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BLUEPRINT

# Optimize your Microsoft Teams services for peak profitability

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## A Martello Blueprint for MSPs

Going by the number of active daily Teams users, there are about 320 million good reasons to offer enhanced Microsoft Teams monitoring and management services.

The key is to deliver those services as efficiently as possible, keeping costs down and margins strong. Otherwise, there's no way to scale: it won't work for staff and it won't work for your business.

This blueprint explains how to ensure efficient Microsoft Teams managed service delivery, making use of the right capabilities and tools to keep your business profitable and your customers happy and loyal.



# EFFICIENCY BLOCKERS

For most MSPs, efficiency is inseparable from profitability. On a fixed-rate basis, the more time and resource spent on any one task or client, the lower your margins will be. That makes it important to understand the sources of inefficiency that put pressure on service delivery for Microsoft Teams management:



## Reactive mode

Real-time monitoring is the basic standard for Teams managed services, mainly because that's what native Microsoft tools are built to do. But the real-time element means you only ever discover an issue after it's already happened — meaning you're in firefighting mode as a default. That's inherently inefficient and robs you of the freedom to prioritize activities. By that point, everything is urgent.



## Silos and low visibility

Jumping between different, disconnected tools and data sources without full visibility into the Teams environment adds unproductive time to tasks and makes it difficult to understand quickly what's happened and how to respond. You can end up burning a lot of time and effort troubleshooting — and still not identify root causes precisely or resolve issues quickly.



## Inadequate tools

Disparate tools with minimal functionality and reach mean you need to rely more heavily on the expertise and judgment of your technician team. While it's good to have faith in your pros, it also means they're often burdened with lower-value work — and you're pressured to maintain a uniformly high level of experience across your entire team, which comes at a cost.



## Microsoft ticketing

If you can't resolve an issue on your own and have to open a ticket with Microsoft, your time to resolution will slow down even more. And odds are the problem hasn't originated with Microsoft, anyway, since most Teams issues are related to connectivity, hardware, software, network performance, configuration errors, security issues, user error and the like. Involving Microsoft can delay response times, which in turn will inevitably affect SLA adherence and customer satisfaction levels.

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# Lay the right foundation

Overcoming efficiency blockers and streamlining Teams managed service delivery requires a mix of good practices and technical capabilities. These five are particularly key:



## Go proactive

Anticipating issues and addressing them before users are affected is fundamental to operational efficiency. Being proactive gives you the time and space to choose what to address when — instead of being forced to respond because something is broken and users are complaining. It is also essential to managing performance versus simply monitoring it, maintaining the levels of quality and reliability users expect.



## Simplify

It's important to eliminate as many friction points in your process as you can. These are time-consuming and/or costly activities that bog down swift resolution. Common ones are slow or uncertain root cause analysis — usually due to poor visibility — and the service provider 'blame game', where app companies point fingers at ISPs, ISPs blame the local network, and so on. Eliminating friction points typically depends on having an end-to-end view of the entire Teams environment.



## Prioritize

Knowing what's most urgent to address and having control over workflow is also vital to operational efficiency. As noted, this is easiest to do when you're in a proactive position. It also hinges on having access to complete, centralized data — through flexible dashboards, custom metrics and trend analyses that help triage needs and activities.

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## Automate

Automation is widely recognized as essential to unlocking efficiency. Specifically for delivering Teams managed services, the key things to automate are data collection, correlation and analysis — bringing together and correlating data across sources, from the user endpoint to the Microsoft data center, covering call quality, meeting room equipment performance, network health indicators, wifi connectivity and more.



## Empower

The human aspects of efficiency can't be overlooked. Give your people the tools to solve issues and make confident decisions regardless of their level of experience. This will help relieve the pressure of having to maintain a uniformly high-skilled workforce.





# Deliver with Vantage DX

Martello's Vantage DX is purpose-built to support proactive monitoring and management for Microsoft Teams in ways that just aren't possible with native Microsoft tools alone. That's because Microsoft's real-time monitoring only alerts you to issues once they've happened.

Vantage DX uses synthetic testing to carry out typical Teams functions without human involvement, identifying trouble spots so you can fix them early. This proactive approach means fewer 'hot seat' emergency issues that take time, divert resources and disrupt profitability. It also helps reduce the overall number of tickets raised, easing strain on technical and customer support resources.

Other efficiency-enabling features of Vantage DX include:

- ✔ Automated root cause analysis to speed up troubleshooting and make it more precise, so you can solve issues in minutes instead of hours.
- ✔ End-to-end visibility of the Teams environment — with hop-by-hop network path tracing and intuitive visual mapping — so you can locate the precise source of a problem, see who owns it, and get it fixed. This eliminates finger-pointing by giving you objective, undeniable proof of where issues originate.
- ✔ A single solution to monitor customers, with easy-to-use dashboard views, drill-downs into individual customers and more, supporting SLA tracking and KPI reporting.

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## Your partner for Microsoft Teams

The Martello Partner Program 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 streamline Microsoft Teams service delivery and make your operations more efficient.

**LET'S TALK!**