

Optimize Your Atlassian Licenses: Reduce Costs and Operate Smarter!

Atlassian products use a tiered licensing model, where costs increase based on the number of users. When using collaboration tools like Jira, Confluence, and Bitbucket, exceeding a certain number of users requires upgrading to a higher tier, leading to additional expenses.

Understanding Atlassian's License Tier Structure

Atlassian's pricing is determined based on license groups, with the following key characteristics:

- **Tiered Pricing Based on User Count:** If the number of users exceeds a set limit, an upgrade to a higher tier is required, increasing costs.
- **Inactive Users May Be Included:** If inactive users remain within the license group, unnecessary expenses may arise.

The cost of Atlassian licenses can be particularly challenging in the following situations:

- **Frequent Collaboration with External Users**
If external members are added and removed frequently on a project basis, excessive licenses may be maintained unnecessarily.
- **Many Internal Users Accessing the System Infrequently**
If a company purchases licenses for all employees but only a fraction uses them regularly, ongoing unnecessary expenses may be incurred.
- **Fluctuating User Numbers for Seasonal or Project-Based Work**
If the number of users spikes during certain periods (e.g., end-of-year financial audits or development projects) and then drops, maintaining a fixed number of licenses becomes inefficient.

To address these challenges, a flexible user management solution is essential.

Case Studies: Reducing License Costs with Marketplace Apps

By leveraging Atlassian Marketplace apps, businesses can optimize their license usage and reduce unnecessary expenses. Here are two successful case studies:

1. Optimizing IT Services While Reducing Costs



LG CNS is a leading provider of IT services and digital transformation solutions across various industries. The company focuses on maximizing work efficiency through Agile and DevOps-based collaboration systems and optimizing IT service management.

Challenges

LG CNS needed an enterprise-level collaboration system to handle IT service requests efficiently and strengthen team collaboration. However, the increasing license costs due to user growth became a challenge. To solve this, LG CNS adopted a Marketplace app for automatic license management.

Results

After implementing the Marketplace app, LG CNS was able to gain real-time visibility into license usage, allowing them to eliminate unnecessary IT expenses. The system enabled faster processing of IT service requests, significantly improving workflow efficiency. Furthermore, collaboration between development and operations teams became more seamless, reducing friction in internal processes. With these enhancements, LG CNS successfully optimized license management while maintaining high operational efficiency.

Customer Feedback

"The biggest advantage of this app is that it eliminates repetitive manual work and

provides a dashboard for monitoring license usage at a glance."

– Sang-gon Son, IT Services Platform Team, LG CNS

By optimizing license operations, LG CNS successfully reduced IT service costs while establishing a more efficient IT management environment.

2. Enhancing License Management Efficiency



Hancom is a leading office software company in South Korea, providing solutions like Hancom Office and various IT services. The company also supports AI and cloud-based workplace innovations.

Challenges

Hancom faced ongoing unnecessary license costs due to inactive users. To improve efficiency, they implemented a Marketplace app for automatic user management.

Results

By integrating the Marketplace app into their system, Hancom successfully reduced their overall license expenses while improving operational efficiency. The ability to automatically manage inactive users allowed them to eliminate unused licenses, preventing unnecessary costs from accumulating. Additionally, administrators found it much easier to track active users and manage available licenses. This streamlined approach led to a significant reduction in administrative workload, allowing the IT team to focus on higher-priority tasks.

Customer Feedback

"It became much easier to track active users and available licenses. The automatic license management feature significantly reduced unnecessary expenses."

– Somi Jung, Senior Researcher, Hancom

By optimizing collaboration systems, Hancom successfully streamlined license management and enhanced operational efficiency.

How to Manage Licenses More Efficiently

To resolve inefficient license management issues, businesses need a solution tailored to their actual usage patterns. Many organizations use Marketplace apps like [Flexible User License](#) to streamline license management.

Flexible User License provides features such as **inactive user removal** and **real-time license monitoring**, helping organizations optimize license usage.

Key Features

Flexible User License

Summary Group Mapping **Auto Remove & Notification** Force Remove Configuration

On Off

'Auto Remove & Notification function' is currently **enabled** Turn on the 'Auto Remove & Notification function' to reduce the number of users in Licensed Group on schedule. Receive email notification about the user count change.

Auto Remove & Notification

Remove from Licensed Group

Users who have no activity records for the set period of time will automatically be removed from Licensed Group.

Last Active * 1 Day(s) ago [Check User Count](#)
Will remove 0 User(s) from Licensed Group and total Licensed User(s) will be 0.

Email Notification

Once the number of users in Licensed group exceeds the maximum user count, the Notification Group users shown below will receive email notification.

User Count * 30 User(s)
Notification Group * No group applied
administrators

Schedule for Auto Remove & Notification

Set the start time and the interval of the 'Remove from Licensed Group' and 'Email Notification' functions.

Start Time 01:00
System date : 2020-11-25 09:56:09
Interval Daily

Save Cancel

1. Auto Remove & Notification

Detect and remove users who haven't logged in for a set period, reducing unnecessary costs.

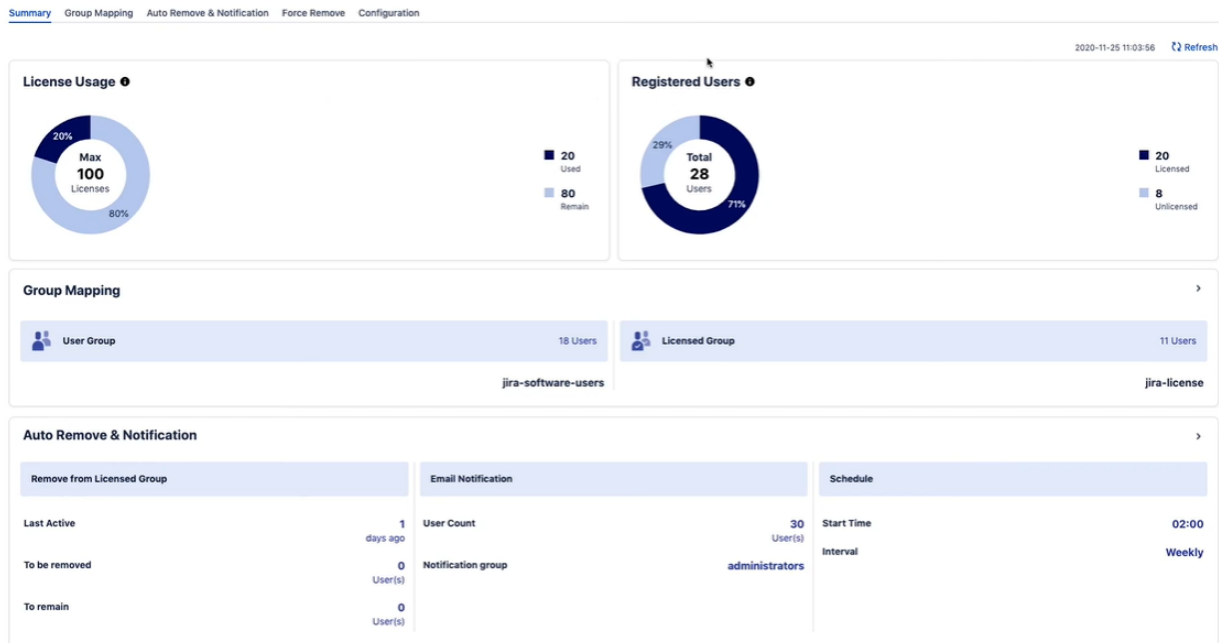
2. Email Notification

Notify admins when the user count exceeds the designated limit, preventing unexpected cost increases.

3. Schedule for Auto Remove & Notification

Automatically adjust license allocation based on pre-defined schedules, reducing administrative workload.

Flexible User License



4. Real-Time License Usage Dashboard

Allow **monitoring of license consumption** and data-driven decision-making for optimal license allocation.

With these features, **Flexible User License** helps businesses reduce unnecessary costs and enhance operational efficiency. Studies show that using Flexible User License can lead to up to 36% cost savings.

Achieve Both Cost Savings and Efficient License Management!

Reducing license costs isn't just about cutting users—it's about ensuring that the right users have access to licenses at the right time. Without reflecting actual usage patterns, organizations will continue to incur unnecessary expenses and administrative burdens.

If you're looking for a smarter way to manage Atlassian licenses, consider implementing [a license optimizing app](#) to build a more efficient and cost-effective environment!



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