

Differentiating Microsoft Teams vs. other meeting solutions

Partner guide



In this document you will find content to equip you to be successful in helping your customers make the decision to migrate to Microsoft 365 and Teams over other meeting providers

Differentiate Microsoft Teams:

As part of Microsoft 365, Teams can help customers...

1 Meet, chat, call, and collaborate in one place

- Get more done, by helping users stay focused on a single platform that integrates meetings, chat, Office apps, and more
- Move away from a meetings-first mindset with a solution built to power true collaboration
- Collaborate on the move with a rich mobile app that's consistent with the desktop experience

Other meeting providers may need third-party apps which can create data silos and app confusion; a meetings-first mindset may lead to fatigue and flagging productivity.

2 Simplify everyday work and complex processes on a single platform

- Directly connect to hundreds of third-party workplace apps without leaving Teams
- Manage tasks by turning meeting messages into action items so users can move forward together
- Automate monotonous tasks and improve workflow with customizable, low-code tools

For other meeting providers, a lack of automation options can create fragmented experiences for users and require enterprise-level developers to implement workflows.

3 Collaborate with confidence, securely

- Prevent meeting disruptions with advanced security and guard against data leaks and malicious links
- Collaborate securely with risk-based policies that control who has access to what
- Meet compliance needs efficiently with built-in controls to govern data and set policies

Other meeting providers may lack built-in proactive policies to help you stay protected and compliant—meaning more points of vulnerability and more third-party add-ons.

4 Control costs and get more value from your investments

- Lower TCO by reducing subscription fees
- Minimize management time and complexity for your IT team
- Conduct interactive webinars with Teams without additional licensing fees

Other meeting providers may need third-party apps, increasing complexity, licensing costs and time to manage. Live event services may require extra add-on licenses

Tips for success:

- Lead with how Teams and Microsoft 365 help simplify IT management
- Highlight [Teams product roadmap](#) and [innovation](#)



145 Million

people around the world rely on Microsoft Teams every day to work together, even when they need to work apart



93 of 100

Fortune 100 companies currently use Microsoft Teams



90+

national, regional, and industry-specific compliance requirements and standards are supported

Addressing misconceptions

Things you might hear	How you can help
 DEVELOPMENT <i>Meeting providers are easier to get up and running</i>	Have you considered the true cost of picking a limited-use 'quick' solution, that'll burden your IT and end users with risk now and re-work later? <ul style="list-style-type: none">✓ Teams is included with your Microsoft 365 subscription✓ IT admins can easily leverage Microsoft's limited-time offer to onboard Teams users
 BEST OF BREED <i>I want the best meeting solution</i>	Teams is "best-of-breed" too and Microsoft 365 meets a more complete set of organizational needs <ul style="list-style-type: none">✓ Productivity suites deliver parallel experiences to "best of breed" tools✓ Microsoft 365 eliminates the added cost and complexity of a multi-vendor solution✓ Teams is a Leader in Gartner UCaaS and Meetings Solutions Magic Quadrants
 SECURITY <i>Other meeting providers are secure enough</i>	Are you prepared to take on the financial implications of ransomware, lost corporate IP, or lawsuits by going the 'good enough' route? <ul style="list-style-type: none">✓ Microsoft is a global security vendor✓ Teams has robust, enterprise-grade security, compliance, and privacy built-in
 EXTERNAL COLLABORATION <i>It's easier to use another meeting provide for external meetings and Teams for internal collaboration</i>	Teams lets you work seamlessly with those in- and outside your organization <ul style="list-style-type: none">✓ Using a meeting provider with Microsoft 365 means redundant costs, management overhead of two tools and issues with file fidelity and "which tool when" confusion✓ Teams can help you connect with customers outside the organization with plug-in free meetings and secure access to critical resources and collaboration apps
 MEETING ROOMS + DEVICES <i>Other solutions work better with my existing tools and devices</i>	Teams can work with your legacy conferencing and phone equipment, until you are ready to upgrade <ul style="list-style-type: none">✓ Microsoft Teams Rooms offers choice and flexibility to make any space a Teams meeting place, for anyone, anywhere, on any device✓ Teams Rooms provide a dedicated Teams or Skype meeting app, scales to all room sizes and works with older VTC and existing investments
 CALLING <i>We'll use a meeting provider for calling with Teams for collaboration</i>	Using Microsoft Phone System is the only way to receive optimal voice quality features <ul style="list-style-type: none">✓ Using another service for calling and Teams for everything else will sacrifice collaboration consistency and lead to a less powerful user experience overall✓ Signing up for both services will lead to an artificially high TCO—since you'll be paying for two services that provide overlapping capabilities

Use partner resources to learn how to position Microsoft Teams

- [Download all materials](#) and [educate your organization](#)
- [Nominate eligible customers for Teams Workshops and CPOR usage incentives](#)
- [Join Partner Yammer communities and utilize learning paths](#)

Learn more at Microsoft.com/teams

Note: Microsoft 365 E5 is the basis of this comparison. Teams benefits vary by license.