

RYZER Pulse

GTM Motion

Microsoft Announcements

Patch Tuesday

RYZER Feedback

Customer Zero Isn't a Title. It's a Position.

Customer Zero isn't something Microsoft assigns. It's a position you choose. Most partners stand outside the system trying to interpret it. Customer Zero operates from inside the system, using it the way Microsoft already does. That position changes everything.

For a long time, we assumed Microsoft rewarded effort. So we did the work. Certifications. Profiles. Marketplace listings. Partner Center hygiene. We stayed compliant. We stayed patient. We waited for traction. Nothing happened. The mistake wasn't execution. It was orientation.

Customer Zero is the shift from watching the system to moving within it. Microsoft doesn't reward readiness anymore. It rewards motion it can immediately use. The partners getting pulled into deals aren't more qualified. They're easier to place.

Here's what finally clicked.

In the eyes of Microsoft, potential isn't actionable. Motion is. Sellers don't have time to interpret partners. They don't browse directories. They don't decode websites. They respond to partners who already show up where work is happening.

"Customer Zero starts when you stop watching the system and start operating inside it.."



Rob Fegan

Customer Zero partners don't wait to be activated. They use the same motions Microsoft expects customers to follow. They submit real opportunities. They use the front doors Microsoft built. They show progress before asking for attention. That's when seller behavior changes.



RYZER Tips

- Eligibility keeps you listed. **Positioning gets you used.**
- **Sellers don't evaluate partners.** They place them.
- **Clarity** beats completeness.
- **Motion creates visibility** faster than messaging.

💡 **Ready to build a Frontier Partner motion?**
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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 I need a PDM to start co-selling effectively?”

No. Customer Zero starts with motion, not relationships. Aligned referrals create clarity before a PDM ever gets involved.

“Are certifications still important?”

Yes. They keep you eligible. They do not create placement or pull on their own.

“What’s the fastest signal Microsoft responds to?”

Clear, Copilot-enabled offers layered into an active FY26 motion, backed by real referral activity.

GTM Motion

Customer Zero Copilot Signal

Customer Zero doesn't replace their strategy with AI. They **amplify** it. Copilot is not the priority by itself. It is the force multiplier inside your existing FY26 motion.

The Customer Zero Copilot Move

- Keep your **primary FY26 priority** (Security, Azure, M365, Industry) and **layer Copilot into it**
- Operationalize Copilot internally to support that motion through agents, automation, or AI-assisted workflows
- Use Copilot across real workflows: sales, delivery, support, and operations
- Package **one Copilot-enabled offer** a seller can repeat in 30 seconds because you already use it
- Submit **co-sell referrals** tied to that Copilot-augmented motion
- Show progress through adoption and outcomes, not demos or profiles

Result:

Sellers pull you into Copilot conversations because you help advance their FY26 priorities faster.

Microsoft News & Events

Satya Nadella and Rishi Sunak on What Comes Next for AI

Tues., January 20th @10:30AM EST- In the Room Live on LinkedIn

January 2026 Partner Center Announcements

Microsoft Titan Skilling Academy

Microsoft AI Tour

Microsoft Partner Blog

Partner Announcements & Incentives

Americas Partner Blog

Announcements & News for the Americas Region

Microsoft Events Portal

Partner Specific Live & Virtual Events

Microsoft Learn

Partner Training & Workshops

Partner News | Microsoft Community Hub

Microsoft Partner Community Blog

Microsoft Marketplace Community

Marketplace Announcements and Forum

Patch Tuesday Preview

1/20 RYZE Members Only Call. We will see you @ 1:00PM ET - Turning Microsoft Clarity into Revenue.

We will debrief on last week's session with **Monica French, Microsoft USA SMB Director** and discuss how you can develop a sharper message that Microsoft sellers immediately recognize and know how to use.

RYZER Feedback

We want to hear from you!

This week's question: Could a Microsoft seller place you in the right deal in 30 seconds with-out asking you a single question?

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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