

RYZER Pulse

GTM Motion

Microsoft Announcements

Patch Tuesday

RYZER Feedback

Poaching Now Costs You a Year

A competitor's customer comes available. Good fit, real seats, clean transfer. Take it and Microsoft stops paying you Core Rate and Strategic Accelerator incentives on that tenant for twelve months.

That's FY27 policy in plain English. Microsoft no longer pays incentives for revenue or tenant movements between partners. Incentives are reserved for growing the ecosystem, not redistributing it. Once a **Change of Channel Partner (COCP)** event is identified, both incentive levers stop for twelve months from the identification date, not the transfer date.

The rule reaches further than most partners realize. It applies whether the customer initiated the move or the original partner fully cooperated. A friendly handoff is still a COCP. It is measured by **solution area** at the **Partner Global Account** level, so taking only Azure while leaving Modern Work untouched still triggers the exclusion on Azure. Adding a partner counts just as replacing one does. Even letting a subscription expire before rewriting it under a new partner does not avoid the rule if it serves the same tenant and solution area.

The exceptions matter. Changes between direct bill, distributor, and indirect reseller are not COCP events. Neither are mergers, acquisitions, company splits, or business closures. Changing how you transact is not treated as changing partners.

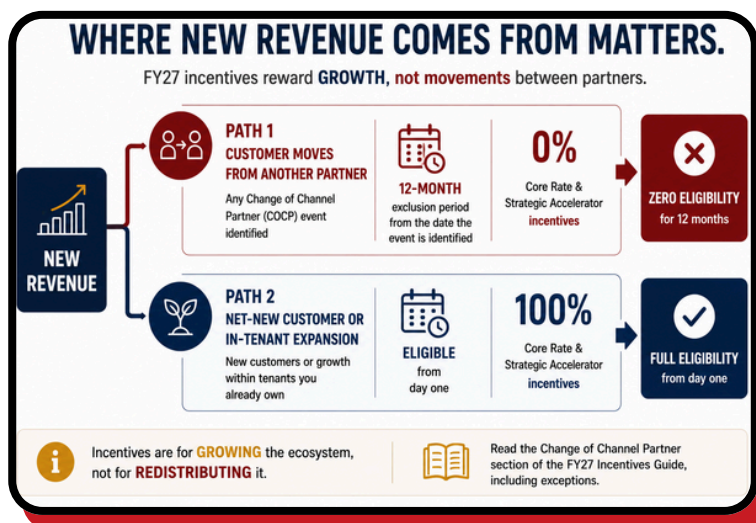
"Microsoft will pay you to grow the ecosystem. It will not pay you to rearrange it."



Rob Fegan

The bigger question is whether your FY27 growth plan assumes winning customers already held by another partner. If it does, Microsoft has priced that motion at **zero incentives for twelve months**. The money now follows **net-new customers and expansion inside tenants you already own**.

Does your plan reflect that, or was it written before anyone read this section?



RYZER Tips

- **A transferred tenant costs** the acquiring partner Core Rate and Strategic Accelerator incentives for twelve months from the date the event is identified, not from the transfer date.
- **A cooperative handoff** is still a transfer, since detection applies whether the customer initiated it or the original partner consented.

Book a FREE RYZE Strategy Session

FY27 stopped paying for customers who move between partners, and most growth plans were written before anyone checked.

💡 Book a RYZE strategy session and leave knowing which parts of your plan the incentive structure funds and which parts it now costs you.

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're moving from indirect reseller to direct bill. Are we about to trigger this?"

No. Changes in CSP authorization type are a documented exception, including where partners are added or removed solely because of the new authorization structure. Mergers, acquisitions, splits, and business closures are also excepted.

"If we only take one solution area from another partner, are we clear on the rest?"

The event is identified per customer tenant and per incentive solution area, so taking Azure leaves Modern Work and Business Applications unaffected. Location-level changes inside the same global account are not transfers at all. Check which solution areas each pending deal actually moves before you scope it.

WHAT TO DO THIS WEEK

3 ACTIONS. BIG IMPACT.

01



LIST YOUR EXPOSURE

List every tenant where you were added or substituted as CSP partner in the past 12 months, broken out by solution area. Mark which are inside the exclusion window.

02



READ THE RULES

Read the Change of Channel Partner section of the FY27 Incentives Guide, exception scenarios included, before approving any pending transfer.

03



PRICE THE TRANSFER

Price any transfer sitting in your pipeline against 12 months of zero Core Rate and Strategic Accelerator before you commit to it.



**FY27 PAYS FOR GROWTH.
IT DOES NOT PAY FOR MOVEMENT.**

[Microsoft's Nicole Dezen Unveils New Partner Strategy Built Around AI Transformation](#)

[FY27 CSP Promotions Announced](#)

[FY27 Incentives Guide Released](#)

[FY27 Frontier Accelerate partner incentives are now live!](#)

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Patch Tuesday Preview

Tuesday, August 4 - 1PM EST

NO CALL THIS WEEK



Our next call will be on 8/11 and will be an FY27 MCAPS Start Debrief - you'll want to be in the room for this one!

RYZER Feedback

We want to hear from you!

This week's question: *How much of this year's growth number depends on accounts that currently belong to another partner?*

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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