

The Integration Opportunities of Forge

As a developer whose job is specifically focused on app integration (and mostly for integrations with Atlassian products), it's quite easy to get excited about the future opportunities and projects that Forge is going to enable for me and my team (and other development teams) going forward. The greenfield nature of what we work on is especially suited to Forge and its advantages.

Being able to create React-like components natively within Jira and Confluence offers a far easier solution to provide so many quick automation or improvement wins compared to deploying and developing these integrations separately within AWS. Creating future integrations with Forge is going to have many benefits, such as...

Creation and Experimentation Speed

Projects no longer have to be prototyped through a full development pipeline - while the pipeline itself doesn't necessarily take substantially longer than Forge to deploy (e.g. 10 minutes vs a 1 minute forge deploy), it is the setup speed for the pipeline that is the real time saver. Being able to quickly spin up an integration and see its visual progress almost immediately within Jira or Confluence is game-changing. Avoiding the build and deployment pipeline setup that would normally still be a mandatory part of a new prototype means the cost of experimenting with new projects is dramatically lower.

No-Cost (Potentially Even Negative Cost)

The other upside for greenfield projects we create in the future is that we can create them free-to-host in Forge, instead of paying for AWS resources for projects that may not even come to fruition. Then, there's also the opportunity to - if the project is successful - to monetize by selling it on in the Atlassian Marketplace

In-Product Data Visualisation & Direct Link to Data Source

Displaying any sort of separate metrics relating to Jira or Confluence externally can be a bit jarring when the immediate context is removed. The ability to display data and metrics directly within the application to which they relate give huge opportunities to make our business users experience of Jira and Confluence (but especially Jira) more pleasing. If we can empower Agile Facilitators and Product Managers with the data they need on their projects directly within a Jira board or project, and in a visually engaging customised way, we will get so much more out of our Atlassian products. The direct link to the data through Forge APIs also means faster fetching than from our own internal AWS network, improving the load time and user experience of our in-house integrations.

All in all, we expect Forge to open up a lot of future possibilities and new projects for our team to work on, and we look forward to seeing it grow in features as it gains adoption.