

RYZER Pulse

GTM Motion

Microsoft Announcements

Patch Tuesday

RYZER Feedback

If you're an MSP working with Microsoft, some version of this is your reality.

Margin is getting squeezed from both ends and you're not sure which lever to pull. You can't figure out who inside Microsoft is actually relevant to what you sell – and when you do find someone, they rotate out six months later. You've built a relationship with a Microsoft seller who turns out to have no quota alignment to what you actually deliver. Partner Center tells you what you did wrong after the fact and nothing about what to do next. Your CPOR claims disappear without explanation. You landed a co-sell win last quarter and you still can't explain exactly why it happened or how to repeat it.

None of these are bad luck. None of them are fixed by better relationships or more Microsoft certifications. They're symptoms of the same problem: you're not running a system.

"The MSPs getting pulled into deals aren't better connected. They're better structured."



Rob Fegan

The MSPs who navigate margin pressure, know exactly which Microsoft sellers to build with, and make Partner Center work for them instead of against them aren't smarter or better connected. They're operating with a structure that the partners around them don't have. That structure is the difference between sporadic wins and a pipeline that compounds.

At the **Ultimate Partner LIVE event in Bellevue, May 13**, I'm sitting down with a partner who built that structure – and walking the room through what changed operationally once they did. Not theory. Not motivation. A real partner, real mechanics, real outcomes. Then the specific steps to replicate it inside your own organization.

Session: *Stop Chasing Microsoft. Install the System That Gets You Pulled Into Deals.*

As a **RYZE Report subscriber**, you qualify for an **exclusive 50% off registration**.



Use code **2026ULTIMATERYZE50 at checkout**

Compounding vs. Sporadic Pipeline



RYZER Tips

- **A relationship** built around a person resets every time that person rotates.
- **Partner Center** is a feedback loop – but only if there's a motion running behind it.
- **A co-sell win** you can't explain is a streak, not a system.

Book a RYZE strategy session and leave knowing exactly what your current Microsoft motion is missing and the specific structure that closes the gap.

[Book a FREE RYZE Strategy Session](#)

Ultimate Partner LIVE! May 11 - 13, Bellevue WA

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.

“Margin pressure feels like a distributor problem. Why does a system change it?”

Margin pressure is real—but partners without co-sell activity feel it most. A structured co-sell motion creates visibility with Microsoft, unlocking incentives and deal support distributors can’t provide. The leverage isn’t in negotiation—it’s in your co-sell activity.

“If I don’t have a Microsoft contact, who should I engage?”

Follow the quota. Sellers engage partners who help them hit targets. Start with your solution area, find the sellers covering your key accounts, and build from there—not from titles or relationships.

“We’re in Partner Center every week and it still feels like a black box. What are we missing?”

Partner Center only becomes useful when there’s real activity behind it—referrals, claims, pipeline tied to sellers. Without that, it shows gaps, not growth. The fix isn’t learning the tool—it’s building the motion it reflects.

GTM Motion

WHAT TO DO THIS WEEK

01



Check whether you have an **active co-sell eligible offer** published in the Marketplace — if you don’t, you are not in Microsoft’s system, you are adjacent to it.

02



Attach one **active deal** to a **co-sell referral** in Partner Center this week — if you can’t complete the submission cleanly, that’s your first system gap, and it’s fixable before May 13.

03



Pull your current **MCI tier** in Partner Center and find the **single activity threshold** that moves you to the next tier — margin compression doesn’t start with your distributor, it starts here.



FOCUS THIS WEEK. WIN THE YEAR.

Microsoft News & Events

[Using Marketplace to Increase Azure Spend -April 29](#)

[Implement Agent 365 Workshop: April 29 - May 1](#)

[Ultimate Partner Live! May 11 - 13](#)

[Microsoft Build 2026: June 2-3 In-person/On-line](#)

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

[NEW! Partner Upsell and Proposal Planning Tool \(PUPP\)](#)

[April Partner Center Announcements](#)

[Microsoft Partner Blog](#)

[Americas Partner Blog](#)

[Multi-Country Partner News & Resources](#)

[Microsoft Events Portal](#)

[Microsoft Learn](#)

[Partner News | Microsoft Community Hub](#)

[Microsoft Marketplace Community](#)

Patch Tuesday Preview

RYZE MEMBERS ONLY

[Tuesday, April 28th - 1PM EST](#)

[Partner Center as a Trust and Visibility Engine](#)



RYZER Feedback

We want to hear from you!

This week’s question: If every Microsoft seller you currently work with left their role tomorrow, what pipeline would survive?

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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