

A CIO's Guide to Demonstrating ROI For Digital Initiatives: Microsoft Teams Rooms

Three Key Aspects of Microsoft Teams Rooms Every CIO Must Monitor to Unlock ROI

Today's Chief Information Officer (CIO) is leading digital transformation in a rapidly changing environment: the way workplaces operate, and clients expect to be served has transformed in recent years, accelerated by the global COVID-19 pandemic.

According to Gartner's CIO Agenda 2023, CIOs are prioritizing digital initiatives that improve the customer experience, drive operational excellence, grow revenues, and increase employee productivity. However, Gartner also notes that more than half of the **digital initiatives spearheaded by CIOs are falling short of CEO expectations, with 59% perceived as taking too long to complete and 52% taking too long to realize value for the organization.**

Microsoft Teams Rooms (MTRs) are among the digital initiatives that CIOs have championed within their organizations. Over **60% of the Fortune 500 have already chosen Microsoft Teams Rooms** to connect employees across the hybrid divide, and the number of active Teams Rooms devices have more than doubled year over year.

There's a good reason why CIOs are making the investment in MTRs: with close to **50% of knowledge workers globally working either fully remote or hybrid**, MTRs play a critical role in making hybrid meetings more productive and equitable for attendees – whether they're connecting from home or the office.

Having made a significant investment in deploying MTRs across their organizations, many CIOs now need ways to demonstrate to their CEO and leadership team colleagues that this digital initiative is driving value for the business.

This guide provides CIOs with the tools to measure and demonstrate the ROI of MTRs by expanding on the three key components of that review, which are:



Adoption

Are your MTRs being used?



Meeting Experience

Is the MTR experience equitable, consistent, and seamless for all users?



IT Productivity

Are you set up to manage MTRs effectively at scale?

Let's dive in and give you actionable advice on all three.

Adoption

In order to demonstrate the ROI of MTRs, it's crucial to assess their adoption within your organization. The level of MTR usage directly correlates with the value they bring to your business. By monitoring adoption, you can identify trends, patterns, and opportunities for optimization. Let's explore the key metrics and strategies that will help you measure and demonstrate MTR adoption.

Metrics for Measuring Usage

To measure and demonstrate MTR adoption, it is essential to rely on specific metrics. Here are some key metrics you can use:

- ▶ **Meeting duration:** Analyze the average length of meetings conducted in MTRs to assess their contribution to employee collaboration and productivity.
- ▶ **Meeting frequency:** Monitor how frequently MTRs are used for meetings to gauge their value as a preferred communication platform.
- ▶ **User participation:** Measure the number of unique users engaging in meetings through MTRs to determine the extent of their adoption.
- ▶ **Meeting room occupancy:** Assess the percentage of room occupancy during meetings to understand the usage of MTR-equipped spaces.
- ▶ **Usage discrepancy:** Understand the discrepancy in room usage across your organization and gain insight into the preferences and needs of different departments.

By collecting and analyzing these metrics, you can gain a comprehensive view of MTR adoption in your organization and identify areas where further improvements or training may be required.

Demonstrating Usage

To effectively demonstrate the adoption of MTRs, consider the following strategies:

- ▶ **Visual representations:** Create dashboards and visual reports to present adoption data in a clear and compelling manner. Graphs, charts, and heatmaps can help stakeholders understand adoption trends at a glance.
- ▶ **Comparative analysis:** Compare adoption rates before and after the implementation of MTRs to showcase the positive impact on collaboration and meeting efficiency.
- ▶ **User testimonials:** Gather feedback and testimonials from employees who have experienced the benefits of MTRs firsthand. These testimonials can provide real-world examples of how MTRs enhance communication and productivity.

Key Takeaway: Drive Adoption For Maximum Value

To maximize the ROI of MTRs, prioritizing adoption is crucial. By establishing and monitoring the usage metrics of MTRs, you can measure and demonstrate adoption effectively. Remember, **the ultimate goal is to drive adoption and ensure MTRs deliver the productive user experience envisioned** during the initial investment in Microsoft Teams.

Meeting Experience

Ensuring an equitable, consistent, and seamless meeting experience for all users is a critical aspect of demonstrating the ROI of MTRs. The quality of audio, video, and overall meeting performance directly impacts user satisfaction and productivity. In this section, we will explore the key metrics and strategies to measure and demonstrate the meeting experience provided by MTRs.

Metrics For Measuring Meeting Quality

To effectively measure and demonstrate meeting quality provided by MTRs, consider the following metrics:

- ▶ Meeting uptime: Monitor the percentage of scheduled meetings that occur without interruptions or technical difficulties to gauge the reliability of MTRs.
- ▶ Meeting quality ratings: Collect feedback from meeting participants regarding their satisfaction with the audio, video, and overall meeting experience.
- ▶ User feedback: Encourage users to provide feedback on their meeting experiences, allowing you to identify areas for improvement and address specific pain points.

Audio/Video Quality

The audio and video quality in meetings conducted through MTRs significantly contributes to the overall user experience. Monitoring and measuring these aspects are essential for demonstrating the value of MTRs. Key metrics to consider include:

- ▶ **Call clarity:** Assess the clarity and quality of audio during meetings, ensuring participants can hear and understand each other without interruptions or distortions
- ▶ **Video resolution:** Measure the resolution and smoothness of video feeds to ensure participants can see each other clearly, facilitating visual communication and collaboration

Device Health As A Leading Indicator

Monitoring the health of MTR devices is crucial for predicting and preventing performance and user experience problems. By proactively tracking device health, you can address potential issues before they impact meetings. Key areas to monitor include:

- ▶ **Device connectivity:** Ensure that MTR devices are properly connected to the network, preventing disruptions and enabling seamless communication.
- ▶ **Firmware and software updates:** Regularly update the firmware and software of MTR devices to leverage the latest features and improvements, optimizing the meeting experience.
- ▶ **Device performance:** Monitor device performance indicators such as CPU usage, memory utilization, and network latency to detect any anomalies that might affect meeting quality.

Alerts At Multiple Levels

To ensure a seamless meeting experience, it's essential to set up alerts at the device, meeting, and business service levels. These alerts notify IT teams of any issues or potential disruptions – enabling them to take immediate action.

Key areas include:

- ▶ **Device-level alerts:** Receive notifications when specific devices experience connectivity issues, hardware malfunctions, or other performance-related problems.
- ▶ **Meeting-level alerts:** Be alerted to issues such as poor audio/video quality, disruptions, or meeting room availability problems that may impact the meeting experience.
- ▶ **Business service-level alerts:** Monitor the overall performance of MTRs as a business service and receive alerts for critical incidents or deviations from expected performance levels.

Key Takeaway: Deliver A Seamless Meeting Experience

Demonstrating the ROI of MTRs requires a focus on delivering an equitable, consistent, and seamless meeting experience for all users. By monitoring audio/video quality, tracking device health, setting up alerts, and having specific metrics, you can effectively measure and demonstrate the meeting experience provided by MTRs.

IT Productivity

Ensuring the effective management of MTRs at scale is essential in maximizing the ROI and demonstrating the value they bring to your organization. By optimizing IT productivity in MTR management, you can proactively address issues, identify trends, and establish best practices.

Metrics To Measure IT Productivity

To measure and demonstrate IT productivity in MTR management, consider the following metrics:

- ▶ **Mean Time to Resolution (MTTR):** Measure the average time taken to resolve issues or incidents related to MTRs. A lower MTTR indicates efficient IT productivity.
- ▶ **Number of escalations:** Track the number of escalations required for MTR-related issues. A decrease in escalations signifies improved IT productivity and proactive problem-solving.
- ▶ **User satisfaction:** Collect feedback from users regarding their satisfaction with IT support and MTR management. Positive user satisfaction ratings indicate effective IT productivity.

Proactive Insight Into MTR Experience And Activity

To effectively manage MTRs, it's crucial to have proactive insight into the MTR experience and activity. This includes:

- ▶ **Alerts and dashboards:** Implement monitoring solutions that provide alerts and dashboards pointing to the most critical MTR issues, enabling IT teams to identify and address potential problems before they impact users and meetings.

- ▶ **Performance reporting:** Create performance reports to gain visibility into MTR usage, meeting activity, and device health. These reports help IT teams analyze trends, identify areas for improvement, and optimize MTR management.

Identifying Broader Problems and Trends

Effective MTR management also involves identifying broader problems or trends – which might impact multiple rooms, devices, or users. By analyzing data and monitoring patterns, IT teams can:

- ▶ **Identify common issues:** Pinpoint recurring issues affecting multiple MTRs and address them comprehensively – optimizing performance and user experience.
- ▶ **Trend analysis:** Monitor usage patterns, meeting quality metrics, and device performance to identify trends that could impact MTR management. This allows IT teams to proactively allocate resources and implement solutions to mitigate potential problems.

Standards and Best Practices

Establishing standards and best practices for MTR devices and their deployment is vital for efficient IT productivity. Consider the following strategies:

- ▶ **Configuration management:** Develop standardized configurations for MTR devices to ensure consistent performance and ease of management.
- ▶ **Device deployment guidelines:** Create guidelines for deploying MTR devices across the organization – including installation, network connectivity, and security considerations.
- ▶ **User training and support:** Provide comprehensive training and support materials to users, empowering them to effectively use MTRs and troubleshoot common issues.

Key Takeaway: Optimize MTR Management For Enhanced Productivity

Proactive insight into MTR experience and activity, identifying broader problems and trends, establishing standards and best practices, and having specific metrics enable efficient MTR management. By focusing on IT productivity, you can ensure that resources are allocated effectively, issues are resolved promptly, and the overall MTR experience is optimized for maximum business impact and improved ROI.

Tying It All Together

Microsoft Teams Rooms hold immense potential for transforming collaboration and communication within organizations. However, to demonstrate the ROI of MTRs, you must be equipped with the tools and strategies to measure and showcase their value. By implementing these strategies and leveraging the appropriate metrics, you can demonstrate and maximize the ROI of your investment in MTRs.

To do all that, **you need Vantage DX™ from Martello – the ONLY comprehensive, out-of-the-box monitoring solution for Microsoft Teams.** Martello Vantage DX™ is the Microsoft-recommended Teams performance monitoring solution that gives your IT team complete visibility into MTR usage, user experience, and all the analytics you could even need to track the metrics we've covered in this guide.

Driving Microsoft Teams Rooms Performance

How Insurance Leader Unum Leverages Vantage DX for MTR Success

“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.”

- Joshua Snipes, Unum Engineer on the Collaborative Technologies Team

Ready to showcase the ROI of your digital initiatives with Microsoft Teams Rooms?

Book an assessment with one of our specialists today and let us guide you towards maximizing your investment in Teams Rooms.

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