



The Operating Edge for Microsoft Partners

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RYZER Pulse

GTM Motion

Microsoft Announcements

Patch Tuesday

RYZER Feedback

The Project Ended. So Did the Account.

A partner finishes an Azure migration. Workloads cut over on the weekend, the customer signs off, the project closes, and the team moves to the next account. Everyone did the job they were hired to do. Then nothing happens on that customer for a year.

That is not a selling failure. It is a scoping failure with a date on it. A migration is written as a project with an end, so when it ends there is no next piece of work waiting, no owner, and nothing on a calendar. The account goes quiet by design.

What makes it expensive is that the evidence was already in hand. The assessment that scoped the migration named the legacy databases, the reporting nobody trusts, the file shares with no owner. Those are the next two projects, written down in the partner's own document, and at cutover the document gets archived.

Firms running this as a system write the follow-on scope while the assessment is still open, put a date on it, and name an owner before the first workload moves. The customer sees one continuous piece of work. The partner sees a booked quarter.

The gap is measurable.

A Forrester study commissioned by

Microsoft puts services captured on a composite SMB customer at roughly \$23,000 over three years, against about \$95,000 available. Four times what most partners take.

Migration is the smallest piece of work you will ever sell that customer. It should not be the last.

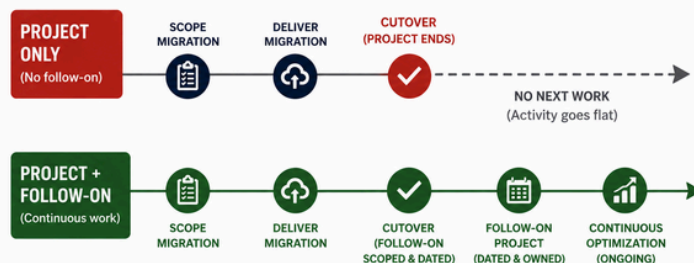
"The assessment already named your next two projects. Most firms archive it at cutover."



Sandie Knight

ONE ACCOUNT. TWO TIMELINES.

Same customer. Two different ways to run it.



★ **THE DIFFERENCE:** Scope and date the follow-on while the assessment is still open.
Turn a one-time project into a long-term program.

RYZER Tips

- A migration scoped as a project with an end date turns a live account into a cold one the day it cuts over.
- The follow-on scope has to be written while the assessment is still open, because nobody reopens it after cutover.

Book a FREE RYZE Strategy Session

💡 Most partners rebuild pipeline from scratch after every migration, because the account they just finished has nothing scheduled on it.

Book a RYZE strategy session and leave knowing which of your completed migrations still have a second project sitting in the assessment.

RYZE BRIEFING:

Paid to Finish the Job:
The Microsoft Funding Hiding in Your Customer Base

REGISTER

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.

"What if our customers don't have budget for a second project right after a migration?"

The second project is not sold at cutover. It is scoped there and dated later. A customer who just moved to Azure has a live consumption bill and a fresh set of findings, which is the easiest scoping conversation available to you. Set the date sixty to ninety days out and quote it from the assessment you already ran.

"What if we're an infrastructure shop and don't do data or AI work?"

Scope the follow-on you can deliver. For most infrastructure firms, that means managed services and continuous optimization on what they just migrated. That is the recurring layer, and it requires no data practice to start. Add the data work later, or attach a partner who already has it and split the scope in writing.

TO DO THIS WEEK

3 ACTIONS. ONE SYSTEM.

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PULL & COMPARE

Pull the assessment from your three most recent completed migrations and list what it found that **you never quoted**.
- 

SCOPE & DATE

Write the follow-on scope for your next migration **during the scoping meeting**, not at cutover, and name who owns the date.
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PUT IT ON THE CALENDAR

Put a calendar date on the second piece of work for **every customer** that went live in the last 12 months.



THE GOAL:
No more accounts going quiet after cutover.
Scope. Date. Deliver.

[Back at your desk? Start FY27 with the resources that matter most - Heather Deggans](#)

[Introducing the Agentic Business Solutions Specialization](#)

[What's new for partners in Azure](#)

[11/17-20: Microsoft Ignite Registration](#)

[September 2026: Partner Center Announcements](#)

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Patch Tuesday Xtra Preview

[Tuesday, September 8th - 1PM EST](#)

The **Partner** Marketing Group

Marketing by the Numbers: *Lessons from the 2026 Technology Marketing Benchmarks & Trends Report*

****SPECIAL PATCH TUESDAY XTRA - OPEN TO ALL MICROSOFT PARTNERS****

REGISTER

RYZER Feedback

We want to hear from you!

This week's question: *On the last migration you completed, what did the assessment find that you never went back and quoted?*

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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