

EXECUTIVE SUMMARY

New Microsoft Price Hikes: What Microsoft Sales May Not Be Telling You

The visible price increase is only part of the problem.
The hidden multiplier is **Unified Support**.



For CIOs, CFOs, and
Enterprise Procurement Leaders



\$10M EA -> \$12.5M
annual cost risk by mid-2026

Why This Matters Now

The visible increase is only the first layer. The larger issue is the cascading cost effect created when pricing changes across licensing, AI, and support stack on top of one another.

1

EA Pricing Reset

Microsoft's move toward more consistent Online Services pricing reduces or removes legacy volume-pricing advantages for many enterprise customers.

2

M365 + Copilot Repricing

AI, security, and management capabilities are being added into higher Microsoft 365 pricing, often before customers have proven ROI at scale.

3

E7 + Agentic AI

Enterprise AI is shifting costs from predictable seat pricing toward more variable, consumption-driven economics.

4

Unified Support Multiplier

As Microsoft spend rises, Unified Support can rise with it, creating a second-order cost increase.



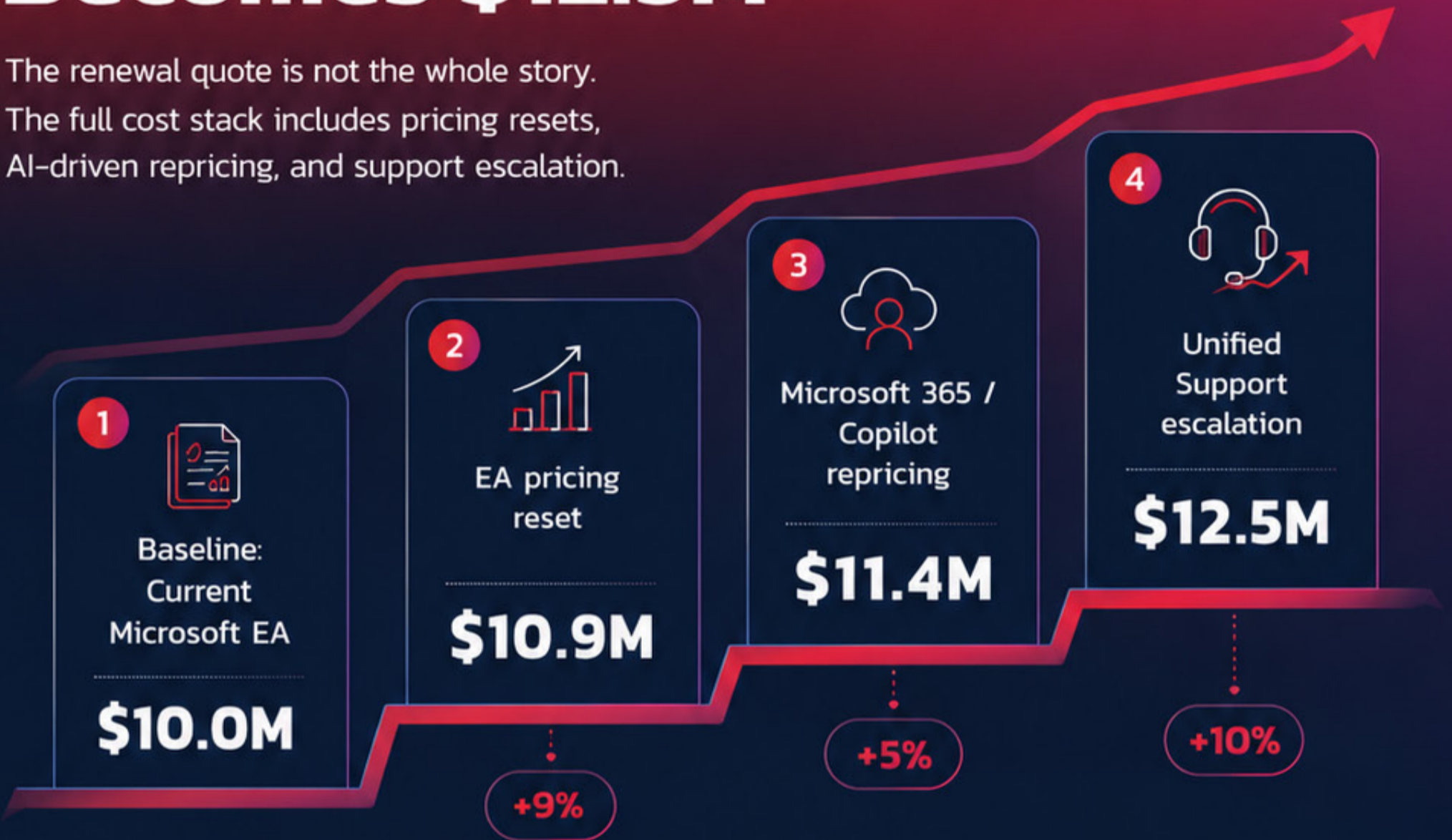
One increase can trigger another.

Licensing increases, AI adoption, and support escalation can compound into material renewal risk.

This is why the headline price increase is only part of the story.

How a \$10M EA Becomes \$12.5M

The renewal quote is not the whole story. The full cost stack includes pricing resets, AI-driven repricing, and support escalation.




Potential 25% increase by mid-2026



Why true-ups matter

- ✓ Multi-year discounts can mask downstream exposure.
- ✓ Licensing, Azure, and AI growth can trigger true-ups.
- ✓ Unified Support may recalculate against a larger spend base.









Optimization opportunities

- Software portfolio rationalization
- Third-party support benchmark

What Enterprise Buyers Should Do Before Signing

Do not evaluate your Microsoft renewal by the headline license increase alone. Model the full cost stack before you commit.

-  **1 Model the full cost stack**
Include EA pricing changes, Microsoft 365 increases, AI consumption, true-ups, and Unified Support.
-  **2 Separate AI value from AI pricing**
Do not commit at scale without adoption data, governance, and ROI.
-  **3 Negotiate AI consumption controls**
Press for caps, pricing clarity, and governance before signature.
-  **4 Demand clarity on Unified Support**
Ask how support costs change after spend growth and true-ups.
-  **5 Verify bundling claims**
If Unified Support is presented as required for commercial concessions, request written confirmation.
-  **6 Benchmark an alternative**
A third-party support benchmark creates negotiating leverage.

Key questions to ask

- > How will the EA pricing reset affect our baseline?
- > Which Microsoft 365 changes apply to us and when?
- > How will Unified Support be recalculated after true-ups?
- > What controls exist for AI consumption?
- > Can any bundling requirements be verified in writing?



Before signing your next Microsoft renewal, get a second opinion on your **Unified Support** exposure.

Talk to US Cloud



Questions Every Enterprise Buyer Should Ask

Before signing a Microsoft renewal, procurement and IT leaders should press for direct answers on pricing mechanics, AI consumption, support exposure, and bundling claims.

1



How will the EA pricing reset affect our baseline?

2



Which Microsoft 365 changes apply to us and when?

3



Are we paying for AI capabilities before we have proven ROI?

4



How will Copilot, E7, and agentic AI usage be metered?

5



What controls exist for AI consumption?

6



How will Unified Support be recalculated after true-ups?

7



Are Azure discounts or concessions being tied to Unified Support?

8



Can those requirements be verified in writing?



The goal is not to reject Microsoft's AI roadmap. The goal is to **protect leverage and clarify downstream exposure** before signing.