

A person is seen from the side, looking at a laptop. The laptop screen displays the Microsoft Teams logo and the text "Microsoft Teams". The person's hands are on the keyboard. A blue circular graphic is overlaid on the left side of the image.

UNLEASHING THE POWER OF MICROSOFT TEAMS



Drive Teams User Engagement and Revenue by
Unlocking Marketplace Potential

What is Microsoft Teams?

To empower every person and every organization on the planet to achieve more.

Microsoft Teams is a **cloud-based team collaboration platform** that provides real-time communication, meetings and file sharing, creating a unified workplace for all in one place.

Key Features

-  Virtual Meeting & Conferencing
-  Instant Messaging
-  File Sharing & Real-time Collaboration
-  Teams Phone Call
-  Teams Marketplace for Apps Integration






Microsoft Teams in Numbers



Recent Major Updates

- Introduced **Microsoft 365 Copilot**, an AI tool that enhances productivity by summarizing meetings, chat composing, automating routine tasks and providing valuable insights.
- Introduced **New Teams**, that doubles performance with 50% fewer resources used, and provides a simpler yet smarter user experience for daily work.

The Market Landscape

					
Dimensions	Teams	Slack	Webex	ZOOM	Discord
Brand Position & Market Perception	Professional corporate communication tool	Thread-based communication	Enterprise large-scale meeting tool	Go-to video conferencing tool	Community-driven interaction space
Daily Active User	145 Million	38.8 Million	32.5 Million	300 Million	29 Million
Document Collaboration (e.g.: File sharing, task management)	Deep Microsoft 365 integration	Rely on third party integrations	Rely on third party integrations	Rely on third party integrations	✗
AI Assistant	Microsoft 365 Copilot	✗	Cisco AI Assistant	ZOOM AI Companion	✗
User Experience	Feature rich but complex with a steep learning curve	Ease of use with simple interface	Complex & moderate learning curve	Ease of use with simple interface	Ease of use with customized menu
Security & Compliance	Enterprise-grade security	Limited (No end-to-end encryption)	Enterprise -grade security	End-to-end encryption (video)	✗

Enterprise-grade security refers to the comprehensive encryption, compliance certifications, and advanced admin controls.

SWOT Analysis



Strengths



- Strong brand recognition in the corporate sector
- One-stop solution for enterprise collaboration needs
- Large user base worldwide
- Deep Microsoft 365 integration (e.g. Excel, SharePoint)
- Enterprise-grade security with comprehensive compliance certifications

Opportunities



- Improve UI to be more intuitive and customizable
- Wider adoption of third-party app integrations
- Webinar feature enhancement
- Market expansion into SMB and specialized industries
- Develop community-focused features for engagement

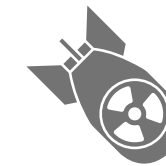
UI refers to user interface while SMB refers to small and medium-sized business

Weaknesses



- Poor search functionality
- Higher memory consumption
- Limited interface personalization
- Complex user interface with steep learning curve, leading to reduced productivity
- Limited webinar features compared to dedicated platform

Threats



- Evolving global compliance requirements
- Growing data privacy concerns and security vulnerabilities
- Rising competition from specialized collaboration tools
- Increasing demand for flexible, lightweight communication tools

Insights Compilation

Primary Research

85 Google form responses collected


7 User interviews conducted


Our findings

Users mainly use Teams for basic functions:

- (1) Meetings (78%)
- (2) Chat and Messaging (75%)
- (3) Calendar Scheduling (69%)

Users actively **seek alternatives** like ZOOM and **access external tools** like Canva (46%), JIRA & Kanban Tools (18%), and Workday (12%) separately

 **75% of users are unaware of the Teams Marketplace**
(despite it offers direct integrations with thousands of plugins)

 **24% of users feel frustrated with app-switching**
(reflects a desire for unified workflows within a single platform)

It suggest a **limited understanding of Teams full capabilities**

Key user-reported challenges:


- (1) Poor Search Functionality (34%)
- (2) Fragmented Workflow (27%)
- (3) Connectivity Issues and Meeting Glitches (25%)
- (4) Complex UI/UX Issues (14%)


Secondary Research

Data from online articles, reports, Reddit, Quora

Our findings

Top discussed user experience:

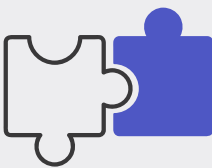
 **Seamless integration with Microsoft 365**
(A comprehensive productivity suite, integrated with Excel, SharePoint, etc)

 **Difficulty in user interface design**
(Poor feature discovery, design inconsistency and rapid updates)

Significant concerns on plugin security and data privacy by organizations:

- (1) Limited Compliance Visibility of Plugins
- (2) Uncertain on Industry-specific Security Requirements
- (2) Lengthy IT Review Processes

making plugin adoption **costly** and **time-consuming**

 **91% of businesses use at least 2 messaging apps**
(often get adopted by individual departments in order to solve specific needs)

 **Recent Market Trends**

Growing demands in **AI-powered features, improved security and privacy protocols, process automation and integrated workflow**

What's the Goal?



Drive Teams user engagement and revenue by unlocking marketplace potential

Key Reasons



Teams marketplace is underutilized and unseen, causing **users to overlook Teams full capabilities** and actively seek alternatives



Teams users have expressed **frustration with apps switching**, showing a strong demand for integrated workflows



Teams marketplace represents an **untapped revenue stream** by providing tiered (free and premium) plugin integrations

Expected Outcome

- Improved user engagement in Teams marketplace
- Increased daily average time spent on Teams per user
- Increased in plugin adoptions
- Enhanced user satisfaction and trust
- Growing revenue generated from marketplace premium integrations

User Segment & Persona - Education - Students



Bio

Priyanka, aged 20, a college/university student participating in hybrid learning method, using Teams several times a week

JTBD - Functional

- Attend online lectures, access class materials and lecture recordings in Teams
- Collaborate with teammates on group projects and 1:1 consultation with lecturers
- Receive updates about class and assignments in Teams
- Submit assignments and receive feedback through Teams Assignment

JTBD - Social

- Be seen as an engaged and active participant in the class
- Maintain social connections with classmates

JTBD - Emotional

- Feel connected to the learning community
- Reduce anxiety by having all course materials in one place
- Feel at ease learning remotely as teammates and lecturers are accessible

Core Needs

- Clear communication channels
- Structured learning environment
- High video and audio quality
- Social interaction opportunities
- Real-time collaboration tools & file sharing

Challenges

- Feel cluttered with overwhelming buttons on the user interface
- Disrupted meeting experience due to poor internet connection
- Limited knowledge about using collaboration tools like whiteboards
- Frustration with finding and organizing study materials within the Teams structure

User Segment & Persona - Education - Teachers / Tutors



Bio

Alex, aged 45, a college professor who deliver lectures to his students in a hybrid manner, moderately technology savvy, using Microsoft Teams several times a week

JTBD - Functional

- Host large virtual classes with controlled participant settings
- Record and share lecture content (2 hours each)
- Run quizzes and polls during classes
- Grade and provide feedback on assignments
- Make announcement about changes in class schedule and assignments

JTBD - Social

- Demonstrate technological competence
- Build rapport with students physically and remotely
- Project authority and expertise virtually in a remote setting

JTBD - Emotional

- Maintain control over the virtual classroom
- Feel confident in delivering quality education in digital environment
- Reduce stress with organized content management

Core Needs

- Classroom management tools
- High video and audio quality
- Students engagement metrics (e.g. attendance, joining time)
- Assignments metrics (e.g. submission time, scores)
- Recording and large storage capacity

Challenges

- Poor video, audio and recording quality
- Limited storage capacity and recording time limit
- Auto-deletion of video recordings
- Difficulty in document searching & organization (assignment submission)

User Segment & Persona -

SMBs & Corporate Enterprises - SMB Project Managers & Corporate Professionals



Bio

Aishwarya, aged 31, a product manager who manages cross-functional projects and reporting to upper management, using Microsoft Teams every weekday

JTBD - Functional

- Schedule, host and participate in internal and external meetings
- Track project progress and manage shared timelines across teams
- Manage multiple team communication channels simultaneously
- Maintain a proper documentation practice
- Collaborate on documents in real-time

JTBD - Social

- To appear as an organized person who manages the projects efficiently
- Maintain visibility while working remotely
- Project confidence in handling cross-team dynamics

JTBD - Emotional

- Feel in control of team operations and progress
- Reduce anxiety about missing important updates
- Maintain team morale and aligned directions

Core Needs

- Project management tools
- Efficient communication & video conferencing tools
- Document collaboration features
- Meeting scheduling and management
- Stakeholder communication channels

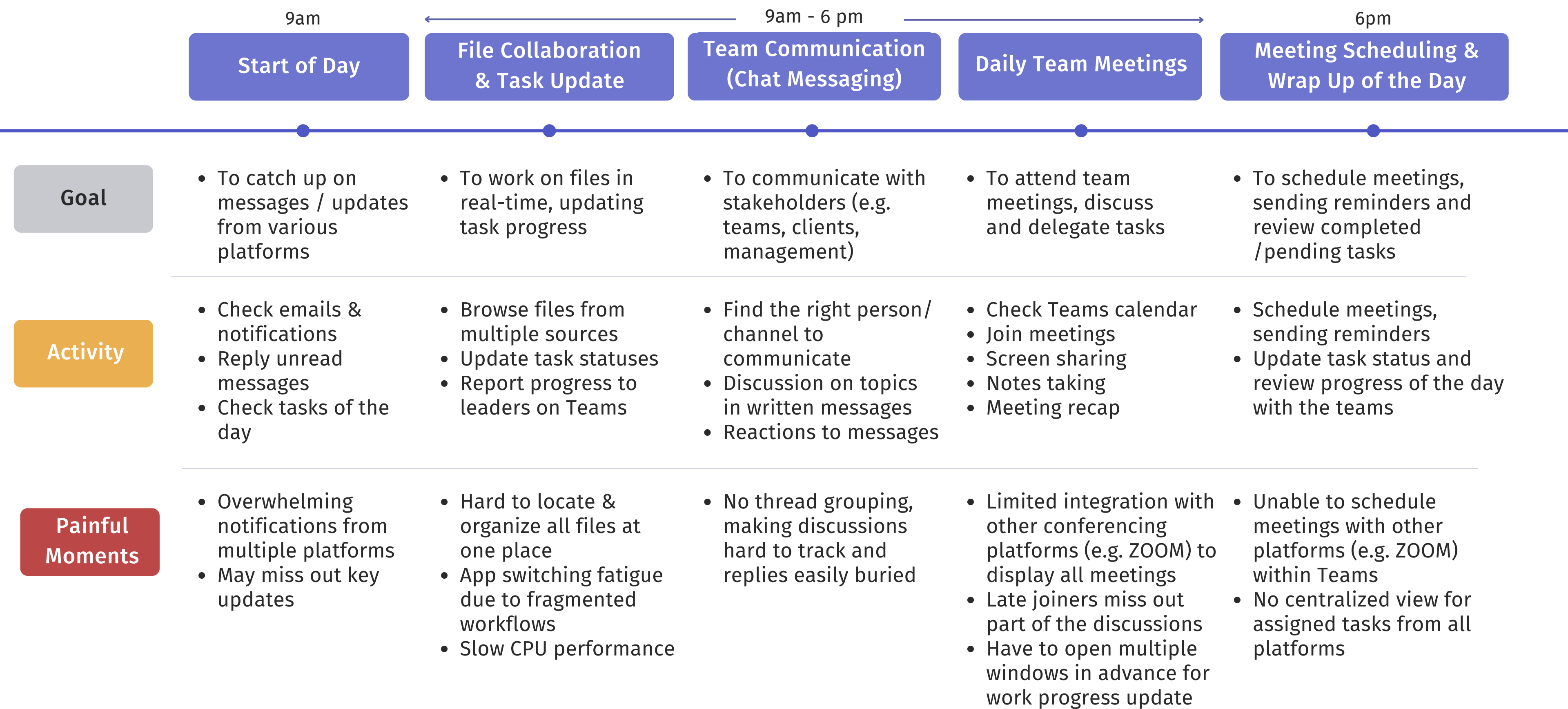
Challenges

- Fragmented workflows and reliance on multiple tools for work
- Important updates getting buried in chats
- Poor connectivity issues and meeting glitches
- Lack of knowledge in streamlining their current process
- Exhausted from having excessive video calls in a day



We prioritized corporate professionals over students and teachers because 70% of Teams users are corporate professionals, and they are showing a stronger need of advanced features integrations for daily workflows

User Journey - Corporate Enterprise Users - Daily Work Routine



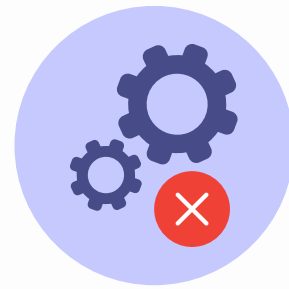
Key Users' Struggles with Microsoft Teams



Poor Search Functionality

- Difficulty finding content across different channels and chats
- Limited advanced file search filters (size, type, date modified)
- Problems finding messages from guests or external users

34% of users reported



Fragmented Workflow

- Multiple, unintegrated tools working in silos, causing inefficiencies
- Scattered tasks and data hindrance affecting streamlined processes
- App switching disrupts focus and lowers productivity

27% of users reported



Connectivity Issues & Meeting Glitches

- Frequent meeting disruptions due to connectivity issues
- Audio and video glitches during calls reduce the reliability of Teams
- Poor optimization for low-bandwidth environments

25% of users reported







Complex UI/UX design

- Steep learning curve due to deep nested menus and inconsistent design elements
- Difficulty in features discovery and navigating between tasks

14% of users reported

Prioritizing What Matters the Most

Problems			Population Affected	Frequency of Occurrence	Problem Intensity	Goal Alignment	Total
	Fragmented Workflow	<ul style="list-style-type: none">Tools operating in silos, lacking seamless integrationScattered tasks and dataApp switching fatigue	4 (Most of the Teams enterprise users)	5 (App switching every work day)	5 (Reduced in productivity)	5 (Yes, about plugin adoption)	19
	Poor Search Functionality	<ul style="list-style-type: none">Limited ability to search content, file locations, and past conversation with guests	4	4	3	3	14
	Connectivity Issues & Meeting Glitches	<ul style="list-style-type: none">Connectivity disruptionsAudio and video glitchesPoor optimization for low bandwidth environment	5	2	2	3	12
	Complex UI/UX design	<ul style="list-style-type: none">Steep learning curveDifficulty in features discovery and navigation	3	3	3	2	11

Integration Dilemma: Why Teams Feels Fragmented to Users?

Research findings suggest that users are mostly unaware of Teams Marketplace or they have concerns from adopting the solutions.



Lack of Awareness of Teams Marketplace

- **Limited communication and exposure about marketplace** leads users to view Teams as just a communication tool
- Users struggle from the **limited personalization** and **poor search functionality** within marketplace



Marketplace Security & Privacy Concerns




- Organizations hesitant to adopt potentially useful plugins due to **security and data privacy concerns**
- **Missing visible security or compliance certifications** in the marketplace causes lengthy IT review process for plugins



Limited Infrastructure for Plugin Exploration


- Some users who are aware of plugins **have limited knowledge** on how to use them effectively
- **Inability to trial plugins** for its functionality and compatibility leads to the resistance in exploring plugins

Solution Space: Brainstorming Time

	Lack of Awareness of Teams Marketplace	Marketplace Security & Privacy Concerns	Limited Infrastructure for Plugin Exploration
 HIGH CONFIDENCE SOLUTIONS	<p>In-app AI prompts to suggest personalized plugin recommendation</p> <p>Provide customized plugin recommendation (e.g. Starter Pack for beginners)</p> <p>Provide data analytics of plugin usage within the organizations to understand employees needs</p>	<p>Add security badges alongside the plugins & a 'Security & Compliance' section in plugins' description</p> <p>Conduct periodic audits of all plugins and publish security audit reports in marketplace</p>	<p>Create a sandbox testing environment, supported by an interactive community forum</p> <p>Offer periodic days when premium plugins are free for testing and evaluation</p> <p>Host interactive workshops for users to understand the usage of plugins</p>
 MOONSHOT SOLUTIONS	<p>Leverage the Metaverse to deliver immersive, hands-on demonstrations of plugins</p> <p>A blockchain-based rewards system to reward organizations / power users who achieve productivity milestones with Teams plugins</p>	<p>Host plugins on blockchain and providing a tamper proof records of plugin compliance certifications and security audits</p> <p>Offer real-time security monitoring of plugins, allowing users to track security updates or compliance changes</p>	<p>Enable organizations and users to collaborate with developers to co-create or customize plugins based on their specific needs</p> <p>Immersive plugin testing via AR/VR provides interactive walkthroughs of plugin features, showcasing their functionality</p>
 LOW CONFIDENCE SOLUTIONS	<p>Design a step-by-step onboarding experience with clear setup instructions for each plugin</p> <p>Send regular updates about the marketplace through Teams broadcast channel to users</p>	<p>Mandate regulatory security and compliance training for plugin developers</p> <p>When new updates are released, automatically disable plugins until new compliance checks are passed</p>	<p>Introduce plugin testing for paid users / premium tiers of Microsoft teams</p> <p>Enforce quotas requiring each team to install a minimum number of plugins</p>

Solutions Prioritization

(all high confident solutions) 

Problems	Solutions	Impact (I)	Effort (E)	I/E Ratio
<div>Lack of Awareness of Teams Marketplace<ul style="list-style-type: none">Limited communication and exposure about marketplaceLimited personalization & Poor search functionality</div>	• Introduce in-app AI prompts powered by CoPilot to suggest personalized plugin recommendations	5	3	1.67
	• Provide custom recommendation: Starter Pack for beginners and Bundle Pack for existing users	2	2	1.0
	• Provide Teams administrators with insights on plugin usage within their organization	3	4	0.75
<div>Marketplace Security & Privacy Concerns<ul style="list-style-type: none">Absence of visible security or compliance certifications</div>	• Introduce security badges ( GDPR) & Add a 'Security & Compliance' section in plugin's description	4	2	2.0
	• Conduct periodic audits of all plugins and showcase results in marketplace	4	5	0.8
<div>Limited Infrastructure for Plugin Exploration<ul style="list-style-type: none">Limited knowledge on how to use the pluginsInability to trial plugins for functionality & compatibility</div>	• Create a sandbox testing environment for each plugin, supported by a community forum	5	3	1.67
	• Offer periodic days when premium plugins are available for free to all users to explore and evaluate	4	3	1.33
	• Create interactive workshops for users to understand the usage of plugins	3	5	0.6

Solution 1

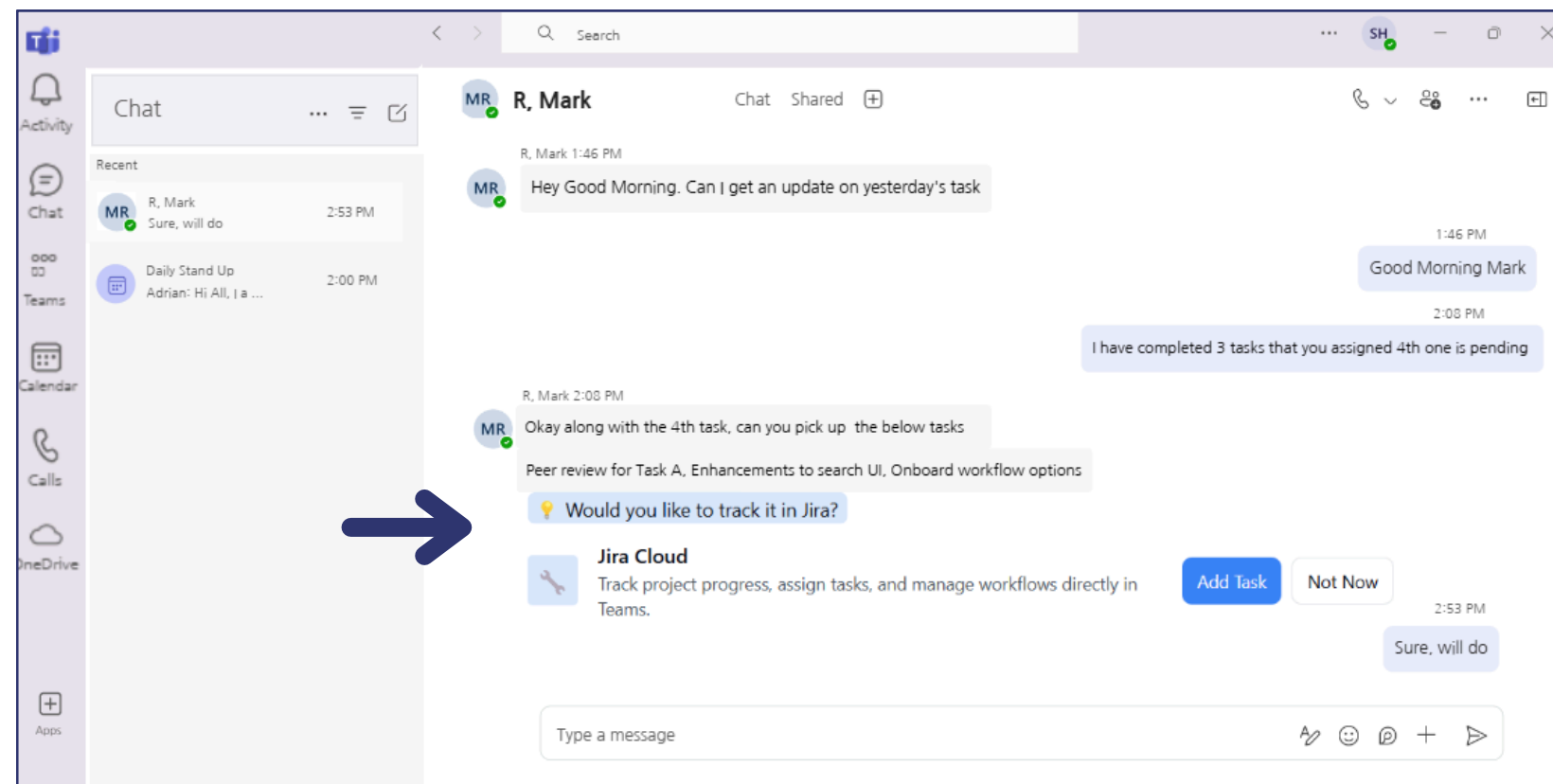
In-app AI prompts for personalized plugin recommendations



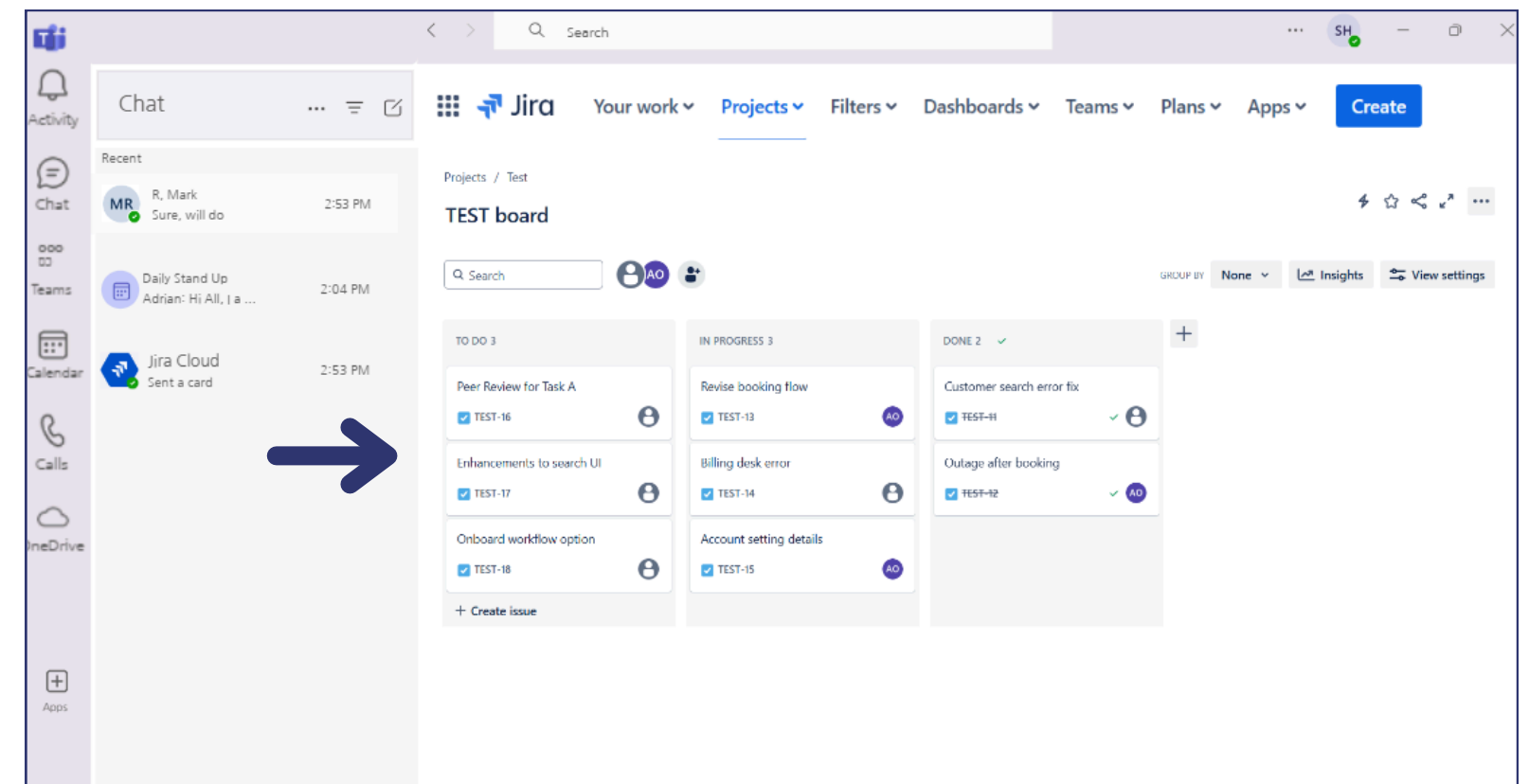
Majority of users are unaware of Teams marketplace, resulting in fragmented workflows using multiple tools for specific tasks at work



Introduce in-app AI-powered plugin recommendation that analyzes and suggests relevant plugins based on context, providing personalized suggestions at the moment of need, making plugin adoption seamless



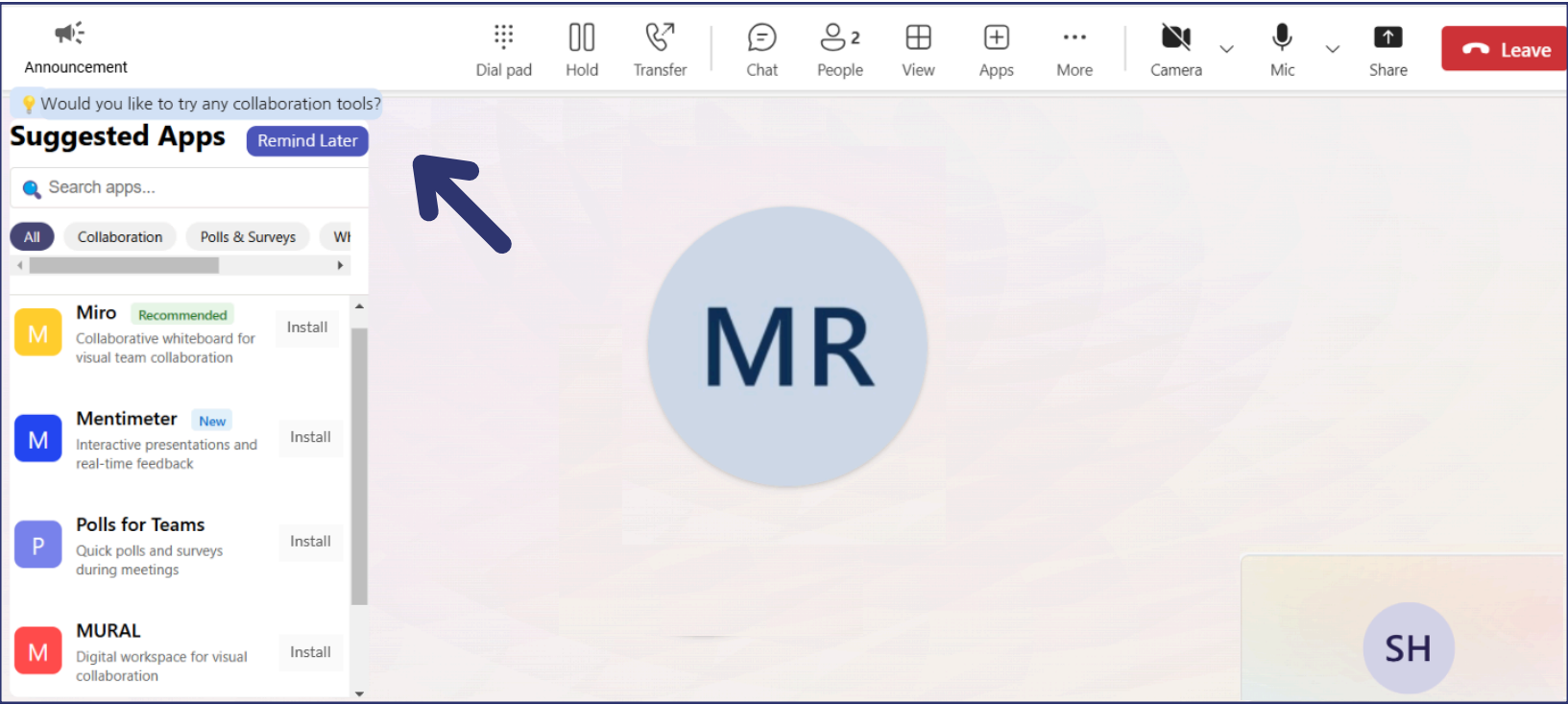
Teams' AI detects task-related keywords in the chat and proactively suggests JIRA integration with a simple 'Add Task' prompt



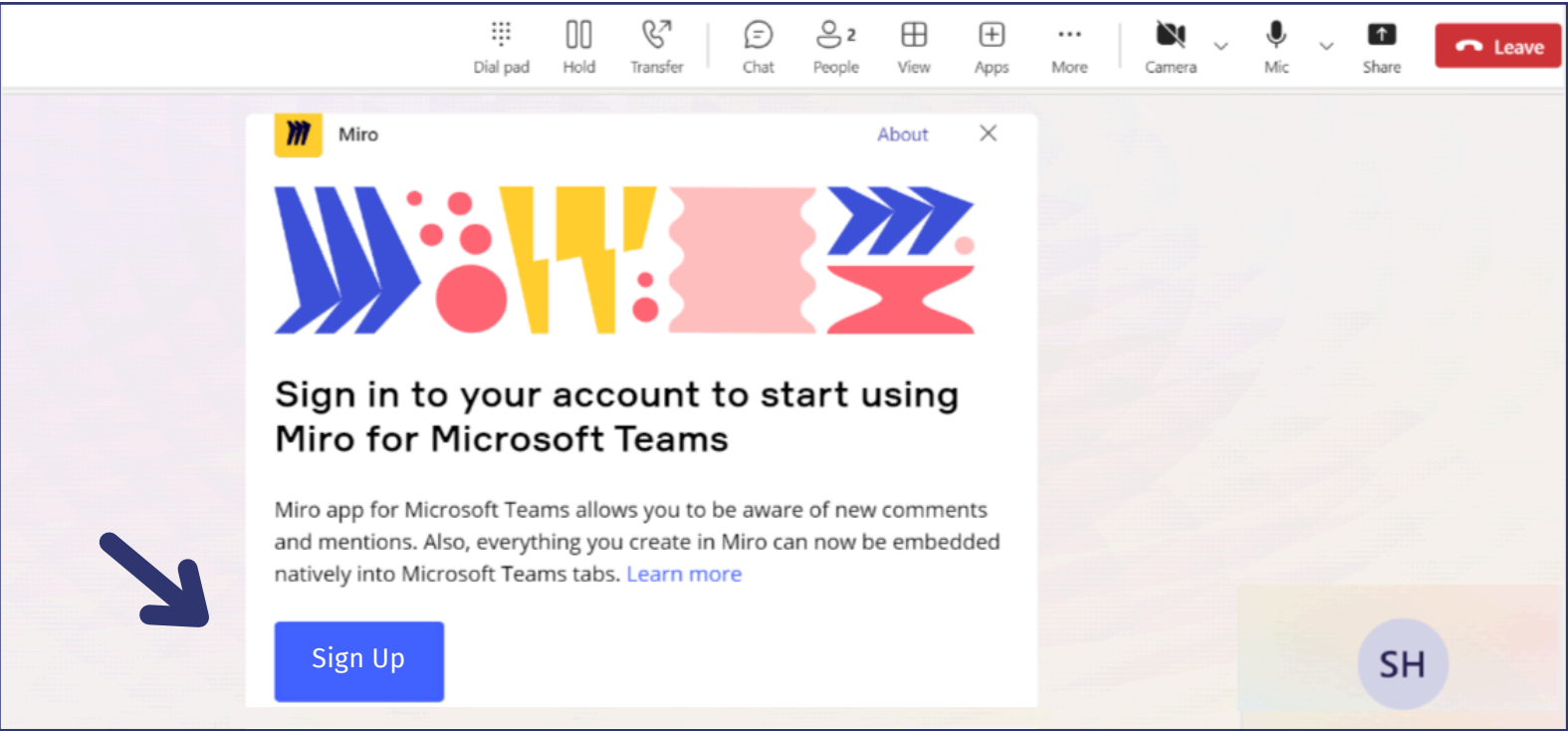
For existing users, upon accepting, tasks are automatically added to their JIRA board, and now they can access and interact with their tasks in Teams

Solution 1

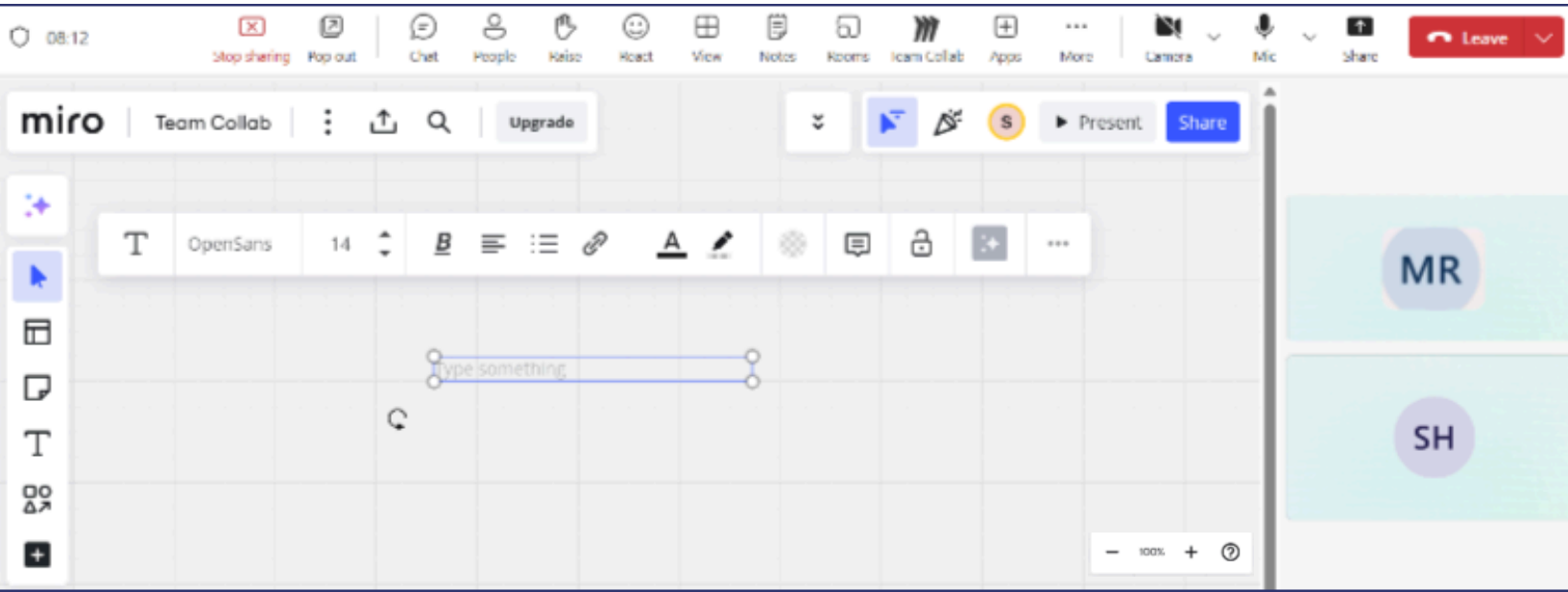
In-app AI prompts for personalized plugin recommendations



During video calls, Teams displays a collapsible sidebar with contextually relevant app suggestions based on ongoing conversation topics



For new users, Teams provides a streamlined sign-up process for suggested apps, maintaining users within the Teams environment



Once authenticated, users can access the plugin functionality (like Miro's whiteboard) directly within the Teams meeting interface

The Success Metrics & Potential Pitfalls

In-app AI prompts for personalized plugin recommendations



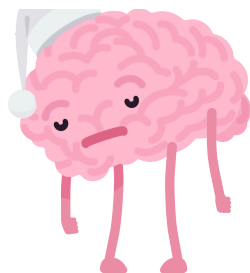
Plugin adoption rate through AI prompts

(% of successful installations from AI prompts)



Prompt accuracy rate

(% of relevant suggestions)



Prompt fatigue rate

(% of users who disable AI prompts or report them as intrusive)



Average time taken to complete task with AI prompt



Task completion rate

(% of successful task completed after prompt engagement)



Overwhelming users with prompts

Excessive AI prompts may disrupt workflows, causing user frustration

Accuracy and trust issues

Irrelevant or poorly timed AI suggestions may diminish user trust, causing them to ignore future recommendations

Adoption resistance

User may prefer manual search over AI-assisted plugin discovery

Primary Metrics

Supporting Metrics

Guardrail Metrics

Potential Pitfalls

← Success Metrics →

Solution 2

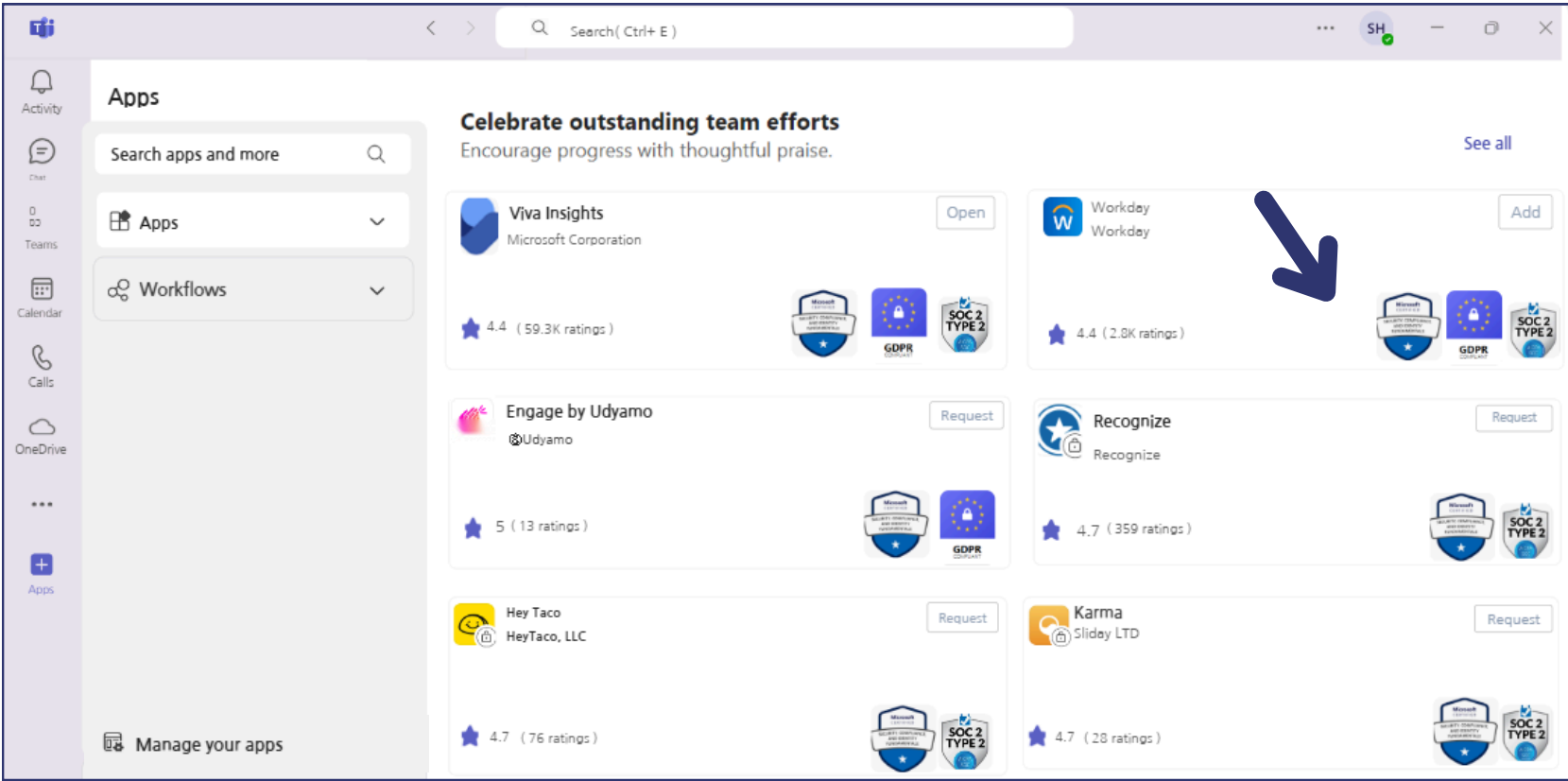
Introduce security badges & add a 'Security & Compliance' section in plugin's description



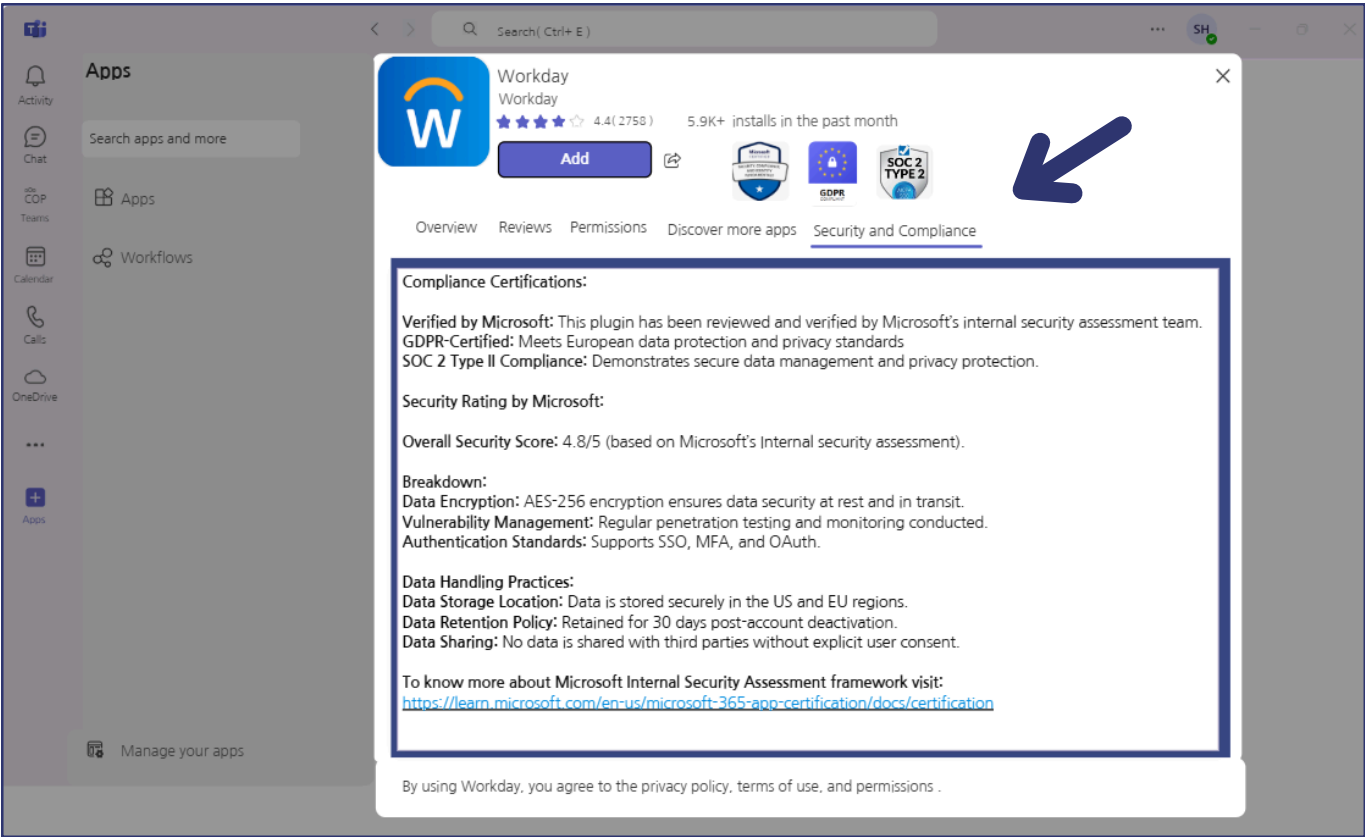
Organizations are hesitant to use plugins due to the absence of visible security or compliance certifications on each plugin



Display security badges (GDPR, Microsoft Verified, SOC2) prominently next to plugins, and add dedicated Security & Compliance Info section detailing all security descriptions for each plugin, to ease IT review processes



Teams marketplace now displays prominent security badges (e.g. Microsoft Verified, GDPR, SOC2) next to each app for immediate compliance visibility



The new 'Security and Compliance' tab shows comprehensive security information, Microsoft's security rating and its assessment framework

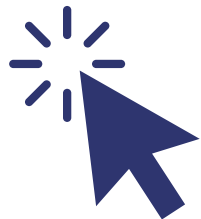
The Success Metrics & Potential Pitfalls



Introduce security badges & ‘Security & Compliance’ section in plugin’s description



User trust perception score
(customer satisfaction score through in-app notifications)



User engagement on security section



Compliance Information Overload
(% of user reports about the complexity of the compliance section and inaccuracy)



Reduction in IT review time for plugin



Number of plugins with security badges
(Plugin developers improve their compliant to earn more badges)

Primary Metrics

Supporting Metrics

Guardrail Metrics

Potential Pitfalls



Confusing compliance details

Excessive technical jargon may confuse users, reducing trust rather than fostering it

Developer pushback

Strict compliance requirements could discourage developers from offering their plugins, reducing Marketplace variety

Limited user interest

Users may undervalue security badges, limiting the perceived impact of this solution

Solution 3

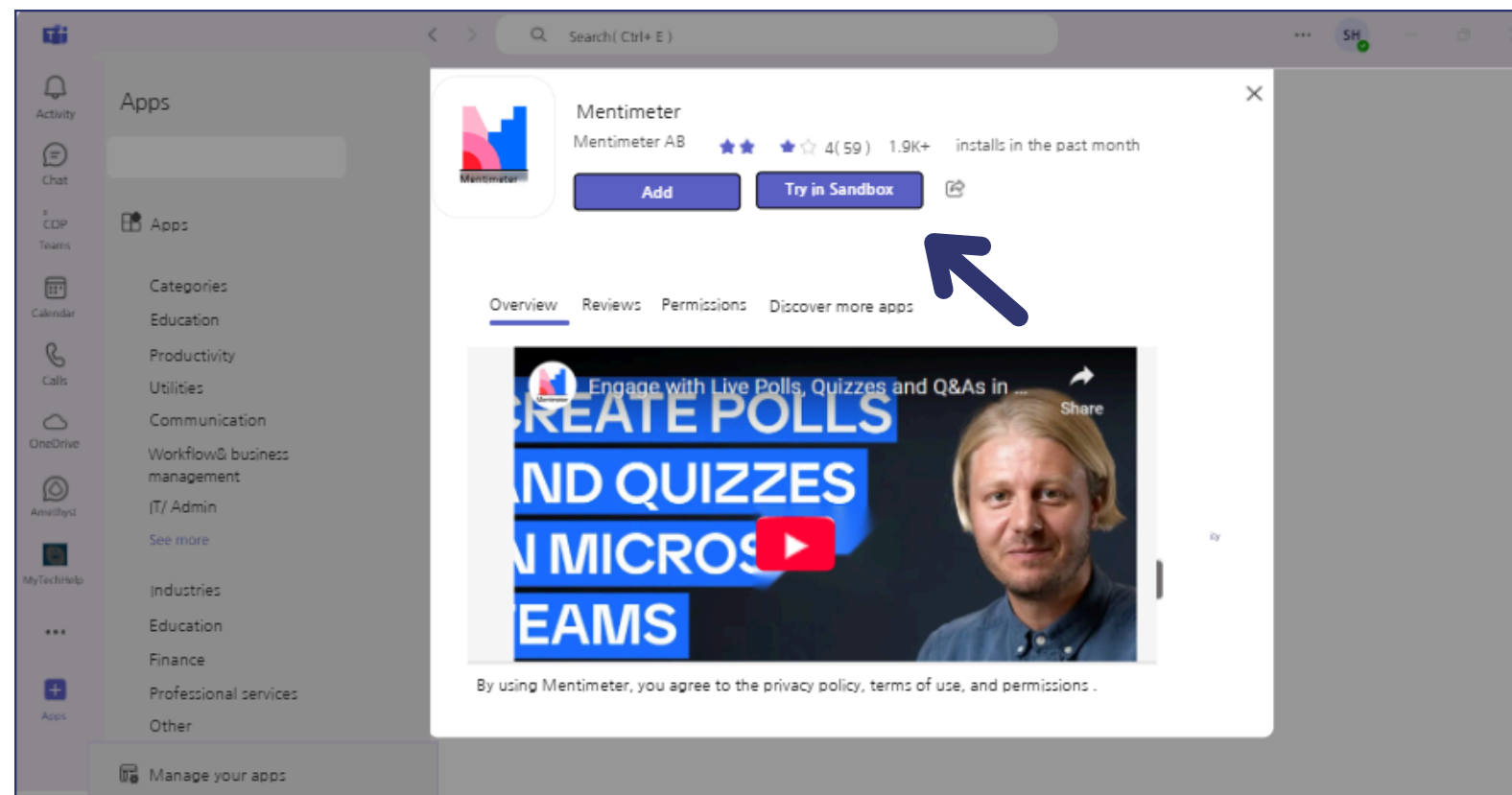
Create a sandbox testing environment, supported by an interactive community forum



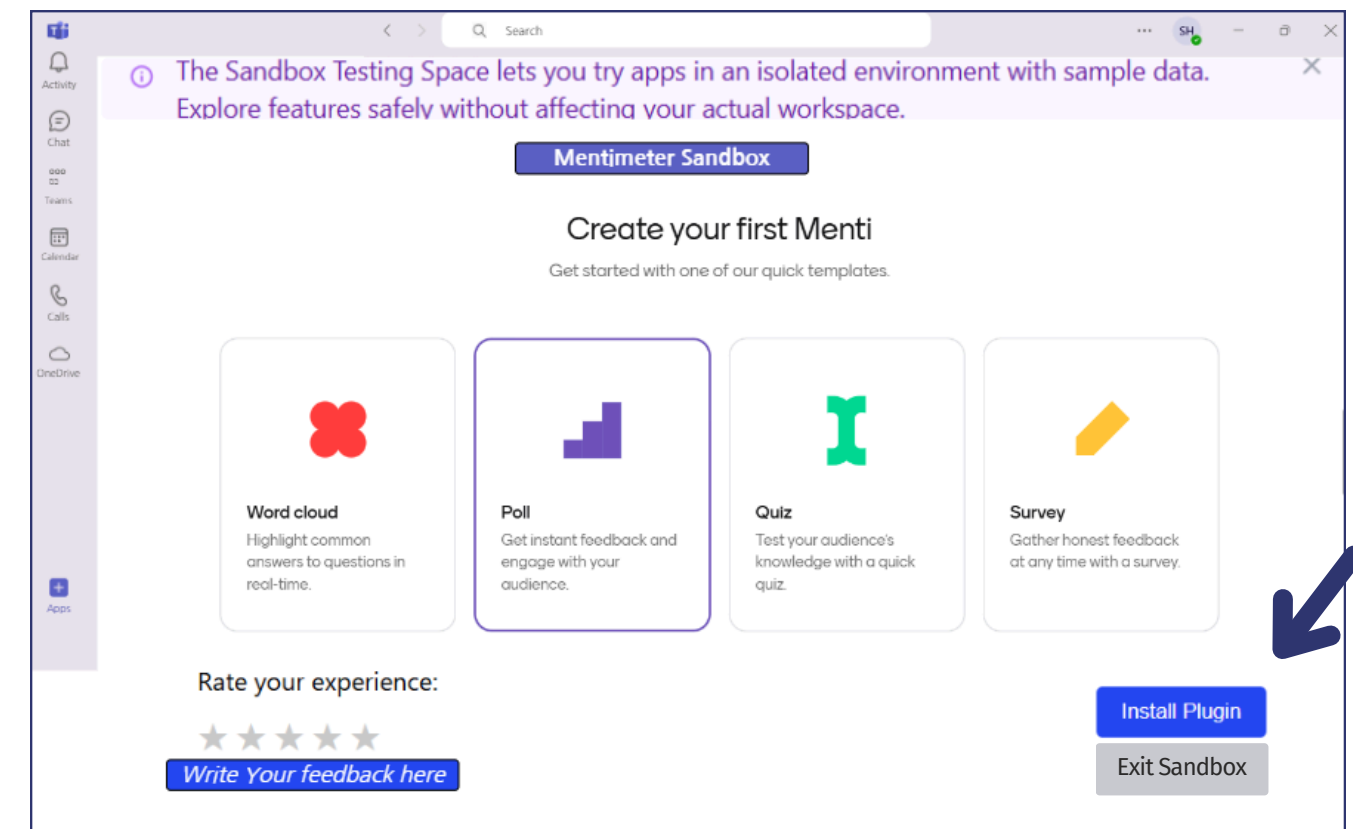
Users are uncertain about plugin functionality and its compatibility with their existing workflows. Also, they are concerned about potential risks associated with installing and testing plugins using actual datasets



Provide safe testing environment with sample data generation capabilities, supported by a Reddit-style community forum allows users to explore FAQs, discuss plugins, and share experiences together



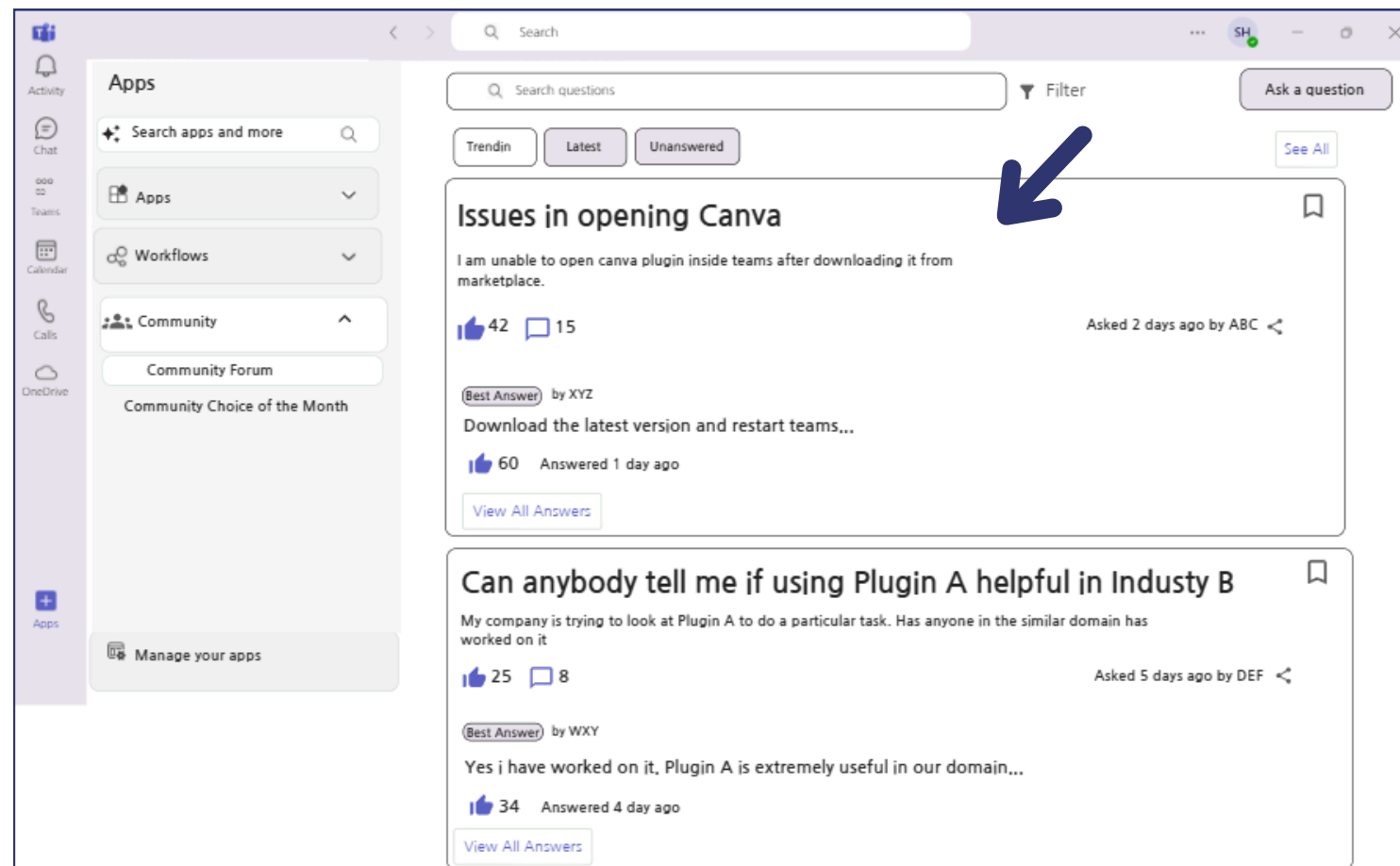
Users can 'Try in Sandbox' before installing any plugin, accessing a safe testing environment with sample data and templates



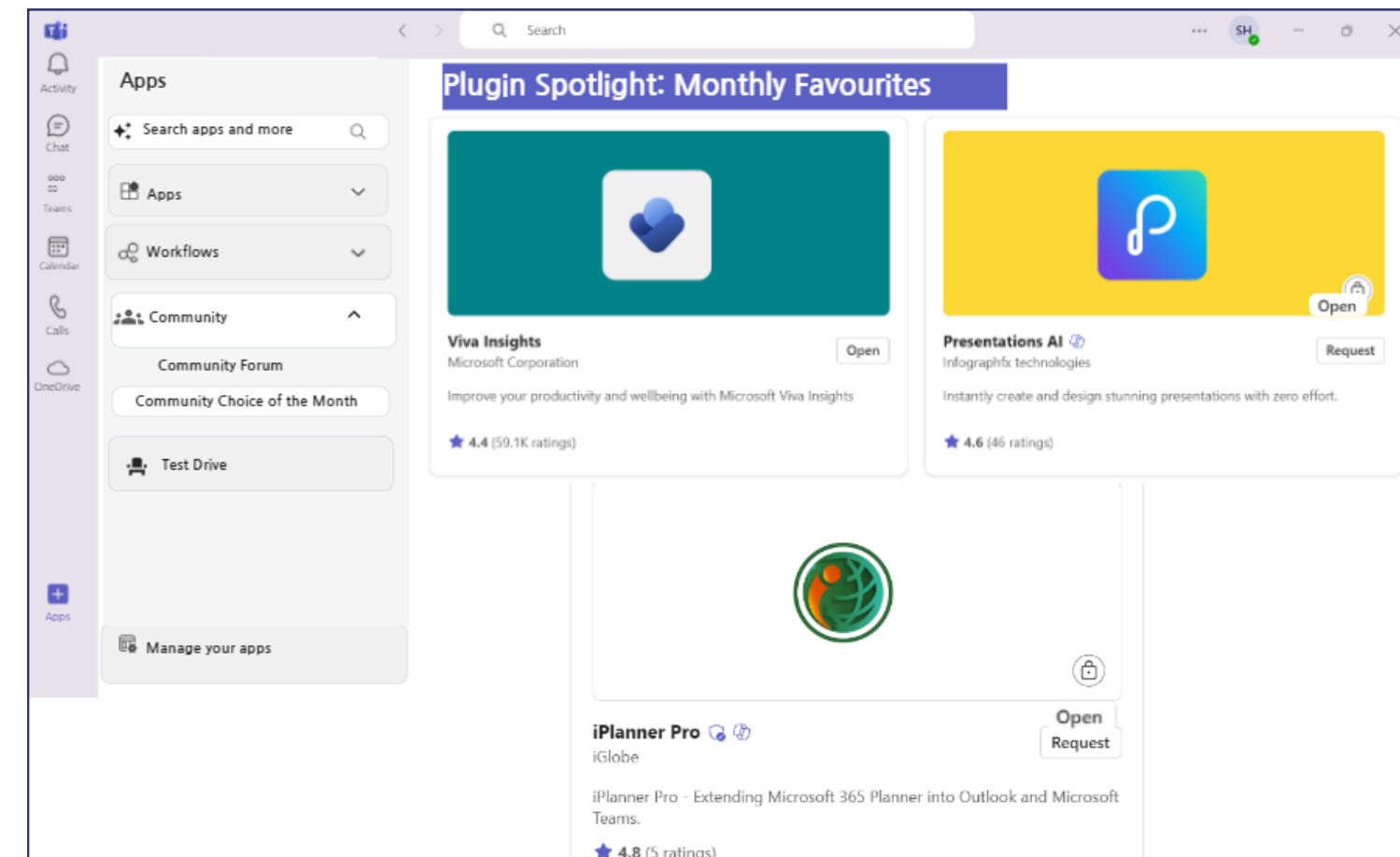
Users can now test the plugins and after testing, they can rate their experience and choose to install or exit

Solution 3

Create a sandbox testing environment, supported by an interactive community forum



Teams introduces a community forum where users can ask questions, share experiences, and find solutions about plugins with trending and filtering options

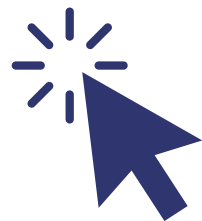


Popular plugins are showcased in a 'Community- Choice of the Month' section, highlighting community-recommended integrations with ratings and quick access options

The Success Metrics & Potential Pitfalls



Create a sandbox testing environment, supported by an interactive community forum



Sandbox
utilization rate



User satisfaction
score with sandbox
testing



Spam/irrelevant
content rate in the
Community



Active community
participation rate



Conversion rate
from sandbox to
installation



Sandbox
environment
instability



Low community
engagement

Insufficient initial content and
incentives may result in low
community participation

Sandbox technical
issues

Technical issues in sandbox
environment could discourage
plugin exploration

Primary Metrics

Supporting Metrics

Guardrail Metrics

Potential Pitfalls

Success Metrics

Go-to-Market Strategy



Pre-Launch

Launch

Post Launch



Solution 1: Introduce in-app AI prompts powered by CoPilot to suggest personalized plugin recommendations



Solution 2: Introduce security badges & 'Security & Compliance' section in plugin's description

- Beta testing with selected enterprise customers
- Validate plugin recommendations for greater accuracy and relevance
- Security validation with IT compliance team
- Setup feedback system and FAQs
- Prepare technical & user documentation
- Technical readiness review

- Official announcement via Microsoft 365 admin center and blog posts
- Release technical documentation
- Deploy new releases with walkthrough guides
- Deploy support team for critical issues
- Begin IT admin training program for users

- Monitor adoption metrics
- Collect user feedback
- Regular performance updates
- Highlight success stories of secure plugin usage regularly
- Technical support
- Keep track of new security regulations



Solution 3: Create a sandbox testing environment, supported by an interactive community forum

- Test sandbox environment for optimal plugin functionality and compatibility
- Recruit beta testers and tech influencers for beta testing
- Partner with plugin developers to highlight use cases & benefits of integration
- Review and update existing plugins' guides
- Create new content (tutorials, use cases)
- Create starter discussion topics for the community

- Technical support for sandbox
- Launch multi-channel social media campaign (LinkedIn, Twitter, YouTube)
- Release community platform with influencers' promotional content
- Host live demo sessions with industry experts
- Host user stories sharing sessions with early adopters
- Implement in-app promotion (banner ads, newsletter)
- Launch email marketing to all Teams users

- Monitor adoption metrics
- Track community health metrics
- Collect user feedback
- Regular updates of users' success stories
- Special recognition or benefits to early adopters of sandbox, plugins and active community contributors
- Implement community initiatives
 - Featured discussions, plugins
 - Industry focus groups
 - 'Community Days' to build connections
- Technical support team for support tickets

Summary



Drive Teams user engagement and revenue by unlocking marketplace potential

MARKET LANDSCAPE

Teams' competitive advantage:

- (1) Strong enterprise presence
- (2) Deep Microsoft 365 Integration
- (3) AI Assistant & Enterprise-grade security

ABOUT THE USERS

Users mainly use Teams for basic functions: **meetings, chat and messaging, and calendar scheduling**, and actively seek alternatives and integration solutions

Key User Persona: SMBs Project Managers and Corporate Professionals
Prioritized for their large user base (70%) & strong workflow integration needs

PROBLEMS OVERVIEW

Top 2 challenges reported:

- (1) Fragmented Workflow (Key User Problem Prioritized)
- (2) Poor Search Functionality

3 underlying reasons of why users feel fragmented with Teams:

- (1) Lack of Awareness of Teams Marketplace
- (2) Marketplace Security & Privacy Concerns
- (3) Limited Infrastructure for Plugin Exploration



OUR SOLUTIONS

We have prioritized one solution for each problem:

(1) AI-Prompted Plugin Suggestions

Primary Metrics: Plugin adoption rate through AI prompts, Task completion rate
Potential Pitfalls: Overwhelming users with prompts, Accuracy and relevance issues

(2) Introduce Security Badges & Security and Compliance Info Section

Primary Metrics: User trust perception score, Plugin installation rate for verified apps
Potential Pitfalls: Developer pushback, Limited user interest

(3) Introduce Sandbox Test Environments, Supported by Community Forums

Primary Metrics: Sandbox utilization rate, Active community participation rate
Potential Pitfalls: Low community engagement, Sandbox technical issues

GO TO MARKET STRATEGY

The strategies are categorised into 2 categories: Solution 1 & 2; Solution 3

(1) Pre-launch

Solution 1 & 2: Beta testing, security validation, documentation, training
Solution 3: Beta testing, sandbox testing, partnership with developers, content creation

(2) Launch

Solution 1 & 2: Multi-channel announcement, documentation & walkthroughs, support team
Solution 3: Social media campaigns, tech influencers partnership, in-app promotion

(3) Post-launch

Solution 1 & 2: Monitor adoption metrics, feedback, performance tracking, technical support
Solution 3: Monitor adoption & community health metrics, special recognition to early adopters, community initiatives, updates of users' success stories



Thank you!

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