

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.

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 **Reduced** Microsoft support costs.

Fewer escalations.

Fewer missed SLA targets. Fewer penalties paid.

25% reduction in SLA penalties

reduction in customer churn

Greater customer retention.

Improved satisfaction.

More revenue.

Higher-value sales.

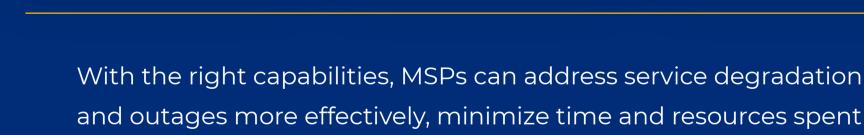
upsell potential

10%

The power to overcome **Microsoft Teams** management challenges Proactive monitoring and advanced diagnostics provide:

Earlier visibility \odot into issues resolution

on resolving issues, and uphold customer satisfaction.





Faster time to



and value

Better-managed

service quality

Proactive monitoring tests Microsoft Advanced diagnostic tools help MSP Teams performance and availability engineers resolve incidents faster with with synthetic transactions that root cause analysis and granular simulate user activities. Continuous network details. synthetic testing allows MSPs to

detect and address issues before

users are affected.

Want to learn more about your potential ROI?

EXPLORE THE RESEARCH

How the Model Was Built

without any input or influence from Martello, and were based on:

EnableUC's research and model development were conducted

Interviews with MSPs of all sizes Systematic literature review and empirical research

service degradation in a Teams environment

Existing research on primary sources of outages and

