



**ARE “GLITCHY” TEAMS USER
EXPERIENCES STEALING YOUR PROFITS?**

**CHECKLIST TO UNLEASH
SEAMLESS COLLABORATION
& BOOST BOTTOM LINES
WITH VANTAGE DX**

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Introduction

Imagine a thriving workplace where communication flows effortlessly, teams collaborate seamlessly across locations, and productivity reaches new heights. Sounds idyllic, right? Now, imagine the harsh reality: dropped calls, pixelated video, and unreliable connections plague your Microsoft Teams meetings, stifling communication, eroding morale, and ultimately, draining your precious profits.

This isn't just a hypothetical scenario. A recent report produced by industry research firm EMA paints a sobering picture: **81% of customer-facing and revenue-generating Microsoft Teams users say performance issues significantly impact their productivity.** Let's quantify that impact on your bottom line.



Beyond Frustration: Quantifying the Hidden Costs of “Glitchy” Teams Experiences

Imagine your star salesperson struggling to close a crucial deal, their screen frozen mid-presentation due to a Teams glitch. Picture customer service reps fielding frustrated calls from clients left waiting in pixelated limbo. Now, translate these scenes into hard numbers: 81% of sales leaders said that these glitches have a significant or high impact on their ability to serve customers, according to the EMA survey. That’s not just an annoyance; it’s a silent drain on your organization’s resources and a hidden enemy eroding your bottom line.



But the true cost goes beyond immediate lost deals and frustrated customers. Here’s a deeper dive into the alarming statistics that expose the hidden impact of “glitchy” Teams:

- ▶ **Just 7% of IT teams have an accurate understanding of how Microsoft Teams performs** for users, leaving you blind to hidden productivity killers. This lack of visibility translates to reactive firefighting and lost business opportunities.
- ▶ **82% of businesses reported they had doubled or more than doubled their use of Microsoft Teams.** This highlights the critical need for a reliable and optimized collaboration platform to maintain productivity and customer service. In today’s hybrid workplace, Teams is the linchpin of productivity and customer experience.
- ▶ Nearly half (43%) of users shun IT assistance, creating a blind spot for potential issues. This is particularly concerning for Sales and CxO teams, who experience the highest volume of issues yet struggle the most and rarely seek help. This disconnect could lead to lost productivity, missed opportunities, and even security vulnerabilities.

These statistics paint a stark picture: “glitchy” Teams is not a mere inconvenience; it’s a silent erosion of your profitability. But there’s hope. By proactively addressing Teams performance, you can unlock untapped potential and transform your collaboration experience.

Introducing Vantage DX

Your Strategic Weapon for Seamless Collaboration

Vantage DX isn't just a monitoring tool; it's a game-changer that eliminates the day-to-day friction your users have in their Microsoft Teams experience. Imagine a solution that empowers your entire organization to collaborate seamlessly, maximizes productivity, and ultimately, eliminating the silent erosion of your profitability. Here's how Vantage DX becomes your secret weapon:

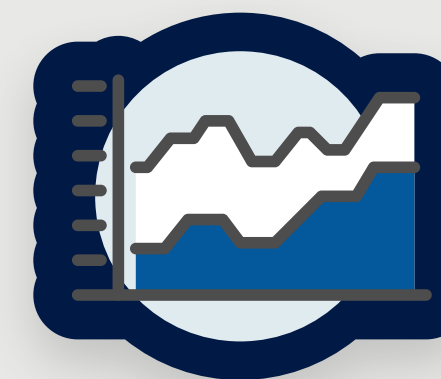


Vantage DX greatly helps with proactive problem detection. You can say goodbye to waiting for user reports and frantic troubleshooting. Vantage DX acts as your guardian angel, anticipating and identifying issues before they disrupt your workflow. Think smooth, uninterrupted collaboration, like a perfectly choreographed ballet, instead of a disjointed, glitchy mess.



Resolve Faster

Vantage DX also helps you with root cause analysis. You can forget the days of playing detective with limited clues. Vantage DX dives deep, exposing the true culprit behind performance issues, whether it's a network hiccup, a device limitation, or even a sneaky third-party glitch. This targeted approach translates to lightning-fast resolutions and fewer recurring problems, leaving your team free to focus on what truly matters.



Optimize and Elevate your Business

Vantage DX gives you actionable insights, so you gain unprecedented visibility into your users' Teams experience with detailed reports and interactive dashboards. Use these insights to make informed decisions about network optimization, resource allocation, and even ISP performance. Transform data into actionable strategies that unlock peak performance and collaboration.

Checklist for Quantifiable Results You Can Bank on

Vantage DX delivers tangible results you can see on your bottom line. Think of it as an investment that pays back real dividends, measured in increased productivity, happier customers, and a more efficient IT team. Here's how.



1. Boost Team Productivity

Imagine your team achieving more in the same amount of time. Fewer disruptions, smoother workflows, and proactive issue resolution translate to more deals closed, reports completed, and projects delivered. That's increased revenue, happier employees and clients, and a more competitive edge for your business. Real-world case studies prove it: Vantage DX empowers teams to work smarter, not harder, unlocking their full potential.

2. Reduce Customer Churn

Frustrated customers don't stick around. Ensure flawless customer service interactions with reliable Teams performance. Eliminate choppy connections, dropped calls, and confusing delays. Vantage DX helps you deliver seamless customer experiences, leaving your customers satisfied and loyal to your brand. That's a reduction in churn that translates to increased customer lifetime value and long-term growth.



Achieve Faster Resolution of Teams Performance Issues

Stop wasting precious time and resources on endless troubleshooting. Vantage DX acts like a digital sleuth, pinpointing the root cause of issues quickly and efficiently. No more trial-and-error fixes or frustrating finger-pointing. Your IT team can resolve issues faster, freeing them to focus on strategic initiatives and driving innovation. That's a win-win for your business and your IT team.

Vantage DX goes beyond traditional monitoring tools. It is purpose-built for Microsoft Teams and offers a holistic approach to optimizing your Teams environment to deliver a best-in-class user experience efficiently. Vantage DX helps you manage the many factors that influence the Teams user experience, from network infrastructure to user devices, applications, and even third-party dependencies.



Slash IT Costs

Stop wasting precious time and resources on endless troubleshooting. Vantage DX acts like a digital detective, pinpointing the root cause of issues quickly and efficiently. No more trial-and-error fixes or frustrating finger-pointing. Your IT team can resolve issues faster, freeing them to focus on strategic initiatives and driving innovation. That's a win-win for your business and your IT team, maximizing efficiency and optimizing resource allocation.

Vantage DX isn't just about cost savings; it's about strategic investment. It unlocks a cascade of benefits, from increased productivity and happier customers to reduced costs and an enhanced brand reputation. It's an investment that pays dividends, positioning your organization for sustainable success in the digital age.



Real-World Success Stories

Don't just take our word for it. Hear how real businesses like yours are using Vantage DX to transform their collaboration and unleash success:

“Often users don’t report a poor experience, they simply grow accustomed to subpar calls. After deploying Vantage DX, not only were we able to more quickly identify the cause of user-reported problems, but we were also able to use the dashboards in Vantage DX to see which users were having a consistently poor experience. This meant we could proactively address the problems impacting these individuals and offer them a better, more productive user experience”.

- UK Spirits Merchant Berry Bros. & Rudd

“Vantage DX has made it significantly easier for us to monitor all of our Teams Rooms. Instead of having to use five different tools to monitor different aspects of the rooms we now have a ‘single pane of glass’ to monitor them. The ability to correlate issues and root causes from a single platform showing us device and peripheral health, Room call quality, Teams service health from Microsoft, and license status all in one location is huge. The icing on the cake is that Vantage DX can generate alerting - no more blowing up your inbox with alerts coming from multiple different sources.”

- Fortune 500 Insurance Company Unum

“Vantage DX has already saved our IT team hours of time troubleshooting network issues which are causing problems for Microsoft Teams users. Before Vantage DX, we were responding to these problems with a blindfold on, whereas today we can quickly identify and resolve them with real data rather than guesswork. Vantage DX has empowered our IT team to provide cost savings and strategic value to the organization, including implementing a Microsoft Teams service level agreement (SLA) that we are confident we can meet or exceed, regardless of whether the user is working remotely or in the office.”

– European Reproductive Health company Vitrolife



Taking the First Step Towards Seamless Collaboration

Ready to empower your teams, unlock the full potential of Microsoft Teams, and drive business growth? Take the first step towards seamless collaboration with Vantage DX:

- ▶ Request a free consultation: Discuss your specific challenges and discover how Vantage DX can tailor its solution to your unique needs.
- ▶ Explore customer success stories: Learn from real-world examples of how organizations like yours have transformed their Teams experience with Vantage DX.
- ▶ Experience the power firsthand: Schedule a free demo and witness the proactive approach to collaboration management that Vantage DX offers.
- ▶ Don't let "glitchy" Teams hold your business back any longer. Embrace the future of seamless collaboration and watch your bottom-line soar with Vantage DX.

Martello Technologies Group Inc. (TSXV: MTLO) provides Microsoft 365 and Teams monitoring solutions including the Vantage DX SaaS platform, which optimize the modern workplace. The company's products deliver end-to-end visibility of the entire IT infrastructure supporting Microsoft 365 and Teams, empowering IT teams and service providers to deliver stellar user experiences. Martello Technologies Group is a public company headquartered in Ottawa, Canada with employees in Europe, North America and the Asia Pacific region.

Learn more at www.martellotech.com

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