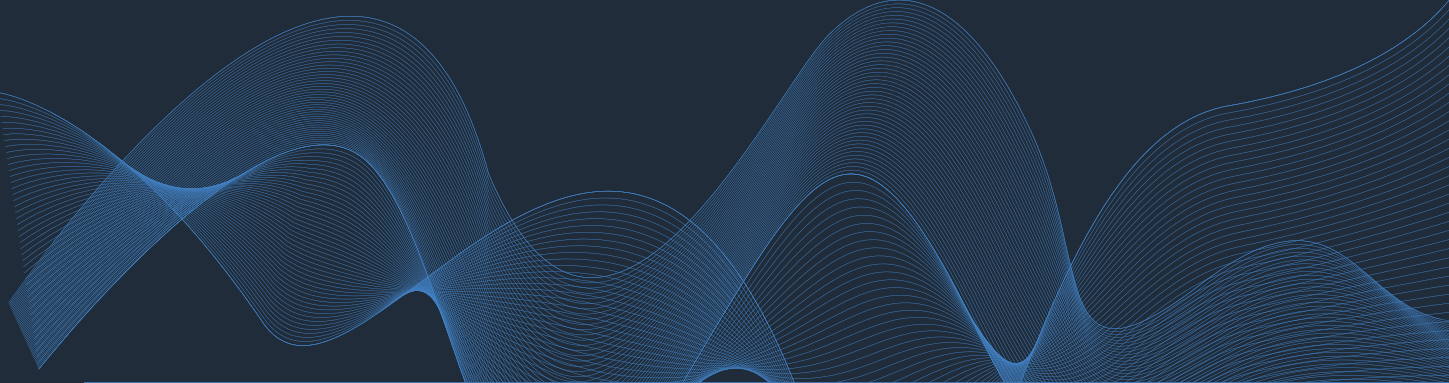




TEAMS EXPERIENCE
MONITORING PLATFORM



Kolletive

EVERY MINUTE MATTERS

THE FINANCIAL CASE FOR COLLABORATION OBSERVABILITY

When outages strike, the question isn't what went wrong — it's who and where were impacted. Discover how near-time collaboration visibility transforms downtime costs into data-driven savings.

THE COST OF IMPACT UNCERTAINTY

Enterprises lose **\$8,662 every minute** of downtime. Up to **40% of that loss** comes from identifying who and where is affected — not fixing the issue.

THE VALUE OF VISIBILITY

See the problem sooner, save thousands faster. Near-time visibility turns downtime into measurable business savings.

kolletive.com

Observe. Analyze. Optimize.

EXECUTIVE SUMMARY

Every minute of downtime costs money – but not all losses are created equal.

Across the Global 2000, the true cost of disruption isn't just in failed systems, **it's in the time it takes to identify who and where is affected.**



Those hours of uncertainty delay communication, drain IT resources, and can cost hundreds of thousands of dollars per incident before recovery even begins. At the same time, the collaboration landscape has changed.

Microsoft Teams has become the most widely used enterprise application in the world, connecting global workforces across meetings, rooms, and devices.

This ubiquity makes it both mission-critical and a potential single point of failure. To manage that risk, enterprises are turning to observability: the ability to see, understand, and act on live operational data.

According to Splunk's State of Observability 2025, nearly eight in ten organizations now view observability as essential to business resilience.

This whitepaper explores how observability applies to collaboration – and why Kollective, through its Collaboration Observability for Teams and integration with Splunk, enables IT leaders to quantify performance, reduce costs, and prevent disruption before it impacts users or the bottom line.

THE COST OF IMPACT UNCERTAINTY

WHEN DISRUPTION HITS MICROSOFT TEAMS, THE QUESTION ISN'T WHAT HAPPENED — IT'S WHO WAS AFFECTED AND WHERE.

Those hours spent diagnosing impact translate directly into financial loss, missed productivity, and executive escalations.

In October 2025, **the AWS outage** rippled across streaming services, logistics systems, and collaboration platforms.

On **October 9**, a **widespread Microsoft outage** disrupted **Teams, Outlook, and Azure services**, affecting millions of users globally. According to **Mashable**, organizations across North America and Europe faced hours of downtime while IT teams worked to identify which regions, departments, and users were impacted.

While technical restoration came within hours, most enterprises spent far longer validating which regions, departments, or endpoints were still offline — delaying recovery and magnifying cost.

Visibility equals speed — and speed equals savings.

\$8,662

**per minute —
the average
cost of
downtime**

(Ponemon Institute)

20–40%

**of loss comes
from identifying
affected users,
not resolving
the issue.**



WHY OBSERVABILITY IS NOW A BUSINESS IMPERATIVE

(Source: Splunk, State of Observability 2025 and Kollektive + Splunk Solution Brief)

74%

Monitoring critical business processes is moderately to very important.

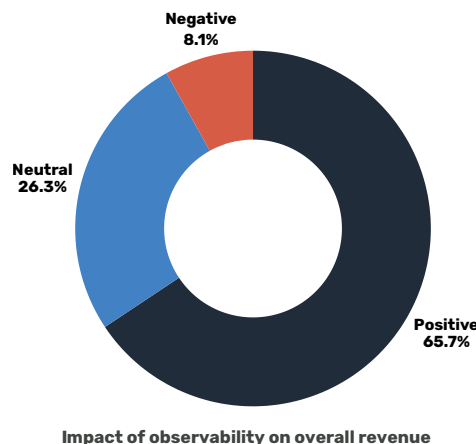
65%

Understanding critical user journeys is moderately to very important.

49%

Speed of incident troubleshooting is a top driver of observability ROI. (Global benchmark)

Teams link observability to core business processes and ROI drivers. (Splunk, 2025)



Impact of observability on overall revenue

74%

say observability positively impacts employee productivity.

69%

say it positively impacts customer experience.

68%

say it positively impacts product or service uptime/reliability.

Most organizations report a positive revenue impact from observability.

According to Splunk

In Splunk's latest research, **77%** of organizations say observability is now critical to their business strategy – a jump of **more than 20 points year over year**.

The Cost of Limited Visibility

- Downtime costs enterprises **\$8,662 per minute** (Ponemon Institute, 2024)
- Up to **40%** of that loss comes from finding **who and where** is affected
- **Near-time visibility** with Kollektive + Splunk cuts that wasted cost through faster detection and response

Kollektive + Splunk: Extend Observability to Collaboration

Kollektive feeds near-time Microsoft Teams telemetry (QoE, network flow, endpoint context) directly into Splunk dashboards. This helps IT see who and where is impacted faster, reduce time-to-impact assessment, and control incident cost.

THE “WHO AND WHERE” GAP IN COLLABORATION

*MOST ORGANIZATIONS ALREADY MONITOR **SERVERS, NETWORKS, AND APPLICATIONS** — BUT WHEN **MICROSOFT TEAMS SLOWS OR FAILS**, IT STILL CAN'T IMMEDIATELY ANSWER THE QUESTION EXECUTIVES CARE ABOUT MOST:*

Who's impacted, and where?

Traditional monitoring tools tell you what broke.

They rarely show which offices, networks, or users are affected in real time.

This blind spot is costly: during a global outage, identifying impact often takes hours, not minutes, driving unnecessary escalations, idle time, and lost productivity.

Kolleeective closes that gap.

Collaboration Observability for Teams captures near-time telemetry across meetings, rooms, and devices — delivering instant visibility into both technical performance and business impact.

Visibility equals speed — and speed equals savings.

When visibility moves from systems to people, **recovery moves from hours to minutes.**

THE FINANCIAL CASE FOR COLLABORATION OBSERVABILITY

Downtime is expensive – but uncertainty costs more.

When IT lacks visibility, every incident triggers a chain of inefficiency:

Duplicate

troubleshooting by
multiple teams

Delayed

communications
to executives
and end users

Missed

opportunities
to prevent
cascading
failures

According to the Ponemon Institute, downtime costs an average of **\$8,662 per minute**, and up to **40%** of that cost comes from determining who and where is affected – not fixing the issue. **Kolleeective's near-time collaboration insight turns that wasted spend into measurable savings.**

By feeding Microsoft Teams telemetry directly into Splunk, Kolleeective allows enterprises to:

- Cut impact-assessment time by over **70%** (Splunk, 2025)
- **Lower incident-response cost** through early detection
- Validate service quality across locations to **prevent repeat issues**

Every minute of visibility gained is a minute of cost avoided.

HOW KOLLECTIVE + SPLUNK DELIVER VALUE

THE **KOLLECTIVE + SPLUNK INTEGRATION** EXTENDS ENTERPRISE OBSERVABILITY INTO THE COLLABORATION LAYER — **TURNING MICROSOFT TEAMS DATA INTO FINANCIAL INTELLIGENCE.**

1. Unified Data Flow

Kolleeive's Network Topology Engine securely ingests Teams telemetry (Quality of Experience, device health, network flow) and streams it **into Splunk dashboards already used by IT, Network, and Security teams.**

2. Near-Time Awareness

Instead of waiting for end-user reports, IT can visualize issues as they form — spotting performance degradation across regions or devices **before productivity is lost.**

3. Faster Root-Cause Correlation

Within Splunk, collaboration metrics can be cross-referenced with infrastructure and security data. This **shortens Mean Time to Resolution (MTTR) and reduces the overall cost of downtime.**

4. Quantifiable Business Impact

Executives can finally measure how collaboration performance affects output — **connecting observability metrics to revenue protection, workforce efficiency, and ROI.**

THE BUSINESS OUTCOME

*ORGANIZATIONS ADOPTING COLLABORATION OBSERVABILITY
REPORT TANGIBLE RESULTS:*

- **Fewer escalations** and shorter incident war rooms
- **25 – 30%** faster troubleshooting cycles
- **30 – 50%** fewer end-user complaints
- **Validated ROI** on Microsoft Teams, Rooms, and network investments

By pairing Kollektive's near-time visibility with Splunk's analytics power, enterprises convert performance data into actionable savings.

Visibility transforms IT from a cost center to a cost controller.

CONCLUSION

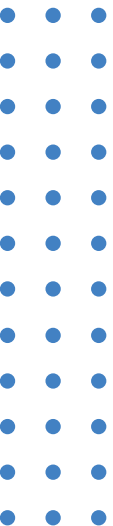
Every minute matters.

Observability has already proven its business value across infrastructure and security. Extending it to collaboration is the next logical step.

With Kollektive's **Collaboration Observability for Teams**, integrated into **Splunk**, enterprises gain the same financial discipline for communication that they already apply to infrastructure:

- See who and where impact occurs in near-time
- Cut the cost of diagnosis and disruption
- Protect revenue, productivity, and employee experience

Visibility is the new efficiency — and the fastest path to reducing the cost of collaboration.



REFERENCES & FURTHER READING

- [*Splunk – State of Observability 2025*](#)
- [*Kolletive + Splunk Solution Brief*](#)
- [*Ponemon Institute – Cost of Data Center Outages 2024*](#)
- [*Wall Street Journal – AWS Outage Impact: What Happened \(Oct 2025\)*](#)
- [*ITIC – Global Server Reliability Survey 2024*](#)
- [*Mashable – Microsoft Outage Disrupts Teams, Outlook and Azure \(Oct 9 2025\)*](#)

CONTINUE THE JOURNEY

Explore how Kolletive helps enterprises **observe, analyze, and optimize** video & collaboration performance:

- kolletive.com/platform
- kolletive.com/microsoft
- kolletive.com/collaboration-observability-for-microsoft-teams

