



Your weekly shortcut to Winning with Microsoft!

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Microsoft News & Events

RYZER Pulse

Patch Tuesday

RYZER Feedback

Marketplace Isn't Optional Anymore - It's Microsoft's Front Door

Microsoft didn't tweak Marketplace. It rebuilt the game board. AppSource and Azure Marketplace are now one storefront – the place sellers search, customers buy, and partners get scored for co-sell readiness. For partner founders, Marketplace is no longer a “nice-to-have.” It's the new path to visibility, scale, and budget alignment inside Microsoft's ecosystem.

This fiscal year, Microsoft has already seen a doubling in customers purchasing AI-powered solutions through Marketplace, and the new AI apps and agents category now lists more than 3,000 live offers. That means your offer either appears in the results – or it doesn't. If it doesn't, you're invisible before the first sales call even happens.

The consolidation also links Marketplace to the real budget accelerators: MAAC (Microsoft Azure Consumption Commitment) and co-sell programs. Customers can now spend pre-committed Azure dollars on eligible partner solutions with a single click. Deals that used to take months can close in weeks – but only if your offer meets the new transactability standard.

*“Marketplace isn't a listing site. It's Microsoft's new scoreboard – visibility, funding, and velocity all start here.” -
Eddie Bader, RYZE Partners*

Partners who embrace the shift can scale through distributors, CSPs, and Multiparty Private Offers without hiring a global sales team. Those who ignore it will get quietly filtered out of every seller's shortlist

💡 Ready to Act?

Join RYZE to launch your first transactable Marketplace offer and turn visibility into real pipeline before FY26 funding resets.

ryzeup@ryze-partners.com

The Co-Sell Ladder



RYZER Tips

This Week's Power Plays

- **Get findable first.** Publish your first co-sell-ready offer with solid docs (deck, one-pager, sales contact). Visibility beats complexity.
- **Then go transactable.** Let Microsoft handle billing so you unlock Azure IP co-sell eligibility + MAAC alignment.
- **Differentiate fast.** With thousands of AI offers live, niche expertise and clear positioning decide who sellers remember.
- **Model your money.** Factor Marketplace fees and reseller margins before scaling – growth means nothing if profit disappears.

RYZER Pulse

The heartbeat of the partner community. Each week we share real stories and signals from Microsoft partners – gathered through Patch Tuesday calls, field conversations, and direct feedback. Unfiltered insights to help you spot patterns, avoid pitfalls, and stay ahead.

“How fast should we move?”

Now. Microsoft’s FY26 co-sell visibility favors partners already transactable in Marketplace.

“Do smaller firms really benefit?”

Yes. ISV-to-CSP and Multiparty Private Offer programs let small partners piggyback global distributors without new headcount.

“What’s the biggest early mistake?”

Listing too broadly. Start with one hero offer, nail transactability, prove ROI, then scale.

“What does “transactable” really mean?”

It means customers can buy your offer directly through Microsoft just like they would buy a Microsoft product. Microsoft takes the payment whether that is a credit card, invoice, or Azure commitment and then pays you.

If your offer runs on Azure those purchases may also count toward the customer’s MACC, which is their Microsoft Azure Consumption Commitment.

Patch Tuesday Preview

RYZE Members: Don’t forget to join us this Tuesday, 10/28 at 1pm ET for our Members Only Community call.

Where Microsoft Hides Your Marketing Budget

It’s sitting right there in Partner Center, waiting for you to claim it. Learn how to unlock your Microsoft Co-op funds, what’s eligible, and how top partners use them to fund their campaigns.

Not a RYZER yet? [Join Today!](#)

Microsoft News & Events

News, Events & Deadlines

October 2025 Partner Center Announcements

Program Deadlines & Requirements: MFA for Partner Center, Sales Compliance, Extended Service Terms for CSP Subscriptions, Windows 365 Promotion, PC Blog Series: October 2025 Edition, MAICPP Updates, New Partner of Record (POR) Readiness, and more.

Microsoft API Deadlines No Partner Can Afford to Miss

Microsoft Partner Blog

Partner Announcements & Incentives

Microsoft Events Portal

Partner Specific Live & Virtual Events

Microsoft Learn

Partner Training & Workshops

Partner News | Microsoft Community Hub

Microsoft Partner Community Blog

Microsoft Ignite

November 18th - 21st

(Online & In-person): San Francisco, CA

RYZER Feedback

We want to hear from you!

Each week, we’ll share one question to spark conversation and gather insights from partners in the field. Your feedback helps us understand what matters most to you and shapes the resources we build at RYZE.

This week’s question:

What’s been your biggest roadblock in getting a Marketplace offer live – technical setup, pricing model, or internal alignment?

How to reply: Simply hit “Reply” to this email or email ryzeup@ryze-partners.com and share your thoughts. We’ll feature a few partner perspectives in an upcoming issue of the RYZE Report.

Enjoying the RYZE Report?

If you know a colleague or partner who would benefit from these insights, forward this newsletter their way!

Want to make sure they never miss an issue?

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