

Microsoft Teams Revisited – A Fresh Analysis of Successful Deployments

A deep dive into enterprise drivers, lessons learned, and best practices to maximize the value of Microsoft Teams

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44 Million Users

As of March 18 2020, Microsoft Teams had reached 44 million daily active users – positioning Teams as Microsoft’s fastest-growing solution in history. These numbers place Microsoft as the market leader in the Enterprise Productivity market.

Over 27 Million

At over 27 million meetings a month, Microsoft Teams is quickly becoming one of the largest meeting platforms on the market.

+8 Million

In 2019 alone, Wainhouse estimates the number of paid per-user licenses for personal meeting solution grew by 8 million to an all-time high of 53 million licenses - a growth rate of 18% over 2018.

4 per month

The average knowledge worker reports they use four or more different meeting solutions every month.

Abstract

IT leaders have a relatively common list of benefits related to a fully unified communications platform – **reduced IT complexity, cost savings, improved data security, enhanced end-user experience, and increased organizational productivity are common bullet points.** When we ask IT leaders, “what is your preferred Enterprise Communications deployment model,” the leading response is “All Microsoft.”¹ Enterprise Communications, however, is a tricky business, and despite IT’s expressed interest, many organizations find themselves with unused workloads – Messaging and Team Collaboration spreads quickly, but Meetings may lag behind.

But those who have made the transition point to an updated set of “lessons learned” from their experience. These early adopters point to ‘ubiquitous deployments’ as key to maximizing Microsoft Teams adoption, and thus organizational value – value that is maximized when you deploy consistently and universally across all endpoints, namely across both desktops and meeting spaces. Consistency is instrumental in driving adoption. This Ebook probes deeper, leveraging data from Wainhouse surveys, market insights, and a fresh set of interviews with experienced IT Leaders – those with experience deploying Microsoft Teams as a unified collaboration solution across desktops, mobile devices, and meeting spaces.

¹“Q3 2018 UC IT Decision Maker Survey,” September 2018, Wainhouse Research

“Microsoft Teams is the wrapper we expect to make life better for everyone.”

Director of Windows,
U.S. Healthcare Organization

Microsoft Teams Disrupts the Traditional UC Value Prop

Delivers Next-level Financial Benefits

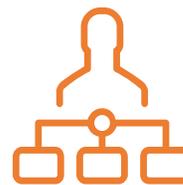


More than just Travel Cost Savings

Consolidating meeting solutions to a single platform optimizes IT spend.

“Originally, our CFO connected Microsoft Teams to our travel costs – Now, he’s driving an initiative to formalize all of our meetings into a single platform company-wide. Why? We already pay for the Microsoft experience – if a user wants an alternative solution, they need to justify what they can’t get by having their meetings with Teams first.”

**VP of IT,
Global Media Company**



Simplified IT

Microsoft Teams is natively integrated into the Office 365 control plane, enabling IT to administer meetings as a “feature” instead of a standalone service.

“We are truly a Microsoft shop – moving to Teams, Stream, and SharePoint. Microsoft Teams is the wrapper we expect to make life better for everyone. When you have 65K users, you absolutely need to establish standards to make it all work.”

**Director of Windows,
US Healthcare Organization**

Offers Tightened Security Foundation



Reduced Vulnerabilities

Those who are managing a large Microsoft Teams installation are more likely to highlight 'security' as a primary driver for their deployment. With Microsoft Teams, you are dealing with fewer vendors, fewer pinholes in your data edge.

"Security is part of our DNA – our highest priority. We tie things down tight and narrow our vendor list."

EVP, Global Health Advocacy Organization



Simplified Compliance Management

Microsoft Teams provides a single management pane to conduct eDiscovery and manage compliance.

"eDiscovery is significant, and content shares continue to grow like crazy – Teams gives us the opportunity to consolidate and manage our data better. We feel Microsoft Teams gives us a more secure environment all around."

EVP, Global Health Advocacy Organization



Encourages Employee Engagement and Inclusion

At its core, productivity is tied directly to teamwork. Teamwork is essential for solving business challenges and achieving corporate goals. Microsoft Teams may only be a piece of software, but it creates a platform that enables people to feel connected to other people. Need a quick answer? Send an IM. Need a face-to-face? Set up a video meeting. Want to make a co-worker smile? Send them a positive note, followed by a GIF.

In short, the IT partners we've spoken to are finding the Microsoft Teams platform to be a robust toolset that helps promote employee engagement and inclusion which ultimately leads to increased productivity.

“When the experience is as simple as sitting down and starting a video call, we’ll do more meetings. Teams has momentum, driving the need for Teams in the conference room and vice versa.”

VP of IT,
Global Media Company

**If you thought
Microsoft Teams
wasn't ready
for prime time,
think again**

Today's User Experience Is Not What You Remember

It's Time to Reevaluate the Teams Experience



Universal Guest Access



Excellent Audio and Video Quality



Reliable Mobile Experience



Improved Room Options at Lower Cost



Simplified IT Administration

Today's User Experience is Better

If you're waiting for a specific feature, odds are it's already released – or at least on the published O365 roadmap.²



Universal Guest Access

This was an early Achilles heel for Microsoft Teams and a deal-breaker for many IT organizations. In Q1 2018, Microsoft delivered the guest access feature, allowing Teams users to invite anyone to a meeting via email – whether they have an O365 account or not. IT can control the functionality via policy, from basic on-off settings to more granular sharing and meeting-entry controls.



Excellent Audio and Video Quality

In our research, the Microsoft Teams' audio and video experience are generally quoted as 'excellent' by the end-users and ITDMs – supporting up to 1080p video, uses the Opus audio codec, and includes a host of QoS and network controls.



Reliable Mobile Experience

Another Skype for Business hangover, perhaps – but the Teams mobile experience is generally quoted as topnotch. From “hey, presence and chat just work” to “wow, the meeting quality is great on mobile,” we've found many IT leaders are bullish on Teams mobile.

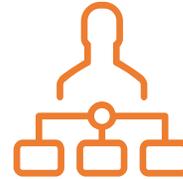
² [https://www.microsoft.com/en-us/microsoft-365/roadmap?filters=Microsoft%20Teams%2CWorldwide%20\(Standard%20Multi-Tenant\)](https://www.microsoft.com/en-us/microsoft-365/roadmap?filters=Microsoft%20Teams%2CWorldwide%20(Standard%20Multi-Tenant))

Welcome Improvements for ITDMs



Improved Room Options at Lower Cost

Hardware partners have delivered a growing range of meeting-room devices built to Teams-enable small, medium, and large conference rooms. Microsoft also offered a more cost-effective Meeting Room SKU - \$15 per-room-per-month. ITDMs often mention the combination of expanded options for room devices, improved Teams' quality, and lower-cost room licensing as a welcome improvement.



Simplified IT Administration

Most experienced IT teams are perfectly comfortable with the PowerShell admin experience. For us, lesser-skilled administrators, the Office 365 Admin portal is a critical service. Teams still requires the administrator to hop over to PowerShell for a few tasks, but most of controls have made their way into the O365 portal. Like the user experience, we are seeing new administrative features surface at a rapid pace.

The Takeaway

We are observing Microsoft delivering Teams features at a robust pace. For example, In the second half of 2019, Microsoft has added around 25 features enhancements to the Teams platform, including several innovative meeting-focused enhancements.

This tempo may seem daunting to some ITDMs, but, like many cloud services, Teams is built with feature velocity in mind, and today's users expect a continuous stream of feature updates thanks to their consumer app experience.

“Teams is honestly the first product I’ve been this excited about in a long time.”

**EVP,
Global Health Advocacy Organization**

Meeting Functionality That Delivers Benefits Beyond the Expected

Early Teams adopters note significant value beyond basic UC value propositions.



Meeting Transformation

Through the increased use of video



Increased Collaboration

Driven by ease-of-use & access to common tools



Workplace Transformation

With technology that enabled the "internally mobile" worker



Cloud Catalyst

By shifting reliance on older, on-premises environments to a single UC platform in the cloud



The Hero Factor

A robust ecosystem around Microsoft Teams that enables IT to focus on value add activities

Uncovering the New Keys to Success

The tactical steps to deploying any UC solutions are well documented. Here are some additional suggestions our interviews uncovered that have a proven track record of encouraging end-user adoption.

Use Meeting Rooms as an Adoption Catalyst

1



“When the experience is as simple as sitting down and starting a video call, we’ll do more meetings. Teams has momentum, driving the need for Teams in the conference room and vice versa”

**VP of IT,
Global Media Company**

Get Executive Sponsorship

2



“For significant calls (as determined by size or who is speaking), we use Teams. We also recruit Executives to use it with their constituents, which prompts their teams to leverage the same tool if they want to interact”.

EVP, Global Health Advocacy Organization

Support Viral Engagement by Your End-Users

3



“You can't just give Teams to people who love Slack – you need to engage them with the solution. We have a product owner driving our innovation pipeline and champion recruitment, managing the process within Teams. The channel is now up to several thousand users, all asking questions and creating solutions about – and with – Teams.”

VP of IT, Global Media Company

Establish Familiar and Logical Naming Conventions for Elements in Teams

4



“You don’t get a second chance at a successful deployment.” The group side of Teams is a vital element to get right as you expand to meetings. Think through your current storage and file naming standards, update and apply to Teams accordingly, and educate yourself on the related administrative functions – many controls can be used at a policy level to help your users keep things clean, tidy, and productive.

Be Sure to Mine That Data

5



“We’re now on Power BI, and we get considerably more analytics from the cloud than previous on-premises solutions. Much of this data is within Teams – meetings become data, and that data is searchable and adds value.”

**Director of Windows,
US Healthcare Organization**



Summary and Next Steps

Between changes in demographics of your end-users, the places where they are working, and how they want to work, there is a perfect opportunity to re-align how your end-users collaborate - and many that have successfully made this transition have landed on Microsoft Teams as their chosen collaboration platform. Consider:

- Today, we are amid communication and collaboration upheaval. End users are wanting new ways to work and are interested in moving quickly. They are asking for asynchronous communications, cloud-based file sharing, and the ability to meet when they want no matter where they are – and the increasingly mobile workforce requires video as well as audio calling.
- When IT is not able to support these emerging needs, users find a way to enable these workflows themselves, often with free services that can easily create a “Shadow IT” network within the enterprise.
- This environment drives an increase in cost, lowers IT productivity, and creates a host of security challenges. The enterprise has a growing blind spot regarding their data as it is stored in locations they can’t easily monitor, track, or control.
- That said, employee-embraced workflows are not something you can turn on like a faucet. It’s an ethos, a way of thinking that needs to be nurtured along as efficiently as possible, accruing insights, and adjusting as needed along the way. Establishing executive champions and engaging users to adapt the tool to their workflows (and vice versa) are critical steps to gaining adoption.
- Don’t think of public or shared spaces as the last steps in your Microsoft Teams deployment. Instead, use Microsoft Teams Rooms as a catalyst for broad organizational adoption of the Microsoft Teams platform itself. Group video use cases enabled with MTR solutions drive learning among co-workers, reinforces workflows through common UIs, and creates a natural segue for pre and post-meeting activities to take place in the Teams platform.

About Wainhouse Research

Wainhouse Research provides strategic guidance and insight on products and services for collaboration and conferencing applications within Unified Communications.

Our global client base includes established and new technology suppliers and service providers, as well as enterprise users of voice, video, streaming, and web collaboration solutions. The company provides market research and consulting, produces conferences on technology trends and customer experiences, publishes a free weekly newsletter, and speaks at client and industry events.

About Logitech

Logitech designs products that have an everyday place in people's lives, connecting them to the digital experiences they care about. More than 35 years ago, Logitech started connecting people through computers, and now it's a multi-brand company designing products that bring people together through music, gaming, video, and computing. Brands of Logitech include **Logitech**, **Logitech G**, **ASTRO Gaming**, **Streamlabs**, **Ultimate Ears**, **Jaybird** and **Blue Microphones**. Founded in 1981, and headquartered in Lausanne, Switzerland, Logitech International is a Swiss public company listed on the SIX Swiss Exchange (LOGN) and on the Nasdaq Global Select Market (LOGI). Find Logitech at [logitech.com](https://www.logitech.com), the [company blog](#) or [@Logitech](#).

About the Researchers

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