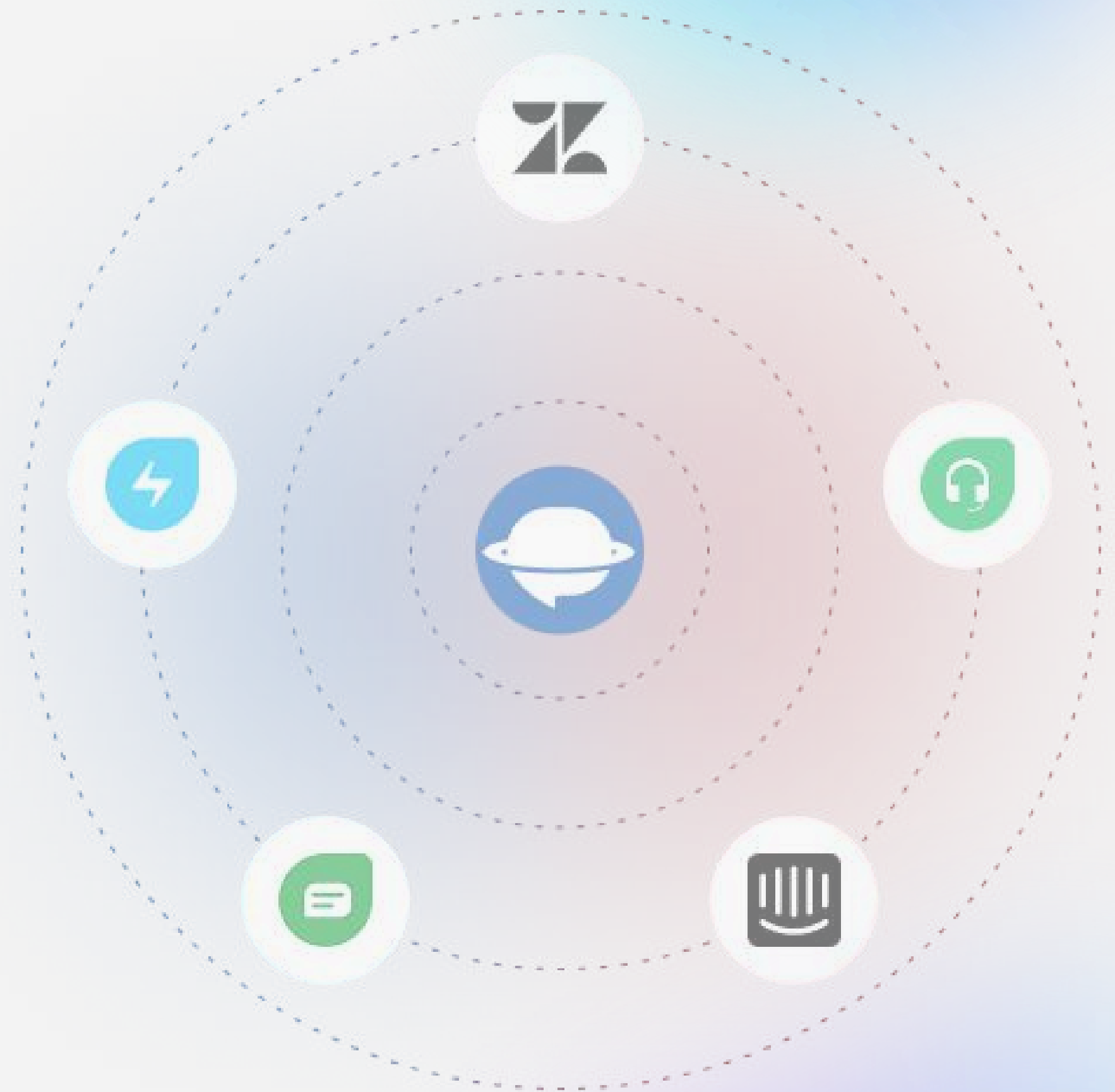


Freshdesk to Jira Service Management Migration Playbook

How a growing support team centralized
service operations without losing data





157 reviews

4 / 4



Why Freshdesk to Jira Service Management Migrations Happen

Organizations often migrate from Freshdesk to Jira Service Management when support operations expand beyond basic customer service workflows and require deeper integration with engineering, IT service management, and development processes.



Aligning support with development workflows

Connect customer support with engineering by moving to Jira Service Management. Link support tickets with issues in Jira to improve collaboration and speed up bug resolution.



Unifying service operations across teams

Bring IT, support, HR, and operations into a single service platform. A migration to Jira Service Management eliminates tool fragmentation and centralizes service requests across the organization.



Adopting enterprise IT service management

Move beyond traditional customer support capabilities offered by Freshdesk. Jira Service Management provides built-in ITSM practices like incident, problem, and change management to support internal service operations at scale.



Building more advanced workflows

Support complex service processes with highly customizable workflows, approvals, and automation. Jira Service Management allows teams to design structured processes that match enterprise service management requirements.





Freshdesk to Jira Service Management Migration Guide

Why Freshdesk to Jira Service Management Migrations Happen

Freshdesk to Jira Service Management Migration Guide

Totalmobile: Migration Case Study

Key Takeaways

Next step: Run a Free Demo Migration

Below is a practical, low-risk workflow teams use to migrate Freshdesk data to a new Jira Service Management environment.

01

Connect the source and target platforms

Securely connect your Freshdesk account and the target Jira Service Management instance. Encrypted connections ensure that your data remains protected from the first step of the migration.

02

Configure field and data mapping

Align your Freshdesk data with the new Jira Service Management environment. Match up agent profiles and choose a default user. Map tickets and articles to ensure records appear correctly after migration.

03

Choose built-in migration options

Apply built-in rules to match your migration scenario. For example, you can skip large attachments, transfer inline images as attachments, migrate content translations, update cross-links between articles, or add a label like migrated_2026 to identify transferred records.

The screenshot displays a Jira Service Management ticket interface. On the left, the 'SOURCE PLATFORM' view shows a ticket titled 'Email integration not syncing...' with a status of 'In Progress' and a priority of 'High'. The ticket ID is #HD-2024-001247. The contact is Sarah Martinez (sarah.martinez@acme.com) from Acme Corporation Ltd. The ticket was created on Jan 15, 11:30 AM. The comments section shows a message from Sarah Martinez: 'Hi, I'm experiencing issues with our email integration...' and a response from David Chen: 'Hello Sarah, thank you for reporting this issue...'. On the right, the 'TARGET PLATFORM' view shows the same ticket with a status of 'In Progress' and a priority of 'High'. It includes an 'AI Insights' section with 'Urgency 85%', 'Similar Issues 3 found', and 'ETA 3 found'. The contact is Sarah Martinez and the agent is David Chen. The recent activity log shows the same messages as the source platform.



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Below is a practical, low-risk workflow teams use to migrate Freshdesk data to a new Jira Service Management environment.

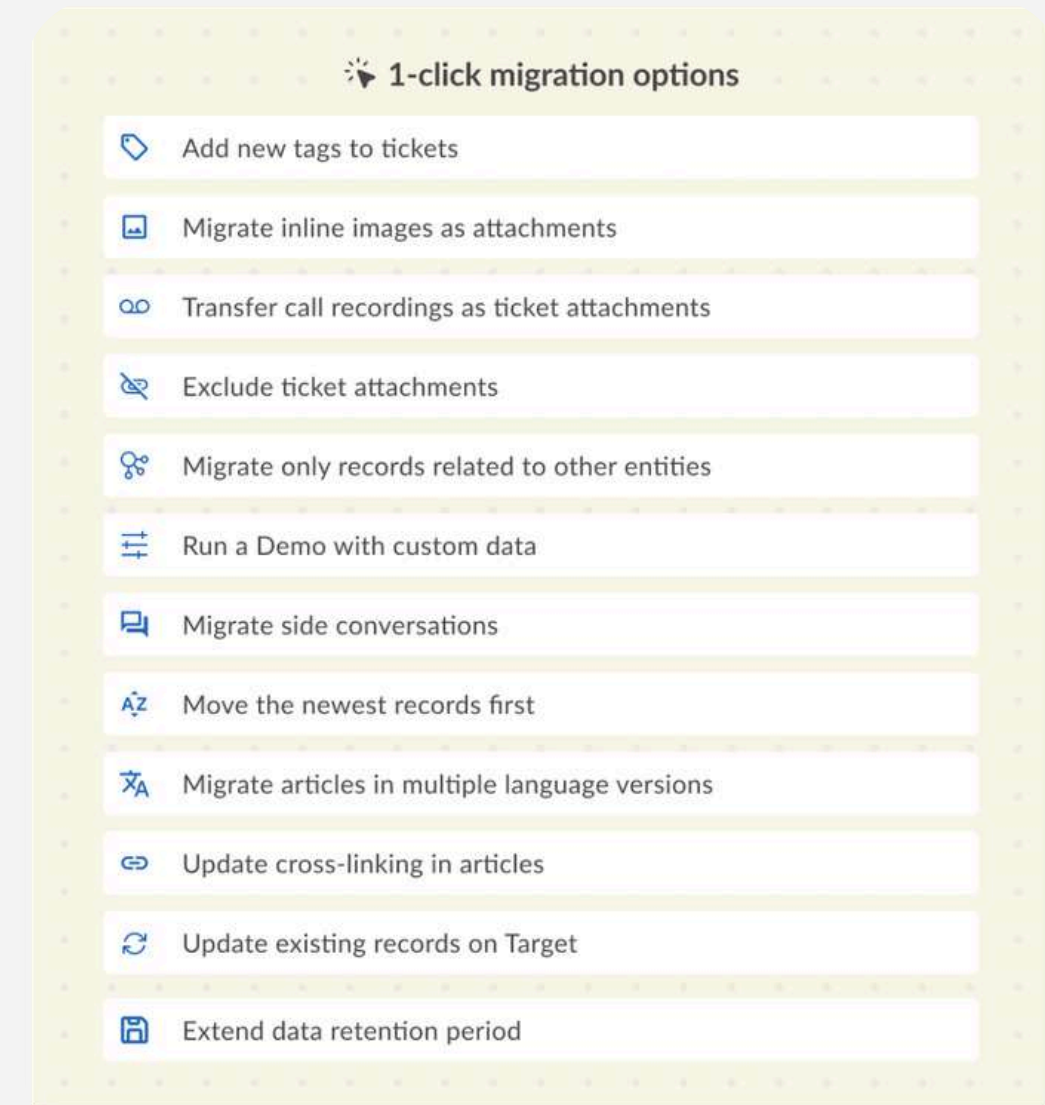
- 04 Run a Free Demo Migration**

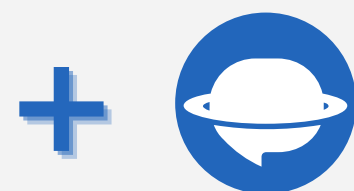
Transfer a small sample of live data (for example, 20 tickets) to preview how records will appear in Jira Service Management. Validate mapping and configuration before the Full Migration.
- 05 Validate Demo Migration results**

Review migrated records in Jira Service Management. Confirm that ticket history, attachments, custom fields, and comments are transferred accurately and remain properly structured.
- 06 Run Full Migration**

Start the complete data transfer using the tested configuration. The migration runs automatically while your support team can continue working in Freshdesk.
- 07 Post-migration QA & verification**

Perform a final audit after the migration finishes. Ensure agents can access historical tickets, attachments remain available, and workflows operate correctly in Jira Service Management.





Help Desk Migration

Why Freshdesk to Jira Service Management Migrations Happen

Freshdesk to Jira Service Management Migration Guide

Totalmobile: Migration Case Study

Key Takeaways

Next step: Run a Free Demo Migration

Totalmobile modernized its support infrastructure by migrating from Freshdesk to Jira Service Management, splitting data across multiple projects while preserving historical tickets and knowledge base content.

About the company

Totalmobile Ltd is a leading provider of field service management solutions headquartered in Belfast, United Kingdom. Founded in 1985, the company develops software that helps organizations manage mobile workforces more efficiently.

Totalmobile's platform supports industries such as healthcare, housing, emergency services, and utilities. Every day, more than 500,000 field workers rely on its solutions to streamline operations and deliver better service outcomes.

As the company continued to grow and acquire new businesses, Totalmobile needed to consolidate support operations into a single service platform.



Gamal Lear
Head of Strategic Change at Totalmobile



Feedback

The data migration went well and the support was top notch. Help Desk Migration greatly decreases the amount of time it takes to migrate between systems. It also helps reduce the amount of time technicians or help desk employees have to work on reconciling migrated data.



Totalmobile



Software Development



Belfast, United Kingdom

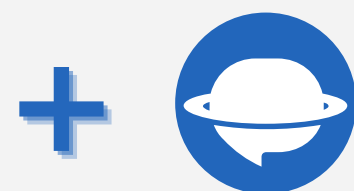
Data migrated:

- 200K tickets
- 1.2K articles

Migration option

- Migrating KB articles into specific spaces in Jira Service Management
- Transferring Inline images as attachments
- Signature support plan





Help Desk Migration

Migration Overview

Why Freshdesk to Jira
Service Management
Migrations Happen

Freshdesk to Jira Service
Management Migration Guide

Totalmobile:
Migration Case Study

Key Takeaways

Next step: Run a Free
Demo Migration

Key Challenges

- **Complex project structure:** The migration required splitting data from one Freshdesk instance into five projects within a single Jira Service Management environment.
- **Preserving historical data:** Totalmobile needed to retain ticket history so customers could still access past conversations and the team could continue reporting on historical trends.
- **Migration into a live system:** Part of the transfer was performed into an already active Jira Service Management environment, requiring careful planning to avoid disruption.

Help Desk Migration Solutions

- **Automated migration with customization:** The migration was configured to split Freshdesk tickets across multiple Jira Service Management projects using source-side filtering.
- **Knowledge base migration:** Articles were transferred to specific knowledge base spaces, with inline images converted into attachments.
- **Demo migration testing:** Test runs validated field mappings and ensured tickets and other data transferred correctly.

Outcome & Result

1. **Successful multi-project migration:** Freshdesk data was successfully split across several Jira Service Management projects while preserving ticket history and knowledge base content.
2. **Seamless customer experience:** Customers retained access to historical tickets in the support portal.
3. **Improved reporting insights:** Advanced reporting tools provided deeper visibility into support performance.
4. **Reliable migration:** Over 200,000 tickets and 1,200 articles were migrated without data loss, reducing manual effort and migration time.



Key Takeaways

Key Takeaways

A successful Freshdesk to Jira Service Management migration shows that planning, testing, and automation are critical when moving large support datasets.



Structure the target environment first

Define how tickets will be distributed across Jira Service Management projects before migration. A clear project structure ensures tickets, workflows, and reporting remain organized after the transfer.



Preserve historical data for continuity

Migrating ticket history and knowledge base articles allows customers and agents to access past conversations and maintain consistent support experiences.



Test the migration before the full transfer:

Running a Demo Migration helps validate field mappings, attachments, and ticket relationships. This step reduces risk and builds confidence before migrating hundreds of thousands of records.



Use automation for accuracy and scale:

Automated migration tools ensure that tickets, comments, custom fields, and knowledge base content transfer accurately—even when migrating 200,000+ records across multiple projects.



Start Your Free Demo Today

Join thousands of companies that have ditched manual scripts for effortless automation.

[START FREE DEMO MIGRATION](#)

Have unique enterprise requirements? Our team is available 24/7 to help you build a custom migration roadmap tailored to your specific Jira Service Management configuration.

[Talk to a Migration Expert](#) | [Check a Security Policy](#)

