Microsoft

Power BI

Licensing model and scenarios

Power BI product portfolio

Author

Power BI Desktop

Power BI Report Builder

Data exploration and report authoring tools

Share and collaborate

Power BI service

Cloud-based modern business analytics solution, includes free mobile app

Large scale deployments

Power BI Premium

Dedicated capacity for:

- Increased performance and advanced capabilities
- Sharing with large groups

App dev

Power BI Embedded

Visual analytics embedded in your applications

License/Plan

Free download

Power BI Pro

Power BI Premium per user

Power BI Premium per capacity

Power BI Premium per user

Power BI Embedded

Power BI product feature comparison

Feature	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			●
Data prep, modeling, and visualization			
Model size limit	1 GB	100 GB	400 GB
Governance and administration			
Maximum storage	10 GB/user	100 TB	100 TB

See online for more details >

Power BI product feature comparison

Feature	Power BI Pro	Power BI Premium Per user	Power BI Premium Per capacity
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	●	●	●
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)		●	●

See online for more details >

Power BI product feature comparison

Feature	Power BI Pro	Power BI Premium Per user	Power BI Premium Per capacity
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			●
Maximum storage	10 GB/user	100 TB	100 TB

See online for more details >

Organization tenant

Free vs Pro (No Premium or Premium Per User)

PBI Desktop
(Read/Write)
Dashboards
Reports
Datasets

My Workspace
(Read/Write)
Dashboards
Reports
Datasets

Workspace
(Read/Write/Share)
Dashboards
Reports
Datasets

My Workspace
(Read/Write)
Dashboards
Reports
Datasets

PBI Desktop
(Read/Write)
Dashboards
Reports
Datasets

Power BI Pro User

Create, Publish,
Consume, Share

Create, Publish,
Consume, Share

Power BI Pro User

Power BI Free User

My Workspace
(Read/Write)
Dashboards
Reports
Datasets

PBI Desktop
(Read/Write)
Dashboards
Reports
Datasets

Organization tenant

Free vs Pro vs Premium (No Premium Per User)

Power BI Pro User

Workspace
(Read/Write/Share)
- Dashboards
- Reports
- Datasets

My Workspace
(Read/Write)
- Dashboards
- Reports
- Datasets

PBI Desktop
(Read/Write)
- Dashboards
- Reports
- Datasets

Power BI Free User

My Workspace
(Read/Write)
- Dashboards
- Reports
- Datasets

PBI Desktop
(Read/Write)
- Dashboards
- Reports
- Datasets

Premium Capacity

Workspace
(Read/Write/Share)
- Dashboards
- Reports
- Datasets

Workspace
(Read)
- Dashboards
- Reports
- Datasets

Premium Per User (PPU)

Organization tenant

PPU User

Includes all Power BI Pro license capabilities

- **Workspace** (Read/Write/Share) — Dashboards, Reports, Datasets
- **My Workspace** (Read/Write) — Dashboards, Reports, Datasets
- **PBI Desktop** (Read/Write) — Dashboards, Reports, Datasets

Create, Publish, Consume, Share

Power BI Free User

- **My Workspace** (Read/Write) — Dashboards, Reports, Datasets
- **PBI Desktop** (Read/Write) — Dashboards, Reports, Datasets

Power BI Free users can't consume content that is published in a PPU workspace (which they can with a Premium Capacity workspace)

Power BI Pro User

- **Workspace** (Read/Write/Share) — Dashboards, Reports, Datasets
- **My Workspace** (Read/Write) — Dashboards, Reports, Datasets
- **PBI Desktop** (Read/Write) — Dashboards, Reports, Datasets

Power BI Pro users can't consume content from or publish content to a PPU workspace

Premium Per User Workspace

Workspace

Dashboards

Reports

Datasets

Simplified Power BI Pro and Premium better together framework

Ingest, process and store data

Data Engineer
BI developer

Report creation

Ad-hoc reports
Smaller scope

Citizen developer
Business analyst

Enterprise reports
Large user base

BI developer

Publish reports

The organization sets guidelines about what characteristics of a Power BI solution needs and when it must be backed by a Premium capacity and features. This is being done by IT and central BI functions.

Does the solution include:

- Large datasets (+1GB)
- External consumers
- Advanced AI (text analytics, image detection, Auto ML)
- Paginated reports
- BYOK, Multi-geo
- Other Premium features

Publish to Shared Capacity

No

Yes

Publish to Premium Capacity

Citizen developer, Business analyst and BI developer publish the report

Power BI Pro (Shared capacity)

Main characteristics: The shared capacity acts as the "default" capacity for the organizations Power BI content. The shared capacity is all about flexibility, self-service, and being able to fail fast.

Managed by: Self-service users & central functions

- Governed Workspace
- Self-service Workspace
- Sales Workspace
- HR Workspace

Premium capacity

Main characteristics: The Premium capacity is only being used when needed. The Premium capacity has a higher level of governance and consist of fewer workspaces.

Managed by: Central BI functions

- Org wide Workspace
- Self-service Workspace
- Sales Workspace
- HR Workspace

How to acquire Power BI Report Server

Purchase Power BI Premium

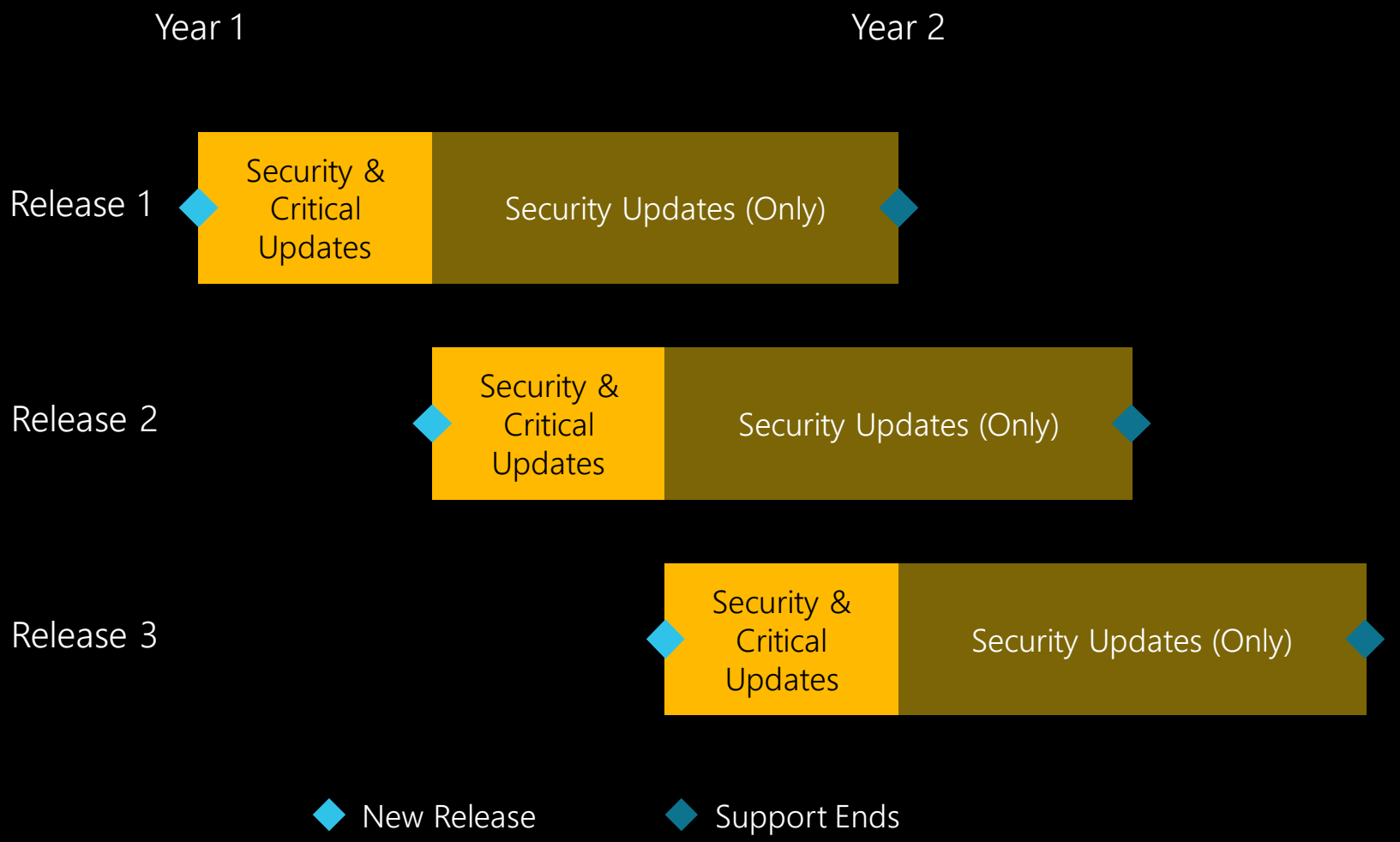
- Concurrently deploy an equivalent number of cores in the cloud and on-premises

Purchase SQL EE SA

- Customers with SQL EE SA have access to Power BI Report Server as a SA benefit

Power BI Pro license required to publish Power BI reports to Power BI Report Server for further distribution

Lifecycle – Power BI Report Server



Deploy updates on your terms and timing

Frequent releases (planning for approximately 3 per year)

Critical and security updates until next release

Security updates continue for the remainder of the 12-month release lifespan