



# How to make money managing Microsoft Teams



Transform Teams management by increasing revenues, improving margins and locking in customer loyalty with three key capabilities.

**MARTELLO** 

These days the MSP business can feel like a game of pinball — bouncing between efforts to drive up revenues, push down costs and make sure happy clients stay that way.

Monitoring and managing Microsoft Teams presents a rich opportunity to achieve all three of those goals. Yet MSPs may shy away from offering a service that is too hands-on, worried they'll get bogged down in time-consuming troubleshooting and hard-to-solve customer issues.

It's a fair concern. Disparate tools and a lack of end-to-end visibility can keep you stuck in reactive mode, missing the precision insights you need to solve Teams problems quickly. The more time you spend trying to fix issues, the higher your costs and thinner your margins.

The good news is it doesn't have to be that way. With the right capabilities, you can overcome all of these challenges and fully seize on the Teams management opportunity.

## Why manage Teams for your clients? Because they need you to.

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**86% of organizations** consider Teams to be a strategically important application for their day-to-day operations.

# Your clients count on Microsoft Teams

The biggest reason to build out your Teams service offering is that enterprises all over the world depend on Microsoft tools to get business done.

Every day, more than 320 million active users engage with colleagues, partners, customers and corporate information assets using Microsoft Teams, including those in [93% of Fortune 500 companies](#).

That penetration means when any Teams service underperforms or goes down — whether Teams Meetings, Teams Rooms or Teams Phone — it can have a serious impact on productivity and user satisfaction. And the shocking truth is, most organizations don't even know the frequency or scope of issues that happen. While more than 80% of Teams users experience issues, only 7% of IT groups have insights into them.

If you can keep Teams working seamlessly for your clients without taking on excess burden or spending too much time resolving issues, you have a wide-open opportunity to grow your revenues, boost your margins and differentiate your services and the value you deliver.

**Increasing revenue isn't just about selling more. It's also about standing out in a sea of similar services. Doing what your competitors can't — by ensuring an optimal Teams experience — can help you win more business and keep customers coming back.**

# Two areas of focus

Seizing fully on the Teams managed services opportunity requires a two-pronged approach, focusing on:



## Service design and delivery

Capturing client interest hinges on your ability to create compelling offerings that acknowledge and address customers' pain points. This might involve enhancing or expanding the Teams services you already offer, bundling a Teams service with related offerings, or adding a new service — possibly tailored to premium offerings such as Teams Rooms and Teams Phone.



## Operational efficiency

Maximizing efficiency is about ensuring that whatever you offer for Microsoft Teams, you're able to deliver it in a streamlined, low-burden and cost-effective way. Consolidating tools, integrating views and automating routine or large-scale functions all help achieve this — enabling your staff to provide real value to clients without becoming overburdened.

**As more organizations invest in premium Teams services — with more than a million Teams Rooms and 20 million Teams Phone users worldwide as of 2024 — your opportunities to deliver value increase. Clients' spending on these collaboration solutions intensifies their expectations of performance and productivity.**

# A triple win

An efficient, effective Microsoft Teams managed service can help you achieve three interconnected business goals:



## Reliable ARR

Predictable annually recurring revenue (ARR) is key to long-term business stability and building out high-value, ongoing managed services. Since Teams is already a continuous subscription-based service for enterprise clients, managing it provides a ready pathway to recurring revenues for you as well — and a shift away from break/fix troubleshooting and one-off IT projects.



## Better margins

For a lot of MSPs, when client tasks exceed their expected time or scope, profit margins shrink. Automating Teams oversight and dispensing with Teams monitoring and issue resolution quickly can help keep your margins healthy while upholding your client SLAs.



## Customer retention

Because business users need uninterrupted, high-quality performance, your ability to ensure a frictionless experience will go a long way toward cementing client loyalty.

Realizing these goals requires a cross-cutting set of technical capabilities: **proactive monitoring, automated root cause analysis, and instant insights and intelligence.**

# Critical capabilities

Getting to the root cause of issues quickly when they occur is vital to any Teams management offering. Even more important is being able to get ahead of problems so you can solve them before users are affected. That unlocks a truly frictionless experience for clients — value you can demonstrate.

Unlike Microsoft Teams dashboards and data sources or generic monitoring tools, Martello's Vantage DX is an integrated solution that's purpose-built for Microsoft Teams — delivering all three of these unique capabilities.

## Here's how to achieve it:



### Proactive Monitoring

Proactive monitoring via automated synthetic testing and early warning of Microsoft outages keeps you in front of potential issues. Synthetic testing simulates Teams functions without users being involved. If those synthetic tests return subpar results, you can be alerted and act immediately to clear the way for actual users' experiences.



### Automated Root Cause Analysis

Automated root cause analysis with network path tracing and end-to-end visibility of the entire Teams IT environment — from the user to the Microsoft data center — helps you rapidly pinpoint where an issue originated and why it happened, getting to resolution in minutes instead of hours.



### Instant Insights

Instant insights obtained through integrated dashboards and custom metrics so you can keep the whole of your customers' Teams performance in a single view and drill down into individual customers' alerts, activities and trends.

# Set a new standard for Teams Services

Raise the Bar with an Exceptional Service Delivered with Operational Excellence

## Service Excellence

### Superior User Experience

Identify issues before they impact end users

### Greater Responsiveness

Resolve problems in minutes, not hours or days

### Higher Service Value

Maximize client value from Microsoft Teams **and** your service

## Proactive Monitoring

Synthetic testing and early warning

## Root Cause Analysis

Quicker, confident troubleshooting

## Instant Insights

Dashboards, custom metrics, alerting, trends and SLA tracking

## Operational Excellence

### Fewer Support Issues

Mitigate user problems and avoid costly firefighting

### More Efficient Resources

Minimize # of man hours spent on support tickets

### Optimum Operational Performance

Track, manage and prioritize client activities

# Own the opportunity

Your clients depend on Microsoft Teams. With the capabilities of Martello's Vantage DX at your disposal, you can make sure they depend on you to keep Teams working as it should as part of a profitable managed service offering.

In addition to purpose-built software, Martello offers a wealth of supports and resources to help MSPs generate recurring revenue, grow their margins and secure customer satisfaction by monitoring and managing Teams. Our Martello Partner Program can help you expand your service portfolio, add value to your offerings and even shorten your sales cycle with targeted lead-gen support.

Learn more about the [Martello Partner Program](#).

For practical advice on how to design compelling Teams services and maximize operational efficiency, check out our **Teams service blueprints.**

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