Buying a Microsoft partner? Know exactly what you're acquiring.

A Microsoft partner's designations, funding and account relationships rarely transfer cleanly on a change of ownership. We help PE firms, strategic acquirers and vendors see the Microsoft-relationship risk and value in a deal.

WHAT WE ASSESS

The Microsoft-relationship diligence checklist.

TRANSFER RISK

Designation transferability

Pillar status and Azure Expert MSP status are tied to the legal entity and its Partner Center tenant — not always to the business being bought.

INCOME AT RISK

Incentive & funding income

Microsoft's rules on taking over another partner's customers can limit incentive eligibility for a period after the deal closes.

QUALITY OF EARNINGS

Azure consumption quality

Consumption-linked funding rewards genuine, growing usage — not one-off migrations dressed up as run-rate.

RELATIONSHIPS

Account relationship health

How strong the links to Microsoft's account teams really are — and how much sits with individuals rather than the business.

EXPOSURE

Customer take-overs

Where customers were won from another partner, Microsoft's Change of Channel Partner policy can limit incentives on them.

POST-DEAL

The integration path

How two Microsoft relationships, designations and Partner Center tenants get combined after close.

WHY THIS IS DIFFERENT

Standard commercial due diligence misses this — so the Microsoft relationship gets valued on assumption.

See the deal as Microsoft sees it.

WHO WE HELP

01 **PE firms & investors**
Test the Microsoft-relationship assumptions inside a valuation before you commit.

02 **Strategic acquirers**
See what designations, funding and relationships you're really buying.

03 **Vendors preparing to sell**
Make your Microsoft position defensible before a buyer's diligence team sees it.

04 **Merging partners**
Combine two Microsoft relationships, designations and Partner Center tenants after close.

HOW WE WORK

From first look to post-close integration.

START HERE
Target Health Check
A fast, independent read on a potential target's Microsoft-relationship risk before committing to full diligence.

DEAL PACK
Buy-Side Due Diligence
Independent diligence on a target's Microsoft partner status, in a format built to sit inside a wider deal pack.

PRE-SALE
Sell-Side Readiness
Getting a partner's Microsoft-relationship position defensible before a buyer's diligence team sees it.

POST-CLOSE
Post-Merger Integration Advisory
Ongoing monthly support combining two partners' Microsoft relationships, designations and Partner Center tenants after close.

IS THIS YOU?

- Evaluating a Microsoft partner acquisition?
- Unsure how much of a target's Azure revenue is durable?
- Preparing your partner business for sale?
- Integrating two Microsoft relationships after a deal?

Evaluating a Microsoft partner acquisition?

Get an independent read on the Microsoft relationship before you commit to a valuation.

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

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