



Your weekly shortcut to Winning with Microsoft!

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Patch Tuesday

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The Partner's Shortcut to Predictable Pipeline

Most partners chase new leads. CloudAscent shows you who's already ready.

Used monthly, Cloud Ascent removes guesswork, tightens Microsoft alignment, and focuses your sales team on accounts most likely to expand.

Every 25th of the month, Cloud Ascent refreshes using billions of signals and answers one simple question: "Which customers are most likely to buy next?"

This isn't guesswork. Cloud Ascent runs on Microsoft's own telemetry – transaction history, buying behavior, hiring and funding signals, competitive tech stack, and real cloud maturity. You're not predicting demand. You're using Microsoft's data. Partners who apply it consistently see shorter sales cycles, better AE engagement, and more predictable expansion. Cloud Ascent isn't another dashboard. It's a revenue map.

Katie from JTA highlighted two overlooked truths:

"Cloud Ascent isn't insight – it's direction. Partners win when they follow it consistently."



Sandie Knight

1. **"Act Now" and "Evaluate" clusters convert the highest.** These accounts show real movement before partners can see it themselves.
2. **Growth isn't net-new.** In FY24, Microsoft saw 34% YoY growth from M365 upsell inside existing customers – exactly what Cloud Ascent is built to surface.

One final insight: Cloud Ascent scores your full customer history. Many of the best expansion wins are already in your book.

💡 Ready to Act?

If you want help turning this into a repeatable motion, that's what we build inside RYZE

ryzeup@ryze-partners.com

CLOUD ASCENT ACCOUNT CLUSTERS

Partner Focus Zone

ACT NOW
High intent
High fit

EVALUATE
Strong signals
Needs validation

Cultivate

NURTURE
Early signals
Longer horizon

EDUCATE
Low readiness
Monitor only

RYZER Tips

- **Prioritize Act Now + Evaluate.** Everything else is noise until you scale.
- **Sort by Customer Potential Revenue.** Avoid low-yield accounts.
- **Match to your CRM monthly.** Fresh data fuels consistent motion.
- **Split ownership:** Marketing → Evaluate. Sales → Act Now.
- **Use Microsoft's content links** embedded in the data. Don't reinvent campaigns.
- **Bring curated lists to your Microsoft contacts:** "Here are 15 Act Now accounts for Copilot expansion – want to run these together?"
- **Close the loop.** Tag outcomes. Cloud Ascent learns. Your pipeline sharpens.

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.

“Is Cloud Ascent only useful if I have a large customer base?”

No. Smaller partners often win fastest. Signal-to-noise is clean, and cycles are shorter.

“How accurate are the intent scores?”

They’re not predictions – they’re probability weighted signals based on Microsoft’s own telemetry. High enough to meaningfully guide your monthly motion.

“What if my CRM data is messy?”

Start simple. Match on tenant ID or domain, tag your clusters, and refine over time. Precision compounds.

Patch Tuesday Preview

RYZE Members: Our 12/16 call is the first in a two-part series: **Calendar Year 26 Planning for Microsoft Partners.** We will help you plan CY26 with Microsoft’s priorities, not guesswork!

RYZE Briefing

Non-Members: Next week, we’re going live with the next **RYZE Briefing – The Microsoft-Aligned Sales System Every Partner Needs (But Almost None Use)**

December 18th @ 12pm ET. 1 hour of your time could make all the difference for you in CY26.

Save your seat

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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 hardest part of building a monthly Cloud Ascent rhythm inside your team?

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

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