



— PARTNER BRIEF

Challenges for MSPs with Microsoft Teams Adoption

This Partner Brief provides a guide for MSPs to help overcome common barriers to migrating and adopting Microsoft Teams.

Introduction

Many Managed Service Providers (MSPs), especially those specialising in Microsoft 365 productivity solutions, are actively assisting their clients with the onboarding process to Microsoft Teams and ensuring its successful adoption.

However, all MSPs encounter common challenges in guiding their clients to fully adopt the technology and maximize the value from Microsoft Teams' capabilities. Additionally, not every MSP has the necessary resources to effectively support their clients on this transformative journey.

For MSPs supporting small companies, the challenges of convincing clients to understand and adopt Teams, along with SharePoint and OneDrive, as part of their digital transformation strategy can be particularly pronounced. These smaller clients may require more personalised guidance and reassurance to embrace these tools as a means to enhance their business operations.

In this document, we will discuss some of these common challenges and provide some tips and best practices to overcome them.

We have summarised these challenges into 4 main categories:

- Lack of awareness and understanding.
- Delivering the best Teams experience.
- Upskilling the client's employees.
- How can an MSP supplement their knowledge and resources.

Challenge: Lack of awareness and understanding

One of the main challenges that MSPs face is that their clients may not be aware of the full benefits and features of Teams.

Many may just see it as a new cloud-based file repository replacing their legacy servers, and they may not understand how it is so much more than this and how it can help them achieve their business goals.

This can lead to resistance, confusion, and low adoption rates among the end users.

To address this challenge, MSPs need to:

- Educate their clients about the value proposition and use cases of Teams, and how it can improve collaboration, efficiency, and security.
- Demonstrate the functionality and capabilities of Teams, and how it integrates with other Microsoft products such as SharePoint and OneDrive.



Some possible value propositions and use cases of Teams that MSPs can discuss with their clients are:

Value propositions

Communication and collaboration

Teams is not just about documents and replicating their existing folder structures.

Teams can help clients streamline their communication and collaboration across different departments, locations, and devices. By using chat, calls, meetings, and file sharing in one platform, clients can reduce the need for multiple tools and applications and save time and money.

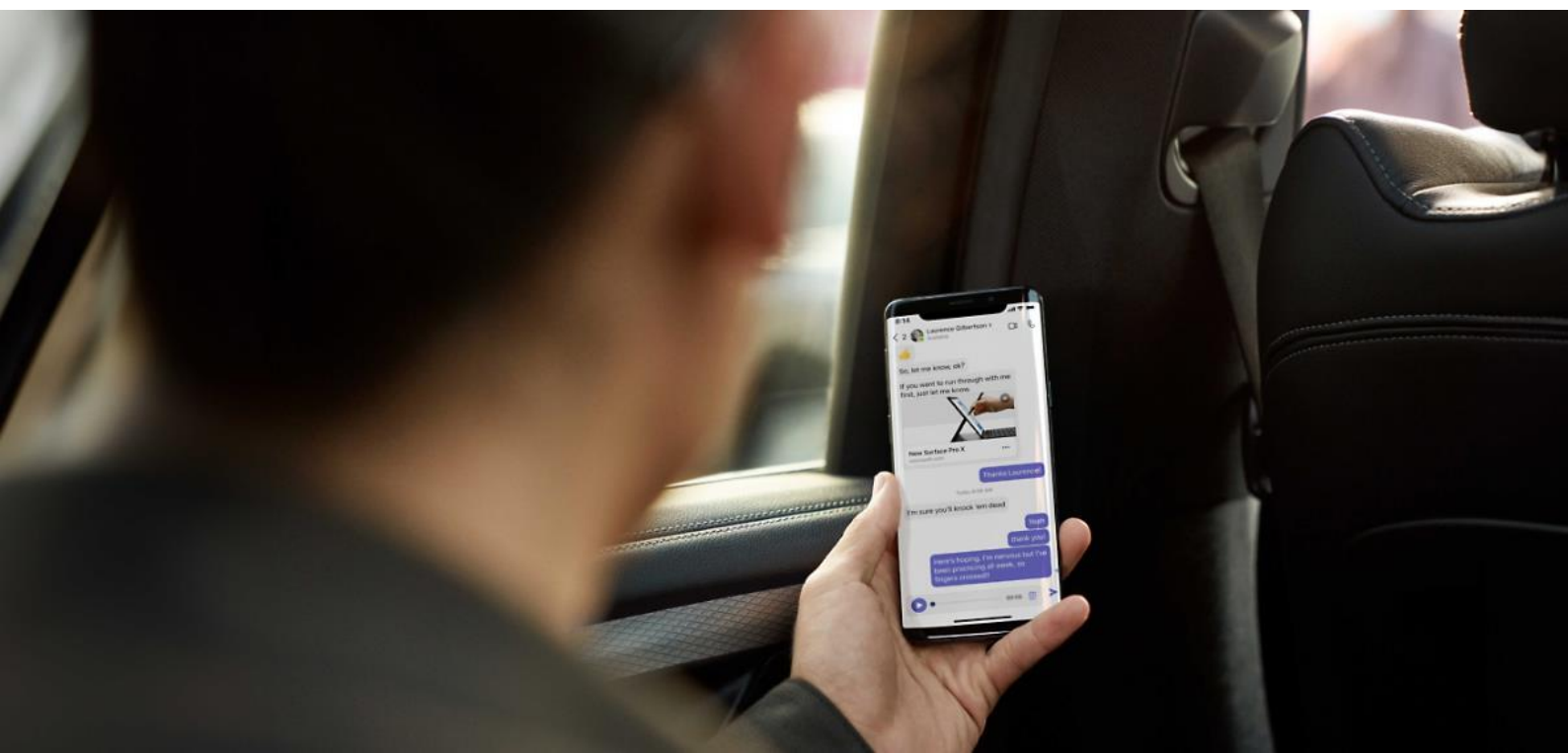
This is especially relevant for companies with hybrid workers or different offices and locations.

Work from anywhere

Teams allows individuals to securely collaborate and work on any device they chose from laptop to tablet to mobile and with built-in offline capability they can still access those important documents whilst travelling.

Security and compliance

Teams can help clients enhance their security and compliance posture, especially in remote or hybrid work scenarios. By using Teams, clients can leverage the advanced security features of Microsoft 365, such as data encryption, multi-factor authentication, and data loss prevention.



Productivity and innovation

Teams can help clients boost their productivity and innovation, by enabling them to access and integrate various Microsoft and third-party applications within Teams.

For example, clients can use Power Apps, Power BI, and Power Automate to create custom solutions, dashboards, and workflows in Teams. Clients can also use apps like SharePoint, OneNote, Planner, and Forms to manage projects, tasks, notes, and surveys in Teams. Additionally, clients can use apps like Salesforce, Zendesk, Adobe, and Asana to connect with their external partners and customers in Teams.

Co-authoring

Teams can help clients collaborate on documents and files in real time, by enabling them to co-author in Microsoft Office apps like Word, Excel, and PowerPoint within Teams.

By using co-authoring, clients can avoid version conflicts, track changes, and provide feedback more effectively. Co-authoring also supports simultaneous editing and autosave features, which can prevent data loss and improve efficiency - no more will they experience "this file is locked by.....".

Sharing

Teams can help clients share documents and files outside of their team, by allowing them to create external links that can be accessed by anyone with the link, or by specific people or groups.

By using sharing links, clients can avoid sending large attachments via email, which can clutter their inbox and cause security risks. Sharing links also ensure that the recipients always have the latest version of the document or file, and that the clients can control the permissions such as edit, read only or review only, and expiration of the links.



Challenge: Delivering the best Teams experience

A key step for an MSP to provide the best Teams solution for a client is to understand the client's business goals, challenges, and needs.

By conducting a thorough assessment of the client's current and desired state, an MSP can identify the pain points, opportunities, and requirements that Teams can address. Some of the questions that an MSP can ask the client are:

What are your business objectives and priorities?

- How do you communicate and collaborate internally and externally?
- What are the main tools and platforms that you use for your work processes?
- What are the common issues or frustrations that you face with your current solutions?
- How do you measure and improve your productivity and performance?
- How do you manage and secure your data and devices?
- What are the compliance and regulatory standards that you need to follow?

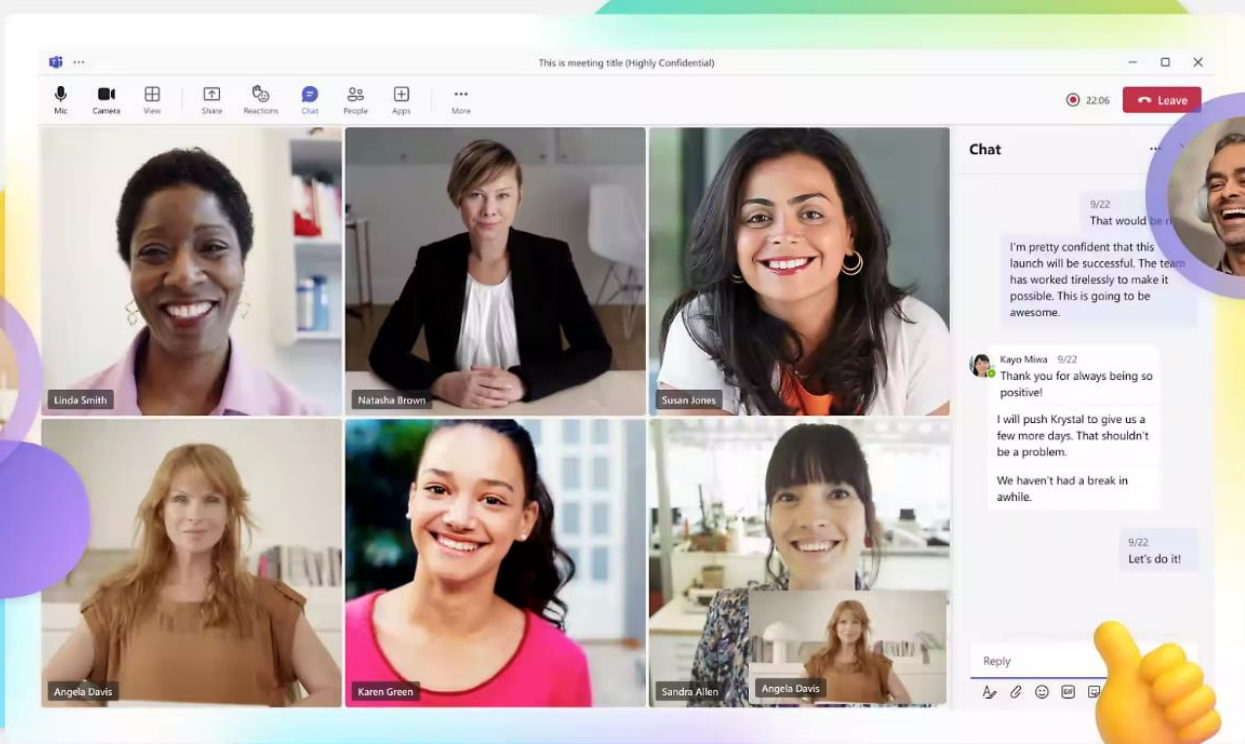
Based on the answers to these questions, MSPs can design and configure Teams to meet the client's specific needs and preferences.



Some of the aspects that an MSP can customise in Teams are:

- ❑ The **team structure and membership**, which determine the scope and access of collaboration and communication within and across teams.
- ❑ The **channel organisation and naming** within each team, which groups conversations and files by topics, projects, or functions.
- ❑ The **app integrations and tabs**, which enable the client to access and use various Microsoft and third-party applications within Teams.
- ❑ The **meeting and calling settings**, which control the options and features for audio and video conferencing, such as recording, transcription, live captions, and background effects.
- ❑ The **security and governance policies**, which define the permissions and restrictions for data sharing, retention, and deletion, as well as the roles and responsibilities of team owners and members.

By following this approach, MSPs can help the client leverage Teams as a hub for teamwork, where they can chat, meet, call, and collaborate on documents and files in a seamless and secure way.



Challenge: Upskilling the client's employees

One possible approach to upskill the client employees is to design and deliver a comprehensive adoption program that covers the basics of Teams and its integration with other Microsoft 365 services and features.

The training program could include the following elements:

- ❑ An **introductory webinar** aimed at senior individuals to help them discover the full power of Teams and Microsoft 365 so that they can understand the value this can add to their business and the changes they might want to make before adopting Teams.

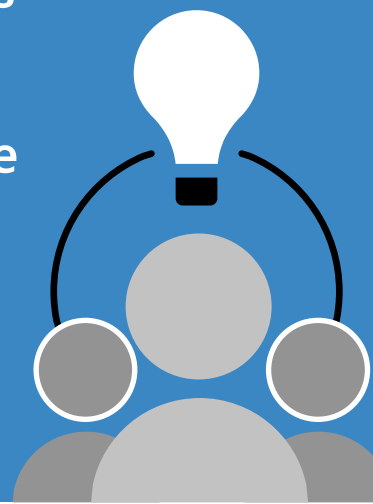
- ❑ A series of **live webinars or workshops** that dive deeper into the advanced features and functionalities of Teams aimed at all users, covering topics such as where are my files, co-authoring, document versioning, sharing, effective use of posts and chat and meeting and calls.

The webinars or workshops could also provide opportunities for the learners to ask questions about specific department or personal use cases.

- ❑ A set of **curated online resources**, such as videos, articles, guides, and tips, that current and new users can use to refresh their understanding and knowledge.

- ❑ A **feedback and support mechanism** that allows the learners to provide their input and suggestions, as well as request additional help or guidance if needed. The feedback and support mechanism could include surveys, polls, or online drop-in-clinics.

By following this approach, MSPs can help the client employees gain the necessary skills and confidence to use Teams effectively and efficiently, as well as explore and discover the potential of Teams to enhance their collaboration and productivity.



Challenge: How can an MSP supplement their knowledge and resources

So365 has a long history of working successfully with MSPs to ensure their clients are fully adopted and using Microsoft Teams and any of the other Microsoft 365 services.

We supplement your in-house resources and knowledge freeing your people up to focus on the real technical aspects of setting up and configuring Teams and the security requirements that go with it, not to mention the migration of data from existing servers.

Our approach can be mixed and changed for each of your clients, but generally entails:

- Short discovery webinar(s) to introduce the client's senior individuals to the world of Microsoft Teams, SharePoint and OneDrive and other complimentary services, to get them excited about the opportunity you are providing them.
- Join with you or run on your behalf, sessions with your client to understand their current operating structure and methods to feed into your final design of their Teams and channels.
- A flexible number of webinars based on the number of client staff to upskill them in readiness for the implementation and data migration.
- Implementation of SoLearning, our SharePoint hub with useful resources and guidance that your client can reference, reducing the ongoing support need.
- Post migration drop-in-clinics to answer questions and provide ongoing advice over the short or medium term.



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