



# Power BI Licensing Guide

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# Meet me

## Kyle Akepanidtaworn

### Global Cloud Solution Architect, Microsoft

40+ professional certifications across Microsoft, IBM, Tableau, INSEAD

Coach for Knowledge Mining and Azure Cognitive Search

Coach for Modern Data Warehousing on Azure

Azure for SAP Workloads

MCSA: BI Reporting Certified 2020

Microsoft-INSEAD AI Business School

Certified Data Analyst, Data Scientist, Data Engineer, and AI Engineer

Tableau Data Steward, Tableau Data Scientist, Tableau Developer

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**Kyle Akepanidtaworn**, a global cloud solution architect with the mission to helping customers and partners with Digital Transformation, Business Intelligence, Azure, Open Source, and Data Intelligence & Analytics etc. I am a trusted advisor to top Azure customers and help empower them to achieve more.

**Specialties:** BI + AI, data warehousing, data science, big data, Hadoop, cloud, master data management, machine learning, solution architecture, ETL, data modeling, data migration, dashboarding.

# Power BI Licensing

## User-based

### Power BI Pro

- ❑ Licensed by **users**.
- ❑ Modern, self-service analytics to visualize data with live dashboards and reports and share insights across your organization.
- ❑ Power BI Pro is included in Microsoft 365 E5.
- ❑ Available to buy now with a credit card

### Power BI Premium Per User (PPU)

- ❑ Licensed by **users**.
- ❑ Accelerate access to insights with advanced AI, unlock self-service data prep for big data, and simplify data management and access at enterprise scale.
- ❑ Includes all the features available with Power BI Pro.
- ❑ Available to buy now with a credit card.

## Capacity-based

### Power BI Premium

- ❑ Licensed by **consumption/capacity**.
- ❑ An **add-on** to Power BI Pro for projects requiring heightened performance and the ability to publish reports and dashboards to consumers.
- ❑ Accelerate access to insights with advanced AI, unlock self-service data prep for big data, and simplify data management and access at enterprise scale—without per-user licenses for content consumers.

### Power BI Embedded

- ❑ Licensed by **consumption/capacity**.
- ❑ Designed for an ISV & developer adding analytics & visuals into applications built & distributed without requiring per user licensing.
- ❑ Still requires Power BI Pro license for authentication.



# Power BI Pro

Per user

\$9.99

Per user/month

License individual users with modern, self-service analytics to visualize data with live dashboards and reports, and share insights across your organization.

- Power BI Pro is included in [Microsoft 365 E5](#).
- Available to buy now with a credit card.<sup>1</sup>

# Power BI Premium

Per user

\$20

Per user/month <sup>2</sup>

License individual users to accelerate access to insights with advanced AI, unlock self-service data prep for big data, and simplify data management and access at enterprise scale.

- Includes all the [features](#) available with Power BI Pro.
- Available to buy now with a credit card.<sup>1</sup>

Per capacity

from

\$4,995

Per capacity/month

License your organization with capacity to accelerate access to insights with advanced AI, unlock self-service data prep for big data, and simplify data management and access at enterprise scale—without per-user licenses for content consumers.

- Requires a Power BI Pro license for publishing content into Power BI Premium capacity.
- Enable [autoscale](#) with your Azure subscription to automatically scale Power BI Premium capacity.

# Power BI Embedded Pricing Calculator

[Pricing Calculator | Microsoft Azure](#)

## Sizing Exercise - Power BI Embedded



^ Power BI Embedded	i	1 node(s) x 730 Hours, Node type: A1, 1 Virtual Core...	+ -	Upfront: \$0.00	Monthly: \$735.91
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### Power BI Embedded

REGION:

Southeast Asia

NODE TYPE:

A1: 1 Virtual Core(s), 3GB RAM, \$1.008

1 x 730 Hours

Nodes



Pricing varies by  
selected cores (VMs)

= \$735.91

Upfront cost \$0.00

Monthly cost \$735.91

### Support

SUPPORT:

Included

\$0.00

### Programs and Offers

# Power BI Capability Matrix For Different Licensing Options

Feature <sup>3</sup>	Power BI Pro	Power BI Premium Per user	Power BI Premium Per capacity
Collaboration and analytics			
Mobile app access	●	●	●
Publish reports to share and collaborate	●	●	
Paginated (RDL) reports		●	●
Consume content without a per-user license			●
On-premises reporting with Power BI Report Server			●

# Power BI Capability Matrix For Different Licensing Options

Data prep, modeling, and visualization			
Model size limit	1 GB	100 GB	400 GB
Refresh rate	8/day	48/day	48/day
Connect to more than 100 data sources	●	●	●
Create reports and visualizations with Power BI Desktop <sup>4</sup>	●	●	●
Embed APIs and controls	●	●	●
AI visuals	●	●	●
Advanced AI (text analytics, image detection, automated machine learning)		●	●
XMLA endpoint read/write connectivity		●	●
Dataflows (direct query, linked and computed entities, enhanced compute engine)		●	●
Analyze data stored in Azure Data Lake Storage		●	●

# Power BI Capability Matrix For Different Licensing Options

Governance and administration			
Data security and encryption	●	●	●
Metrics for content creation, consumption, and publishing	●	●	●
Application lifecycle management		●	●
Multi-geo deployment management			●
Bring your own key (BYOK)			●
Autoscale add-on availability (preview)			●
Maximum storage	10 GB/user	100 TB	100 TB



# Power BI Capability Add-ons

- ❑ Autoscale - Respond to occasional, unplanned overage spikes in Power BI Premium capacity by automatically adding one vCore at a time per 24-hour period as your organization's needs change with the flexibility of an Azure subscription.
- ❑ Custom Visuals - Visualize data your way, with our rich library of fully customizable, open-source data visualization tools. [Power BI Custom Visuals – Data Visualization Tools | Power BI \(microsoft.com\)](#)

## Autoscale (preview)

**\$85**

Per vCore/24 hours

Respond to occasional, unplanned overage spikes in Power BI Premium capacity by automatically adding one vCore at a time per 24-hour period as your organization's needs change with the flexibility of an Azure subscription.

- Autoscale is an optional add-on that requires Power BI Premium per capacity (Gen2) and Azure subscriptions.
- Limits can be preset with autoscale to control costs, such as thresholds on vCore scaling or total subscription charges.

# Power BI Tooling

## Power BI Desktop

- ❑ Licensed by **users**.
- ❑ **Free to use**; however, sharing reports and publishing to cloud require Power BI Pro subscription.
- ❑ Quick, easy-to-use self-service analytics for users requiring collaboration, dashboard sharing, ad hoc analysis, and report publishing.
- ❑ Use in tandem with Power BI Service (cloud-based hosting)

## Power BI Desktop for Report Server

- ❑ Licensed by **users**.
- ❑ **Free to use**.
- ❑ Quick, easy-to-use self-service analytics for users requiring collaboration, dashboard sharing, ad hoc analysis, and report publishing.
- ❑ Use in tandem with Power BI Report Server (on-premise hosting)

## Dax Studio

- ❑ Licensed by **users**.
- ❑ **Free to use**.
- ❑ A client tool for executing DAX queries against various data sources.
- ❑ DAX Studio will scan the local machine for any running instances of Power BI Desktop or SSDT Integrated Workspaces.

## Power BI Report Builder

- ❑ Licensed by **users**.
- ❑ **Free to use**.
- ❑ A tool for authoring paginated reports.
- ❑ Use in tandem with Power BI Service or Power BI Report Server.

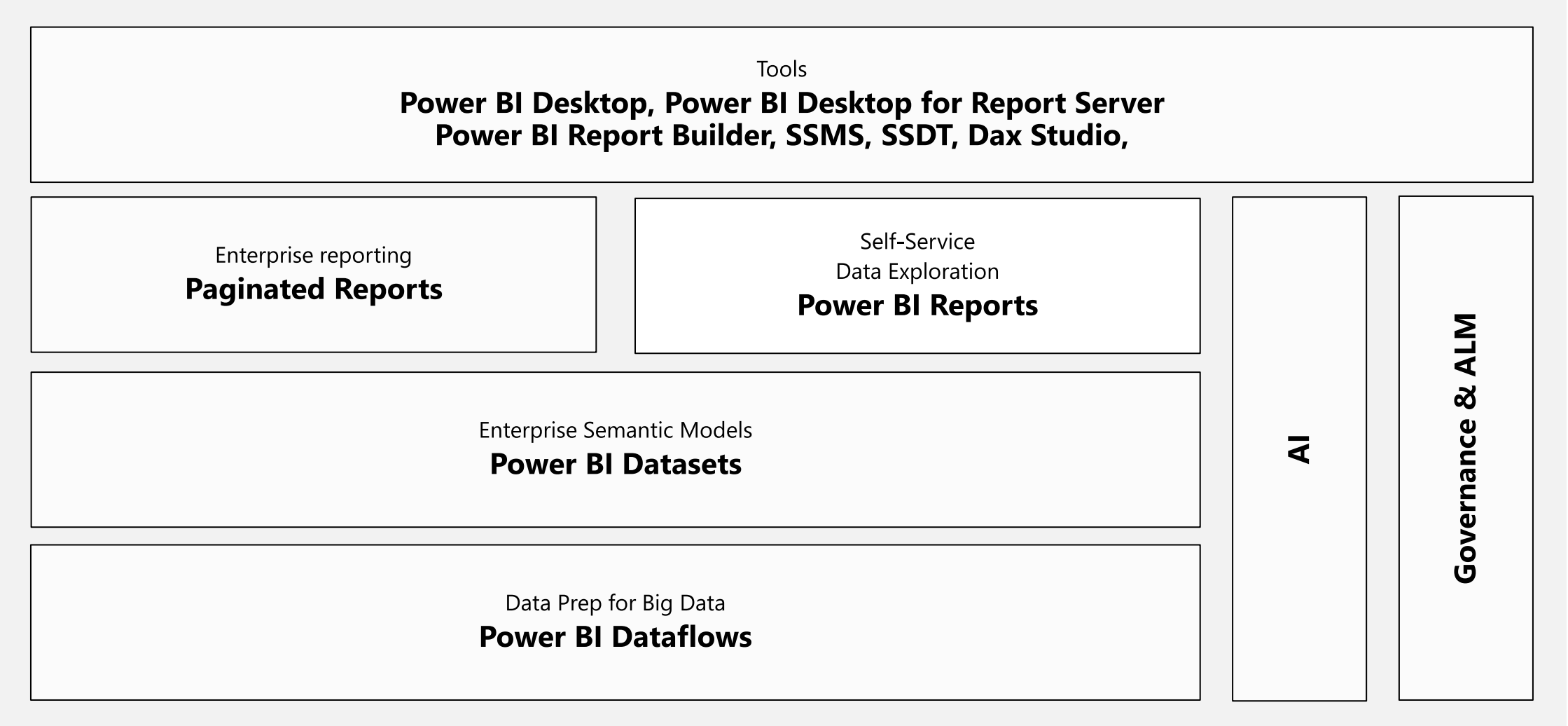
## SSMS

- ❑ Licensed by **users**.
- ❑ **Free to use**.
- ❑ An integrated environment for managing any SQL infrastructure, from SQL Server to Azure SQL Database.
- ❑ Tools to configure, monitor, and administer instances of SQL Server and databases.









## SSDT

- ❑ Licensed by **users**.
- ❑ **Free to use**.
- ❑ A modern development tool for building SQL Server relational databases, Azure SQL Databases, Analysis Services (AS) data models, Integration Services (IS) packages, and Reporting Services (RS) reports.

# Power BI 2021



# Power BI Report Hosting Options

		Recommended			
		SQL Server Reporting Services	Power BI Report Server	Power BI Service	Power BI Embedded
→	Deployment	On-premises	On-premises	Cloud	Cloud
	Power BI reports		✓	✓	✓
	Real-time dashboards			✓	✓
	Content packs			✓	
	Q&A			✓	✓
	Quick Insight			✓	
	Paginated reports	✓	✓	✓	
	Mobile reports	✓	✓	✓	
	Lifecycle	Fixed lifestyle policy	Modern lifestyle policy	Fully managed service	APIs



Business Strategy  
Innovation  
Branding  
Solution  
Marketing  
Analysis  
Ideas  
Success  
Management

Technology  
Intelligence

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