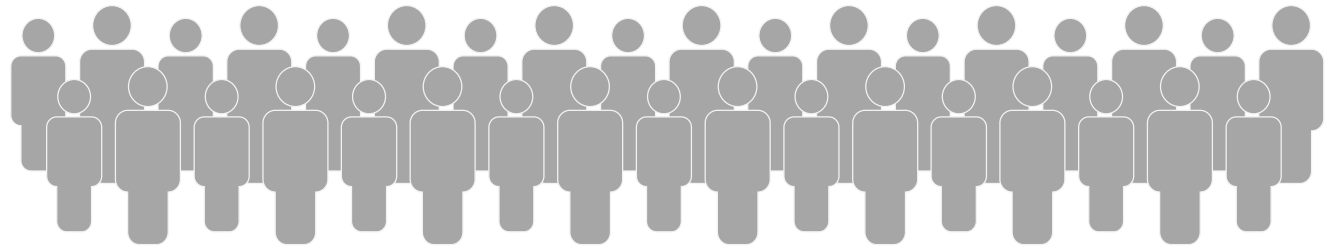




# Microsoft **Power BI Embedded**

Bring data to life inside your app

Nearly everyone  
engages with  
software



Nearly everyone  
engages with  
software



Yet fewer than **25% of employees**  
have access to analytical insights

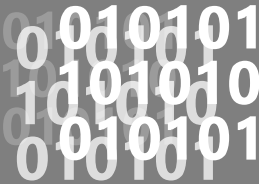


Nearly all apps  
have reporting  
capabilities

Providing **contextual insights** where  
and when users need them is **challenging**



DEVICE-AGNOSTIC CONSUMPTION



DISPERSED AND COMPLEX DATA

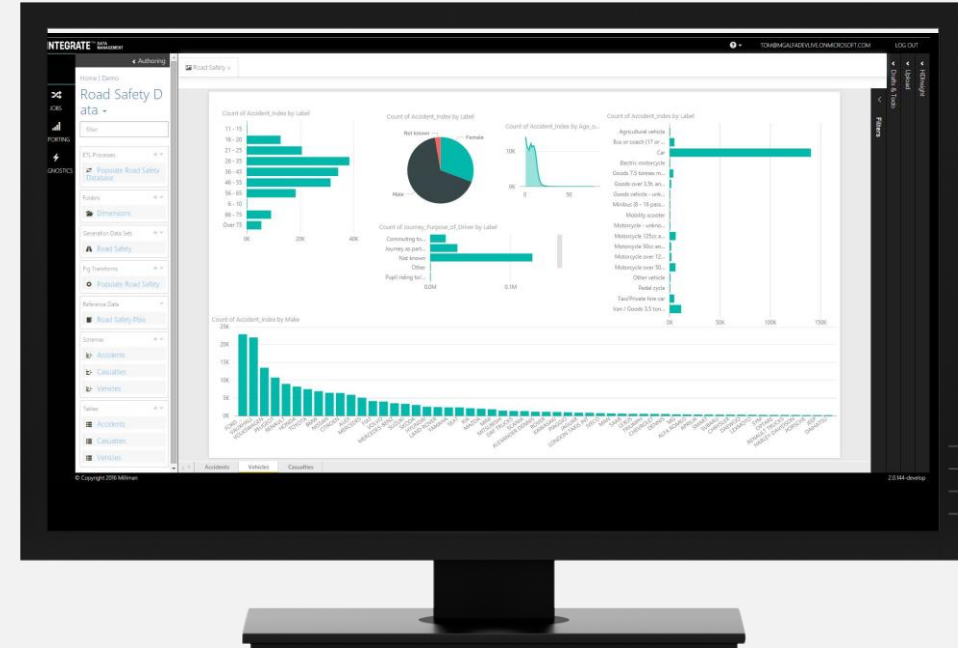


SHRINKING ATTENTION SPANS

# Introducing Power BI Embedded

Enabling application developers to embed stunning, fully interactive reports into customer-facing apps without the time and expense of having to build controls from the ground up

**Easy, cloud optimized, and extensible**



- ▶ Interactive reports
- ▶ Built for cloud
- ▶ Open and extensible

# Bring data to life inside your app

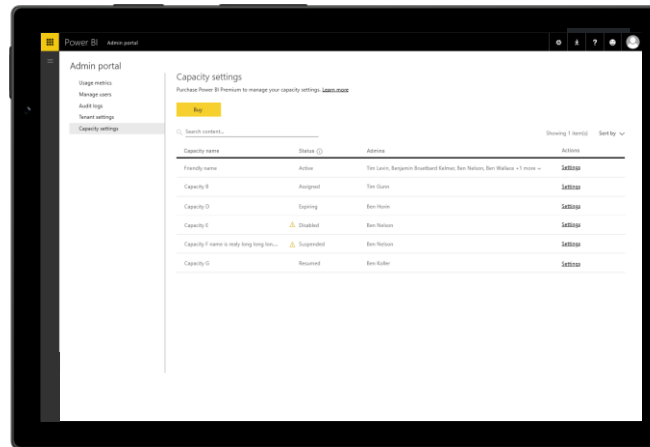
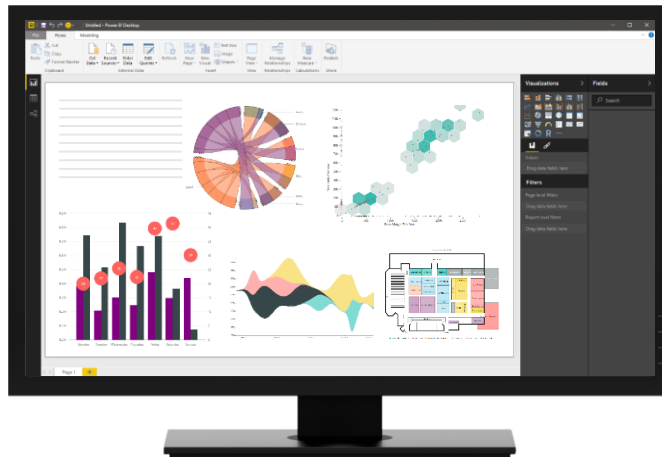
**Create** compelling interactive reports



**Provision** quickly and manage with ease



**Embed** easily for faster time to value



A tablet displaying the Power BI Admin portal. The page shows 'Capacity settings' with a table of capacity details.

Capacity name	Status	Admin	Actions
Capacity 1	Active	Tom Lewis, Benjamin Broadhead, Ben Nelson, Ben Wallace + 1 more	Settings
Capacity 2	Assigned	Ben Nelson	Settings
Capacity 3	Expired	Ben Nelson	Settings
Capacity 4	Disabled	Ben Nelson	Settings
Capacity 5 (name is only being long listed...)	Suspended	Ben Nelson	Settings
Capacity 6	Reserved	Ben Nelson	Settings





# Microsoft **Power BI Embedded**

Demo sample app

# Power BI: New Experience

## Create



Analyst



Power BI Desktop

## Provision



Developer



Microsoft Azure  
subscription

1,N

AAD Tenant

Name  
Admin Users  
Endpoints  
Credentials  
Geo Location

1,N

AAD User

Name  
Credentials

Purchase

Power BI Free  
Power BI  
Premium

1,N

Power BI Group

Name  
Reports  
Datasets



## Embed



End users



Your app



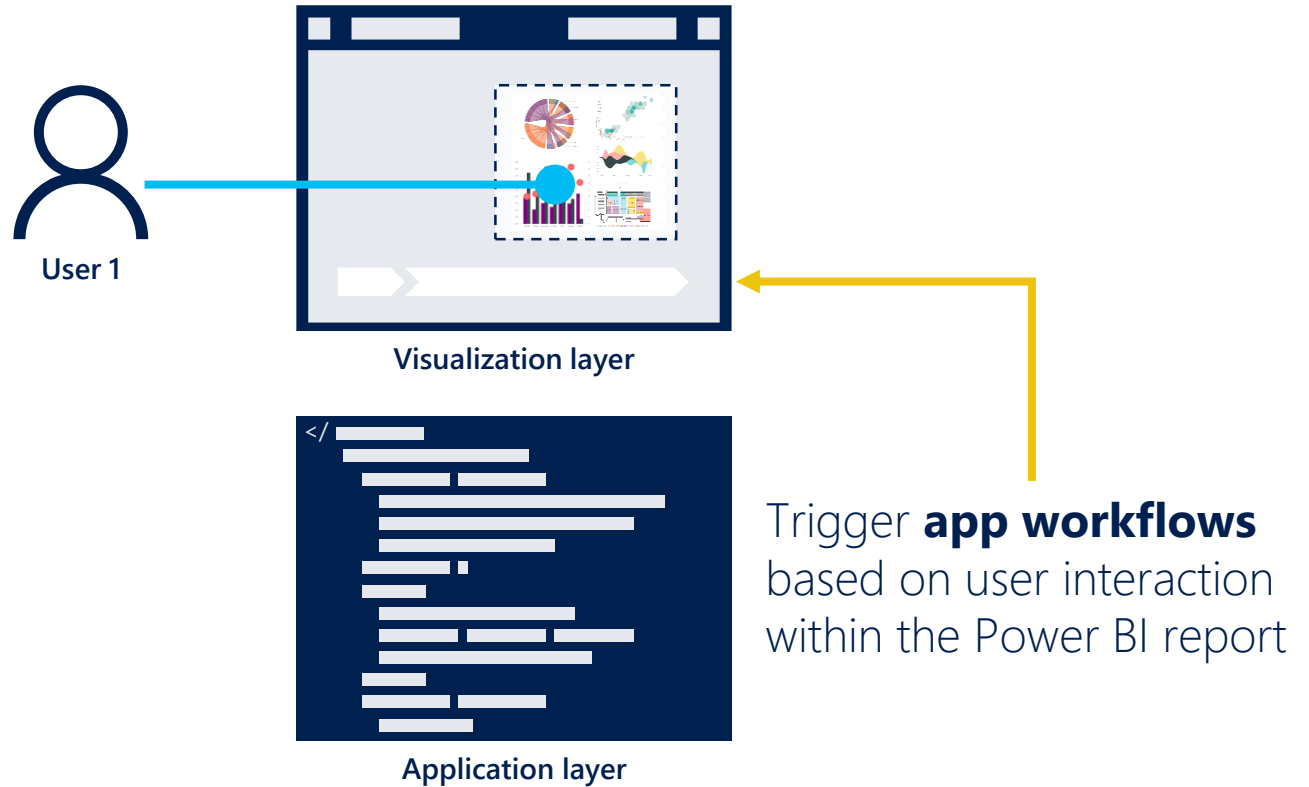


# JavaScript API **Demo**

<https://microsoft.github.io/PowerBI-JavaScript/demo/code-demo/index.html>

# Make intelligent actions the norm with the **bidirectional JavaScript API**

- ✓ Provide secure bidirectional communication across the iframe boundary
- ✓ Integrate report actions into your app logic
- ✓ Customize report and page behavior, navigation, filtering and event handling

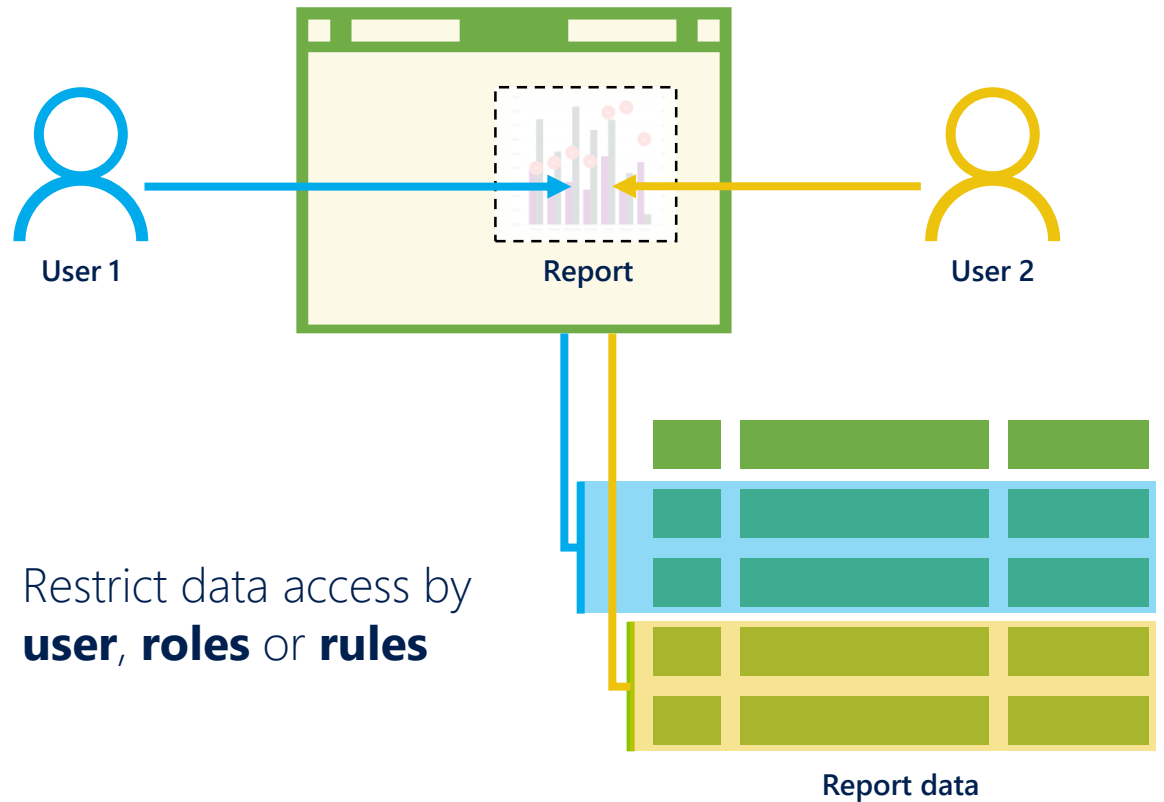




# Row Level Security **Demo**

# Put the right data in front of the right users every time, with **row-level security**

- ✓ Reduce your app complexity—access and enforcement logic resides with Power BI, not the app
- ✓ Effortlessly reach scale by authoring secure master reports, filterable by user, roles or rules



# Securing data across users



## Row level security through predicates applied at runtime

Defines Roles  
Roles define predicates

Example 1:  
Role: Fabrikam  
Predicate: [Company] = "Fabrikam"

Example 2:  
Role: Company  
Predicate: [Company] = USERNAME()

Asserts Role Membership  
Asserts Identity

Example 1:  
roles: "Fabrikam"

Example 2:  
roles: "Company"  
username: "Fabrikam"

Query executes with correct scope

Example 1:  
`Select * from Sales where Company = "Fabrikam"`

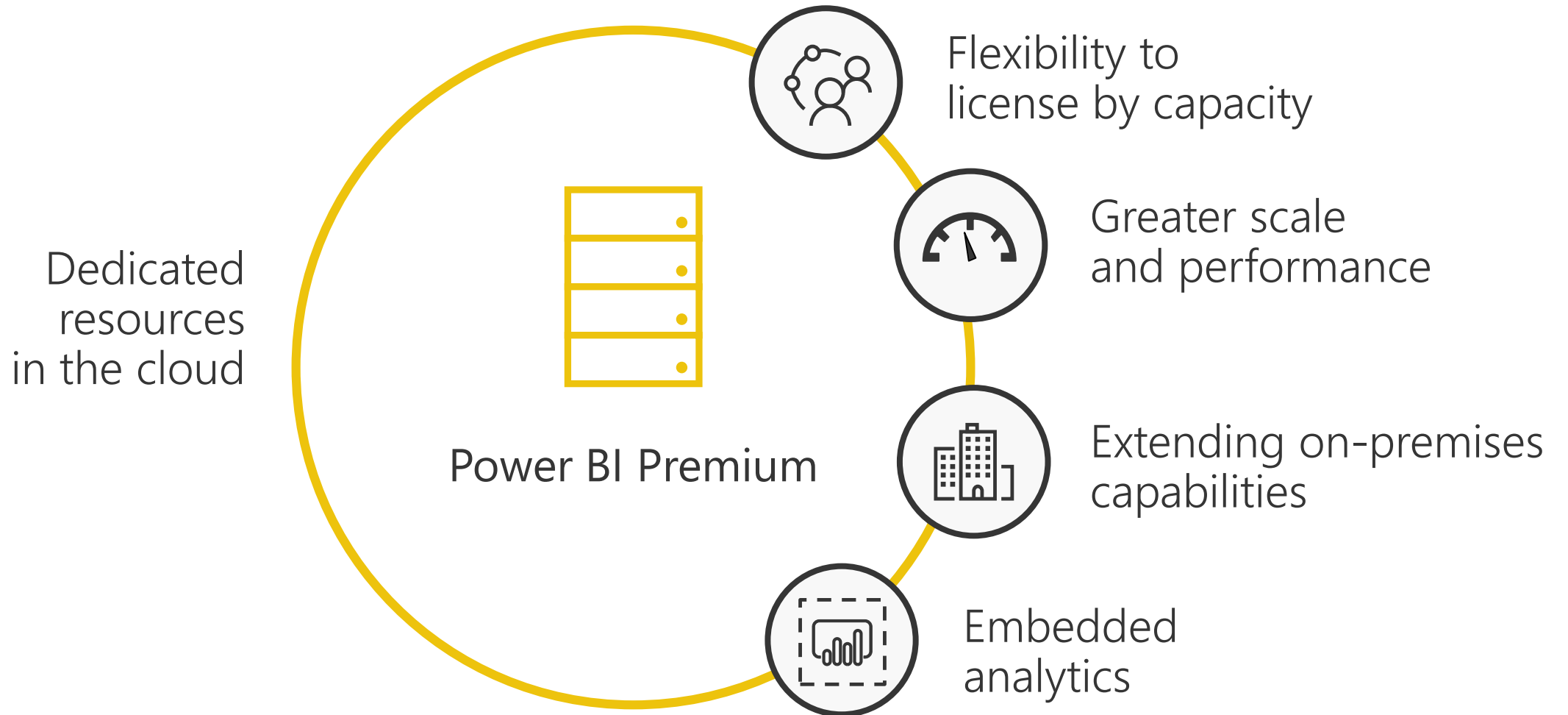
Example 2:  
`Select * from Sales where [Company] = "Fabrikam"`



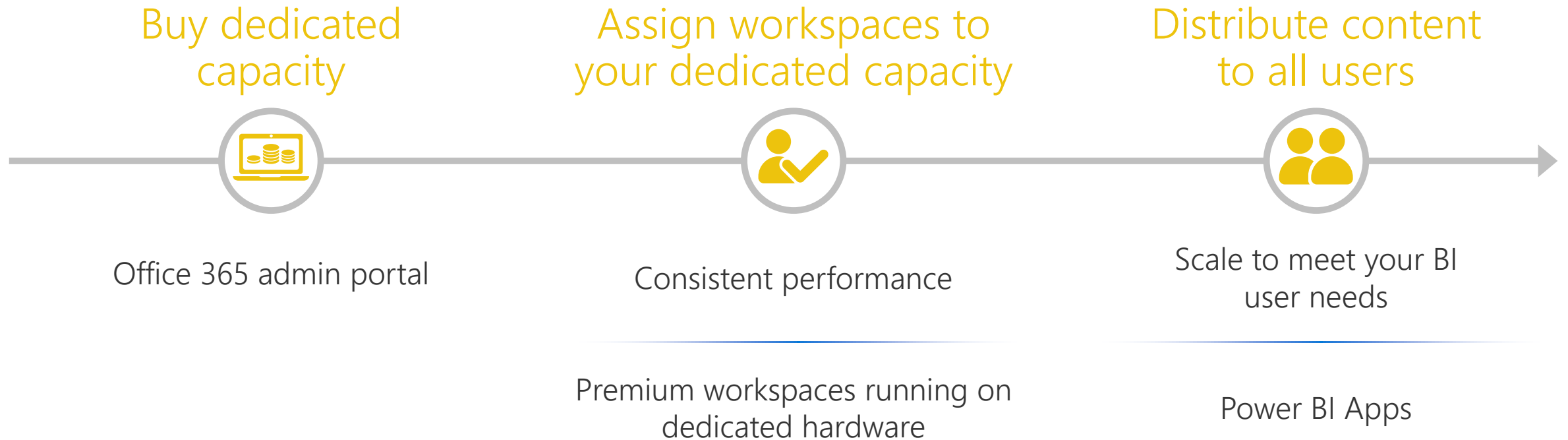
# Power BI Premium

Production Information

# Introducing Power BI Premium



# How Power BI Premium works





# Power BI portfolio

## Power BI Desktop

---

Licensed by user

---

**Free** report authoring and ad-hoc data exploration

## Power BI Free

---

Licensed by user

---

Quick, easy-to-use self-service analytics for **personal use**

## Power BI Pro

---

Licensed by user

---

Quick, easy-to-use **self-service** analytics for users requiring **collaboration**, dashboard sharing, ad hoc analysis, and report publishing

## Power BI Premium

---

Licensed by capacity

---

An add-on to **Power BI Pro** for projects requiring **large scale data**, demanding **performance**, and the ability to distribute content without requiring per user licensing



Microsoft Data Insights Summit

Sessions

Speakers

FAQ

Schedule builder

EVENT COMPLETED

# Microsoft Data Insights Summit

June 12 – 13, 2017 / Seattle, WA

[WATCH CONTENT ON DEMAND >](#)

## Watch Microsoft Data Insights Summit On Demand

Did you miss a keynote or session? Visit the Microsoft Power BI Community to experience the full lineup of keynotes and sessions on demand, and connect with experts and peers. Learn how to build a data culture at your organization, and change the way you work.



# Resources ...

- Get signed up at <https://powerbi.microsoft.com/>
- Power BI Desktop is a free download: <https://powerbi.microsoft.com/en-us/desktop/>
- Keep up to date and follow samples on the **Power BI Blog**: <https://powerbi.microsoft.com/en-us/blog/>
- Watch the Microsoft Data Insights Summit for what's coming in the next quarter: <https://www.microsoft.com/en-us/datainsightssummit/default.aspx>



@AmyKateNicho



# Power BI Embedded Migration

<https://powerbi.microsoft.com/en-us/documentation/powerbi-developer-migrate-tool/>