

RYZER Pulse

GTM Motion

Microsoft Announcements

Patch Tuesday

RYZER Feedback

One Score Decides Your Microsoft Momentum

Microsoft no longer rewards potential. It rewards proof it can trust quickly. The Partner Capability Score (PCS) has quietly become one of the fastest ways to gain or lose incentives, seller visibility, and co-sell credibility. This is not a marketing metric. It is a go-to-market filter.

PCS is Microsoft's official composite score, published in Partner Center. It combines performance, skilling, and customer success into a single signal used to determine eligibility for Solutions Partner designations. But here's what most partners miss. Passing PCS is only the floor.

Microsoft sellers don't rely on PCS alone when deciding who to pull into deals. They also respond to seller trust signals that sit outside the score itself.

Those signals include:

- Usage growth and expansion after the sale
- Net-new customer wins in relevant segments
- Co-sell and Marketplace readiness
- Evidence the partner executes without friction

One SMB partner we worked with technically qualified in Partner Center but lagged badly on these trust signals.

"Partner Center isn't admin work. It's profit protection."

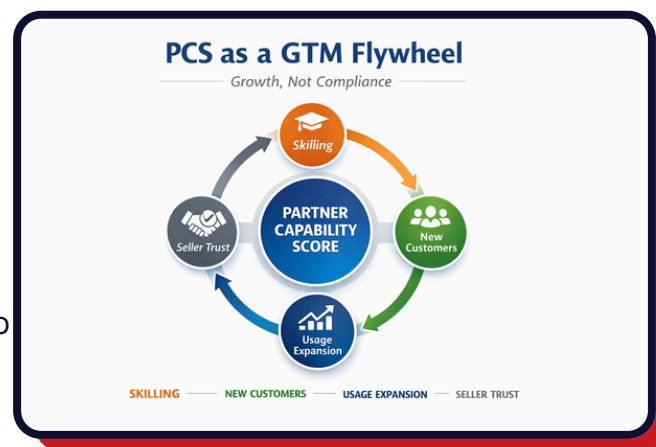


Sandie Knight

Strong engineers.
Real customers.
Weak execution on skilling coverage and post-sale usage growth.

The result wasn't punishment. It was silence. Tens of thousands in potential Azure incentives went untouched. Not because they failed. Because they stalled.

Microsoft didn't make the system harsher. They made it faster. PCS establishes eligibility. Seller trust signals decide attention.



RYZER Tips

- **PCS is the official composite score** Microsoft publishes and uses for designation eligibility.
- **Sellers look beyond PCS.** Usage growth, new customers, and co-sell readiness matter more in practice.
- **These signals are continuously evaluated.** Coasting between milestones no longer works.

💡 If your PCS isn't climbing monthly, you're leaking margin. Join RYZE and fix it.

[Join RYZE Today!](#)

RYZER Pulse

The heartbeat of the partner community. Each week we surface real stories and questions from Microsoft partners—pulled from Patch Tuesday calls, field conversations, and direct feedback—to help you spot patterns, avoid pitfalls, and stay ahead.

“Is PCS just another certification game?”

No. Skilling helps, but performance and customer usage now carry equal weight.

“How often should we review PCS?”

Monthly at minimum. Treat it like cash flow, not a quarterly report.

“Can small partners realistically compete here?”

Yes. Lower thresholds favor focused SMB partners who pick one lane and execute.

GTM Motion

- **Own PCS.** One owner tracks it weekly. PCS is the floor. If it slips, momentum stops.
- **Focus One Solution.** Pick one area. Depth creates trust faster than breadth.
- **Tie Usage to Every Deal.** No adoption, no momentum. Usage is the signal Microsoft reads.
- **Build Trust Beyond PCS.** PCS gets you eligible. Trust signals get you pulled into deals.

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Patch Tuesday Preview

RYZE MEMBERS ONLY

Tuesday, February 10th - 1PM EST

Guest Speaker:

John Yurewicz, Microsoft

Senior Partner Development Manager -
Channel | SME&C- Americas



Join us for this special session. John will provide clarity on how Microsoft Partner Managers assess partner maturity, focus, and GTM readiness.

RYZER Feedback

We want to hear from you!

This week's question: Which PCS lever is hardest for your firm right now: skilling, new customers, or usage growth?

Send your reply to ryzeup@ryze-partners.com. We'll feature a few partner perspectives in an upcoming issue of the RYZE Report.

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