Turning Microsoft's incentives into money you actually collect.

Incentive and funding programmes are complex, and the rules move every year — most recently with FY27. We help partners map what they're eligible for, submit it properly, and track it through the year, rather than just reacting when something changes.

HOW WE HELP

Maximising your Microsoft incentive income.

01
Full programme audit
We map every incentive, rebate and funding pool you're eligible for — not just the ones you already know about.

02
Eligibility mapping
Matching your Solutions Partner status, consumption and specializations against what Microsoft is actually paying for right now.

03
Claims and evidence support
Making sure claims are submitted correctly with the evidence Microsoft needs, so nothing gets rejected on a technicality.

04
Ongoing tracking
Monitoring your position through the year so you know exactly where you stand before the numbers are final.

05
Renewal and forecast planning
Building next year's funding case before the current programme year even ends.

06
Chasing what's missing
Following up on claims that have gone quiet, and escalating with Microsoft when something's been miscalculated.

THE PRINCIPLE

Incentive programmes reward the partners who track them — not the ones who react to them.

Collect what you're owed — every year.

FOR CONTEXT · FY27

CHANGED
Core incentives retired for indirect resellers on Microsoft 365 & Dynamics 365 CSP transactions

CHANGED
Growth Accelerator becomes the primary lever

CHANGED
Marketplace becomes the primary path for co-sell at scale

NEW
Change of Channel Partner policy limits incentives on taken-over customers

INCREASED
Copilot + Power Accelerate funding up year-on-year

NEW
Annual local-currency pricing updates for Commercial Cloud

Summarised from Microsoft Partner Center announcements and partner-facing guidance. Terms vary by partner tier and product mix.

HOW WE WORK

Three ways to engage.

START HERE
Incentives Health Check
An independent review of your current funding and incentive utilisation across your full Microsoft programme mix.

ONGOING
Ongoing Funding Optimisation
Monthly advisory tracking your incentive position and maximising eligible funding as the programme shifts.

AS NEEDED
Incentive Recovery Review
A focused review to identify unclaimed or at-risk funding across your current programme mix.

IS THIS YOU?

- Not sure you're claiming everything you're owed?
- Unsure how this year's programme changes hit your income?
- Finding out about funding after the deadline?
- Claims stuck, rejected or gone quiet?

Advice from someone who's done it — Tim Hannibal helped grow a small business into the UK's most accredited pureplay Microsoft Solutions Partner.

Not sure you're claiming everything you're owed?

Get in touch and we'll map your current programme mix against what you're eligible for.

Tim Hannibal
Founder & CEO

EMAIL tim.hannibal@partneredge.co.uk
PHONE 01258 795060
WEB www.partneredge.co.uk
LINKEDIN linkedin.com/company/partner-edge-uk

Partner Edge Limited is a company registered in England and Wales, company no. 17473532. Not affiliated with or endorsed by Microsoft Corporation.