

PROCORE UNIFIED TEAMWORK AND ROADMAPS IN ONE SYSTEM OF WORK

Procore utilizes the power of the platform with Atlassian's System of Work and Rovo

23

hours/month per person saved on average with Rovo

24%

Faster completion of work

1 wk to 15 min

Faster software catalog changes

Procore unified teamwork and roadmaps in one System of Work. Leaders and teams get full visibility into company-wide progress, making strategic planning and cross-functional collaboration more efficient.

Procore's work execution now connects seamlessly to strategy. Everyone has full visibility, putting focus back on high-impact work and decision-making.



PROCORE

“Now that everyone’s work is happening within the Atlassian platform, leadership can see exactly what’s in progress and how it connects to strategy. That visibility didn’t exist before.”

RONNY KATZENBERGER

Director of Engineering Enablement

PROCORE

Procore Technologies, Inc. (NYSE:PCOR) is a leading technology partner for every stage of construction. Built for the industry, Procore's unified technology platform drives efficiency and mitigates risk through AI & data-driven insights and decision making. Over three million projects have run on Procore across 150+ countries. For more information, visit www.procore.com.

INDUSTRY

Internet and Software

Location

United States

NUMBER OF USERS

4,000

CHALLENGE

Challenge: After a period of growth during which their workforce doubled in size, Procore Technologies realized their tools were no longer supporting leadership visibility, strategic planning, and cross-functional collaboration. To thrive at their new scale, Procore needed to bring everyone's work into a single, unified platform.

SOLUTION

Procore built a unified System of Work in Atlassian Cloud: a software catalog in Compass, Teamwork Collection for work tracking, documentation, and async video communication, a company-wide roadmap in Jira Product Discovery, and incident management in Jira Service Management.

Within this unified system, Rovo makes it easy to find information, surfacing answers fast from data across tools with Rovo Search, and streamlining workflows with Rovo Agents.

IMPACT

Work execution and planning are now seamlessly connected to strategy through Atlassian's connected portfolio and platform. Leadership always has a view into progress, and teams don't need to chase each other for visibility. Focus is back where it belongs: high-impact work and strategic decision-making.

PRODUCTS USED



Jira

Flexible project management



Confluence

Knowledge, all in one place



Jira Service Management

High-velocity service delivery



Rovo

Unlock enterprise knowledge



Loom

Quick, async video updates



Jira Product Discovery

Capture & prioritize ideas



Compass

Optimize software health

A construction platform seeking a System of Work for its own operations

Construction projects quite literally build our communities. Procore Technologies, a work management platform for the construction industry, helps this critical work run smoothly.

In 150 countries, construction teams use Procore to manage over 3 million projects. Procore's platform manages every phase of this highly complex process, from project planning to resource management to AI-driven analytics.

At this massive scale – and for work this important – efficient operations are everything. That's what spurred Procore's System of Work transformation. Their workforce had doubled in size, and over time, roadmapping had grown disjointed and fragmented.

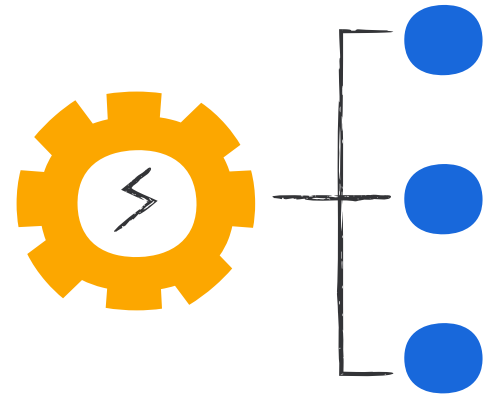
Every team managed its own roadmap a different way, like spreadsheets, slide decks, and even text documents. None of these roadmap items were linked to Jira, where product work was actually tracked. Leadership lacked big-picture visibility, and teams had limited awareness of each others' activities.

“You shouldn't have to look at 17 different slide decks to get a sense of our overall roadmap,” says Ronny. “Everyone from leadership down should have clarity on what goals and projects we're working towards.”

Company-wide visibility for everyone from CEOs to new hires

Procore's goal was clear. They wanted to create a System of Work for roadmapping, communication, work tracking, and more. To achieve this, Procore wanted all of its tools to work together. Rather than a “tool stack” from dozens of vendors, they needed one integrated platform. Procore already applies this philosophy to their own product, and now wanted to improve their internal operations the same way. That's what drew them to the Teamwork Collection (Jira, Confluence, and Loom) and Atlassian's System of Work.

“The way Procore's and Atlassian's products work together is very similar,” says Ronny. “The main difference is that we cater to the construction industry exclusively.”



Transformation step 1: A unified Procore roadmap

First, Procore consolidated all roadmapping and product work into Jira. Now, the company uses a company-wide quarterly Jira roadmap, which connects to teams' Jira delivery spaces and a software component catalog in Compass. Several product teams also use Jira Product Discovery for ongoing prioritization and planning.

“Our goal was to connect strategy with execution,” Ronny says. “Our new strategy and roadmap live in centralized Jira spaces, connected to each team’s Jira delivery space. Everything is in one place, and it’s discoverable for everyone from leaders to new hires.”

To get visibility into product work, go-to-market teams no longer need to personally reach out to the engineering team. From the new roadmap, they can immediately see what’s in progress, when it will reach customers, and what they can do to support from a go-to-market perspective.

“This was a life-changing event for a go-to market teams, and their productivity went up a lot,” Ronny shares. “They can focus on getting work done, not constantly asking colleagues for status updates.”

Transformation step 2: Cataloging software components and applications

“Compass ties our systems, teams, and applications together. It’s the connective tissue for our Atlassian ecosystem,” says Ronny. With Compass as a connecting layer, Procore’s upcoming strategy comes to life and finding component ownership is quick and easy.

By viewing the component catalog in Compass, everyone can see which team is working on a software component, and scorecards reveal its health and status. Every catalog item links to work tracking in Jira, and items in the unified roadmap, and the component on-call schedule through a Jira Service Management integration.

With Compass, software catalog maintenance is near-effortless. Procore now updates catalog data within the Compass platform, eliminating a complex GitOps process. “What previously could be weeks of work, can now be in minutes directly in Compass,” says Ronny.

Catalog data is also easily surfaced in other Atlassian tools like Jira Service Management. “Components are tagged in incidents, and engineers have the ability to see in one place what events occurred recently for a given Service, leading to faster resolution.”





Transformation step 3: Smashing data silos and enhancing roadmap quality with AI

Procore's 'platform philosophy' means all their company's data is contained in one unified ecosystem. With all their data consolidated on the Atlassian platform, Rovo Chat and Rovo Search make it easier to get insights from that data, while Rovo Agents streamline repetitive processes.

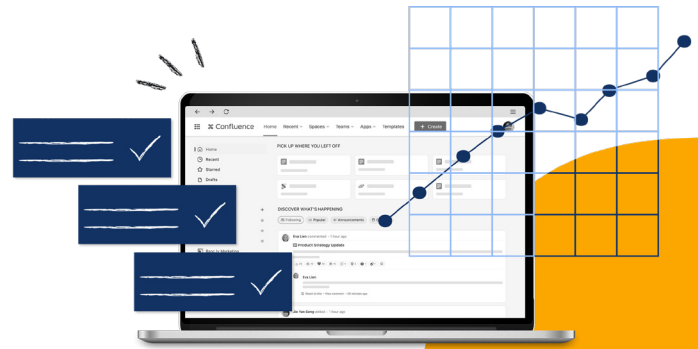
"We already had a treasure trove of data in Jira, but could only get insights through reports and analytics," says Ronny. "Rovo changed the game on accessing that data and the insights within it."

Now, senior management can quickly answer questions and get insights from Rovo during planning meetings. "Their first instinct when they want answers from data is to ask Rovo," says Ronny. "It lights up our entire teamwork graph." Team ownership is also immediately clear. Rovo connects the dots between every team and the spaces they work in, the components they own, and the recent initiatives they've worked on.

Rovo has saved Procorians an average of 46 minutes per day for users, giving back 23 hours a month to focus on more strategic work. Additionally, with custom Rovo Agents, Product and GTM teams are also improving documentation and roadmap quality. Procore has built custom Agents to:

- **Create quarterly roadmap items**, initiatives, or sub-initiatives for human teams to review
- **Review existing initiatives**, score them on quality, and suggest improvements
- **Coach teams** on the transition towards the new unified roadmap, such as suggesting they review items with dependent teams and stakeholders

The creation and usage of these agents throughout Procore has led their teams to reduce rework rates by 17%, while being able to complete work 24% faster!



Transformation step 4: Context-rich incident management

Procore also shifted incident management into Jira Service Management from a non-Atlassian tool. Now, incidents connect seamlessly to Procore’s System of Work, enriched with the teams, systems, and work items they relate to.

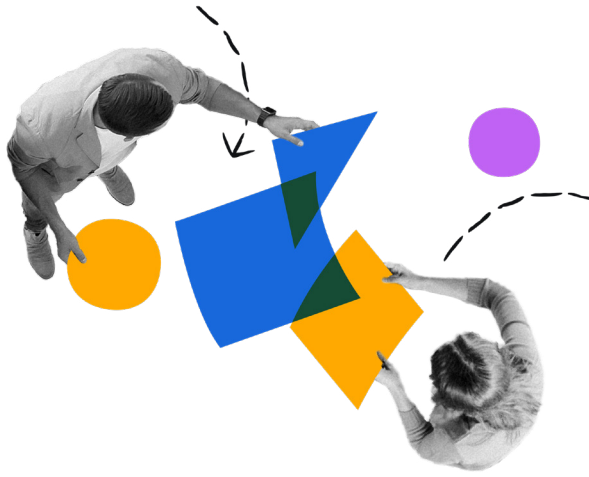
Each incident is tagged with the affected service, which brings relevant metadata from Compass onto the ticket, and syncs incident data back onto the catalog item, visible in Compass. This equips the service management team with the context they need to resolve incidents faster.

“Our service team is extremely excited, because the transition was smooth and they saw benefits right away,” he says. Moving forward, they’re planning to experiment with Jira Service Management’s AI-powered Virtual Service Agent. For example, they’ll be able to collect similar incidents and analyze their shared root cause, preventing further incidents in the future.

Transformation step 5: Eliminating hours of meetings with async video

With Loom as part of Teamwork Collection, Procore is cutting back on costly meeting hours, especially for leadership. “Our leaders’ schedules are packed, and booking time with them can be challenging,” says Ronny. “A Loom is quick to record, and quicker to watch. It also helps us keep things concise and focused,” says Ronny.

As a globally distributed workforce, Loom facilitates communication across different timezones and schedules. At Procore’s recent Hackathon, demos and elevator pitches were submitted via Loom so judges could review them at their convenience. This level of global collaboration wouldn’t have been possible without an asynchronous communication tool like Loom.



Building a faster construction future

Every aspect of Procore's operations is now connected and accessible in its Atlassian System of Work: software applications and components in Compass, goals and strategy in the unified roadmap, work items in Jira, and incidents in Jira Service Management.

With Rovo Chat and Search, Procore can quickly answer complex questions with data from all these tools. Rovo Agents not only help teams work faster, but keep standards consistently high for processes and quality.

Because getting visibility is no longer a barrier, leaders and teams can put their focus back on impactful work and making the right strategic decisions. For example, Procore can now quickly quantify their level of investment in different areas, making it easier to decide which areas need further or lesser investment moving forward.

Recently, Procore has added Atlassian's Teamwork Collection to their System of Work. "Teamwork Collection is a strong foundation for our System of Work," says Ronny. "All our processes, from work items to meetings, are connected in one platform. Leadership can see exactly what the company's working on and how it connects to strategy. That visibility didn't exist before."

Bringing teams together

Deliver better outcomes with our System of Work.

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