PARTNER EDGE

MICROSOFT PARTNERSHIP ADVISORY

The edge partners need in Microsoft's ecosystem.

Partner Edge is a Microsoft Partnership Advisory built for IT partners. We help you earn and keep the right designations, build a credible AI practice, capture every incentive you're owed, co-sell effectively with Microsoft's sellers, and get the Microsoft relationship right in any deal.

WHAT WE DO

Five areas. One focus.

Designations
Know where you stand across Microsoft's three Solutions Partner pillars — and what's worth chasing next.

AI & Agents
Build a Copilot and agent practice, around Agent 365 and the Frontier Program, that Microsoft recognises and rewards.

Incentives
We audit, claim and track every incentive and funding pool you're eligible for — and keep it current as the rules shift.

Co-Selling
A genuine co-sell motion: GTM alignment, Partner Center deal sharing and real relationships with Microsoft sellers.

M&A & Due Diligence
Buying, selling or investing in a Microsoft partner? Know what the Microsoft relationship is really worth.

HOW WE WORK

Three ways to engage.

START HERE
Health Check
An independent, entry-point read on where you stand — so you know exactly what to prioritise.

ONGOING
Advisory
Monthly, board-level support that keeps your Microsoft strategy current as the programme shifts.

AS NEEDED
Focused Sprint
A defined, time-boxed engagement built around one specific goal — then it's done.

Gain your edge...

PARTNEREDGE.CO.UK

About Partner Edge.

Partner Edge is an independent Microsoft Partnership Advisory. We work only on the partner's side of the table — no competing customer delivery work and no conflict of interest — so our advice is always about what's best for your business and your Microsoft relationship.

Partner-side, only

No customer delivery work to compete with. Our sole focus is your relationship with Microsoft.

Current, not theoretical

Live fluency in designations, AI and agents, incentives and co-selling — as the rules change.

Proven, not studied

Built on the playbook that took one partner from a small business to the UK's most accredited.

WHO WE WORK WITH

- Growth-stage MSPs & SIs
- PE-backed IT partners
- Partners building AI practices
- PE firms & acquirers

BUILT, NOT THEORISED

Advice from someone who's done it.

Tim Hannibal
Founder & CEO

Tim helped grow a small business into the UK's most accredited pureplay Microsoft Solutions Partner. As its Chief Partner Officer he owned the Microsoft relationship end to end — designation strategy, incentive and funding management, and the day-to-day partnership with Microsoft's account teams. Partner Edge puts that same hands-on experience to work for other partners.

6 / 6 — Solutions Partner Designations earned and renewed

Azure — Expert MSP status achieved

UK's 1st — Microsoft Frontier Partner designation

Ready to gain your edge?

Let's talk through where you stand with Microsoft.

Tim Hannibal
Founder & CEO

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