



Red River

ALL TOGETHER NOW

**HOW MICROSOFT TEAMS CAN
IMPACT EVERY DEPARTMENT
IN YOUR ORGANIZATION**



THE COHESIVE BUSINESS

Businesses are complex by nature, with every department juggling a variety of different initiatives and responsibilities. Even within departments, the high level of complexity can result in teams feeling a lack of cohesion.

To remain agile and competitive, organizations need to find ways to improve upon their operations — and they need to do so in a cost-effective and expedient way. While Microsoft Teams is only a single tool, it's a tool that can improve operations for a number of departments throughout a business. It's also a larger part of the Office 365 ecosystem.

Through the adoption of Microsoft Teams, many businesses will see an improvement in every department, as well as throughout their infrastructure as a whole. In this eBook, we'll explore many of the challenges that departments are facing today, as well as identifying ways in which Microsoft Teams can help.



SALES: MICROSOFT TEAMS IMPROVES PRODUCTIVITY

As of 2019, sales departments are more spread out than ever before. Modern sales teams need to work with each other from multiple offices, often spread across a large geographical expanse. They often need to track multiple initiatives at the same time, and they need to be able to connect even if they are in different time zones.

In this new infrastructure, sales teams often find it difficult to track and locate qualified leads, to distinguish themselves from the competition, and to stay motivated. Sales teams find themselves losing an inordinate amount of time on administrative tasks. In fact, sales representatives spend 64.8% of their time on non-revenue-generating activities and less than 18% on their customer relationship management.

Sales departments need to streamline their administrative operations, focusing down on making sales rather than micro-managing their own operations. Through Microsoft Teams, sales departments can:

- Connect with sales teams from multiple offices to discuss sales strategies. Microsoft Teams can be used remotely from anywhere in the world, with different channels to separate team members by the projects and initiatives they're working on. Chat and other asynchronous communication methods (like notes) can be used to remain productive even if working at different times.
- Track their current sales initiatives and goals through Microsoft Office 365 integration. One of the main advantages to Microsoft Teams is the fact that it's fully integrated into the Office 365 ecosystem, including Microsoft Excel and Microsoft PowerPoint – both frequently used by sales.
- Reduce the amount of time they spend on communication and administration. All of a sales team's communication can be completed through the Microsoft Teams platform – and chats and meetings can be referenced and searched for information later.



MARKETING: GROWTH THROUGH MICROSOFT TEAMS

Marketers are finding themselves having to track tremendous amounts of data — and making sense of this data is not easy. Marketers must be innovative and clever about developing their campaigns and must be able to use their marketing information to form these campaigns. In addition to this, marketing teams now need to work with their sales departments more closely, which requires fast and responsive communications.

On a broader spectrum, a change within the way that advertising is consumed is making it so that marketers need to focus on building long-term relationships with consumers. Marketers are increasingly abandoning old churn-and-burn techniques, which means that more data needs to be collected regarding existing customers, and more work needs to be put towards retaining them.

HOW CAN MICROSOFT TEAMS MAKE A DIFFERENCE?

On a creative level, marketing teams must be free to brainstorm and innovate, finding new ways that the brand can build its identity and its customer relationships. On a technical level, marketing teams must be able to work together in a transparent and visible way. With Microsoft Teams, marketing teams can:

- Trade information and collaborate through Microsoft Office 365 integration. Marketing teams can use Office 365 to work on documents together in real-time, without the fear of potentially overwriting or losing their data. Notes can be left on documents and documents can be attached and shared in internal communications.
- Connect with each other in chat, voice, and video to discuss new marketing goals. Microsoft Teams gives a variety of ways that marketing teams can connect with each other, whether they want to send a quick message or have a lengthier meeting and discussion.
- Interact with sales teams and other marketers regardless of where they're located. Marketing teams and sales teams need to be able to operate closely together. Not only can Microsoft Team improve internal department communication, but it can also make it easier for departments to connect with each other.

PRODUCT DEVELOPMENT: MICROSOFT TEAMS PROVIDES INNOVATION AND RESPONSIVENESS

Product development also requires project management. In order to deliver the best products, product development teams must be able to manage their individual tasks and milestones. Team members must be able to work easily with each other and must avoid becoming overwhelmed by the size of the project. Every individual team member is going to need to be able to hold themselves accountable and remain productive, all of which can be difficult when dealing with creativity, brainstorming, innovation, and engineering.

HOW CAN MICROSOFT TEAMS MAKE A DIFFERENCE?

Product developers have to be able to take a product from ideation to development, which often requires comprehensive project management solutions. Through Microsoft Teams, product developers can:

- Work together on multiple projects in real-time. Product developers need to work closely with each other throughout the product development process. With Microsoft Teams and Office 365, developers can work share and work on documents together. Product development suites can be integrated directly into Microsoft Teams for further functionality.
- Connect and communicate through screen-sharing and video. Screen-sharing is one of the most effective ways for product developers to share information with those outside of their office, as they're able to convey information in a visual format. Through screen-sharing, product developers can work together on a single screen even if some of them are working remotely. Further, meetings can be held with clients and product owners to make sure that progress is being made correctly.
- Manage their projects and their tasks in a single consolidated dashboard. With MS Planner, Microsoft Teams can support project and task management solutions – to provide a complete dashboard for product development. This will streamline and optimize the product development workflow and remove some of the frustration and complication from the process.



HR: CONNECT AND COMMUNICATE WITH MICROSOFT TEAMS

For human resources departments, the landscape of 2019 has radically changed. HR managers must be conscientious about their actions, including improving the documentation they have for their hiring and management processes. As the workforce has become more spread out and remote, human resources departments have needed to find new ways to connect with both other departments within the business and employees that are out of the office. Additionally, human resources departments need to be able to schedule appointments and manage their time exceptionally well. Managing a company's human assets can be extraordinarily complex and difficult.

HOW CAN MICROSOFT TEAMS MAKE A DIFFERENCE?

HR departments need to be able to communicate effectively and consistency, while also managing their scheduling and their appointments. Through Microsoft Teams, HR departments can:

- Leverage MS calendars to manage schedules and appointments. MS Calendar integration makes it possible for HR departments to track and share all of their appointments, setting up appointments with internal employees and tracking appointments with new hires.
- Keep appointments remotely through chat, video, and voice calling. Both hiring interviews and employee meetings can be handled through the Microsoft Teams interface, making it easier to track all of an organization's internal communications while also providing a trackable record of these communications.
- Communicate with each other in an easy-to-use, consolidated platform. The HR department can have a channel or multiple channels designed to improve their communications, separating projects such as hiring for a specific position. This helps the HR department work together while improving processes like hiring.

ACCOUNTING AND FINANCE: ACCOUNTABILITY AND PRODUCTIVITY DRIVEN BY MICROSOFT TEAMS

Accounting departments need to put their data first. Cash flow issues and unexpected expenses are among the primary concerns for most accounting and finance departments. Further, finance and accounting departments need to be particularly vigilant about their security and must be able to complete critical processes such as payroll without interruption. When an organization's accounting and finance department is not functioning, it can become incredibly dangerous; many small-to-midsized businesses fail due to a lack of cash flow.

HOW CAN MICROSOFT TEAMS MAKE A DIFFERENCE?

Accounting departments need to remain agile and responsive: they need to be alerted to cash flow issues right away and they need to be able to work on shared documentation and reports together. Through Microsoft Teams, accounting and finance departments can:

- Review reports and hold meetings easily through a single platform. Accounting and finance departments can work internally on Excel Spreadsheets, PowerPoint Presentations, and Word Documents, as well as sharing them with others in the company – thereby ensuring everyone is on the same page.
- Communicate with other departments regarding emergency expenditures. Through Microsoft Teams, a financial department can be more accessible to other departments, thereby increasing the chances that other departments will be able to communicate effectively regarding new, emergency expenditures.
- Secure their communications and their files with the help of Office 365. Security is extremely important when it comes to accounting. Office 365 provides a number of security-related features – and there is an advantage to keeping everything consolidated within Microsoft Teams, as it means there's only one communication system that has to be kept secured.



IT: COMMUNICATION, TRANSPARENCY, AND EFFICIENCY WITH MICROSOFT TEAMS

Many businesses are finding it difficult to staff their IT departments, with the top talent becoming more competitive as businesses increasingly rely upon technology for their operations. Internal IT departments are now struggling with dealing with help desk issues, mobile device management, and security-related concerns. IT departments and CIOs must be able to effectively deploy and manage their IT teams, while also being able to balance innovation and improvement with putting out fires. In order to remain competitive, IT departments need to be able to grow, optimize, and improve upon the business – yet many IT departments need to spend the majority of their time completing help desk tickets and providing support.

HOW CAN MICROSOFT TEAMS MAKE A DIFFERENCE?

IT departments need to be able to operate more effectively and efficiently, as it's becoming more difficult to procure the top talent. Through Microsoft Teams, IT departments can:

- Manage teams in separate channels as well as engaging in one-on-one communications. IT departments can create different channels depending on the goals for each internal team, thereby streamlining and facilitating communication. Team members can focus only on their initiatives rather than being pulled into other goals.
- Improve their security solutions with the Office 365 ecosystem. With Microsoft Teams and Office 365, organizations can invest in managed services rather than having to maintain their services internally. This drastically cuts down on IT expenditures while improving IT outcomes.
- Remain agile and responsive with a single communication system. A single communication system makes it easier for employees to connect with their internal IT departments, while also making it easier for IT departments to track and respond to known technical issues.



C-SUITE: CONNECT, PLAN, AND COLLABORATE THROUGH MICROSOFT TEAMS

Rampant industry disruption, swift-moving technology, talent droughts, and a potential upcoming global recession are all the primary concerns for many in the C-suite. In fact, as of 2019, an upcoming recession was the #1 external concern for CEOs. At every point in time, CEOs must concern themselves with the environment outside of the business, changing market influences, and their competition. The C-suite must be constantly focused on improving an organization internally, reducing inefficiencies, and remaining agile and scalable in the event that a disaster does occur.

HOW CAN MICROSOFT TEAMS MAKE A DIFFERENCE?

The C-suite needs to adjust to a changing world, while also being able to adapt to potential global, financial issues as they arise. All of this requires a solution that is scalable and agile. With Microsoft Teams, the C-suite can:

- Communicate quickly with team members. Microsoft Teams doesn't just improve the quality of communication, but also the speed. Through Microsoft Teams, the entire company can communicate faster and more effectively.
- Reduce overall costs through a single unified system. A Microsoft Teams and Office 365 implementation is all many organizations need to manage their internal infrastructure. This can save an organization a substantial amount of money in terms of cost of ownership, as the system will be affordable and easy to maintain – as well as improving productivity.
- Retain better staff members through superior technology. Employees want to feel as though they can be efficient. By improving technology, you can also improve the happiness of your talent – which improves your likelihood of retaining the top talent. Happier employees are more effective employees.



CONCLUSION

Microsoft Teams empowers a business in terms of communication, collaboration, and connectivity. Through Microsoft Teams, your organization will be able to work together faster and with greater visibility, improving its transparency and streamlining its business processes. Microsoft Teams is an all-around business tool that can be used by departments internally and throughout the organization for department-to-department communications. As a diverse platform, it provides all of the communication features an organization could need, while also integrating directly with Office 365 and a multitude of other third-party solutions.

If there is one tool that any organization needs to deploy, it's Microsoft Teams. Not only is Microsoft Teams currently a robust, diverse, and scalable solution, but Microsoft has also shown that it is committed to improving Microsoft Teams in the future. As technology continues to grow and disrupt, organizations need a better way to achieve best-in-class technology without having to develop and deploy it internally. Microsoft Teams will continue to provide the best and latest in collaborative, communicative solutions moving forward.

Is your organization ready to explore how Microsoft Teams can help? [Learn how Red River can help you transition to Microsoft Teams.](#)



ABOUT RED RIVER

Red River brings together the ideal combination of talent, partners and products to disrupt the status quo in technology and drive success for business and government in ways previously unattainable. Red River serves organizations well beyond traditional technology integration, bringing 25 years of experience and mission-critical expertise in security, networking, analytics, collaboration, mobility and cloud solutions. To learn more, visit redriver.com.