

RYZER Pulse

GTM Motion

Microsoft Announcements

Patch Tuesday

RYZER Feedback

## Microsoft Just Redrew the Map. Most Partners Are Still Reading the Old One.

Microsoft announced M365 E7 on March 9th. It's a new SKU - \$99/user/month, generally available May 1. Partners who aren't paying attention are filing it under "product update." That's the wrong read, and it will cost them.

Here's what actually happened: Microsoft formalized a new category of customer - organizations that have moved past AI pilots and need to operationalize agents at scale, with governance baked in. E7 bundles Copilot, the Entra Suite, and a new product called Agent 365 - Microsoft's control plane for managing, governing, and securing AI agents - into a single \$99 seat. The problem Microsoft is solving is no longer "help employees use AI". It's "help organizations run AI agents without losing control of them."

That changes the co-selling conversation. Microsoft sellers moving E7 are not having a productivity conversation. They're having a security, governance, and AI deployment conversation at the CIO and CISO level. Partners who show up ready to talk about Copilot adoption are arriving to the wrong meeting.

This is where the system gap shows up. Partners who are running a system already know which Microsoft sellers they're mapped to, what those sellers are being incentivized to close, and how to position their delivery capability against active seller priorities. They will map their Agent 365 and AI governance capability to E7 opportunities before May 1. They will be in those conversations early.

"Microsoft sellers don't wait for partners to get ready. They go find the ones who already are."













Rob Fegan

Partners who are not running that motion will read the announcement, attend a partner briefing, maybe update a slide deck. By the time they're ready to have the conversation, a more systematically positioned partner has already been pulled into the deal.

The technical details of E7 matter less right now than one question: *does your current positioning make you the obvious call for a Microsoft seller who has an E7 conversation in front of them and needs a partner who can close it?* If you can't answer that with certainty, the announcement just exposed a gap in your system - product knowledge.

### The Microsoft Seller Incentive Shift: Pre-E7 vs Post-E7

This is not a product comparison. It reflects what Microsoft sellers are now measured and rewarded on.

What Microsoft Sellers Were Incentivized to Drive (Pre-E7)	What Microsoft Sellers Are Now Incentivized to Drive (Post-E7)
 Copilot pilot programs and early adoption motions	 AI governance frameworks and responsible AI controls
 M365 E3/E5 renewals and license expansion	 Enterprise agent deployment platforms and AI architecture
 Baseline security posture improvements	 Operationalizing AI across business workflows
 Productivity value messaging	 AI transformation conversations with CIO and CISO leadership
 Seat growth and workload usage	 Organizational AI readiness and long-term AI operating models

Implication for partners: Microsoft sellers are no longer rewarded primarily for adoption. They are rewarded for helping customers **operationalize AI**.

## RYZER Tips

- **Agent 365 is the new opportunity** - a control plane for governing, securing, and managing AI agents at scale. Most partners don't have a credible story here yet.
- The partners pulled into **early E7 deals** will be the ones who mapped their positioning before May 1, not after.
- Partners whose Microsoft relationships don't reach **CIO or CISO** level are structurally excluded from these conversations - regardless of technical capability.

💡 **Book a RYZE strategy session and leave knowing exactly where you stand and what to do before May 1<sup>st</sup>.**

[Book a FREE RYZE Strategy Session](#)

# 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.

**“We already deliver Copilot. Doesn't E7 just expand our existing footprint?”**

Copilot gets you into the productivity conversation. E7 moves the seller reward to Agent 365 -AI governance at CIO/CISO level - and most Copilot-focused partners don't have a credible story there yet. The question isn't whether your existing work is relevant. It's whether it's sufficient.

**“May 1 is weeks away. Why does this need to happen now?”**

Sellers don't wait for GA to build pipeline. The partners in the first wave of E7 deals will be the ones who briefed their sellers before the market opened. By May 1, early positioning is done.

**“We don't have a deep Agent 365 practice yet. Should we wait?”**

Waiting hands the market to someone else. Be honest about where your capability is today and credible about the roadmap. That's more useful to a seller than disappearing and returning six months later with polished slides.

## GTM Motion

### WHAT TO DO THIS WEEK



Map your Microsoft seller relationships against E7's target buyer profile — identify where you have gaps at CIO and CISO level.



Audit your delivery capability against the three Agent 365 pillars (Observe, Govern, Secure) — write a plain-language statement of what you can deliver today.



Brief your Microsoft Contacts on your AI governance capability this week — before E7 pipeline conversations open ahead of May 1.



Pull the E7 partner FAQ, identify two or three customer objections your delivery answers directly, and build that language before your next seller meeting.

# Microsoft News & Events

[Partner Airlift: Leading Frontier Firm Transformation](#)

[What's New in Security for Partners](#)

[What's New in AI Business Solutions for Partners](#)

[March Partner Center Announcements](#)

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## Patch Tuesday Preview

RYZE MEMBERS ONLY

**Tuesday, March 17th - 1PM EST**

- ***CSP for SMB: How Microsoft Expects Partners to Win the SMB Motion***
- ***Know your Marketplace state before you show up — it will matter***

## RYZER Feedback

We want to hear from you!

**This week's question:** *If a Microsoft seller called you today about an E7 opportunity, what specific delivery capability would you put on the table for Agent 365 - and would that answer be different from what six other partners would say?*

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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