

Microsoft Teams The New Age Business Operating System



Microsoft Teams



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Introduction

Thank you for downloading the “**Microsoft Teams - The Operating System of New Age Business.**”

Sooner than later, the computers we are using today will become obsolete, and eventually will be replaced or retired from use. Technology moves forward at a remarkable pace, so that most of the hardware and software we see in the market today would become nearly useless in less than half a decade since their introduction. This scenario applies to the operating systems we use today for our everyday activities as well.

Real-time collaboration and chat applications have become new age communication tools which append the usefulness of workplace emails by providing a secure and team-based platform. These new applications work across multiple operating systems and offer multi-disciplinary functionalities including group chat, video conferencing, meetings, and data sharing. For any organization big or small, a single tool which is resourceful enough to replace various internal disparate communication systems, brings immense value.

Since its introduction in 2016, Microsoft Teams has grown from 3 percent to 21 percent in terms of app penetration. This growth was amplified by Microsoft's decision in 2017 to make the app available to business users of Office 365, for free. While other competitor applications like Slack also offer free versions, Microsoft amped the product with functionalities which specifically targeted industries like healthcare. This led to Microsoft Teams defining its own niche within the business app category and beating the competition at its own game.

In this short report, we will explore Microsoft Teams in detail to see what the unified communications platform offers, how it integrates with other Microsoft products, and how it is innovating different top industries.

Let's get started!

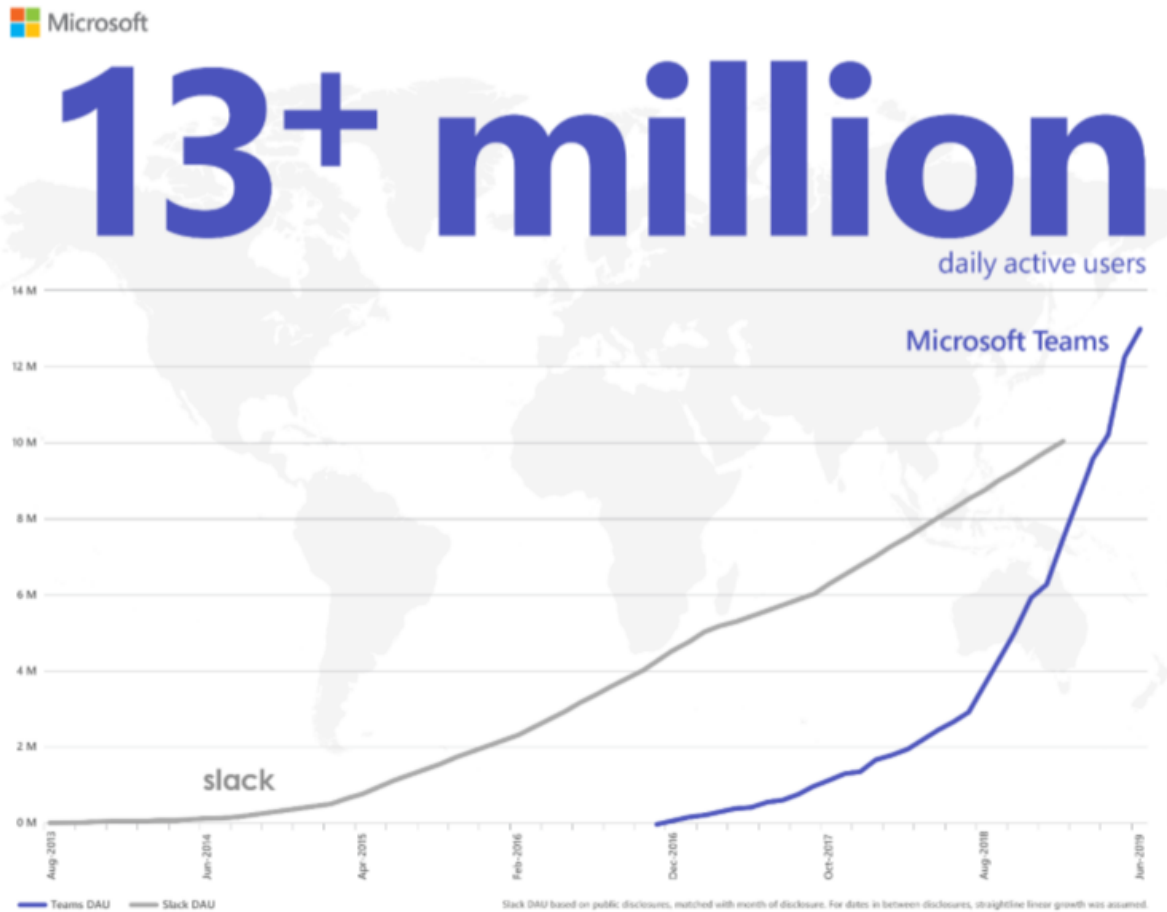
What is Microsoft Teams?

Microsoft Teams is a unified communications platform that combines persistent workplace chat, video meetings, file storage (including collaboration on files), and application integration. The service integrates with the company's Office 365 subscription office productivity suite and features extensions that can integrate with non-Microsoft products. Microsoft Teams is a competitor to services such as Slack and is the evolution and upgrade path from Microsoft Skype for Business.

Microsoft announced Teams at an event in New York, and launched the service worldwide on 14 March 2017. It was created, and is currently led, by Brian MacDonald, Corporate Vice President at Microsoft.

Today, Microsoft Teams is two-year old and the company has revealed on one of its posts in the past that it is the company's fastest-growing application in its history.

In something of a landmark moment after two years of development, for the first time, Microsoft announced the actual number of people using the application. Compared to its major competitor Slack, which confirmed its user base to be 10 million daily users, Teams now has 13 million active daily users, Microsoft said, and 19 million weekly active users. Microsoft also said that Teams is now in use by 91 of the Fortune 100 companies.



Overtaking Slack

In comparison with its major competitor, the Microsoft Teams team confirms that it has overtaken Slack's user base. More than 13 million people now use Microsoft Teams on a daily basis -- and more than 19 million people use it weekly. Slack has confirmed its user base to be 10 million daily users.

Benefits

- **Communicate more effectively**

Get your team on the same page with group chat, online meetings, calling, and web conferencing.

— Work better together

Collaborate on files with built-in Office 365 apps like Word, Excel, PowerPoint, and SharePoint.

— Customize your workspace

Add in your favorite Microsoft apps and third-party services to keep the business moving forward.

— Keep your team secure

Get end-to-end security, administrative control, and compliance—all powered by Office 365.

Features

— Setting up teams

Microsoft Teams allow teams, groups, or communities to join through a specific URL link or invitation sent by an administrator. Also, Microsoft Teams for Education allows admins and teachers to set up specific teams for classes, professional learning communities (PLCs), staff members and everyone.

— Messaging

Within a team, members can set up channels. Channels are topics of conversation that allow team members to communicate without the use of email or group SMS (texting). Users can reply to posts with images, GIF's and custom made memes.

Direct messages allow users to send private messages to a specific user rather than a group of people.

Connectors are third party services that can submit information to the channel, some connectors include MailChimp, Facebook Pages, Twitter and Bing News.

— Calling

Microsoft Teams supports public switched telephone network (PSTN) conferencing which allows users to call phone numbers from the client. Other calling features of Microsoft Teams include Video conferencing inside the client software, instant messaging, voice over IP (VoIP).

— Meeting

Meetings can be scheduled or created ad-hoc and users visiting the channel will be able to see that a meeting is currently in progress. Teams also has a plugin for Microsoft Outlook to invite others into a Teams meeting.

— Education

Microsoft Teams allows teachers to distribute, provide feedback, and grade student assignments turned-in via Teams using the Assignments tab, available to Office 365 for Education subscribers. Quizzes can also be assigned to students through an integration with Office Forms.

“Microsoft is killing it with Teams, a lot quicker than I thought they would be at this point,” said Patrick Moorhead, founder and president of Moor Insights & Strategy. “The company has come a long way when you realize how many years it was behind in cloud tools and I’d say it is leading right now – even bringing out features startups have begun to offer.”

Angela Ashenden, principal analyst at CCS Insight, agreed that the latest adoption data highlights Microsoft’s success in “maintaining incredible growth rates with Teams.”

However, she added that the monthly active user figures provided by Microsoft don’t necessarily show that Teams is being relied on for team collaboration yet. (Daily or weekly active use would be a better indicator, she said.)

“We’re clearly seeing more experimentation with the platform among a broader proportion of workforces, but it’s likely that this adoption is more through use of the Skype For Business meeting capabilities within Teams than use of the core messaging platform,” said Ashenden.

How Microsoft Collaboration Technologies Has Evolved

If you work 48 weeks in the year and spend a conservative 5 hours per week commuting to and from work, you are spending 240 hours per year driving. This takes time away from family, hobbies, friends, and much more. How can technology be leveraged to gain that time back?



Up until recent years, the only option for working was to physically go into an office to put in your 40-50 hours per week behind a stuffy desk surrounded by people you may or may not enjoy working with. As technology has evolved, so has the flexibility of whether you work at the office, at home, at the beach, or some other locale and this is where collaboration comes into play.

For many years the IT industry has been talking about the importance of collaboration and how companies should invest in appropriate collaboration technologies. The term “collaboration” is quite broad and the technologies to support collaboration are many.

Collaboration can be defined as the act of working together with one or more people in order to achieve something. If you translate this to collaboration being done in the workplace it can be anything – a sales team working on a proposal, scientists researching a new medicine or a leadership team defining the company strategy.

The Basic Components of Collaboration

To easier understand the technical support we need to improve collaboration in the workplace it helps to look at the basic components of collaboration. What do we need to do in order to collaborate?

Communicate: In order to collaborate with each other, we need to be able to communicate. This includes all ways of communicating ranging from the richest form of in-person meetings to talking to each other over the phone or sending messages to each other via computers or mobile phones.

Share: We also need to share things with each other. This includes working material and resources. In our example above the sales team needs to be able to share the proposal document, the scientists need to share lab results and the leadership team needs to share the strategy presentation.

Access information: Finally we need to be able to access relevant information. This might be things like sales data, lab results or market research.

Microsoft's Collaboration Technologies

There are a number of technologies behind the scenes that enable us to communicate, share and access information to better collaborate. The main products that support these collaboration capabilities from Microsoft are Microsoft Exchange, Microsoft Lync and Microsoft SharePoint. Explained below is a high-level overview of what these products are and what they can provide your organization with in terms of collaboration.

— Microsoft Exchange

Microsoft Exchange is by far the number one communication platform for companies not just in the UK but also worldwide. A press release from Microsoft published in March 2008 estimates "that 81 of Fortune 100 companies, along with millions of users, use [Microsoft] Exchange as their primary messaging and calendaring platform." This highlights the fact that sending, receiving and sharing communications and information today thoroughly depends on the MS Exchange platform.

— **Microsoft Lync**

Microsoft Lync is a popular Microsoft unified communications solution for any sized business that works by converging new and advanced office tools. By using separate avenues for communication such as text, voice calls or IM, we make things more difficult and time consuming.

Microsoft is bridging gaps in business communication for those looking to work faster and smarter. Customers of MS Lync, an enterprise-ready unified communications platform, say they have experienced cost reductions of over £2.5 million in savings per 1,000 employees - in as little as six months.

This is because the aim of Microsoft unified communications solutions such as Lync, is to pull together separate communications activities into one platform. By converging these separate channels you increase responsiveness, improve customer service and bring immediate cost savings to your business.

— **Microsoft SharePoint**

SharePoint is a popular web application platform developed by Microsoft for small to large organizations. It is designed as a centralized replacement for multiple web applications and supports various combinations of enterprise website requirements. It is typically associated with web content management and document management systems. It is an integrated platform designed to improve collaboration and efficiency.

Microsoft SharePoint is an enterprise-class collaboration and content management platform, or groupware solution, which allows users to connect to and share information with their colleagues

and coworkers. SharePoint may be the leading intranet platform of its kind, used by large and medium-size businesses in particular.

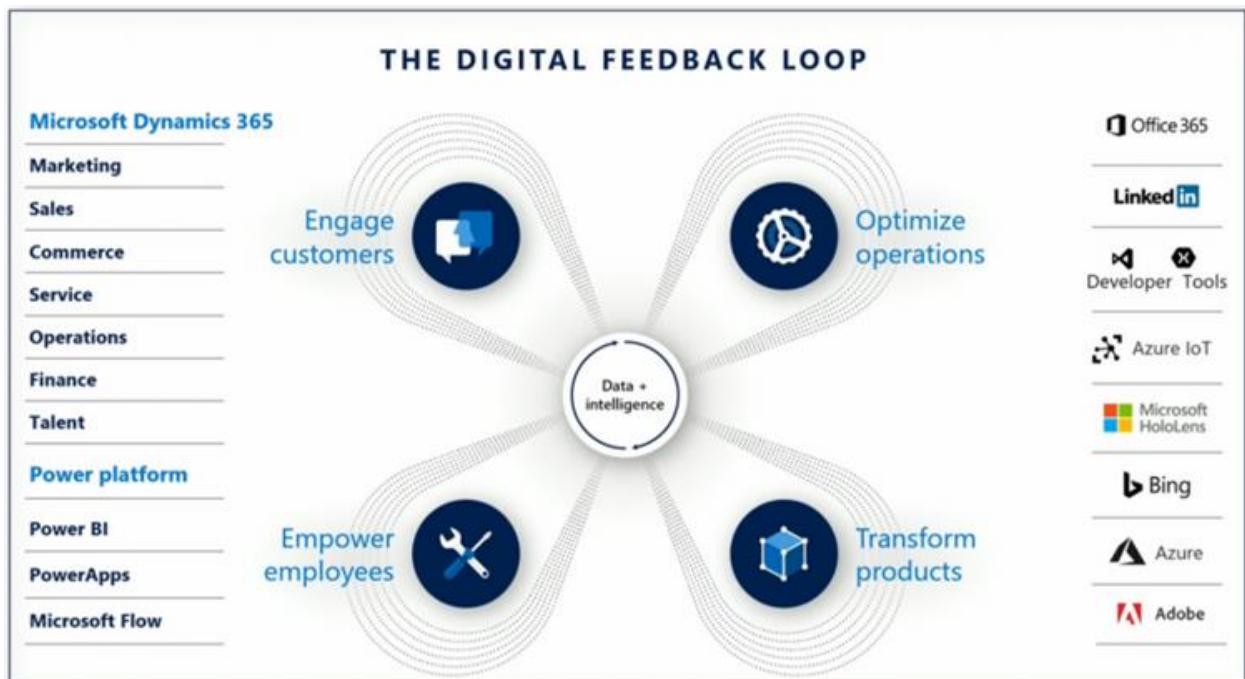
SharePoint's multi-purpose platform allows for managing and provisioning of intranet portals, extranets, and websites, document management and file management, collaboration spaces, social networking tools, enterprise search, business intelligence tooling, process and information integration, and third party developed solutions. SharePoint can also be used as a web application development platform.

SharePoint, was designed to create an environment where workers can easily control data without being bound by these tight constraints. It is accessible from a variety of mobile communication tools in addition to direct company intranet access. Microsoft SharePoint is a content management system designed to organize company information into a simple, centralized location. It is a server managed repository, which is web enabled for users to organize, manage, search and collaborate.

Today, Microsoft collaboration technologies is helping with several challenges ranging from friction across applications – multiple logins, difficulty sharing and discovering information, wasted Time - context switching between different apps drains attention and time, and shadow IT - incomplete toolset can lead to inconsistent security, compliance and risk.

Microsoft 365 and Digital Feedback Loop

Cloud computing is all the rage these days, and in the workplace, it is increasingly becoming a de-facto standard. The ability to access your key data, and documents, from anywhere, and collaborate with team members seamlessly and securely provides great benefits to businesses as they seek to become more streamlined and efficient.



Good enough, Microsoft's wide range of business applications are uniquely capable of helping you transform your business, enabling you to optimize your processes by connecting the key pillars of your business. Whether sales, marketing, operations, finance, HR, or customer service, Microsoft has an application for you.

Built on a common data application and analysis platform called the Common Data Model (built on Azure), Microsoft's business applications are integrated with Office 365 (the largest productivity suite) AND the worlds largest professional network, LinkedIn.

The combination of Microsoft 365 with Digital Feedback Loop can supercharge your business and is completely unmatched. Microsoft calls this solution framework the Digital Feedback Loop, which can truly propel your digital transformation.

Benefits of Using Digital Feedback Loop

— Engage customers

The combination of Microsoft 365 with Digital Feedback Loop can help to give a deep understanding of your customer, thereby enabling you to design products & services that best meet their needs. When this customer data is built into the feedback loop, you can deliver more effective and personalized products and services.

— Empower employees

Just like with engaging customers - employees need the right information at the right time. But you also need to provide your employees with the tools they need to do their job more efficiently and effectively. The productivity suite, business applications, and data analysis tools at your employees fingertips, cannot be matched. Not to mention, your employees will be able to collaborate any time, anywhere and on any device.

— Optimize operations

When companies think of digital transformation they sometimes leave out their operations team because they are stuck on some legacy application or their user group may not be the most tech savvy. But those days are changing as Microsoft has been coming out with powerful applications that can empower your field service, project, or finance & accounting departments.

— Data & Intelligence

PowerBI is the application of choice for data visualization and integration. These analytics will help your employees make key decisions and reduce the complexity of static data. There are

also built-in AI tools in Dynamics 365 like the Relationship Assistant, that serves up friendly reminders to complete tasks or answer emails.

In order to remain competitive, all businesses will need to recognize the importance of the digital feedback loop. Microsoft's business applications effectively facilitate the incorporation of data and business intelligence into decision making to transform businesses.

API - Connecting Business Data

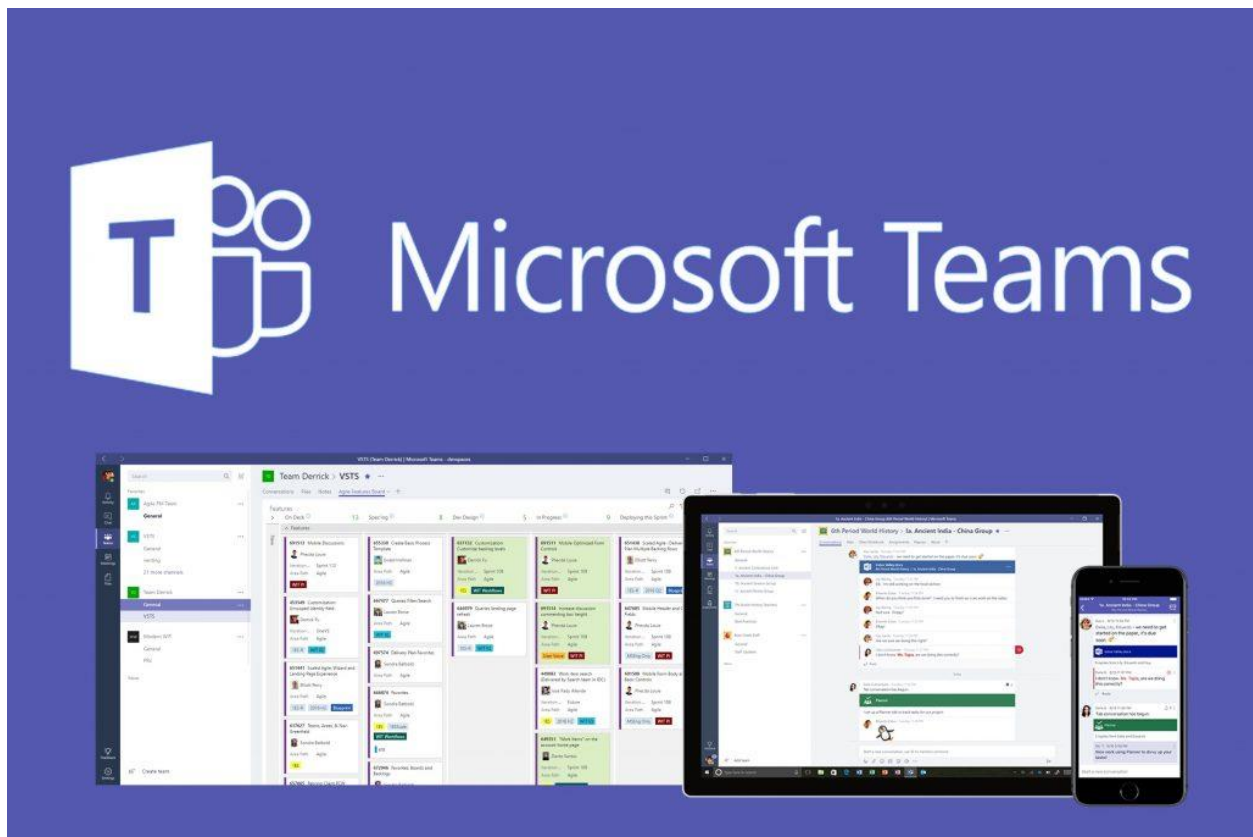
The advent of APIs provide the connections between apps, data, and services and gives the ability to connect business data to other platforms. All together, this has enabled the seamless flow of data.

APIs facilitate calls to a server, but execute it more simply. They connect the web, allowing developers, applications, and sites to tap into databases and services (or, assets)—much like open-source software. APIs do this by acting like a universal converter plug offering a standard set of instructions.

APIs don't just provide connections — they also generate analytics about developer and user behavior, helping companies to improve both the API products they offer to developers and the products their APIs are used to build for end users.

Microsoft Teams Case Studies

Perhaps, you're wondering if there are some real life use cases of Microsoft Teams. In this section, we will explore how some top firms are using Microsoft Teams, connectors, etc. to solve a business need.



Hill Associates

Representing products and furnishings for restaurants, bars, hotels, casinos, schools, clubs, conference centers, and senior living facilities, Hill Associates is a 33-year-old business with sales offices in New Mexico, Arizona, Colorado, Utah, Wyoming, and El Paso, Texas.

As an organization focused on providing their customers with the best products, pricing and service, Hill Associate views their relationship with customers as more than sales numbers. To better manage these relationships, Hill Associates looked for a Customer Relation Management

solution based in Office 365, specifically with Outlook and Teams availability. Hoping to find a solution that would also help the organization improve individual and team productivity as well as accelerate and increase sales, Hill Associates turned to [iGlobe](#) for help. [iGlobe CRM](#) with Office 365, Teams, Microsoft Flow, Planner, PowerApps, and Power BI were chosen to organize, support, and accelerate Hill Associates' sales and customer service processes.

GAMIFICATION+

GAMIFICATION+ is an award winning and globally recognized leader in gamification consultancy and training. They help organisations achieve behavior change through game-like experiences. They also organize the annual Gamification Europe conference and the global Gamification Awards.

GAMIFICATION+ needed to replace an old web-hosted CRM system with a collaborative system within Microsoft Teams. To achieve this, opportunity data needed to be accessed and displayed within the Teams environment across the relevant: Teams (available products); Channels (vertical markets); and Tabs (competing sales teams).

By enlisting the help of [JFDI](#) and implementing their Aardvark application that integrates with Microsoft Teams and SharePoint, the GAMIFICATION+ team has seen the following results - Increase in data entered by sales staff, sales pipeline visibility to management, resources directed to key opportunities, increased number and quality of sales due to collaboration among sales teams, and increase in team morale and motivation.

Marks & Spencer (M&S)

Global retail giant, Marks & Spencer (M&S) needed a modern application that would allow employees to stay engaged with customers and stay connected and informed about upcoming sales activities.

Using SharePoint lists, Microsoft Flow and PowerApps, the organization created an application that enables teams to track and distribute sales promotions and activities to store managers across their varying locations around the world.

Today, more than 800 store managers can open the application from Microsoft Teams, mobile devices or desktops to view all in-store activity within the year from anywhere.

Department of Defense (DoD)

In the wake of new federal regulations, vendors to the Department of Defense (DoD) were forced to meet compliance in a timely manner or risk losing contracts. Many contractor businesses invested in Microsoft's cloud products or infrastructure that could more readily meet the standards required for information systems. This new venture into enterprise cloud came with unfamiliar architecture, governance, and security considerations. [Summit 7](#)'s Change Control Board (CCB) Solution, using Office 365 and the Power Platform, assisted in the facilitation and capture of this decision-making process.

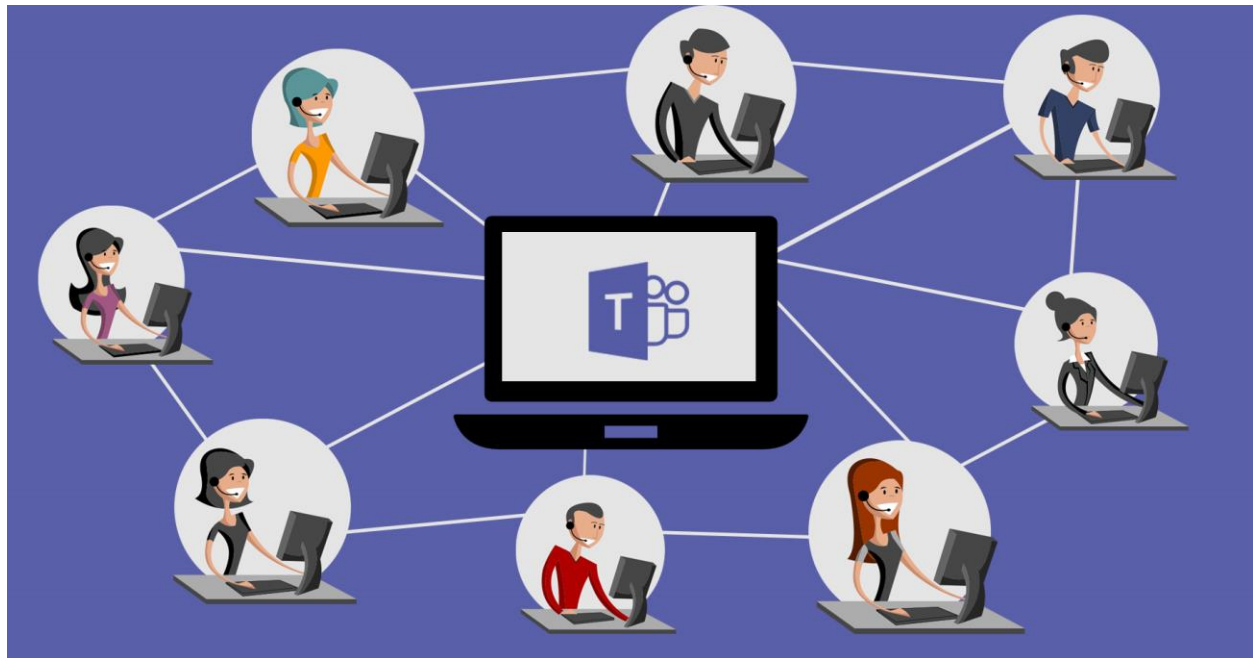
How Microsoft Teams Enhances Productivity

Microsoft Teams is the future of enterprise collaboration and communication. The workplace is changing in a number of ways, and our tools need to change with them. Here are some statistics to note:

- Organizations can expect their employees' devices increasing by 4x this year. Phones and tablets for work is increasing as the workforce becomes younger and technology is relied upon more.
- 72% of workers will be functioning remotely by 2020. People expect flexibility, mobility and secure accessibility.
- 80% of employees' time is spent collaborating. How we interact is key to our productivity and the tools we use are vital to quality and efficient collaboration.

At Katpro Technologies Inc, we are excited to transition to Teams, and we ourselves use Teams every day while working with each other. It comes with a whole host of benefits and unique capabilities.

- Group and private chats
- Broadcast and conference using HD video, VoIP
- Use across devices and browsers
- Seamless integration with all your other Microsoft tools like SharePoint, OneNote, PowerBI, and Planner
- Customized dashboards and extensible apps



All of these functions (and more) are available at your fingertips in one place. No switching around on your screen, no tabs, no disparate programs. The ease of use allows for your teams to work smarter and accomplish more.

“Microsoft Teams is a tool that changes the way people work and collaborate”, says Banach. “As such, it requires not just a solid technology adoption approach, but also making sure that your employees are provided with the right resources and education to make sure they get the most out of this transformational tool. As a born-in-the-cloud collaboration tool, Microsoft Teams will continue to evolve in providing a best-in-class experience.”

Team Roles Microsoft Teams Will Work For Efficiently

Sales

- Get quick answers from PMs and Sales Ops

- Share key customer wins
- Get lead notifications and deal mentions
- Share latest company, product and competitor news

Marketing

- Coordinate campaigns and event tasks
- Share the latest content drafts for feedback
- Get automated reports from analytics tools
- Prepare marketing launch across multiple stakeholders

Project management

- Streamline project communication and tools
- Provide status updates, get feedback, coordinate tasks
- Share files and collaborate on deliverables
- Get new project members up to speed quickly

Engineering

- Enable continuous discussion across a distributed team
- Discuss ideas and requirements, gather inputs in the open
- Integrate with developer tools like Jira
- Store standard documentation and files

Customer Support

- Enable continuous knowledge sharing between shifts
- Provide visibility into customer escalations
- Speed up issue resolution with various subject matter experts
- Search for solutions across conversations

Microsoft Teams - The Operating System of New Age Business

Though there are a number of great productivity boosting workplace applications out there, one of our favorites is Microsoft Teams. The system integrates seamlessly with existing Microsoft Office programs and other third-party services and is quickly becoming the go-to option for many organizations.

To your success,

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Katpro focuses on developing techniques and products to process big amounts of complex data faster than traditional solutions. Resulting in easy to use, affordable and highly effective technology. In order to support you when you need data the most, to take important management strategic or daily operational decisions, or to show you new strategic business opportunities at one glance.

We pleased to announce that in recognition of its efforts it has been awarded the elite Microsoft Gold- Certified Partner status. Our deep and lasting relationship with Microsoft helps achieve more for you and your clients. Our innovative and cost efficient IT solutions, help businesses to increase productivity, collaborate better with customers and partners and be more competitive. We are an IT Services business specializing in Cloud, Office 365, and Virtual Workspaces. We are also a reseller for a range of software and cloud services, including, Microsoft Azure, AWS, Office 365 and Citrix.

Katpro has always followed a "customer comes first" philosophy. Our governance is simple, flexible, and focused on providing end results to our clients. We value our customer relationships and take extra steps to ensure that our customers are always satisfied.

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