Modeled Scenario:

Driving ROI with Microsoft Teams Rooms

unified communications™

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*This case study is a modeled scenario designed to illustrate the potential impact of strategic collaboration investments in 2026. It is not based on a single customer but applies Forrester's Total Economic Impact™ methodology to project ROI and other outcomes of a typical Microsoft Teams Rooms rollout. In this example, we profile **TechBridge Solutions**, a technology services company with 2,800 employees. Facing hybrid work challenges and meeting room reliability issues, TechBridge prioritized three strategic objectives: enhancing employee experience, improving meeting efficiency, and transforming IT operations. The following scenario illustrates how adopting Microsoft Teams Rooms could achieve these goals and estimates ROI and business value based on the Forrester methodology.*

Executive Summary

When TechBridge Solutions, our hypothetical technology services firm, faced mounting challenges with inconsistent meeting experiences and escalating IT support costs across its 2,800-person workforce, the company made a strategic investment in Microsoft Teams Rooms. The results: a 6-month payback period, $1,497,000 net benefit over three years, and a projected 293% ROI—all while delivering on core priorities of employee experience, meeting efficiency, and IT transformation.

Background: The Challenge

TechBridge Solutions, a mid-sized technology services company, operates across multiple U.S. locations with 2,800 knowledge workers coordinating client projects, internal initiatives, and cross-functional collaboration. Like many organizations navigating the hybrid work landscape, TechBridge struggled with:

- **Fragmented Meeting Experience**: The company's 32 meeting rooms ran on a patchwork of legacy AV systems, creating inconsistency across locations. Teams joining from different offices experienced different technology, leading to frustration, delays, and technical startup issues that consumed valuable meeting time.

- **Commute Burden/Lost Productivity:** With 29% of employees working hybrid schedules, the company recognized that office attendance requirements were reducing productive

working time. Many employees came to the office primarily for meetings that could be conducted remotely if the technology was reliable enough.

- **IT Support Drain:** IT spent 2.25 hours per room per week troubleshooting technical issues, attending meetings as backups, and making on-site visits to resolve startup problems. With limited remote management capabilities, most issues required physical presence.

- **Meeting Inefficiency:** Technical disruptions affected 30% of meetings, with an average of 5 minutes lost to refocusing after each incident. Late starts and troubleshooting delays compounded across the organization.

TechBridge's leadership recognized that their collaboration infrastructure needed to align with three strategic priorities:

- **Employee Experience:** Consistent, frustration-free meetings regardless of location

- **Meeting Efficiency:** Reduce wasted time and improve productivity

- **IT Transformation:** Free IT from firefighting to focus on strategic initiatives

Solution: Microsoft Teams Rooms

TechBridge decided to standardize their 32 meeting rooms on Microsoft Teams Rooms with a phased deployment approach.

Technology Foundation

- **Teams Rooms Hardware:** Certified systems tailored to room size—$10,000 for large conference rooms (4 rooms), $8,000 for medium rooms (16 rooms), and $6,000 for small huddle spaces (12 rooms)—featuring touch panels, intelligent cameras with speaker tracking, and premium audio

- **Microsoft Teams Rooms Licenses:** $40/room/month for enterprise-grade management, security, and remote configuration capabilities

- **Professional Installation:** Comprehensive installation services including mounting, cabling, integration, and testing

Strategic Rationale: The solution aligned with TechBridge's existing Microsoft 365 investment, eliminating platform fragmentation while adding remote management capabilities that directly addressed IT efficiency goals. By standardizing on Teams Rooms, the company could deliver identical experiences whether an employee was in the main office or a regional location.

Implementation: Phased Rollout

GlobalView undertook a three-phase, nine-month implementation:

Phase 1: Initial Deployment (Months 0-3)

- Deployed 16 Teams Rooms across primary locations
- Mix of 2 large, 8 medium, and 6 small rooms
- Gathered feedback on meeting quality and ease of use
- Trained IT team on remote management tools

Phase 2: Expansion (Months 4-6)

- Added 8 more rooms (1 large, 4 medium, 3 small)
- Extended deployment to regional offices
- Conducted user training sessions

Phase 3: Completion (Months 7-9)

- Deployed final 8 rooms (1 large, 4 medium, 3 small)
- Decommissioned legacy systems
- Implemented device analytics dashboards
- Established ongoing support model

Results: Measurable Impact Across Three Dimensions

Three-Year Financial Performance

Total Benefits: $2,008,484

- **Complete IT Savings:** $1,055,321 (53% of total benefits)
- **Commute Savings/Reclaimed Productivity:** $819,958 (41% of total benefits)
- **Workflow Efficiency:** $133,204 (7% of total benefits)

Total Investment: $511,439

- **Hardware:** $252,000 (one-time)
- **Installation:** $173,519 (one-time)
- **IT Setup & Configuration:** $43,680 (one-time)
- **Teams Rooms Licenses:** $42,240 (3-year total)

Net Three-Year Benefit: +$1,497,045

Return on Investment: 293%

Payback Period: < 6 months

The investment paid for itself in under six months, with ongoing benefits continuing to accrue throughout the three-year period.

Benefit Composition

The savings and productivity gains came from three key categories based on the Forrester Total Economic Impact™ methodology:

1. Complete IT Savings (53% of total benefits)

Three-Year Value: $1,055,321

This represented the largest value driver, coming from three IT transformation benefits:

- **IT Admin Time Savings ($514,250):** Remote management capabilities enabled IT to resolve most technical startup issues remotely instead of requiring on-site visits. As the team matured with the tools, remote resolution grew from 30% in Year 1 to 70% by Year 3. With 30% of meetings experiencing technical disruptions and 30 minutes required for on-site resolution, the time savings compounded rapidly—freeing up 8,751 IT hours over three years.
- **Meeting Efficiency Savings ($490,127):** Teams Rooms' reliability eliminated the need for IT to attend or be on standby for meetings. IT support time per room dropped from 2.25

hours/week to just 0.13 hours/week—a 94% reduction. This freed up 14,433 IT hours that were previously spent babysitting meetings, equivalent to 6.9 FTE IT staff redirected to strategic initiatives.

- **Remote Config & Device Analytics ($50,943):** Proactive device analytics and remote configuration tools automated 10% of manual troubleshooting and enabled remote resolution of 1,000+ annual issues that previously required in-person intervention. This saved 3,159 IT hours over three years.

IT Impact Summary: 26,343 total IT hours freed over three years—equivalent to 12.7 FTE IT staff. IT transformed from reactive firefighters to strategic technology partners, with time redirected to automation, security initiatives, and innovation projects.

2. Commute Savings/Reclaimed Productivity (41% of total benefits)

Three-Year Value: $819,958

By providing reliable, high-quality meeting experiences, Teams Rooms enabled TechBridge to fully embrace flexible work patterns. The company's 812 hybrid employees (29% of workforce, per Stanford Institute research) reduced office attendance from 4 days per week to 3 days per week—a change made possible by confidence in remote meeting quality.

With an average 30-minute one-way commute, this shift saved 38,976 hours of commute time annually. Research from the National Bureau of Economic Research shows that 30% of saved commute time becomes available for work tasks. Applying a 50% productivity recapture rate (standard in Forrester TEI methodology) and the average employee cost of $55/hour, the savings remained constant at $273,319 annually across all three years.

Beyond Financial Impact: Employees reported higher satisfaction with work-life balance, reduced commute stress, and greater flexibility to manage personal obligations—contributing to retention in a competitive talent market.

3. Workflow Efficiency (7% of total benefits)

Three-Year Value: $133,204

Teams Rooms' one-touch join and consistent experience eliminated technical startup issues that disrupted meetings. With 30% of meetings experiencing disruptions and an average of 5 minutes lost to refocusing after each incident, the impact across 95,680 annual hours of meeting utilization (Year 3) was significant.

Applying a 50% productivity recapture rate (how much of saved time converts to productive work) and the $55/hour employee cost, workflow efficiency savings grew from $44,401 in Year 1

to $59,202 by Year 3 as room deployment expanded. Over 5,382 hours of business user time were saved over the three-year period.

Beyond the Numbers: Qualitative Benefits

While the financial ROI was compelling, TechBridge experienced additional benefits that strengthened the business case:

- **Employee Experience:** Post-implementation surveys showed 82% of employees rated the new meeting experience as significantly better than the previous environment. Employees reported less frustration, fewer technical delays, and greater confidence in remote collaboration.
- **Meeting Culture Shift:** With consistent, reliable technology, meeting focus shifted from "will this work?" to "what will we accomplish?" Technical issues stopped being the elephant in every room.
- **Hybrid Flexibility:** The consistent experience empowered TechBridge to confidently embrace flexible work. Employees could work from any location knowing that meeting quality wouldn't suffer—critical for attracting and retaining talent in a competitive market.
- **IT Strategic Repositioning:** With 26,343 hours freed from meeting room support, IT redirected resources to automation initiatives, security improvements, and innovation projects that had been perpetually backlogged.

Lessons Learned

TechBridge's leadership identified several factors that contributed to the successful outcome:

1. **Measure What Matters:** TechBridge established baseline metrics for IT support time, meeting disruptions, and commute patterns before migration, making it possible to validate ROI assumptions against actual results.
2. **Phased Approach Reduces Risk:** The three-phase rollout allowed the organization to validate benefits, refine processes, and build confidence before full deployment.
3. **Think Platform, Not Point Solution:** By aligning collaboration infrastructure with the broader Microsoft 365 ecosystem, TechBridge positioned itself for future innovation without additional platform investments.
4. **IT as Strategic Partner:** Involving IT early in the business case development ensured technical requirements were met while building internal support for the transformation.

Conclusion: Strategic Investment, Measurable Returns

TechBridge Solutions' migration to Microsoft Teams Rooms demonstrates that collaboration technology investments can deliver tangible financial returns while advancing strategic

priorities. The 6-month payback period and 293% three-year ROI provide CFO-friendly justification, while improvements in employee experience and IT transformation address the real-world challenges of hybrid work.

For organizations evaluating similar transformations, TechBridge's experience offers a roadmap: start with clear priorities, model realistic benefits using research-backed methodology, execute with a phased approach, and measure results. Standardized meeting room experiences deliver value across three critical dimensions—employee productivity, IT transformation, and flexible work enablement.

About UnifiedCommunications

UnifiedCommunications specializes in collaboration technology transformation, helping organizations design, deploy, and support, and optimize collaboration solutions that drive powerful business outcomes. To speak to one of our meeting room experts, contact us at **+1 (713) 780-1157.**

Appendix: Financial Model Summary

Metric	3-Year Total
BENEFITS	
Complete IT Savings	$1,055,321
Commute Savings	$819,958
Workflow Efficiency	$133,204
Total Benefits	**$2,008,484**
INVESTMENT	
Hardware	$252,000
Installation	$173,519
IT Setup & Configuration	$43,680
Teams Rooms Licenses (3 years)	$42,240
Total Investment	**$511,439**
Net Benefit	**$1,497,045**
ROI	**293%**
Payback Period	**< 6 months**

Methodology Note: *All calculations based on Forrester Total Economic Impact™ study methodology (March 2024). 2,800 employees, 32 Teams Rooms (4 large, 16 medium, 12 small),*

phased deployment over three years, baseline IT support of 2.25 hrs/room/week, 29% hybrid workforce per Stanford research, industry-standard productivity metrics. All benefits include appropriate risk adjustments per TEI methodology. Values shown are nominal (actual dollars), not present value.