

RYZER Pulse

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Microsoft Announcements

Patch Tuesday

RYZER Feedback

Microsoft Isn't Paying Partners to Deploy Copilot. It's Paying Partners to Prove Customers Use It.

Every Copilot + Power Deployment Accelerator engagement includes a 12-month performance window tied to adoption outcomes. Partners are measured on incremental Copilot revenue, Copilot Chat usage, Copilot Studio revenue, or Power Platform growth within the customer tenant. If more than two-thirds of a partner's completed engagements miss those targets, Microsoft pauses their ability to claim new ones. Agent 365 and Microsoft 365 E7 now expand the earning surface, but the performance requirement remains the same.

The engagement fee ranges from \$5,000 to \$50,000 depending on size and market. It looks like payment for services rendered. It isn't. The real constraint is performance across your portfolio.

Microsoft tracks that performance quarterly. At three months, the engagement should show 25% of the growth target. At six months, 50%. At nine months, 75%. Full target by twelve. This is not a single checkpoint at the end. It's a trajectory. An engagement with zero usage growth at month three is already a failing asset pulling down your overall rate.

This changes what a Copilot practice actually is. The model is not "deploy Copilot and get paid." The model is "drive adoption or lose access to funded work." Partners who scope engagements around delivery hours and stop at deployment are building a record that will eventually lock them out.

"Microsoft isn't buying your deployment hours. It's buying proof that the customer changed how they work."



Sandie Knight

The partners who sustain access are the ones who design for adoption from the start. That means post-deployment check-ins, active usage tracking against defined thresholds, and clear escalation paths when adoption stalls. The engagement doesn't end when the deployment is complete. It ends when usage moves.

The fee is the byproduct. Access is the business.

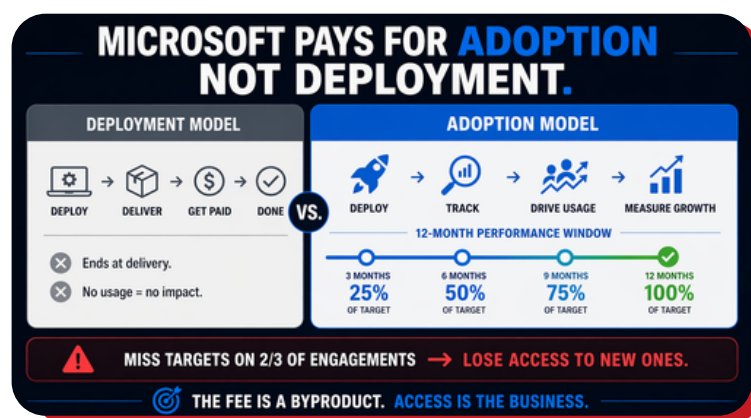


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RYZER Tips

- Microsoft measures Copilot engagements against **four outcome targets** – Copilot revenue, Copilot Chat MAU, Copilot Studio revenue, and Power Platform revenue – not hours delivered or POE submitted.
- The **33% portfolio performance floor** means a partner who completes nine Copilot deployments and drives adoption on only two is locked out of new claims.
- **Agent 365 and Microsoft 365 E7** are now in scope for both the Deployment Accelerator and Envisioning & PoC engagements – expanding what counts toward performance targets.

💡 **Book a RYZE strategy session and leave knowing exactly where your Copilot portfolio rate stands and what to restructure before it costs you.**

[Book a FREE RYZE Strategy Session](#)

Ultimate Partner LIVE! May 11 - 13, Bellevue WA

REGISTER

RYZER Pulse

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 deliver strong Copilot deployments. Isn't adoption the customer's responsibility after that?”

Microsoft doesn't see it that way. The performance measurement tracks the partner's portfolio, not the customer's behavior. If usage doesn't grow, the engagement fails and your portfolio rate drops. Adoption is now your deliverable.

“Do Agent 365 and E7 seats count toward the Copilot performance targets?”

Yes. Copilot revenue targets include billed revenue from Microsoft 365 Copilot, M365 Copilot Business, Agent 365, and E7. Broader scope means more paths to hit the threshold — but only if adoption is built into your engagement plan.

“What happens if a customer's usage grows but not enough to hit the full target?”

Engagements can meet the performance goal through partial attainment across multiple measures — some Copilot revenue growth plus some Copilot Chat MAU growth can combine to qualify. Confirm the specific thresholds for your engagement size in the MCI portal before scoping.

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WHAT TO DO THIS WEEK

-  Review your active Copilot + Power Accelerate claims in Partner Center and check whether any completed engagements are showing zero usage growth since POE submission.
-  Add a post-deployment adoption milestone to every current Copilot engagement scope — a defined check-in at 90 days with the customer to measure Copilot Chat MAU or seat growth against the performance threshold for that engagement size.
-  Before claiming your next Copilot engagement, confirm the customer has executive sponsorship for adoption — not just IT approval for deployment — and a realistic path to the usage targets attached to that engagement size.

Microsoft News & Events

[FY26 Q4: Level Up CSP Technical Bootcamp. May 5](#)

[Ultimate Partner Live! May 11 - 13](#)

[Microsoft Build 2026: June 2-3 In-person/On-line](#)

[Microsoft Partner FY27 GTM Kickoff - July 28](#)

[NEW! Partner Upsell and Proposal Planning Tool \(PUPP\)](#)

[May Partner Center Announcements](#)

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[Americas Partner Blog](#)

[Multi-Country Partner News & Resources](#)

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Patch Tuesday Preview

RYZE MEMBERS ONLY

[Tuesday, May 5th - 1PM EST](#)

Choosing the Right Co-Sell Motion So Deals Actually Move



RYZER Feedback

We want to hear from you!

This week's question: When your team finishes a Copilot deployment, who owns the customer's usage numbers for the next twelve months — and is that person's name on the engagement?

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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