

Heralding a new era in how businesses get work done

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The desire for quicker, most efficient and secure communication within a business environment is what's driving the rapid adoption of modern collaboration tools.



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Therefore, it is not surprising that, as enterprise-capable collaboration platforms gain a strong foothold in the market, organisations are rapidly replacing traditional and standard communication solutions with these robust collaboration tools.

It is certainly true that we are heading towards a future that will see the eradication of third-party messaging apps from the corporate environment. At the same time, the use of email will be restricted to communication with external parties and will thus see a significant decline in its role as a corporate communications tool.

A forecast by Synergy Research Group at the beginning of the year stated that spending on team chat applications is expected to increase substantially this year as demand for collaboration and unified communications software continues to boom. The overall market for collaboration software is set to grow 9% this year, to more than \$45bn globally, driven by several high-growth market areas.

A unified communications space

Microsoft Teams is a case in point. Released two years ago, Microsoft Teams signifies the software maker's venture into the burgeoning unified communications space and has been positioned as the central hub for communications and collaboration within the Office 365 ecosystem.

For a fairly new product, it has seen large-scale adoption both globally, as well as locally at enterprise level. According to the latest figures, 125 000 organisations worldwide are using Microsoft Teams, in 181 markets. The platform is currently available in 44 languages and has garnered over 100 million active users.

Huge momentum is picking up around Microsoft Teams. This is perhaps partly due to Microsoft's entrenched presence in the workplace with Windows and the Office suite, which provides the company with a solid foundation to expand in the collaboration space.

Microsoft Teams has certainly redefined daily communications within organisations. Not only is the adoption of collaboration platforms driven by the need for increased efficiency and ease of use, it is also driven by the demands of modern-day employees and how they wish to communicate with each other.

The future of modern collaboration tools

The new generation of workers that is entering the workplace is used to communicating via tools such as WhatsApp, Facebook Messenger and Slack and organisations are starting to realise that they need to catch on to that. They need to provide a similar experience in the workplace for these users and Microsoft Teams is one of the products that can do that.

Essentially, Microsoft Teams is a messaging tool that enables text communication between users, and supports group chat rooms with threaded conversations, as well as private messages between individuals. It allows users to jump from instant messaging to a video call at the push of a button.

However, it is also more than that, as it combines strong content collaboration features, due to the integration with Microsoft's software portfolio.

In terms of data security, every element of a Teams workspace is saved in Office 365 products and each product is backed by the full security compliance standards that Microsoft supports. By eliminating third-party communications apps, Microsoft Teams gives corporates ownership of their data, it lives in their ecosystem and can be secured and managed properly. This obviously eliminates the need to develop a strategy to manage data sitting on other clouds, as is the case when third-party communications are used.

The future of modern collaboration tools is very exciting. There is huge momentum and development is ongoing. This is just the beginning.

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