



The Operating Edge for Microsoft Partners

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RYZER Pulse

GTM Motion

Microsoft Announcements

Patch Tuesday

RYZER Feedback

There Are Three Doors Into an SMB Customer. Most MSPs Only Knock on One.

Microsoft has structured its SMB partner motion around three solution areas: Modern Work, Azure/Data & AI, and Business Applications. Most MSPs have built a real practice in one of them. Some have two. Business Applications (Dynamics 365 Business Central, Power Platform, Sales Copilot) is, for the majority of SMB-focused MSPs, a blank line on the P&L. That is not a product gap. It is a system gap. And it has a specific consequence.

Here is what it looks like: an SMB customer running Microsoft 365 is also running QuickBooks, a disconnected CRM, and a stack of spreadsheets someone exports every Monday. That customer is in a Microsoft-resolvable state. A Microsoft seller working that account who needs a Business Applications partner and cannot find one through attached pipeline will find someone else. That someone else builds the relationship. That someone else gets pulled into the next deal.

The Business Applications lane is not crowded at the SMB tier. Microsoft is actively trying to fill it. But building a Business Central practice from zero is a multi-year investment: certifications, delivery capability, implementation methodology. Most MSPs are not in a position to do that.

The move that fits is a partnership. Find a Business Central

partner already operating in your market, attach their delivery capability to your account relationships, and split the co-selling. CPOR attachment, co-sell referral registration, and PAL credit can all be structured through a partner-to-partner arrangement. Your PDM can help identify qualified Business Applications partners in your territory who are looking for account introductions.

Partners running a system see a three-door account and know which doors they can open, including the ones they open with someone else's key. Partners who are not running a system keep selling M365 renewals while a less capable competitor closes the ERP deal and inherits the account.

The Business Applications lane does not require you to build. It requires you to be attached.

"Microsoft sellers have three problems to solve in every SMB account. Partners who can only solve one are a one-third solution."



Rob Fegan

THE 5-STEP PLAN TO ACHIEVE THE BUSINESS APPLICATIONS DESIGNATION

Follow this roadmap to build performance, attach the right engagements, and reach (or raise) your score faster.



RYZER Tips

- **Partners with Solutions Partner for Business Applications designation** have co-sell eligibility and CPOR attachment rights in a solution area most SMB competitors have vacated.
- **Dynamics 365 Business Central** is the primary SMB ERP Microsoft sellers are tasked with moving, and the channel is thin at the SMB tier.
- **A single SMB account can support co-sell motions** across all three solution areas simultaneously; partners operating in one are not generating full seller pull.
- **Microsoft sellers who cannot find an attached partner** for a Business Applications deal will find one. That partner inherits the account relationship, not just the transaction.

Book a FREE RYZE Strategy Session

💡 In 30 minutes with you will know exactly where your coverage gaps are and which ones have open Microsoft pipeline attached to them right now.

RYZE BRIEFING: Co-Selling with Confidence - 5/26 @ 3PM ET

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.

“We do some Power Automate work. Does that count toward a Business Applications designation?”

Yes, but only if the work is properly attached through CPOR and mapped to the correct solution area in Partner Center. Unattached Power Platform delivery generates no performance score credit, no matter how much work was done. Check your Business Applications performance score to confirm those engagements are actually counting.

“We are an M365-focused MSP. Is Business Central a realistic add, or does it require a separate practice?”

Business Central delivery is a different skill set than M365, but the co-sell motion is the same: same CPOR process, same referral structure. Most MSPs start by partnering with an existing Business Central partner and attaching their customer relationships before building internal capability.



TO DO THIS WEEK

5 actions to move closer to Microsoft and drive pipeline.

- **REQUEST A SELLER MEETING**
Invite a Microsoft seller to a 30-minute call to align on priority accounts.
- **ATTACH & MAP ENGAGEMENTS**
Ensure active engagements are in CPOR and mapped to the right solution area.
- **CHECK YOUR SCORE**
Review your Business Applications performance score in Partner Center.
- **INVEST IN CERTIFICATIONS**
Add or renew Business Applications certifications to strengthen your profile.
- **PLAN JOINT ACCOUNT PLAYS**
Identify 3 target accounts and define your co-sell strategy with Microsoft.

**WEEKLY REMINDER**
Consistent action today = more pipeline tomorrow.

Microsoft News & Events

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

[Microsoft AI Skills Fest - June 8-12 - On-line](#)

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

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

[Partner of the Year Awards - Nominations open 6/1/26](#)

[May Partner Center Announcements](#)

[Microsoft Partner Blog](#)

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Patch Tuesday Preview

RYZE MEMBERS ONLY

[Tuesday, May 26th - 1PM EST](#)

ASPX:
The Signal Your Co-Sell Motion Has Been Missing



RYZER Feedback

We want to hear from you!

This week's question: *If a Microsoft seller in your territory needed a Business Applications partner for an SMB account today, would your name come up?*

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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