



Your weekly shortcut to Winning with Microsoft!

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## Stop Defaulting Into the Wrong Tier.

Most Microsoft partners don't choose their benefits strategically. They inherit them. They pick the cheapest option, call benefits "nice to have," and move on. Then they wonder why other firms get pulled into co-sell motions faster.

Here's the CEO truth: Benefits are infrastructure for your go-to-market engine. Not perks. Not swag. Infrastructure.

When partners show up with stronger Microsoft benefits, they bring real internal capacity:

**Launch** gives you (5) M365 seats and \$700 in Azure credits.

**Core** moves you to 15 seats and \$2,400 in Azure credits, plus advisory hours and support incidents.

**Expanded** jumps to 35 seats, \$5,000 in Azure credits, 10 Copilot licenses, Copilot Studio capacity, and materially more sandbox and security coverage.

*"Benefits don't guarantee growth. They remove the drag that slows it."*



Sandie Knight

That changes how you operate. And how you operate changes seller confidence.

This isn't theory. It's friction math.

If you only have 5 internal-use licenses and \$700 in credits, every AI demo competes for tenant space. Every PoC has to be rationed. Every Copilot showcase becomes a resource decision.

At Core, you can run structured demos. At Expanded, you can run programs. That's not a marketing issue. That's a systems issue.

The differences between Launch, Core, and Expanded aren't cosmetic. They determine how scalable your Microsoft co-sell motion can be.

LAUNCH		CORE		EXPANDED	
Licenses	Basic Access	Licenses	Full IUR Access	Licenses	Advanced Licensing
Azure Credits	Limited Credits	Azure Credits	Moderate Credits	Azure Credits	High Credits
Advisory Hours	Minimal Support	Advisory Hours	Strategic Guidance	Advisory Hours	Max Advisory Use
GTM Impact	Learning Phase	GTM Impact	Growth Enabled	GTM Impact	Scalable & Fast

↑  
BENEFITS UNLOCK SCALE & SPEED

## RYZER Tips

**Launch** = proof of intent. You are learning.

**Core** = minimum viable capacity for serious FY26 growth.

**Expanded** = removes friction for AI showcases, Copilot briefs, and scaled PoCs.

If you're under \$5M, Core is table stakes once co-sell is in play. Expanded makes sense when AI and Copilot drive revenue.

Here's the lever most founders miss: Benefits reduce friction in your Microsoft go-to-market motion.

**Less friction → faster demos → faster PoCs → stronger seller trust → more joint pipeline.**

That's the chain. Audit your tier this quarter. Not on price. On the motion you're actually running.

💡 If you're serious about scaling with Microsoft in FY26, apply to join the RYZE community and build this correctly.

[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 Core enough for a sub-\$5M services firm?”

Yes. Core provides the minimum internal licensing, Azure capacity, and advisory access required to run a credible co-sell motion.

## “When does Expanded make sense?”

When demo, PoC, or AI motion volume is constrained by licensing, credits, or advisory limits.

## “Should services partners prioritize ISV Success first?”

Only if product revenue is a primary growth engine. If services drive your business, optimize SI benefits before pursuing ISV status.

# GTM Motion



# Microsoft News & Events

[What's New in AI Business Solutions - February](#)

[Introducing Partner Center Marketing Pro](#)

[Frontier Transformation - Partner Event 3/3/26](#)

[February Partner Center Announcements](#)

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# Patch Tuesday Preview

RYZE MEMBERS ONLY

**Tuesday, February 24th - 1PM EST**

**Debrief: What Partner Managers and Specializations Signal to Microsoft**

Over the past two sessions, we heard from Microsoft and ISSI on how Partner Managers evaluate partners and how specializations impact visibility. In this debrief, we'll distill the key insights and focus on how to activate on them immediately.

# RYZER Feedback

**We want to hear from you!**

**This week's question:** Are your benefits aligned to your co-sell ambition, or to your cost sensitivity?

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

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