Microsoft Teams

Exclusive Procurement
Insights Report 2025

Microsoft Teams Rooms
Exclusive Procurement Insights Report 2025

As hybrid work reshapes the workplace, Microsoft Teams Rooms (MTR) solutions have become essential for seamless communication and collaboration between remote and in-office teams. The platform surpassed a global milestone of one million installations last year[1], reflecting its widespread acceptance and integration into diverse business environments.

With the MTR hardware procurement landscape evolving rapidly in 2025, IT decision-makers and procurement teams face an increasingly complex range of options.

This whitepaper offers data-driven insights into the key trends shaping MTR hardware procurement. By leveraging these insights, teams can make informed decisions that align with organisational goals, optimise investments and ensure future-proof collaboration solutions.

Current market trends in MTR hardware procurement
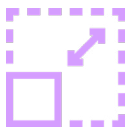
1. Modular and scalable MTR solutions

Flexible spaces such as hot desks, huddle rooms and larger conference rooms require versatile and scalable solutions, driving the demand for equipment that can cater to multiple meeting sizes and configurations.

Increasingly, companies favour modular and scalable MTR solutions to accommodate diverse meeting sizes and evolving workplace needs. During a meeting room refresh at Microsoft, this **modular solution helped cut costs by 75% compared to traditional upgrade methods.**[2]

Modular setups allow easy integration of additional microphones, cameras and displays, creating a highly customisable experience for every meeting. With the ability to scale and adapt to specific requirements, businesses can optimise their investment in MTR hardware, ensuring maximum functionality as their hybrid work environments grow and change.

2. Top MTR-certified hardware brands driving hybrid collaboration

Key MTR-certified hardware brands like Lenovo, Yealink and Neat are leading the way in offering solutions designed to enhance the Teams experience. Lenovo provides integrated systems with powerful processing capabilities, ideal for larger, more complex environments. Yealink, with its cost-effective and user-friendly solutions, continues to grow in popularity for smaller and mid-sized meeting spaces.

Neat's Pad, Bars and Boards offer versatile solutions for meeting rooms, with high-quality audio, video, and touch-screen interactivity for seamless collaboration. Designed for flexibility, these simple solutions can be used as room controllers, schedulers or for immersive whiteboarding and content sharing.

As organisations look to standardise their MTR hardware across a wide range of environments, these trusted brands offer increasingly tailored options to meet the diverse needs of the modern workplace.

Modular solutions helped cut costs by 75% compared to traditional upgrade methods

Lenovo   neat.   Yealink

3. Rising demand for AI-enhanced MTR hardware

AI-powered MTR hardware is experiencing rapid adoption as organisations seek to enhance their hybrid collaboration experience. Of the workers surveyed in the most recent annual Microsoft Work Trend Index, **75% were already using AI tools at work, with usage nearly doubling in the last six months.**[3]

Front row

Microsoft's Front Row, an innovative meeting layout within Microsoft Teams Rooms, is designed to enhance hybrid meetings by fostering a more natural and engaging experience for both in-person and remote participants. Helping to bridge the gap in hybrid environments, Front Row creates a more inclusive meeting experience, making remote participants feel as though they are physically present.[4]

The software works effectively with existing hardware setups, requiring only minor adjustments, making it a cost-effective solution for businesses looking to enhance their meeting experiences without significant additional investment.[5]

Attributed transcription

Microsoft Teams Rooms' live transcription feature offers improved accessibility for participants with hearing impairments, ensuring inclusivity during meetings. Supporting multiple languages, transcription bridges communication gaps among international teams, while advanced speaker recognition technology attributes dialogue to individual participants, providing clarity on who contributed to specific points during meetings.[6]

These innovations make virtual collaboration more immersive and effective, providing a smoother, more inclusive experience for both remote and in-office participants. As a result, businesses are increasingly prioritising AI-enhanced solutions to optimise their collaboration spaces.
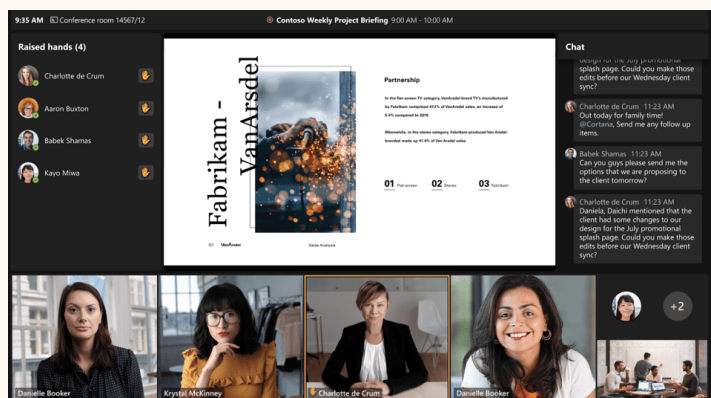
4. Lead time and supply chain considerations

As demand for MTR hardware rises, supply chain challenges are causing procurement delays. Data indicates extended lead times, particularly for high-demand products, which can disrupt deployment schedules.

Large organisations, especially in tech and hybrid work-driven sectors, are bulk purchasing MTR hardware to secure stock in advance, mitigating the risks of supply chain delays and maintaining operational continuity.

Additionally, diversifying suppliers provides organisations with the agility to respond to changing requirements in an unpredictable supply chain environment. Proactive planning and strategic partnerships are key to ensuring timely hardware deployment.

5. Pricing trends and cost management

The prices of MTR-certified devices have seen significant fluctuations due to component shortages and growing demand.

The global video conferencing market expanded from $4.9 billion in 2023 to $5.1 billion in 2024, driven by increased adoption of peripherals like meeting room cameras and video bars.[7] These enhanced features and capabilities have led to higher average selling prices.

This surge in costs is prompting businesses to explore leasing and device-as-a-service (DaaS) models, which offer lower upfront expenses, greater procurement flexibility and access to the latest technology without the burden of large capital investments. When comparing purchasing to leasing, leasing can provide better long-term ROI by reducing maintenance costs and ensuring regular hardware upgrades.

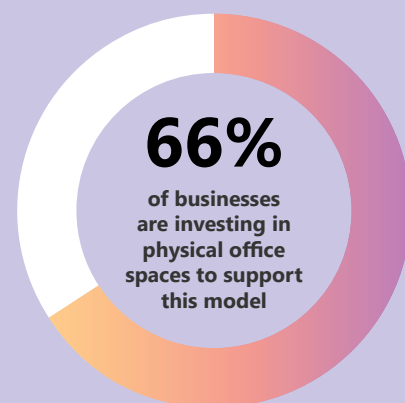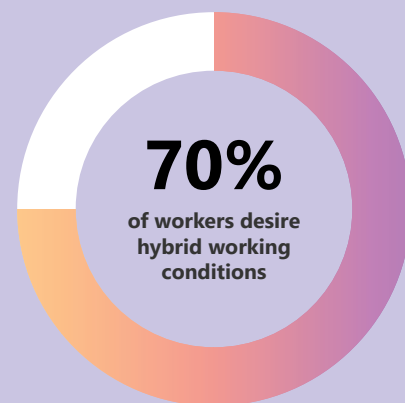# The global video conferencing market expanded from $4.9 billion in 2023 to $5.1 billion in 2024
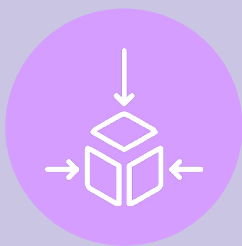
6. Advancements in BYOD vs. native MTR systems

The Microsoft Work Trend Index revealed that over 70% of workers desire hybrid working conditions, and 66% of businesses are investing in physical office spaces to support this model.[8] This investment often includes deploying MTR solutions that accommodate both in-person and remote participants, aligning with BYOD strategies.

While Bring Your Own Device (BYOD) solutions remain relevant, Microsoft recommends native MTR setups for optimal performance, as they provide a seamless, integrated experience tailored for Microsoft Teams. Native systems offer superior reliability, security and compatibility with Teams features.

However, hybrid BYOD-MTR solutions are gaining popularity, offering greater flexibility for diverse meeting environments. These solutions enable users to connect their personal devices to the MTR system, accommodating various software and devices while maintaining core MTR functionality. This hybrid approach provides businesses with adaptable meeting room setups that can support both native MTR and BYOD workflows effectively.

70%
of workers desire hybrid working conditions

66%
of businesses are investing in physical office spaces to support this model

7. Emerging technologies in MTR spaces

New advancements in ultra-wide 4K cameras and room occupancy analytics are reshaping MTR spaces, enhancing collaboration and meeting efficiency. Microsoft Signature Teams Rooms, featuring large format displays and immersive layouts, are gaining traction for their ability to deliver engaging, high-quality experiences.

As organisations look to future-proof their meeting spaces, emerging technologies like AI-powered collaboration tools, intelligent cameras with auto-framing, and interactive whiteboarding solutions are becoming essential. These innovations enable more dynamic and efficient hybrid meetings, ensuring organisations stay ahead in the evolving landscape of workplace collaboration.

8. Licensing and software considerations

As demand for MTR hardware rises, supply chain challenges are causing procurement delays. Data indicates extended lead times, particularly for high-demand products, which can disrupt deployment schedules.

Large organisations, especially in tech and hybrid work-driven sectors, are bulk purchasing MTR hardware to secure stock in advance, mitigating the risks of supply chain delays and maintaining operational continuity.

Additionally, diversifying suppliers provides organisations with the agility to respond to changing requirements in an unpredictable supply chain environment. Proactive planning and strategic partnerships are key to ensuring timely hardware deployment.

To find out more about how businesses can gain further data-driven recommendations and refine a future-proof MTR strategy with Midwich, please contact Greg Bennett.

ucc@midwich.com

Conclusion

Microsoft Teams Rooms (MTR) solutions are becoming essential for seamless communication across diverse work environments. **Over 70% of Fortune 500 companies have implemented Microsoft Teams Rooms**, highlighting its prominence in enhancing corporate communication.[9]

IT procurement teams must navigate a rapidly evolving landscape, with key trends including the rise of modular, scalable solutions, AI-enhanced hardware and shifting licensing models.

In a Total Economic Impact study on Microsoft Teams Rooms, **the total ROI of the solution was evaluated at 342%, with key takeaways proving that the solution directly reduced time spent by IT admins on room issue resolution, worth $408,000 over three years.**[10]

Adopting MTR Pro licenses, embracing hybrid BYOD systems, and staying ahead of emerging technologies like intelligent cameras and room analytics will empower businesses to optimise collaboration, enhance flexibility and future-proof their meeting spaces. Additionally, considering supply chain risks and exploring cost-effective procurement models, such as leasing, will ensure smooth deployments.

1. avinteractive.com/news/collaboration/microsoft-surpasses-one-million-teams-rooms-installations-29-04-2024/ | 2. microsoft.com/insidetrack/blog/buzzing-on-microsoft-teams-rooms-technology-internally-at-microsoft/ | 3. microsoft.com/en-us/worklab/work-trend-index | 4. nextspaceaz.com/articles/introducing-microsoft-front-row | 5. engagis.com/blog/benefits-of-mtr-front-row-on-hybrid-meetings-and-collaboration/ | 6. support.microsoft.com/en-us/office/use-microsoft-teams-intelligent-speakers-to-identify-in-room-participants-in-a-meeting-transcription-a075d6c0-30b3-44b9-b218-556a87fadc00#bkmk_meeting_transcript_1 | 7. futuresource-consulting.com/insights/global-video-conferencing-market-grows-to-5-1-billion-in-2024/ | 8. microsoft.com/en-us/worklab/work-trend-index | 9. techcommunity.microsoft.com/blog/microsoftteamsblog/what%E2%80%99s-new-from-teams-rooms-and-devices-at-infocomm-2024/4159888 | 10. tei.forrester.com/go/microsoft/teamsroomsmeetings/?lang=en-us