



Cloud and Data Center Enterprise License Agreement

The smarter path to cloud transformation

Modern collaboration is evolving fast – yet enterprise organizations still wrestle with disconnected tools, limited visibility, and growing pressure to cut costs and maintain security. Cloud transformation is the path forward, but without the right model, complex transitions can be slow, costly, and risky.

The Cloud and Data Center Enterprise License Agreement (ELA) is designed for large and complex organizations preparing for a cloud-first future – offering flexibility to scale your Atlassian footprint, simplify procurement, and get high-touch, expert support to confidently guide your journey.

Why choose the Cloud and Data Center ELA?



Scale with flexibility

Grow and migrate on your terms without disruptions.



Simplify procurement with one agreement

Streamline procurement with one contract and lock in predictable pricing for 3 years.



Accelerate your migration to realize cloud value sooner

Get dedicated support and expert guidance every step of the way, ensuring a smooth migration.

Design the Enterprise License Agreement to fit your needs



Start with the core package which includes the following:

APPS

Jira
Confluence
Guard Standard
Crowd

ENTERPRISE SERVICES

Advisory Services Elite
Enterprise support
Support account manager (SAM)
Delivery manager

- Minimum 10,000 users per core product
- Note: Includes 10,000 seats for both Cloud and Data Center deployments (e.g., 10,000 Jira Cloud and 10,000 Jira Data Center)
- *Deployment varies by product—Guard Standard is Cloud-only; Crowd is Data Center-only.



Add on additional apps to level up your connected system of work:

AVAILABLE FOR PURCHASE AS A PART OF YOUR ELA AGREEMENT:

Jira Service Management
Jira Align
Bitbucket Premium
Bamboo
Statuspage
Trello Enterprise
Guard Premium

AVAILABLE FOR PURCHASE OUTSIDE OF THE ELA, AT A DISCOUNT:

Jira Product Discovery
Compass
Loom



Choose the number of users needed for each product across deployments.



How it works

Licensing

- Single order form under your Atlassian Customer Agreement
- 3-year term
- Universal licensing and locked-in pricing
- Ability to upgrade with add-ons and gain access to our latest apps



Users

- A user is defined as anyone who requires product access to one or more apps
- As an ELA customer, you have the ability to add products and users during the 3-year term

Setting you up for success

Enterprise services support and guidance

- **Support account managers:** Manage requests, provide advocacy, and offer proactive insights to prevent issues.
- **Delivery managers:** Accelerate cloud migration by coordinating teams, removing blockers, and providing strategic guidance to keep migration on track.
- **Technical support:** Access 24/7 technical assistance with a 30-minute response time for all Data Center and Cloud subscriptions included in the agreement.

Achieve your goals with our experts

The Advisory Services Elite Subscription Plan included in the ELA, gives you access to experts who work with you to create a long-term strategy and maximize the return on your Atlassian investments.

Advisory Services help you build a strong and scalable foundation to adapt easily with change.

Gain access to:

- Expert collaboration to develop a long term strategy for your Atlassian tools.
- Tailored migration solutions for a seamless transition.
- Modern best practices to accelerate transformation.
- Exclusive product roadmaps, consultations, and demos.



Is the Enterprise License Agreement a good fit for you?

The Cloud and Data Center ELA may be the right choice if your organization:

- Is large, scaling, complex – and intends to migrate at least 50% of seats to Atlassian Cloud
- Manages over 20,000 users across multiple Jira and Confluence instances
- Needs to unify teams on a modern, connected system of work
- Wants to streamline procurement and lock in predictable pricing across a 3-year term
- Is focused on accelerating time to value with expert guidance, proactive support, and long-term strategic partnership



Ready to learn more? [Contact us here.](#)