

RYZER Pulse

GTM Motion

Microsoft Announcements

Patch Tuesday

RYZER Feedback

## Microsoft Didn't Simplify Designations. It Simplified Seller Decisions.

**Microsoft didn't simplify its solution designation model to help small partners. It did it to make seller decisions faster.**

The shift away from legacy Silver and Gold competencies wasn't cosmetic. It was structural.

Microsoft rebuilt its solution designation model to reward measurable go-to-market motion, not headcount, history, or how many certifications a partner can accumulate.

For SMB-focused partners, this is the clearest signal yet of how seller attention is actually earned.

The new model changes what "good partner" means inside Microsoft. Instead of broad maturity indicators, Microsoft now emphasizes visible execution:

- Net new customer acquisition
- Focused, role-aligned skilling
- Real Azure or M365 usage growth after deals close

Lower thresholds. Fewer prerequisites. Clearer signals. But most partners misinterpret what that simplification means. They treat the solution designation model like a qualification hurdle.

Microsoft uses it as a filter. Field sellers aren't scanning for the most certified partner. They're scanning for partners who help them:

- Land new customers
- Expand usage inside existing accounts
- Retain customers through successful deployment and adoption

That's why net new customers matter more than total revenue. That's why customer success points reward deployments and usage, not presentations. And that's why Partner Center now rolls performance into a single, seller-visible score.

**The solution designation model isn't about being eligible. It's about proving you belong in deals.**



## RYZER Tips

- **Solution designations reward motion**, not organizational maturity
- **Net new customers signal value faster** than total contract size
- Usage growth is how sellers infer **partner reliability**

**💡 If you want sellers pulling you into deals instead of overlooking you, join RYZE and build a repeatable co-sell motion.**  
**Join RYZE Today!**

*"Microsoft doesn't back partners by size. It backs partners by signal."*



Rob Fegan

## 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.

**“Do solution designations actually help with co-sell?”**

Only when sellers can see customer adds, deployments, and usage tied to your name in Partner Center.

**“Should I focus on skilling or customers first?”**

Customers first. Skilling supports motion, but motion earns attention.

**“Is the solution designation model easier to qualify for?”**

Yes. But it’s also easier to disqualify yourself by remaining invisible.

## GTM Motion

- **Choose one Azure or M365 workload and drive 3 net new SMB customers this quarter**
- **Register every eligible deal so seller activity is clearly attributed to you**
- **Run one usage-expansion play tied to a specific customer outcome sellers care about**

## Microsoft News & Events

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## Patch Tuesday Preview

RYZE MEMBERS ONLY

**Tuesday, February 3 - 1PM EST**

**Why Microsoft Sellers Default to the Same Partners - And How to Become One of Them**

This session continues last week’s conversation by revealing why clear offers don’t automatically get reused. We’ll break down how Microsoft sellers decide who feels “safe,” and how partners become defaults instead of one-offs.

## RYZER Feedback

**We want to hear from you!**

**This week’s question: *What signal do you think Microsoft sellers rely on most when deciding which partners to trust?***

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.

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