**Unlocking the Power of Unified Communications with Microsoft Teams**

With the growing demand for truly omnichannel, unified communications, many organisations are exploring the full potential of Microsoft’s Teams platform. However, unlocking the full range of benefits depends on a successful deployment process. Let’s look at how to get your own MS Teams journey off to the best possible start…

**Start early and adopt a phased migration approach**

Migrating operations can be overwhelming and time-consuming, especially when dealing with legacy systems and the need to minimise disruption. Instead of a "lift and shift" approach, it is more effective to plan the transition to Microsoft Teams in a phased and strategic manner. This allows internal IT teams and technology partners to address any early issues and provide proper support to staff as they start using Teams.

**Don't overlook cultural challenges**

Each team has its own preferred way of working and set of tools. It is crucial to consider this when introducing new technology. Without internal consensus and support for the chosen solution, even the most successful deployment will struggle in the long run. If teams have been using a different communications platform for a long time, they might resist adopting a new solution. To overcome this, it is important to effectively communicate the many advantages of Teams well in advance and provide training and support, if needed. A phased migration can also help address these cultural changes.

**Align with your long-term digital transformation goals**

Teams is maturing rapidly, and many organisations are expanding its internal communications capabilities to make it a fundamental part of their long-term customer contact strategy. They integrate Teams with legacy applications and use Direct Routing to consolidate communication, collaboration, and telephony solutions in a single platform. This not only reduces costs but also provides staff with a range of tools and offers true omni-channel support to customers and end-users.

But this is just the beginning. With the support of the right technology partner, preferably a Microsoft CSP, there are numerous opportunities to integrate additional solutions such as call recording, storage, or email into the core Teams platform. This consolidation dramatically improves overall team productivity, as they no longer need to juggle multiple tools and applications throughout the day. Everything they need is available through a single platform. By leveraging a proven and well-established solution for communication and collaboration across the organisation, you create a strong foundation for future growth and scalability.

The potential is immense, but it is essential to consult with your preferred technology partner to determine what can be achieved in line with your long-term digital transformation strategy. It is also crucial to consider how a phased deployment can minimise disruptions to daily processes, ensure compliance and security, and help staff smoothly transition to the new solution. As this unified approach becomes the standard across all sectors, we will witness a truly integrated approach to internal and external communications, opening the door to new innovations that we eagerly anticipate exploring.