**Types of Power BI Licensing**

Power BI offers several types of licensing options to accommodate different user needs and organizational requirements. Here are the main types of Power BI licensing:

1. **Power BI Free:**
   * Suitable for individual users who need basic self-service business intelligence capabilities.
   * Allows for the creation, viewing, and sharing of dashboards and reports on the Power BI Service.
2. **Power BI Pro:**
   * Designed for businesses and teams requiring advanced collaboration and sharing features.
   * Enables the creation, sharing, and collaboration on reports and dashboards with other Pro users.
   * Provides access to more extensive data sources and the ability to publish content to app workspaces.
3. **Power BI Premium:**
   * Intended for large-scale business intelligence needs and enterprise-level deployments.
   * Offers dedicated cloud resources for enhanced performance and scalability.
   * Includes all features of Power BI Pro, plus additional benefits like on-premises reporting with Power BI Report Server and greater data capacity.
   * Two primary subtypes: Per User and Per Capacity.
4. **Power BI Embedded:**
   * Aimed at developers who want to embed Power BI visuals and reports into their applications.
   * Allows for the integration of Power BI capabilities into custom applications without requiring users to have Power BI accounts.
5. **Power BI Report Server:**
   * For organizations that prefer an on-premises solution for reporting.
   * Provides a platform to manage and distribute Power BI reports within the organization.
   * Includes a Power BI Premium license.

## Differences Between Power BI Licensing Types

## Power BI Free vs. Power BI Pro

|  |  |  |
| --- | --- | --- |
| Feature | Power BI Free | Power BI Pro |
| Data Storage Capacity | 1 GB per user | 10 GB per user |
| Data Refresh Frequency | Daily | Up to 8 times per day |
| Collaboration | No sharing or collaboration | Full sharing and collaboration |
| App Workspaces | Not available | Available |
| Export to PowerPoint/PDF | Limited | Available |
| Integration with Microsoft Apps | Limited | Full integration |

**Power BI Pro vs. Power BI Premium**

|  |  |  |
| --- | --- | --- |
| **Feature** | **Power BI Pro** | **Power BI Premium** |
| Licensing Model | Per user | Per user or per capacity |
| Data Storage Capacity | 10 GB per user | 100 TB (per capacity) |
| Data Refresh Frequency | Up to 8 times per day | Up to 48 times per day |
| Dedicated Cloud Resources | No | Yes |
| On-Premises Reporting | No | Yes (with Power BI Report Server) |
| AI and Advanced Features | Limited | Enhanced AI capabilities |
| Sharing with Free Users | No | Yes |

**Power BI Premium Per User vs. Power BI Premium Per Capacity**

|  |  |  |
| --- | --- | --- |
| **Feature** | **Premium Per User** | **Premium Per Capacity** |
| Licensing Model | Per user | Per capacity |
| Dedicated Resources | No | Yes |
| Data Storage Capacity | 10 GB per user | 100 TB (per capacity) |
| Maximum Dataset Size | 10 GB | 400 GB |
| Paginated Reports | No | Yes |

**Benefits of Power BI Premium over Power BI Pro**

1. **Enhanced Performance and Scalability:**
   * Power BI Premium provides dedicated cloud resources, ensuring consistent performance and the ability to handle large-scale datasets and complex computations without degradation in speed.
2. **Increased Data Capacity:**
   * Premium offers significantly more data storage capacity (100 TB) compared to Pro (10 GB per user), allowing organizations to store and manage large volumes of data.
3. **Higher Data Refresh Frequency:**
   * With Premium, data can be refreshed up to 48 times per day, compared to 8 times per day with Pro, ensuring more up-to-date insights.
4. **On-Premises Reporting:**
   * Power BI Premium includes Power BI Report Server, which enables organizations to host and manage Power BI reports on-premises, meeting data residency and compliance requirements.
5. **AI and Advanced Analytics:**
   * Premium users have access to advanced AI capabilities, such as text analytics, image recognition, and machine learning integration, which are not available in Pro.
6. **Support for Large Datasets:**
   * Premium supports larger dataset sizes, up to 400 GB, compared to the 10 GB limit in Pro, enabling more comprehensive and detailed analysis.
7. **Paginated Reports:**
   * Premium includes the ability to create and share paginated reports, which are formatted to fit well on a printed page, providing a more professional reporting experience.
8. **Sharing with Free Users:**
   * Content created in Power BI Premium can be shared with users who have a free Power BI license, expanding the reach of business intelligence across the organization without additional Pro licenses.