Unlock
advanced collaboration

Establishing a trial of Microsoft Teams Premium

Your Teams Premium trial guide

An effective trial is key to the successful implementation of Teams Premium.

In this guide you'll find:

How to solve common business challenges with Teams Premium

A step-by-step guide to ensuring a successful trial, including
- Framework for identifying organizational needs
- Map to identify participants and sponsors
- Sample trial scenarios
- Suggested survey questions to measure trial success

Try Teams Premium for free

- You can try Teams Premium for free by adding the Teams Premium trial to your organization's Microsoft 365 subscription. The Teams Premium trial provides 25 licenses for 30 days, and may be extendable via your account team.

- A trial can be requested by searching for 'Teams Premium' in the 'Purchase services' section of the Microsoft 365 admin center, and selecting the free trial.

The state of workplace inefficiency

3X

More time spent in meetings & calls each week[5]

Since Feb 2020

#1

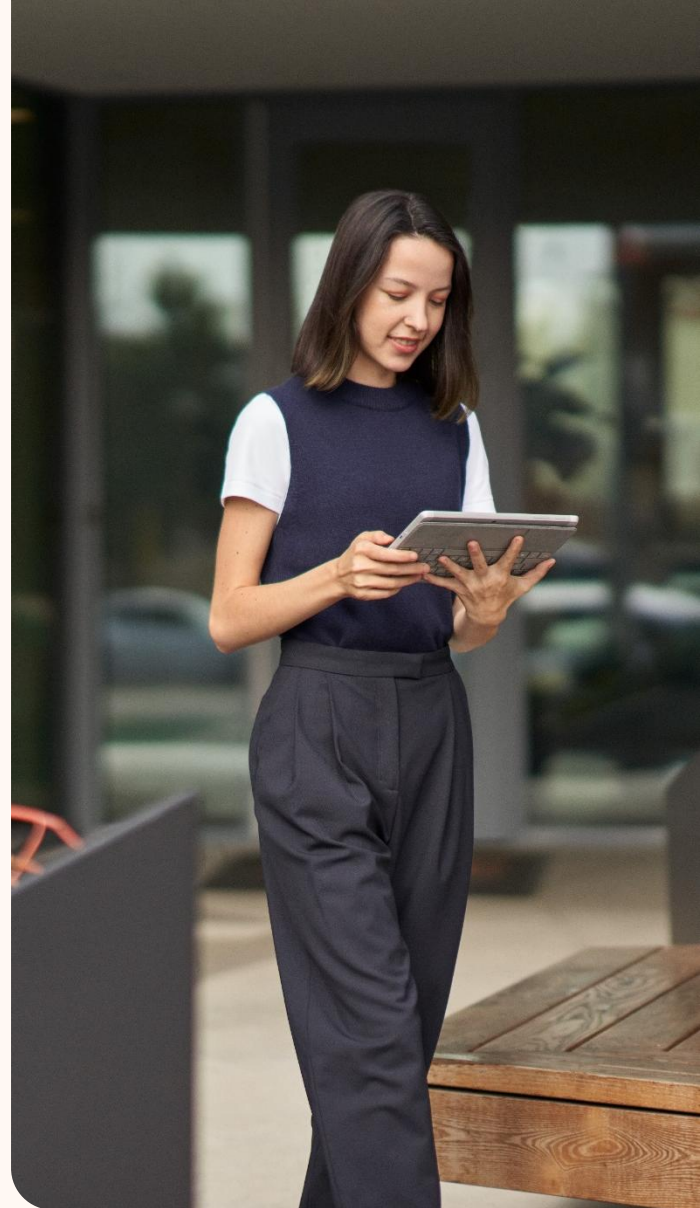Disruptor of productivity is inefficient meetings[6]

68%

of employees don't have enough uninterrupted focus time

62%

Spend too much time searching for info[5]

Find out more at aka.ms/wti

Many current workplace trends are unsustainable. Workers can often feel like they are drowning in meetings, leaving little room for focused work.

Teams Premium is built for the new way of working, bringing advanced collaboration capabilities that help relieve the weight of time-consuming tasks so employees can focus on higher-value work. Teams Premium makes it easy to enable intelligent, protected, and engaging meeting and call experiences for everyone—while reducing costs with a single meeting solution.

[4]Gallup, State of Global Workplace, 2023 [5,6] Microsoft, Work Trend Index Annual Report: Will AI Fix Work?, 2023

The way we're working isn't sustainable.

If your workplace is suffering from this common roadblock

Too much time spent in inefficient meetings

The number one disruptor of productivity is inefficient meetings. Most people say it's difficult to catch up if they joined a meeting late, that next steps at the end of a meeting are unclear, and that it's hard to summarize what happens.[1]

Security challenges of hybrid work

As online meetings become normalized, the risk of information leakage increases.[2]

Tension between flexible work and connection

Employees are struggling to build meaningful connections with colleagues in the new era of flexible work. Commute regret—reaching the worksite only to find your close collaborators are remote—is a common challenge. Office spaces have not adjusted to the new ways of working, with workers finding it difficult to book the right desk workstation or meeting room for the right time.

Here's where Teams Premium can help.

Teams Premium has a feature to help put your team back into the productivity fast lane

Work smarter with AI-powered meetings

Intelligent recap allows you focus on what matters most with
- AI-generated notes
- Personalized timeline markers and call-outs to key points in the recording
- AI-generated tasks
- Live translation of captions and transcripts

Embed protection in every setting

Protect sensitive information with
- Watermarking of shared content
- Limiting which attendees can record
- Turning off copying or forwarding of chat
- Meeting templates created by IT to take the work out of setting the right options

Solve flexible work challenges with Microsoft Places
- Plan your commutes to align with colleagues and team members
- Simplify room and desk bookings
- Right size facilities and costs through insight to Real Estate and Facilities (RE&F) teams

[1,3] Microsoft 2023 Work Trend Index: Annual Report by Edelman Data x Intelligence, May 2023 [2] Gov.UK, Cyber Security Breaches Survey, 2022

Running a successful Teams Premium trial

7 steps to ensure success

STEP 1: Core needs analysis

Identify opportunities to improve the meeting experience

Think about what challenges might affect your organization and list them below. You may want to consider things like post-meeting admin workloads, ability to personalize meetings, improving meeting room availability, and easily ensuring webinars adhere to organization standards.

Issue	Impact	Preferred Outcome
ISSUE	IMPACT	PREFERRED OUTCOME
ISSUE	IMPACT	PREFERRED OUTCOME
ISSUE	IMPACT	PREFERRED OUTCOME
ISSUE	IMPACT	PREFERRED OUTCOME

Explore the advanced capabilities of Teams Premium

Consider which end-users would leverage these Teams Premium features

- AI-powered intelligent meeting recap
- Improving flexible work with Microsoft Places
- Organizational branding for webinars
- Customized immersive experiences

- Advanced capabilities for virtual appointments
- Real-time meeting performance insights
- Enhanced meeting protections

Gather trial requirements

Engage stakeholders across Brand Marketing, End User Compute, Information Security, Real Estate & Facilities as well as any Accessibility/Inclusivity sponsors, who can inform requirements and suggest trial success criteria.

STEP 2: Determine trial participants and stakeholders

- Identify and agree on the trial participants, stakeholders, and sponsors.
- Recruit advocates and early adopters to join the trial as participants or stakeholders.
- Validate that there is representation across different business units and geographies as well as diversity in user types and roles.
- Use the stakeholder map below to track trial participants

Stakeholder Map

Name	Department	Contact Details
Sponsors		
FULL NAME	DEPARTMENT	CONTACT DETAILS
FULL NAME	DEPARTMENT	CONTACT DETAILS
FULL NAME	DEPARTMENT	CONTACT DETAILS
FULL NAME	DEPARTMENT	CONTACT DETAILS
Participants		
FULL NAME	DEPARTMENT	CONTACT DETAILS
FULL NAME	DEPARTMENT	CONTACT DETAILS
FULL NAME	DEPARTMENT	CONTACT DETAILS
FULL NAME	DEPARTMENT	CONTACT DETAILS
FULL NAME	DEPARTMENT	CONTACT DETAILS
FULL NAME	DEPARTMENT	CONTACT DETAILS
FULL NAME	DEPARTMENT	CONTACT DETAILS
FULL NAME	DEPARTMENT	CONTACT DETAILS
FULL NAME	DEPARTMENT	CONTACT DETAILS
Trial community coordinator		
FULL NAME	DEPARTMENT	CONTACT DETAILS
FULL NAME	DEPARTMENT	CONTACT DETAILS
Trial enablement lead		
FULL NAME	DEPARTMENT	CONTACT DETAILS
FULL NAME	DEPARTMENT	CONTACT DETAILS

STEP 3: Build trial communities

- Set up communities to foster discussion and nurture advocates.

- Develop a communications cadence framework, such as a weekly email sharing highlights and top learnings.

- Identify success metrics and the approach for collecting feedback while the trial is underway.

- Create the brand assets to be used during the trial and engage stakeholders to define appropriate meeting templates.

Use the following trial scenarios to define the different types of meeting experiences that you want to validate.

Scenario 1: Too much time spent in inefficient meetings

Challenge: Managing meeting overload

Solution: Encourage users to:
- Preserve focus time by foregoing lower-priority meetings, and later reviewing highlights with Intelligent Recap.
- Leverage AI-generated notes and actions to reduce post-meeting administration.

Top Tips:
- Record every meeting, so a recap is always readily available.
- Host some meetings in Microsoft Teams Rooms to explore how AI generated notes can allow attendees to focus on face-to-face interaction.
- Set up voice isolation (in Teams settings) to improve transcript quality and allow speaker attribution when using Microsoft Teams Rooms.

Scenario 2: Security challenges of hybrid work

Challenge: Enhancing the meeting experience

Solution: Embed additional protections in more sensitive meetings by leveraging the added security features in Microsoft Teams Premium:
- Watermark shared content, and Enforce background blur/organizational backgrounds.
- Turn off copying/forwarding of chat, Hide attendee names during webinars
- Leverage centralized, secure meeting templates
- Enhance visual appeal with branded backgrounds, custom together-modes, and customized webinar emails.

Top Tips:
- Configure meeting templates for specific use cases via your Teams Admin Centre.
- Encourage trial participants to explore the available settings and experiment with the above security features when scheduling webinars/meetings.

Scenario 3: Improve flexible working

Challenge: Commute regret for employees

Solution: Help employees know when and where to work together with their colleagues and assist leaders in optimizing the flexible workplace:
- Managers can set up Team guidance to establish expectations about when and why to come into the office
- Quick book suggested meeting rooms in bulk with intelligent suggestions
- Book individual desks in Places finder and filter by sections
- Access to intent and actual occupancy and utilization data
- Allow reserved rooms to be automatically released if unoccupied

Top Tips:
- Encourage every user to set up their work plans to share their proposed location schedule at the onset of the trial
- Use Places in the flow of work across Teams and Outlook

STEP 4: **Drive awareness**

- Ensure trial participants have been briefed on the capabilities of Teams Premium and are aware of how to use the features before beginning the trial.

- Consider use of internal newsletters, social platforms, briefing videos & webinars, as well as team and management meetings.

- Leverage the resources from our Teams Premium Adoption site to help with communications and awareness.

STEP 5: **Activate the trial**

- Activate the trial by completing configuration, local testing and approvals. See more information in the Teams Premium Deployment Guide and Microsoft Places onboarding.

- Start the trial by inviting participants and sponsors to join a kickoff call. Provide an overview of the project, how Teams Premium will be configured for trial participants, expectations and trial timelines, as well as ways to feedback.

- Assign trial licenses to participants, and Drive engagement by offering initial launch webinars, ad-hoc training, and promotion of the feedback tools within the trial communities, as well as sharing the Teams Premium User Guide.

- Create the meeting templates that you want to test, both for compliance and custom meetings.

- Create the meeting customization policies that you want to use to test your themes and backgrounds.

- Assign the template and customization policies to the appropriate trial participants.

- If you're using sensitivity labels, create the labels that you want to test and publish them to the trial participants. Encourage participants to explore the features through informative content that explains key features and experiences.

STEP 6: **During the trial period**

- Encourage discussion and candid feedback among trial participants. Regularly communicate with stakeholders and sponsors to ensure the trial is going smoothly.

- Towards the end of the trial, use a survey with participants and wider sponsors to capture feedback.

Suggested survey questions for trial participants

1. How has Teams Premium helped you in your day-to-day work?
2. How helpful have you found each of these features?
   a. Intelligent Recap
   b. Microsoft Places
   c. Live translation of captions
   d. Advanced webinar capabilities
   e. Advanced town halls
3. How important are the following features to your area?
   a. Organizational branding
   b. Templated meetings
   c. Additional security options (e.g. E2EE, Watermarking)
   d. Ability to schedule webinars with automated registration pages
4. How would you envisage the impact if Teams Premium usage was expanded across your team/area?

Additional survey questions for stakeholders

1. How have the additional security capabilities improved information management?
2. Describe how the extension of your Brand materials into online meetings aligns with your brand strategy?
3. How will the advanced meetings capability support your webinar and events strategy?

Complete the trial

- Following trial completion, compile survey responses to identify the core benefits, impact statements and general participant feedback on Teams Premium.
- Socialize the survey insights with stakeholders and sponsors.
- Engage your Microsoft account team for follow up or to extend trial.
- Feel free to share any feedback to Microsoft through our [Feedback portal.](#) meetings capability support your webinar and events strategy?

A successful trial is key to the successful implementation of Teams Premium

This guide has been designed to make the process as simple as possible while also making it thorough and effective. The more prepared you are, the more successful the trial will be, however you can still ensure a good result by just following these core steps:

1. **Diversify:** Remember to include triallists from different teams, preferencing those who display a keen interest
2. **Enable:** Train the triallists on use of Teams Premium capabilities as you deploy the trial
3. **Collate:** Gather up and analyze all the feedback for use in your decision process

Microsoft and its partners can support you across some or all of these stages. Please get in touch through your account team.

Microsoft Teams