

Convince Your Boss Power BI Is Best for Your Business

Use this definitive guide to persuade any decision-maker on the benefits of using the world's most effective business intelligence and analytics solution.



Power BI's innovations are already well known



You know that Power BI is the most powerful suite of business intelligence and analytics tools on the market for a variety of reasons:

- It can natively connect to hundreds of different data sources to deliver valuable insights to your organization in just minutes.
- It can do this not just for experts, but for nontechnical users as well—giving everyone the power of real-time data analytics right in their palm.
- It is flexible enough to adapt to any organization and grow with it, and comes prebuilt with advanced data governance and security features.
- Because of this, it gives organizations, from the executive leadership down to individual users, more control over how their data is used.

In short, Power BI is a comprehensive solution that produces a more secure and collaborative data environment, one that drives actionable insights and will help put your organization ahead of the competition.

Just look at the numbers



**100,000+ companies
currently use Power BI.**



Millions of active users.



Used in over 200 countries.



**More than 500 different
partners in its ecosystem.**



But if your boss still needs some convincing, we're here to help

It's time to make your case.

Think of this guide as a resource you can use to persuade your boss or the key decision-makers at your organization why Power BI is the best solution for your business.

In the first section, we'll review in detail some of Power BI's key features and show you how beneficial they can be at an organizational level. We'll also include talking points and actionable insights that you can use to jumpstart a conversation.

In the second section, we'll help you anticipate any potential questions or reservations your boss may have, then suggest some responses to put their mind at ease.

At-a-glance reasons you should purchase Power BI

Here's an executive summary of benefits boiled down to one page.

Power BI can give any organization complete control over all its data, helping to drive more valuable insights and empower employees to meet and even exceed their goals. Here is what Power BI can do for you:

It makes data analysis fast, accessible, and hassle-free.

- Get tools as powerful as they are easy to use. Build dynamic charts and graphs and create custom dashboards in a matter of minutes.
- Find the answers you need immediately. Just type in a natural question and watch Power BI produce the exact data you asked for.
- Take your data on the road. The Power BI mobile app gives you access to all your analytics wherever you go.

It increases collaboration across the board.

- Bring all your data under one roof. Make sure everyone can finally work together through Power BI's flexible native integrations.
- Share your data insights intelligently. Flexible controls let you send the exact data you want to the exact people you want in the exact way you want.
- The most up-to-date analytics anywhere. Power BI gives you real-time data analysis, ensuring your employees are never left behind.

It lets you manage all your data with ease.

- Curate your content with accuracy. Easily control access permissions per user, data source, or even individual lines on a report.
- Build a holistic data governance strategy. Create a data management plan in line with your organization with Power BI's extensive auditing controls.
- Stop worrying about your data's security. With more data controls, as well as Microsoft's secure Azure infrastructure, you can rest easy.

It saves you both money and time.

- The competition can't touch its value. No other product offers as much power for as little price as Power BI.
- More users means even better savings. With Power BI Premium, you can get enhanced data capacity for a fraction of the cost.
- Don't get distracted by data spikes. Power BI Premium will also automatically manage unexpectedly high data loads for you.



Get the Conversation Started

All the features you need to know.

Each of the following features cover the fundamentals of Power BI Pro and Premium, but they are only scratching the surface. For those who want a more in-depth overview, links to additional resources are provided on each page.

We've divided the concerns into four main groups:



Ease of use



Sharing and collaboration



Data security



Premium

The difference between Power BI Pro and Power BI Premium

Two great tools depending on what you need.

Power BI Pro sets the standard for business intelligence tools everywhere. In addition to its quick and intuitive self-service analytics features, it offers a variety of collaboration options, as well as dashboard sharing, ad hoc analysis, and report publishing. It comes packaged with the Office 365 suite, or can be acquired as a standalone product.

Power BI Premium is an enterprise-level solution for organizations with large-scale data requirements. It comes with dedicated cloud-server capacity, the flexibility to keep reports on premises, the ability to distribute content without per-user licensing, and much more. Pricing varies according to data capacity needs.





Ease-of-use features

Draw insights from your data within five minutes flat.

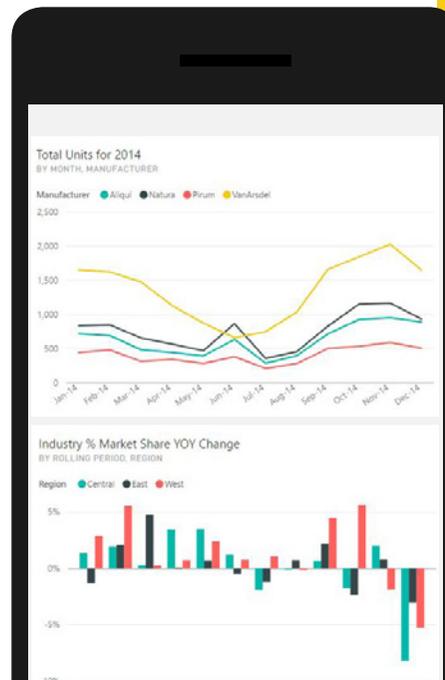
At its core, Power BI is designed to be a tool for everyone. That's why we've not only filled it with the best data analytical features available, but have also made them all incredibly easy to use. This way, everyone at your organization will be able to benefit from intelligent, data-driven analysis—regardless of their skill level. We believe this is one of the most vital benefits you can get from Power BI.

Build intuitive charts and graphs in minutes

Plug in your data, select your graphics, and start showing off.

With Power BI, you won't have to rely on hard-to-schedule graphic designers to make your data beautiful ever again. After connecting your data sources to Power BI, you can immediately start using the drag-and-drop menu to build stunning visualizations. Choose from standard bar or column charts, as well as tree maps, pie charts, and even more specialized graphs such as waterfalls and gauges. You can also build custom graphics using the library of visualizations the Power BI community is continually putting online. Keep refining by removing individual elements, isolating key categories, adjusting axes, and more.

After you've transformed your data, you can then take your most useful charts and graphics and quickly combine them all into a custom dashboard with just a few clicks. Create several dashboards for managing different aspects of your organization, or use just one so you can glean insights at a glance. You can even share these dashboards with other team members, driving efficiency and high-level decision-making throughout your organization.



Talking points:

- Turn your data into gorgeous charts and graphs within just minutes.
- Intuitive drag-and-drop menu and a library of custom visualizations put professional-level design within reach for everyone.
- Collect your most useful visualizations into a dashboard, then share them with others to promote organization-wide insights.
- More information: Visualizations in Power BI

More information:
[Visualizations in Power BI](#)

Explore your data using natural language

Getting the answers you need is as easy as asking a question.

One of the most exciting features of Power BI is its ability to interpret queries and questions phrased in natural language. All you have to do start exploring through your data is to ask a simple question, such as “What were the sales numbers for last quarter?” Power BI will then automatically select the corresponding data and choose the appropriate visualizations to depict it. If you’d like to dive in further, you can keep refining and expanding your question until you’ve found exactly what you need—or realized what you were looking for all along.



When you’re finished, you can operationalize that custom data by including it in your dashboard or by sharing it with the rest of your organization. In this way, Power BI helps remove any potential barriers to data exploration and promotes a culture aligned with data analytics. Everyone will finally be able to uncover exactly the information they need.

Talking points:



- Begin exploring your data simply by typing in naturally phrased questions.
- Further refine your questions to home in on what you’re looking for.
- Add custom data to your dashboard, or share it with a wider organization in order to encourage additional insights.

More information:
[Q&A in Power BI](#)

Excel and PowerPoint users can jump right in

It's more than intuitive. It's familiar.

Excel and PowerPoint are two of the most widely used business applications in the world. They are also part of the Microsoft family, so it made sense to incorporate many of their functions and processes into Power BI. For example, any PowerPoint user will be instantly familiar with Power BI's drag-and-drop controls.

However, Power BI really shines when it comes to how closely it's integrated with Excel. Within seconds, you can import the data from an Excel workbook or even upload the entire workbook itself. You can then edit just as you would in Excel, with additional options such as the ability to drag charts to your dashboard or share the workbook with other Power BI users.

You can also use Power BI's functionality to get extra value from your Excel data, such as by using it to create custom visualizations, editing it further with Power Query and Power Pivot, or combining it with still other data you have stored in Power BI. This tight level of integration helps lower the barrier of entry for novice users and further extends Power BI's usefulness for those familiar with Excel.

Talking points:



- Anyone familiar with PowerPoint or Excel will have an easy time learning how to use Power BI.
- In particular, Power BI is designed from the ground up to integrate closely with Excel.
- You can import whole Excel workbooks, or just their data, then use Power BI's additional functionality to make other edits.

More information:

[From Excel workbook to stunning report in no time](#)

Access data analytics wherever you are

The Power BI mobile app puts everything you need in your palm.

Today's workers aren't just sitting in their office all day. They're constantly on the go, so it's essential they always have access to the data analytics they need. The Power BI mobile app does more than just connect with the rest of your Power BI data so you can check it while you're away. It offers full integration to help you focus on only the data you need.

For example, once you create a custom dashboard within Power BI, it will automatically appear in your Power BI mobile app, where you can scroll through to view it through the easy-to-use interface. You can also go a step further and tell the mobile app to notify you if any data points you're tracking exceed a certain threshold. This way, it saves you the trouble of constantly monitoring your phone while you're out of the office.

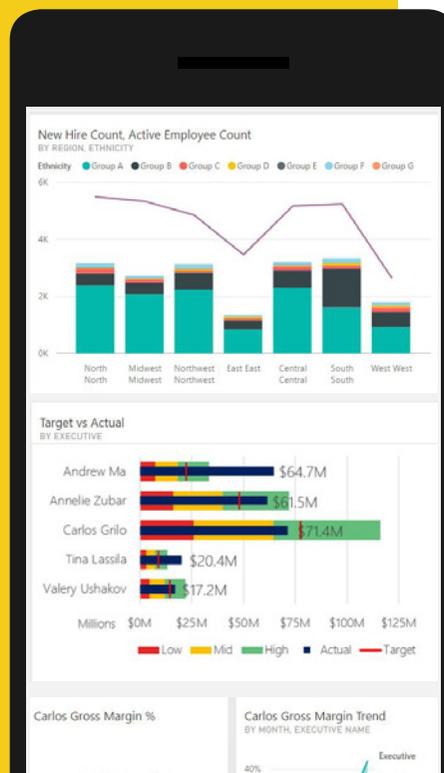
The mobile app also makes it easy to annotate live data and share it through text, email, or through the app itself—giving you further control over your data wherever you go.

Talking points:

- Power BI automatically populates the mobile app with your dashboards.
- You can set proactive notifications to alert you when specific data points reach a certain mark.
- You can annotate and send data through text, email, or the app itself.

More information:

[Power BI Mobile page](#)





Sharing and collaboration features

Break down the walls that separate your data and people from your goals.

In many ways, data is only as good as the people you share it with. All the insights in the world won't be of much use if you can't show them to other people. For this reason, we've made sharing and collaboration as important in Power BI as the analytics themselves. That means it will be easier than ever for your organization to start working together toward its future goals.



Seamlessly connect all of your data

Native integration with hundreds of data sources, apps, and services.

Before you can begin sharing and collaborating with your data, you first have to make sure that everyone can access it in one place. Power BI makes this easy by automatically connecting to hundreds of different data sources, as well as many more apps and services that your organization may already use. This includes native integrations with SQL Server, Azure, SAP Hana, Office 365, Microsoft Dynamics, Adobe Analytics, Salesforce, and much more. New integrations are constantly being developed as well, helping to further extend Power BI's reach.

With this level of flexibility, you can finally create a convenient way for your entire organization to view all its data under one umbrella. For example, after connecting your CRM system and website analytics software to Power BI, you could create a graph directly comparing website visitors with your sales. Dive further and you could even correlate the average time a visitor spends on your website before making a purchase. Once you open up this capability to your entire organization, the possibilities of new and valuable insights are endless.

Talking points:

- Power BI comes with native integrations for hundreds of different data sources, apps, and services.
- This makes it simple to bring together whatever sources of data you already use.
- It's the ideal way of making sharing and collaboration a central aspect of your organization.

More information:

[**Connect to services with content packs for Power BI**](#)

Share your data however you want

Show off your analytics using a vast array of options.

Power BI can not only transform the way you look at your organization's data, but also change how you share your new insights with your colleagues and even the broader world. Once you create a custom dashboard or report, for instance, you can immediately distribute it to others through Power BI itself, or by sending a link through email or text message (via the mobile app). While everyone will be able to interact with the dynamic elements of your dashboard or report, only your own colleagues will be able to share them again, helping ensure your information stays within your organization. Likewise, if you are sharing dashboards or reports with row-level security turned on, they will only be able to see information that they have permission to view. However, if you want to share a dashboard or report with the wider public, you can embed them on your website or in an email, too.

You can also use Power BI to collaborate directly on dashboards and reports with your colleagues. To do this, you and your colleagues can collect key dashboards and reports in an app workspace, where you can either continue to refine them, or can send them out to additional coworkers to encourage further collaboration. Everyone will be able to view, interact, and edit the same data as you do, unless they have different permissions, in which case they will only be able to view authorized data. With features such as these, even organizations with complex data sets and large numbers of employees will find it easy to promote a culture of sharing and collaboration.

Talking points:



- Power BI lets you share secure reports and dashboards through the service itself, through email or text message, or by embedding them in emails and websites.
- You can also create app workspaces, where you and your colleagues can collaborate on a collection of dashboards and reports.
- Power BI will automatically remove any information from a dashboard or report when a person is not authorized to view it.

More information:

[How should I collaborate and share dashboards and reports?](#)

View your data in real time

Gain valuable insights as they are happening.

The ability to see the most up-to-date information has become essential to today's organizations. This is especially true when you are working on projects with your colleagues, which means everyone must be on the same page. Power BI can help reduce the chances of miscommunication during this process by constantly refreshing any data sources it's connected to, enabling everyone to see your organization's data in real time. This can be set up to apply not only to reports and dashboards within Power BI itself, but also to reports and dashboards you've shared elsewhere. This creates a window of streaming real-time information that you and your colleagues can continuously check in on for the latest news.

When this capability is paired with other features in Power BI, it can dramatically increase your organization's efficiency. For instance, when workers can access real-time organizational data through their Power BI mobile app while traveling, they will be empowered to make better decisions on the fly. Similarly, through Power BI's close integration with Cortana, you can view real-time data simply by asking a question in the search bar. The chart or graph with the most up-to-date information will then automatically appear, saving you the time of searching it out yourself. This level of convenience, along with access to real-time data, can help turn your organization into a well-oiled machine.

Talking points:



- Power BI will connect to your data sources and continuously update them, giving you access to the up-to-minute data.
- This applies not only to reports and dashboards within Power BI, but also to any you share.
- When you combine this capability with other features, such as Cortana integration and the mobile app, it will make your organization much more efficient.

More information:

[Real-time streaming in Power BI](#)



Data security features

Make sure your information is always in the right hands.

Keeping your data safe is a serious concern these days. Unfortunately, due to the ease with which people can now instantly (and even unintentionally) send out sensitive information, many organizations think that security can only come at the cost of collaboration. We disagree. With intelligent security features that let you protect your data without walling it off, Power BI will give you more control.

Set flexible data access permissions

Control with pinpoint accuracy what everyone can see.

Because Power BI is already designed to connect to all your data sources, apps, and services, it can be used as a central filter to manage which information your organization chooses to make available and which it does not. However, it also comes with much more nuanced controls. For instance, you can set permission levels for each user, as well as for entire data sources and individual dashboards and reports. This level of specificity will even apply within those dashboards and reports, so that users with different access levels will only see the data that they have permission to view.

When combined, these different permission levels will give you complete control over every aspect of your organization's data. This makes Power BI the perfect solution for a variety of organizations, regardless of how sensitive or open their data is. For example, a healthcare organization with a mixture of private patient files and public information has the flexibility to set a wide range of access levels across data sources, users, and the reports they produce. This makes it easy to ensure that no sensitive information is leaked, while also allowing employees to safely work together on everything else. It's an elegant solution that strikes a careful balance between security and collaboration.

Talking points:

- You can set different permission levels per data source, user, dashboard, and report.
- Even when users with different permission levels view a dashboard or report, they will only see data that they are allowed to view.
- The ability to combine these different permission levels makes Power BI flexible enough to meet the security needs of any organization.

More information:

[Row-level security \(RLS\) with Power BI](#)

Design an effective data governance strategy

Empower users and increase efficiency with more control.

Data governance refers to the overall strategy that defines who gets to view, edit, and share data, as well as how an organization's access to data can best be used to further its goals. In the case of a security breach, a good data governance strategy will also be able to hold a specific person or unit accountable, since it dictates who is responsible for each aspect of the organization's data. Although some data governance strategies put control of all data in the hands of executives or IT departments, more modern strategies will allow individual business units to control the information they use. Called a self-service approach, this strategy lets each unit come up with the most useful application for their data, and often produces much more creative and valuable insights.

Despite this, many organizations often shy away from this approach because of security concerns. However, Power BI was designed with just such concerns in mind. It can bring together all your data and give you pinpoint accuracy over access permissions per data source, user, and individual dashboards and reports, it is the perfect tool for implementing a self-service data governance strategy at your organization. The benefits of such a strategy can even go beyond the insights it will produce. For instance, by allowing each business unit to control its own data, it frees up the IT department from having to micromanage each aspect of information coming in, eliminating potential bottlenecks and speeding up business. This is how Power BI can give your organization better efficiency and deeper insights without compromising security.

Talking points:



- A self-service data governance strategy lets each business unit manage its own data, which can result in greater efficiency and more valuable insights.
- Power BI's nuanced security controls make it possible for an organization to implement a self-service strategy without compromising its security.



Premium features

For organizations with advanced business intelligence needs.

With flexible licensing capabilities, improved scale and performance, extended on-premises capabilities, and much more, Power BI Premium gives organizations even more capacity to meet their data analytical requirements. The following features give a quick overview of some of the ways Power BI Premium can help boost your performance and give you even more control over your data.

Run on dedicated capacity

Remove all throttles and limitations from your data.

One of the primary benefits of Power BI Premium is that it comes with dedicated server capacity for all your data. With other versions of Power BI, users share the same set of machines when processing and analyzing their data. This includes all of the normal Power BI operations, such as data load and refresh, query processing, rendering dashboards and reports, and so on. To keep these operations from slowing down, limits are placed on users so they don't monopolize the machines and disrupt the service for others. With Power BI Premium, however, these limitations are removed.

Instead, you get dedicated machines with virtually unlimited capacity that you can scale up or down as your needs change. What's more, because you will be using your own servers, you can distribute dashboards and reports to other users without having to purchase an additional license for them. This not only allows you to tackle massive data volumes and enjoy better performance, but also makes it even easier to share data insights with whomever you choose. For organizations looking for more speed and volume for their data, it's the perfect choice.

Talking points:

- Power BI Premium comes with dedicated server capacity.
- This eliminates the data limitations put on other Power BI versions because you no longer need to share server space with anyone else.
- An additional benefit of this is the ability to share dashboards and reports to nonlicensed users.

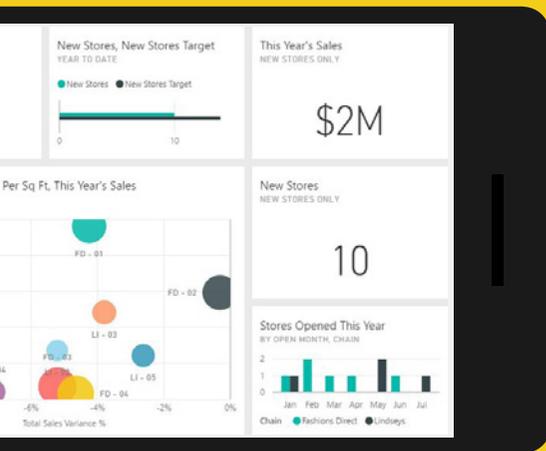
More information:

[Power BI Premium landing page](#)

Keep your data wherever you want

Put it on the cloud, keep it on premise, or do a little of both.

Although many organizations are eager to start moving all their data onto the cloud, many are not quite yet prepared. Still others may only want to move some of their data onto the cloud while keeping their most important or sensitive data on premises. Fortunately, just because Power BI Premium comes with dedicated server capacity, that doesn't mean you have to transfer all your data from your own servers. Instead, you can use the Power BI Report Server to take reports and dashboards authored in Power BI Desktop and deliver them to other browsers and applications, as well as the Power BI mobile app.



With this capability, you have complete freedom to choose which data you keep on premises and which you decide to put onto the cloud. Because you can also pin reports from the Power BI Report Server to the Power BI cloud service, you can create truly hybrid dashboards that use data from both your dedicated server and from behind your own firewall. All this allows your organization to transition to the cloud at your own pace, or to permanently keep certain datasets off the cloud. It gives you the freedom to choose the option that works best for you.

Talking points:

- With the Power BI Report Server, you can keep data behind your own firewall, but still use it to generate reports.
- You can also deploy hybrid setups in which you keep some data on your dedicated server and some on your company server.
- You can even create dashboards that use data from both the Power BI Report Server and the cloud service.

More information:
[Microsoft Power BI Premium white paper](#)

Prepare Yourself to Address Potential Concerns

Have all your answers ready ahead of time.

Being familiar with all its best features, you may already be convinced Power BI is the right tool. To help you make the case to your boss, we compiled the following potential concerns—alongside business-value-focused replies to help overcome objections.

We've divided the concerns into three main groups:



Cost



Implementation



Security



Cost concerns

Help your boss discover a good deal.

One of the most common concerns for any new product is the price. Especially when it comes to adopting new services, it's normal for managers and decision-makers to be concerned with the bottom line. Fortunately, Power BI offers one of the best values for business intelligence services on the market.

“I’m not sure our organization can afford it”

Tell them they can’t beat the price.

Power BI is actually one of the most affordable business intelligence services on the market. For instance, Power BI Desktop, which allows you to turn your data into rich visualizations, is already completely free, while Power BI Pro is only \$9.99 per user, per month. In comparison, Tableau is \$35 per user, per month, while Qlik costs \$25 per user, per month for its Business edition. This makes Power BI two to three times more affordable than our nearest competitors. What’s more, if you have 1,000-plus Power BI Pro users, you can buy additional data capacity as needed, while letting your users distribute reports, dashboards, and other content—all without having to purchase individual licenses for each recipient.

Also, if your business requires the advanced capacity of Power BI Premium, the cost savings increase even more dramatically. Rather than charging a flat user fee, Power BI Premium is priced according to the monthly capacity you need. There are three main pre-packaged options:

Power BI Premium P1:
\$4,995 per month.
Secures 4 back-end cores, which supports around 2,000 users.

Power BI Premium P2:
\$9,995 per month.
Secures 8 back-end cores, which supports around 4,000 users.

Power BI Premium P3:
\$19,995 per month.
Secures 16 back-end cores, which supports around 8,000 users.

However, if your business has more than 8,000 users, you can purchase as many additional back-end cores as are needed, ensuring virtually unlimited support. For more information on pricing and capacity, refer to the online pricing calculator. With dedicated storage, flexible licensing, extended on-premises capabilities, and a variety of other additional features, all this adds up to solid value.

Talking points:

- Power BI Desktop lets you generate reports, dashboards, and more from your own data, and is completely free.
- Power BI Pro costs two to three times less than the closest competitors.
- Power BI Premium is priced according to your monthly capacity needs.

More information:

[**Pricing for Power BI**](#)

“The initial costs won’t produce an ROI fast enough”

Tell them about how much value they can get from data.

With a robust set of intuitive features for collecting all data sources and analyzing their every aspect—from single data points to multiple entities, as well as a rich array of sharing and collaboration tools—Power BI lets organizations develop deep data-based insights without having to hire or train employees how to use complicated analytical software. Within five minutes, you can begin drawing actionable insights that you may have previously never considered, helping to steer your organization past its competition and closer to its goals.

The intrinsic worth of this is immense. After all, any organization not taking full advantage of the data it collects is missing out on vital growth opportunities. That said, your data is only as valuable as the story you can draw from it, and the way to shape the most compelling story is to view that data through as many lenses as possible. Power BI can help you take a shortcut past costly data analysts and specialized software, and let you realize the benefits of an intelligent, omnichannel view of your data in as little time as possible. We believe the ROI you get from this will surprise you.

Talking points:

- If you are not using the data your organization collects, you are missing out on opportunities for growth.
- The best way to make use of data is to view and analyze it in as many ways as possible.
- Power BI lets you do this much more quickly, easily, and affordably than you would any other way—helping you reap the benefits of data analysis and produce a fast ROI.

More information:
[Power BI Industry Benefits](#)



Implementation concerns

Show your boss how easy it is to use.

We understand that switching to a new system and setting it up can be stressful for a lot of managers, especially those who are in charge of training. This is why we designed Power BI to be so simple to use.

“Training our staff will take too long”

Tell them how quickly they’ll start seeing results.

Power BI was designed from the ground up to be incredibly easy to use, while still being a formidable business intelligence tool. This is why everyone from seasoned analytics professionals to absolute beginners will be able to begin turning their data into beautiful, informative visuals and valuable insights within just five minutes flat. They can use Power BI’s intuitive drag-and-drop interface to create data-rich dashboards and engaging charts and graphs, or they can take advantage of their existing knowledge with its built-in parallels to Excel. Even those who have never touched SQL Server will be able to connect to it in seconds through Power BI.

Beyond this, Power BI features an extensive amount of educational information you can take advantage of, such as official guided learning and documentation, as well as plenty of webinars, training videos, and other resources—all of which are available for free. They cover everything from usage basics to more advanced topics like DAX functions and content pack creation. This means that any organization, regardless of its employees’ knowledge or technological prowess, will be able to set up and start benefiting from Power BI incredibly fast.

Talking points:



- Power BI is designed to be an intelligent and valuable business tool, while still remaining easy to use.
- With Power BI’s intuitive drag-and-drop interface, similarities to PowerPoint and Excel, and simple set up, users of all levels will be able to begin realizing benefits immediately.
- There are also a variety of educational resources available for free.

More information:

[Power BI Guided Learning](#)

“Setting up roles and permissions will take too long”

Tell them that Power BI was built with data governance in mind.

Power BI was designed to be an essential aspect of your organization’s data governance strategy, allowing you to set a variety of security roles and access permissions to reflect all your different types of data needs. To this end, users can easily apply comprehensive rules regarding data sources, organizational roles, and individual reports to ensure various kinds of data can be seen only by those who need to see it.

To make this process even faster, different levels of administrators can be assigned within Power BI in accordance with your data governance strategy. For instance, the Global Admin can assign different administrators for each separate data sources or for certain types of data, or whatever else makes sense for your organization. These admins can then go on to give other users specific permissions until your entire organization has been assigned appropriate roles. In this way, setting up roles and permissions can actually be done quite quickly, so long as you have a firm understanding of your data governance strategy ahead of time.

Talking points:

- Power BI is designed to support data governance and security, including setting up user roles and access permissions.
- Users can apply comprehensive rules regarding data sources, organizational roles, and even individual reports.
- A Global Admin can assign specific data sources, sets of data, and so on to other administrators, who can then control access permissions beneath them.

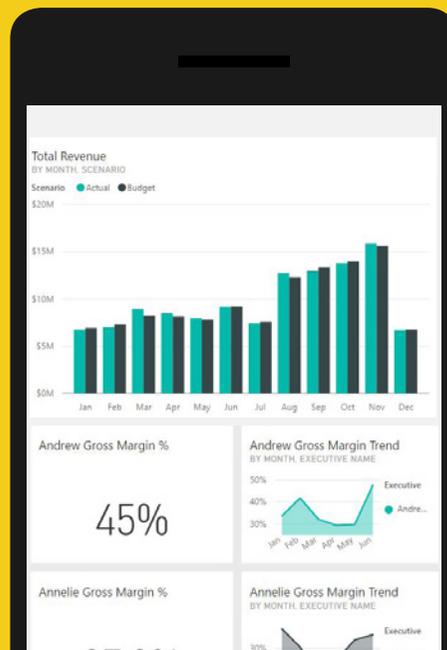
More information:
[**Power BI admin portal**](#)

“Connecting all our data will be too difficult”

Tell them that this can actually be done in just a few clicks.

One of the most important functions of Power BI is its ability to seamlessly connect to a vast number of data sources, apps, and services. Because this is integral to allowing you to quickly begin analyzing and interpreting data, it was essential that the process be as simple as possible. That’s why users can connect Power BI in less than a minute to any of the several hundred services it’s already setup to integrate with. After selecting the appropriate data sources and entering your credentials, Power BI will automatically populate a dashboard with your real-time data, allowing you to start experiencing its value right away.

The list of Power BI’s native integrations is long and constantly growing. It includes popular services such as Salesforce, Adobe Analytics, Google Analytics, MailChimp, Marketo, and the Microsoft ecosystem of products, such as Office 365, Dynamics, Azure, and Cortana. New content packs for different services are being released every day in order to keep Power BI up to date.



Talking points:

- Connecting data to Power BI is an integral part of its service.
- You can connect your data to Power BI in less than a minute.
- Power BI natively integrates with hundreds of different services, and more are being added every day.

More information:

[**Connect to services with content packs for Power BI**](#)

“We already have a business intelligence solution”

Tell them how much they’re missing out on.

The business intelligence market is rife with competitors, but none of them has been able to match Power BI in usability, features, or value. For instance, regardless of their skill level or familiarity with the service, users can connect their data sources to Power BI within seconds, then immediately start exploring the dynamic visualizations it automatically generates afterward. Power BI also makes it easy to create your own graphics using an intuitive drag-and-drop interface and its library of custom charts and graphs. Once you’ve built your reports and filled your dashboards, you can also easily search through all this data by simply asking a question in natural language, to automatically find what you’re looking for and choose the appropriate visualization.

No other service can compete with the control Power BI gives you over your data as well. Easily set access permissions per user, data source, or individual report so no data ever lands in the wrong hands. You can even turn on row-level security to have unique data points disappear from within a report if the viewer doesn’t have the right permissions.

Afterward, you can easily enable Power BI’s array of sharing and collaboration options so your entire organization can begin gaining and surfacing for stakeholders valuable insights that can help the business succeed.

And all this comes at a cost that is two to three times less than the closest competitors, which means whatever service you’re already using is not giving you as much value.

Talking points:



- No other service can compete with Power BI when it comes to usability, features, or value.
- Power BI is more intuitive to use and offers far more options for analyzing, sharing, and protecting your data.
- Closest competitors offer fewer options for two or three times the price.

More information:

[Power BI features](#)

“If our needs increase, we’ll be locked into a usage level”

Tell them about how Power BI Premium can accommodate this.

It makes sense for an organization to worry about long-term needs when considering using a new service. After all, you’re constantly adapting to the changing landscape and hopefully increasing in capacity along the way. So to accommodate both the growth you plan for, as well as the heavy usage periods you may not be able to predict, Power BI Premium comes with the ability to scale out and increase in size with you.

For instance, most businesses will be able to meet their day-to-day needs with one of the three main prepackaged tier sizes—P1, P2, and P3—while those with larger data requirements can buy additional back-end cores as needed. However, regardless of how much capacity you have, if your usage spikes suddenly, your business may be left unprepared. This is when you can purchase several capacity nodes and then deploy them together as if they were a single capacity cluster. Power BI will then manage this cluster and automatically balance the data load used across them so you can carry on your business without interference. No extra management on your end is necessary. Instead, we will take care of it all for you.

Talking points:

- Power BI Premium comes up with the ability to scale out and combine several nodes into one large clustered node.
- We will automatically manage the data on this node for you.

More information:

[Power BI Premium white paper](#)



Security concerns

Give your boss greater peace of mind.

When dealing with your organization's sensitive data, security concerns will always be an issue. This is especially true these days, as data breaches and leaks have become common news. We've gone to great lengths to give Power BI exceptional security protections.



“Running data through a cloud service isn’t secure”

Tell them about the extra work we’ve done to make sure it is.

Although cloud computing is increasingly being accepted as the new normal for business, that does not mean it has suddenly become impervious to data breaches or attacks. Because Power BI utilizes a cloud computing infrastructure, it was very important that it be able to handle heavy data loads with speed, security, and reliability. To do this, Power BI is built on Azure, an extremely stable foundation that can prevent the unauthorized and unintentional transfer of information. It also makes use of both a Web Front-End to handle the initial connection and authentication to Power BI, and a Web Back-End cluster, which takes care of all subsequent user interactions.

In addition, Power BI uses Azure Active Directory to store and manage user identities, as well as Azure BLOB and Azure SQL Database to manage the storage of data and metadata. SSL channels, meanwhile, are used when transferring files from Power BI Desktop to the Power BI service, ensuring that everything remains private and encrypted en route.

All this adds up to one of the most secure and private services available. For instance, the Azure infrastructure uses a multipronged threat-management approach to continuously strengthen its defense and reduce risks. Power BI also comes with the full support and backing of Microsoft, an industry leader in both on-premises and cloud security. This means you can rest assured knowing your data will remain safe.

Talking points:

- Power BI utilizes a cloud computing infrastructure built on Azure, one of the most stable and secure platforms available.
- It also uses a variety of other secure layers, such as Azure Active Directory, Web Front-End and Back-End clusters, and SSL connections for transferring data.
- All of this comes with the full backing of Microsoft, an industry leader in security.

More information:
[**Power BI Security**](#)

“Accessing our data analytics via mobile isn’t secure”

Tell them about the numerous precautions that can be taken.

Being able to analyze important information over your mobile device is a convenient way of getting business done while you’re out of the office. But because it also carries some unique risks, it’s understandable for a manager to be hesitant about allowing it. This is why it is important to know that the Power BI mobile app comes with full Enterprise Mobility and Security compatibility. This can keep employees from taking screenshots of sensitive data, prevent unauthorized users from intercepting data, and much more. It is a trustworthy way of knowing that your organization’s information and insights will remain secure.

If mobile app usage is not essential, but still something you would like more control over, you can also use Power BI’s administrator controls to change permission levels so employees can’t access business intelligence data over their mobile app. This can be applied to certain data sets or reports, to specific users, or to any data sent to a mobile app.

Power BI gives your organization the flexibility to administer how you want your data accessed and distributed, no matter how specific your needs are.

Talking points:

- The Power BI mobile app comes with full Enterprise Mobility and Security compatibility.
- You can also use Power BI’s flexible permission controls to prevent users from accessing data from their mobile devices.

More information:

[Power BI apps for mobile devices](#)

Make your case!

Power BI is capable of giving your organization insights that will drive its future growth. If you want to learn more about how, try taking a guided learning experience through all its features or sign up for a free demo.

Otherwise, get out there and go convince your boss!

