



The Operating Edge for Microsoft Partners

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RYZER Pulse

GTM Motion

Microsoft Announcements

Patch Tuesday

RYZER Feedback

Microsoft Users Are Entering the Token Economy

Think about a family arriving at an amusement park. The parent buys a bucket of tokens at the gate. Then the kids scatter. Each ride costs a different amount. Some are worth it. Some burn through tokens in ninety seconds and produce nothing. By midday, the bucket is empty and nobody knows where it went. Microsoft's customers just walked through that gate.

Copilot Cowork reached general availability on June 16. It runs on consumption-based billing through Copilot Credits. Every task draws from the credit bucket based on model use, context retrieval, tool calls, and runtime. And Cowork ships off by default, meaning someone must decide who gets access, how much they can spend, and where the limits sit.

Most customers are not prepared for that conversation. The partner who governs the token bucket becomes the partner Microsoft trusts. Not because they know the most about Cowork, but because they prevent the customer's first credit bill from becoming a trust problem. Sellers do not place consumption workloads with partners they are still evaluating. They place them with partners they already trust to manage outcomes. That creates a widening gap.

Partners already running a structured Microsoft motion are being pulled into Cowork deployments to establish spending controls, usage alerts and visibility into where credits are going. The customer sees what tasks cost. The seller sees consumption tied to outcomes. The partner receives credit for the usage they helped drive.

Partners outside that motion often learn Cowork is active only after governance decisions have already been made and the work has already been assigned. The bigger shift is this: Copilot is no longer primarily a license sale. It is a consumption business. Microsoft's success now depends on sustained usage, which means sellers are incentivized to work with partners who can protect spending while driving adoption.

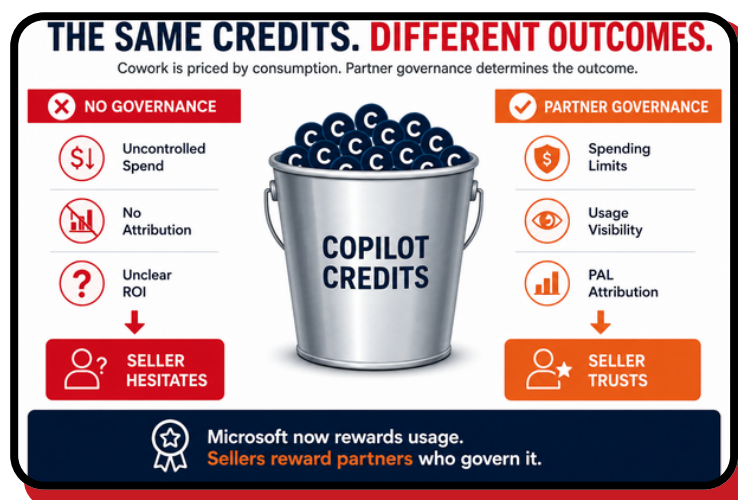
Being known to the seller used to help you get invited into the sale. Now it helps you get invited into every decision that determines whether Copilot spend produces ROI or becomes a reason to cancel.

For RYZE readers: The governance gap is often greatest in SMB accounts. Start there.

"When Microsoft bills by usage, the partner who governs the spend is worth more to the seller than the partner who can explain the feature."



Rob Fegan



RYZER Tips

- **Cowork bills by usage, not by seat.** The partner who ties consumption to business outcomes becomes the seller's preferred governance partner.
- **Cowork ships off by default.** The opportunity is in setting spending limits, usage alerts, and governance controls before the meter starts running.
- **SMBs have the biggest governance gap.** Compliance and risk controls (DSPM, eDiscovery, Insider Risk, DLP) create a natural opening for trusted partners to lead the conversation.

Book a FREE RYZE Strategy Session

Book a RYZE strategy session and leave knowing exactly where you stand with the sellers who own your strongest Copilot accounts.

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.

“My clients are SMB. Isn't Cowork built for enterprise?”

No. Any Microsoft 365 Copilot customer can use Cowork. SMBs often have the biggest governance gap because they lack dedicated IT resources to manage consumption.

“Cowork is off by default. Doesn't that slow adoption?”

Quite the opposite. Someone must decide who gets access, how much they can spend, and where limits belong. That's where trusted partners get pulled in before the customer acts alone.

WHAT TO DO THIS WEEK

3 ACTIONS TO CLAIM THE COWORK GOVERNANCE OPPORTUNITY



1

IDENTIFY COPILOT ACCOUNTS

Find customers already licensed for Microsoft 365 Copilot.



2

INSTALL GUARDRAILS

Add spending limits, usage alerts, and governance controls (tenant, group, and user-level).



3

CLAIM ATTRIBUTION

Set up PAL or CPOR attribution across the Copilot footprint so the usage you drive registers to you.



SELLER OUTCOME:

You become the partner trusted to govern AI consumption, not just deploy it.

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[MCAPS for Partners is July 22, 2026](#)

[Microsoft Partner FY27 GTM Kickoff - July 28](#)

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Patch Tuesday Preview

RYZE MEMBERS ONLY

[Tuesday, June 23rd - 1PM EST](#)



SPECIAL GUEST:

Kristyn Maddox, Microsoft

Director, Marketplace Product Marketing

Driving channel-led growth through Microsoft Marketplace

RYZER Feedback

We want to hear from you!

This week's question: *As Copilot consumption becomes measurable, are you proactively governing the account, or waiting for Microsoft to step in?*

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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