



RYZER Pulse

GTM Motion

Microsoft Announcements

Patch Tuesday

RYZER Feedback

MCAPS Started FY27. The Money Moved From Resale to Delivery.

The partners who will struggle in FY27 didn't miss an announcement at MCAPS on July 22. They're running a model Microsoft is no longer paying for.

Here's the reset. FY27 incentives stopped rewarding volume and started rewarding outcomes. The flat rebate for moving licenses is being replaced by accelerators tied to growth and premium AI-secure products beginning October 1. Specializations also changed. The Microsoft 365 Copilot specialization no longer measures seats sold. It measures paid usage growth verified through a third-party audit. Microsoft now rewards what you deliver, not what you hold.

It's one strategic shift. The money follows delivery. Resale margin shrinks while adoption, governance, and ongoing operations become the revenue opportunity. CSPs move beyond transactions. MSPs inherit recurring agent operations. SIs gain delivery work around architecture, identity, and governance. ISVs benefit from the consumption their software creates. Whether your customers are enterprise or SMB, the direction is the same.

Partners running a system already know which outcome they deliver, can prove it, and have it packaged for Microsoft sellers. Partners without one walk into FY27 with a license list and a relationship, and Microsoft pays for neither. Don't spend this week memorizing incentive changes. Pick one customer outcome you already deliver and make it provable.

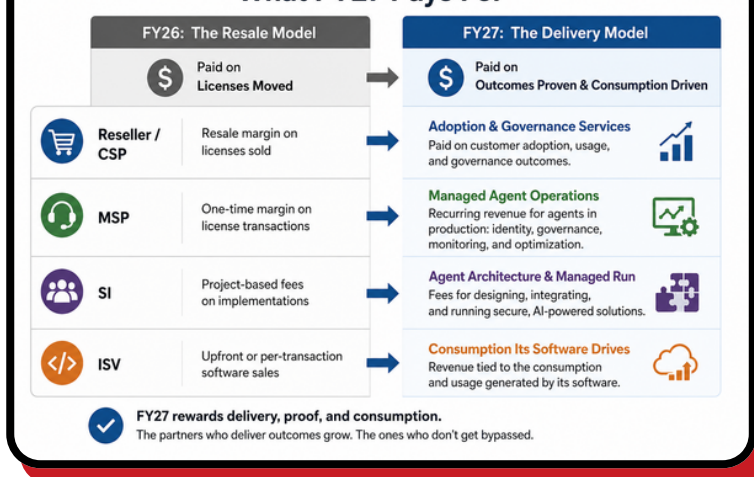
"In FY27, Microsoft pays for the outcome you can prove, not the license you can move."



Sandie Knight

Availability note: FY27 incentive accelerators begin October 1, 2026. The flat run-rate rebate retires in its current form, with an approximate 5% margin reduction on legacy and standalone products. Agent 365 licensing prerequisites have applied to new purchases since June 1, 2026. Copilot specialization audits are third-party and valid for two years.

What FY27 Pays For



RYZER Tips

- **FY27 pays for outcomes you can prove**, not licenses you move, and the flat resale rebate is gone.
- **Your specialization** now survives on delivery a third-party auditor can verify, not on certs you hold.
- **Managed agent operations** is a new recurring line: agents in production need the identity, governance, and monitoring you already run.

Book a FREE RYZE Strategy Session

Book a RYZE strategy session and leave knowing which outcome to make provable first, and how to package it so a seller carries it into a deal.

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.

"Marketplace: how much does it actually matter in FY27?"

It's the transaction rail, not the strategy. Get listed so procurement is frictionless and your co-sell gets recorded, then compete on the outcome you deliver. Being in Marketplace is table stakes; the delivery is the differentiator.

"We mostly resell. How exposed are we?"

Resale margin is thinning and FY27 co-funding routes toward partners who deliver and prove outcomes, so a resale-first book is exposed on both sides. The fix isn't a better relationship, it's building one delivery play you can audit and attach services to. Start with the adoption and governance work already sitting on top of the licenses you move.

WHAT TO DO THIS WEEK

1



PICK ONE OUTCOME YOU ALREADY DELIVER.

One customer.
One metric.
30 days.

2



PACKAGE THAT OUTCOME SO A SELLER CAN CARRY IT INTO A ROOM.

Make it clear.
Make it repeatable.
Make it easy to sell.

3



GET AUDIT-READY BEFORE THE SWITCH CATCHES YOU SHORT.

Document the proof.
Close the gaps.
Be ready to show it.



RESULT:

A MICROSOFT SELLER CARRIES YOUR PROVEN OUTCOME INTO A DEAL.

What's New for Partners: July 2026

FY27 CSP Promotions Announced

FY27 Incentives Guide Released

FY27 Frontier Accelerate partner incentives are now live!

Microsoft Partner FY27 GTM Kickoff - July 28

SDC - Partner Investments Community Call - July 2026

Microsoft Ignite Registration - Nov 17-20

July 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

Tuesday, July 28th - 1PM EST

NO CALL THIS WEEK



We will be attending **Microsoft Partner FY27 GTM Kickoff**. [REGISTER](#)

RYZER Feedback

We want to hear from you!

This week's question: *If a Microsoft seller asked which outcome you can prove you delivered, with a customer and a number, could you answer without building the case first?*

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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