

Power BI Premium Overview

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Power BI Premium

Unified self-service analytics and enterprise BI for every user and organization

Power BI Premium is a unified self-service analytics platform for every user and organization to accelerate the delivery of insights and collaborate with ease. Improvements to Power BI Premium's underlying architecture help all users increase their ROI with up to 16x faster performance and better visibility into utilization and scale. Power BI Premium offers new flexible licensing options, concurrent processing, the ability to automatically add additional capacity, and transparent utilization metrics.

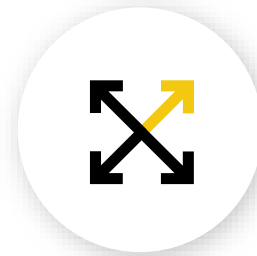
Key feature updates include:



Per user and per capacity licensing options so organizations can choose the best, most cost-efficient package for their needs



Microsoft-owned resource management so workload spikes and capacity utilization do not impact the speed of work



The ability to scale beyond resource capacity with autoscale and pay as you go (PAYG) pricing without experiencing drops in performance

With Power BI Premium, Microsoft is the leading enterprise BI and analytics provider.

Business challenges

Unified self-service analytics and enterprise BI for every user and organization

Changing market conditions and customer preferences have made data more relevant. Now, more than ever, customers need fast, accessible, cost-effective solutions for preparing, analyzing, and acting on data.

But today, this is challenging for several reasons:

- Upgrading to enterprise BI software can be expensive and time-consuming, especially for smaller organizations
- Providing access to teams and users across the world can require significant IT overhead
- Data preparation, analysis, and reporting may require siloed and disconnected tools
- Performance can degrade as data utilization reaches capacity
- Analytics and BI workloads are more complex and require more performant platforms
- Data capacity management can be costly
- Enterprise BI capabilities can be hard to scale

On top of this, the rapid changes to the workplace caused by COVID-19 have placed a renewed urgency on being agile and using data effectively across work environments. Microsoft Power BI provides a complete self-service and enterprise BI environment to address even the most advanced requirements.



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Flexibility to license by user

Extend premium features to a broader set of people with a per user or per capacity licensing option.



Faster processing

16X performance boost for Power BI operations with hands off management.



Automatically add capacity when needed

Ensure your analytics are always running at peak performance by automatically adding capacity when needed.



Consistent and reliable cost-management capabilities

Gain clear insight over your utilization capacity drivers and trends.

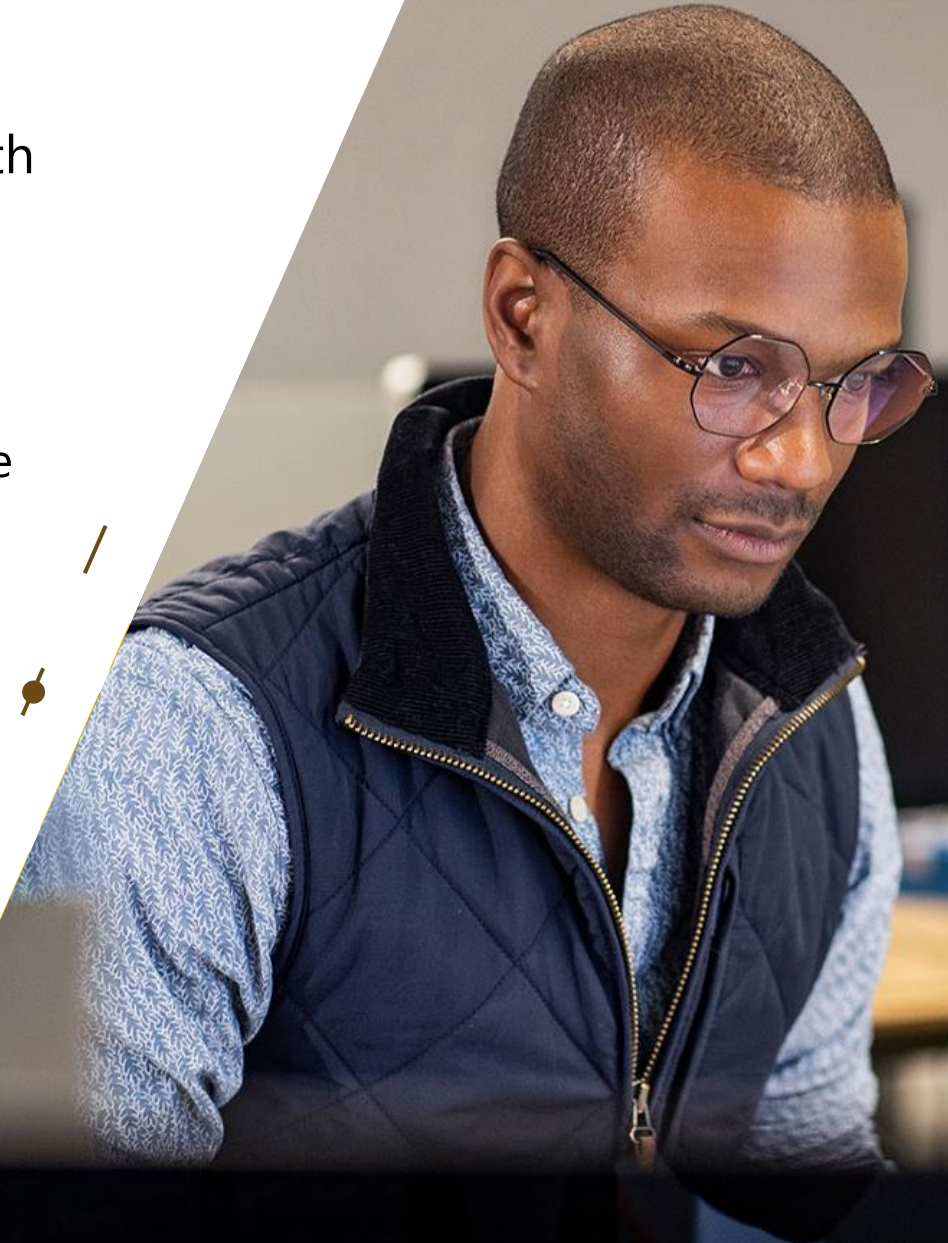
Power BI Premium is a unified self-service analytics platform for every user and organization to accelerate the delivery of insights and collaborate with ease. Improvements to Power BI Premium's underlying architecture help all users increase their ROI with 16x stronger performance and better visibility into utilization and scale.

Flexibility to license by user

Extend premium features to a broader set of people with a per user or per capacity licensing option

Power BI Premium per user provides access to enterprise BI and analytics capabilities with flexible individual seat licensing catered to small and medium-sized businesses. Take advantage of advanced workloads such as paginated reports, AI, and dataflows on a minor scale.

Power BI Premium per capacity is the tenant wide industry leader in unified self-service and enterprise BI. The per capacity offering is the most advanced BI and analytics platform with BYOK security capabilities and multi-geo governance.



Faster processing

16X performance boost for Power BI operations with hands off management



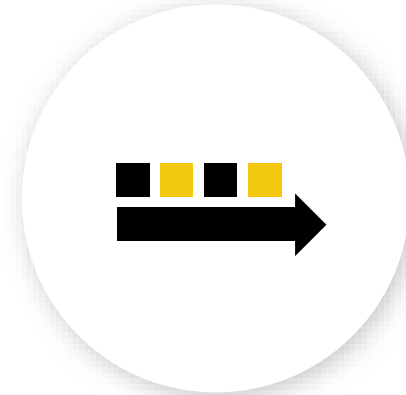
More consistently performant.

Microsoft has taken over Power BI Premium resource management, so you don't have to worry about unplanned workload spikes slowing down your analytics.



Ensure workload performance even when utilization is reached.

Users will notice enhanced performance across paginated reports, data refreshes and dataflows. Huge memory space avoids unnecessary eviction.



Raised limits on refresh concurrency and cumulative memory use. Continuously refresh data without impacting the speed of implementation. The load of refreshes is spread over 24 hours, so it is needless to worry about refresh spread or overall memory.

Automatically add capacity when needed (per capacity only)

Ensure your analytics are always running at peak performance by automatically adding capacity when needed

Automatically add and remove additional capacity with autoscale.

When utilization capacity is reached, Power BI Premium automatically adds capacity one v-core at a time, on top of what was originally purchased, so users don't experience impact of overload. Additional v-cores are added for 24 hours and then automatically removed.

Pay-as-you-go (PAYG) pricing. Just like Azure, when autoscale is enabled, users only pay for the additional capacity they consume.

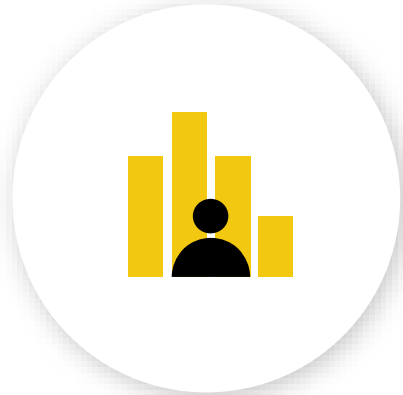
Set autoscale limits to control costs and expenses.

Administrators can opt out any time or set capacity or expenditure limits on their consumption.



Consistent and reliable cost-management capabilities

Gain clear insight over your utilization capacity drivers and trends



Understand capacity utilization with transparent metrics. Premium capacity usage is now defined by the amount of CPU time users can consume in any given moment. Power BI Premium comes with an out-of-the-box utilization analysis that empirically breaks down capacity usage by cost drivers to help administrators understand how capacity is consumed over time and by whom.



More predictability. Power BI Premium helps you understand and predict when you will run out of capacity with alerts when usage approaches your purchased limits.



Less frustrating delays. Users are alerted when they experience processing delays due to excess demand. No more unexplained slowdowns.

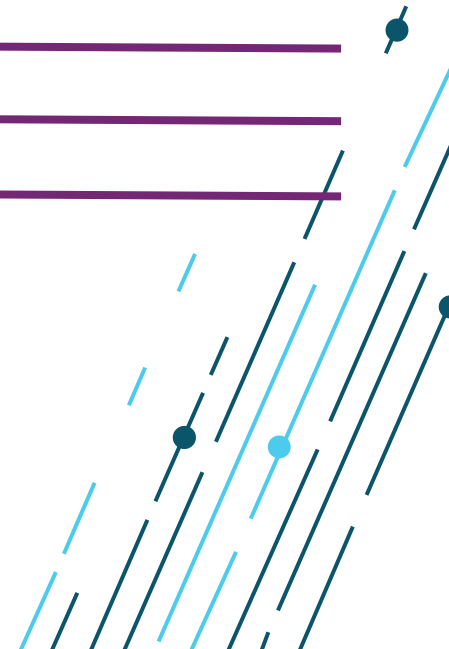
Premium capacity nodes

	Backend V-Cores	Direct Query/ live connection	Max memory per query (GB)	Model refresh parallelism
P1	4 v-cores, 25GB RAM	30 per second	6	6
P2	8 v-cores, 50GB RAM	60 per second	6	12
P3	16 v-cores ,100GB RAM	120 per second	10	24
P3	32 v-cores ,200GB RAM	240 per second	10	48
P3	64 v-cores ,400GB RAM	480 per second	10	96

Reference online docs for latest info:

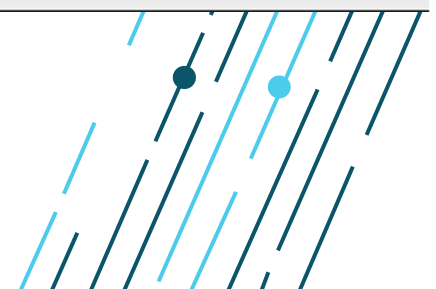
<https://docs.microsoft.com/en-us/power-bi/service-premium-understand-how-it-works>

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Explore Power BI plans

Feature ³	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
Refresh rate	8/day	48/day	48/day
Connect to 100+ data sources	●	●	●
Create reports and visualizations with Power BI Desktop ⁴	●	●	●
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

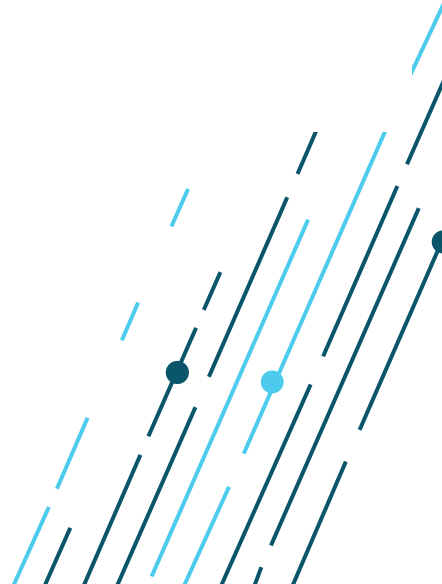
Data security and encryption	●	●	●
Metrics for content creation, consumption, and publishing	●	●	●
Application lifecycle management		●	●
Multi-geo deployment management			●
Bring your own key (BYOK)			●
Autoscale add-on availability (preview)			●
Maximum storage	10 GB/user	100 TB	100 TB

Explore add-ons for Power BI Premium per capacity

Autoscale

\$85

Per vCore/24 hours





Thank you

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