

THREE STEPS TO BECOMING A MICROSOFT TEAMS INDUSTRY LEADER

*A Practical Guide to Increasing Your
Organization's Teams Maturity*



Organizations everywhere depend on Microsoft Teams for productivity. Yet few have what they need to optimize their investment. This guide explains three essential ways to better manage Teams performance and the user experience.

TOWARD A FRICTIONLESS EXPERIENCE

Based on years of experience working with businesses around the world, Martello recently identified four progressive stages of Microsoft Teams maturity.

While most IT leaders seem to believe their organization has a very good or excellent ability to manage Teams, the maturity model tells a different story. The surprising truth is that 95% of organizations are **Falling Behind** or just **Catching Up**.

So how do you reverse the trend and turn your company into a Microsoft Teams Industry Leader? It requires moving beyond reactive, ad hoc fire-fighting and establishing a disciplined, accountable and proactive approach to Teams management. This guide looks at some of the key steps you can take to make that happen.



THE MICROSOFT TEAMS MATURITY MODEL



WHAT ARE YOU MISSING?

Organizations end up **Falling Behind** or **Catching Up** for three main reasons when it comes to Microsoft Teams:

1. They don't know what they don't know.

Few businesses have the insights they need to properly baseline Teams performance, which can lead to a false sense of security. Organizations that rank higher in the **Microsoft Teams Maturity Model** know there's always room for improvement, making them less likely to overestimate their ability to manage Teams performance and experience.

62%

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network.**

2. They can't see where the issues really are.

Microsoft has excellent tools for monitoring and managing the parts of the Teams environment directly under its control, and many organizations rely on these. Yet 62% of Teams issues occur in the corporate network where those native tools can't reach.

Some businesses try to fill the gaps with network-monitoring tools they already have deployed, but these don't tend to track the performance parameters that matter most for Teams.

3. They have no window into the user experience.

Many organizations rely on user trouble tickets to know when Teams issues are occurring. But studies show users are highly unlikely to report issues with Teams even when they do occur.

Whether they run into login failures, laggy video, poor audio or other problems, their lack of reporting leaves IT with no way of knowing if Teams is working as it should. This challenge can be amplified if an organization has Teams Rooms or the Teams Phone service, both of which add equipment or connectivity steps that can further reduce visibility.

BRING TEAMS INTO THE LIGHT

Fortunately, there are some important — and relatively easy — steps that organizations can take to start the journey toward *Industry Leadership*:

STEP 1 Establish a baseline.

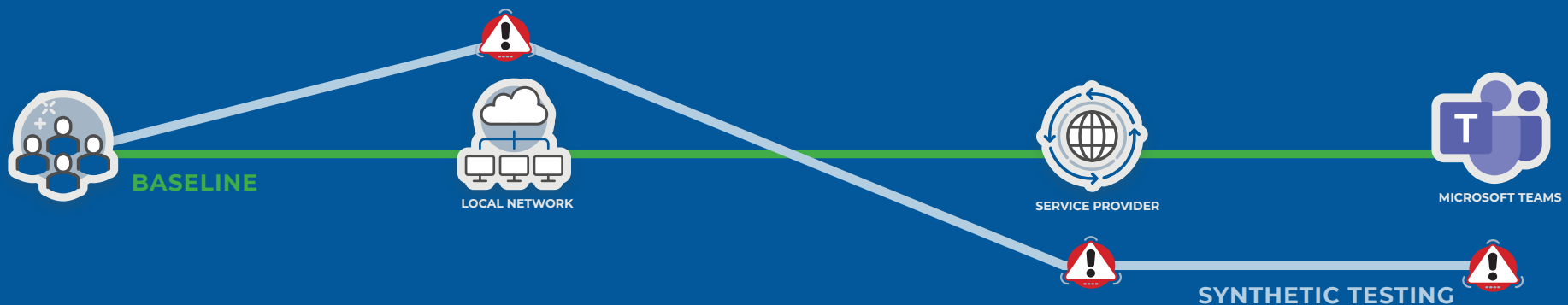
Use the Microsoft Call Quality Dashboard to measure how many poor and failed calls your organization is experiencing. Augment that with other analytical tools to gather data on network performance parameters that specifically affect video and voice such as jitter, packet loss and round-trip times. Combining those various sources of intelligence helps flesh out a truer picture of Teams performance that you can build to set priorities for improvement.

STEP 2 Look at the full environment from end to end.

A partial or fragmented view of the Teams environment will only ever yield partial or limited insights into performance and experience. Augmenting native Microsoft tools with technology that can see the full sweep of IT elements from end to end helps ‘turn on the lights’ — giving you a view the environment overall. Applying diagnostics and analytics to the data that comes back will expose common issues as well as root causes you can mitigate over time to proactively prevent failures and downtime.

STEP 3 Simulate the user experience.

Synthetic testing technologies make it possible to gauge how Teams is performing by simulating the user experience from meeting setup to conclusion. This further helps prioritize areas for improvement and also allows you to determine which user segments are most affected by poor call quality — geographically or functionally. Based on the importance of those users to the business, you can establish clear service-level expectations where a flawless Teams experience is needed most.



PUT YOUR BUSINESS ON THE PATH TO TEAMS IMPROVEMENT

With greater insight into end-to-end Microsoft Teams performance, realistic baselines, and a sharper understanding of the user experience, you can take practical actions to improve the Teams experience throughout your organization.

Doing so also helps speed up time to resolution when issues occur because IT staff have the visibility to respond faster and even prevent potential 'trouble trends' from reaching the point of full-blown problems. Industry Leaders in the Microsoft Teams Maturity Model resolve half of all issues in under one hour, compared to 12 hours or more for organizations at the other stages.

Deliver a Frictionless Teams User Experience

Discover how to simplify and optimize Microsoft 365 and Teams management today.

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