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BLUEPRINT

# Launch compelling managed Microsoft Teams services

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## A Martello Blueprint for MSPs

From traditional Teams Meetings to Teams Rooms and Teams Phone, Microsoft Teams has become a strategically critical app for 88% of organizations around the world — including 93% of Fortune 500 companies.

With that kind of market penetration, enhanced Teams services are a prime growth opportunity for any MSP who wants to increase recurring revenues, improve margins, strengthen customer loyalty and stand out from the competition.

This blueprint offers practical guidance on how you can seize the Teams opportunity and grow your business.

# STARTING POINT

An enhanced Teams service should go beyond basic reactive monitoring. The closer you can come to enabling a frictionless user experience, the higher the value you'll deliver. Before you start thinking about what that looks like, it's important to take a step back and get clear on some fundamental questions.



## What's your goal?

Consider what you most want to achieve with your Teams managed service, e.g.:

- ▶ Win new customers
- ▶ Increase recurring revenue
- ▶ Make existing services more profitable
- ▶ Improve SLA adherence and customer satisfaction



## What do your clients need?

Identify your clients' top Teams challenges:

- ▶ Poor meeting quality — hampering productivity and/or driving shadow IT
- ▶ Excessive downtime and ineffective troubleshooting
- ▶ Poor visibility into Teams performance
- ▶ Low optimization and poor returns on Teams investments (especially for premium services such as Teams Phone and Teams Rooms)



## What's your current state?

Look at the Teams services you offer today:

- ▶ How many Teams clients do you have? How satisfied are they?
- ▶ What are their top Teams apps (e.g., Teams Meetings, Teams Rooms, Teams Phone)?
- ▶ How many existing clients use Teams but not your Teams services?
- ▶ What's working well? What could be better?

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## What are your competitors offering?

Be aware of what your competitors are offering in the Teams space:

- ▶ Are they more focused on implementation, migration and integrations than an ongoing managed service?
- ▶ Do they cover only basic IT support across multiple applications and platforms, of which Teams is just one of many?
- ▶ How are they defining “monitoring”? Is it just basic monitoring using native Microsoft tools?
- ▶ Where are your opportunities to differentiate?



## What gaps can you fill?

Consider the potential gaps or limitations in your current Teams services:

- ▶ What capabilities might you be missing?
- ▶ What challenges do you have when delivering your Teams services?
- ▶ How profitable is your current Teams offering?

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# Build it out

Once you've clarified your goals and opportunities, you can use that knowledge to start designing your Teams offering. Start with the outcome you want to achieve.

If your desired outcome is...



## To add value and boost margins on Teams services

You may want to **enhance** your current Teams services. Success could bring better margins, the potential to raise prices, and a superior client experience that helps ensure customer retention. Enhancing your services may involve adopting new tools and/or processes to help you improve quality, efficiency and margins.

If your desired outcome is...



## To position yourself as a valued strategic partner

You may want to **expand** an existing service or project. Success could mean longer-term contracts for greater recurring revenues. Expanding in this way might involve building on an implementation or migration project to offer ongoing Teams management.



If your desired outcome is...

## To scale and grow your business

You may want to **bundle** Teams management with other related offerings. Success could bring increased revenues from higher-value offerings. To do this, you may want to fold new Teams services in with existing Teams governance, system admin or integration support; with other IT offerings such as endpoint management and help desk support; or with broader Microsoft services (e.g., for 365, Copilot or other apps).

If your desired outcome is...



## To achieve strong differentiation, possibly in key niche areas

You may want to **add** wholly new Teams management services to your menu. Success could bring new business opportunities and revenue streams, plus potential for premium pricing. Taking this step will require you to design a new service or augment a core Teams service with special offerings for Teams Phone or Teams Rooms.

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# Deliver with Vantage DX

Scaling up or augmenting your Teams service will only contribute to your business goals if you can deliver. That means having the capabilities to provide added value without taking on extra burden.

Martello's Vantage DX is purpose-built for monitoring and managing Microsoft Teams. It goes beyond reactive, real-time alerts and the limited scope of native Microsoft tools to enable:

- ✔ Proactive monitoring with synthetic testing
- ✔ Quicker, more confident troubleshooting, with end-to-end network path tracing and automated root cause analysis
- ✔ Instant insights with dashboards, custom metrics and AI analytics

The continuous monitoring and unique proactive management capabilities enabled by Vantage DX create exactly the kinds of ongoing, recurring revenue opportunities most MSPs today are seeking.

Vantage DX makes it easy for you to move your Teams services 'upstream', making them more strategic and more valuable by ensuring a seamless, reliable experience. That helps you differentiate your Teams offering in the marketplace and cements client satisfaction and loyalty — so that customers who sign on stay on.

## Your partner for Microsoft Teams

The Martello Partner Network is committed to supporting your MSP business and helping you achieve your strategic goals. Beyond putting the power of our industry-leading Vantage DX software at your disposal, we make sure you have the technical and sales resources you need to scale — and the marketing support to build awareness and generate new opportunities.

Find out how we can help you design and deliver superior, differentiating Microsoft Teams managed services.

**LET'S TALK!**