

RYZER Pulse

GTM Motion

Microsoft Announcements

Patch Tuesday

RYZER Feedback

If Microsoft can't see you, you don't exist.

Most partners treat Partner Center like a resumé. Microsoft treats it like telemetry. It's not a profile. It's a signal engine. And sellers don't scroll for effort. They filter for relevance. If your Partner Center doesn't show motion, you don't get skipped because you're small. You get skipped because you're unclear. This week's insight comes from a field case: *Turn Microsoft Into Your Growth Engine —Starting with Partner Center.*

We worked with a \$10M MSP that wanted to grow their business but were stuck. Strong delivery team. Happy customers. Multiple certifications. Zero co-sell traction.

Their Partner Center read like most do: Broad capability. Generic summary. No visible activity.

We made four changes:

- Narrowed their positioning to one Microsoft solution play
- Rewrote their summary in seller-facing language
- Linked every active tenant using CPOR and PAL
- Submitted one \$32K partner-initiated referral to create motion

"Microsoft doesn't pull in partners it likes. It pulls in partners it can see."

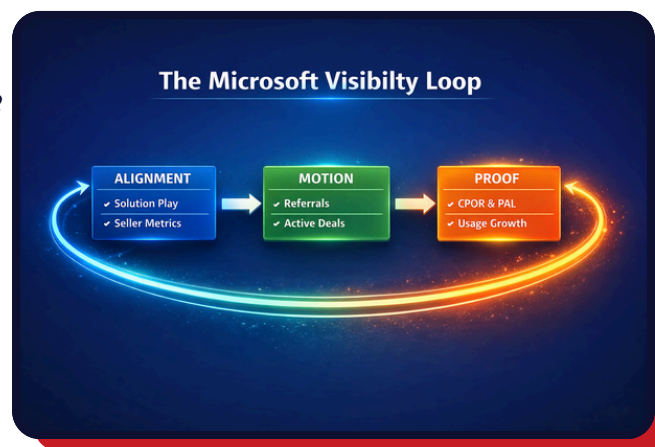


Rob Fegan

No new certifications.
No insider introductions.
No relationship shortcuts.

Within 90 days, a Microsoft seller they had never met pulled them into a 83-seat Microsoft 365 expansion opportunity. Not because they suddenly became bigger. Because they became visible.

That's the shift.
Partner Center doesn't reward effort.
It rewards relevance.



RYZER Tips

- Broad capability reads like noise. **Solution play alignment reads like revenue.**
- Microsoft doesn't reward history. **It rewards activity.**
- If your tenants aren't linked with CPOR and PAL, **you're invisible to internal reporting.**
- One small referral creates **more visibility** than five unused badges.

💡 If you're done being eligible and ready to be visible, apply to join RYZE. [Join RYZE Today!](#)

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 small partners actually get pulled into co-sell deals?”

Yes. Sellers optimize for quota coverage, not headcount. If you help them hit a metric tied to a solution play, you become useful fast.

“Is rewriting my profile enough?”

No. A polished summary without tenant linkage, referrals, and activity is cosmetic. Visibility requires motion.

“How long before results show?”

Most partners see measurable seller engagement within 60–90 days once alignment and motion are clear and active.

GTM Motion

Start This Week:

1. Choose **one** Microsoft solution play for the next 90 days.
2. **Rewrite** your Partner Center summary in seller language tied to that play.
3. Link **every active** customer tenant using CPOR and PAL.
4. Submit **one** partner-initiated referral this month to demonstrate motion.

Microsoft doesn't need more partners. It needs relevant ones.

Decide which you'll be.

Microsoft News & Events

[Frontier Transformation - Partner Event 3/3/26](#)

[Marketplace Office Hours for Partners: March 2026](#)

[February Partner Center Announcements](#)

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Patch Tuesday Preview

RYZE MEMBERS ONLY

Tuesday, March 3rd - 1PM EST

Driving Customer Success That Microsoft Cares About with special guest:

Joe Dellolio, Microsoft

Senior Customer Success Account Manager



Gain clear insight into how Microsoft uses customer success signals to drive adoption, expansion, and long-term partner trust.

RYZER Feedback

We want to hear from you!

This week's question: If a Microsoft seller opened your Partner Center right now, would they know exactly when to use you?

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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