HOW TO DELIVER AN INDUSTRY-LEADING MICROSOFT TEAMS EXPERIENCE
AND WHY IT MATTERS

The Martello Microsoft Teams Maturity Model

Microsoft Teams may be the world's dominant collaboration tool, but few organizations can say how it's actually performing for them. The Martello Microsoft Teams Maturity Model sheds some much-needed light on the subject — and offers a path to better performance.

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WHAT YOU DON'T KNOW CAN HURT YOU

It's hard to overstate the importance of Microsoft Teams as a productivity tool in the era of hybrid and remote work. More than a million organizations rely on Teams today, including 91% of Fortune 100 companies — amounting to about 320 million users worldwide. [1]

It should be welcome news, then, that 85% of IT leaders responding to a Martello-commissioned survey said they believe their organizations have a very good or excellent ability to manage Microsoft Teams performance and user experience. Yet on closer inspection those beliefs look a lot like wishful thinking.

1. Demand Sage. *Microsoft Teams Statistics (2024) – Usage & Revenue. March 2024.*

Invisible problems, real impacts

According to Martello research, fewer than one quarter of users report Microsoft Teams issues when they experience them. Only a small percentage of IT teams have any way of detecting those issues otherwise. Most lack automated end-to-end tools to identify and remediate problems that may occur anywhere from the Microsoft data center to their own user devices.

The result can be a subpar user experience that compromises collaboration within the organization and externally with clients and partners, driving down employee satisfaction and making it harder to win and keep new customers. Revenues can suffer while IT stays stuck in a cycle of constant firefighting.

As a consequence, many organizations today are bleeding valuable productivity and money to Microsoft Teams issues — and they don't even know it.

Martello has developed a Microsoft Teams Maturity Model to help organizations accurately determine how well they're managing their Teams environment and where they have opportunities to do it better.

> " *Organizations are bleeding valuable time and money to Microsoft Teams issues and they don't even know it.*

Measuring Microsoft Teams maturity

The Martello Microsoft Teams Maturity Model is based on years of direct engagement with best practices and exposure to the capabilities that leaders employ to get the most out of their Teams investments.

The model evaluates sophistication of IT practices, tools, performance measures and stakeholders and assigns organizations to one of four categories: Falling Behind, Catching Up, Getting Ahead or Industry Leader.

Those four buckets mark a progression from minimal process and tools to advanced automation, correlation, and visibility. By the time organizations reach the Industry Leader stage, they are measuring outcomes instead of issues and proactively detecting and resolving problems before users are even affected.

Despite the fact that most IT leaders express confidence in their ability to manage Teams performance and the user experience, it turns out the overwhelming majority — 95% — are Falling Behind or Catching Up.

95%

of organizations are either falling behind or catching up.

The Martello Microsoft Maturity Model

	FALLING BEHIND	CATCHING UP	GETTING AHEAD	INDUSTRY LEADER
IT PRACTICES	No defined workflow processes for Teams.	Data collected manually but siloed. Data correlated manually.	Data acquired and correlated automatically. Issues detected after impact.	Data aquired and correlated automatically. Issues detected before impact.
IT TOOLS	Ad-hoc tools used after a ticket is raised.	Semi-customized reporting with native Microsoft tools. Big visibility gaps and no network data specific to Teams	End-to-end visibility, analytics and diagnostics provided by a single solution across: • Endpoints • The local network • The ISP network • Microsoft Teams	All of 'Getting Ahead' plus: • Synthetic testing • End-to-end visibility & analytics • Integration to IT processes and tools like ITSM
PERFORMANCE MEASURES	None	Mean Time to Detection.	Mean Time to Detection. Mean Time to Resolution.	Business outcomes, employee experience, customer experience.
IT TOOLS	Undefined	IT Leaders	IT Leader, some department managers.	C-suite, sales leader, HR leader.

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What the model shows

Microsoft Teams maturity comes from being disciplined, focused, and intentional about collaboration technology. Most organizations lack good process and the benefit of automation to manage Teams performance. Whatever capabilities they do have reside in standalone tools, not an integrated solution — which means more work and less efficiency for IT.

Organizations that are Falling Behind have no way of knowing how they're doing because they don't track measures to help them improve. There's little or no internal accountability: it's not clear who their Microsoft Teams stakeholders even are.

Advancing through the stages is a process of closing those gaps and recognizing, at the end of the day, that Teams performance is a business concern, not just a technological one. The model ultimately reveals an inverse relationship between time-to-resolution and user experience. The faster issues can be solved — or prevented — the more productive users will be.

TAKEAWAYS FROM THE REAL WORLD

Organizations at different stages of Microsoft Teams maturity have very different perspectives on how well they're managing Teams performance. Those that are less mature tend not to see where they're vulnerable — or how they can improve.

Organizations that rank as Industry Leaders tend to have automated data correlation across all IT elements required for Microsoft Teams collaboration.

Maturity inspires caution

In a survey of 200 U.S.-based organizations, those in the Catching Up category were as likely as Industry Leaders to rate their Microsoft Teams management very good or excellent. Eighty percent of those Falling Behind held a similar view. This suggests that sometimes ignorance really is bliss. On the other hand, well over a third (38%) of Industry Leaders rated their Teams management ability as only very good, not excellent — indicating that deeper insight brings greater realism about room to do better.

Hidden suspicions

Even though the majority of survey respondents ranked their Microsoft Teams management capabilities highly, 92% said it was important to improve their Teams performance. Of those, 19% said it was urgent to do so — within the next six months. This implies that organizations have some intuition their Teams performance is not what it seems even when all appears fine. It also underscores that IT leaders recognize just how crucial Microsoft Teams is to their organizations.

The bigger you are, the higher the stakes

Generally, larger organizations are less efficient at managing users' Microsoft Teams experience than smaller ones, which is not surprising since IT resources don't tend to scale directly in line with users, devices and connections. Unfortunately, the costs of Teams issues also go up with organization size. A business with 5,000 employees might host 23 Teams calls per user per month. If even 3% of those calls have poor quality, that's 3,450 calls each month. An average of three minutes of lost productivity per call totals more than 172 hours of lost productivity, which can add up to more than $500,000 when IT troubleshooting costs are factored in.

For a business of 5,000 employees, Microsoft Teams failures can cost upwards of $500,000 in lost productivity and troubleshooting.

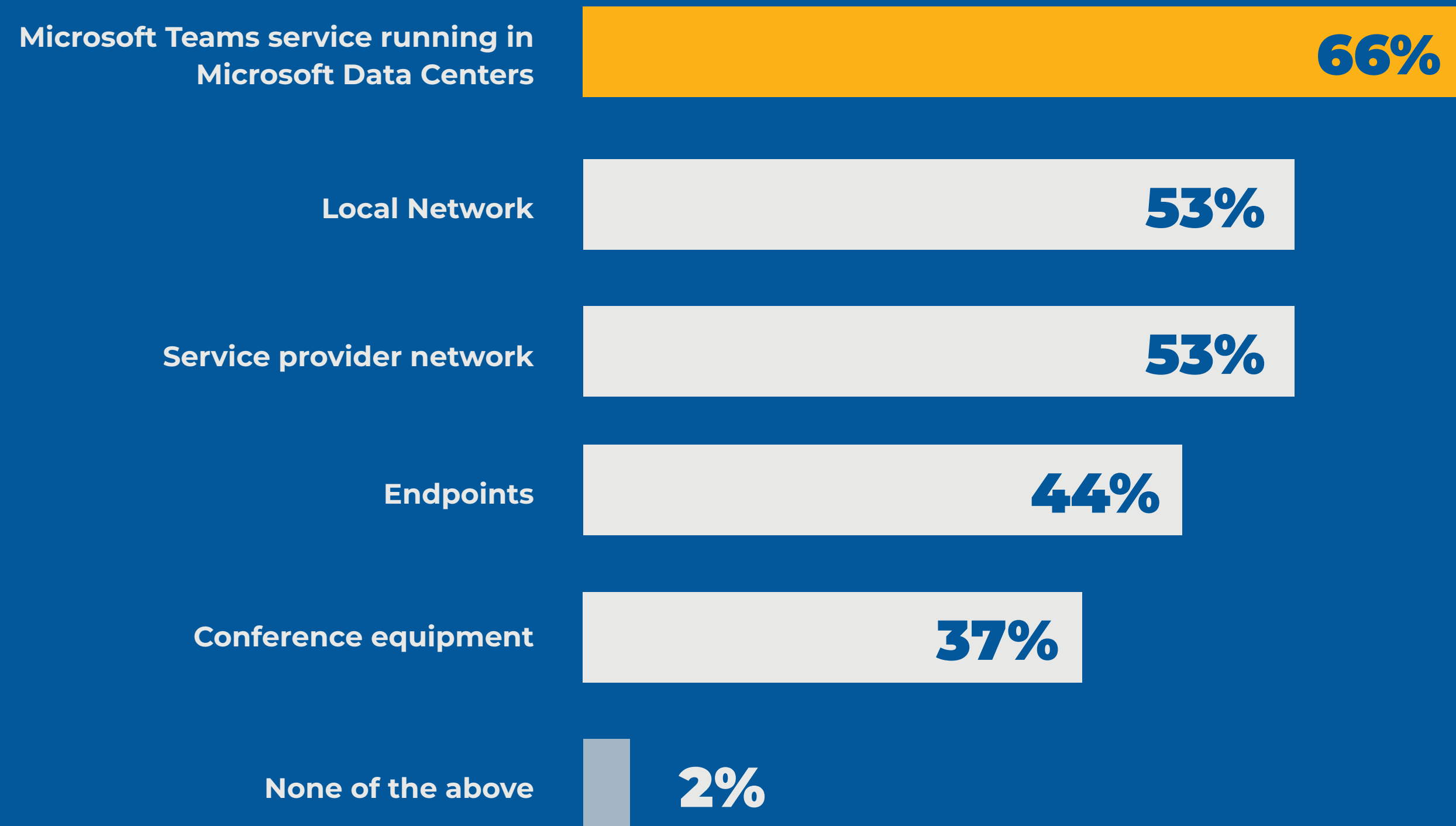# THREE STANDOUT FACTORS MARK MICROSOFT TEAMS MATURITY

As organizations move through the stages of Microsoft Teams maturity, they build up three key capabilities that allow them to shift from being wholly reactive to a proactive mode of management:

1. End-to-end visibility

2. Automated data acquisition and correlation

3. Synthetic testing

Together, these cover off the entire IT environment from the Microsoft data center to user endpoints. While Microsoft offers valuable monitoring tools for application performance on its own servers, relying on those alone leaves many IT elements — and potential points of failure — invisible.

End-to-end management capabilities accelerate mean time to resolution for Microsoft Teams issues and help prevent issues before they occur, improving the user experience. For example, survey findings show Industry Leaders resolve half of all Microsoft Teams issues in under one hour while organizations at every other maturity stage more commonly take up to 12 hours or more.

Accounting for all IT elements

Microsoft Teams service running in Microsoft Data Centers — **66%**

Local Network — **53%**

Service provider network — **53%**

Endpoints — **44%**

Conference equipment — **37%**

None of the above — **2%**

Microsoft Teams service running in Microsoft Data Center is the element with the most visibility when Microsoft Teams has performance problems.

Other elements of Microsoft have **no visibility in around half of businesses.**

Today, as organizations get farther away from Microsoft's data centers and closer to their own user devices, the less visibility and control they have over their Microsoft Teams experience.

WHAT IT TAKES TO BE AN INDUSTRY LEADER

Organizations that attain Industry Leader status in the Microsoft Teams maturity model seek as much meaningful and up-to-date information as they can get about how Teams is performing and have the insights, measures and internal accountabilities for meeting the needs of the business.

End-to-end visibility

The Teams user experience is affected by much more than just the Microsoft service itself. Everything from endpoint devices to the Microsoft data center play a role, making the full ecosystem highly complex. In fact, 62% of unreliable Teams calls are the result of local network issues. Recognizing this, industry Leaders seek visibility into the Teams environment from end to end. They also use every available means to identify issues: trouble tickets, native Microsoft tools such as Call Quality Dashboard, proactive user experience monitoring and VIP user feedback. Less mature organizations rely more heavily on user-raised tickets and Microsoft tools alone — limiting their view and locking them in a strictly reactive posture.

Teams Friction has Many Causes

REMOTE WORKER

- ▸ Wi-Fi
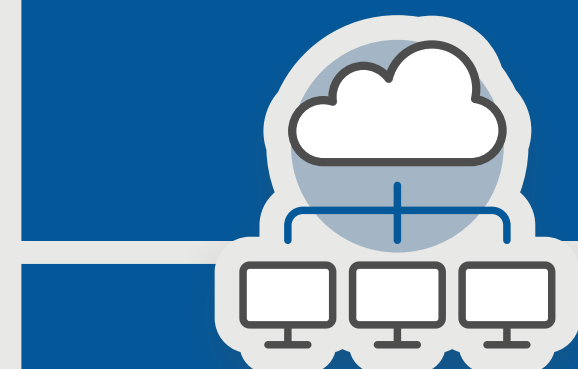- ▸ Memory/RAM shortage
- ▸ Headset compatibility
- ▸ Endpoint security

TEAMS MEETING ROOM

- ▸ Speaker health
- ▸ Display health
- ▸ Wi-Fi

LOCAL NETWORK

- ▸ Bandwidth
- ▸ Wi-Fi
- ▸ Network switch
- ▸ Dropped stream

SERVICE PROVIDER

Failure to meet SLA

MICROSOFT TEAMS

Teams service outage Teams performance

IT LACKS VISIBILITY

84%

of users *do not* open a ticket when they have an issue

Microsoft Teams issues can arise anywhere, anytime, meaning limited visibility restricts an organization's ability to prevent or respond to problems — especially since most users don't open tickets.

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Automated data acquisition and correlation

Organizations that rank as Industry Leaders are most likely to have automated data correlation across all IT elements, meaning they can identify the source of issues — and potential issues — quickly and precisely. **At the other stages of Microsoft Teams maturity, most organizations (75%) have only manual or partially automated correlation capabilities.** Even where correlation is automated, it tends to be via network monitoring solutions that are tuned to different streams, protocols and paths than Teams uses, leaving critical gaps.

Synthetic testing

Every organization that ranks as an Industry Leader uses synthetic testing to simulate user behaviors with Teams to proactively identify potential problems. While organizations at other stages of maturity may also use synthetic testing to some extent, it is usually only for the network or web apps and not Teams-specific actions such as launching a call, joining a call, or sharing content, which minimizes its practical value.

75%

of organizations have only manual or partially automated correlation capabilities.

TOWARD A FRICTIONLESS EXPERIENCE

Microsoft Teams is a significant productivity investment for a vast number of organizations around the world. Business leaders want to see returns on that investment, and IT leaders are committed to delivering high performance and a good user experience. But the majority today don't fully grasp what that requires or have insight into how Teams is actually performing for their organization.

The most mature Microsoft Teams organizations — Industry Leaders — have effected a shift from reactive to proactive experience and performance management, using available solutions to see beyond Microsoft's own data center analytics and gain end-to-end control over their full Microsoft Teams environment.

The Martello Microsoft Teams Maturity Model gives organizations a simple, staged and — most importantly — achievable framework to stop Falling Behind and become Industry Leaders in reaping maximum business results from Teams usage.

Connect with us to learn more about the Microsoft Teams Maturity Model and where your organization fits on the spectrum.

CONTACT US

MARTELLO TECHNOLOGIES

At Martello, we empower IT teams around the world with unique SaaS that optimizes the modern workplace to deliver a stellar digital user experience for Microsoft Teams and Microsoft 365. Our world-class team of seasoned hi-tech veterans, creative problem solvers, ambitious new grads and an experienced board of directors all share the same mission: to deliver exceptional and productive digital user experiences in the modern workplace. Martello Technologies (TSXV: MTLO) is a public company headquartered in Ottawa, Canada with employees in Europe, North America, and the Asia Pacific region.