Power BI Desktop

Power BI Desktop is the free version of Power BI that can be installed on our local computer as a program.

Despite its free nature, Microsoft has included below with Power BI Desktop:

* You can connect and import data from over 70 cloud-based and on-premises sources
* The same rich visualizations and filters from Power BI Pro
* Auto-detect that finds and creates data relationships between tables and formats
* Export your reports to CSV, Microsoft Excel, Microsoft PowerPoint and PDF
* Python support
* Save, upload and publish your reports to the Web and the full Power BI service
* Storage limit of 10 GB per user

Naturally, there are some feature limitations with the free Power BI Desktop that give further incentive to upgrade.

* Can’t share created reports with non-Power BI Pro users
* No App Workspaces
* No API embedding
* No email subscriptions
* No peer-to-peer-sharing
* No support to analyze in Excel within Power BI Desktop

Power BI Pro

Power BI Pro is licensed by individual user. For example, if the organization has 20 people that need to full capabilities of self-service BI to create dashboards and reports, we need 20 licenses of Power BI Pro, which gives these users full access to creation of reports and unlimited consumption (viewing) of any created content.

Power BI Premium

Power BI Premium is the most expensive tier of Power BI currently available and very distinct from the other two versions available on the market.

On top of the features and functionality standard to all versions of the service, users of Power BI Premium get:

* Increased data capacity limits and maximum performance
* Access to one API surface
* Ability to embed Power BI visuals into apps (PowerApps, SharePoint, Teams, etc)
* Larger storage sizes for extended deployments
* Geo distribution, higher refresh rates, isolation, pin to memory, read-only replicas
* Power BI Report Server

Power BI Premium differs from the free version and Power BI pro in its licensing model, which only suits a specific size and type of organisation and business scenario. You can purchase Premium in a range of capacity sizes that offer different numbers of memory and virtual cores that can scale as your data analysis requirements change.

With Power BI Premium, you are licensing capacity for your datasets, dashboards and reports, not just licensing all users of that content. In other words, you’re not buying individual licenses, you’re buying them in bulk to allow a large number of your users to use Power BI to view reports. All of your content is stored in Premium and can then be viewed by as many users in your organisation as you want, without additional per-user costs.

Business Case Example by Microsoft:

***1)****If an organization consists of more than 250 total users – 200 are engaging in self-service BI, while the remaining 50 are limited to viewing BI content – Power BI Pro is the most economical deployment option for all users within the organization.*

***2)****However, if the organization consists of 700 total users – 100 are engaging in self-service BI, while the remaining 600 occasionally view BI content – the most economical deployment option would be to license Power BI Pro for the 100 users engaging in self-service BI and to license Power BI Premium for the 600 seeking occasional access to view BI content.*

***3)****If the organization instead consists of 5,000 total users – 4,000 are engaging in self-service BI, while the remaining 1,000 occasionally view BI content – the best deployment option would be for the organization to license Power BI Pro for the 4,000 users engaging in self-service BI and to license Power BI Premium for the 1,000 seeking occasional access to view BI content.*