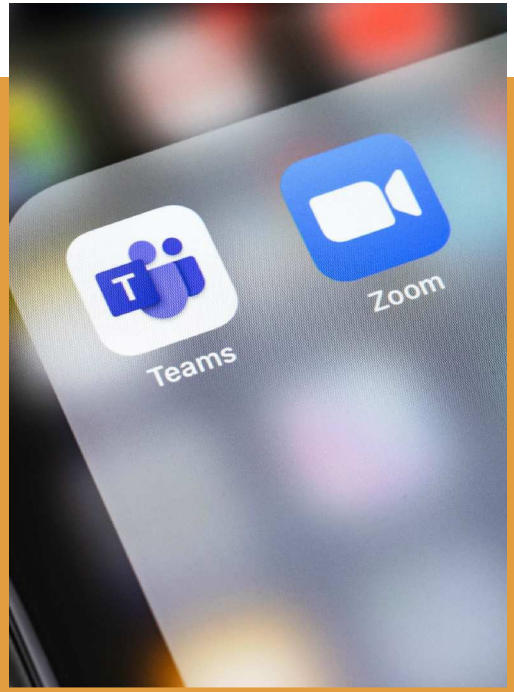


Optimizing Collaboration Spend: Why Microsoft+Zoom Is the Better Option

metrigy

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Overview

Enabling the hybrid workforce means ensuring that employees, partners, and customers can communicate and collaborate from anywhere at any time. In today’s environment, IT and business leaders face a myriad of application choices for calling, meetings, and messaging. In this ebook we’ll share real-world data from two separate studies conducted in May of 2022 and January-February of 2023 as well as data from Metrigy's annual Workplace Collaboration study published in February of 2023.



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Requirements to Support Hybrid Work

Hybrid work is here to stay. Of the 440 organizations that participated in Metrigy's *Workplace Collaboration: 2023-24* global research study, 61.6% will operate in a hybrid fashion, either requiring employees to spend at least part of their workweek in the office or allowing employees to choose where to work. Just 25.2% plan to bring employees back to a company office full-time.

Supporting effective hybrid work means equipping employees with the tools they need to effectively communicate and collaborate, regardless of location. Key among these include:

- Support for high-quality video meetings that are as easy to join from the conference room as they are from the desktop
- Integrated tools, such as team chat, that allow workgroups to continue conversations beyond meetings, and easily share information from other business applications
- Additional tools, including virtual whiteboard for ideation, event platforms for webinars and interactive internal and external sessions, and space management apps that allow hybrid employees to easily reserve a workspace



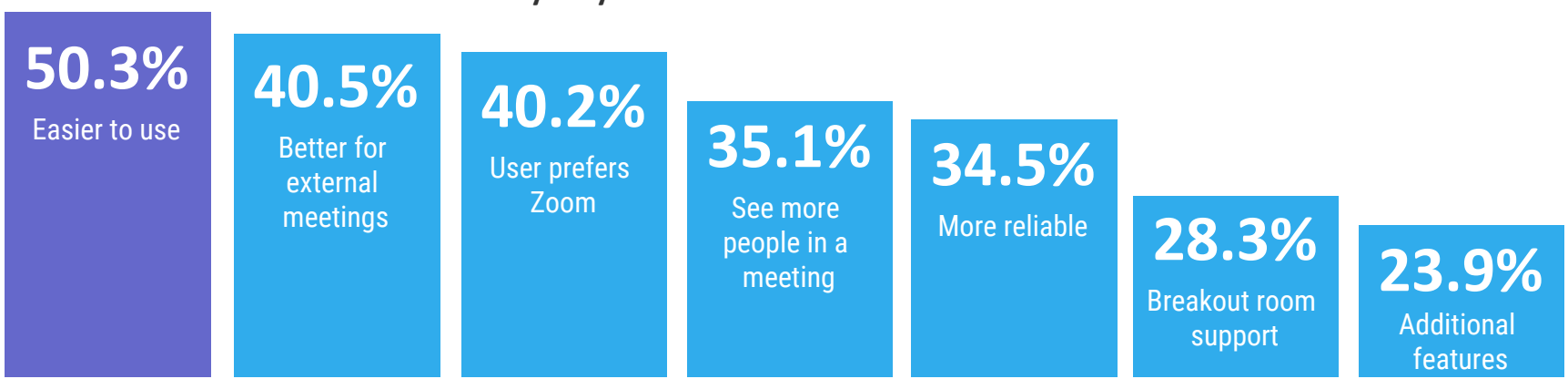
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Users Prefer the Zoom Experience

It may seem counterintuitive for companies to use more than one meeting and chat app when doing so requires purchasing multiple licenses and providing operational support for each app. ***However, of the 765 organizations we studied in May of 2022, 62.1% were using both Teams and Zoom. When those who have Teams and Zoom were asked why, the top response was that Zoom is easier to use, followed by "Zoom is better for external meetings."***

The bottom line: In many cases, when users have the option of using either Teams or Zoom, they choose Zoom.

Why do you use Zoom in addition to Teams?



Source: Metrigy study of 765 organizations using Teams and/or Zoom, May 2022

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The Costs: Microsoft Teams vs Zoom

Metrigy's study of 517 end-user organizations conducted in January-February of 2023 gathered real-world operation costs from those using both Microsoft Teams and Zoom. We found that on average these companies were spending $2,566 per-license per-year to support Microsoft Teams users, and $2,344 per-license per-year to support Zoom users. That equates to approximately 9.1% lower cost for Zoom. Costs include staffing, training, and management services to support both platforms. It's worth noting that 82.4% of Microsoft customers feel the need to train staff versus only 77.2% of Zoom customers.

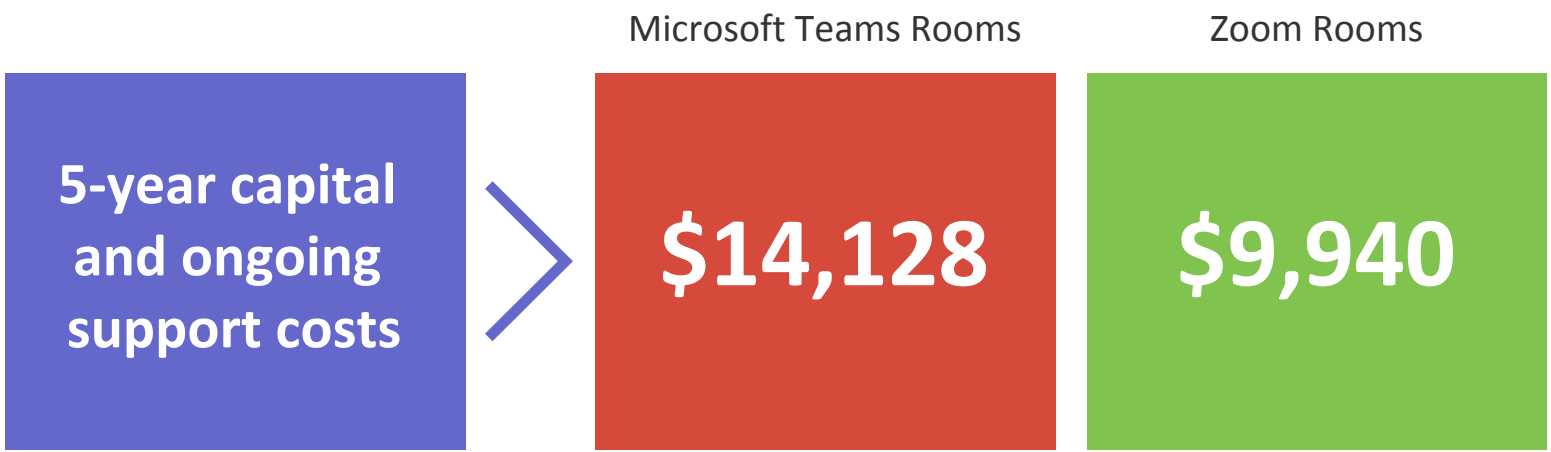
Microsoft Teams vs Zoom Annual Per-Employee Costs

	IT Staff	IT Training	End-User Training	Third-party Management Apps	Total
Microsoft Teams	$577	$1,562	$379	$30	$2,566
Zoom	$275	$1,204	$827	$38	$2,344

IT and end-user training costs only for those who conduct such training

But Wait, There's More: Zoom Rooms Deliver Lower Costs As Well

Both Microsoft Teams Rooms and Zoom Rooms offer the convenience and simplicity of providing a one-touch-join experience for employees using meeting spaces and conference rooms to easily start a meeting. Almost 86% of Metrigy research participants have deployed, or plan to deploy, such video conferencing systems. Our January-February 2023 study shows that Zoom provides the lower capital and ongoing support costs. Over five years, companies will pay just $9,940, for hardware, software, and on-going support versus $14,128 for Microsoft Teams Rooms. That equates to a cost savings of 70%, or more than $4,100 per-room.



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Evaluating the Soft Benefits

Costs aren't the only factor when deciding how to support both Teams and Zoom. Participants in our January-February 2023 study rate their experience with Zoom higher than Microsoft in several areas as noted below. They also report higher uptime and are able to better support self-service administration.

Customers ***rate Zoom higher*** in:

- Making phone calls
- Third-party integration support
- Analytics
- Manageability

91%

of Zoom administrative tasks handled via self service versus 85% for Microsoft

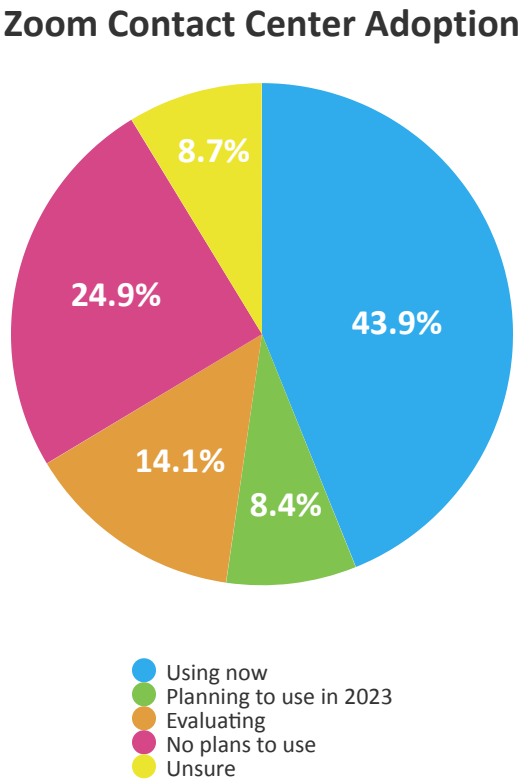


Zoom customers experience higher up-time

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Adding in the Contact Center

Among Zoom customers participating in a Metrigy global study of 765 organizations using Teams and/or Zoom, conducted in May of 2022, nearly 44% have or plan to converge contact center and communications onto the same platform. While both Microsoft and Zoom offer contact center capabilities, Microsoft delivers theirs through a separate application or via certified integrations whereas Zoom's contact center offering natively integrates into the Zoom app. Among those using Zoom for meetings, chat, and/or calling, more than half (52.3%) are using or planning to use Zoom Contact Center. An additional 14.1% are evaluating a potential future deployment. Of this pool, 53.5% anticipate reducing communications and contact center TCO.



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The Bottom Line

The data is clear: Zoom offers lower staffing and support costs, as well as lower meeting room hardware and support costs than Microsoft Teams! Adopting Zoom Contact Center provides additional opportunity to reduce costs and improve user experience. Consider these data points as you evaluate your future Microsoft Teams and Zoom direction.

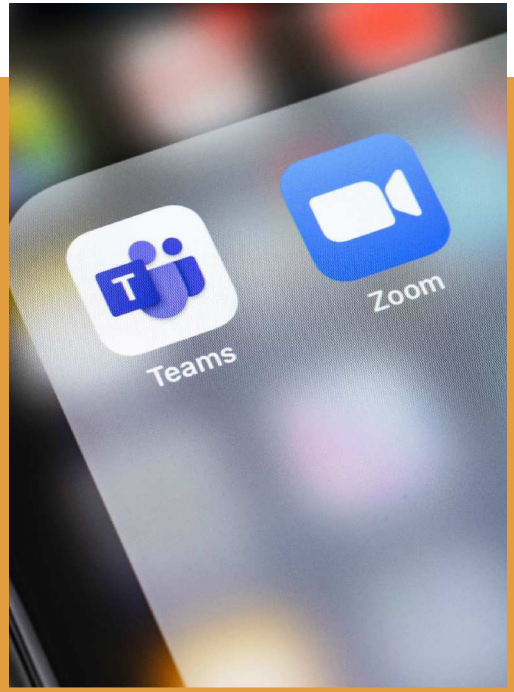


About Metrigy Data Sources

Metrigy global study of 517 organizations gathering unified communications costs and vendor experiences conducted in January-February 2023

Metrigy global study of 765 Microsoft and/or Zoom customers, conducted in May of 2022

Metrigy Workplace Collaboration: 2023-24 global study of 440 organizations gathering collaboration plans and organizational strategies



Metrigy is an innovative research firm focusing on the rapidly changing areas of Unified Communications & Collaboration (UCC)/digital workplace, and Customer Experience (CX)/contact center—along with several related technologies.

Metrigy delivers strategic guidance and informative content, backed by primary research metrics and analysis, for technology providers and enterprise organizations.

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