



# Improve the value of your data

Get more from your data investments by giving everyone in the company access to insights



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# In the future, all companies will be digital companies

Imagine extracting actionable insights from your data to better engage your customers, empower your employees, optimize your operations, and reinvent your products and business models. Through real-time dashboards, interactive data visualizations, advanced analytics and Artificial Intelligence, your organization can use data to undergo a digital transformation. Many companies that invest in transformative data technology wrestle with how to best share insights and include everyone in the new data culture. How will you?

## Fuel everyday decisions with data-driven insights

Data-driven decision making requires appropriate and approachable business intelligence (BI) tools. Whether you want to optimize machines or transform your customers' interactions with your website, Microsoft Power BI can help empower users throughout your organization with self-service insights in a natural and accessible way that fuels action.

### Make it simple to 'talk' to your data

Ask Power BI questions about your data using natural language and get an answer instantly in the form of a stunning visual that you can pin to a report or dashboard.

### Integrate diverse data sources

Whether your data lives on-premises or in the cloud, Power BI integrates diverse – and often disconnected – sources to provide real-time visibility instead of a rearview mirror glimpse.

### Protect your data and your users

Power BI offers enterprise-grade security, management and scalability to help your organization meet its unique needs and requirements without compromise.

## Access the full extent of Power BI through a range of offerings

Power BI is a modern BI cloud service that connects to all of your data, wherever it lives. If you can use Excel, you can use Power BI and create reports with stunning visuals that unlock insights from your data fast.

Power BI delivers insights anywhere. From mobile, to web, to HoloLens (in an augmented reality), as well as through embedded analytics in apps, Power BI puts BI everywhere you need it.

### Power BI Desktop

This free visual data exploration and interactive reporting tool provides a free-form canvas for drag and drop exploration of your data, as well as an extensive library of interactive visualizations and an authoring experience for ease of report creation for the Power BI service.

### Power BI Pro

Power BI Pro enables quick, easy-to-use self-service analytics for users who require collaboration, dashboard sharing, ad hoc analysis and report publishing.

### Power BI Premium

Building on the existing Power BI portfolio, Power BI Premium is a capacity-based service for large-scale data projects with high performance requirements that must also be able to distribute content at scale without requiring per user licensing.

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"We have 300 team members in each of our [230] stores... Power BI enables us to standardize data sources and empower store directors, and ultimately team leaders, to develop and track their own data sets to ensure that we improve."

—Matt Craig, Regional Vice President

<https://customers.microsoft.com/en-US/story/top-supermarket-chain-gains-insight-and-boosts-profitability-with-microsoft-power-bi>

## We'll help you build a Power BI dashboard in a day

Have you chosen a BI tool that instills a data culture for your data scientist and non-technical users alike?

Why not see what Power BI can do for you? We can help you build a dashboard in a day using your data. Give us a call and we'll schedule today.