



The Operating Edge for Microsoft Partners

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RYZER Pulse

GTM Motion

Microsoft Announcements

Patch Tuesday

RYZER Feedback

MSPs Are Missing the AI On-Ramp — And It's Already in Their Stack

Most MSPs are not having AI conversations with customers yet. That is not a criticism. It is the current state of the SMB market and the gap Microsoft has quietly built an on-ramp for. That on-ramp is security.

Defender for Business, Intune Suite, and Entra are not just security and identity products. They are the foundation Microsoft expects before a customer can deploy Copilot in a governed, supportable way. A customer without a secured, managed, identity-governed environment is not Copilot-ready. The partner who builds that foundation is the partner already positioned inside the account when the AI conversation starts.

The problem is that most MSPs still position security as a tool discussion. Defender gets compared to SentinelOne, priced against Huntress, and sold as a line item. That creates a transaction. It does not create a system. And it produces little signal inside Microsoft's scoring model that tells sellers this partner can move a customer from security readiness into the AI motion Microsoft is actively funding.

Partners running a system are approaching this differently. They are deploying Defender, Intune, and Entra with depth, building Partner Capability Score contribution, and running TPE and MCAT funded engagements against existing customers. Each step delivers customer security value while also creating the deployment data, designation progress, and funded engagement history Microsoft uses to identify execution-ready partners.

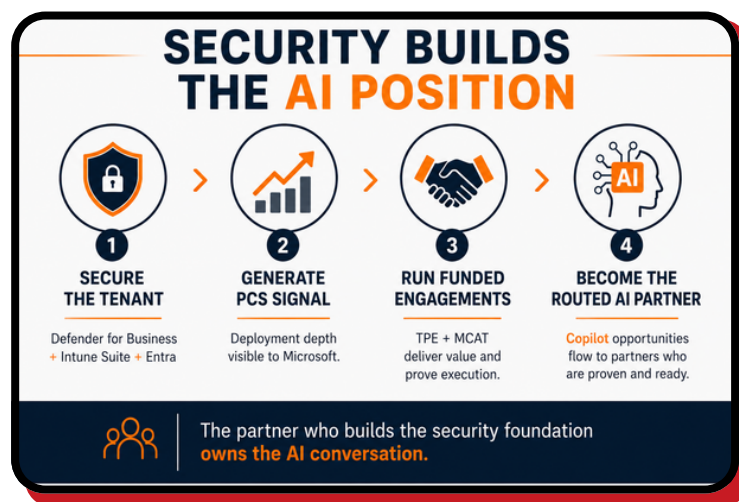
That sequencing matters. The AI conversation is coming for SMB customers. Microsoft is making sure of that. The question is which partner is standing in the account when it arrives. The partner who built the security foundation with depth and discipline is already visible to Microsoft's routing system as capable of executing the next layer. The partner who only sold Defender as a tool remains visible at the license level and invisible at the routing level. Security is not separate from the AI motion. It is the prerequisite for it.

Most MSPs already have these products in their stack. The partners building toward the Security designation and running funded engagements now are not waiting for the AI conversation to begin. They are positioning themselves to be the partner Microsoft routes the opportunity to when it does.

"The AI conversation is coming for every SMB customer. The partner who built the security foundation already has the seat at the table."



Sandie Knight



RYZER Tips

- **A customer that is not secured**, identity-governed, and endpoint-managed is not Copilot-ready. The partner who builds that foundation owns the AI conversation.
- **Defender sold as a tool** creates a CSP transaction. Defender deployed with depth creates PCS signal Microsoft reads as AI-readiness capability.
- **TPE and MCAT engagements** are not just security funding. They are proof inside Microsoft's system that the partner can execute the security-to-AI motion.

Book a FREE RYZE Strategy Session



Book a 30-minute session and leave with a clear read on where you stand in Microsoft's security-to-AI scoring and exactly what to do to change it.

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.

“Why are some partners suddenly getting more Microsoft attention?”

Because Microsoft sellers default to partners who reduce execution risk. Clear messaging, marketplace readiness, and visible co-sell motion make you easier to pull into deals.

“We’re active in Partner Center. Why does it still feel random?”

Because visibility without motion changes nothing. The partners seeing traction are turning signals into action: CPOR coverage, co-sell activity, Cloud Ascent targeting, and consistent seller engagement.

Microsoft News & Events

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

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

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

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

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

[May Partner Center Announcements](#)

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TO DO THIS WEEK

4 actions that move you closer to Microsoft seller attention.



1 DEEPEN YOUR SECURITY FOUNDATION

Review Defender, Intune, and Entra coverage. Close gaps and document outcomes to strengthen your PCS signal.



2 INITIATE A FUNDED ENGAGEMENT

Identify an existing customer and launch a TPE or MCAT engagement to deliver security value and build Microsoft visibility.



3 ADVANCE YOUR DESIGNATION TRACK

Check your Security designation progress. Hit the next requirement that drives Partner Capability Score (PCS) contribution.



4 BUILD SELLER ENGAGEMENT

Reach out to 3 target sellers. Share a quick win, start a conversation, and create a reason to stay in the loop.



**Small steps today.
More seller attention tomorrow.**

Patch Tuesday Preview

RYZE MEMBERS ONLY

Tuesday, June 2nd - 1PM EST

RYZER CONNECT

P2P Session for the RYZE Community



RYZER Feedback

We want to hear from you!

This week's question: *How many of your current Defender customers have deployment depth that is registering on your Partner Capability Score — and how many are licensed seats producing nothing but a CSP transaction?*

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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