



# From Migration to Momentum

Transforming Confluence Cloud Adoption into a Strategic Advantage

Aura Migration Hub reshapes migration from a technical necessity into a controlled, strategic upgrade for governance, compliance, and growth.

# Turning Your Data Center Exit into a Competitive Advantage

For those of us deeply entrenched in the Atlassian ecosystem, we know change is underway. In September 2025, Atlassian announced the End-of-Life (EOL) of its Data Center (DC) offering, slated for 2029.

Here at Aura, we are digging in and are excited about the possibilities this change affords all of us.

## The Hidden Cost of “App Bloat” and the Status Quo



Perfection is achieved, not when there is nothing more to add, but when there is nothing left to take away.

Antoine de Saint-Exupéry



Confluence is a powerful, collaborative tool in its own right. It really could go without saying; there’s a reason the Atlassian Marketplace exists, and that’s to fill the gaps Confluence leaves behind.

Unfortunately, over time, teams can experience “App Bloat”: adding apps from the marketplace to fill those gaps, and the unintended results can be a struggle:

- ✔ **A proliferation of disparate applications**  
All with varying levels of cost and maintenance complexity
- ✔ **An inconsistent UX**  
Teams find it difficult to navigate and complete work with inconsistent interfaces

When you factor in the upcoming EOL of Data Center, the benefits of consolidating your app portfolio and doing so in Jira Cloud are immense. This is where Aura steps in.

# Consolidation As The Strategy

Let us introduce you to the Aura Apps Suite, a tightly integrated collection of six top-rated Atlassian Marketplace apps designed to take your Confluence to new heights.



## Aura Content Formatting

Background content, buttons, titles, card, tabs, etc.



## Mantra Intranet

Dynamic intranets with themes, news, polls, posts, events, communities, etc.



## Karma Page Builder

#1 formatting app, drag & drop editor, custom fonts/icons, templates, etc.



## Aura Analytics

Track user activity & engagement of sites, spaces, content & Intranets



## Aura Table Filter

Transform static Confluence tables into interactive views



## Aura Workflow & Approval

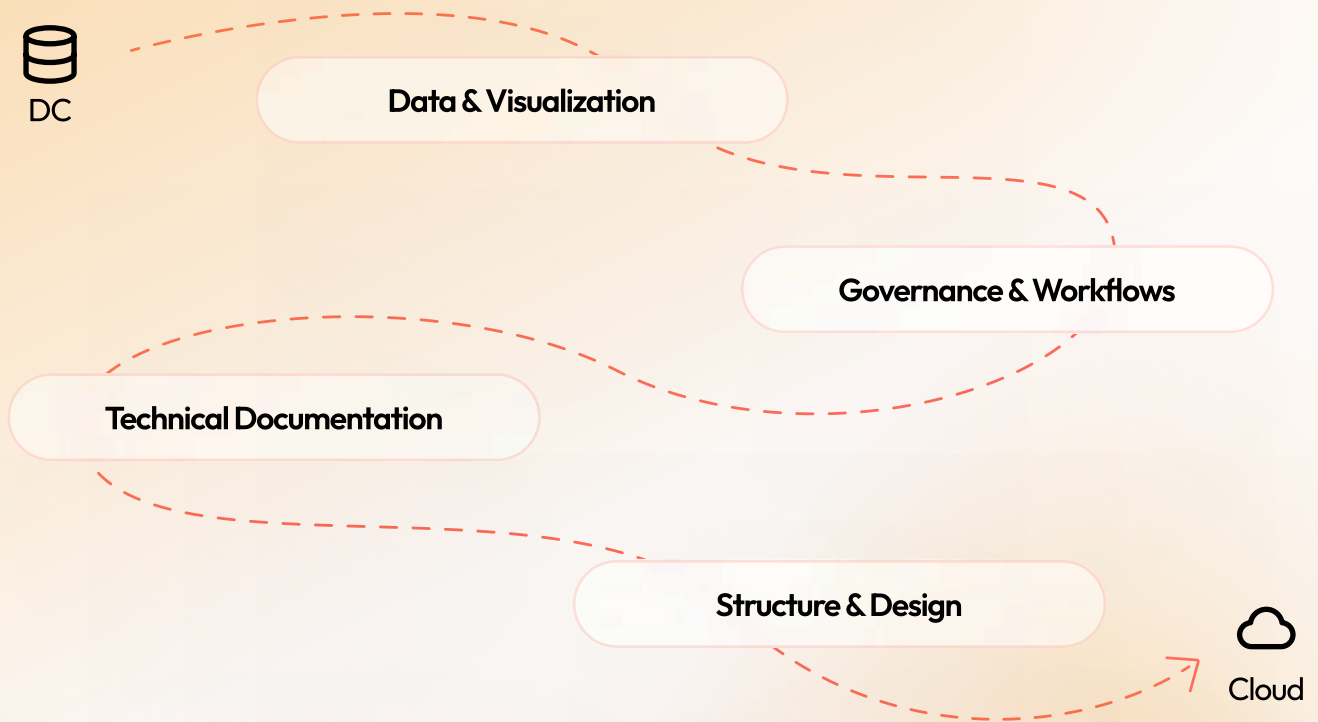
Quality control, document lifecycle management, automations, etc.

With a standardized, engaging interface across all its apps, streamlined administration and maintenance functionality, and simplified pricing, Aura Apps Suite not only checks all the boxes for your users but will quickly become a favorite with your IT colleagues.

As organizations plan and begin implementing their transition from DC to Cloud, traditional migrations in which dozens of disparate apps must be separately, painstakingly converted, Aura offers a true “smart” migration path - replacing multiple apps with one integrated suite and one migration to handle all six apps all at once.

# The Four Pillars of Migration

We break down the migration from DC to Cloud into four areas of focus:



## Data & Visualization

Data and visualization apps transform raw data into interactive charts, graphs, tables, and dashboards, making information easier to understand and act on.

## Technical Documentation

These apps are used to create, manage, and publish structured technical content, such as API docs, user guides, and system requirements.

## Structure & Design

Structure and design apps in Confluence transform standard, text-heavy pages into visually engaging, organized, and professional hubs.

## Governance & Workflows

Apps used to transform Confluence from a simple content repository into a structured, compliant, and efficient document management system.

# Data & Visualization

Aura Table Filter transforms static Confluence tables into interactive views with custom filters and grouping. Manage and refine tables directly in Confluence view mode, and refine large datasets to distill the insights you and your teams need.

## Migration Path:

The Aura Table Filter migration wizard automatically converts most Stilsoft Table Filter macros to Aura Table Filter.



## Please Note:

The automated migration works between Cloud apps. If you are migrating from Stilsoft Table Filter on Data Center, the recommended path is to first complete the standard Atlassian DC-to-Cloud migration (which moves your Stilsoft Table Filter instance to Cloud), and then use the Aura migration wizard to switch from Stilsoft Table Filter Cloud to Aura Table Filter. Our team is happy to guide you through this two-step process to ensure a smooth transition.

# Technical Documentation

Aura Content Formatting enables the organization of complex documentation, the creation of visually engaging call-to-actions (CTAs), and the display of dynamic content, status, and progress, among many others.

## Migration Path:

Aura Content Formatting migration wizard translates LaTeX Math formulas, both those from Appfire and Narva.



# Structure & Design

Aura Content Formatting transforms the design of any Confluence page with visually breathtaking buttons, cards, panels, dividers, headers, and templates.

## Migration Path:

Our migration wizard allows you to replace Refined Macro Toolkit or Numbered Headings (Appfire) with Aura Content Formatting.

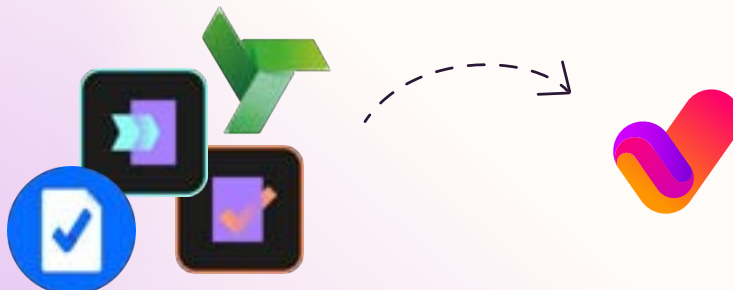


# Governance & Workflows

Aura Workflow & Approval automates the entire content lifecycle, from quality checks and multi-step approvals to audits and regulatory compliance workflows. Draft content can be kept separate from approved content, thereby removing restrictions on approved pages and enabling publication for users. Maintain audit trails and document version history to support compliance with ISO 27001, ISO 9001, HIPAA, MDR, NIST, and more.

## Migration Path:

Aura Workflow & Approval consolidates document lifecycles from Workflows (Appfox), Page Approval (Appfire), Comala Document Management, and Comala Publishing.



# The Aura Migration Hub

No one wants to take the chance that their data might be corrupted, compromised, or worse, completely lost in the migration from Jira DC to Cloud. Don't worry - Aura Migration Hub provides a robust, technical "safety net" to ensure your data makes it safely to its destination.

## Dry-run Simulations

- Test migrations are performed in a staging environment to mirror the actual migration process.
- These simulations identify risks, validate data integrity, test app compatibility, and establish downtime timelines before the final production move.
- These rehearsals ensure a smooth, low-risk, and predictable migration.

## Automated Versioning

- For Atlassian Forge and Connect apps, configuration management helps eliminate manual, error-prone tasks and ensure seamless, continuous updates.
- Automated detection occurs when changes are deployed to the production environment, and the apps are updated with new version numbers.
- Consistent configuration tracking is maintained, allowing rollbacks if any migration steps fail and reducing risk.

## "Silent Migrations" (or "silent failures")

- Situations where migration completes a task without explicitly notifying the administrator that specific data or configurations were skipped (or failed), particularly in complex workflows, apps, or configuration dependencies.
- This helps reduce, among other issues, notification spam.
- Identifying and managing these "silent" events helps ensure data integrity and minimize post-migration disruptions.

# Aura Migration Hub: Ensuring Success and a Healthy ROI for Your Atlassian Transformation

As we've seen, Aura Migration Hub steps in, ensuring the transition from Jira DC to Cloud is filled with opportunities, streamlined operations, and a simplified cost structure, increasing productivity while saving time and money.

Think of it as simply as this: One subscription, one security review, one point of contact, and a faster, leaner Cloud instance.

**Reach out today to  
see how Aura makes  
it all possible!**

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