

## **Microsoft Teams**

During the hybrid-work transition, Teams focused on AI-assisted meeting productivity, deeper Outlook/SharePoint integration, and enterprise-grade security and compliance.

2021 — Launched AI meeting summaries and transcription. Reduced manual note-taking across enterprise users. Accuracy inconsistent for multi-accent speech. Encouraged upgrade to enterprise plans with compliance logging.

2022 — Simplified inter-company collaboration. Plugin ecosystem required updates due to API changes.

2023 — Positive revenue impact, criticism from SMBs. Complexity in billing and permission management. Released Teams Premium with smart recap and custom branding. Large organizations adopted Premium tier for governance.

2024 — Device sync issues persisted for a minority of users. Revamped UI and faster message search. Improved engagement and chat retention.