



5 ways Jira Service Management and Rovo are accelerating service delivery for SpotOn



How AI and shared agents foster a culture of creativity while helping prioritize what matters most, all on one platform.

The learnings in this eBook are based on an interview with Ryan Boyd, VP of IT at SpotOn, during the Connect: High Velocity event in Denver, CO, on December 9, 2025



SpotOn, a fast-growing restaurant technology company, is using [Jira Service Management](#) and Atlassian's AI solution, [Rovo](#), to reshape how internal work is captured, prioritized, and delivered. By weaving AI directly into Jira Service Management instead of adding another disconnected app, SpotOn is turning days of manual effort into hours and shrinking repetitive tasks to near-instant outcomes. This approach reflects a broader shift across the industry, where [more than 80% of IT leaders say they plan to embed AI into existing tools rather than adopt standalone point solutions](#) to reduce friction and change management overhead.

Many SpotOn employees, including VP of IT, Ryan Boyd, have worked in restaurants themselves. They understand what it feels like to be in the weeds during a rush and apply that frontline mindset to internal service delivery. Tools should remove friction, not create it, and AI should feel like a natural extension of the workflows employees already know.



“Its superpower is speed.”

Ryan Boyd
VP of IT, SpotOn (on Rovo)



At a glance: 5 ways Jira Service Management and Rovo are accelerating service delivery for SpotOn

1. Centralized, faster intake with Jira Service Management portals
2. AI-driven request scoring for smarter prioritization (Rovo + Jira Service Management)
3. Accelerated documentation: Product requirements documents (PRDs) generated in hours instead of days
4. From photos to punch lists: faster infrastructure and compliance workflows
5. Eliminating manual re-keying with OCR + Rovo

From scattered asks to a single front door

SpotOn helps restaurants build stronger, more profitable businesses by turning scattered data into clear, actionable insight. However, at one point, the company faced a similar problem internally. As the business grew, IT and business systems teams were inundated with requests coming from email, chat, hallway conversations, and ad hoc forms. Intake was fragmented, documentation lagged behind decisions, and compliance checks depended on slow, manual reviews.

To regain control without sacrificing speed, Boyd's team standardized on **Jira Service Management as the front door for internal work**. Today, there are roughly **25 Jira Service Management portals** across the business, handling systems requests, access and operations issues, and new ideas. Employees no longer need to know which team owns what. They pick the portal that matches their need, and Jira Service Management routes the request to the right queue, with consistent fields, SLAs, and workflows behind the scenes.



This kind of centralization mirrors a broader pattern in modern service management. **Organizations that use structured request portals report resolution times up to 25-30% faster and significantly fewer misrouted tickets**, since work is classified correctly at the start rather than being bounced between teams. On top of that centralized intake, SpotOn integrates Atlassian's AI solution, Rovo, directly into those same workflows, so every ticket benefits from context, automation, and guidance.



“We approach AI for our teams the same way we approach it for our customers... It should not be another tool to learn; it should help people go faster inside the workflows they already use.”

Ryan Boyd
VP of IT, SpotOn (on Rovo)



The impact of adding an AI agent to the team

One of the first groups to embrace this new service model was the Business Systems team, which manages the tools powering SpotOn's back office. They receive a constant flow of ideas, enhancements, and integration requests. The real challenge is deciding which initiatives move the needle on company goals and which should wait.



Using Jira Service Management and Rovo, SpotOn built a Rovo agent that reads incoming requests, including comments and attachments, and evaluates them against SpotOn's OKRs and criteria such as sponsor, success metrics, and definition of done. The agent assigns each request a score from 1-10 and explains in plain language why it gave that score and what would make the request stronger.

What is a Rovo agent?

A Rovo agent is an AI teammate that lives inside Atlassian tools like Jira Service Management, using your existing tickets, fields, and context to perform specific jobs on your behalf.

Each agent is configured around a clear workflow (for example, scoring requests against OKRs, drafting PRDs from approved ideas, or turning photos into punch lists) and then runs inside the tools teams already use every day.

Agents can read and write to issues, apply your templates and standards, and explain their reasoning in plain language, so work stays transparent and aligned to business goals.

Boyd compares it to adding a new analyst to the team:



“When we stumbled upon it, it felt very much like we just added an analyst.”

Ryan Boyd
VP of IT, SpotOn (on Rovo)

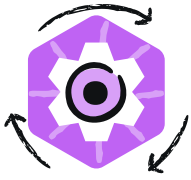
This **AI-driven scoring separates signal from noise, keeps investment closely tied to top-line business goals, and educates requesters on how to shape better proposals.** This type of automated triage is becoming essential as demand grows, ensuring that attention is directed to the highest-impact work first.

3

Turning days of documentation into hours

SpotOn is also using AI and Jira Service Management to streamline the process of creating **product requirements documents (PRDs)**.

Previously, once an idea was approved, the Business Systems team would draft documents of scope, stakeholders, dependencies, and success measures. **Creating that document often took one to two days, and partners saw it as a bottleneck between alignment and execution.**



SpotOn tackled this with a Rovo agent that uses a **standard PRD template** as a starting point. When an idea is green-lit in Jira Service Management, the agent reviews the ticket and related context, then generates a draft PRD that is **65-75% complete**. The team focuses on refinement rather than drafting from scratch.

Since then, **PRD creation time dropped from 12 days to a few hours**, stakeholders see detailed documentation earlier in the process, and teams move from idea to implementation much faster. This kind of partial automation aligns with AI adoption data across knowledge work, where teams often see 30-50% reductions in time spent on first drafts when they use generative models to create structured documents.

4

From photos to punch lists: AI for infrastructure and compliance

SpotOn also turned to Rovo for a highly tangible problem: designing new server rooms during an office move.

Previously, this work required site visits, manual checklists, and painstaking comparison against internal standards and regulatory requirements. Instead, the team uploaded photos of their existing server space, asked Rovo to compare the images against documented standards, and received a prioritized punch list of issues grouped by severity.

They used that punch list to create a remediation plan and then asked Rovo to generate an executive-ready summary email outlining findings, risks, and next steps.





“The ability to take a picture and flip it into a very quick list of action items was a game changer”

Ryan Boyd
VP of IT, SpotOn (on Rovo)

This combination of Jira Service Management for intake and documentation of standards, and AI for analysis, is now influencing how SpotOn approaches infrastructure and compliance checks more broadly.



Reducing data entry work with AI and OCR

Alongside the headline use cases, SpotOn is also eliminating smaller but persistent sources of friction. Across teams, employees routinely read information from documents or screenshots and retype it into internal systems. Each instance took only a few minutes, but across hundreds or thousands of records, the time and accuracy costs were high.



Using Rovo and **optical character recognition (OCR)**, teams now scan documents or screenshots, ask Rovo to extract key data into a structured format, and push that data into the right systems without manual re-entry. Boyd estimates this saves **5-10 minutes per document or contact** and reduces typing errors.

Scaled across a year, this type of automation can free hundreds of hours of staff time. Industry studies support this pattern. Data entry and re-keying are consistently cited as among the most automatable tasks in IT and business operations.



Governance, reuse, and a culture of building

For Boyd, one of the most important outcomes of standardizing on Jira Service Management and Rovo is the balance it provides between governance and flexibility.

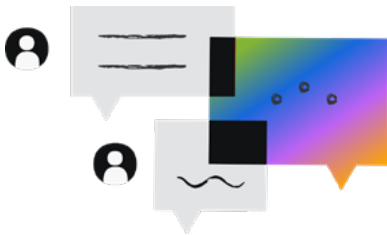
Jira Service Management gives IT a consolidated view of what is coming in, who owns each workflow, and where bottlenecks and risks are emerging. **Rovo agents can be shared, copied, and “forked”**, so teams can reuse proven patterns instead of reinventing solutions each time. Because everything runs on a single Atlassian platform, there are fewer seams to manage in security, access control, and integration.



“One platform with fewer seams... for me, running IT, the fewer seams the better.”

Ryan Boyd
VP of IT, SpotOn

This shared foundation also changes how quickly SpotOn can experiment. Stakeholders can sit alongside IT, test an agent with real examples, provide feedback, and see changes in real time. They do not have to wait for long development cycles or coordinate across multiple tools and vendors. That immediacy lowers the barrier to experimentation and makes building with AI feel approachable and rewarding.



These dynamics match what many organizations are discovering. Teams that consolidate service management and automation on a common platform report faster time to value for AI projects, more consistent controls, and higher reuse of successful patterns across departments.



Next steps: progress over perfection

SpotOn is still in the early stages of its AI-powered service management journey and is already exploring new use cases beyond IT and business systems. Functions such as HR, finance, and operations share similar intake, triage, and documentation processes, making them natural candidates for AI-assisted workflows.



For leaders who feel they are just getting started, especially those looking to scale beyond the service desk, Boyd's recommendation is specific and practical.



“Progress over perfection. Map the workflows. Take one piece in the middle and make it better. Show, not just tell. And keep it fun. You build momentum from the fun people have building with these tools.”

Ryan Boyd
VP of IT, SpotOn

By centralizing on [Jira Service Management](#) and embedding [Rovo](#) directly into everyday workflows, SpotOn is empowering teams to move faster, stay aligned with business priorities, and deliver better experiences for employees and the restaurants they support. The story reflects a larger movement in service management, where AI becomes a trusted collaborator that lives inside the tools people already use, rather than an extra step on the side.

To watch a recording of the interview with Ryan Boyd and see these examples in action, check out this on-demand webinar:

www.atlassian.com/webinars/it/deep-dive-ai-for-service-demo-case-study

