

Power BI Licensing Types and Comparison

1. Types of Power BI Licensing Power BI offers several licensing options tailored to different needs within organizations:

- **Power BI Free:**
 - Suitable for personal use.
 - Allows creation of reports and dashboards in Power BI Desktop.
 - Cannot share or publish reports to the Power BI service.
- **Power BI Pro:**
 - Meant for professionals and small teams.
 - Enables report sharing, collaboration, and publishing to the Power BI service.
 - Requires a Pro license for both the report creator and viewers.
- **Power BI Premium Per User (PPU):**
 - Offers advanced features such as paginated reports, AI capabilities, and larger storage limits.
 - Includes all Pro features.
- **Power BI Premium (Capacity-based):**
 - Ideal for enterprise-wide deployments.
 - Provides dedicated cloud capacity.
 - No per-user Pro license required for content consumers (only for creators/publishers).
- **Power BI Embedded:**
 - Designed for developers embedding Power BI visuals into apps.
 - Licensing is based on Azure capacity usage, not per user.

2. Differences Between Licensing Types

Feature	Power BI Free	Power BI Pro	Premium Per User	Premium (Capacity)	Embedded
Create Reports/Dashboards	Yes	Yes	Yes	Yes	Yes
Share Reports/Dashboards	No	Yes	Yes	Yes	Yes (in app)
Collaboration	No	Yes	Yes	Yes	Limited
Dedicated Capacity	No	No	No	Yes	Yes
Paginated Reports	No	No	Yes	Yes	Yes
AI Capabilities	No	Limited	Yes	Yes	No
Cost	Free	\$	\$\$	\$\$\$	Pay-as-you-go

3. Benefits of Power BI Premium Over Pro

- **Dedicated Capacity:** Premium offers dedicated cloud infrastructure, ensuring better performance for large organizations.
- **Larger Model Size and Storage:** Supports larger datasets (up to 400 GB per dataset) and extended data refresh rates.
- **Paginated Reports:** Includes support for pixel-perfect paginated reports, ideal for printing and exporting.
- **AI and Machine Learning:** Advanced capabilities including AutoML, cognitive services integration, and dataflow enhancements.
- **On-premises Reporting with Power BI Report Server:** Enables hosting reports on-premises.
- **No Per-User License for Viewers:** Consumers of reports do not need a Pro license.