Microsoft Power Platform

Top 10 reasons why customers choose Microsoft **Power BI**
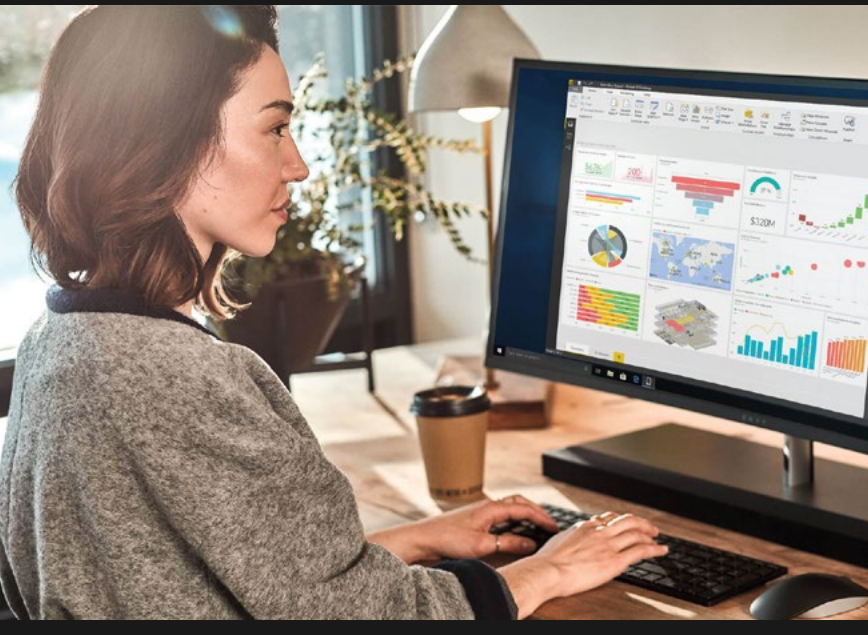
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Today's organizations are inundated with data.

This data can include anything from customer transactions to streaming data from IoT devices to increasingly massive volumes of web and social data. And the amount of data is only growing—between 2018 and 2025, data volume is expected to grow 61 percent annually. Turning this large volume of raw data into true data insights is essential for better decision making, as data-driven strategies are empowering companies to successfully address emerging trends and challenges.

Power BI empowers your teams with industry-leading **business intelligence (BI)** and augmented analytics so that you can simplify decision making in a world of increased complexity and growing data volume.

Learn why over 250,000 organizations, including 97 percent of **Fortune 500,** have trusted Microsoft Power BI to help them make better data-driven decisions.

Between 2018 and 2025, data volume is expected to grow:

61% annually

10 Reasons to Choose Power BI

Reason 1

Provide all your users with relevant insight using intuitive and familiar tools

Deliver insights to your teams regardless of where they work and collaborate. Integrate with all your Microsoft Office 365 applications, including Microsoft Teams and Excel, for increased productivity and collaboration through all user tools and applications.

With Power BI you gain access to enterprise business analytics that seamlessly integrate with Microsoft Teams to redefine the data storytelling experience. Features such as the **"Chat in Teams" button and @ mentions** empower users to collaborate easily and discover new data insights together. These features allow remote and disparate teams to easily align on data on a regular basis, ensuring the entire data team has the visibility they need to understand and pursue actionable next steps.

Support quick and efficient access to data with native integration between Power BI and Excel. Discover and connect to live Power BI datasets in Excel to ensure users have a consistent experience through the tools they use every day.

Reason 2

Connect to data anywhere to gain complete visibility and enable decision making

Drive a data culture by maintaining complete access to your data no matter where it lives through either a pre-built connector from our library or a custom connector.

For a full understanding of your data, uncover how different data sources interact using Power Query and get a detailed view around specific data preparation steps. With the Power Query editor, users can perform a variety of data preparation tasks **without the need to write code.**
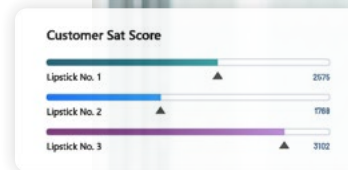
Not only connect to your data sources but gain end-to-end monitoring and visibility across your data estate using Azure Synapse Analytics and Azure Purview.

Reason 3

Work faster and spend less using Power BI + Azure Synapse Analytics

Combine the power of Power BI and Azure Synapse Analytics to quickly create interactive data visualizations by providing your data scientists with a full picture approach to data analysis, plus inspiration to solve even their most vexing data problems. With this end-to-end analytics solution, **all your data is centralized** and workloads can be managed and delivered faster.

Use dataflows for no-code visual data prep that is always up to date. A drag and drop interface allow users to set up complex transformations, data mashups, and data pipelines. Dataflows can be run on demand or automated to a schedule, **saving your data team time** and ensuring front-end distribution is faster and more reliable.

Customer Sat Score

Lipstick No. 1 — 2575
Lipstick No. 2 — 1768
Lipstick No. 3 — 3102

Azure Synapse Analytics is up to
14x faster and 94% less expensive
than other cloud analytics providers

Reason 4

Go from insight to action with
Microsoft Power Platform

Collecting and compiling data into actionable insights can quickly become a big undertaking, leaving organizations with outstanding questions on how to best leverage and optimize collected data. With Power BI, organizations gain access to an industry-leading BI solution that simplifies the creation and delivery of meaningful insights while identifying new opportunities for expanded data discovery.

Enhance your productivity using Power Automate to quickly update, export, and distribute your Power BI reports. Make reports accessible where your business needs them most by automating paginated or deep-linked reports and sharing across OneDrive, SharePoint, email, and more. Get inspired with pre-built Power Automate workflows that empower you to **start automating your reporting in minutes.**

Integrate your Power Apps directly into Power BI dashboards with changes to datasets reflected instantly across your reports. Power Apps visuals empower users to derive business insights and take action directly from their Power BI reports and dashboards.

With Power BI Premium, alter licensing to fit your business needs. Customers can choose the deployment option that works best for their organization, defining different workloads and computing levels for each workload.

Leverage the capabilities of Power BI Embedded to create multi-tenant applications with embedded visualization analytics content. Build a model that best fits unique organizational needs with Power BI features and reporting delivering customer-facing analytics in your applications.

Reason 5

Keep data secure and extend governance across your entire data framework

Extend protection and governance policies across your data with Power BI for a lasting and secure data framework. Microsoft's trusted security investments ensure critical governance and provide a security architecture that monitors and mitigates threats.

Enhance the data sharing process and ensure proper governance with Microsoft Information Protection (MIP) sensitivity labels classifying and protecting data, and row-level security providing a second layer to filtering data access. Apply sensitivity labels across Power BI with **downstream label inheritance support** that carries over into Power BI Desktop and Azure Purview for enriched productivity and collaboration organization-wide.

Raise the bar on modern cloud security by leveraging Microsoft Cloud Application Security (MCAS) for rich visibility and automatic monitoring of threats across all your cloud services.

Access detailed activity and audit logs via a web interface or API to **dig deeper into the many dimensions** of report and dashboard usage, sharing, workspace, and dataset creation or deletion, report subscriptions, ad-hoc dataset usage, and third-party visual authentication to ensure a highly protected data environment and greater peace of mind.

Additional security and governance features to explore:

Bring Your Own Keys (BYOK)

Allows access to at-rest data within datasets

Azure AD Business-to-Business (AAD B2B)
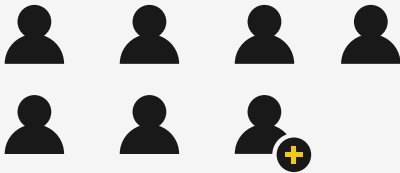
Share reports externally to promote trusted partnerships

Azure Active Directory (AAD)

Employees can sign in and access cloud-based resorces securely while on the move

Reason 6

Find answers faster with the industry-leading intelligence of Microsoft AI and machine learning

With numerous ways to approach data insights, determining the best approach to building useful reports and dashboards can become overwhelming. Power BI makes it easy to connect, prepare, and model data with automated insights helping you explore data sets in new and intuitive ways.

Over 75,000 customers
now use the capabilities in Power BI every month

Save time with **built-in forecasting** detecting the interval (monthly, weekly, annually) and seasonality in your data to provide insight into future trends. Expand findings with multiple variable forecasts that use **Azure Machine Learning** to access a suite of the world's best models, including models for advanced users assembled by Microsoft's AI team.

Enhance data discovery with one of the most advanced natural language query capabilities in the industry. In Power BI, users are supported with the ability to search by synonym naming structure, geographical related language inferences, and autocomplete suggestions to **quickly find the answers they need.** Customize the reporting experience by enabling Q&A for report consumers to ask their own questions using natural language.

Further empower data understanding with **native natural language generation (NLG)** visuals. Give users the power to generate written narratives based on their data, with custom narrative lengths, level of detail, type of analysis, goals, and formatting, if desired.

“

Using Power BI and Azure Machine Learning helps improve the way we retain talent at Avanade. With Machine Learning, we can model employee attrition and understand where future risks lie across the organization, while Power BI disseminates these insights to our leaders so they can be applied toward talent retention strategies and actions.

Cem Urfalioglu, ITS Intelligent Enterprise Portfolio Lead, Avanade

Reason 7

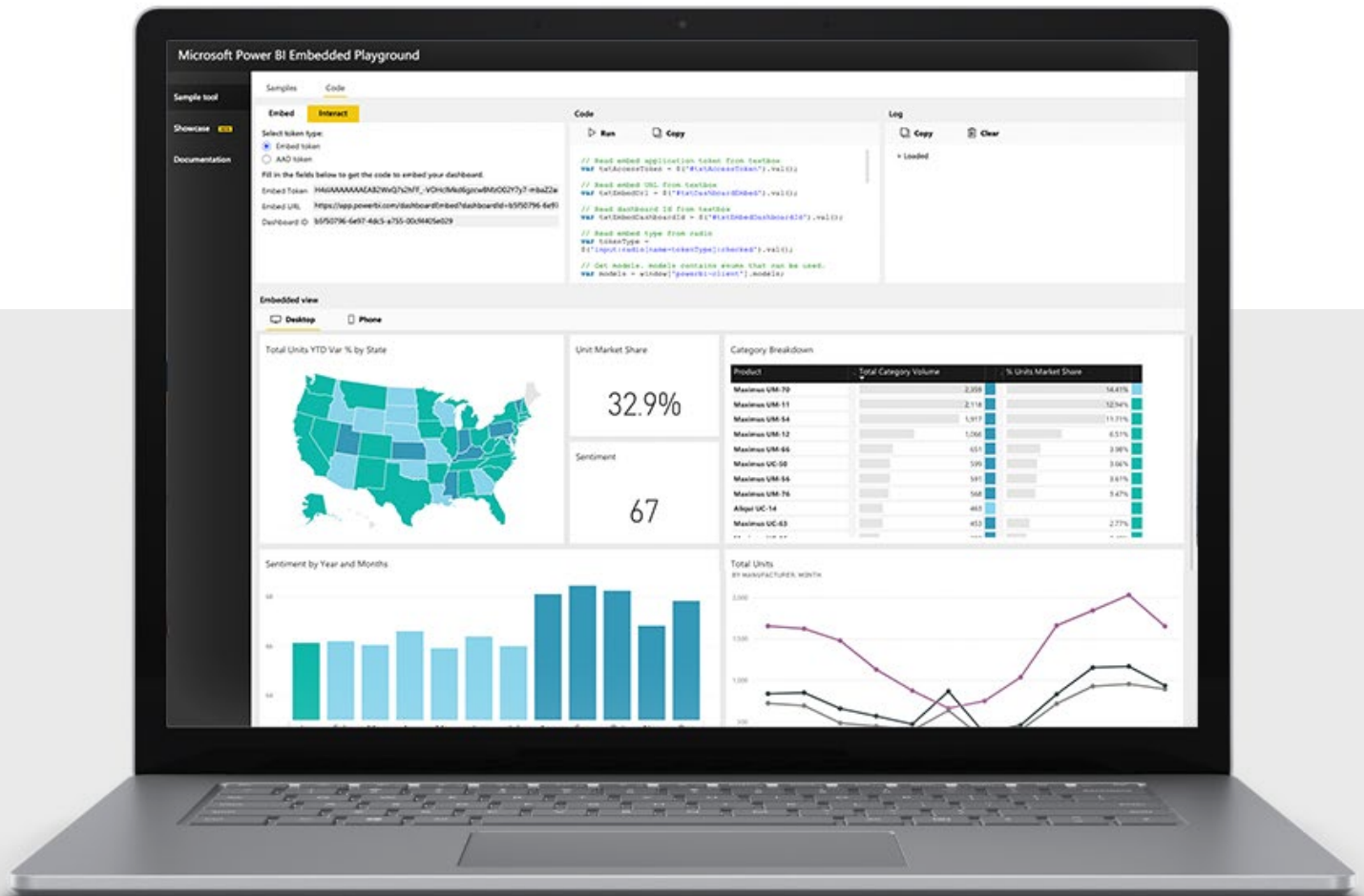# Make decisions on the go with Power BI Mobile

Connect to insights anywhere in the world no matter what device you're on with options like Power BI mobile or embedding via APIs.

Live Power BI dashboards and reports can be accessed on any device to ensure you can monitor your data from anywhere.

Easily collaborate and share new insights using your touch-enabled mobile screen to annotate reports. And push notifications to your device ensures you receive personal data alerts immediately.

Take a closer look.

Reason 8

Lean on cloud maturity with one of the largest fastest-growing BI clouds

Connect directly to hundreds of on-premises and cloud data sources for easier report sharing and collaboration. Power BI is a native cloud multi-tenant, multi-app SaaS service with all tenants hosted on a single instance. With Power BI, customers have **secure, centralized data access** and never have to provision their own infrastructure to support additional application usage. Live, interactive query is available to on-premises and cloud data sources to help diagnose any performance issues within a hybrid cloud environment.

Customers can also deploy capacity to one of more than **50 globally** available datacenters to publish datasets to these capacities as normal, as well as access to one of the largest and fastest BI clouds, with availability in national clouds.

Reason 9

Innovation through user feedback for weekly and monthly updates to Power BI

The more than half a million Microsoft Power BI Community members provide consistent discussion, input, and feedback between business intelligence experts and peers. Thousands of ideas submitted annually ensure your users have access to the latest updates that improve Power BI features and capabilities.

Reason 10

Create a data-driven culture and experience high ROI

Providing clear, secure access to data insights for all your users is not only easy with Power BI, it's affordable. According to the Forrester Total Economic Impact™ Study, Power BI comes at a lower Total Cost of Ownership (TCO) and a 366 percent ROI.

Not only did Power BI users get money back, but they also **got back valuable time.** On average, business users across different roles saved 1.25 hours per week. The study also found that a more **"data-driven and data-democratization culture"** led employees to feel more empowered because of the meaningful contributions they were making to the organization and overall increased employee satisfaction.

366%
return on investment
with Power BI

2021 Gartner Magic Quadrant for Analytics and Business Intelligence Platforms report

And for the 14th consecutive year, Microsoft has been named a **Leader in the 2021 Gartner Magic Quadrant** for Analytics and Business Intelligence Platforms. This also marks the third year Microsoft has placed furthest to the right for completeness of vision and closest to the top for ability to execute.

Get started with Power BI

See what customers and analysts have to say about Power BI.

Check out our customer success stories and read more about Microsoft as a Leader in the 2021 Gartner Magic Quadrant for Analytics and BI Platforms.

If you're ready to start building a data-driven culture throughout your organization, try Power BI for free.