CARVE PARTNERS

MICROSOFT IGNITE 2026

What We're Watching At Ignite 2026

The sessions that matter to a software company selling with Microsoft, and why.

We built this deck for alliance roles at software development companies that:

- Want more pipeline and revenue through Microsoft
- Sell through Microsoft Marketplace and co-sell with Microsoft sellers
- Need to qualify for and claim partner incentives and benefits
- Have to keep up with changes to the Microsoft AI Cloud Partner Program
- Cannot dig through 1,500 sessions to find the ones that matter

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What you'll walk away with

1. **Microsoft's priorities for the year**
   KEY01 · KEY02
2. **A clear read on the FY27 partner program and what you qualify for**
   BRK506 · THR936
3. **How Microsoft sells with partners through Marketplace and co-sell**
   BRK447 · BRK511
4. **Which FY27 incentives are new, and how they work together**
   BRK514
5. **A checklist of Marketplace actions your team may be missing**
   THR935
6. **What's live in Partner Center and what your team needs to set up**
   BRK509

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Tuesday, Nov 17

WHAT WE'RE WATCHING FOR

- Which products and agent platforms Microsoft puts first
- New qualification requirements and when they take effect
- Who qualifies for Frontier Accelerate for Marketplace, and how to apply

Tuesday at a glance

All times Pacific



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Online + in person, recorded

KEY01 · Keynote, 120 min

Microsoft Ignite opening keynote

Tue Nov 17 · 10:00 AM to 12:00 PM PT

WHY WE'RE WATCHING

We’re watching to hear what Microsoft puts first this year. Whatever Satya and Judson lead with is what Microsoft sellers will push all year. If your offer lines up with it, co-sell conversations get a lot easier.

Watch the session →

SPEAKERS

Our pick



Satya Nadella
Chairman and CEO, Microsoft



Judson Althoff
CEO, Microsoft Commercial Business

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Online + in person, recorded

BRK506 · Breakout, 45 min

Differentiating at the Frontier: Unlocking Opportunities with MAICPP

Tue Nov 17 · 2:00 to 2:45 PM PT

WHY WE'RE WATCHING

This is where the FY27 partner program rules get explained. We want to know what Frontier Specialization actually takes, what the new Agentic Partner Capability Score measures, and which co-sell and incentive benefits change. That decides what our clients qualify for this year.

Watch the session →

SPEAKERS

Our pick



Mark Linton
CVP, Windows and Device Sales



Heather Deggans
VP, Global GTM, Programs and Operations



Steve Thomas
Director, Microsoft AI Cloud Partner Program

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Online + in person, recorded BRK481 · Breakout, 45 min

The Partner Path to Growth: Turning AI Ambition into Customer Impact

Tue Nov 17 · 2:00 to 2:45 PM PT

WHY WE'RE WATCHING

We’re catching the recording to hear how Accenture, Icertis and Insight are changing the way they build and sell with AI. Less about program rules, more about what’s working for partners right now.

Watch the session →

SPEAKERS



Cyril Belikoff
VP, Cloud and AI



Ann Choi
GM, Enterprise Partner Sales



Alex Iovine
Sr. Director, Enterprise Partner Business Strategy



Anoop Gopinatha Gopinatha
Global Managing Director, Accenture



Parker Johnston
Agentic Field CTO, Insight



John Held
AVP Marketing, Icertis

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In person, recording later

THR936 · Theater, 25 min

Drive growth and scale with Frontier Accelerate for Marketplace

Tue Nov 17 · 4:05 to 4:30 PM PT

WHY WE'RE WATCHING

Frontier Accelerate for Marketplace is the part of the program built for software companies. We want to know who qualifies, what the growth investments actually cover, and how fast a company can go from a built agent to a live Marketplace offer.

Watch the session →

SPEAKERS

Our pick



Kyle Richardson
Global Program Lead



Zack Vogt
Senior Business PM, SDCs and Channel on Marketplace

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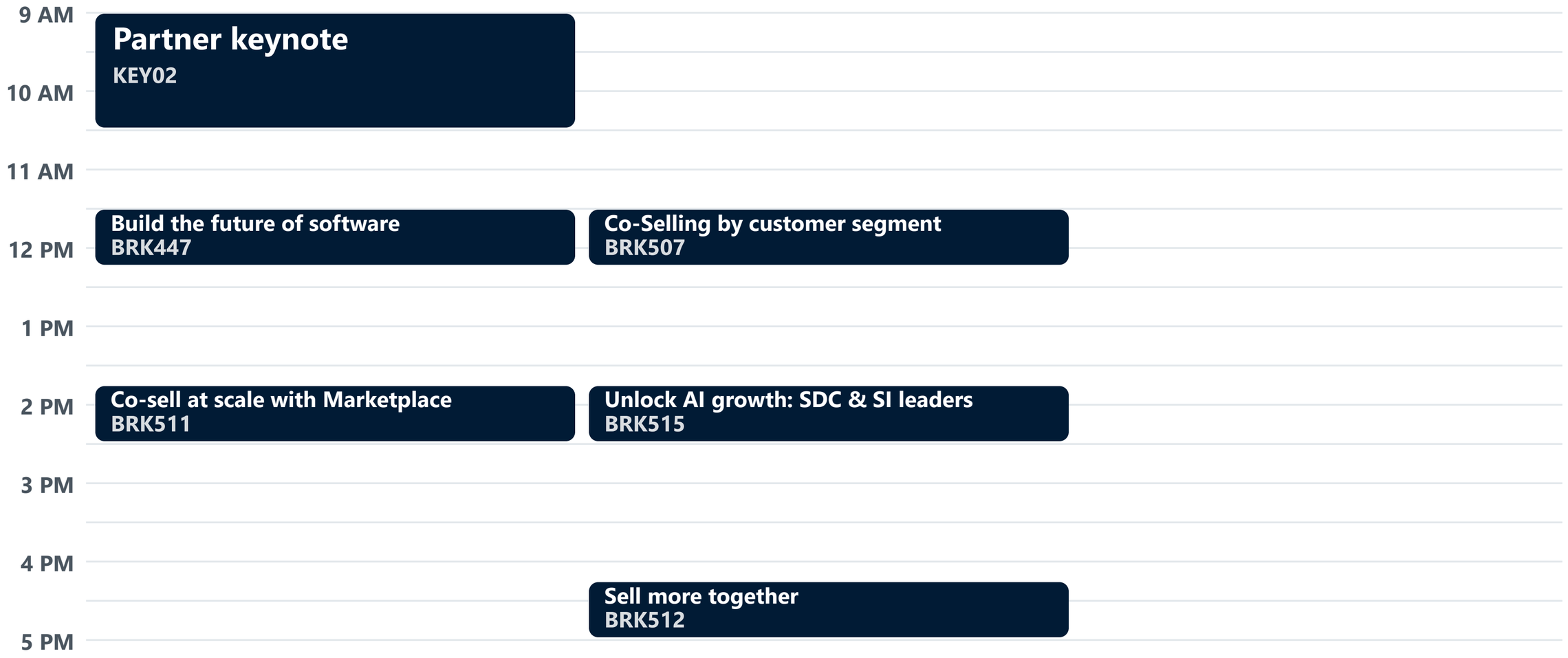
Wednesday, Nov 18

WHAT WE'RE WATCHING FOR

- Where Microsoft says it's putting partner investment this year
- New commercial programs, and the first steps expected of SDCs
- What's new in how Marketplace and co-sell work together

Wednesday at a glance

All times Pacific



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Online + in person, recorded

KEY02 · Keynote, 90 min

Microsoft Ignite Partner keynote

Wed Nov 18 · 9:00 to 10:30 AM PT

WHY WE'RE WATCHING

This is where Microsoft's partner leaders say where the money and attention go this year. We're listening for anything Stephen Boyle says about software companies, since his team covers them, and for any change in how Microsoft wants partners to show up.

Watch the session →

SPEAKERS

Our pick



Nicole Dezen
Chief Partner Officer and CVP



Judson Althoff
CEO, Microsoft Commercial Business



Mala Anand
EVP and Chief Customer Officer



Stephen Boyle
CVP, Enterprise Partner Solutions



Ralph Haupter
EVP and CRO, WW SME&C

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Online + in person, recorded

BRK447 · Breakout, 45 min

Build the future of software on Microsoft

Wed Nov 18 · 11:30 AM to 12:15 PM PT

WHY WE'RE WATCHING

This is the one session built for companies like our clients. We want to hear which programs and commercial tools Microsoft is putting behind software companies this year, and what it expects SDCs to do first to sell at scale through Marketplace.

Watch the session →

SPEAKER

Our pick



Cyril Belikoff
VP, Cloud and AI

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Online + in person, recorded

BRK507 · Breakout, 45 min

Co-Selling to Enterprise, Corporate and SMB

Wed Nov 18 · 11:30 AM to 12:15 PM PT

WHY WE'RE WATCHING

Co-sell looks different in Enterprise, Corporate and SMB, and a lot of partners run the same play everywhere. We want Microsoft's own view on which motion fits which segment.

Watch the session →

SPEAKER



Fabian Grote
Co Sell, Microsoft

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Online + in person, recorded

BRK511 · Breakout, 45 min

Co-sell at scale with Microsoft Marketplace

Wed Nov 18 · 1:45 to 2:30 PM PT

WHY WE'RE WATCHING

Microsoft keeps saying Marketplace is how it co-sells now. We want to hear what that means from the people who run it: what's new, which investments turn demand into pipeline, and how Marketplace deals and co-sell fit together.

Watch the session →

SPEAKERS

Our pick



Mira Ayad
GM, Global Microsoft Marketplace



Sandy Gupta
Vice President, Microsoft

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Online + in person, recorded BRK515 · Breakout, 45 min

Unlock AI growth: Inside strategies from SDC & SI leaders + partners

Wed Nov 18 · 1:45 to 2:30 PM PT

WHY WE'RE WATCHING

We want to hear Microsoft's SDC leaders talk candidly about what makes a partner stand out to them and how they want co-sell engagement to work. That's what we coach our clients on every week.

Watch the session →

SPEAKERS



Nina Harding
CVP, Microsoft



Dennis Cerasoli
VP SDC Americas EPS, Microsoft



Jim Lee
VP, Americas Services, Microsoft



Joydeep Mukherjee
EVP, Head Global Services, Infosys



Scott Sacket
SVP, Global Partner Strategy, AvePoint

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Online + in person, recorded BRK512 · Breakout, 45 min

Sell more together: partner-led sales through Microsoft Marketplace

Wed Nov 18 · 4:15 to 5:00 PM PT

WHY WE'RE WATCHING

Microsoft is adding Marketplace features for partners that sell together. We want to see what's new, and what it opens up for software companies that sell through channel partners.

Watch the session →

SPEAKERS



Alison Buggia
Principal Product Manager, Microsoft



Jason Rook
Sr. Director, Marketplace Channel Sales

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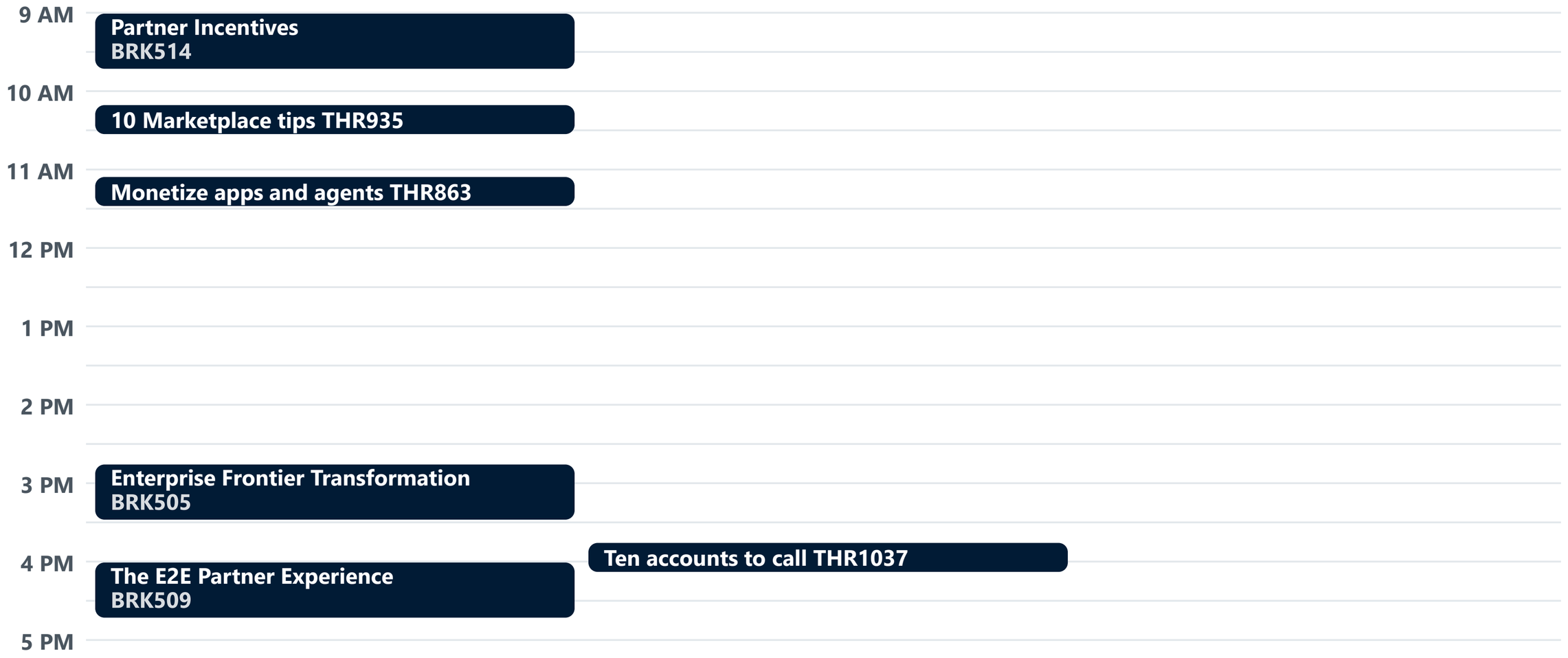
Thursday, Nov 19

WHAT WE'RE WATCHING FOR

- Which incentives are new for FY27, and which work together
- Which Marketplace checklist items your team isn't doing yet
- What's live in Partner Center, and what your team needs to set up

Thursday at a glance

All times Pacific



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Online + in person, recorded

BRK514 · Breakout, 45 min

Accelerate Growth through Partner Incentives

Thu Nov 19 · 9:00 to 9:45 AM PT

WHY WE'RE WATCHING

Incentives change every fiscal year, and the changes often reach partners late. We want to know what's new for FY27, how incentives stack across the customer lifecycle, and what partners need to do now to actually get claims paid.

Watch the session →

SPEAKERS

Our pick



John Corwin
VP, Partner Investments



Uriel Rootshtain
GM, Partner Investments

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In person, recording later

THR935 · Theater, 25 min

10 tips to maximize Microsoft Marketplace success

Thu Nov 19 · 10:10 to 10:35 AM PT

WHY WE'RE WATCHING

We want Microsoft's own checklist. We'll be holding the ten actions up against what our clients' Marketplace motions do today, especially co-selling and counting toward customers' cloud commitments.

Watch the session →

SPEAKERS

Our pick



Kristyn Maddox
Director, Marketplace Product Marketing



Darren Sharpe
Marketplace Partner Lead

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In person, recording later

THR863 · Theater, 25 min

Build, scale, and monetize apps and agents with Microsoft Marketplace

Thu Nov 19 · 11:05 to 11:30 AM PT

WHY WE'RE WATCHING

More technical than most of our picks. We’re catching it for how Microsoft wants AI apps and agents packaged and priced on Marketplace, since that shapes what actually sells.

Watch the session →

SPEAKER



Olivia Nix
Director, Marketplace Product Marketing

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Online + in person, recorded BRK505 · Breakout, 45 min

Enterprise Frontier Transformation: Defining a New Era of Growth

Thu Nov 19 · 2:45 to 3:30 PM PT

WHY WE'RE WATCHING

Stephen Boyle and Matt Kerner run Microsoft's enterprise partner business. We want to hear how they see partners and Microsoft selling AI together, and where software companies fit.

Watch the session →

SPEAKERS



Stephen Boyle
CVP, Enterprise Partner Solutions



Matt Kerner
CVP and CTO, Enterprise Partner Sales

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Online + in person, recorded THR1037 · Theater, 25 min

From Millions of Signals to Ten Accounts You Can Actually Call

Thu Nov 19 · 3:45 to 4:10 PM PT

WHY WE'RE WATCHING

Microsoft's signals only matter when they turn into a call list. We want the filters and account-selection logic Microsoft recommends, so reps work a short list instead of a spreadsheet.

Watch the session →

SPEAKER



Will McNae
Director, Global Propensity Lead

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Online + in person, recorded

BRK509 · Breakout, 45 min

Your AI-Powered Partnership: The E2E Partner Experience

Thu Nov 19 · 4:00 to 4:45 PM PT

WHY WE'RE WATCHING

Microsoft says AI-powered co-sell and benefits are live in Partner Center now. We want to see what's actually shipping, what changes in how partner teams work deals and claim benefits, and what needs setting up.

Watch the session →

SPEAKERS

Our pick



Carole O'Malley
MAICPP AI Experiences Director



Andrew Smith
GM, Partner Programs and Experiences



Darren Yetzer
Director, Microsoft

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Session details checked against Microsoft's Ignite catalog on November 10, 2026. Confirm times in the Ignite app.