

How Rover transformed service with AI and asset management

Unifying access, operations, and even office dogs on Jira Service Management and Assets.





Rover, the leading online marketplace for pet care, is a game-changer for pet owners everywhere:

“We believe everyone deserves the unconditional love of a pet—and at Rover, our mission is to make it easier to experience that love.”

- From Rover's website



This philosophy extends inside the company, too. Employees should always be able to get help, access tools, and bring their dogs to the office without jumping through hoops.

By the time IT Manager Kate Brendan took the stage at Atlassian's Connect: High Velocity event in Seattle, Rover had already gone through a quiet transformation. Dozens of SaaS tools, scattered spreadsheets, and brittle configurations had been reshaped into a single, scalable service platform powered by [Jira Service Management](#) and [Assets](#).




“

After we switched to Assets, we went from supporting about 40% of our top applications to 100%, with dramatically less maintenance.”

Kate Brendan
IT Manager, Rover

One front door for a growing business

Rover runs a wide range of systems and services, from IT hardware and SaaS apps to automated workflows for teams such as facilities and customer operations.



For employees, that complexity once meant uncertainty:

- Where** do I go if I need help?
- Who** owns this tool?
- What** happens if I pick the wrong form?

Kate's team made a deliberate decision: **Jira Service Management** would become the front door for internal support.

IT uses Jira Service Management for help desk requests, tool access, and device support. HR manages onboarding and employee lifecycle processes there. Office experience teams run facilities and in-office programs. Brand Studio tracks projects after moving off a more expensive project tool. Engineering and operations funnel bug intake and customer-facing issues through Jira Service Management and into Jira. Even customer operations uses a Jira Service Management project to route requests to the right operational and software teams.

For employees, this unified entry point means they no longer have to understand the org chart to get something done. They submit a request through a familiar portal; Jira Service Management does the routing in the background.

“

It really fixes that problem of, like, I have a problem, but I don't know who it goes to... Jira [Service Management] does all of that routing so people don't have to.”

Kate Brendan
IT Manager, Rover

From brittle configurations to a reusable access model



Rover didn't arrive at its current access model overnight. As the company added more tools and teams to a single Jira Service Management front door, access requests quickly emerged as a sticking point: a single form had to handle many different applications, each with its own fields, approvals, and automations. What started as a simple way to request access gradually became one of Rover's most complex, brittle configurations.

Behind that simple front door, access management had become one of Rover's most complex problems. A single Jira Service Management form was expected to handle access to many different applications, but each new tool demanded its own custom fields, approval groups, and automations. The configuration grew fragile and expensive to maintain. IT could only afford to include around 40% of the most requested applications; the rest had to be handled manually or not supported at all.

Kate turned this into what she calls her "passion project": rebuilding access on Assets.



Instead of treating each application as a one-off configuration, Rover modeled three core object types in Assets:



Applications – any SaaS tool or internal system



Access types – such as “access to a group,” “access to a role,” or “access to a project”



Access objects – the specific thing being requested, like a particular Jira project and permission level

Those relationships now power a **single dynamic form** with just **four custom fields**. When an employee selects an application, the form instantly narrows to the valid access types for that application.

What application do you need access to?*

Select...

What kind of access do you need?*

Select...

What is the requested access?*

Select...

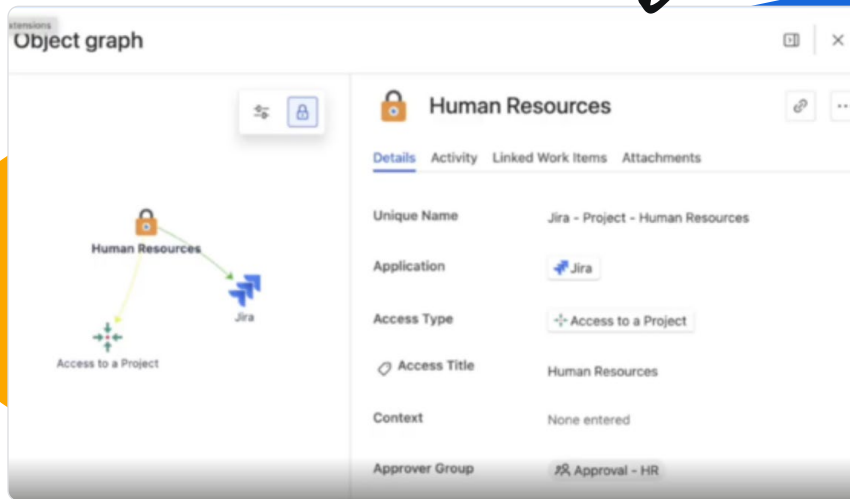
Permission*

Select...

What is the business reason for this request?*

Send Cancel

- Jira Atlassian
- Access to a Project Includes requesting additional permissions within a specific project.
- Human Resources
- Service Desk Team



Choosing an access type then filters down to the relevant access objects and levels. Under the hood, a small, shared set of automations now orchestrates what previously required dozens of brittle, one-off configurations.

“

We no longer have this one-to-one relationship between each application and a pile of custom config... Any new application we onboard, we can add to the form with no extra overhead or cost to us.”

Kate Brendan
IT Manager, Rover



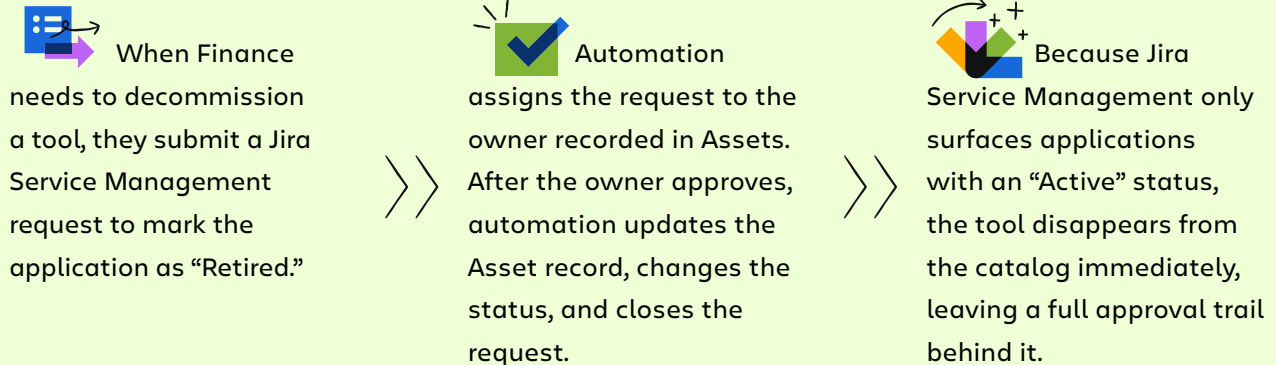
The payoff is significant: Rover can now support **100% of its key applications** through Jira Service Management, IT can scale the catalog without scaling maintenance, and employees get a guided, precise experience instead of sprawling dropdowns.



Delegated, compliant workflows with Assets

Once Assets became the system of record for applications and ownership, Rover could automate more work without giving up control or compliance.

Take application retirement as an example:



Ownership changes follow the same pattern. When responsibility for an application moves to a new team, IT updates a single attribute in Assets. From that point on, every related approval and request automatically routes to the new team. There is no need to rework request types, workflows, or automation rules; the model in Assets drives the behavior everywhere.

“

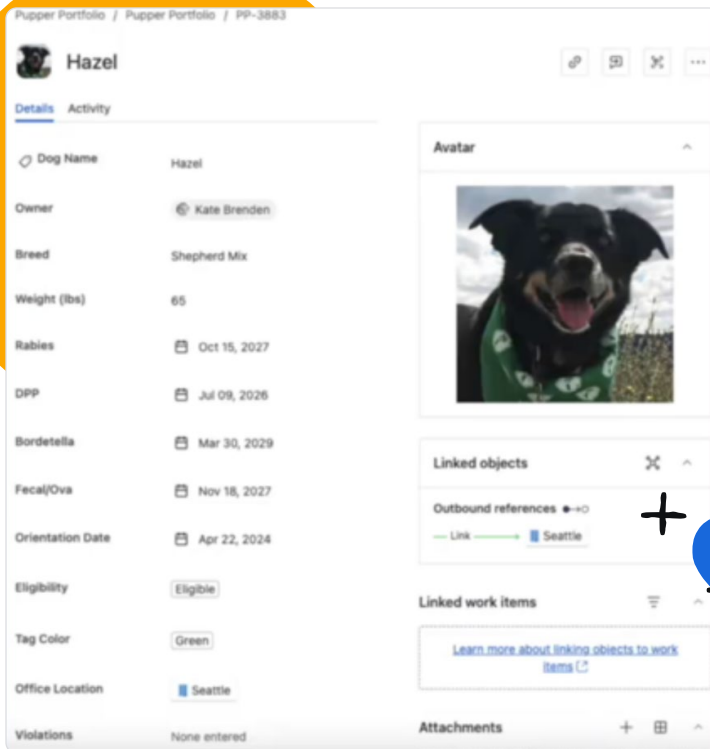
Not only is that change compliant, with a ticket and approval... IT doesn't have to do any work. The database is updated and the ticket closes automatically.”

Kate Brendan
IT Manager, Rover

The pattern, a shared data model, plus automation, is now being adopted across other teams.

Rover's shared model also makes their environment easier to operate and safer to change. Instead of maintaining dozens of brittle automations and custom fields, teams update policies once in Jira Service Management workflows, and those changes apply everywhere the model is used. Ownership is clearly defined for each application and asset in the catalog, so there's no ambiguity about who approves access, who retires a tool, or who responds to a compliance request. Paired with a consistent audit trail for all requests and approvals, this gives Rover a more resilient, transparent foundation to scale on.

The “pupper portfolio”: an internal catalog of office dogs



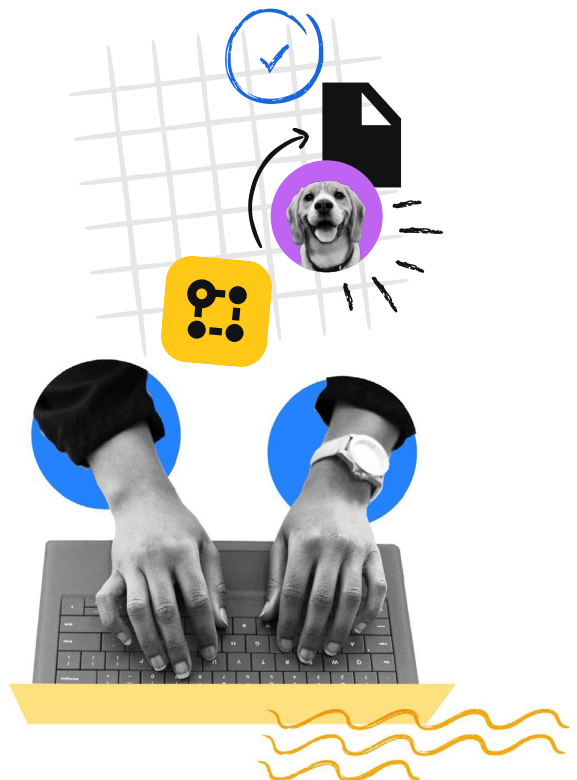
Rover’s mission wouldn’t be complete without the dogs themselves. One of Kate’s favorite non-IT use cases is the “pupper portfolio”: a living catalog of the dogs that visit Rover offices.

Previously, the office experience team used a dedicated tool and multiple spreadsheets to track which dogs belonged to which employees, vaccination and rabies records, orientation dates, and office locations. It was manual, error-prone work.

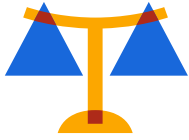
Now, each dog is an object in Assets. The dog records store vaccinations, the owner (linked to the employee), orientation details, and office information. Jira Service Management provides a simple registration form for employees, and automation handles the rest – creating or updating dog records and sending email reminders when vaccines are due.

What used to be repetitive data entry for HR and office experience is now a **self-service, automated workflow** that runs on the same platform as access requests and incident management.

For employees, registering a dog is now as simple as filling out a single form and letting the system handle the rest, so they can focus on bringing their best friend to work instead of chasing paperwork.



Transform service management



By standardizing how applications, access levels, and owners are modeled in Assets, Rover is also laying the groundwork for smarter AI assistance across service management. With clean, consistent data behind every request, AI can more confidently suggest the right request type, identify the correct owner, and even summarize context for agents as work moves between teams. Over time, this same data model can power virtual agents that answer access questions or kick off workflows on behalf of employees, without brittle keyword rules or one-off integrations.

By centralizing on Jira Service Management and using Assets as a flexible data backbone, Rover has built a reusable foundation for modern, AI-ready service management – one that serves IT, HR, operations, and, naturally, the dogs that make Rover's offices feel like home.



**To hear Kate tell the story in her own words,
watch the on-demand webinar:**

[Rover scales Jira Service Management with Assets and AI | Atlassian](#)