

Agent 365 Has a New Licensing Gate. Your Book Is Already Split.

Most MSPs can name their top ten accounts by revenue without thinking. Few can tell you, account by account, which of those clients are sitting on Microsoft 365 Business Premium versus Business Basic or Standard. As of June 1, 2026, that gap stopped being a billing detail.

Microsoft added a licensing prerequisite to Agent 365. The tier depends on the customer's own segment, not the partner's: enterprise customers need Microsoft 365 E5, frontline workers need Defender and Purview at the F5 level, and SMB customers need Microsoft 365 Business Premium. Since most accounts in an MSP's book sit in that SMB tier, Business Premium is the SKU that decides whether a client can be sold Agent 365 at all. Customers without the prerequisite don't get partial access. They don't get the conversation. E7 customers are already covered, since E7 bundles E5, Agent 365, Copilot, and Entra Suite together.

This is the new floor for any agent conversation a Microsoft seller has about an SMB account.

Partners running a system already know, account by account, where their book sits against this. When a seller raises an Agent 365 opportunity for a specific client, they answer in the same conversation: ready, or one license change away. Partners without that view have to go check Partner Center before they can respond, and by the time they do, the seller has moved on to a partner who already knew.

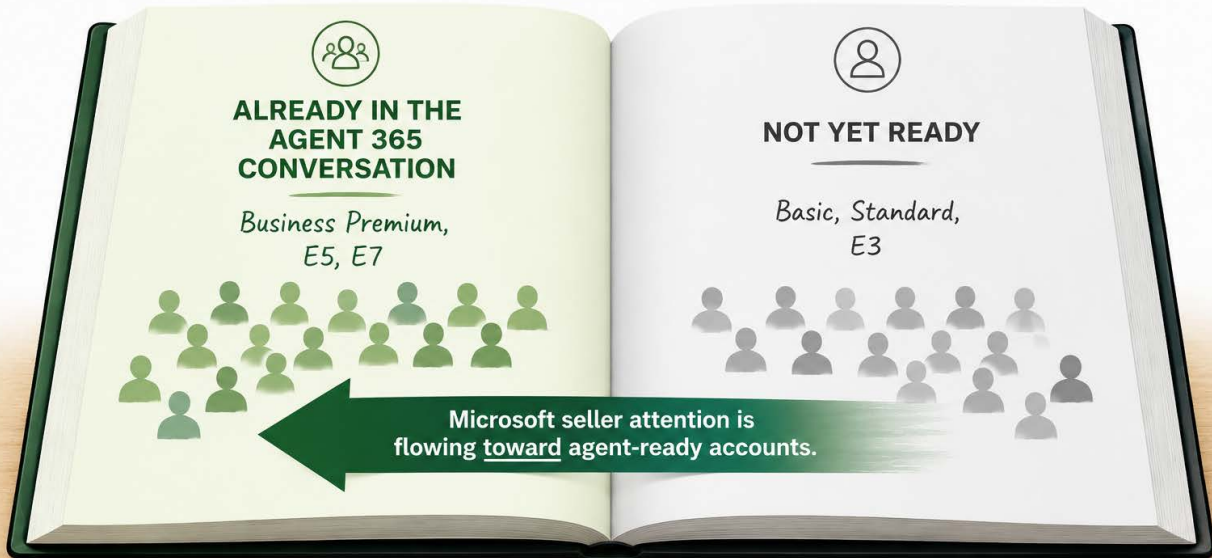
A second signal points the same direction. On July 1, most Microsoft 365 plans rise 8 to 16 percent. Business Premium holds flat at \$22 per user per month. The plan that gates SMB access to Agent 365 is also about to become the cheapest SKU in the lineup relative to everything around it. That is not a coincidence worth waiting to notice.

The shift is this: a client's Business Premium status stops being something a partner looks up when asked. It becomes something the partner already knows, because it now determines whether that client is part of the agent conversation Microsoft is actively pushing into the channel.

Run the check this week, and the next Agent 365 opportunity a seller raises about one of your accounts is one you can answer immediately, not one you have to research first.

Where Microsoft Seller Attention Is Moving

Your installed base is splitting into clients already ready for Agent 365 conversations — and those that still need to be moved.



Your client book is not one uniform list anymore. It is becoming **two revenue motions**.

RYZER Tips

- Every SMB account without Business Premium, E5, or E7 is now an Agent 365 blind spot until the license changes.
- E7 accounts already clear the bar. Check those off first and use them as your opening agent conversations.
- Business Premium is about to be the cheapest SKU in the lineup relative to where everything else is going on July 1.
- Knowing a client's Agent 365 readiness before a seller asks is what gets a partner called

first instead of called back.

What To Do This Week

Your 4 Actions. One Outcome.

Move your book so you're in the conversation when it starts.



1 Question for Readers

If a Microsoft seller asked you right now which of your accounts are Agent 365-ready, how many could you name without checking?

Partner Questions

Does this prerequisite apply to existing Agent 365 customers, or only new purchases? It applies to new Agent 365 purchases starting June 1, 2026. Existing deployments aren't retroactively affected. Check prerequisite status before adding Agent 365 to any account that doesn't already have it.

What if a client is on Microsoft 365 E3, not Business Premium? E3 alone doesn't meet the SMB prerequisite for Agent 365. The client needs to move to Business Premium, E5, or E7 first. Treat that license change as the opening step in any Agent 365 conversation with E3 accounts.

Does the Business Premium requirement apply to enterprise-tier clients too? No. The prerequisite tier depends on the customer's own segment: enterprise customers need E5 or E7, SMB customers need Business Premium. Most accounts in an MSP's book fall into the SMB tier, so Business Premium is the SKU to check first.

"Business Premium just became the password to the Agent 365 conversation."

Agent 365's new licensing gate means part of your book may already be locked out of the AI conversation Microsoft sellers are starting. Book a RYZE strategy session and leave knowing exactly which accounts are ready, and how to turn them into your next co-sell opportunities.

[**Book a FREE RYZE Strategy Session**](#)

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