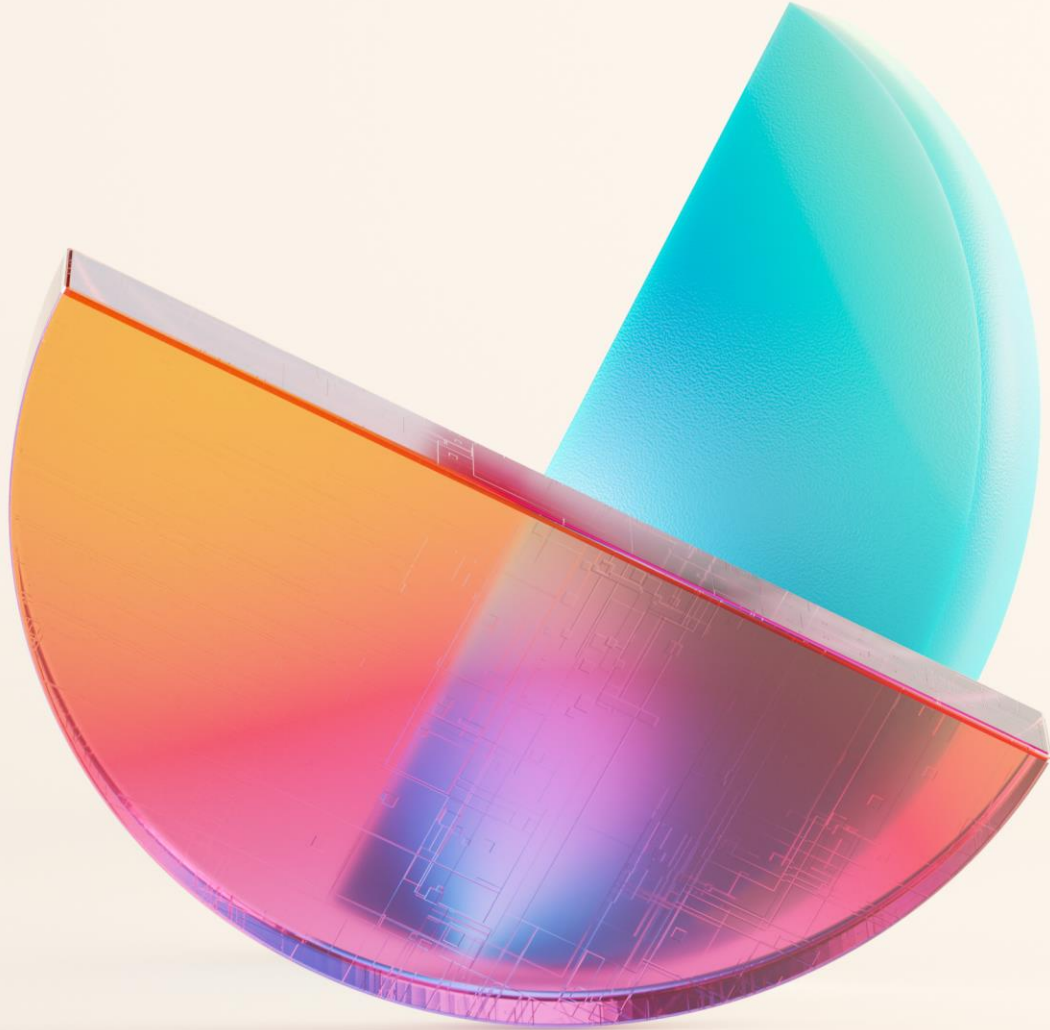


Power BI Licensing Deck



Power BI Licensing Deck

Power BI License Portfolio

Power BI Pro

Visualize data with live dashboards and reports, and share insights across an organization.

Licensed by user
\$14 user/month

Power BI Premium Per User

All the features of Power BI Pro, plus advanced AI, self-service prep for big data, simplified data management, and more.

Licensed by user
\$24 user/month

Power BI Embedded

Add analytics and interactive reporting to applications.

Licensed by capacity
\$735+/month

Microsoft Fabric

License your organization for access to Microsoft Fabric in a unified product experience that uses the same compute capacity and storage.

Licensed by capacity
Price varies

Power BI Desktop



Application installed on
local system to create
Power BI reports.

- All versions are free, and no licensing is required.
- Users may share PBIX files outside of the Power BI cloud service and consume them using Power BI Desktop without requiring any Power BI license.
- Cannot publish content to workspaces without a Pro or Premium Per User license.
- Can publish to My Workspace with Power BI Free license.

Power BI Free



User based license that grants access to the Power BI service in specific scenarios.

- Grants access to My Workspace within the Power BI cloud service.
- Is used to grant access to Power BI content hosted in Fabric capacity.
- Cannot consume content outside of user's own My Workspace. Exception: Apps hosted in Fabric capacity.
- No sharing/collaboration capabilities.

Power BI Pro

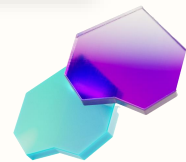
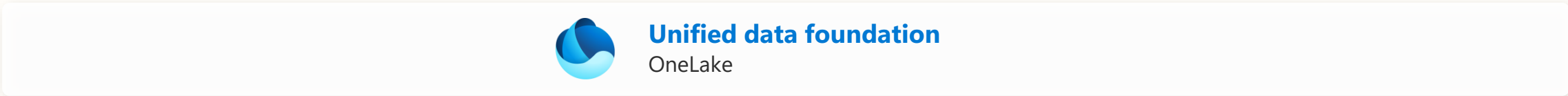
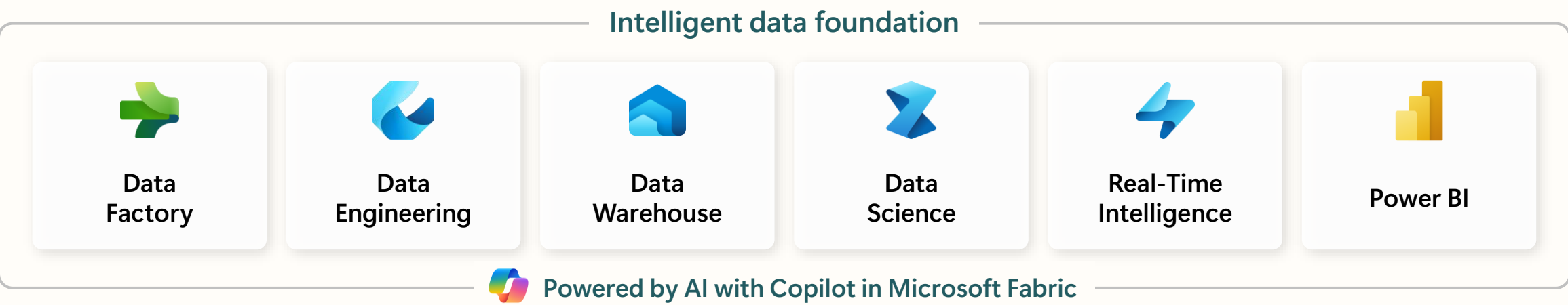


Grants unlimited
creating, viewing,
sharing and
consumption of reports
and dashboards.

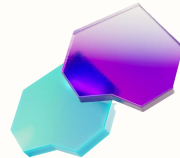
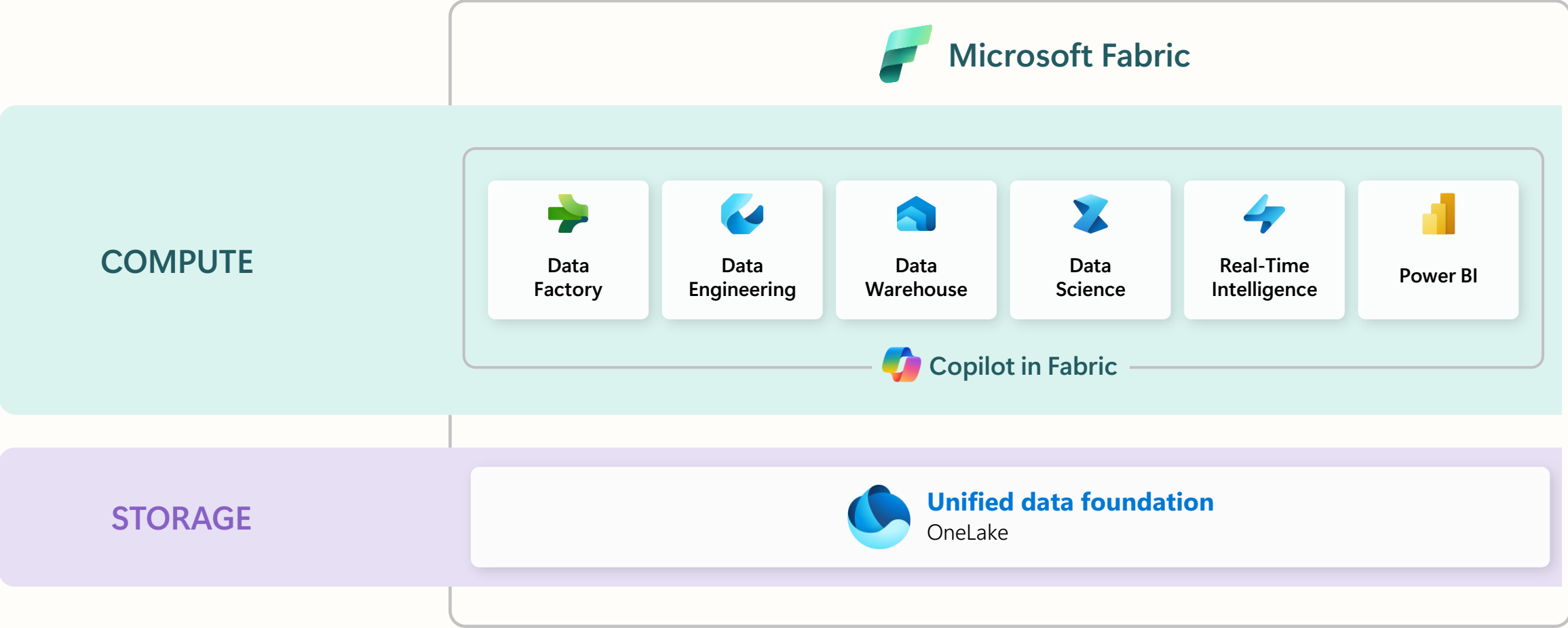
- Required for sharing/collaborating/consuming Power BI content within the Power BI cloud service.
- Available as a stand-alone SKU @ \$14 per user/month
- Included in Office 365 E5 and Microsoft 365 E5

Microsoft Fabric does it all—in a unified solution

An end-to-end analytics platform that brings together all the data and analytics tools that organizations need to go from the data lake to the business user



Microsoft Fabric business model overview



Microsoft Fabric simplicity

Microsoft Fabric is a unified product for all your data and analytics workloads. Rather than provisioning and managing separate compute for each workload, with Microsoft Fabric, your bill is determined by two variables: the amount of compute you provision and the amount of storage you use.



COMPUTE

A shared pool of capacity that powers all capabilities in Microsoft Fabric.

Pay-as-you-go and 1-year Reservation.



STORAGE

A single place to store all data.

Pay-as-you-go (\$ per GB/month).

Microsoft Fabric capacity

COMPUTE

A shared capacity that provides a set of capacity units (CUs) powering the compute for Data Warehouse, Data Integration, Data Science, Data Engineering, Real-Time Analytics, Power BI, Data Activator, and Copilot.



Simplicity of purchasing

No need to purchase separate compute for each workload



Flexibility in use

With no pre-allocation required, the same set of CUs can be used for any workload



Cost savings

All CUs are pooled together and are not locked to an idle workload. [Smoothing](#) on compute usage also allows you to size capacity closer to the average usage than the peaks



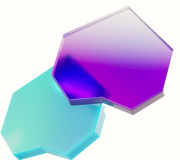
Value optimization

Adjust compute capacity by scaling up and down



Transparent monitoring

Centralized dashboard to monitor usage and costs in Microsoft Fabric utilization and metrics app



Fabric capacity pricing

COMPUTE

Fabric capacity is priced uniquely across regions. The following table shows the pricing at US West 2 for reference. Fabric capacity can be purchased at Azure portal. Visit [Fabric pricing page](#) for more details.

1 CU pay-as-you-go price at US West 2 \$0.18/hour

SKU	Capacity unit (CU)	Pay-as-you-go (monthly)	Reservation (monthly) ~40.5% saving over Pay-as-you-go
F 2	2	\$262.8	\$156.334
F 4	4	\$525.6	\$312.667
F 8	8	\$1,051.2	\$625.334
F 16	16	\$2,102.4	\$1,250.667
F 32	32	\$4,204.8	\$2,501.334
F 64	64	\$8,409.6	\$5,002.667
F 128	128	\$16,819.2	\$10,005.334
F 256	256	\$33,638.4	\$20,010.667
F 512	512	\$67,276.8	\$40,021.334
F 1024	1024	\$134,553.6	\$80,042.667
F 2048	2048	\$269,107.2	\$160,085.334

Note:

1. 1 CU PAYGO monthly rate calculation: $\$0.18 \times 730 = \131.4 . F2 = $\$131.4 \times 2 = \262.8
2. 1 CU RI monthly rate calculation: Round $(\$0.18 \times (1 - 0.405) \times 730 \times 12,0) / 12 = \sim \$78.166\dots$ F2 RI = $\sim \$78.166\dots \times 2 = \sim \156.334
3. Power BI Pro license is required for all Power BI Premium ("P") and Fabric Capacity ("F") SKUs to publish Power BI content to Microsoft Fabric. Enabling content consumers to review and interact with Power BI reports without additional paid per-user licenses is available at F64 and above (and P1 and above).

How it works

Capacity units (CUs) = Compute power

Capacity units (CUs) are units of measure that represent a pool of compute power needed. Compute power is required to run queries, jobs, or tasks.

CU Consumption

The CU consumption is highly correlated to the underlying compute effort needed for the tasks performed by the capability during the processing time.

Each capability, such as Power BI, Spark, Data Warehouse, with the associated queries, jobs, or tasks has a unique consumption rate.

Note: For additional documentation on purchasing experience and capacity models, please see here: aka.ms/fabriclicensing

Copilot in Microsoft Fabric

Accelerate productivity

Unlock deeper insights

Deliver custom AI experiences for your data

COMPUTE

Copilot in Fabric is limited to customers who have purchased Fabric capacity (F64 or higher) or Power BI Premium capacity (P1 and above) and is not included in the Fabric free account or trial

You can simply count Copilot usage against your existing Fabric or Power BI Premium capacity

Copilot in Fabric usage is charged at a rate of 400 Capacity Units seconds per 1,000 input tokens and 1,200 Capacity Units seconds per 1,000 output tokens.

See full details here: <https://aka.ms/Copilot-Billing-Docs>

Copilot in Microsoft Fabric is in Public Preview

OneLake

STORAGE

A single unified SaaS data lake that comes automatically provisioned with every tenant without additional infrastructure to manage



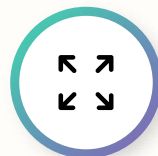
Simplicity of purchasing

Automatically provisioned single storage service for all workloads



Single source of truth

Bring in data from anywhere and reduce costs from data duplication by virtualizing your cross-cloud data in OneLake



Maximize data investments

Allows linking your existing third-party storage systems natively and makes it available to Microsoft Fabric analytics workloads



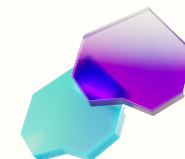
Open access

Open format democratizes access to multiple analytical engines, reducing additional resources needed to set up



Simplified security

Simplified security, governance, and data discovery in one place to reduce maintenance overhead



OneLake pricing

OneLake is a data lake built into Microsoft Fabric and provides a single place to store all organizational data. Data storage is charged at a rate of \$ per GB per month and priced uniquely across regions.



Data Storage

Type	Pay-as-you-go price at West US 2
OneLake storage	\$0.023 per GB/month
OneLake BCDR storage	\$0.0414 per GB/month
OneLake cache	\$0.2 per GB/month



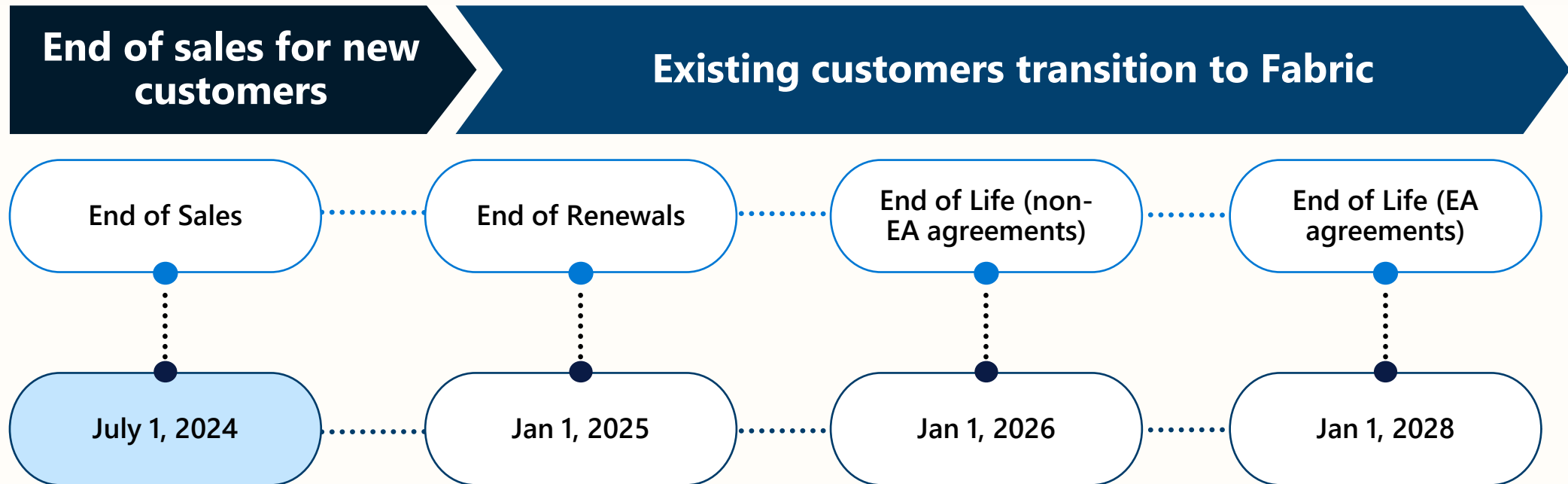
Data Transfer & Internet Egress

Cross-region data transfer network charges may apply based on source/destination of each storage access. Learn more at the [Bandwidth Pricing](#).

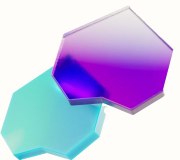
Note: OneLake cache is billed for KQL cache storage and Data Activator data retained.

Transitioning Power BI Premium capacity to Fabric

Power BI Premium per capacity SKUs (P-SKUs) are being retired and customers should transition to a Microsoft Fabric SKU at the time of their next renewal. **The Power BI Premium product capabilities will not change and there is no immediate action required.**



For additional documentation on the Power BI Premium per capacity transition to Fabric, please see here: <https://aka.ms/P-SKU-Blog>



Translating Microsoft Fabric SKUs

Power BI Premium per capacity SKUs			Microsoft Fabric SKUs	
SKU	PBI vCore		SKU	CU
P1	8	»	F2-F32	2-32
P2	16	»	F 64	64
P3	32	»	F 128	128
P4	64	»	F 256	256
P5	128	»	F 512	512
		»	F 1024	1024

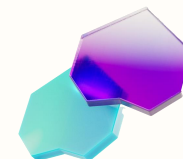
Benefits of Microsoft Fabric SKUs

- MACC eligibility
- Pay-as-you-go option
- Smaller starting SKU options

Migrating to F-SKUs

- Simply reassign workspaces to the new F-SKU capacity
- Bulk reassign to save time

For additional documentation on the Power BI Premium per capacity transition to Fabric, please see here: <https://aka.ms/P-SKU-Blog>



Premium Per User



Premium Per User
offers flexibility to
license by capacity or
by user

- Provides organizations with the flexibility to license Premium features on a per-user basis.
- Includes all features available with Power BI Pro, plus advanced AI, self-service prep for big data, simplified data management, and more.
- Capacity-only entitlements¹, such as ability to consume content without requiring a per user license, are not included.
- Premium Per User is available as an add-on for users with Power BI Pro or Microsoft/Office 365 E5 licenses.

¹Autoscale is not available as an add-on to Premium Per User

Target licensing scenarios



Premium Per User
offers flexibility to
license by capacity or
by user

- Small and medium deployments optimal for per user licensing to access Premium features, without the need for capacity.
- Larger organizations seeking to reduce capacity management and utilization monitoring of Premium workloads.
- Departmental scenarios in large organizations where unlimited distribution isn't a requirement.

Premium Per User SKUs

- Flexibility to access premium features with a per user license option at \$20 user/month.
- Existing Microsoft/Office 365 E5 and Power BI Pro customers can simply purchase the Premium Per User add-on at \$10 user/month.
- Premium Per User is available in EA, CSP, and Web Direct channels.

Power BI Premium Per User ^{1,2}	Power BI Premium Per User add-on ^{1,2}
Licensed by user \$24 user/month	Licensed by user \$14 user/month
License individual users to accelerate access to insights with advanced AI, unlock self-service prep for big data, and simplify data management and access at enterprise scale	
Pre-requisites:	
Power BI Pro \$10 user/month	OR Microsoft/ Office 365 E5

¹Pricing information provided above is intended solely to be a non-binding estimate as of the date this guidance is provided. It does not constitute an offer by Microsoft. The actual pricing will be reflected on the EA Price List, when this offering becomes available

²Power BI Premium Per User and per user add-on offers will also be available for government entities (GCC, GCC High, and DoD) as well as education customers. Please consult specialized price list for each segment.

Consuming shared content with Fabric and PPU

If you create/share BI content in this type of workspace		Users with this license type can view/access the content		
		Pro	Microsoft Fabric	Premium Per User
	Pro	Yes	No	Yes
	Microsoft Fabric	Yes	Yes	Yes
	Premium Per User	No	No	Yes

- In a Pro workspace, users with Power BI Pro license can collaborate with other users with Power BI Pro and Premium Per User licenses.
- To view content in a Premium Per User workspace, a user must have a Premium Per User license. The content created by a Premium Per User licensed user can only be shared with other users that have a Premium Per User license, unless that content is specifically put on a workspace hosted on a Fabric capacity.
- When workspaces are in Fabric capacity, users with Power BI Pro or Premium Per User may distribute content to users who don't have a per user license.

Licensing scenario #1

Context

- A customer has 100 BI users, 50 of those users are authoring BI reports, while rest of the users need to view/access the reports.
- The customer also needs access to Premium features in its reporting, such advanced AI and dataflows.

Licensing Requirement

- To accomplish their BI goals, customer needs to purchase Premium Per User for all users as they need to access Premium capabilities.



Licensing Scenario: Premium Per User

Power BI Premium Per User	\$24 user/per month
Number of users to be licensed	100 users
Total cost	\$2,400 per month

Licensing scenario #2

Context

- A customer has 200 users who are covered with Power BI Pro standalone licenses today where users can share different reports and collaborate.
- As their needs evolve, the customer now needs Premium features such as paginated reports and/or a refresh rate of 48/day.

Licensing Requirement

- To keep the same sharing and collaboration functionality provided by Power BI Pro while accessing Premium capabilities, users need to be licensed with Premium Per User.
- Since the users already have Pro license, they can unlock Premium functionality by purchasing Premium Per User add-on.



Licensing Scenario: Premium Per User add-on

Power BI Pro	\$14 user/per month
Power BI Premium Per User add-on	\$10 user/per month
Number of users to be licensed	200 users
Total cost	\$4,800 per month

Licensing scenario #3

Context

- A firm has 5,000 employees across multiple divisions. All 5,000 employees covered with M365 E5 which includes Power BI Pro to share different reports and collaborate.
- The HR team wants to publish a report and allow their 100 users to access Premium features such as paginated reports and/or a refresh rate of 48/day.

Licensing Requirement

- To keep the same sharing and collaboration functionality, users continue to be licensed with Power BI Pro (which is included with M365 E5).
- To accomplish their BI goals, the HR division can step up to Power BI Premium Per User by purchasing Premium Per User add-on for its 100 employees.



Licensing Scenario: Premium Per User add-on

Microsoft 365 E5 (includes Power BI Pro)	\$57 user/month
Number of users licensed with Microsoft 365 E5	5,000 user
Premium Per User add-on	\$10 user/per month
Number of users licensed with Premium Per User add-on	100 users
Total cost	\$286,000 per month

Feature¹ availability across licenses

Feature	Power BI Pro	Power BI Premium per user	Microsoft Fabric
Collaboration and analytics			
Mobile app access	•	•	•
Publish reports to share and collaborate	•	•	
Paginated (RDL) reports		•	•
Consume content without a per-user license			•
Data prep, modeling, and visualization			
Model size limit	1 GB	100 GB	400 GB
Refresh rate	8/day	48/day	48/day
Connect to 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)		•	•
Analyze data stored in Azure Data Lake Storage		•	•
Governance and administration			
Data security and encryption	•	•	•
Metrics for content creation, consumption, and publishing	•	•	•
Application lifecycle management		•	•
Multi-geo deployment management			•

¹Select features for comparison purposes – not inclusive of all functionality available across each SKU.

Embedded



Capacity based SKUs
for embedding Power
BI content in custom
solutions.

- Provides ISVs and developers with Power BI capacity through Azure A SKUs.
- Billed hourly though Azure subscription.
- Azure SKUs only support app owns data (no user owns data).
- Embedded capabilities are included with all Premium P and EM SKUs.
- Please review [Azure's Terms and Conditions page](#) to ensure proper usage of Embedded SKUs

Power BI Embedded SKUs

For more information and details on pricing, visit:

<https://azure.microsoft.com/pricing/details/power-bi-embedded/>

Licensing scenario #1

Context

- A customer is building custom application that includes Power BI embedded.
- Customer is licensed with E5 and does not require external sharing or Premium features.

Licensing Requirement

- Azure Embedded A SKUs would be the recommended SKU. The SKU size would depend on the number and size/usage of datasets needed for the application.



Licensing SKUs: Embedded

Azure Embedded A SKU

Licensing scenario #2

Context

- A customer is building custom application that includes Power BI embedded.
- Customer is licensed with E3 and a subset of users also have a Pro license.
- Customer also looking at one or more of these scenarios:
 - Share Power BI content across the organization.
 - Share Power BI content with external users (B2B).
 - Utilize additional features offered in Fabric.

Licensing Requirement

- Fabric capacity SKUs would be recommended because the customer is looking at additional usage scenarios.



Licensing SKUs: Embedded

Fabric capacity SKU

Report Server



On premises option
for delivering
Power BI content

- Provides organizations the ability to deliver Power BI reports and paginated reports on premises with a subset of cloud features.
- Licensed using SQL EE SA core licenses. Report Server is included as an SA benefit.
- Power BI Pro licensed required to publish Power BI reports.