



The Operating Edge for Microsoft Partners

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RYZER Pulse

GTM Motion

Microsoft Announcements

Patch Tuesday

RYZER Feedback

The Discount Was Doing the Selling

SMB Copilot moved on a countdown. A promo window opened, partners called their base, a few customers said yes, the quarter closed, the calls stopped. That is not pipeline. That is reacting to a calendar Microsoft controls.

That calendar changed on July 1. Microsoft 365 Business Standard with Copilot and Business Premium with Copilot are now permanent offers at \$23.50 and \$32 per user, per month. Copilot is now part of the base SKU, not an add-on.

The promotions did not disappear. Business Basic with Copilot Business remains \$21, and standalone Copilot Business remains \$18, both available through December 31, 2026. Every deal written on those promotions locks its price for a year, so the increase arrives on that customer's renewal date, scattered across 2027.

The trap is comparing \$21 to \$23.50. They are not the same product. One is Business Basic with Copilot Business. The other is Business Standard with Microsoft 365 Copilot. Chasing the lower price can mean downgrading the customer's base while creating a future price reset.

Partners running a system use the two offers differently. Durable pricing becomes the default because predictable renewals are worth more than temporary discounts. Promotional pricing becomes a deliberate entry point, with the renewal month documented before the deal closes.

The difference is not what Microsoft sees. It is what you can forecast. One approach creates a stable renewal book. The other creates a year of scattered price increases waiting to surprise both you and your customers.

The offer stopped being the event. What you do with it is the only variable left.

"A discount is a reason to call once. A renewal book is a reason to call every year."



Rob Fegan

TWO PRICING PATHS. ONE HAS AN EXPIRATION DATE.

DURABLE No end date		VS.		EXPIRING Last transect: DEC 31, 2026	
Business Standard with Copilot Base tier: Business Standard	\$23.50 per user / month		Business Basic + Copilot Business Base tier: Business Basic	\$21.00 per user / month	LAST TRANSECT: DEC 31, 2026
Business Premium with Copilot Base tier: Business Premium	\$32.00 per user / month		Copilot Business (Standalone) Base tier: N/A	\$18.00 per user / month	LAST TRANSECT: DEC 31, 2026
✓ PREDICTABLE. FORECASTABLE. QUOTEABLE.			⚠ TIME-LIMITED. PRICE RESETS ON RENEWAL.		

? WHERE DOES YOUR BASE SIT?

RYZER Tips

- **Copilot is now the base** of the SMB Microsoft 365 SKU, which means the attach conversation is a renewal conversation, not a campaign.
- **Every promo-priced deal** locks its price for a full annual term, so the increases land scattered across 2027 on renewal dates you are not tracking.
- **Durable pricing** makes your renewal book forecastable, and a forecastable book is the only one you can quote from without surprises.

Book a FREE RYZE Strategy Session

Book a RYZE strategy session and leave knowing your reset calendar and the requote sequence that flattens it.

Six FY27 Changes That Decide Whether Microsoft Pays You - 7/30 @ 3PM ET

REGISTER

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.

“The promotional bundles are cheaper. Why would I quote the durable SKU?”

They are not cheaper for the same product. **\$21** buys Business Basic with Copilot Business, while **\$23.50** buys Business Standard with Microsoft 365 Copilot. The promotional price also resets when that customer's annual term ends. Use it as a deliberate entry point, not as your default offer.

“Copilot is in the base SKU now. Does that mean I stop selling it separately?”

Stop leading with the license. Lead with deployment, adoption, and expansion. The license is becoming standard. The value you sell is making sure customers actually use what they bought.

WHAT TO DO THIS WEEK

1



PULL & RECORD YOUR RESET MONTHS

Pull every account currently on promotional Copilot pricing from Partner Center and record the renewal month each one resets in.

2



REQUOTE ON DURABLE PRICING

Requote your standard SMB offer on Business Standard with Copilot and Business Premium with Copilot as the default line, verifying every price in Partner Center at checkout.

3



SCHEDULE AT NINETY DAYS

Schedule the price conversation ninety days ahead of each promo-priced account's renewal month, not when the renewal notice fires.



A RENEWAL BOOK YOU CAN QUOTE FROM.

[What's New for Partners: July 2026](#)

[FY27 CSP Promotions Announced](#)

[FY27 Incentives Guide Released](#)

[MCAPS for Partners - July 22, 2026](#)

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

[SDC - Partner Investments Community Call - July 2026](#)

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

[July Partner Center Announcements](#)

[Microsoft Partner Blog](#)

[Americas Partner Blog](#)

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

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[Partner News | Microsoft Community Hub](#)

[Microsoft Marketplace Community](#)

Patch Tuesday Preview

[Tuesday, July 21st - 1PM EST](#)

FY27 SMB Channel Partner Playbook



Join us for a practical walkthrough of Microsoft's 2027 SMB Channel Partner Playbook and what it means for your business.

RYZER Feedback

We want to hear from you!

This week's question: *Which month in 2027 does your first promo-priced customer reset, and who is having that conversation?*

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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