



Your weekly shortcut to Winning with Microsoft!

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Microsoft News & Events

RYZER Pulse

Patch Tuesday

RYZER Feedback

Becoming Frontier: The Only Move That Matters in FY26

Microsoft just redrew the map for partner growth. If you run a Microsoft-aligned firm, your next move is clear. Evolve into a **Frontier Firm** – or fade from view. This isn't a rebrand. It's a reset of how visibility, funding and co-sell success happen in FY26.

The Shift

Microsoft's FY26 playbook centers on three GTM engines: **AI Business Solutions, Cloud & AI Platforms, and Security.**

Frontier Firms are the ones aligning to these, leading with Copilot adoption, and showing up in Partner Center like partners twice their size.

In Microsoft's own FY26 briefings, sellers are now scored on how fast they land AI design wins.

"In FY26 visibility isn't optional - it's the price of entry" - Rob Fegan, RYZE Partners

Partners that demonstrate internal AI use, clear solution mapping, and co-sell readiness are getting the first calls – and the lion's share of new funding.

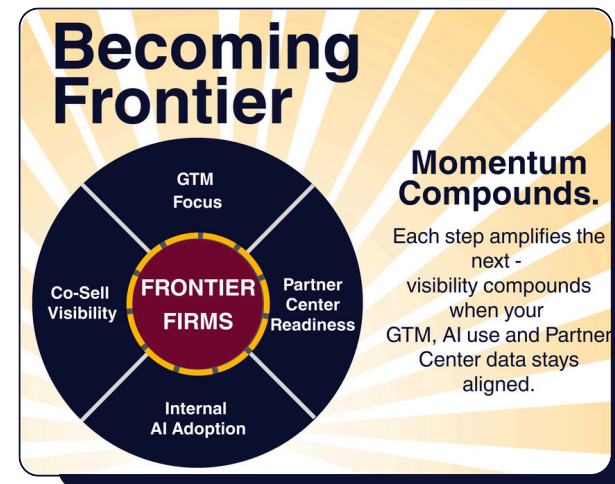
Your mission? Lead from the center, not from scratch.

💡 Ready to Act?

If you want to implement this for your business, reply to this email and let us know you want to be a Frontier Partner.

We'll walk you through how to align your offers, incentives, and visibility fast.

ryzeup@ryze-partners.com



RYZER Tips

This Week's Power Plays

- **Partner Center** is now your commercial front door. If you're invisible there, you don't exist.
- **Copilot and AI** drive Microsoft's biggest incentive jumps – up to 70% in some areas.
- **Customer Zero partners** – those using Microsoft AI internally – earn faster trust and field attention.
- Check your **Partner Center visibility** before your competitors do.

**FY26 belongs to the partners
Microsoft can see.**

RYZER Pulse

The heartbeat of the partner community. Each week we share real stories and signals from Microsoft partners – gathered through Patch Tuesday calls, field conversations, and direct feedback. Unfiltered insights to help you spot patterns, avoid pitfalls, and stay ahead.

“What exactly makes a partner a ‘Frontier Firm’ – is it just branding?”

No. Frontier status isn’t something you claim; it’s something you prove through data. Microsoft is watching Partner Center signals: how your solutions map to the three FY26 GTM engines (AI Business Solutions, Cloud & AI Platforms, Security), how visible your Copilot activity is, and whether you’re “Customer Zero” – using Microsoft AI internally. Partners that check those boxes are surfacing higher in seller searches and getting funding conversations first.

“If sellers are scored on AI design wins, how do we get on their radar?”

Show them you’re co-sell ready and AI fluent. Update your Partner Center profile with clear Copilot solution listings, reference architectures, and proof you’re using AI in-house. Sellers are under pressure to log “AI impact,” so partners who make that easy – with documented use cases and fast deployment stories – are the ones getting the first call.

“We’re small – can we realistically compete with big Frontier firms?”

Absolutely. FY26 levels the field for partners who move fast. Smaller firms that align early and demonstrate internal AI adoption often outpace larger ones still reorganizing. Your advantage is agility: you can reposition your offers around Microsoft’s three GTM engines and update your Partner Center visibility in weeks, not quarters. Speed is your multiplier this year.

Patch Tuesday Preview

RYZE Members: Don’t forget to join us this Tuesday, 10/21 at 1pm ET for our Members Only Community call.

Special Guest - Justin Hinton, Director ATU - Sales Enablement Lead, Microsoft

Becoming Frontier - From Microsoft’s Point of View -

Learn what Microsoft expects from Frontier Partners, how to get there, and a few experiences from Microsoft’s own journey.

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Microsoft News & Events

News

What’s new for Microsoft Partners: October Edition: [Read now](#)

Partner Center Announcements: [Read now](#)

[Microsoft Partner Blog](#)

[Partner News | Microsoft Community Hub](#)

Events

Microsoft Ignite

November 18th - 21st

(Online & In-person): San Francisco, CA

Register: [Microsoft Ignite Home](#)

RYZER Feedback

We want to hear from you!

Each week, we’ll share one question to spark conversation and gather insights from partners in the field. Your feedback helps us understand what matters most to you and shapes the resources we build at RYZE.

This week’s question:

What’s the biggest barrier keeping your firm from becoming a Frontier Partner right now?

How to reply: Simply hit “Reply” to this email or email ryzeup@ryze-partners.com and share your thoughts. We’ll feature a few partner perspectives in an upcoming issue of the RYZE Report.

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Enjoying the RYZE Report?

If you know a colleague or partner who would benefit from these insights, forward this newsletter their way!

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