

Brazilian Retail Giant

Migrates Atlassian Solutions to the

Cloud in Just 4 Months

Explore the success story



Casas Bahia Group

With over six decades of operation and **more than 1,070 physical stores**, as well as websites and apps under its brands, the Casas Bahia Group has a strong connection with Brazilian consumers. **The company is comprised of brands like Casas Bahia, PontoFrio, Bartira, Extra.com, banQi, ASAPLog, and others.**

GRUPO

CASASBAHIA

CASASBAHIA

ponto:

bartira

extra.com.br

banQi

celer

ASAPLog

CNT
Especializado em
a construção e reforma.

The Casas Bahia Group faced the challenge of migrating its highly customized infrastructure to the cloud to optimize processes, reduce maintenance, and keep up with the latest Atlassian updates.

Leveraging Atlassian's capabilities and intelligent integrations with other tools, the company achieved a successful migration.

Key Numbers of Our Transformation



92% cost reduction



91,67% reduction in data import time



4 months for an agile migration



More than **2,000** users migrated to Jira Cloud

"The migration process brought many positive surprises. I highlight the **speed of data transmission between the Data Center and Cloud environments**, which far exceeded expectations, **allowing us to complete the migration in 2/3 of the estimated time...**"

Renato Passero,
Agility COE Manager

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Transform Your Company with Nimble Evolution

The Challenge



Industry:
Retail

Location:
Brazil

Services:
Full support for migration and evolution of the Atlassian Suite

- Support
- Customization
- Consulting

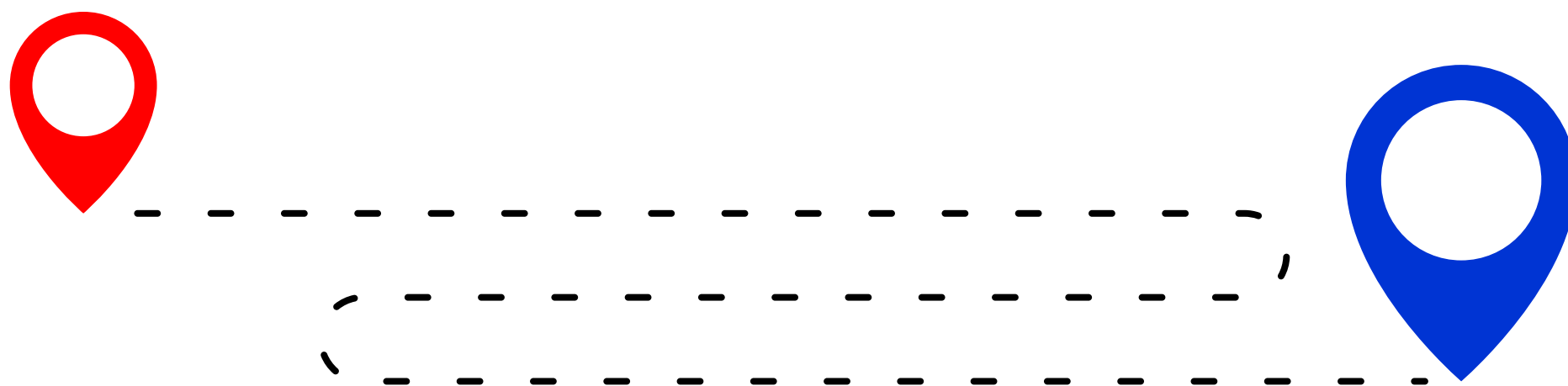
Partner:
Nimble Evolution

The Casas Bahia Group faced the challenge of migrating its highly customized infrastructure to the cloud to optimize processes, reduce maintenance, and keep up with the latest Atlassian updates.

By leveraging Atlassian's solutions and intelligent integrations with other tools, the company successfully completed the migration.

The adoption of Jira Software by the Casas Bahia Group began in 2017 and quickly became central to their IT operations, playing a crucial role in their annual Black Friday project. Features such as Confluence played a fundamental role as a knowledge repository, providing organizational data visibility through custom dashboards created with the EazyBI plugin.

The partnership with Nimble began in 2020 through the provision of licenses and specialized consulting services for Atlassian tools.



“
In a short time after its adoption, Jira became the heart of the entire IT operation of Casas Bahia Group. All of our tools are fully interconnected thanks to it.”

DAIANE CONTE

Agile Tools Team Leader

The Decision to Migrate

The Casas Bahia Group relied on a Jira Data Center infrastructure for 2,000 users. This setup required extensive work from the support and maintenance teams for tasks like software updates, resource optimization, and memory release, which hindered the evolution of the area.

Thus, the main motivation for the migration was the prospect of receiving updates directly from Atlassian more quickly and efficiently, in addition to simplified integration with other products. The company also wanted to keep up with Atlassian's rapid pace of innovation, fully utilizing new features and improvements. However, this migration was initially hindered by budget constraints.

With Nimble's consulting, the team saw an opportunity in replacing previously used tools to reallocate the budget. By strategically using Atlassian's product family and integrating third-party apps, the company managed to significantly reduce costs by 92.5%.

The Migration Process

Nimble Evolution supported the Casas Bahia Group in studying and approving the migration from the Data Center environment to Cloud. After the migration project was approved and the license was purchased by the management, it was necessary to engage with other departments to prevent resistance to change.

To address this challenge, Nimble provided a detailed schedule of all sprints, project activities, risks, and attention points that the Casas Bahia team had to consider. This allowed for a meticulous mapping of dependencies and activities, aligning the process with other departments involved.

Once all activities were listed and dependencies eliminated, the migration team could begin the process.

The first practical step in the migration process was integrating users into the cloud environment. Then, it was necessary to create a test version in a sandbox environment, migrating the most critical projects. This allowed the QA team to map which features already existed in the Data Center and identify potential friction points that could affect user experience in the new version.

I was impressed with how easy it was to integrate our clients into the Cloud environment. I thought it would be the hardest part, but with Nimble's consultant expertise, along with our Cyber Security team, we managed to do it during a two-hour call on the same day. Nimble's knowledge really guided us through the challenges.

DAIANE CONTE

Agile Tools Team Leader

With everything prepared, a continuous internal communication process was also conducted to keep the teams informed about the migration.

It's important to mention that the previous Jira Data Center infrastructure of the Casas Bahia Group was highly customized, which led to some challenges that tested the adaptability of both teams. Among the obstacles were the adaptation of custom HTML pages in Confluence, changes to Script Runner syntax, and the behavior of scripted fields.

Nimble's consulting team demonstrated its competence by quickly identifying effective solutions, such as replacing native tools with equivalent plugins in the Cloud and using APIs for secure and efficient integration. This process not only ensured a smooth transition but also reinforced Nimble's ability to handle complex migrations with a strategic, problem-solving approach, ensuring that Casas Bahia Group could continue offering exceptional service to its customers without interruptions.

We had some challenges that were quickly resolved, such as using HTML in Confluence pages, which was native to the Data Center version, and was easily replaced by the corresponding plugin in the Cloud.

EDIMARA SOUZA
Agility COE Analyst

The total migration time was approximately 4 months, with 3 months dedicated to preparation and 1 month for the actual migration.

The migration was initially divided into 7 phases due to the massive amount of data. However, the Atlassian Migration Assistant optimized the process, reducing the number of phases to 5.

We had senior consultants from Nimble who were very experienced with the migration steps and Atlassian's migration assistant. Since we had no issues with usability, availability, or data security, we were able to skip 2 phases, finishing almost a month ahead of schedule!

EDIMARA SOUZA
Agility COE Analyst

Gains from the Migration to the Cloud

The team quickly recognized the numerous performance and agility benefits provided by the migration to the Cloud.

First, it was possible to automatically update the software to the latest versions, avoiding the need for the internal IT support teams to perform manual updates. The team also gained access to several applications that were only available in the Cloud version, enabling new ways to collaborate and optimize their workflows.

“The migration to the Cloud brought new integrations and features. One of them was Atlassian Intelligence. The AI optimizes processes and increases user efficiency by providing quicker answers, editing content or summaries, and simplifying page creation.”

VIVIANE MOREIRA
Agility COE Analyst

Additionally, there were significant security benefits. Jira Cloud met all the company's requirements, enabling remote access to all tools and content from Confluence, Jira, and other functionalities that were previously limited.

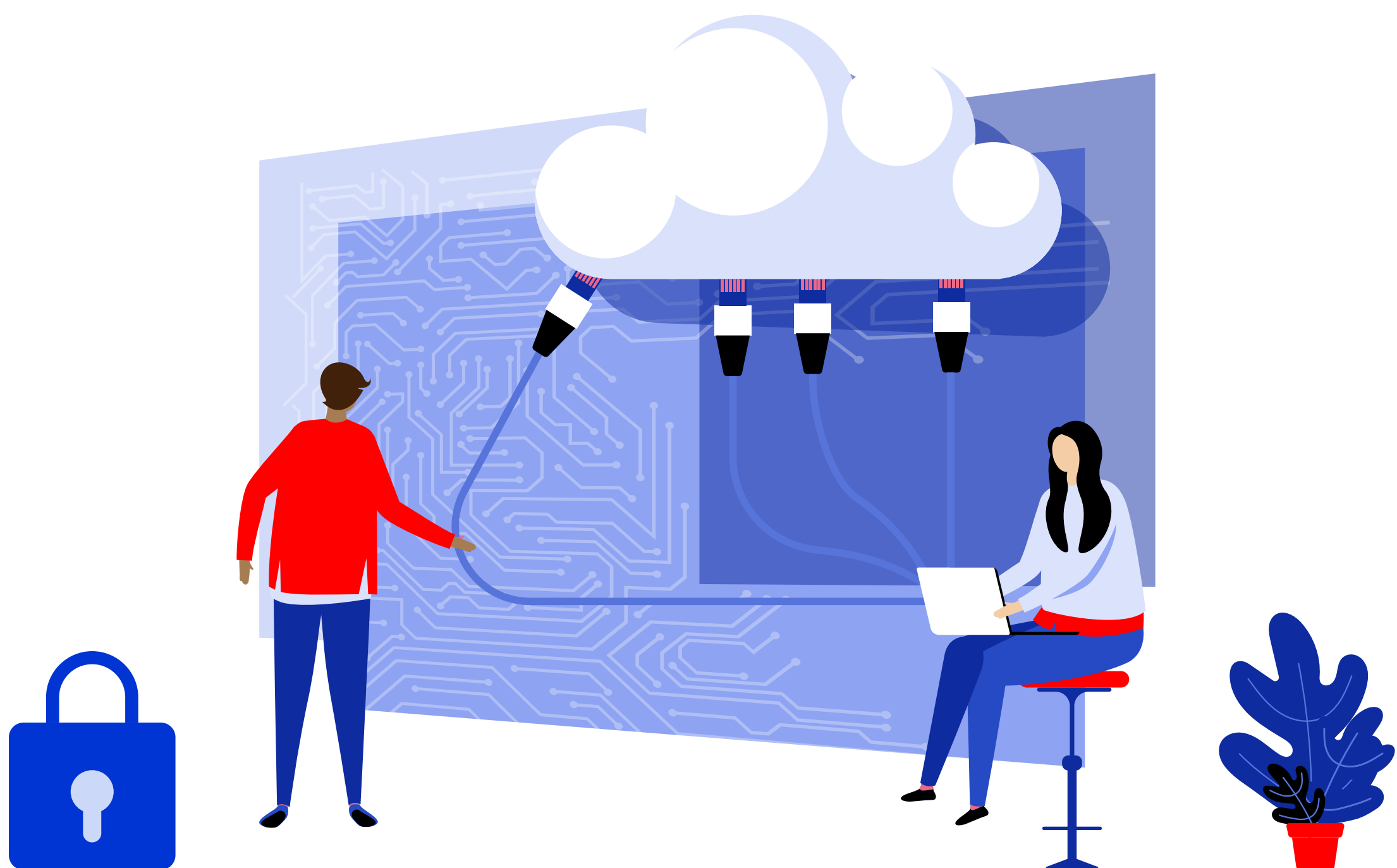
In terms of access management, the SSO (Single Sign-On) login, available only in the Cloud version, provided easy and standardized access for all users.

There was also a significant reduction in the time required to import project data into the company's Management Dashboards. Previously, using the Data Center, this process could take up to 8 hours. With the transition to the Cloud version, this time was reduced to just 40 minutes.



“The migration process brought many positive surprises. I highlight the speed of data transmission between the Data Center and Cloud environments, which far exceeded expectations, allowing us to complete the migration in 2/3 of the estimated time. Moreover, all the support and assistance from Nimble throughout the process was crucial in overcoming challenges and ensuring the security of the process. I am very satisfied with the entire experience.”

RENATO PASSERO
Agility COE Analyst





Platinum
Solution Partner

GRUPO

CASASBAHIA

Transform Your Company with Nimble Evolution

Are you ready to take your organization
to the next level?

Join the digital transformation revolution and lead
your company toward success with Nimble Evolution.

Contact us today to start your journey toward
continuous improvement!

Learn more

