

RYZER Pulse

GTM Motion

Microsoft Announcements

Patch Tuesday

RYZER Feedback

The Price Rises October 1. Your Customers Find Out One at a Time.

On October 1, a 5 percent cost-of-capital uplift starts applying to CSP software subscriptions on annual terms billed monthly. Microsoft lists SQL Server, Windows Server, client access licenses and System Center as examples, not as the whole set, and sends partners to a sign-in-only FAQ for the rest. Then the part most partners will miss: on subscriptions already sold, it takes effect at each one's own renewal date, not on October 1. It arrives one customer at a time, across the next twelve months.

That is the shape of the whole renewal book. Microsoft's own words: renewal dates are spread out, so there is no expectation to have the renewal conversation all at once. Which is exactly why it cannot run on memory or a quarterly push. It runs every month, indefinitely, or it does not run at all.

A tool for this already sits in Partner Center. Since January, the AI assistant in the Customers workspace has returned a 60-day list of Microsoft 365 Business renewals with a recommended Copilot upgrade path, on request. ASPX carries renewal signals too. Most partners have asked neither, or asked once and stopped.

Firms running this as a system pull that list every month and check it against whatever changed: a new uplift, a promo expiring, an SKU retiring. Firms without one find out the same way the customer does, off an invoice nobody flagged.

"The renewal book never comes due all at once. That's why it needs an owner, not a memory."



Rob Fegan

The Price Rises October 1. Your Customers Find Out One at a Time.



5% cost-of-capital uplift starts October 1 for eligible CSP software subscriptions on annual terms billed monthly.



5% UPLIFT STARTS



Your customers

The same uplift reaches each customer at their own renewal date, one at a time, across the next 12 months.



RYZER Tips

- **The uplift starts October 1** and then reaches each customer at their own renewal date, so there is no single week to prepare for. Microsoft has already corrected its own effective date once.
- **The assistant** that returns Microsoft 365 Business renewals sixty days out, with the Copilot upgrade attached, has been in Partner Center since January. Most firms asked it once, or never.

Book a FREE RYZE Strategy Session

💡 Most partners manage renewals as scattered surprises instead of one standing motion with an owner and a monthly date. Book a RYZE strategy session and leave with the one list that would have caught this month's price change before your customer did.

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 don't sell much CSP software like SQL Server or Windows Server. Does this uplift even touch us?"

Possibly. Microsoft names those four products as examples, not as the full list, and points to a sign-in-only FAQ for what is actually in scope. Check your own book for any software subscription on an annual term billed monthly, then check that FAQ before ruling yourself out.

"Sixty days feels like it comes at us constantly. Isn't a monthly report just more noise?"

It replaces noise with a fixed date instead of removing it: one person, one day a month, one list, rather than every renewal arriving as its own surprise. The report already exists and takes one prompt to generate. The only new cost is deciding who owns pulling it.

Microsoft Ignite 2026 Session Catalog Now Available

Registration is open and the session catalog is now live for Ignite 2026 (November 17-20). Start planning your AI, Copilot, security, and cloud learning agenda.

Microsoft Certification Week: Cloud, Security & AI Business Solutions

September 28-October 2. Sharpen your cloud, security, and AI skills through Microsoft's latest certification and skilling event.

Clinical Applications Specialization Launches Sept. 30

Healthcare-focused partners can soon pursue Microsoft's new Dragon Copilot specialization, with eligibility for co-sell opportunities, funding, and GTM benefits.

ASPX Enhancements Uncover More Opportunities

Microsoft announced updates to ASPX designed to help partners identify and prioritize customer opportunities across Copilot, Security, Azure, and Dynamics.

Microsoft Launches MSP Community Initiative

A new Microsoft-led community and meetup series provides MSPs with guidance on AI operations, automation, governance, and multi-tenant management

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: *Which of your renewals changes price, term, or status in the next thirty days, and who in your firm already knows that?*

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

WHAT TO DO THIS WEEK

Turn This Price Change Into a Working List.

- List your customers exposed to the uplift.**

Pull every customer on an annual-term CSP software subscription billed monthly, then check Microsoft's FAQ for the products actually in scope, not just the four it names.
- Run this month's 60-day renewal report.**

Use the AI assistant in Partner Center to pull the Microsoft 365 Business renewals report with the recommended Copilot upgrade path, even if you've run it before, and work every account it returns.
- Assign a fixed monthly date and owner.**

Put one person on the hook to pull this report on the same date every month, so the renewal book stops depending on anyone's memory.

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