Atlassian Acquires Bitbucket.org, Distributed Version Control System Hosting

Press Release

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September 29, 2010 10:25 PM - San Francisco, CA and Sydney, NSW, Australia -- Today Atlassian, makers of JIRA, FishEye and other software development collaboration tools, announced it has acquired Bitbucket.org. With over 60,000 accounts, Bitbucket is the premier hosted code collaboration provider for the Mercurial distributed version control system (DVCS). The acquisition signals expanded and accelerated development of the Bitbucket service, as well as increased support for DVCS in Atlassian's products.

Atlassian launched its own on-demand service for JIRA, Confluence and JIRA Studio more than two years ago and has grown to support over 36,000 hosted customers. With Bitbucket.org's 60,000 users, Atlassian is strengthening its position as the premier provider of Software-as-a-Service (SaaS) developer tools.

"This is a terrific day for Bitbucket and our customers," said Jesper Noehr, CEO and co-founder at Bitbucket.org. "Atlassian is committed to providing expanded services for our customers and supports everything we're doing with distributed version control. They have an excellent track record with past acquisitions as far as strengthening the original brand in the market."

"Bitbucket has a very similar philosophy and a passion for building great tools to help software developers collaborate," said Mike Cannon-Brookes, CEO and co-founder at Atlassian. "We think DVCS is one of the most important technologies being developed for software engineers, and Mercurial offers tremendous flexibility and power."

As part of the acquisition, the founders and developers at Bitbucket will continue working at Atlassian.

What is DVCS?

Distributed version control systems (DVCS) signal a shift in the way most developers use version control. A DVCS decentralises the software repository, allowing each user to have a full copy of the source code repository on their local machine. It allows users to work productively without being tethered to a network. Mercurial is a platform-independent, open source DVCS licensed under the GNU General Public License.

Unlimited repositories, private and public

Starting today, Bitbucket customers will see new user-based pricing featuring unlimited private and public repositories. The new pricing plan offers unlimited disk space, which is a clear win for small companies and startups looking for a system that scales as their code base grows. Current Bitbucket users have the option to move to a new pricing tier or be "grandfathered" into their current plans for twelve months.

There are also two free code hosting pricing tiers:
* A free 5-user, unlimited private repositories option that's perfect for startups and small teams
* An unlimited repositories and unlimited user option that is free for public open source projects

In addition, for this week only, Atlassian is offering the 10-user private repository option, normally $10/month, free for the first year. Detailed pricing is available at http://bitbucket.org.

The Atlassian Rocket Ship

This acquisition is a continuing sign of Atlassian's incredible momentum, and Bitbucket joins a stable of leading products used by developers and product development teams in more than 20,000 companies. Atlassian has been profitable since its inception in 2002, and revenue has doubled annually. In August 2010, Atlassian announced a USD $60M investment from Accel Partners that would be used in part to help expand its portfolio through increased R&D and M&A. Bitbucket, which has lead the adoption of the Mercurial DVCS, is an important complement to Atlassian's portfolio of software development and collaboration tools. As a provider of tools to hundreds of thousands of developers, Atlassian will remain agnostic towards version control systems and will continue to support Subversion, CVS, Perforce, ClearCase, Mercurial and Git in its products.

About Bitbucket.org

Over 60,000 users have selected Bitbucket as their a premium platform for hosting Mercurial projects. Learn more about Mercurial DVCS and get a free Bitbucket account at http://bitbucket.org

About Atlassian

Atlassian provides software development and collaboration tools to help teams conceive, plan, build and launch great products. More than 20,000 organisations of all sizes use Atlassian's issue tracking, collaboration and software development tools to work smarter and deliver quality results on time. Learn more at http://atlassian.com.