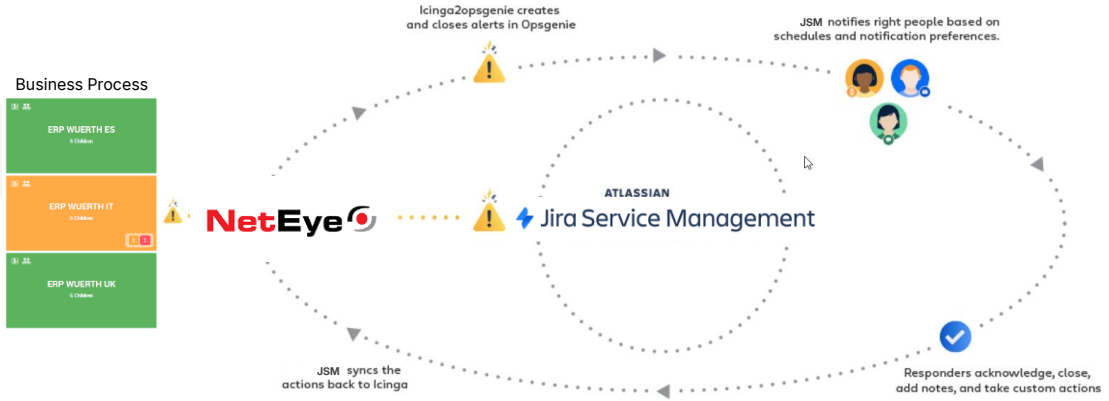
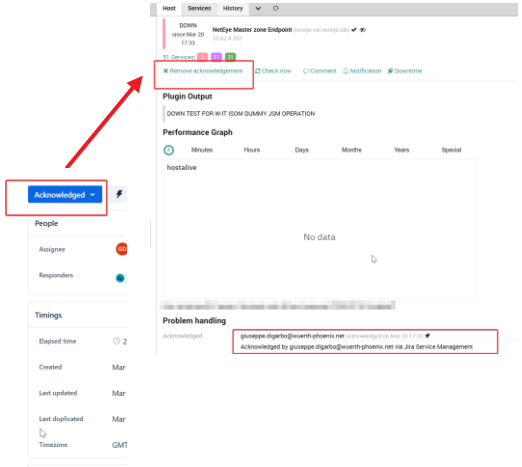
NetEye + JSM Example (with Rovo AI)

- NetEye detects anomaly → sends alert via nep-notification-jsm
- JSM deduplicates & groups alerts via Rovo-powered AI
- Incident created & assigned via on-call schedule + Rovo suggestion
- Bidirectional ack: Acknowledgement in JSM updates NetEye
- Rovo agent recommends runbook and actions
- SLA, escalation, resolution
- Post-resolution: Rovo drafts PIR and suggests tuning rules





Key Takeaways and Next Steps

- ITIL4 gives the framework
- JSM Operations provides the platform
- Rovo AI accelerates triage, reduces noise, adds intelligence and automation
- NetEye closes the loop with monitoring integration

Next Steps

- Analyze your alert patterns and noise sources
- Start a pilot with on-call schedules and alert policies
- Measure improvement in MTTR and team responsiveness
- Scale automation and AI adoption progressively

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