

Proactive Monitoring Pays



The MSP Business Case

In 2025, Martello commissioned EnableUC to develop a quantitative model for determining the value of proactive monitoring and advanced diagnostic tools to MSPs who support Microsoft Teams and Teams Phone.

Here's what the model found.

Proactive monitoring and advanced tools deliver operational savings and enhance services.

40%

reduction in user incidents

Fewer service tickets.
Less firefighting.

Faster incident response.

Minimized resource requirements.

50%

reduction in time to resolve incidents

20%

reduction in tickets escalated to Microsoft

Fewer escalations.

Reduced Microsoft support costs.

Fewer missed SLA targets.

Fewer penalties paid.

25%

reduction in SLA penalties

20%

reduction in customer churn

Improved satisfaction.

Greater customer retention.

Higher-value sales.

More revenue.

10%

upsell potential



The power to overcome Microsoft Teams management challenges

Proactive monitoring and advanced diagnostics provide:



Earlier visibility into issues



Faster time to resolution



Better-managed service quality and value

With the right capabilities, MSPs can address service degradation and outages more effectively, minimize time and resources spent on resolving issues, and uphold customer satisfaction.

Proactive monitoring tests Microsoft Teams performance and availability with synthetic transactions that simulate user activities. Continuous synthetic testing allows MSPs to detect and address issues before users are affected.

Advanced diagnostic tools help MSP engineers resolve incidents faster with root cause analysis and granular network details.



Want to learn more about your potential ROI?

[EXPLORE THE RESEARCH](#)

How the Model Was Built

EnableUC's research and model development were conducted without any input or influence from Martello, and were based on:

- ✓ Interviews with MSPs of all sizes
- ✓ Systematic literature review and empirical research
- ✓ Existing research on primary sources of outages and service degradation in a Teams environment