



“We work together with Riada as a team. The mission is to create something great together.”

Maike Gerritse, application manager iZettle

**IMPROVED EFFICIENCY AND
FOCUS ON THE CORE BUSINESS**



iZettle is a rapidly growing company, so making use of the right tools is key for efficiency while maintaining the company culture. Together, Riada and iZettle are helping iZettle’s teams take advantage of Atlassian’s products – so they can reach their full potential.

iZettle is a fintech company that is on a mission to help small businesses succeed in a world of giants. The company was founded in 2010 and has since become a leading provider of digital tools for small businesses. Today iZettle has offices in 12 countries in Europe and Latin America and employs more than 700 people worldwide.

The challenge – combining structure with agile

A challenge for iZettle is handling the company’s rapid growth while maintaining an agile approach. Providing great collaboration and productivity tools are essential in dealing with this challenge.

Steering teams toward using the same tools is important in order to facilitate collaboration and synergies. The teams are encouraged to use the tools without having

to change their way of working. The many advantages of the Atlassian tools are communicated to the teams at iZettle.

“My goal is to help people increase their productivity and work more efficiently. The Atlassian tools are very customizable which means we can set up great solutions for different teams.”

iZettle first started using the Atlassian products without the advice of a consultant. A small group started out, creating projects and setting things up in order to get their job done. The success of the company has led to more employees and a greater need of process support.



“If you let everyone do what they want, it becomes the wild west. We had a look at what we created and decided it was time to get help from a consultant.”

In order to address these challenges, an Atlassian team was created consisting of iZettle employees and a Riada consultant.

The solution – attention to workflow and flexible solutions

The Atlassian team believes in using a soft approach. They reach out to different teams and ask what they need, how they work at the moment and how things can be made easier. The Atlassian team can then point out how the Atlassian tools can help productivity and efficiency.

“People like their freedom here. We can’t tell people what to do and how to do it. All we can do is facilitate their work. The strategy is showing people the way.”

Most teams have an agile coach and this person is a great entry point for the Atlassian team. The agile coaches are important ambassadors; they give valuable input on what is working and what could be improved. The rollout plan is basically to provide people with the tools that fit their needs, then adoption will follow.

The result – improved transparency and collaboration

The flexibility and customizability in the Atlassian products have paved the way to success at iZettle. With the help of Riada’s expertise, solutions can be created that fit every team’s individual needs. The word spreads and more teams are becoming interested in moving into Jira.

“The Atlassian tools are great for iZettle since we are constantly growing and changing. All the teams can use the same tool but in completely different ways, because we can create customized workflows.”



The Atlassian team practices what it preaches: the procurement process for IT tools is set up in Jira Service Desk. This tool is perfect for supporting this process since it involves many different stakeholders, it demands clear communication and there is a need for documentation.

When people want a new tool or add-on, they submit a ticket in Jira Service Desk. The applications team checks if iZettle already uses a tool that meets the requirements. If there is a need for a new tool, the request is further investigated. Other departments such as legal, finance and security are involved to establish a strategic fit and purpose. The person who submits the ticket is informed throughout the whole process. Handling the procurement process in Jira has proven to facilitate the application management immensely.

The collaboration – a team effort

Riada and iZettle have been working close since day one. The partnership means working together in order to bring order to the previous chaos, and set a structure and strategic approach for efficient use of the Atlassian tools in the future.

“We are on the right track but tasks like these always take time. At iZettle we reinvent the way we work constantly.”

Results

iZettle

- Transparency gives you control
- Easier for teams to collaborate
- Productivity and efficiency improved
- Things are documented automatically

Riada

- Consultant learns by being challenged by new question

Riada helps iZettle with the onboarding of new teams in the Atlassian tools. This means meeting with people and discussing their needs. Riada also helps the teams to set up the solutions and get started.

Together with iZettle Riada strategically plans the management of the tools and suggests improvements when needed. The goal is to free time for the teams so they can focus on their core business.

iZettle in brief

Started working with Riada: 2018

Atlassian products:

- Jira Service Desk
- Jira Software
- Confluence
- OpsGenie

Number of apps: 5

Focus: iZettle has quickly started working with the Atlassian tools in a focused and efficient way.

The next challenge: Migrate the important parts to Jira 2.0 and start fresh. Educate users and continue to explore the Atlassian portfolio in order to create value.

iZettle

“Riada feels very professional and I can trust their advice. They want us to have the best possible solution that fits our needs.”

Maaïke Gerritse, iZettle



Contact Riada

Find out how we can achieve great results together. Please contact us!



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“We love helping iZettle on their journey toward continued success. The work we put in is highly appreciated and truly matters. This is the essence of meaningful work.”

Andreas Söderberg,
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