

RYZER Pulse

GTM Motion

Microsoft Announcements

Patch Tuesday

RYZER Feedback

Microsoft Doesn't Rank Partners. It Routes Deals.

Microsoft didn't replace Gold and Silver to modernize branding. It did it to speed up seller decisions and reward partners who help close business. If you're still treating Solution Designations like a badge, you're already behind.

Under the old model, partners optimized for optics:

- certifications
- headcount
- longevity

Sellers ignored most of it.

The new Solution Partner designations collapse six signals into three questions sellers actually care about:

- Can this partner help me land net-new customers?
- Will customers use more after the deal closes?
- Is this partner easy to trust in a live deal?

That's why Microsoft now weights performance, skilling, and usage growth instead of history.

"Designations don't earn trust. Execution does."

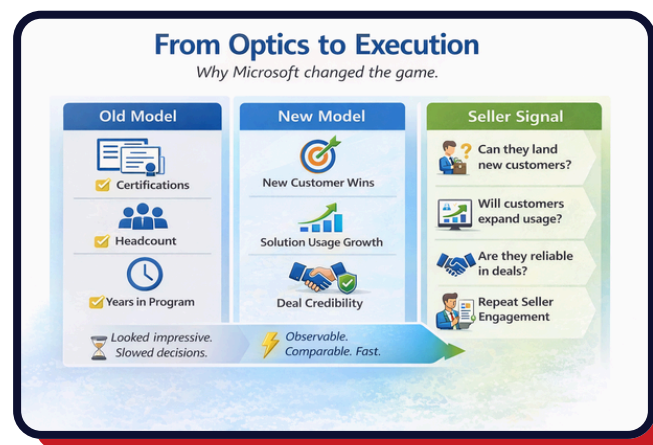


Rob Fegan

And why many sub-\$5M partners quietly outrank bigger firms in Partner Center.

Designation isn't prestige.

It's a routing signal inside Microsoft.



RYZER Tips

- Microsoft sellers don't browse partners. **They filter them.**
- Scores in the **70+ range** consistently unlock visibility. Below that, you're rarely surfaced.
- **CPOR, PAL, and CSP hygiene** matter more than marketing decks because they earn points and establish seller trust.

💡 If you want help turning your designation into co-sell pull, join the RYZE Community.

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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.

“Should SMB partners pursue multiple designations?”

No. One focused designation aligned to your ICP outperforms diluted coverage every time.

“Does certification volume still matter?”

Only when mapped to seller roles. Random certs don’t move scores or trust.

“How fast does Partner Center data impact visibility?”

Often within days. Hygiene delays are silent pipeline killers.

GTM Motion

- Pick **one** designation tied to your ICP. Stop spreading points thin.
- **Align skilling to seller roles**, not broad cert coverage.
- Fix CPOR/PAL discipline on every closed deal **within 48 hours**.

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Patch Tuesday Preview

RYZE MEMBERS ONLY

Tuesday, February 17th - 1PM EST

Guest Speakers:



Troy Macias
Global Alliances and Partnerships Leader at ISSI



Jamie Thordsen
Director of Partner Programs and Alliances at ISSI

Join us for this special session with the ISSI Team as we discuss when pursuing Microsoft specializations makes strategic sense and what it truly requires.

RYZER Feedback

We want to hear from you!

This week’s question: *Which designation are you actively optimizing for—and why that one?*

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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