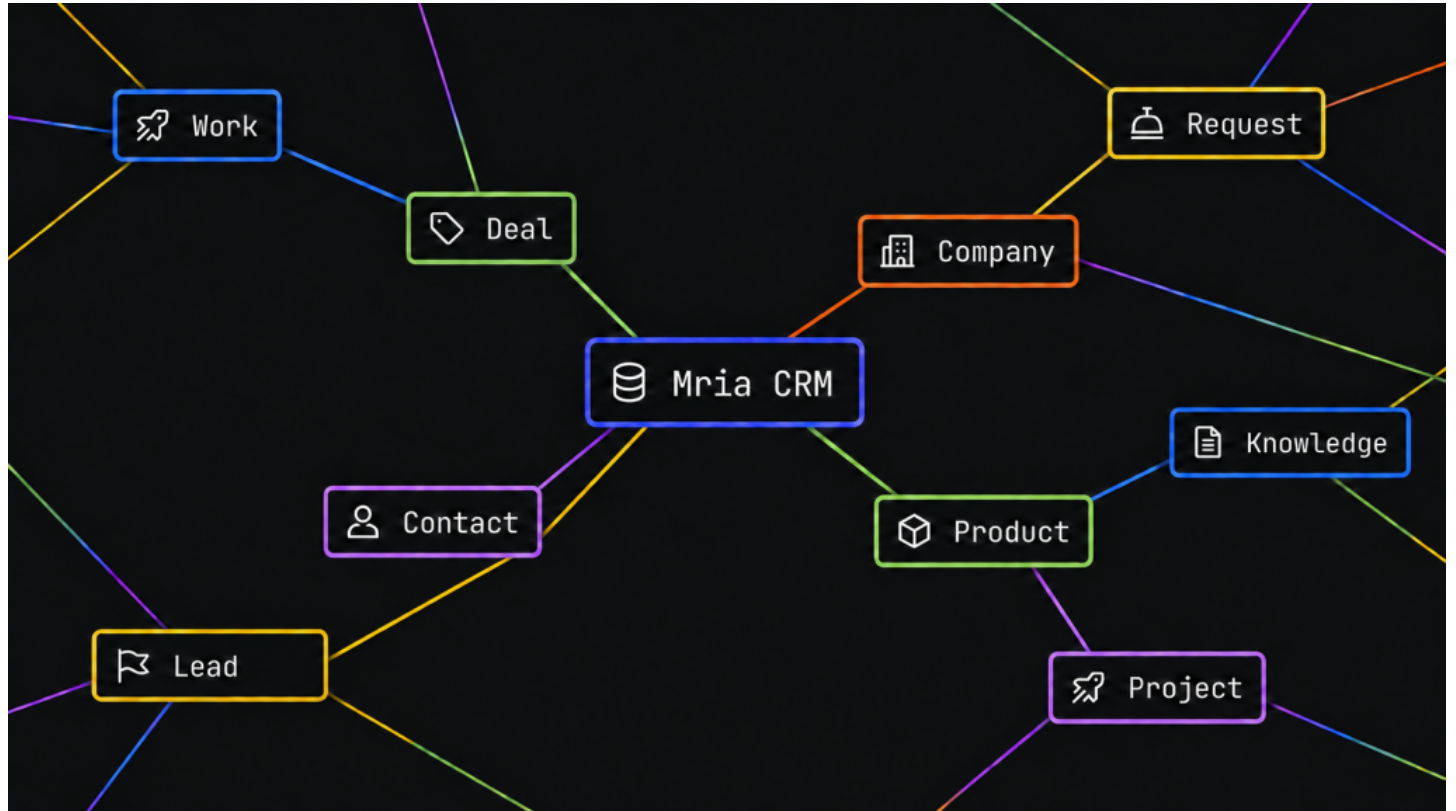


Mria CRM Brings Customer and Sales Data to Atlassian Teamwork Graph

Mria CRM now brings customer and sales context to Atlassian Search and Rovo through Teamwork Graph.



Dover, Delaware Sep 7, 2026 ([Issuewire.com](https://www.issuewire.com)) - Mria Labs Inc., an Atlassian Marketplace Partner, today announced that Mria CRM now supports Atlassian Teamwork Graph.

The release brings customer and sales data from Mria CRM into the shared data layer behind Atlassian Search and Rovo. Leads, Deals, Contacts, Companies, and Products can now appear alongside Jira work items and Confluence content, giving teams a more complete view of the customer behind their work.

Mria CRM also publishes the existing connections between its records and linked Jira work items. This allows Atlassian Search and Rovo to understand how a customer, Deal, or Product relates to implementation work, service requests, bugs, feature requests, and other activity managed in Jira.

“Customer relationships do not belong to sales alone,” said Anton Storozhuk, CEO and co-founder of Mria Labs. “Delivery, service, and product teams all contribute to the customer experience, but the context is often divided between different tools. Bringing Mria CRM data into Teamwork Graph makes that context available across the Atlassian platform.”

Mria CRM is built on Atlassian Forge and carries the Runs on Atlassian badge. Its CRM records are created inside Atlassian and can already be connected to Jira, Jira Service Management, Customer

Service Management, and Confluence.

This makes Teamwork Graph support different from a traditional external CRM integration. Mria CRM does not need to import customer context from a separately managed CRM or maintain a cross-vendor synchronization layer. It publishes customer information and relationships that already exist within the Atlassian environment.

The release allows teams to find customer and sales information through Atlassian Search and gives RoVo more context when answering questions about customers and related work. Atlassian Cloud Enterprise customers can also use the connected data through Atlassian Analytics and Atlassian Data Lake.

Existing Mria CRM permissions remain in place, so users can only discover records they are permitted to access.

“Teamwork Graph moves Mria CRM closer to the vision we have had from the beginning: CRM as part of Atlassian’s System of Work,” Storozhuk added. “Customer context can now follow the work instead of remaining inside a separate CRM screen.”

Teamwork Graph support is available now in Mria CRM. The app is available on the [Atlassian Marketplace](#) with a 30-day free trial.

More information is available in the [Mria CRM Teamwork Graph and Atlassian Search documentation](#).

Company Profile

Mria Labs Inc. is an Atlassian Marketplace Partner and the company behind Mria CRM, the only complete CRM built directly into Jira and designed to run entirely on Atlassian.

Built on Atlassian Forge, Mria CRM keeps customer data and app execution within Atlassian infrastructure. Teams manage Leads, Deals, Contacts, Companies, Products, customer communication, and connected Jira work in the same environment where they already deliver products and support customers.

There is no separate CRM platform, hosting environment, user directory, administration, or billing.

One account. One system. One team.

Website: mriacrm.com

Media Contact

Mria Labs Inc.

*****@mriacorp.com

<https://mriacrm.com>

Source : Mria Labs Inc.

[See on IssueWire](#)