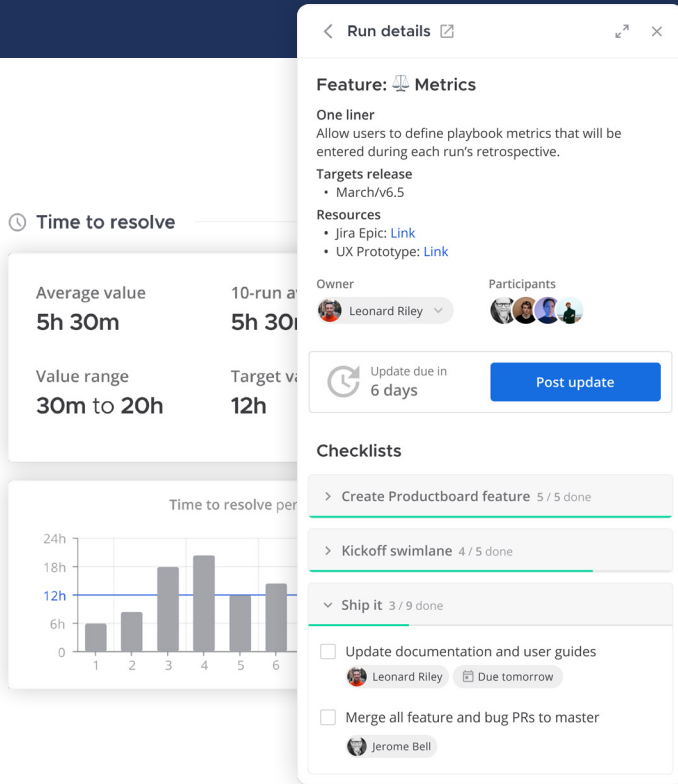


Build repeatable workflows for predictable outcomes

Playbooks help teams align on common goals by offering clear instruction, context, ownership, and communication through collaborative checklists, integrations, automation, and reporting for faster process execution with fewer mistakes.



The challenge

Many processes require both collaboration and formal structure for teams to effectively work together and achieve consistent results. Scattered documentation, siloed communication, ambiguous ownership, and adhoc workstreams are mistake-prone and hinder urgent timelines.

Playbooks in action

Mattermost Playbooks define and document processes using collaborative checklists and integrated messaging to balance ad hoc conversations, context, and prescribed workflows. Any workflow that benefits from structure and has a clear finish line is suitable for a playbook - especially if it needs to be repeated reliably.



Incident resolution

Restore service quickly and reliably.

- Enable any team member to respond confidently with a clear runbook.
- Automatically trigger a run with monitoring systems like Splunk and Statuspage.
- Assign incident owners from an on-call integration like PagerDuty.
- Broadcast updates to specific channels.



Release management

Ship on time with high confidence.

- Use webhooks and apps to integrate with tools like GitHub, Jenkins, CircleCI, GitLab, Jira, and ServiceNow.
- Trigger builds and push CI/CD notifications to channels.
- Coordinate cross-functional teams with task assignments, connected channels, and retros.



Bug bash

Triage and fix bugs efficiently.

- Assign tasks for clear accountability in product areas.
- Automate builds with clickable slash commands to ensure test environment parity.
- Join a channel call during the bash for live discussion.
- Review aggregated run metrics to validate processes.

How it works

A playbook is a documented process stored as an augmented checklist in Mattermost. Every time a team needs to execute that process, they create a run of the playbook and collectively check off the steps. The power of playbooks lies in the ability to customize and iterate, creating from scratch or building on templates.

Playbooks are a powerful tool with a layered framework to support consistency:

Template: a simple and generic starting point

↳ **Playbook:** the source copy of your repeatable process

↳ **Run:** a single instance of your repeatable process



Continuity and predictability

A repeatable, formalized process eliminates mistakes, confusion, and slowdowns especially in critical situations.

- ✓ Configurable templates
- ✓ Customizable prescribed and ad-hoc checklists
- ✓ Task and run ownership assignments
- ✓ Centralized and publicized procedures



Integrated and flexible

Connect people, processes, and external systems directly in your playbook command center.

- ✓ Build custom integrations using open APIs, plugins, webhooks, and Zapier
- ✓ Deep integration with Channels
- ✓ Centralized alerts and notifications
- ✓ Granular permissions and LDAP groups



Automation and actions

Automate manual tasks to focus on solving the problem and delivering high quality products.

- ✓ Clickable slash commands in tasks
- ✓ Integrated third-party tool actions
- ✓ Automated process kickoff actions
- ✓ Status dashboard and broadcast
- ✓ Automatically assign and invite teams



Continuous improvement

Learn from each iteration to refine best practices and drive team excellence at scale.

- ✓ Editable incident timeline
- ✓ Channel transcript and log export
- ✓ Retrospective reports to summarize learnings
- ✓ Aggregate run usage reports
- ✓ Configurable metrics to track performance over time



Choose your deployment option

Unite your people, tools, and processes. Secure, open source, and made for developers.

Get started for free with Mattermost Cloud or Self-Hosted: mattermost.com/sign-up/