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Helping you choose the right Power Platform license for apps, flows, portals, analytics and automation.

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1. Introduction

Microsoft Power Platform lets you build apps, automate workflows and analyse data without heavy development. With three core Power Platform licenses and four Power BI license tiers, it can be hard to know which one fits your team's needs. This guide cuts through the noise with plain-English descriptions and clear decision pointers.

2. License Types at a Glance

License Type	What You Get	Ideal For
Per User Plan	<ul style="list-style-type: none"> • Unlimited canvas & model-driven apps • Unlimited Power Automate flows • Full Dataverse & AI Builder access • Premium connectors & governance controls 	Power users and citizen developers building multiple apps or flows
Per App Plan	<ul style="list-style-type: none"> • One canvas or model-driven app (or portal) • One flow per licensed app • Scoped Dataverse capacity • App-level governance 	Teams deploying a single critical app to a defined group of users
Pay-as-You-Go	<ul style="list-style-type: none"> • Consumption-based flow runs billing (no app rights) • Governance via Azure subscription tagging 	Low-volume or unpredictable flow workloads without standalone apps
Power BI Free	<ul style="list-style-type: none"> • Create and view personal reports in Power BI Desktop 	Individual analysts who don't need sharing or

License Type	What You Get	Ideal For
	<ul style="list-style-type: none"> • Publish to web (public) only 	collaboration
Power BI Pro	<ul style="list-style-type: none"> • Share, collaborate, and publish to Power BI Service • Consume app workspaces, dashboards, paginated reports 	Teams and organisations that need sharing and governance
Power BI Premium Per User	<ul style="list-style-type: none"> • All Pro features plus advanced AI, larger models, & paginated reports • Increased dataset size (up to 100 GB) and higher refresh rates 	Power users who need enterprise-scale analytics without full Premium capacity
Power BI Premium Capacity	<ul style="list-style-type: none"> • Dedicated capacity for the entire organisation • Multi-geo deployment, on-premises reporting (Report Server) 	Large enterprises requiring dedicated performance and scale

3. Feature Comparison

Capability	Per User	Per App	Pay-as-You-Go	Free (PBI)	Pro (PBI)	Premium PPU (PBI)	Premium Capacity (PBI)
Canvas & Model-driven Apps	Unlimited	1 app + 1 portal	Not included	n/a	n/a	n/a	n/a
Power Automate Flows	Unlimited runs	1 flow per app	Billed per run	n/a	n/a	n/a	n/a
Dataverse Storage	Base + pooled capacity	App-scoped allocation	Charged separately	n/a	n/a	n/a	n/a

Capability	Per User	Per App	Pay-as-You-Go	Free (PBI)	Pro (PBI)	Premium PPU (PBI)	Premium Capacity (PBI)
AI Builder Credits	Included monthly quota	Not included	Not included	n/a	n/a	n/a	n/a
Premium Connectors & Gateway	Included	Included for licensed app	Billed per call	n/a	n/a	n/a	n/a
Admin & Governance	Tenant-wide controls	App-level controls	Subscription tagging	Basic via workspace	Full workspace roles & sharing	Full roles, larger workspaces	Org-wide roles, deployment control
Report & Dashboard Sharing	n/a	n/a	n/a	Publish to web only	Peer-to-peer & app workspace	Advanced distribution & embedding	Unlimited distribution &

Capability	Per User	Per App	Pay-as-You-Go	Free (PBI)	Pro (PBI)	Premium PPU (PBI)	Premium Capacity (PBI)
					ces		embedding
Dataset Size	–	–	–	1 GB	1 GB	100 GB	400 GB
Refresh Frequency	–	–	–	8/day	8/day	48/day	48/day
Paginated Reports	–	–	–	No	No	Yes	Yes
AI-Powered Visuals	–	–	–	Limited	Limited	Full	Full

4. Quick Decision Guide

- You need multiple apps or flows per person? → Choose **Per User Plan**
- You're rolling out a single critical app to a team? → Choose **Per App Plan**
- You just need to run occasional flows? → Choose **Pay-as-You-Go**
- You need simple analytics for yourself? → Choose **Power BI Free**
- You need to share and collaborate on reports? → Choose **Power BI Pro**
- You need enterprise features without dedicated capacity? → Choose **Premium Per User**
- You need organisation-wide performance and scale? → Choose **Premium Capacity**

5. Common Questions

Can I combine licence types?

Yes. Assign Per User to heavy creators, Per App to specialised app users, Pay-as-You-Go for ad-hoc flows, and mix Power BI tiers— all within one tenant.

Do I need Office 365 or Dynamics 365?

No. Power Platform and Power BI licenses are standalone; you only need an Azure AD account.

Can I switch licence types later?

Yes. Administrators can reassign licenses at any time to match changing needs.

6. Service Access Options

Service	Free/Trial	Desktop Client	Online Service & Licences
Power Apps	Community Plan (free dev environment)	Power Apps Studio for Windows (preview)	Power Apps web studio & player (Per User, Per App)
Power Automate	Desktop RPA free on Windows 10/11	Power Automate Desktop app	Power Automate web portal (Per User, Per Flow, Pay-as-You-Go)

Service	Free/Trial	Desktop Client	Online Service & Licences
Power Apps Portals	Portal trial with Per User licence	No desktop client	Portal access via browser (Per App, Per User)
Power BI	Power BI Desktop (free) & Pro trial (60 days)	Power BI Desktop app	Power BI Service (Free, Pro, Premium Per User, Premium Capacity)

Note: Trial and community plans are intended for individual use, proofs-of-concept and development (not production). Always verify your chosen license includes the connectors, capacity and governance features your organisation requires.