10 **ways** to empower your BI strategy with **Power BI**

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Agenda

- Emphasize the value of Power BI
  - Organizational BI
  - Self-service BI
  - Cloud vs. on-premises
  - External reporting
  - … and much more

- Share best practices from my consulting practice

- I welcome questions during and after presentation

About Teo

- Consultant, author, and mentor with focus on BI
- CEO of Prologika – BI consulting and training company based in Atlanta (prologika.com)
  - Microsoft Gold Partner in Analytics
  - Power BI Red Carpet Partner
- Microsoft Data Platform MVP since 2004
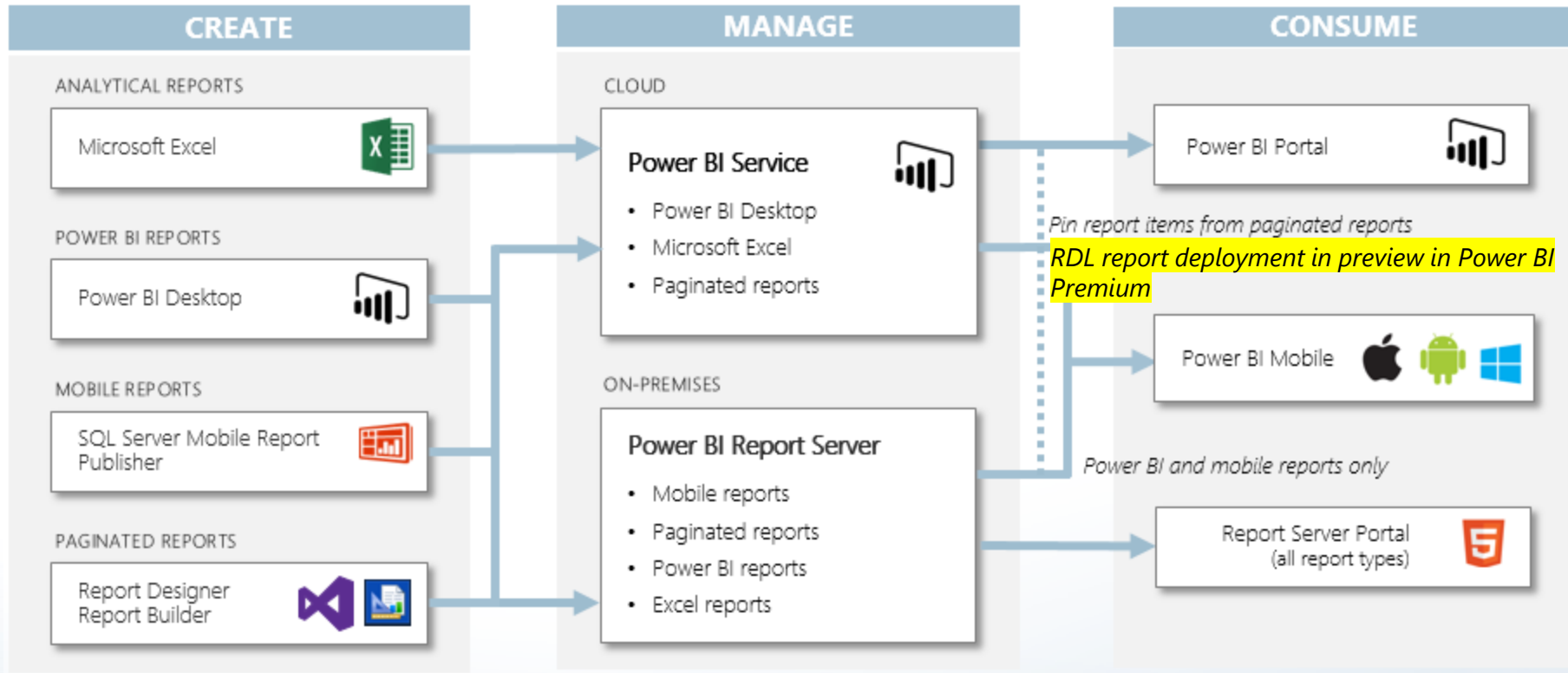- Founder and leader of Atlanta MS BI and Power BI Group (atlantabi.pass.org)
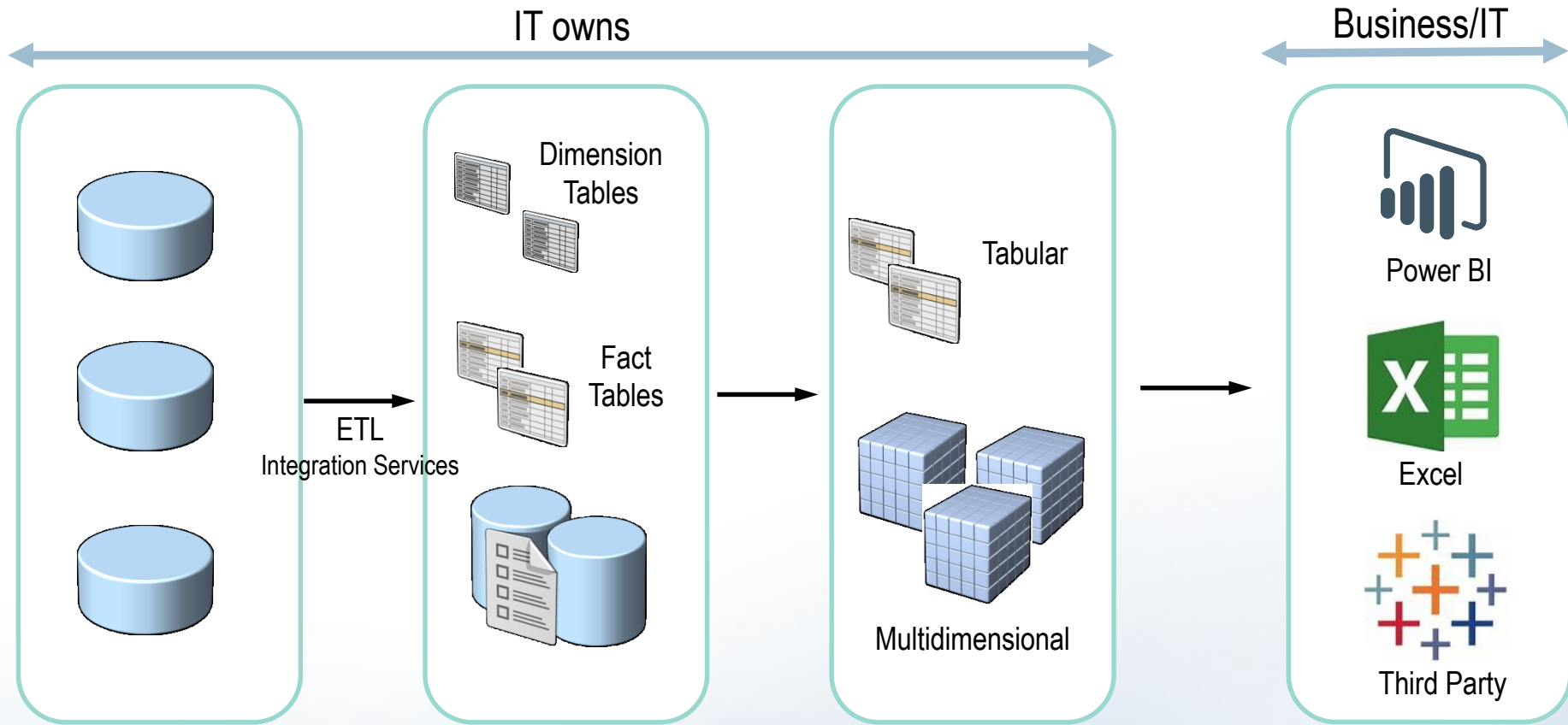
New!

What's Power BI?

al products
a models and reports
reemium service
ce environment
d, and Windows devices
mbed Power BI reports in apps
orts to on-premises server

Deployment Options

CREATE

ANALYTICAL REPORTS

Microsoft Excel

POWER BI REPORTS

Power BI Desktop

MOBILE REPORTS

SQL Server Mobile Report Publisher

PAGINATED REPORTS

Report Designer
Report Builder

MANAGE

CLOUD

Power BI Service
- Power BI Desktop
- Microsoft Excel
- Paginated reports

ON-PREMISES

Power BI Report Server
- Mobile reports
- Paginated reports
- Power BI reports
- Excel reports

CONSUME

Power BI Portal

Pin report items from paginated reports

RDL report deployment in preview in Power BI Premium

Power BI Mobile

Power BI and mobile reports only

Report Server Portal
(all report types)

IT owns

Business/IT

Dimension Tables

Fact Tables

Tabular

Power BI

Excel

Multidimensional

Third Party

ETL
Integration Services

Data Sources

Data Warehouse

Semantic Layer

Reporting Layer

Data is extracted from data sources, transformed, and loaded into DW

Data is stored in dimensional schema consisting of dimension and fact tables

Great performance
Business calculations
Reduced reporting effort
Security
Descriptive & predictive analytics

Dashboards
Ad hoc reporting

Main benefits
- Improve user satisfaction with attractive and fast reports
- Achieve single version of truth

Cautions:
- Not all Power BI features supported
- Power BI can connect to only one model

Promote **Best** Self-service BI

- Option 1: Ad hoc reports from semantic layer
  - Pros: Single version of truth, consolidated view, security
  - Cons: IT can't keep up, data is not the DW/semantic layer
- Option 2: "Pure" self-service BI
  - Pros: Agility, mash up data from everywhere
  - Cons: "pbimarts", who do you trust?, skills, governance

Although every company is different, in general I recommend 80/20 split between organizational and "pure" self-service BI

Empower Power Users
Best platform for pure self-service BI

- Import and mashup data from **everywhere**
- Create **sophisticated** data models
- Cleanse and transform data
- Implement business calculations

Deploy to Cloud (powerbi.com)

- Consider cloud deployment when
  - You want to avoid on-premises infrastructure
  - You need all Power BI features
  - Prefer "by user" or "by capacity" pricing (powerbi.com/pricing)
  - Hybrid architecture

Author	Share and collaborate	Scale large deployments
Power BI Desktop	Power BI Pro	Power BI Premium
Free	$9.99	Capacity pricing
	per user per month	per node per month
DOWNLOAD FREE >	TRY FREE >	PLAN YOUR COSTS >

Deploy to on-premises Report Server - Consider on-premises deployment when
  - You want to implement an on-premises report portal
  - You need most popular MS report types (RDL, Power BI, Excel)

Feature	Power BI	Power BI Report Server
Power BI Reports	Yes	Yes
Excel online reports connected to semantic layer	No	Yes (requires integration with Office Online Server)
Traditional SSRS (RDL) reports	• RDL report deployment in preview for Power BI Premium • Report items pinned to dashboards	Yes
Server-side report edit and creation	Yes	No
Power BI Q&A	Power BI Service and Desktop	No
Power BI Quick Insights	Yes	No
Power BI subscriptions and alerts	Yes	No (RDL reports have their own subscriptions)
Power BI Dashboards	Yes	No (use dashboard-looking reports)
XMLA endpoint	Yes (Power BI Premium)	No
Mobile access	Yes	Yes
New features release cycle	Every month	Every 4 months
Security	Workspaces and groups	SSRS Windows security based on user identity

Empower Business Users with Basic BI

- Users can create reports directly in Power BI Service (powerbi.com)
- Users can access data and reports with apps
- Natural questions with Q&A
- Viewers don't need license with Power BI Premium
  - Dashboard and report sharing
  - Distribution via apps

Access Reports Everywhere

- Power BI reports are accessible on any modern browser

- Power BI Mobile for optimized mobile viewing
    - iOS (download Power BI app from AppStore)
    - Android (download Power BI app from Google Play)
    - Windows (download Power BI app from Microsoft Store)

Apply Predictive Analytics and Natural Interfaces

- Predictive analytics
  - Automated Machine Learning and Integration with Azure ML/Cognitive Services
  - Key influencers
  - Quick Insights
  - Explain Increase/Decrease in Power BI Desktop
- Other predictive features
  - Clustering
  - Time series forecasting
  - R and Python scripts

- Natural interfaces
  - Q&A in Power BI Service and Power BI Desktop
  - Data narratives and story telling

Share Reports with External B2B/B2C Partners

- Share reports and dashboards in Power BI Service
  - Three licensing options
    - External user brings Power BI Pro license
    - Your organization provides Power BI Pro license
    - No separate license required if your org is on Power BI Premium
- Embed reports in custom apps (recommended)
  - Power BI Premium or Azure licensing plans (start at $700 month)
  - Feature parity with Power BI Service
    - View reports (Q&A supported)
    - Edit reports
    - Create new reports

Build Integrated Solutions

- Flexible integration scenarios
- Power Platform
  - Power Apps and Flow
- Descriptive analytics
  - Azure SQL, Azure SQL DW, Azure Analysis Services
  - Integrate with PowerApps and Flow
- Predictive analytics
  - R scripts
  - Azure Machine Learning (cloud)
  - SQL Server Machine Learning Services (on premises)
  - Spark
- Real-time analytics
  - Live connections to RDBMS
  - Power BI Push API
  - Azure StreamInsight integration

Summary

- Power BI has so much to offer

- Plan for it and use it – why not, most of it is free!

- Stay in touch
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  - Blog: prologika.com/blog
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