

11 things we know from 3 days of Microsoft Inspire 2017

1. This is the biggest partner event in Microsoft's history, with more than 18,000 partners in attendance
2. Digital transformation is happening and the opportunity is massive
3. Industry focus from Microsoft will provide increased partner support
4. Microsoft live and breathe partner first
5. Women in technology is vital and women have dominated the keynotes
6. There is a lot of optimism – it feels like anything is possible
7. 4 pillars to digital transformation are Modern Workplace, Business Applications, Apps and Infrastructure and Data & AI
8. Curiosity is the key to innovation
9. It's not about product attributes, but about telling compelling customer stories
10. The human impact of technology is so powerful
11. The reason we're all here: to empower every person and every organisation on the planet to achieve more

