

Power BI Licensing Overview

Power BI offers various licensing options to accommodate different user needs and organizational requirements. Here's a breakdown of the primary licensing models:

1. Power BI Free

- **Intended For:** Individual users exploring personal data analysis and visualization.
- **Capabilities:**
 - Connect to various data sources.
 - Create reports and dashboards using Power BI Desktop.
 - Publish content to the Power BI Service within "My Workspace."
- **Limitations:**
 - Cannot share content with other users.
 - Cannot consume content shared by others unless it's in a Premium capacity.

2. Power BI Pro

- **Intended For:** Users who need to create, share, and collaborate on content within and outside their organization.
- **Capabilities:**
 - All features available in the Free version.
 - Share reports, dashboards, and datasets with other Pro users.
 - Collaborate in shared workspaces.
 - Export reports to various formats.
 - Integrate with other Microsoft services.
- **Pricing:** Approximately £7.50 per user/month.

3. Power BI Premium

- **Intended For:** Organizations requiring advanced features, larger data capacities, and broad content distribution without per-user licensing.
- **Options:**
 - **Per User (PPU):**

- **Capabilities:**
 - All Pro features.
 - Access to advanced features like paginated reports and AI functionalities.
 - Larger model sizes and increased refresh rates.
- **Pricing:** Approximately £15 per user/month.
- **Per Capacity:**
 - **Capabilities:**
 - Dedicated cloud compute and storage resources.
 - Allows content sharing with users who have Free licenses.
 - Supports larger datasets and higher refresh frequencies.
 - **Pricing:** Starts at around £3,500 per capacity/month.

4. Power BI Embedded

- **Intended For:** Independent software vendors (ISVs) and developers who want to embed Power BI visuals into their applications.
- **Capabilities:**
 - Embed dashboards and reports into custom applications.
 - Pay-as-you-go pricing model based on usage.
- **Pricing:** Varies based on the chosen capacity and usage patterns.

Choosing the Right License

Selecting the appropriate Power BI license depends on factors such as the number of users, data volume, collaboration needs, and budget constraints. Organizations should assess their specific requirements to determine the most suitable licensing model.

For more detailed information, refer to Microsoft's official documentation: [Power BI Licensing](#)

Note: Prices are approximate and may vary based on region and specific agreements. It's advisable to consult with a Microsoft representative or partner for the most accurate and up-to-date pricing.