

RYZER Pulse

GTM Motion

Microsoft Announcements

Patch Tuesday

RYZER Feedback

Your Designation Runs on a List Nobody Keeps.

A partner CEO recently went looking for a simple list: which of their consultants had linked their Microsoft certifications to the company's Partner Center account. No screen they could find shows it. The designation pages list people only when they hold a certification that scores. A linked consultant whose certifications don't count never appears. Neither does a certified consultant who never linked.

That list is the designation. Microsoft counts skilling by certified person, not by certificate. A partner Microsoft classifies as SMB for Business Applications gets 7.5 points for each person holding an advanced certification, toward the 70 needed to qualify.

The list exists, split in two. Export learning users, under Account settings and User management, names everyone who has linked, and only the partner admin can pull it. The Trainings report in the Insights Downloads Hub shows which certifications they hold, and needs a separate report viewer role. The partner admin may or may not hold it.

Nobody can link on a consultant's behalf, either. Each person signs in and links their own profile, and credit can take ten days to appear.

The fix is ownership, not a feature request.

Linking goes into the first week of onboarding for every certified hire, and one named person matches both exports against the current team list on the same day every month. Without that owner, a firm learns who counts the day its renewal status reads at risk.

"Your designation is a list of people. Somebody has to own the list."



Sandie Knight

Three lists. One designation.

Your Microsoft designation lives at the intersection no single screen shows.



RYZER Tips

- **The full list of who counts toward your designation** only exists once someone combines two separate exports, so it has no owner until you name one.
- **Linking belongs in the first week of onboarding** for every certified hire, because nobody can do it for the consultant and the credit takes ten days to land.

Book a FREE RYZE Strategy Session

💡 Most partners can't name the people their designations are built from, so skilling gaps surface at renewal instead of at hiring. Book a RYZE strategy session and leave knowing which consultants count toward each designation and who still needs to link.

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.

"Our designations are already enrolled. Why does the list matter before renewal?"

You stay enrolled until your anniversary date whatever your score does, but to renew you must qualify on at least one day in a window made of your anniversary month and the five months before it. A certified consultant who never linked adds nothing in that window. Run the match now, so every gap is closed before the window opens.

"Can our partner admin just link everyone's profiles for them?"

No. Microsoft requires each person to sign in and link their own Microsoft Learn profile, and credit can take up to ten days to show. What the admin can do is pull the linked-users export, see who is missing, and chase those people by name.



Copilot Business Usage-Based Billing Date Updated

Microsoft moved the default usage-based billing rollout for new Copilot Business licenses to December 1, giving partners additional time to prepare customers and processes.

Business Premium Security CSP Promotion Launches

A new CSP promotion helps partners accelerate Microsoft 365 Business Premium adoption while strengthening customer security posture.

Growth Margin Program Now Live

Microsoft's new Growth Margin model is officially available, rewarding CSP partners for customer acquisition, expansion, and AI growth.

Community Summit North America 2026

October 11-15 in Nashville, this leading Microsoft Business Applications event features AI, Copilot, Dynamics 365, and Power Platform sessions.

Microsoft Ignite 2026

November 17-20. Registration is open and partners can begin building their agenda for Microsoft's premier AI, Security, Copilot, and Cloud event.

Patch Tuesday Preview

Tuesday, October 6th - 1PM EST

Members Only Event:

Engaging the Microsoft Field - Strategies for FY27



Tuesday, October 20th - 1PM EST

SPECIAL PATCH TUESDAY XTRA

REGISTER

Cloud Ascent in FY27:

Turn Microsoft Data Into Partner Opportunity

Special Guest: Katie Fullmer, VP US Operations JTA

Turn Cloud Ascent data into action by identifying and prioritizing your best Copilot, Security, Azure, and Dynamics customer opportunities.

RYZER Feedback

We want to hear from you!

This week's question: *Who in your firm could name, today, every person whose certifications count toward your designations?*

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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