

Technology V10/S5: Functions of Microsoft Teams and Zoom

Business Communication Platforms:

Business communication platforms are virtual spaces where groups of people can collaborate. Zoom was created in 2011 and Microsoft Teams in 2017. Though these platforms existed before the Covid-19 Pandemic, it was the lockdown of 2020 that boosted their popularity. Businesses not able to work in person transformed their physical offices to virtual ones while employees worked from home. In fact, entire school districts used these apps to create virtual classrooms.



Even though the pandemic is coming to a close, businesses are still finding use in these products. Some of those reasons include a mix of in-person and work-from-home employees, large staff meetings, and ease of communication across large groups. While there are many types of group platforms used by businesses, Microsoft Teams and Zoom offer the ability to communicate via video.



Microsoft Teams vs Zoom:

Microsoft Teams and Zoom are very different despite being used for similar purposes. Microsoft Teams markets itself as creating a collaborative workspace outside of its basic video meeting technology. It allows for the integration of other platforms. Documents, links, and messages can be saved onto Teams and accessed when needed. Zoom is much more accessible than Microsoft Teams in that the user does not need to download the app before joining a meeting in progress. The user does not need to make an account to use the program, unlike Microsoft Teams.