

RYZER Pulse

GTM Motion

Microsoft Announcements

Patch Tuesday

RYZER Feedback

Silver is dead. Gold is extinct. Motion survived.

Silver and Gold have been gone for years. That's the point. They're fossils from a partner era where status mattered more than execution. Microsoft didn't just rename the program. They changed what gets rewarded.

Microsoft didn't retire Silver and Gold to modernize branding.

They replaced **status with execution**.

The current Partner Benefits model rewards partners who can prove real go-to-market motion with Microsoft sellers.

Not intent.
Not eligibility.
Not legacy.
Motion.



In the old world, benefits were a badge. In the new world, benefits are a **lever**.

Azure credits, marketing funds, advisory hours, and co-sell access only compound when they're activated inside a repeatable, seller-visible motion.

"Microsoft doesn't reward intent. They reward execution they can sell with."



Sandie Knight

Most sub-\$5M partners don't lose because they lack benefits. They lose because they treat benefits like perks instead of pipeline infrastructure.

Microsoft's message is clear:

Show **revenue-linked motion**, get support.

No motion, no seller attention.

RYZER Tips

- **Benefits are fuel, not strategy.** You still need a GTM engine.
- **Azure credits are for proof**, not endless experimentation.
- **Marketing funds only work when tied to a clear Microsoft-aligned offer.**

💡 If you want help turning Partner Benefits into a Microsoft-aligned GTM motion, join RYZE and build it with us.
[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 smaller partners really benefit from the new program?”

Yes. The program favors focus over size. One clear offer beats ten vague ones.

“Are Azure credits just for internal use?”

No. Internal use is table stakes. The highest ROI comes from customer-facing proofs and readiness engagements that reduce seller risk and can be repeated.

“How do I actually get Microsoft sellers to engage?”

Bring a clean offer, a clear customer outcome, and proof you can execute quickly.

GTM Motion

- Define the **one buying moment** you want Microsoft sellers to recognize.
- Package a single offer that resolves that moment end-to-end.
- Prove it once with a real customer using Azure credits.
- Make that proof easy for a seller to repeat.
- Walk into your next seller conversation with evidence, not explanation.

The Takeaway:

Benefits don't create growth.
Seller-visible motion does.

Microsoft News & Events

[Secure AI Partner Summit](#)

Tues., January 27th @9:00AM PT- Online Event

[Marketplace Partner Office Hours](#)

Partner Center Reporting - OnDemand

[January 2026 Partner Center Announcements](#)

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Marketplace Announcements and Forum

Patch Tuesday Preview

[1/27 @1PM ET RYZE Members Only Call.](#)

Turning Your Offer into Microsoft Language That Gets Attention

Offers positioned in Microsoft terms that map cleanly to priorities and seller motions.

RYZER Feedback

We want to hear from you!

This week's question: Which benefit do you activate first today - Azure credits, marketing funds, or seller alignment and what outcome are you driving?

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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