



CloudLight.house

# The Fallacy of Free Licensing for the Power Platform

Why Free is not Cheaper

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# The Allure of Free Licensing



What is free  
licensing?



Included with M365, E3,  
and E5 plans



Initial appeal of cost  
savings

## Microsoft 365 E3 (no Teams)

\$33.75 user/month  
(Annual commitment)

Contact Sales

Try free for one month >

See trial terms<sup>1</sup>

Learn more >

- ✓ Microsoft 365 apps for desktop and mobile
- ✓ Windows for Enterprise
- ✓ 1 TB of cloud storage
- ✓ Core security and identity management capabilities
- ✓ Copilot for Microsoft 365, available as an add-on<sup>2</sup>

## Microsoft 365 E5 (no Teams)

\$54.75 user/month  
(Annual commitment)

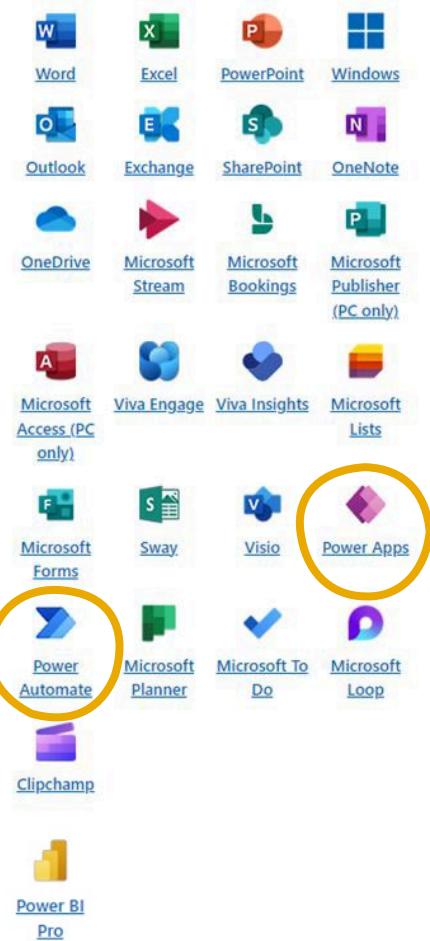
Contact Sales

Learn more >

### Everything in Microsoft 365 E3, plus:

- ✓ Advanced security and compliance capabilities
- ✓ Scalable business analytics with Power BI
- ✓ Copilot for Microsoft 365, available as an add-on<sup>2</sup>

## Apps and services included





Explore



Experiment



Some  
Integration



Personal  
Apps



Scalability



Rapid  
Prototyping

# Free-Basic Licences



# The **TRUE Cost** of "FREE/BASIC" Licences

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- Limited Functionality
- **Technical Debt**
- Usage Limits
- No Access to Premium Connectors
- No Access to Dataverse, SQL and 3rd Party Services  
(No Access to Enterprise Data)
- PII leakage risk
- Lack of Support and SLA's
- **Limited Governance, Compliance and Security**
- User Access Restrictions
- Customization and Advanced Features
- **Administration Overhead**
- Counterproductive

# Secure and govern your data to reduce risk to you... and your customers

You may not know it, but owners of large basic Power Platform estates sit on incredibly dangerous levels of risk: Risk for you, and risk for your customers.

Premium Power Platform corrects this.

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You may not realize this, but...

Misusing basic Power Platform creates  
***significant operational and security risks***  
for your organization.

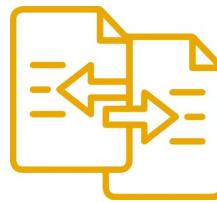


# Understanding the risk of basic Power Platform...

What kinds of risks do orgs take on when they misuse basic Power Platform in avoidance of the cost of premium?



Overcoming the limits of basic licenses leads to **overengineering workarounds** and **creating massive new technical debt**.



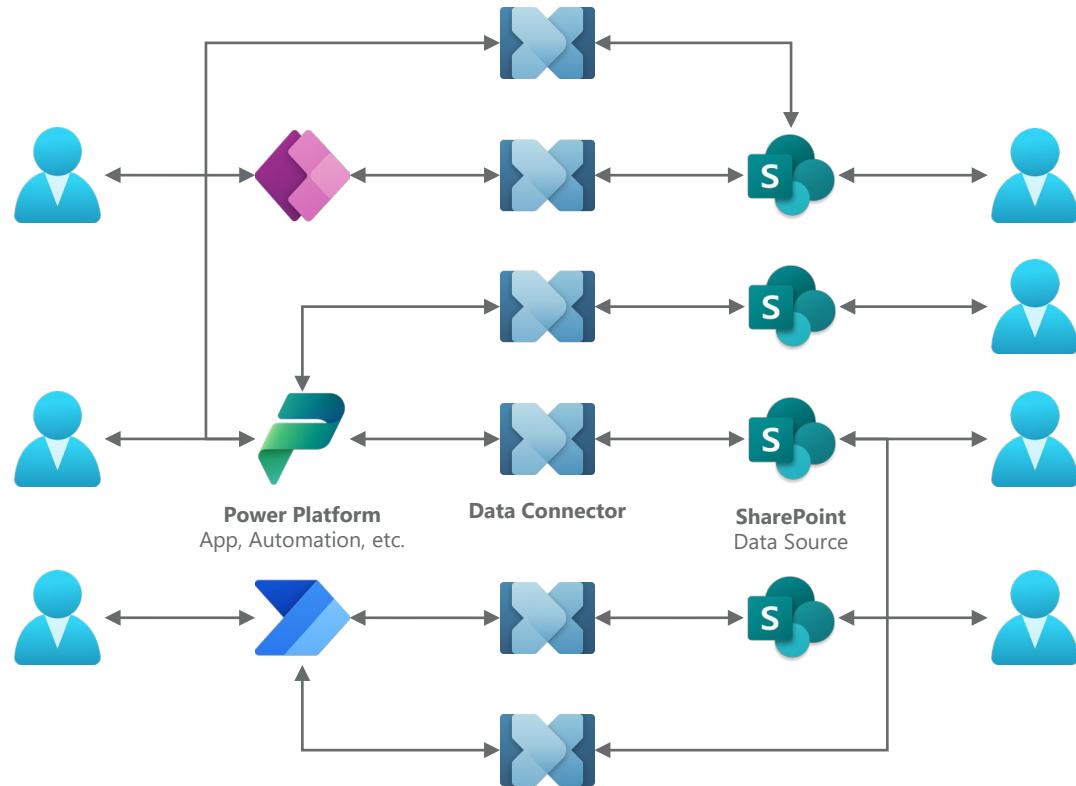
Misuse of basic Power Platform often **creates unsecure copies of data** (and copies of copies of data).



AI exposes gaps in the security of sensitive data kept in basic Power Platform... **Copilot sees the data stored, unsecured, in SharePoint**.



Overcoming the limits of basic licenses leads to **overengineering workarounds** and **creating massive new technical debt**.



Power Platform component uses SharePoint data via a data connector

...but SharePoint isn't a relational database,  
we connect separately to each list

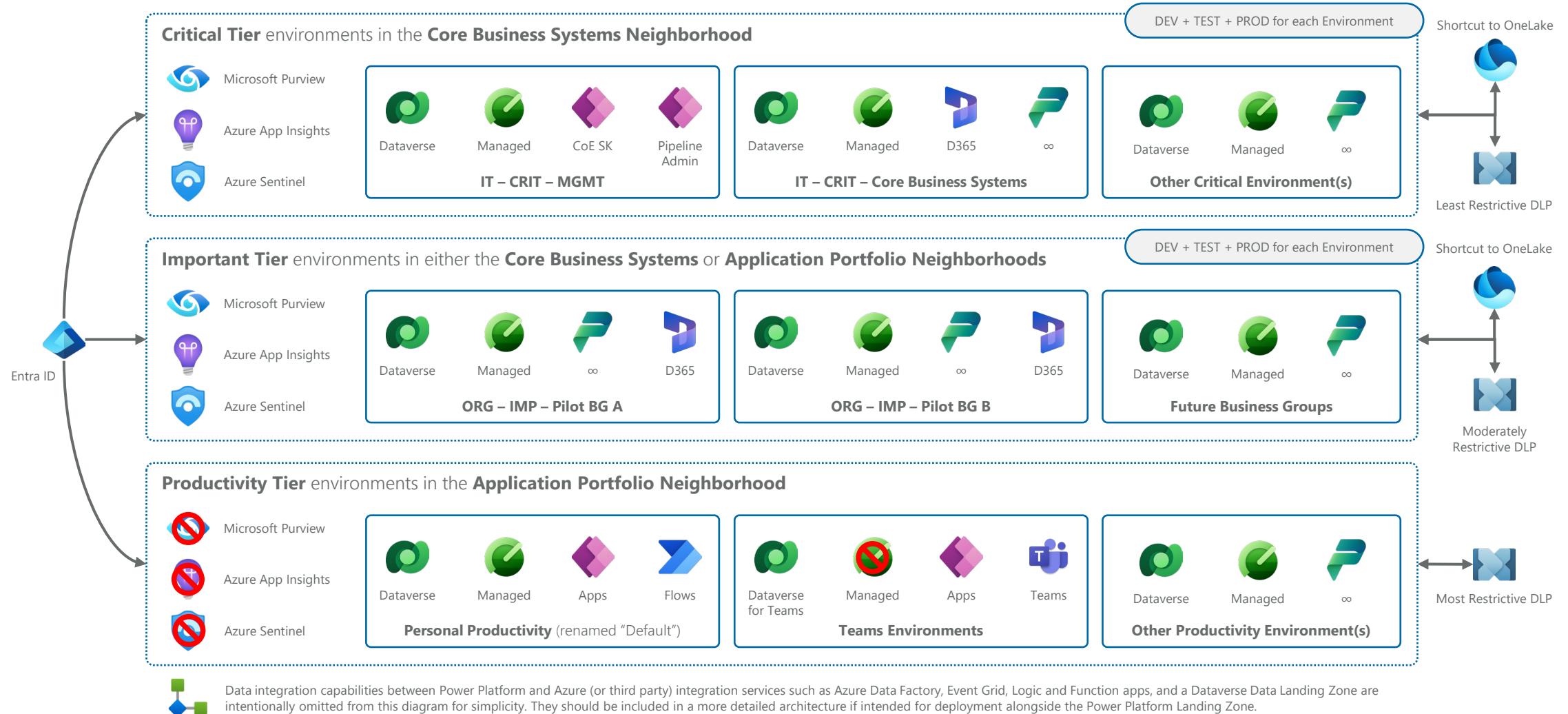
...which forces data integration at runtime.

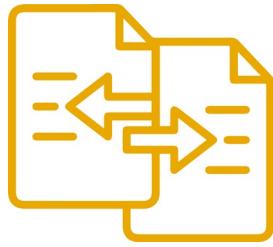
This pattern proliferates again and again...

And a lack of RBAC makes user management and security unsustainable.

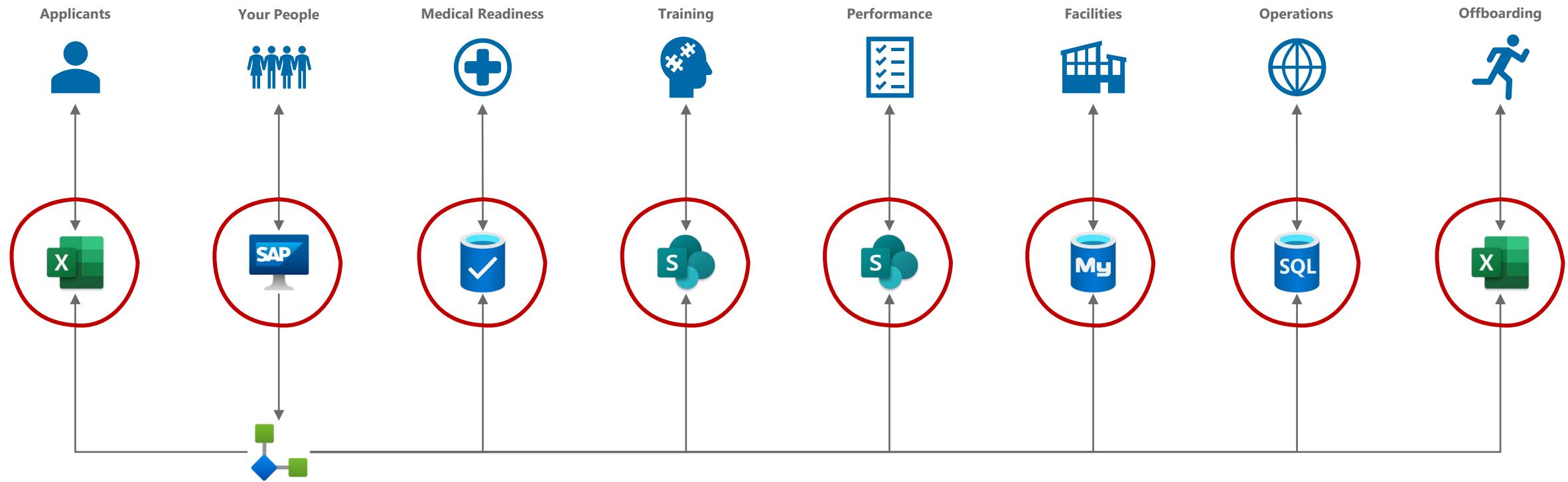


# Premium Power Platform reduces this risk and tech debt

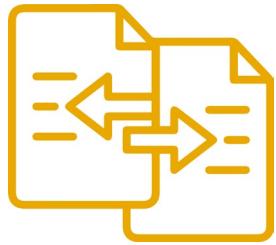




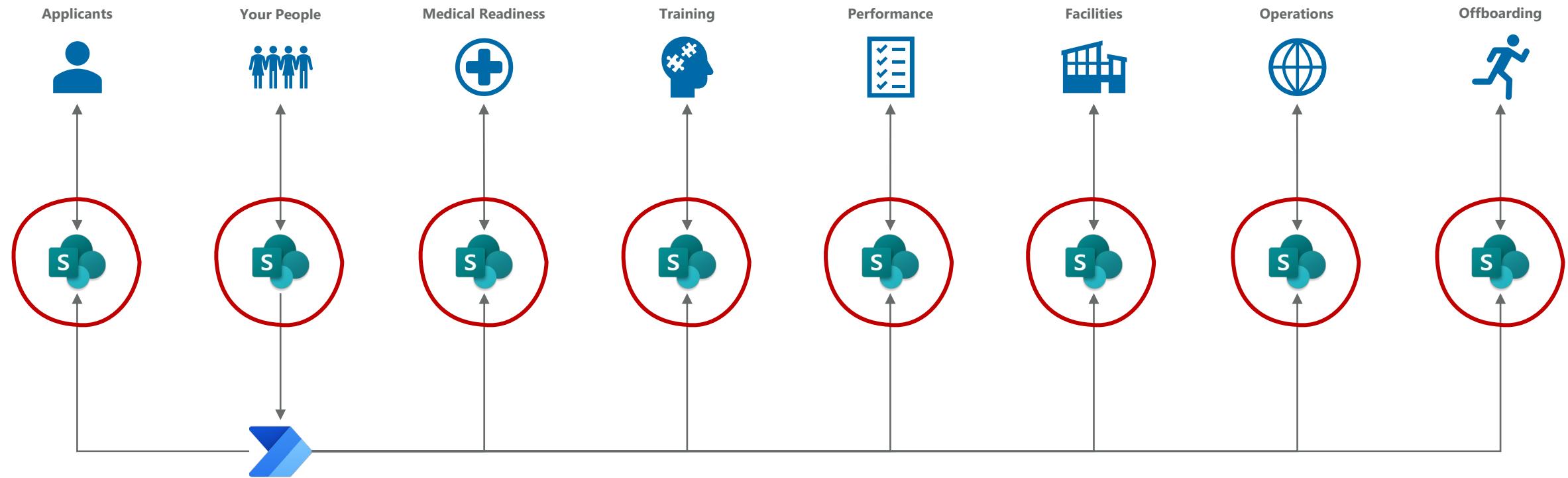
Misuse of basic Power Platform often **creates unsecure copies of data** (and copies of copies of data).



**8x** copies of the same PII



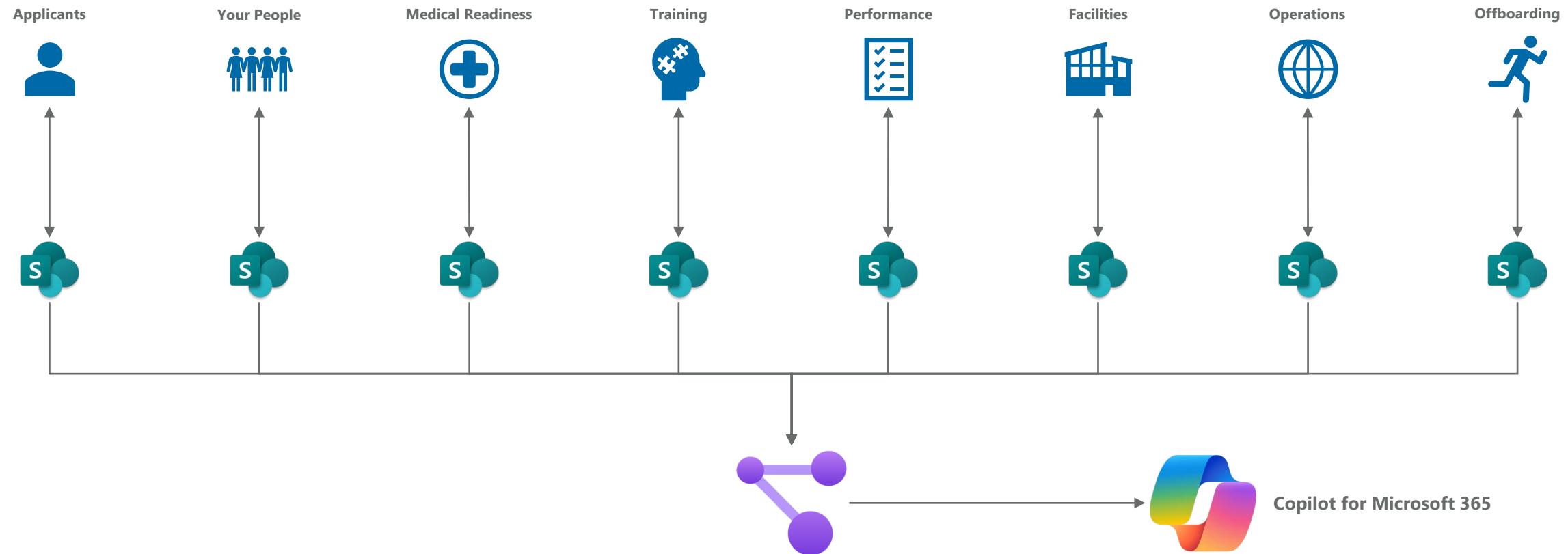
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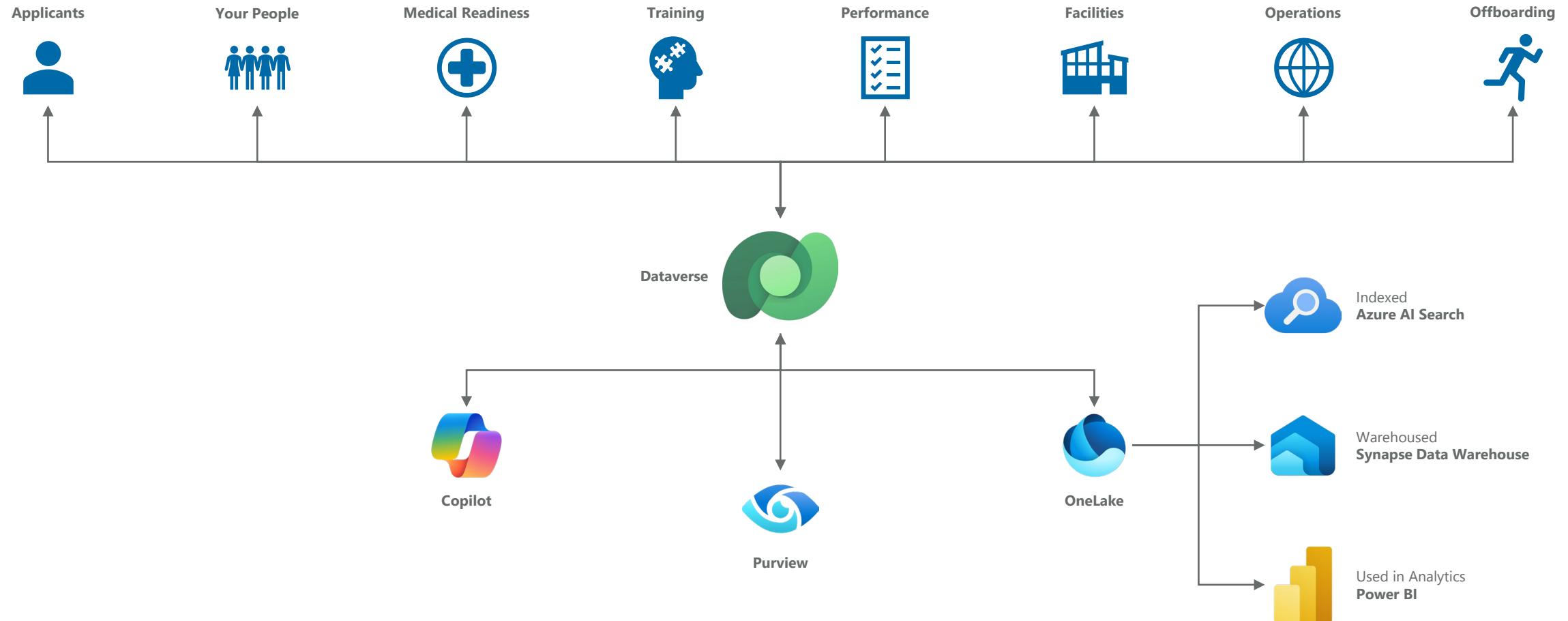


AI exposes gaps in the security of sensitive data kept in basic Power Platform... **Copilot sees the data stored, unsecured, in SharePoint.**





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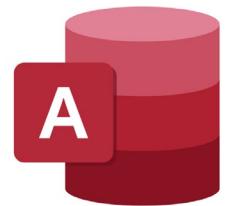




# Other Data Sources



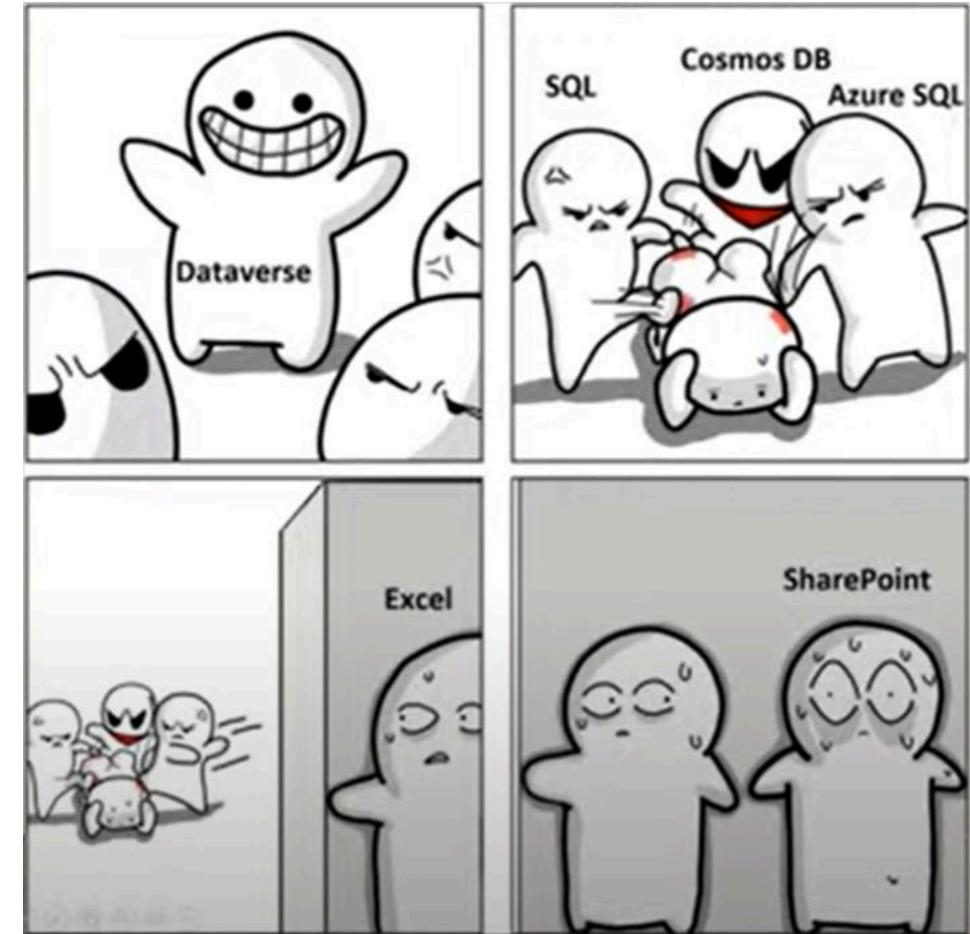
Excel



Access



SharePoint



## **Personal Information (PI)**

is any data that relates to an identifiable individual, such as their name, address, email, or phone number.

**VS**

## **Personally Identifiable Information (PII)**

is a subset of PI that can uniquely identify, contact, or locate a person, like a Social Security number, passport number, or biometric data.

**In summary, all PII is PI, but not all PI is PII.**



Privacy  
Violations



Identity  
Theft



Data  
Security



Training  
AI Model

# Mitigation Strategies



**Data Minimization:** Use only the necessary PII required especially for RAG process to reduce exposure.



**Awareness and Transparency:** Ensure employees are informed and consent to use their PII.



**Encryption:** Implement data encryption to protect PII during processing and storage.



**Audit:** Underline the necessity of conducting regular audits of systems.



**Access Controls:** Implement strict access controls to restrict access to PII.



## Security Benefits

- Data Encryption
- Role-based Security
- Auditing and Monitoring
- Multi-Factor Authentication (MFA)
- Data Loss Prevention (DLP)



## Governance Benefits

- Centralised Management
- Data Integration and Standardization
- Common Data Model (CDM)



## Compliance Benefits

- Regulatory Compliance
- Data Residency
- Compliance Monitoring



## Microsoft Dataverse runs on Azure and extends on Azure



Power Apps



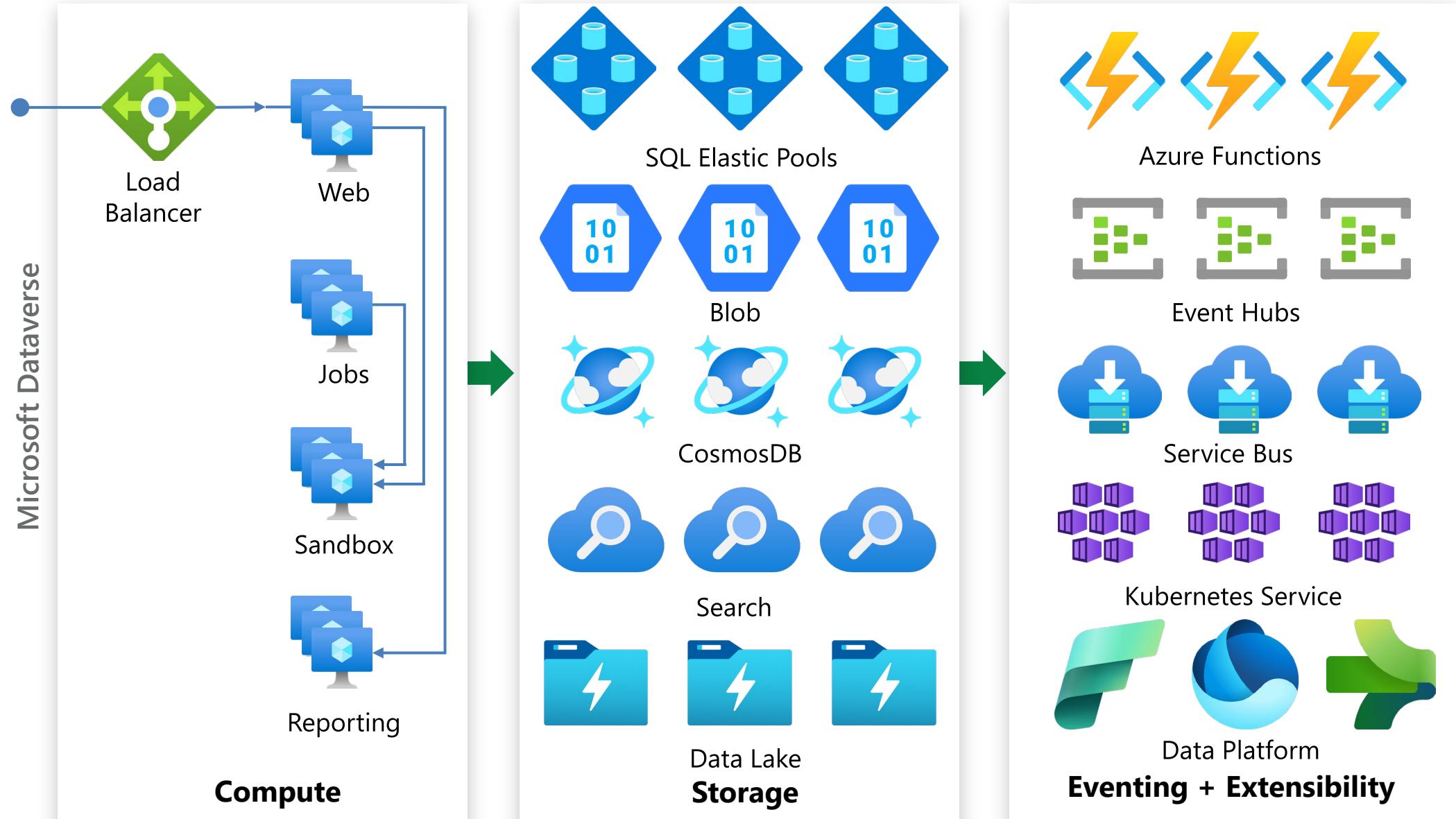
Power Automate



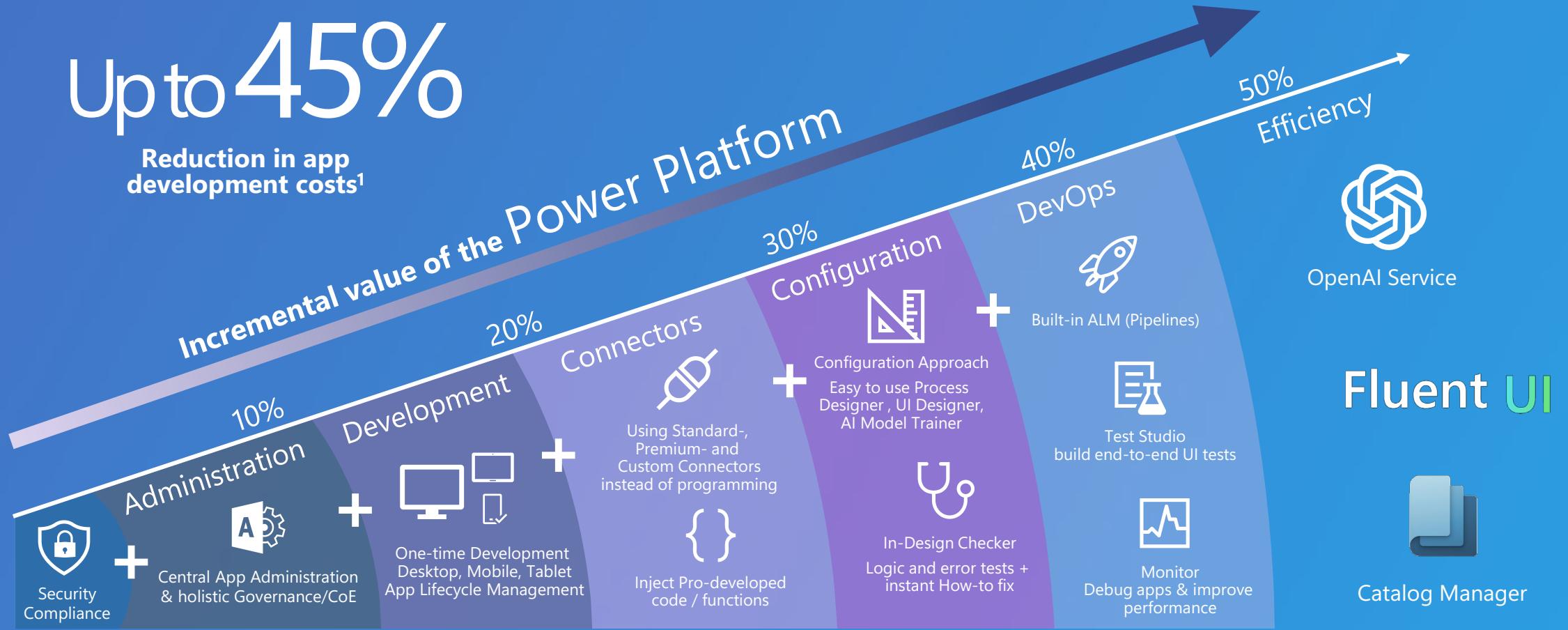
Copilot Studio



Power Pages

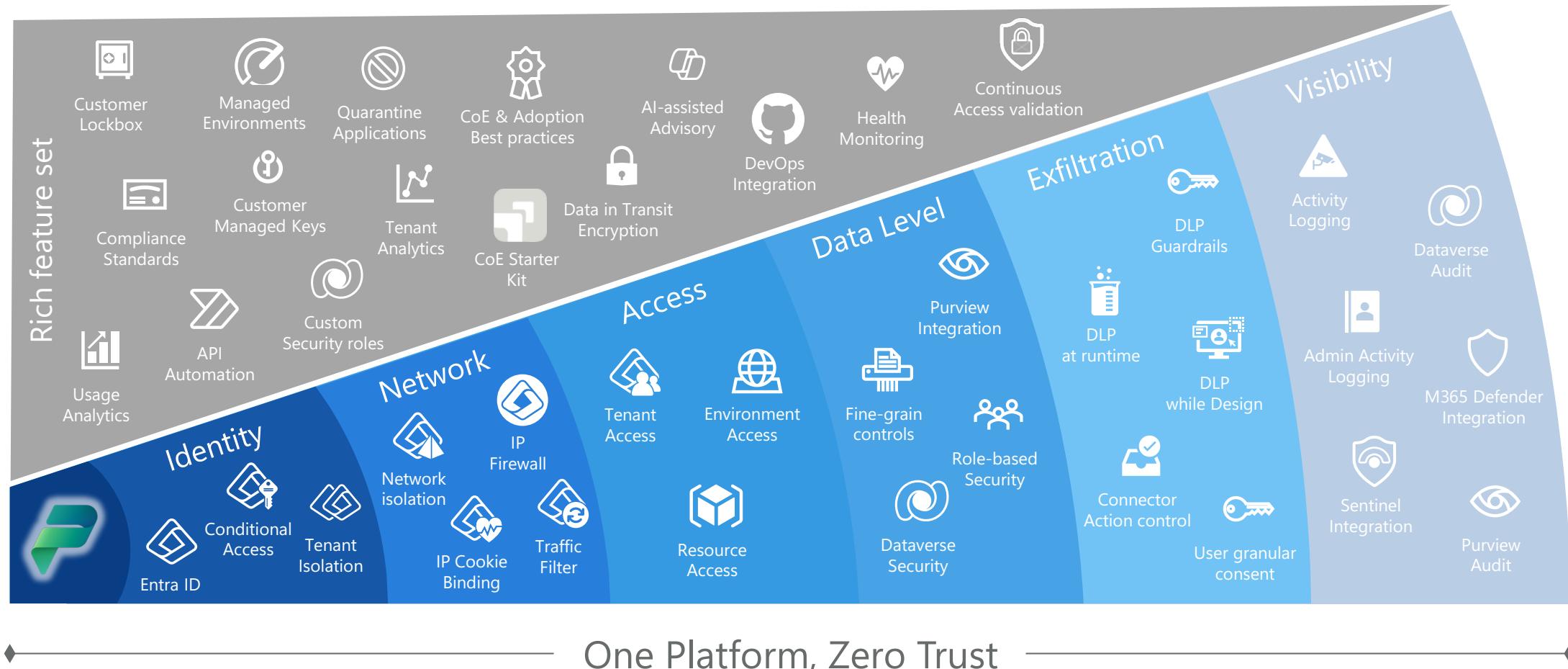


# Accelerate software development with low code

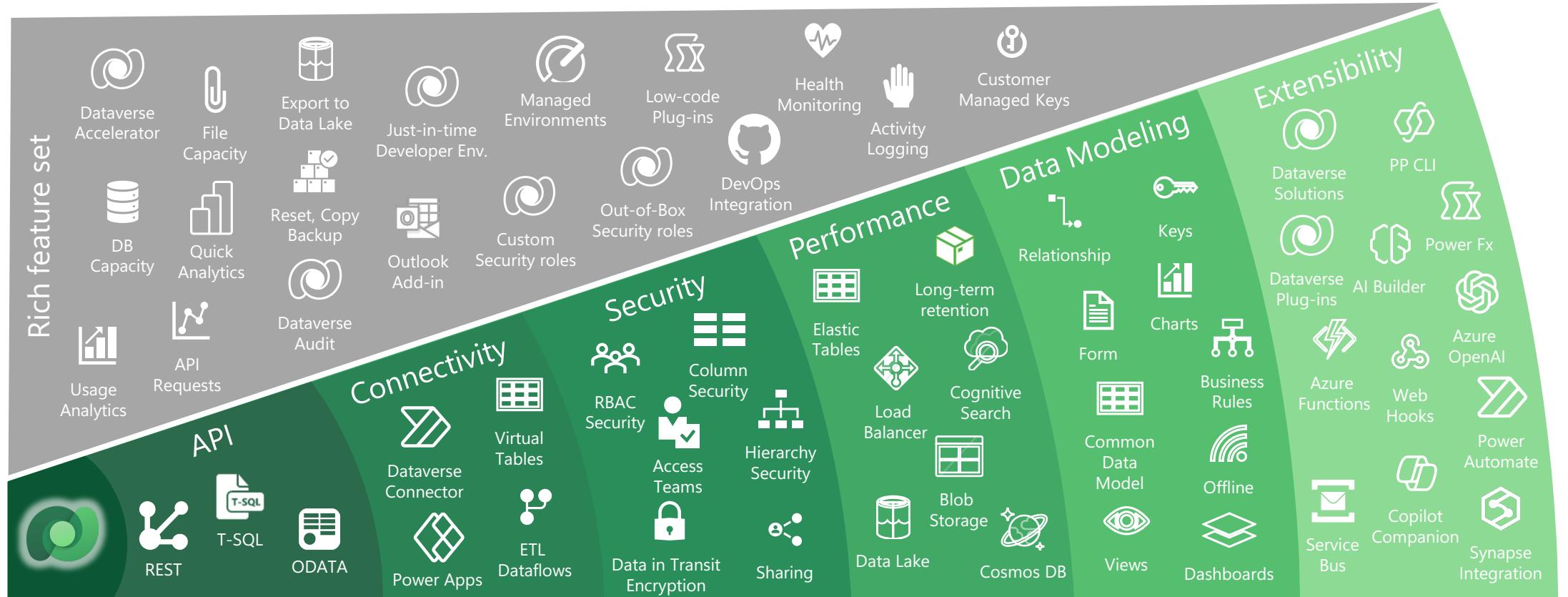


<sup>1</sup> Forrester Total Economic Impact of Microsoft Power Platform Premium Capabilities August 2022

# Power Platform Protect and Manage



# Dataverse service



Not just a database

# Managed Environments

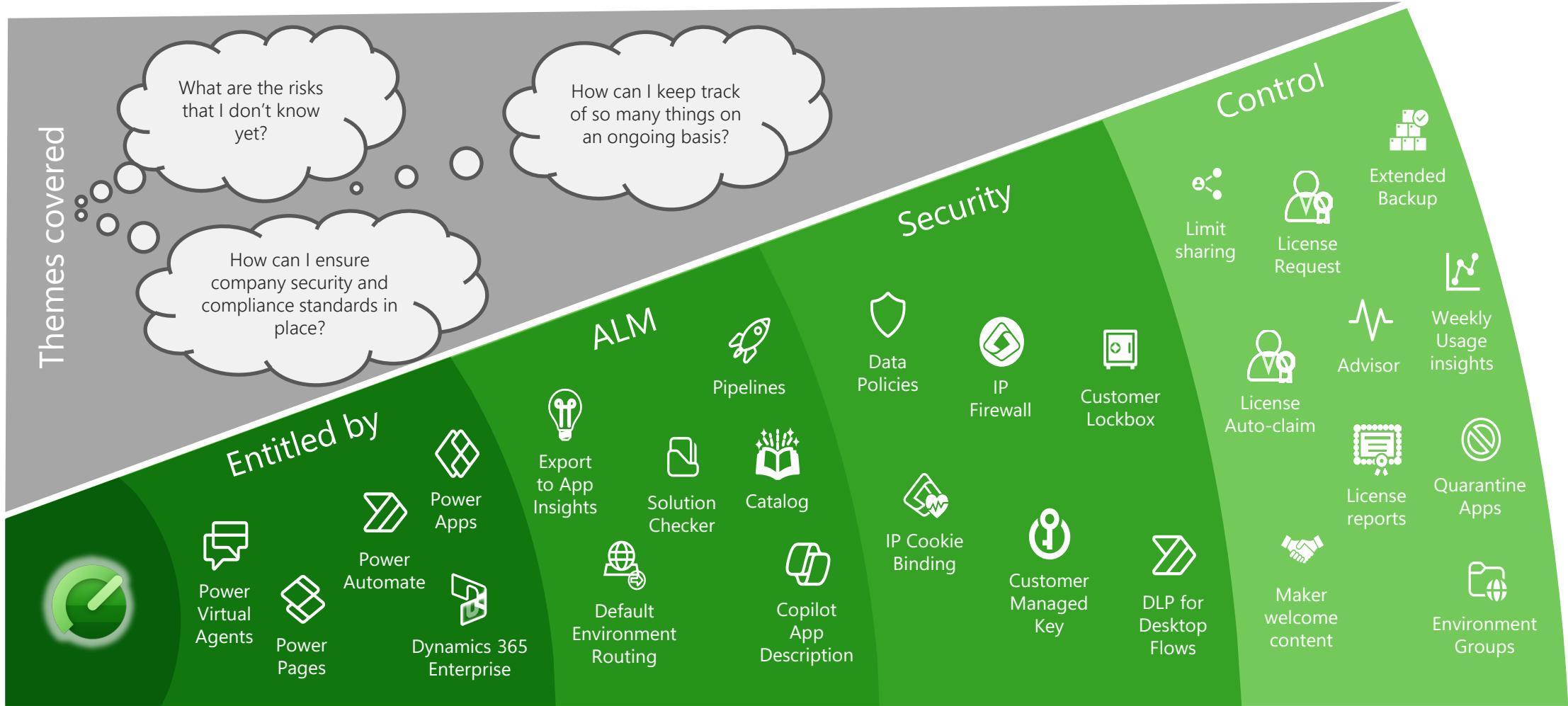
More Visibility



More Control



Less Effort



Streamline Governance at scale

# Control at scale

## Security

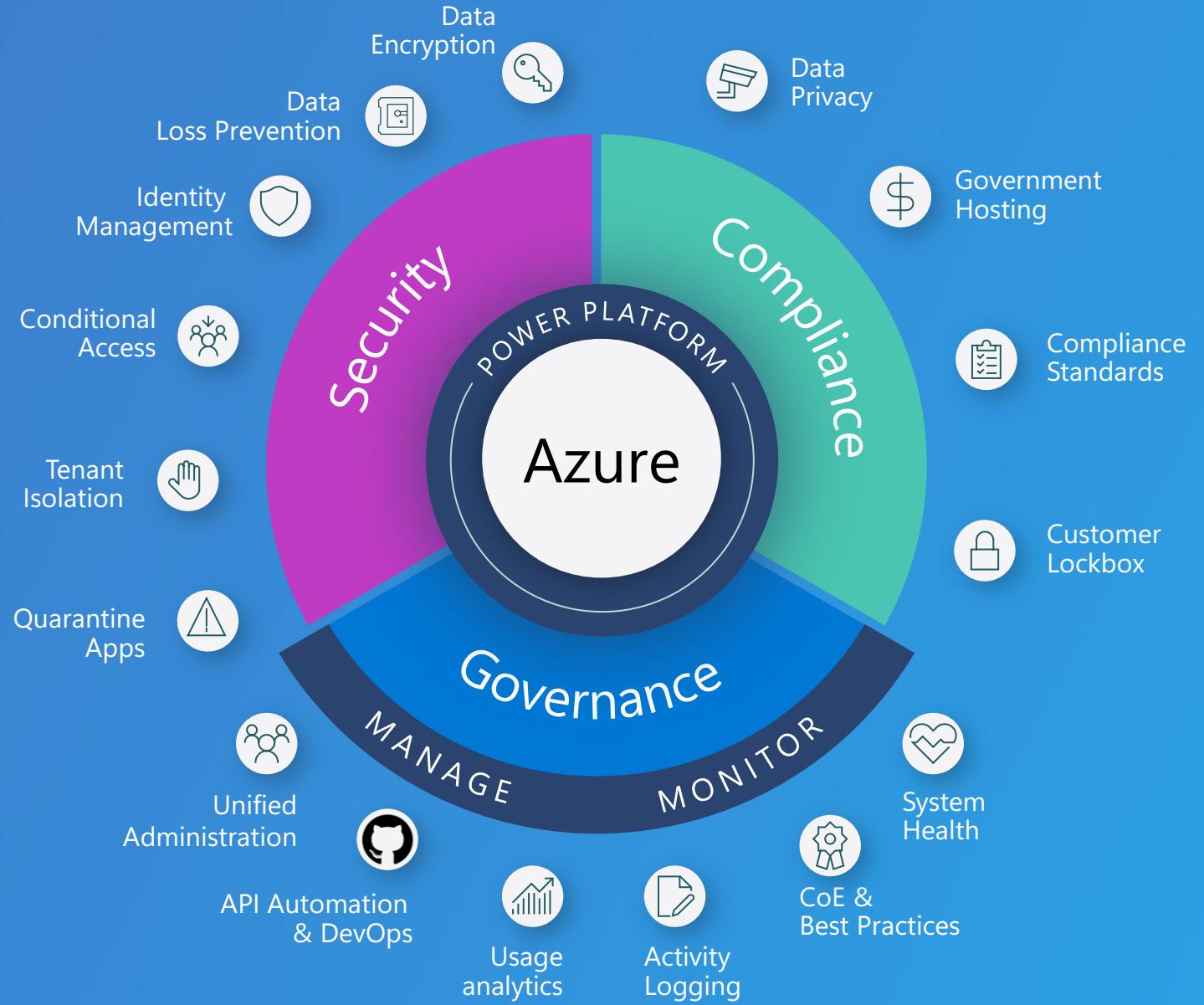
1B+ USD investment in security R&D and 3,500 cyber security experts

## Compliance

Hosted in Azure and globally available with 90+ compliance offerings including CIS Benchmark, CSA STAR Self-Assessment, SOC 1 Type 2

## Governance

Enterprise scale governance capabilities native part of the platform





# Managed Environments

Features + Functionality

More  
visibility

- Usage insights
  - Admin digest
  - License reports
- New Data policy view
- New Export data to Azure Application Insights

More  
control

- Sharing limits
- New Data Policies for Desktop Flows
- Solution checker
  - Maker welcome content
- New IP Firewall
- New IP Cookie binding
- New Customer Managed Keys
- Customer Lockbox
- New Extended Backups

Less  
effort

- New Easy activation
- New Power Platform Pipelines
- New Environment Routing
- Environment Groups and Rules

# Total Cost of Ownership (TCO)

## Free Licensing TCO

 Maintenance and support costs

 Cost of security incidents

 Inefficiency losses

 Technical Debt

**VS**

## Paid Licensing TCO

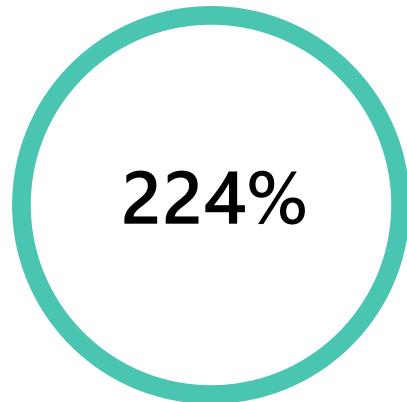
 Reduced maintenance costs

 Enhanced security and compliance

 Increased efficiency and productivity

# Total Economic Impact

Power Platform Premium



return on investment  
(ROI) over 3 years



payback period



net present value  
(NPV)

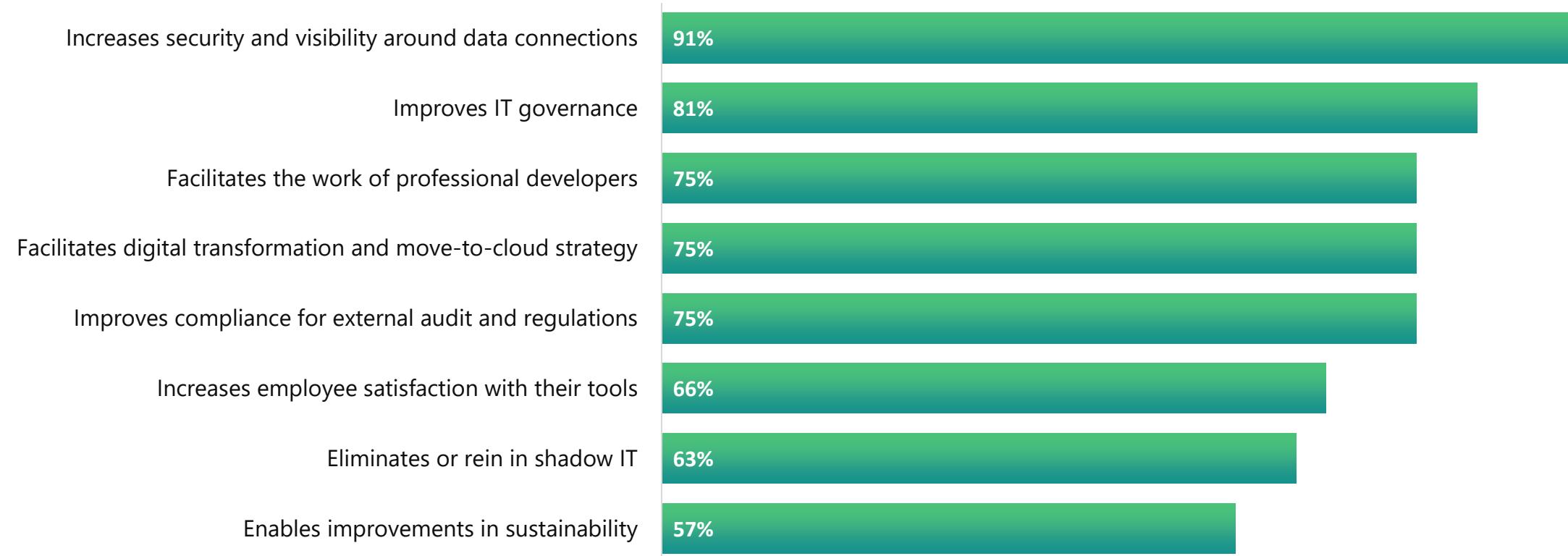
\*The Total Economic Impact™ Of Microsoft Power Platform, July 2024



# Outsize value in enterprise

## Power Platform Premium

Forrester research finds broad qualitative consensus among senior IT leaders that premium Power Platform:



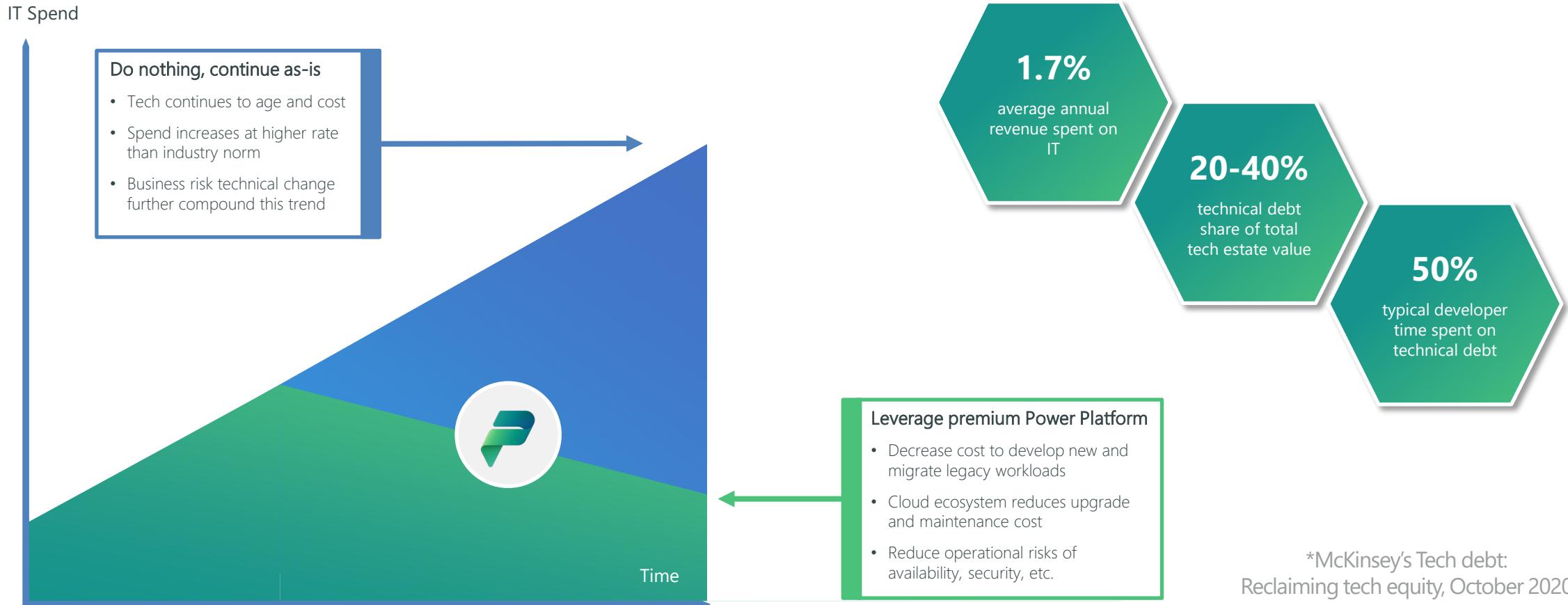
\*Forrester's *The Total Economic Impact of Microsoft Power Platform Premium Capabilities*, August 2022



# Outsize value in enterprise

## Power Platform Premium

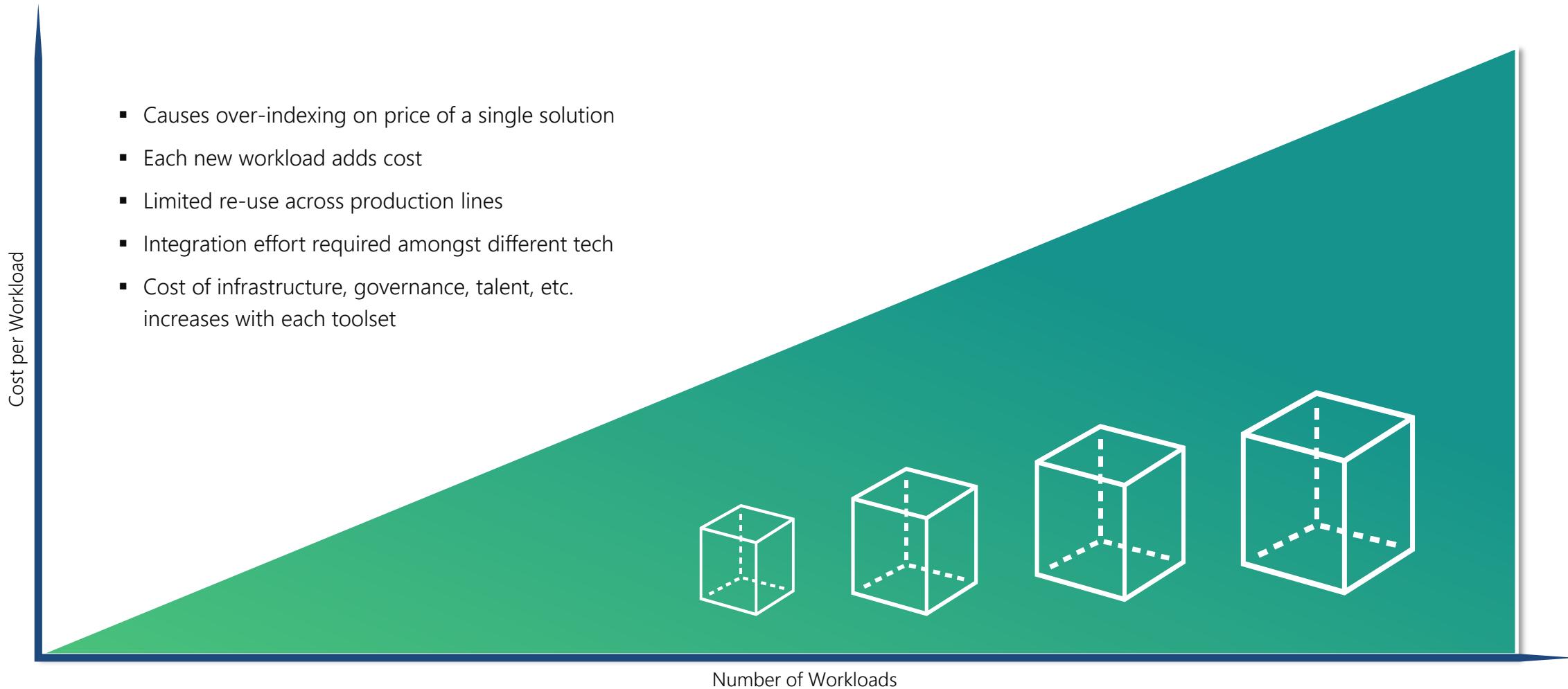
Power Platform in your enterprise cloud ecosystem produces long-term impact and reduces technical debt





# How most organizations work...

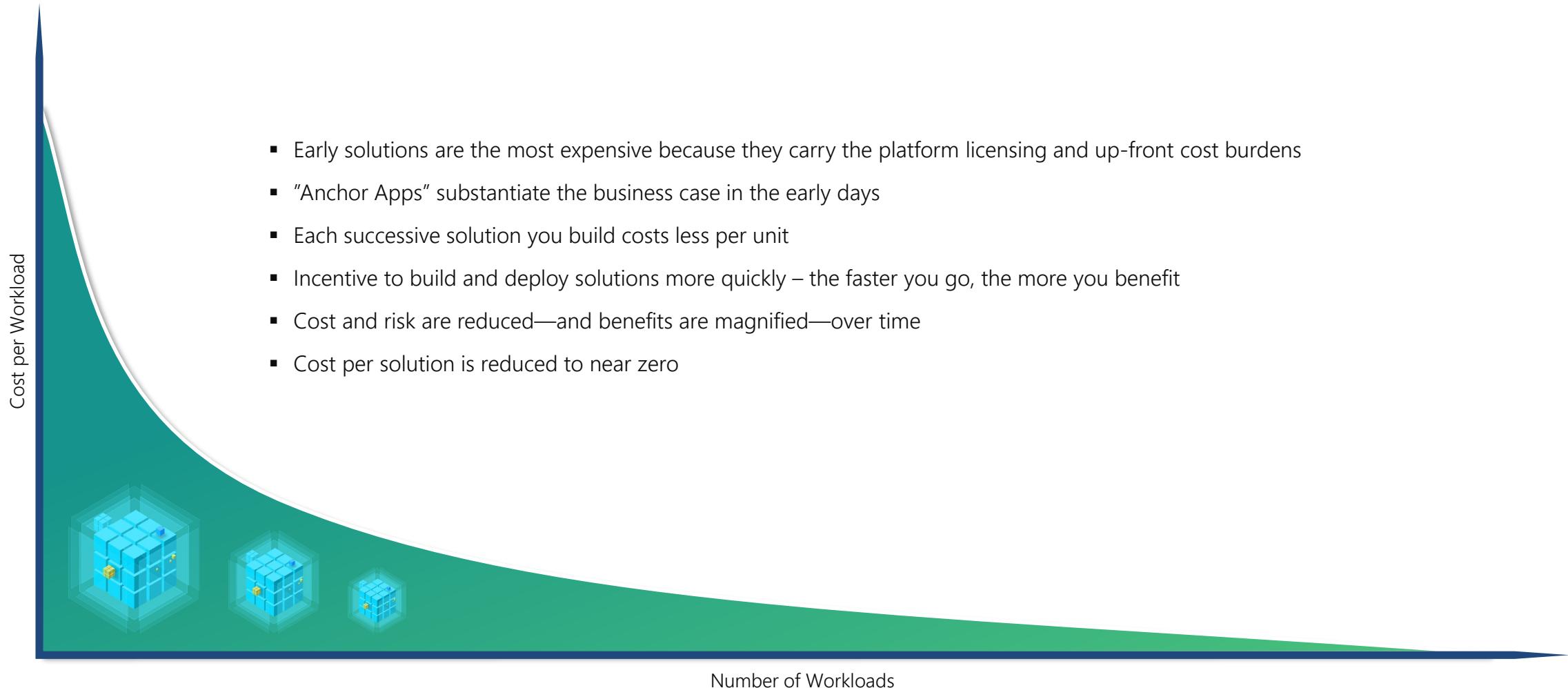
**Traditional Economics:** Costs increase over time as the number (and complexity) of technical solutions increase





# How future-ready organizations work...

**Composable Economic Strategy:** Costs decrease even as benefits magnify over time





# 10 Reasons for Paid Licensing



Dataverse Access



Portals



Custom Connectors



Enhanced Security



Advanced Automation



Capacity and Performance



Model-driven Apps



Integration with Dynamics 365



AI Builder



Enterprise-Level Support



# But there is more



SharePoint start page - get-the-low-down Home Documents Pages

get-the-low-down Following Site access

Health and safety inspection app

The Problem

Ethan Brooks: The App Maker

Ethan Brooks: The Low-Code Journey

Value assessment - value cards

Thank you for completing the business value assessment.

You've helped immensely by sharing your story and valuing your solution. Your story is testament to the extraordinary impact that has had on daily operations. By completing your story, you're not only sharing your experience, but also showcasing the app's value to our organization. Below is a summary of the impact your solution has generated.

Your value cards

Enhance employee retention and satisfaction

Improves safety protocols and creates a safer work environment

Reduced Cost per employee turnover

£22,500.00

Foster a safe and healthy work environment

Transforming safety inspections for a safer workplace

Reduced Average workplace injury

£410,000.00

4% change prior to implementation

4% change prior to implementation

Microsoft Power Platform

## Business Value Toolkit

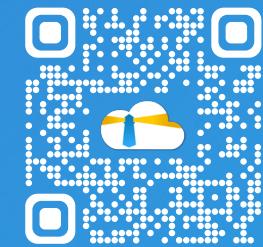


# AI Strategy Framework



*Crafting your Future-Ready Enterprise AI Strategy, 2<sup>nd</sup> Edition*

[aka.ms/CloudLighthouse](http://aka.ms/CloudLighthouse)





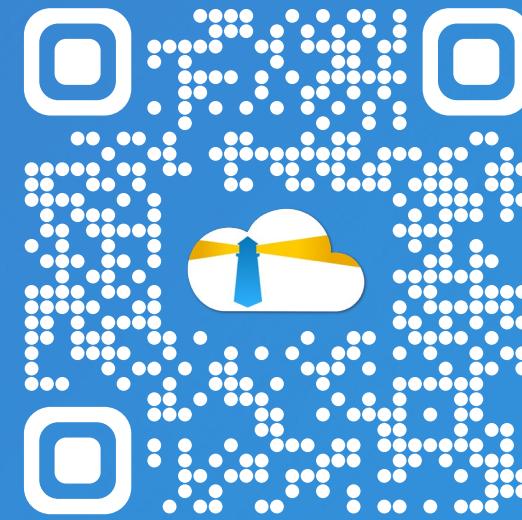
The cover features a large graphic of overlapping colored shapes (blue, purple, green) on a white background. In the top left corner is the CloudLight.house logo, which includes a stylized lighthouse icon and the text 'CloudLight.house Strategic architecture for the Microsoft Cloud'. Below the graphic, the title 'Scaling your Enterprise Cloud with Power Platform' is displayed in blue text. A subtitle 'The technology leaders' guide to strategic Power Platform in a modern cloud ecosystem' is shown in smaller blue text. At the bottom is the Microsoft logo.

CloudLight.house  
Strategic architecture for the Microsoft Cloud

Scaling your Enterprise Cloud with  
Power Platform

The technology leaders' guide to strategic Power Platform in a modern cloud ecosystem

Microsoft





**Impact,  
delivered**

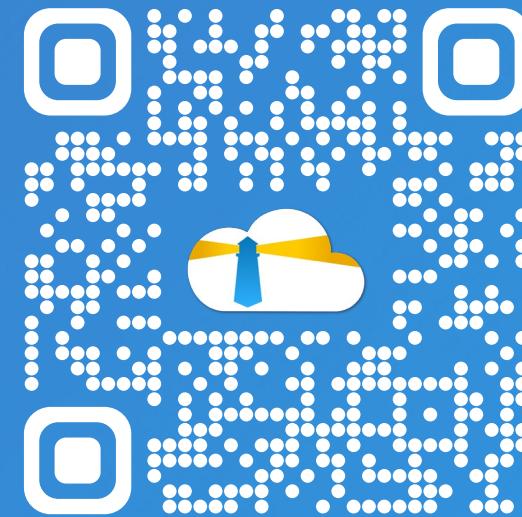
Ecosystem-Oriented  
Architecture in the  
Public Sector

How public sector agencies are building  
scalable, resilient, flexible, and future-ready  
cloud ecosystems for the Age of AI (and beyond)



codec

CloudLight.house

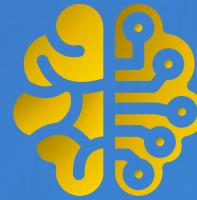




# Learn more...

## Cloud Lighthouse Learn

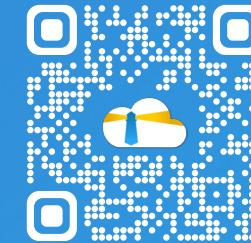
<https://learn.cloudlight.house/>



*Scaling your  
Enterprise Cloud  
with Power Platform*

*Power Platform in a  
Modern Data Platform  
Architecture*

*Introduction to  
Ecosystem-Oriented  
Architecture*



Use code **PPCC24** for a 25% discount on courses



## Q&A

# Andrew Welch

 andrewdwelch



Cloud**Light**.house



## Q&A

**nz365guy**

**Mark Smith**

 nz365guy

  
**SCAN ME  
TO CONNECT!**



**CloudLight.house**

A screenshot of the Whova mobile application interface. At the top, there is a purple header bar with the time '2:59' and signal strength icons. Below the header, the word 'Home' is visible next to a profile picture of a woman. A 'Switch Event' button is also present. The main content area is titled 'Exhibitor Hub' and contains four items: 'Exhibiting Booth Profile', 'Promotional Offers', 'Collect Leads/Contacts', and 'Promote Your Booth'. Below this is another section titled 'Additional Resources' which includes buttons for 'Leaderboard', 'Photos', 'Documents', 'Floormap', 'Session Q&A', 'Speakers', 'Surveys' (which is circled in red), 'Videos', and 'Exhibitors'. At the bottom of the screen, there is a navigation bar with five icons: 'Home' (selected), 'Agenda', 'Attendees', 'Community', and 'Messages'.

# Session Feedback Surveys

*We really want to hear from YOU!*

*In the pursuit of making next year's Power Platform Community Conference even better, we want to hear your feedback about this session.*

## ***Here's How -***

- *Simply go to the Whova App on your smartphone*
- *Scroll down on the Power Platform Community Conference Homepage to 'Additional Resources' to click "Surveys".*
- *Click Session Feedback.*
- *Scroll down to find this session title.*
- *Complete the session feedback survey.*
- *Finally, click 'Submit'*

*It's just that easy!*