

Confluence Alternatives by Team Role

Match each team to the documentation tool that fits how they actually work.

TEAM	WHAT THEY NEED	BEST ALTERNATIVE	WHY
Operations & HR	SOPs and onboarding wikis without manual writing	Hinto AI	Turns Zoom/Loom training recordings into structured SOPs and syncs them into Confluence.
Customer Success & Support	Multi-language help center, AI-ready output	Hinto AI	Generates help-center articles in 50+ languages with llms.txt for AI agents.
Engineering / Developer Docs	Docs-as-code with Git sync and API references	GitBook	GitHub/GitLab sync, block editor with reviews, and AI-native published docs.
Product & Cross-functional Teams	Flexible workspace for docs, databases, and projects	Notion	All-in-one docs + databases + AI agents replace a stack of tools.
IT / Self-hosting Teams	Free, self-hosted wiki with full data ownership	BookStack or Wiki.js	Open-source, no per-seat fees; you control hosting, auth, and data.
Enterprise Knowledge Management	Open-source KB with custom structured apps	XWiki	AppWithinMinutes, 700+ extensions, and a published Confluence migration path.
Technical Writers	Scalable record-and-refine documentation	Hinto AI	Replaces click-by-click drafting with video-to-doc generation and an in-app editor.

MIXED TEAMS

Many organizations keep Confluence as the hosting home and add Hinto AI as the authoring layer – each team records its own processes, and the generated SOPs sync into shared Confluence spaces.