

Power BI Embedded Overview

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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.

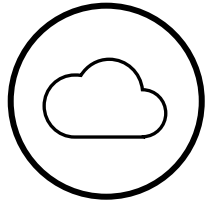
But today, this is challenging for several reasons:

- 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

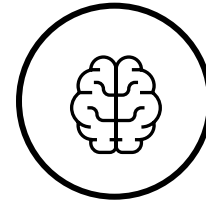
On top of this, the rapid changes to the workplace caused by COVID-19 have placed a renewed urgency on being agile and using data effectively across work environments. Microsoft Power BI provides a complete self-service and enterprise BI environment to address even the most advanced requirements.



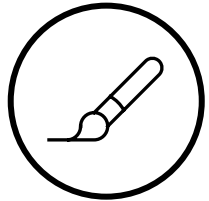
Why Choose Power BI Embedded



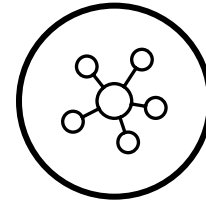
Adopt decades of analytics expertise



Easy to use and maintain



Total control of visuals and user experience



No end user licensing required



Why You Win With Power BI Embedded

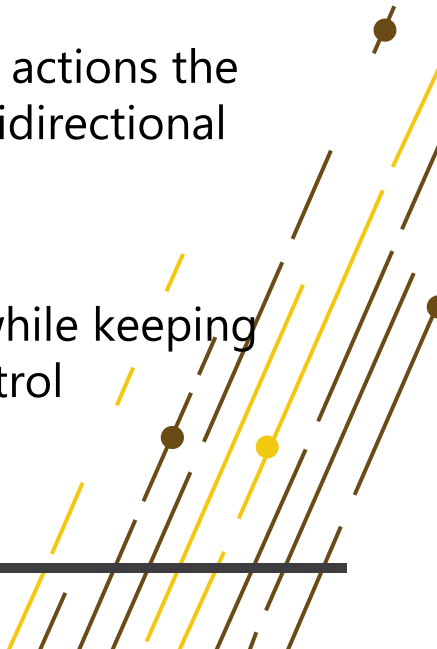
Create

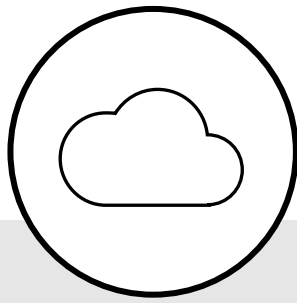
- Author interactive reports in Power BI Desktop without writing any code
- Choose modern visualizations out-of-the-box or customize without building from scratch
- Keep reports up to date with live connectivity, scheduled refresh and streaming data

Develop

- Integrate out of the box with open-source tools, other analytics solutions and proprietary apps
- Shift from the Javascript SDK or Visual Studio to developing with Power BI Embedded
- Register your app in your production environment and deploy

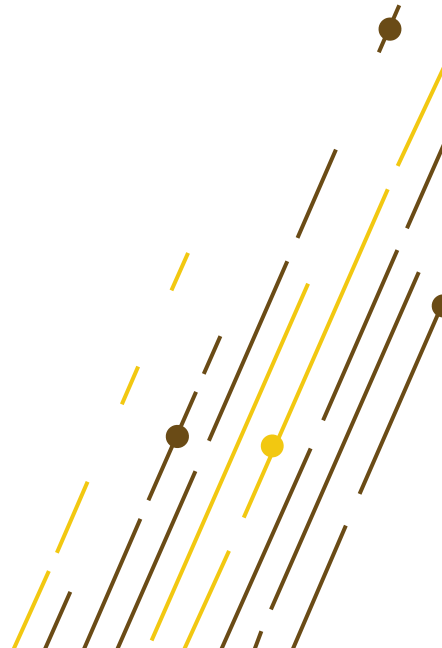
Deploy

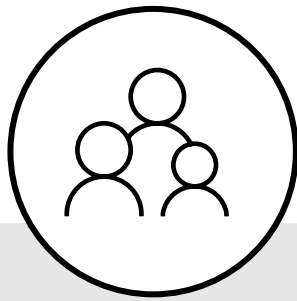
- Easily embed interactive reports and dashboards in your app using REST APIs and the Power BI SDK
 - Make intelligent actions the norm with the bidirectional JavaScript API
 - Easily scale up while keeping costs under control
- 



Analytics expertise

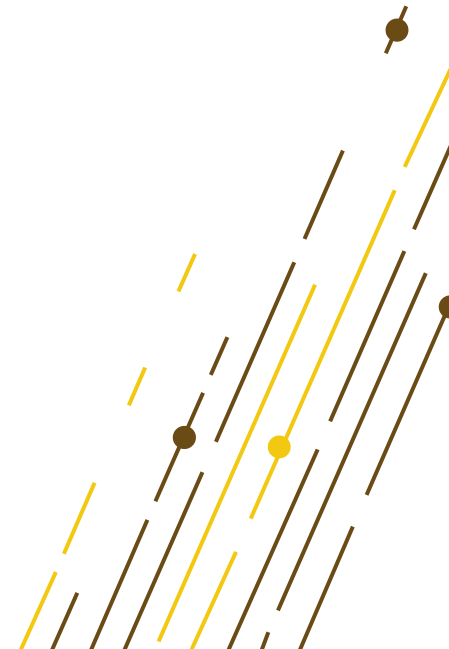
- Two decades of BI innovation and leadership
- Hundreds of features released annually
- Dedicated engineering team
- Adoption of other Microsoft investment areas

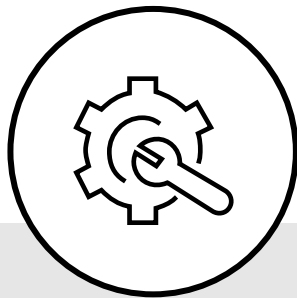




Control user experience

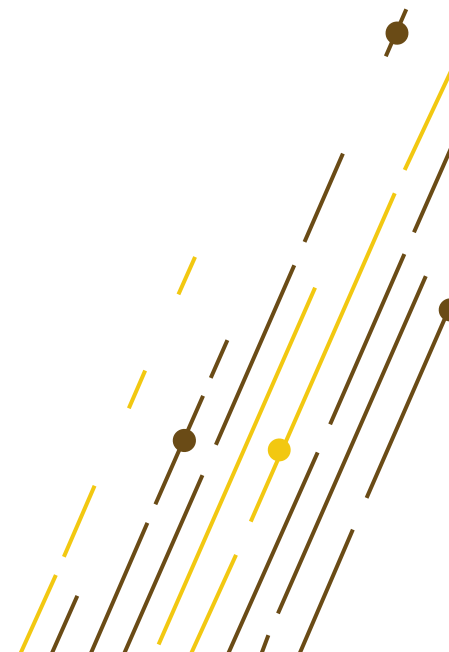
- Match to your brand with color theming
- Select from limitless visuals
- Allow ad-hoc with create and edit mode
- Provide answers immediately with Q&A
- Maintain user flow with menu extensions

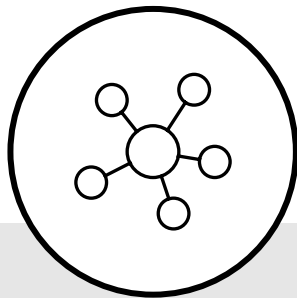




Easy to deploy & manage

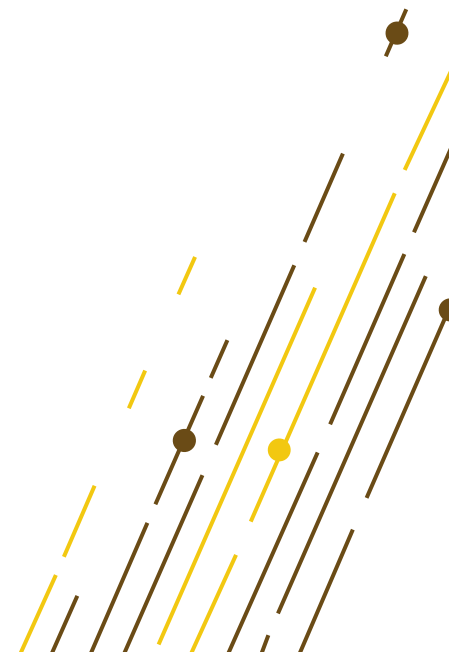
- Embed with JavaScript SDK
- Get data privacy with row level security
- You own all user authentication
- Keep watch with monitoring APIs
- Easily scale to meet demand
- Support for single and multi-tenant





No end user licensing

- Creation and dev testing is free
- Azure service - pause & resume
- Flexible capacities from \$1/hour - \$~32/hour
- Scale between capacities to accommodate demand
- Bring your own authentication





Thank you

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