March 26, 2026

# From Jira to AI-Native Task Management

Using Atlassian and Linear as examples

Context

00

# The Ticket Era Is Ending

# The Ticket Is No Longer Central

| Classic | AI-native |
| --- | --- |
| Requirements<br>Status and handoff | Context<br>Permissions and agents |

Anthropic: ~50% of agentic activity is dev; Linear: ~25% of issues by agents

# From PDLC to Task Management

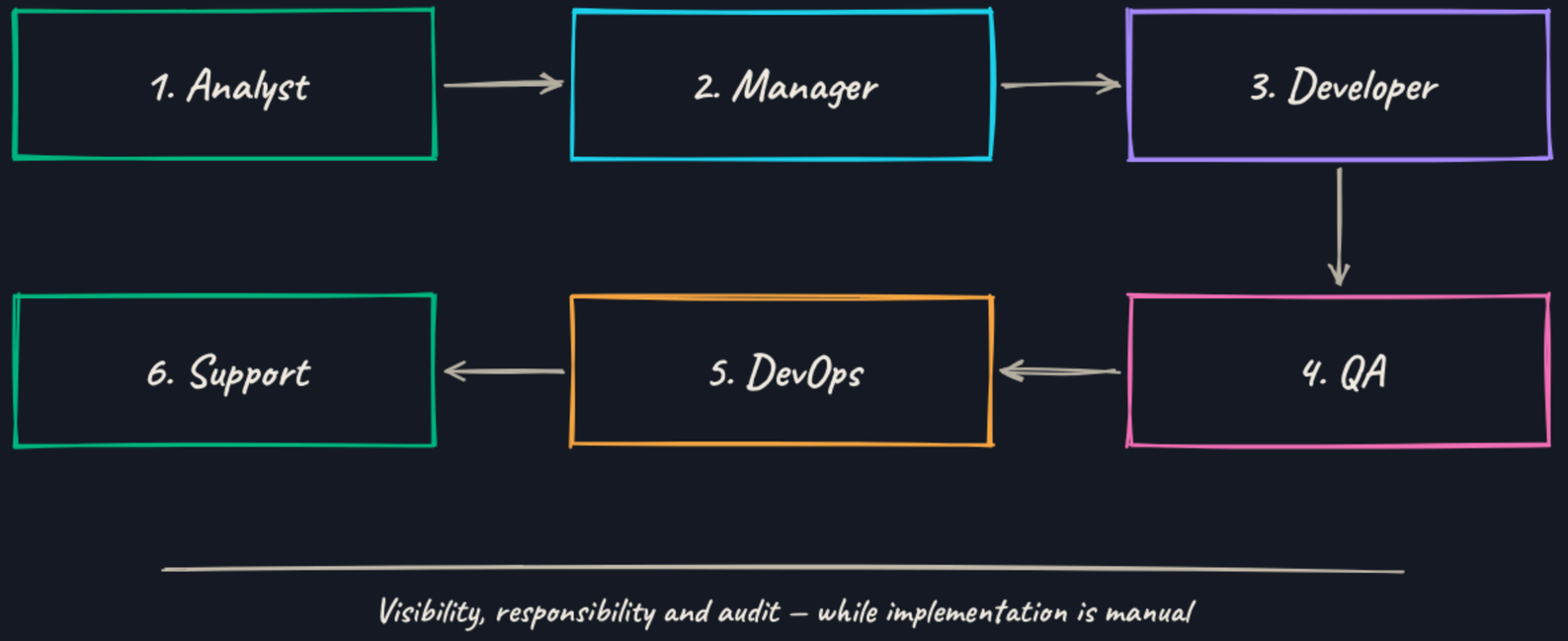


History

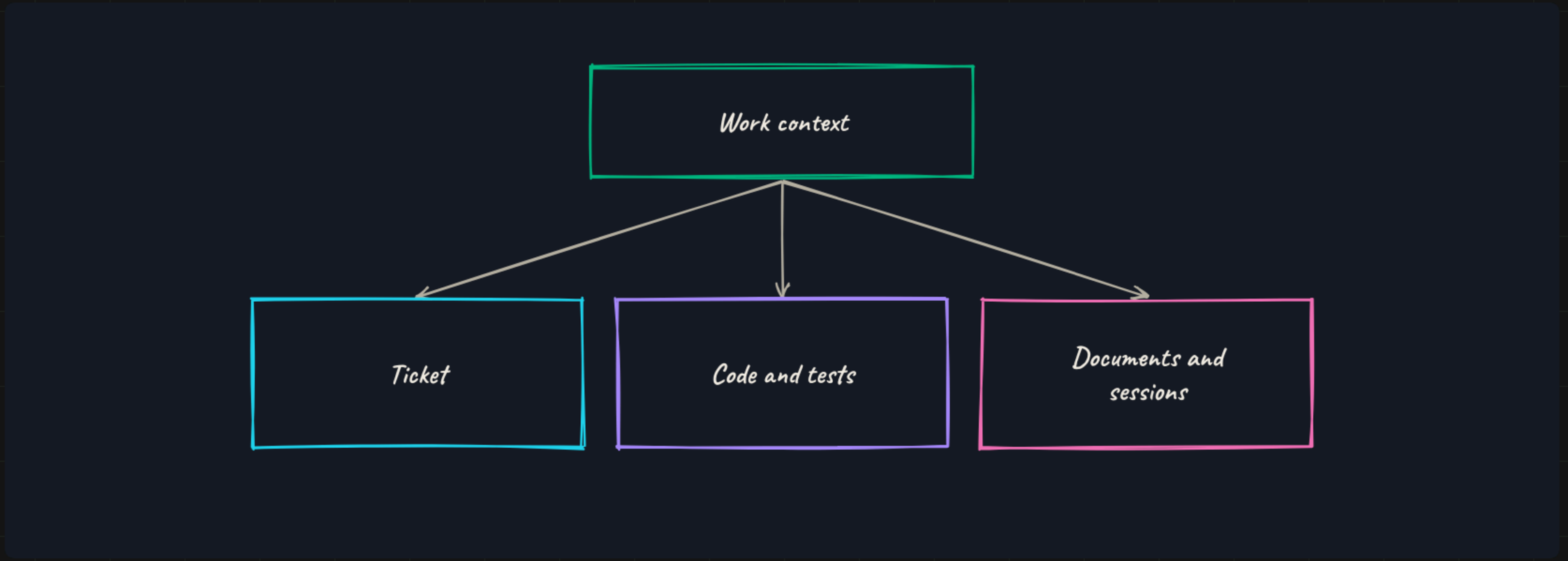
01

# The Jira Era Was Necessary

# The Handoff Model Made Sense



# The Ticket Loses Truth Monopoly



02

# Atlassian’s Three-Year Strategy Shift

# Cloud Migration → Enterprise AI Platform



# The Bet Became Explicit




DX acquisition ≈$1B: the question shifts to outcomes

# Q2 FY26: Operational Results

$1.6B
Quarterly revenue

$1B+
Cloud revenue

5M+ MAU
Rovo users

# The Market Is Nervous

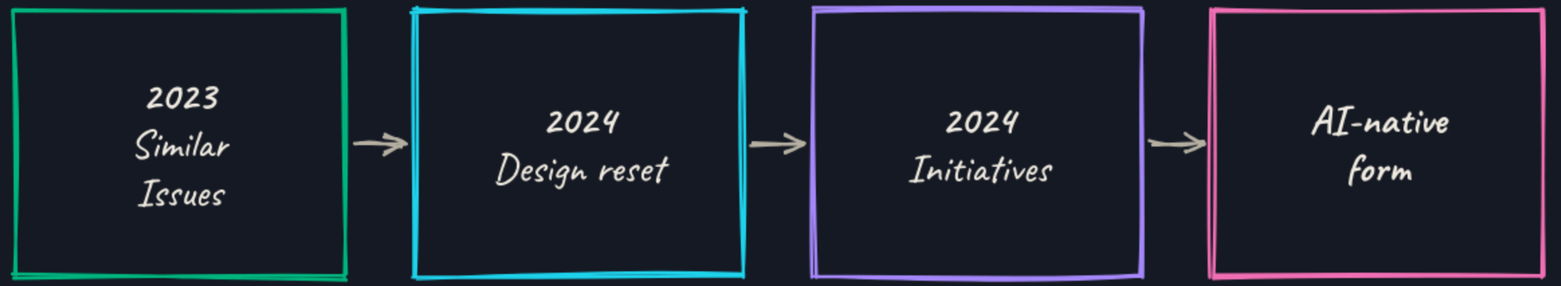
Stock volatility shows uncertainty

- Aug 2024: shares −11%
- May 2025: −14%
- Feb 2026: −8% after strong quarter
- Mar 2026: −1600 employees

03

# Linear Built
# New Form Upfront

# From Product Quality to AI-Native Form



# Agents Become First-Class Users




Agents become participants in the workflow

# March 2026: Issue Tracking Is Dead

Linear Next and Linear Agent beta

Linear Agent

Context and scope

75%

Enterprise with coding agents

5×

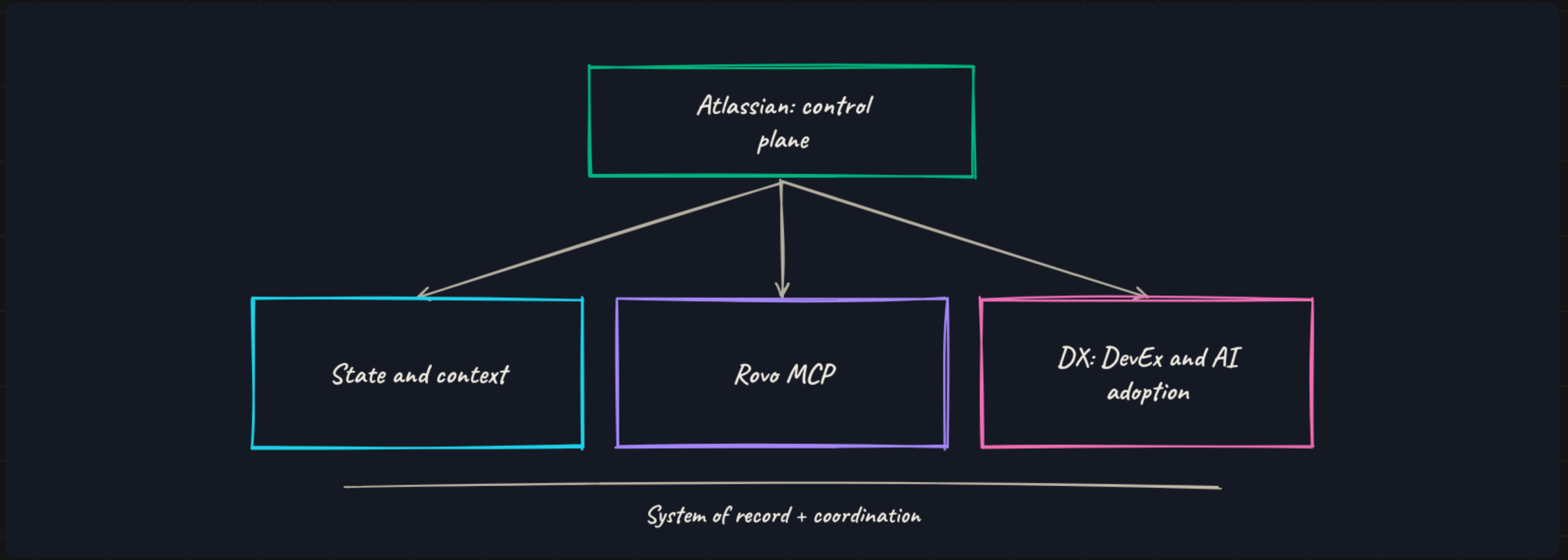
Agent-completed work

Comparison

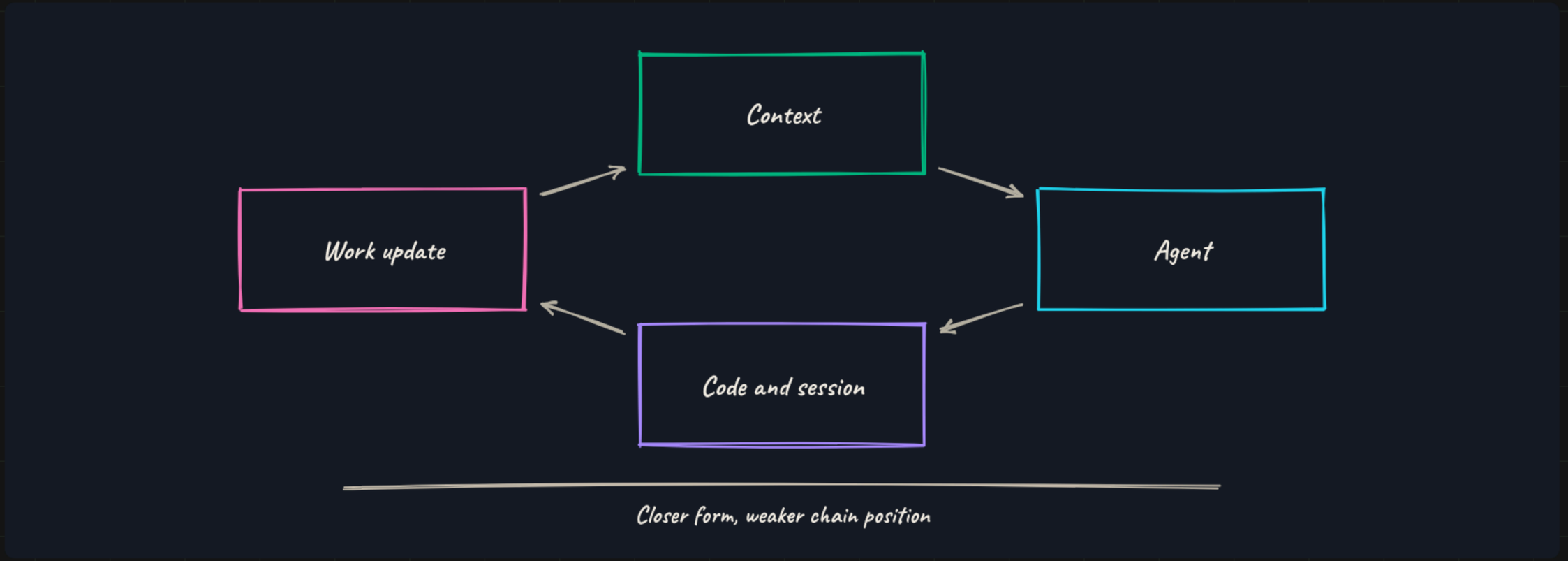
04

# Atlassian vs Linear

# Atlassian → Control Plane



# Linear → Interaction Model



Industry

05

# Context + Execution

# New Competitor: AI Tools

| Atlassian | Linear | AI tools |
| --- | --- | --- |
| Enterprise context | Interaction model | Universal executor<br>Cursor Automations |

# Battle for Context + Execution




*A ticket is one interface; AI-code clients expand Jira seats faster*

Conclusions

06

# Ticket ≠ Work

# Key Takeaways

- Old process won’t outwait AI-native
- Bottleneck: decisions + handoff
- Product cycle compresses coordination
- Atlassian protected; Linear clearer

# The Key Question




*Where does the task context live?*

# References and Materials

Key sources

- Anthropic autonomy; Linear Next.
- Linear MCP, SDK, Cursor agents.
- Linear Series C; Atlassian FY26.
- Atlassian Software Collection; DX.

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# Thank You!

More materials on this topic are in the ”Book Cube” channel

**Alexander Polomodov**

Technical Director & Fellow,
T-Technologies



@Book_Cube