



*The Operating Edge for Microsoft Partners*

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## Your Account List Already Answered the Specialization Question

Every partner leadership team argues about specializations. One side says the designation is enough. The other says the firm is falling behind. Both argue from ambition, and neither has opened the account list.

The answer is not a judgment call. It is a seat count.

Microsoft's funded delivery engagements are banded by customer size, and the bands decide what a specialization is worth. The Business Premium deployment accelerator fires at fifty incremental seats and runs on the Modern Work designation alone. No specialization. A firm working fifty seat clients can hold one designation, run funded delivery all year, and never need more.

Move up and the arithmetic changes. Funded Copilot envisioning does not open until the customer has three hundred seats, and it keeps paying more at five hundred, a thousand, and fifteen hundred. The Security accelerators require a Security specialization at every size. Those are the accounts where a specialization stops being a badge and becomes the key to an envelope.

*"The specialization question is not whether your firm is good enough. It is whether your accounts are big enough."*



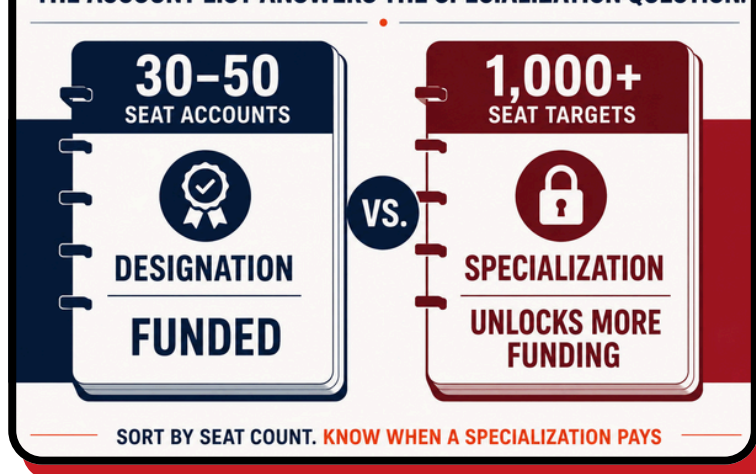
Sandie Knight

It now carries a cost. Since July thirtieth, all four Security specializations are maintained by an independent audit, funded by the partner, every two years. That makes it a capital decision, not a credential.

Sort the target list by seat count. Under a few hundred seats, one designation and disciplined claiming is the whole game. Above a thousand, it is the price of entry to the funding those deals carry.

Either answer is defensible. Not knowing which list you are working is not.

### THE ACCOUNT LIST ANSWERS THE SPECIALIZATION QUESTION.



## RYZER Tips

- **A fifty-seat Business Premium deployment** pays on the Modern Work designation alone, so a small-account book can run funded delivery without a single specialization.
- **Funded envisioning does not exist below three hundred customer seats**, which makes up-market intent, not firm size, the thing that decides whether a specialization pays.

### Book a FREE RYZE Strategy Session

💡 Deciding a specialization from ambition instead of the account list costs a year and an audit fee on funding you were never sized for. Book a RYZE strategy session and leave knowing which target accounts clear the thresholds, and what that makes a specialization worth.

**The Six Assets Microsoft Sellers Look for and How to Build Them**

Missed the August 19th Briefing on what Microsoft sellers look for before bringing a partner into a deal?

**WATCH NOW**

**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 hold a designation and no specialization. Are we shut out of funded work today?"**

The Business Premium deployment accelerator runs on the Modern Work designation alone from fifty seats up, and that is where the SMB money sits. The Security deployment accelerators require one of the four Security specializations, and the funded Copilot engagements are moving to a Copilot Specialization requirement you should confirm in Partner Center.

**"Our customers are mostly nonprofits. Does a specialization change our funding position?"**

Not for delivery funding. Most Frontier Accelerate deployment engagements exclude nonprofit and EDU customers no matter what your firm holds. Build the business case on CSP margin and the seller's own quota instead.

[August edition of Microsoft AI Business Solutions for partners](#)

[From AI curiosity to Copilot adoption in 30 Days](#)

[Frontier Accelerate for Marketplace - Aug 26](#)

[Position Microsoft 365 E7 for customers to realize Frontier Firm potential - Aug 27 -29](#)

[Microsoft Ignite Registration - Nov 17-20](#)

[August Partner Center Announcements](#)

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## Patch Tuesday Preview

[Tuesday, August 25th - 1PM EST](#)

Microsoft Stopped Paying for the Sale: What you need to know

\*RYZE Members Only\*



## RYZER Feedback

We want to hear from you!

**This week's question:** *Of the accounts you plan to win next year, how many are large enough for the funding a specialization actually unlocks?*

Send your reply to [ryzeup@ryze-partners.com](mailto:ryzeup@ryze-partners.com). We'll feature a few partner perspectives in an upcoming issue of the RYZE Report.

[!\[\]\(1adebd97b172010e8ebc985144647a7c\_img.jpg\)](#) Follow us on LinkedIn

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## TO DO THIS WEEK



1 Sort your top 30 target accounts by seat count and mark which side of 300 each one falls on.



2 Confirm in Partner Center whether your funded Copilot eligibility currently rests on JumpStart standing, and when that lapses.



3 Price the specialization against its audit cost and the engagement envelope of the accounts above the line, and put that number in front of whoever owns the P&L.



DECIDE FROM DATA.  
WIN WHAT MATTERS.