

RYZER Pulse

GTM Motion

Microsoft Announcements

Patch Tuesday

RYZER Feedback

CPOR Is Not Admin. It Is Visibility Infrastructure.

Most Microsoft partners treat CPOR like paperwork. Submit the form. Move on. That is not a minor inefficiency. It is a systematic gap – and it costs pipeline.

What CPOR Actually Does

CPOR – Claiming Partner of Record – ties your firm to workload consumption inside Microsoft 365 and Dynamics 365. When it's properly claimed and maintained:

- Your influence registers in Solutions Partner performance metrics
- Your impact appears in incentive eligibility calculations
- Microsoft sellers can see that you drive adoption – not just transactions

When it isn't claimed, Microsoft sees a license sale. It does not see you.

In a co-sell environment driven by seller dashboards and AI-first incentive structures, that gap is not recoverable through relationship-building. Sellers prioritize what the system surfaces. If you are not in the system, you are not in the consideration set.

This Is a Visibility Problem – And It Has a System Fix

Partners who get pulled into deals consistently are not more capable than the ones who don't. They are more visible – inside Microsoft's data, metrics, and seller view.

CPOR is one layer of that visibility infrastructure. It does not work in isolation. It works as part of a structured motion that ensures Microsoft can measure your impact at every stage of the co-sell lifecycle.

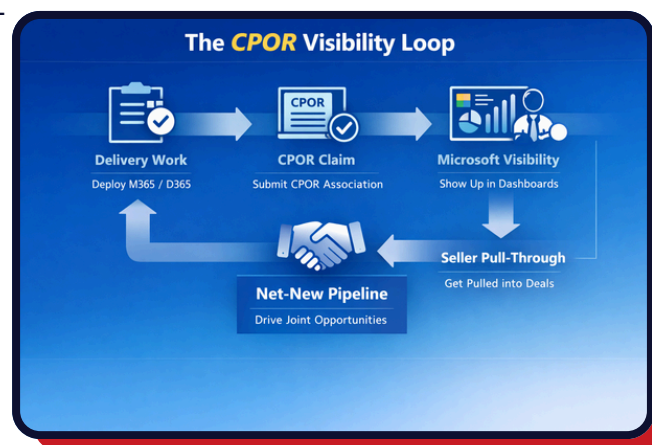
That motion is what separates partners who compound from partners who stay sporadic.

If CPOR is sitting in your back office, you are not running a system. You are leaving pipeline to chance.

"Unclaimed CPOR is invisible influence."



Sandie Knight



RYZER Tips

- CPOR ties your firm to **measurable workload** consumption inside Microsoft's system of record
- It ensures your **influence** registers in performance metrics and incentive calculations
- It makes your delivery work **visible** to the sellers who decide who gets pulled into deals
- It turns deployment into a compounding **growth signal** – not a one-time transaction

The dominant idea is simple:

CPOR is not paperwork. It is go-to-market infrastructure.

💡 Map your Microsoft visibility, incentive alignment, and co-sell position in 30 minutes.

[Book a FREE RYZE Strategy Session](#)

WEBINAR: Co-Selling with Confidence March 31st @ 3PM EST

[REGISTER](#)

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.

“Does CPOR give me access to sensitive customer data?”

No. CPOR provides usage metrics and license visibility. It does not grant access to content or user data.

“What if another partner is already attached?”

CPOR is workload-specific. You can claim association where you deliver measurable value.

“When should CPOR be submitted?”

Submit immediately after deployment and customer confirmation. The system is designed for timely association—build it into your delivery closeout process and the window is never a risk.

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WHAT TO DO THIS WEEK



Audit your top 20 customers and identify missing CPOR associations.



Embed CPOR submission into your delivery closeout checklist.



Build a 60-second CPOR explanation into your account manager conversation standard—sellers need to hear it before it matters.



Track CPOR coverage rate monthly alongside net-new acquisition.

Microsoft News & Events

[Frontier Partners: Turning AI into real business value in 2026](#)

[It's time for business: Accelerate SMB outcomes with Microsoft 365 Copilot Business and Security Solutions](#)

[March Partner Center Announcements](#)

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Patch Tuesday Preview

RYZE MEMBERS ONLY

Tuesday, March 10th - 1PM EST

Debrief: How Customer Success Signals Influence Microsoft Trust and Expansion

Following up on this week's session with Microsoft CSAM Joe Dellolio, we will discuss how customer success should be positioned as a lever for expansion, seller confidence, and long-term Microsoft alignment.

RYZER Feedback

We want to hear from you!

This week's question: *Is your deployment work visible inside Microsoft's system, or only inside your CRM?*

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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