



SELECTING GIT INTEGRATION FOR JIRA CLOUD

A Guide for Development Stakeholders

**How to communicate the value to
other stakeholders**

Introduction: Who This Guide Is For

You've seen how Git Integration for Jira Advanced Edition can help you and your team. Whether you're a product manager, scrum master, engineering manager, or in another role - this guide will help you communicate the value to other stakeholders.

Executive Summary

Why buy Git Integration for Jira Cloud?

Free Git connectors put your project at risk, because they only begin to scratch the surface of showing what's going on. Git Integration for Jira (GIJ) delivers intelligent, automated insights across your software development lifecycle, cutting reporting time, reducing risk, and enabling better prioritization.

It turns passive Git/Jira data into real-time, actionable intelligence for product managers, project managers, and leadership. It's a massive help for anyone responsible for ensuring work gets completed on time.

“With Git Integration for Jira, I press a couple of buttons and get the data I need in 30 minutes - instead of spending an entire day.”

Tian Gan, Project Manager @ Superna
[Read the Case Study](#)



Platinum
Marketplace Partner

10K+
Installs

90%+
Time Savings



1 Why Free Git Connectors Aren't Enough

More Than Just an Integration

A feature comparison grid can be found here: <https://www.gitkraken.com/git-integration-for-jira-cloud-feature-comparison>

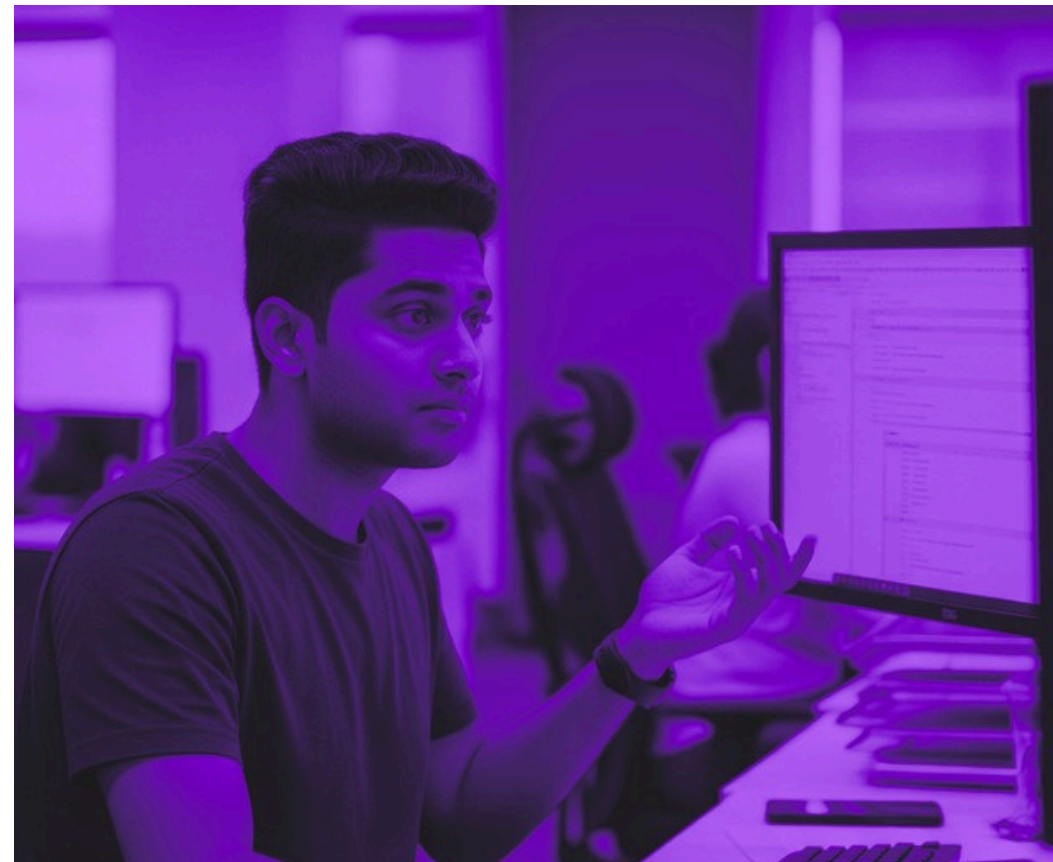
Free connectors populate the development info panel on the Jira issue view, showing a commit, branch, or pull request occurred. While this does provide some context into what's going on with development, the ability for users to effectively consume and utilize this data in a meaningful way is extremely limited.

In practice, users have to open 30+ individual issues in a sprint and then create a mental model of what's occurring with development. It's a recipe for missing important context and increasing project risk, not to mention a waste of time.

Teams are responsible for projects, epics, and sprints with dozens of tasks in flight all times. By presenting detailed activity data from Git + Jira in a single cohesive view, Git Integration for Jira **provides these teams with a more complete - activity-based - picture of what's going on.**

This helps to quickly identify work that needs attention or is at-risk, without having to dig into every issue one at a time. Sprint health and required action items can be determined in minutes, instead of hours.

Additionally, Git Integration for Jira works with every Git hosting provider - both cloud and self-managed.



It also includes a comprehensive set of authentication, control, and customization options (e.g. default branch naming conventions, associating repositories with specific Jira projects) that are absent in the free options.

Large organizations and those with complex workflows often state they couldn't have made their move to Jira Cloud without the capabilities Git Integration for Jira provides.

Finally, Git Integration for Jira offers timely (easily reachable) support plus frequent product updates and fixes. Something you won't find with alternatives.

Takeaway:

Git Integration for Jira is not just an integration app. **It's an integration app, plus a project management and project risk mitigation tool rolled into one.** Free tools show if a commit happened on a single issue. GIJ tells you if the commit is meaningful, if something is blocked, and what's at risk of missing deadlines.



2 Stakeholders

Jira Admin

What they care about: Security, maintainability, scalability, Jira bloat, budgetary concerns, and alignment with the Atlassian ecosystem.

Key points:

- SOC 2 certified, Cloud Fortified, and an Atlassian Platinum Partner app.
- Consolidates multiple Jira-Git plugins into one powerful, secure, and enterprise-ready tool.
- Seamless integration with all major Git platforms (GitHub, GitLab, Bitbucket, Azure DevOps).
- Robust control, customization, and authentication options.
- Not just an integration app - solves real problems for product, engineering, and leadership.

Summary:

GIJ is a compliant, secure, and reliable app that reduces the need for maintaining multiple Git connectors and brings visibility into the status of each issue within the development process.

It streamlines communication between PM and development, and highlights risks in project delivery timelines all directly within Jira.

Director of Engineering

What they care about: Team efficiency, bottlenecks, metrics, delivery predictability.

Key points:

- Surfaces project risks early—no more end-of-sprint surprises.
- Provides real, non-gameable developer activity insights (e.g., stalled PRs, idle issues).
- Supports developer productivity by allowing stakeholders to self-serve on status updates, instead of bugging developers.
- Devs can create branches and PRs within an issue in 1-click and automatically link it to the issue.

Summary:

With GIJ, you'll be alerted to project delivery risks before you miss the date (when you can actually do something about it), proactively detect blocked work, reduce review lag, and get team-level metrics that help you manage - not micromanage - your devs.



Head of Product / PM Leadership

What they care about: Shipping on time, visibility, trust in engineering progress, delivering value to customers.

Key points:

- Jira shows what's planned. Git Integration for Jira shows what's happening while your team is building it.
- No more guessing, chasing devs, or relying on outdated Jira statuses.
- Visual dashboards show sprint health, scope changes, and where work is stalling—all in one place.
- It allows you to more effectively communicate status and project risk, and help with prioritization discussions.

Summary:

This isn't just a git connection tool. It's the only tool that gives teams real-time visibility into what's shipping - and what's slipping - so they can re-prioritize early.

Procurement / Finance

What they care about: ROI, cost-effectiveness, resource allocation, vendor reputation, security, data integrity.

Key points:

- 100,000+ organizations trust GitKraken, including enterprise customers like Citi and Lucid Motors.
- Saves hours in reporting and status meetings—organizations like Superna cut project reporting time by 90%.
- Reduces project delays by highlighting risks early.
- Increased visibility allows project managers to better handle a larger volume of projects.
- Helps identify where engineering time is spent.

Summary:

Missed project delivery dates and misalignment between project management/product and engineering is costing you dollars in productivity and points in employee satisfaction.

Git Integration for Jira helps you understand where time is being spent, where project delays are occurring, and enables the team to escalate those risks early - while there's still time to meet deadlines.



3 Moving Forward with Git Integration for Jira

Vision & Strategic Fit

- GIJ continues to evolve into a project delivery intelligence platform, not just an integration tool.
- Aligns with 2025 priorities: AI-driven insights, proactive tooling, reduced meeting culture.
- Enables faster path to relevant work and a shared truth across dev and product teams.

Proof It Works

- 90%+ reduction in reporting time for PMs.
- Integrated with all major Git providers.
- Used by 10,000+ organizations for Git-Jira integration.
- Trusted in highly regulated industries (SOC2, Cloud Fortified).
- Only 1% of Atlassian Marketplace app vendors hold Platinum Partner status - GitKraken (and GIJ) is part of this group.

Implementation Success

- Support and success teams with wide timezone coverage.
- Support via email, chat, and video conferencing.
- Configuration reviews and best practices sessions.
- Comprehensive documentation library.
- Consistent releases with bug fixes and new features.
- Data Center → Cloud assistance programs (flexible migration options, extended trials, etc.)



