



Your weekly shortcut to Winning with Microsoft!

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Microsoft News & Events

RYZER Pulse

Patch Tuesday

RYZER Feedback

The AI Funding Wave Just Got Bigger

Microsoft didn't just update their AI story at Ignite – they widened the lane for partners. Microsoft's FY26 is now centered on one idea: AI-first engagement across every workload. Ignite reinforced this with five signals:

- Copilot Business for SMB
- Agentic AI across workflows
- Agent365 as the governance layer
- Marketplace as the primary GTM path
- Continued funding for AI-led workshops and solution plays

Partners who align to these motions get noticed. Those who don't stay invisible.

In the past, partners stayed in product silos – Modern Work, Biz Apps, Power Platform. Ignite made it clear: that model won't meet Microsoft's FY26 expectations. Microsoft wants partners who can deliver cross-workload AI outcomes, not isolated deployments. Three announcements made this shift obvious:

- 1. Copilot Business for SMB.** A new Copilot SKU for companies under 300 users – a major opening for partners serving SMB.
- 2. Agent365.** The new governance and security layer for managing agents across Microsoft cloud. This becomes the maturity signal for serious AI delivery.
- 3. Marketplace-Led Execution.** Packaged AI offers and workshops in Marketplace remain a primary way sellers find partners.

Where Funding Stands

Microsoft hasn't announced a unified incentive program, but Ignite clarified:

- AI-focused engagements are still funded
- AI Business Solutions guides FY26 motions

"Microsoft isn't starving partners. They're starving the partners who can't deliver."



Rob Fegan

Partner Alignment Stages

STAGE 1
AI First Partner Motion

One Cross workload path driven by Copilot, agentic AI and secure foundations.

STAGE 2
Funded AI Engagements

Copilot, Power Platform, Modern Work, Dynamics, Security solution plays

STAGE 3
Partner Outcomes

Visibility. Invitations from sellers. Pipeline growth

- Funding aligns to Copilot, agents, Power Platform, Dynamics, and secure foundations

Bottom line:

Microsoft is coordinating incentives and partner motions around a single AI-first strategy. Partners who show cross-workload capability, agent governance readiness, and Marketplace packaging will win seller attention and funded opportunities.

RYZER Tips

- **Marketplace** is the primary route to market for AI solution plays.
- **Microsoft emphasized AI-first motion** across Modern Work, Dynamics, Power Platform, and Azure.
- **AI workshops, solution plays, and partner-led engagements** remain funded through FY26 programs.

💡 Ready to Act?

If you need help understanding and executing on these initiatives -

Join RYZE Today!

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.

“Are we positioned where Microsoft is actually spending its energy – AI, Copilot, agents, and cross-workload outcomes?”

Yes, but only if your offers, messaging, and delivery align to Microsoft’s AI-first motions across Modern Work, Biz Apps, and Power Platform. Ignite made it clear: partners who can deliver AI outcomes across workloads get noticed first.

“Can a partner our size still stand out when Microsoft is pushing massive AI transformation?”

Absolutely. Ignite emphasized performance. Partners who deliver measurable AI impact – not just scale – earn visibility with sellers, regardless of company size.

“How quickly can we tap into funded AI engagement plays?”

Fast – as long as your AI workshops, solution plays, Copilot offers, and Marketplace listings are aligned and customer-ready. The Microsoft field activates partners who show up prepared.

Patch Tuesday Preview

Weekly RYZE Members Only Call
Patch Tuesday 12/2: AI SMB Motion.

Next week’s Patch Tuesday call is a big one. Copilot Business at twenty one dollars didn’t just trim costs. It unlocked a whole new AI motion for SMB, and most partners aren’t ready for it. We’ll break down what’s changing, what Microsoft cares about, and the exact steps partners can take to turn this shift into real activity with the field. If you’ve been wanting more clarity around your AI motion... don’t miss this one.

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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 the one thing about Microsoft incentives that still feels confusing or unclear for your business?

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.

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