

Power BI can be bought on a small scale with individual Pro licences but for larger organisations Power BI is usually bought via the purchase of a Microsoft Fabric SKU. Power BI is one of the many available workloads within the Microsoft Fabric data platform. As well as “normal” use cases of ingesting, organising, analysing and presenting data there are more complex use cases involving embedding dashboards into websites and proprietary software.

To optimise your licence purchase it all depends on your individual use case.

Trustmarque can guide you through the available options ensuring you maximise the value of your investment in Power BI or Fabric.

Fabric is Microsoft’s AI ready data platform offering a huge range of data tools all under one security, compliance and pricing model.

Microsoft Power BI pricing

[Power BI: Pricing Plan | Microsoft Power Platform](#)

Microsoft Fabric Pricing

[Microsoft Fabric - Pricing | Microsoft Azure](#)

Power BI Pro License

- **What it is:** A per-user subscription that enables full collaboration and sharing within the Power BI Service.
- **Key Features:**
 - Create, publish, and share reports and dashboards.
 - Collaborate in shared workspaces.
 - Required for both creators and consumers when sharing content in non-premium workspaces.
- **Limitations:**
 - Cannot share content with free users unless the workspace is hosted in a Premium capacity.
 - Dataset size limit: **1 GB per dataset.**
 - Refresh limit: **8 times per day.**
- **Best for:** Small teams or organizations where collaboration is limited to licensed Power BI pro users for creation and consumption of content.

Capacity Licenses via Microsoft Fabric

- **What it is:** An enterprise-level subscription that provides **dedicated compute capacity** in the Power BI Service (part of the Fabric platform). Pricing starts at F2 scales based on capacity (compute power available). There are also charges for data storage and you need a secure environment in Azure to take advantage of Fabric so a secure landing zone is a must.
- **Key Features:**
 - Allows free users to consume content from Premium workspaces for all SKUs F64 and larger.

- Supports **larger datasets** (up to 100 GB per dataset) and advanced features like:
 - Paginated reports.
 - AI and machine learning capabilities.
 - Incremental refresh and deployment pipelines.
- Dedicated resources for better performance and scalability.

Other niche licences

- **Premium Per User (PPU):** A hybrid option that unlocks most Premium features without buying full capacity, but every consumer needs a PPU license.
- **Best for:** Large organizations needing broad distribution, advanced analytics, and high performance.
- **Embedded:** Allows specific sharing of content in 3rd party applications.