ServiceRocket Aligns VMware Team Members to be on the Same Page

When VMware needed custom JIRA add-ons to help the flow of interal operations, they trusted ServiceRocket. ServiceRocket quickly delivered a unique solution that helps managers keep their teams in sync.

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In today's rapidly changing business environment, it's never been more important to ensure that teams are operating toward common goals. Office culture and individual behaviors contribute to workplace dynamics constantly changing. It is paramount that teams are effectively communicating and avoiding any potential miscommunication pitfalls. For teams working remotely, it's crucial that project information is relevant, timely, and succinct. It's essential that all team members are on the same page. Real collaboration in an organization requires leadership, initiative from each individual contributor and proper communication tools.

Growth of VMware

VMware is a company that provides cloud and virtualization software and services. VMware is the recognized leader in virtualization and automation of compute, networking and storage resources. As a testament to its rapid growth and stellar products and services, VMware has evolved into a multi-national company with over 18,000 employees.

They were one of the first organizations in the cloud space, and since their entry into this space, it's been a rocket ship ride to the top. Greg Kullberg, a Senior Product Technical Marketing Manager for VMware, is responsible for working with engineers to enable field counterparts with new features and functionalities that come from product releases. He is in charge of scaling content to hundreds of people globally, and it is essential for this delivery process to be scalable and efficient.

When Too Much Data isn't a Good Thing

Australian based company Atlassian developed Confluence, a team collaboration software. Confluence allows users to create, organize and discuss work with teams. Greg was first introduced to Confluence through his past employer and brought his toolset knowledge to VMware. Working with Confluence, Greg felt all of the pains and nuances of working with too much information.

- He found information was stored on separate pages and sometimes in multiple spaces.
- Finding information took a long time when it was scattered and unorganized.
- Without some level of oversight or guidance regarding data organization, wiki pages became cluttered with too much information or simply difficult for people to find and consume.

Ultimately, the wiki became a victim of its own success. These were some of the challenges Greg and his team faced at VMware.

Thinking Outside the Box

Greg discovered there were things he needed but were not available in Confluence straight out-of-the-box. He needed *"something with true form-based entry and highly configurable reporting capabilities"*. In order to support an organization that required corporate training and global enablement, Greg had the following challenges:

- Find an effective way to scale the delivery process.
- Create a method to promote efficiency by preventing potential duplication across project teams.
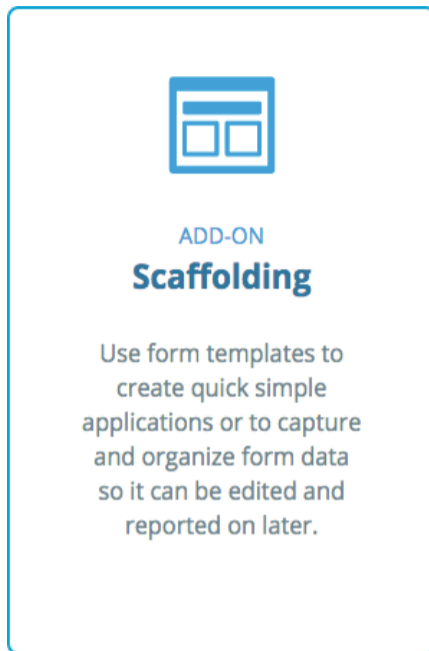- Look for a way to provide transparency between teams.

Like many other successful organizations, managing growth can be a challenge and VMware was seeking ways to scale that growth with ease.

Empowering Collaboration at VMware

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Scaffolding Add-on is the Foundation for Fostering Collaboration

ADD-ON
Scaffolding

Use form templates to create quick simple applications or to capture and organize form data so it can be edited and reported on later.

The Scaffolding add-on clearly defines and edits structured data, allowing VMware to turn their Confluence instance into a truly collaborative data hub. Greg found that, *"Scaffolding makes it extremely user friendly to enter data consistently and query it afterwards"*. VMware was able to quickly set up their forms, house all of their wiki data, and eloquently displayed key data in common templates. The Scaffolding add-on contains macros for creating permanent templates and editable forms. This offers the ability for data to be entered into a form on the fly, thereby increasing real-time, constant collaboration with the ability to view charts and dashboards.

Additionally, Greg was able to build logic into the reporting queries to show alerts inside of the report such as when a project was almost due or even past due. As an internal Scaffolding and Reporting evangelist, Greg recommends users to, *"Create a page with Scaffolding when you're going to need to do more than just track. My biggest advice is to get as much information onto the page as possible, lay it out cleanly and leverage Scaffolding to handle common cross-page data"*.

VMware Uses the Reporting Add-on to Increase Internal Transparency

The Scaffolding add-on works seamlessly with ServiceRocket's Reporting add-on to create reports based on structured data. The Reporting add-on is a powerful framework for extracting and presenting information in Confluence. VMware's Confluence instance contained a wealth of information, including unstructured content, structured content, meta data, and stacks of usage data. The Reporting add-on gave them the ability to report on Confluence content with great flexibility across various areas of Confluence.

ADD-ON
Reporting

A powerful framework for extracting and presenting information, enabling you to report on Confluence content and content from external sources.
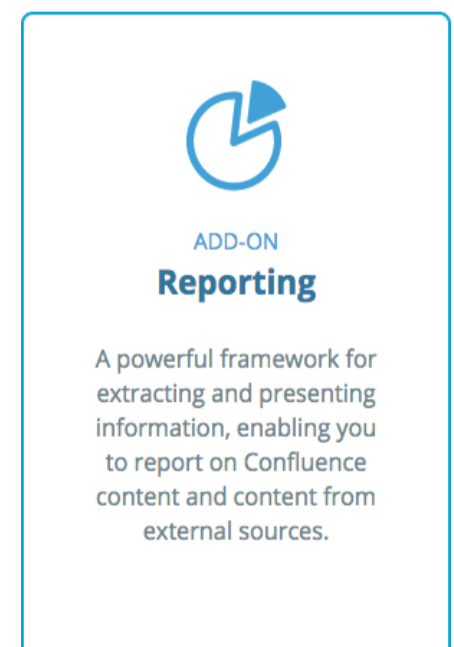
Greg consistently uses Scaffolding and Report- ing as an outline for meetings with his manager saying that he realized it *"simplified the conversation of what we were doing"*. Through the use of Reporting, rolling up data was incredibly simple. The Reporting add-on allowed him to quickly show pie charts and graphs with dynamic data. The data was 100% live and it alleviated time from exporting information from other tool sets (such as Excel). In addition to rolling up data, the Reporting add-on also provides drilled down details. Greg uses Reporting add-on to view notes, statuses and meeting notes. At any point in time, VMware employees could see what other teams were doing and this not only scales knowledge but also provides visibility into efforts and reduces duplication of work.

VMware Successfully Scales Their Organization Through Collaboration

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