



BI Pixie: Know your BI audience

[HTTPS://BIPIXIE.COM](https://bipixie.com)

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Get it from
**Microsoft Azure
Marketplace**

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ABOUT DATACHANT



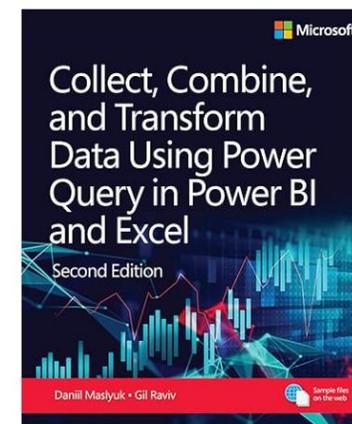
Proud to partner with
Microsoft for Startups

- DataChant Consulting is a Microsoft ISV and a Fabric partner
- Publisher of BI Pixie as our flagship product on Azure
- Top publisher of 10 Power BI apps on AppSource
- Offers consulting services and training for enterprises (Azure Data & AI space)
- Founded by [Gil Raviv](#) in 2020



About Gil

- BI industry leader
- Microsoft MVP (6 years)
- 2-year FSTRA (Fast Track Solution Architect) 2020 - 2021.
- Led global BI practices in Avanade/Accenture & AWS
- Author of a Microsoft Press Power Query book, 5 languages, 2 Editions





YOU MADE IT!

Any of the use-cases below fits your role?

- You are the owner of mission-critical reports and lead a strong team of subject-matter experts
- C-level executives rely on your dashboards
- External audiences consume your dashboards
- You manage or influence 7-figures projects or teams to deliver dashboards





BUT THERE ARE CHALLENGES...



- Low adoption of your dashboards
- Insufficient user feedback
- Your team is overwhelmed
- No data to make informed prioritization of your backlog
- The ROI of your dashboards is unclear
- Getting fundings to new projects is hard



THE ROI OF POWER BI

- Forrester ([2020](#)): Investment in Power BI led to
 - +366% ROI
 - +2.5% in operating income
- Forrester ([2024](#)): Investment in Fabric led to
 - +379% ROI
- Your Power BI dashboards are digital products
 - But do you measure their effectiveness and take informed-decisions to optimize their ROI?



WHAT IS MISSING IN TODAY'S SOLUTIONS

- Power BI provides out-of-the-box [usage metrics](#) that provides report/page views only
 - No usage beyond page views on end-users
 - Same report may be counted multiple times due to Power BI apps
 - No page views from mobile devices
 - No user identities in App-owns-data reports embedded in 3rd party SaaS (e.g. Salesforce Connect)
- The other Microsoft tools focus on performance and auditing of BI developers
- 3rd party tools such as Microsoft Clarity and Google Analytics track engagement in Web Apps, but you cannot use them in Power BI

BI Pixie is the only solution that tracks usage in the level you need



BI PIXIE

- An innovative solution that measures the effectiveness of your Power BI portfolio
- The only solution that tracks engagement in dashboards (Power BI reports) on any platform
- Best-of-breed analytics to measure dashboards effectiveness through multiple lens:
 - Adoption & Attrition
 - Engagement
 - User Satisfaction
 - Business Outcome
 - Performance
 - Security & Governance
- The data never leaves your organization
- The solution can be ready to go in minutes





THE BENEFITS OF BI PIXIE

- Make informed-prioritization of your backlog
- Take **empiric approach** to measure the effectiveness of your dashboards
- **Streamline a feedback loop** with your audience
- **Detect failures earlier:** Detect decrease in engagement and reach out to disengaging users
- **Learn faster from success:** Study dashboards with higher engagement or satisfaction, and apply the winning factors on dashboards with lower engagement
- **Lower TCO:** Optimize on resources and licenses
- **Measure the ROI** of current and future BI initiatives, and justify past spending
- **Know your audiences** - internal and external end-users (including anonymous users) across all platforms
- Evaluate business preferences of your audience as they are made through slicing and dicing in the dashboards
- Audit data exports, suspicious behaviors by report consumers, and real-time data leaks due to Row-Level Security flaws

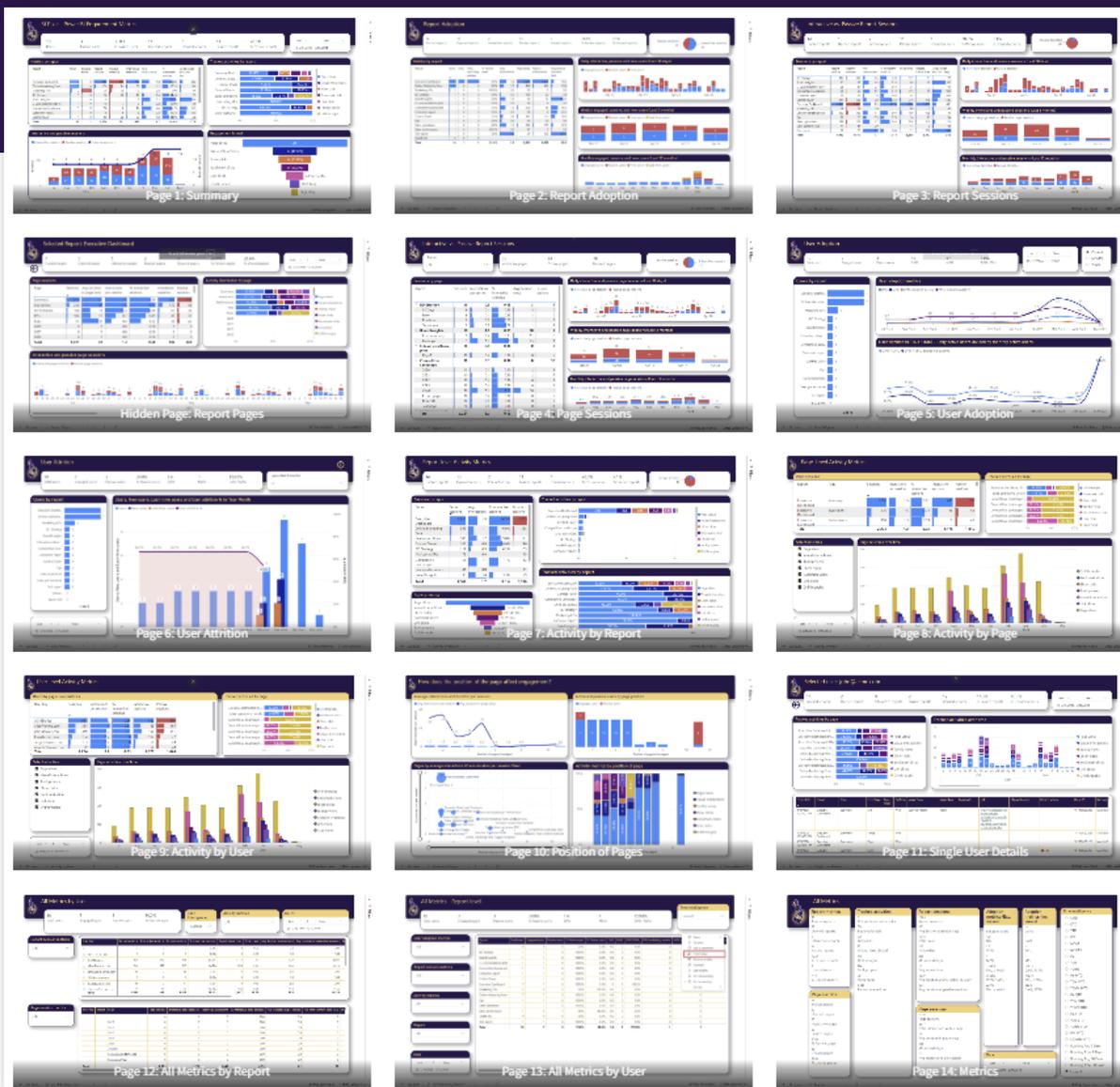


KNOW YOUR BI AUDIENCE

BI Pixie Dashboard is available on AppSource

- [BI Pixie Dashboard Starter](#) (Power Platform)
- [BI Pixie Dashboard](#) (Azure)

You select the app that fits your architecture and expected volume of usage





BI PIXIE CAPABILITIES BY TIER

	Standard	Professional	BI Team	Enterprise
Capabilities				
☞ Adoption	✓	✓	✓	✓
☼ Engagement	✓	✓	✓	✓
🗒 Deeper Insights	—	✓	✓	✓
🎯 Business Outcome	—	—	✓	✓
😊 User Satisfaction	—	—	✓	✓
↩ Performance	—	—	—	✓
🛡 Security & Governance	—	—	—	✓



STANDARD TIER



Adoption

- User adoption & onboarding
- User attrition / churn indicators
- DAU, WAU, MAU, DAU/MAU



Engagement

- Active vs. passive users, reports, pages and sessions
- Unused reports and pages
- Unique interactions (Slicers, Bookmarks; Links & Web Actions; Tooltips, Drillthroughs; Page navigations)
- Session duration & avg. interactions (report/page)



BI PIXIE VS. POWER BI USAGE METRICS

Passive or active user behavior	Activity	Power BI out of the box	BI Pixie
Passive	Page views	Supported in Usage Metrics (with some limits)	Supported
Active	Clicks on bookmarks	Not supported	
	Clicks on slicers and filters		
	Clicks on hyperlinks in tables, matrices, buttons, shapes and images		
	Drill-through actions		
	Tooltip views		
	Triggering interactions from specific visuals		
	Thumbs up/down Smile/frown		



PROFESSIONAL TIER

	Standard	Professional
Capabilities		
☞ Adoption	✓	✓
✱ Engagement	✓	✓
☒ Deeper Insights	—	✓



Deeper Insights

- Visual-level usage analytics using a Heatmap
- Selected data context tracked (slicers & visuals)
- Data auditing at user and visual levels
- Insights into visual types including custom visuals



THE VISUAL CLICKS HEATMAP

Learn where users click and where they don't with the Visual Clicks Heatmap

Visual Clicks Heatmap

Capacity: All | Workspace: All | Report: All | Get visual positions by: Last scan

Selected Report: Marketing Campaigns, Selected Page: Campaign Performance

Clicks by Page

Report	Page	Clicks
Mark...	Campaign Perfor...	2,152
Mark...	Campaign Perfor...	732
COVI...	Global Vaccination	32
COVI...	Countries with Pr...	28
COVI...	US Vaccination	12
Perfor...	Campaign Perfor...	9
Mem...	Members	4
Mem...	Members - Deco...	4
COVI...	Tooltip Global	4
COVI...	Global: Small Mu...	3
COVI...	US: Running Ave...	3
COVI...	Tooltip Global Pr...	2
Mem...	Taqeed Audience	1

Clicks by Visual Type

Visual Type	Clicks
slicer	849
lineChart	424
barChart	224
map	224
pivotTable	224
tableEx	196
bookmarkNavigator	11

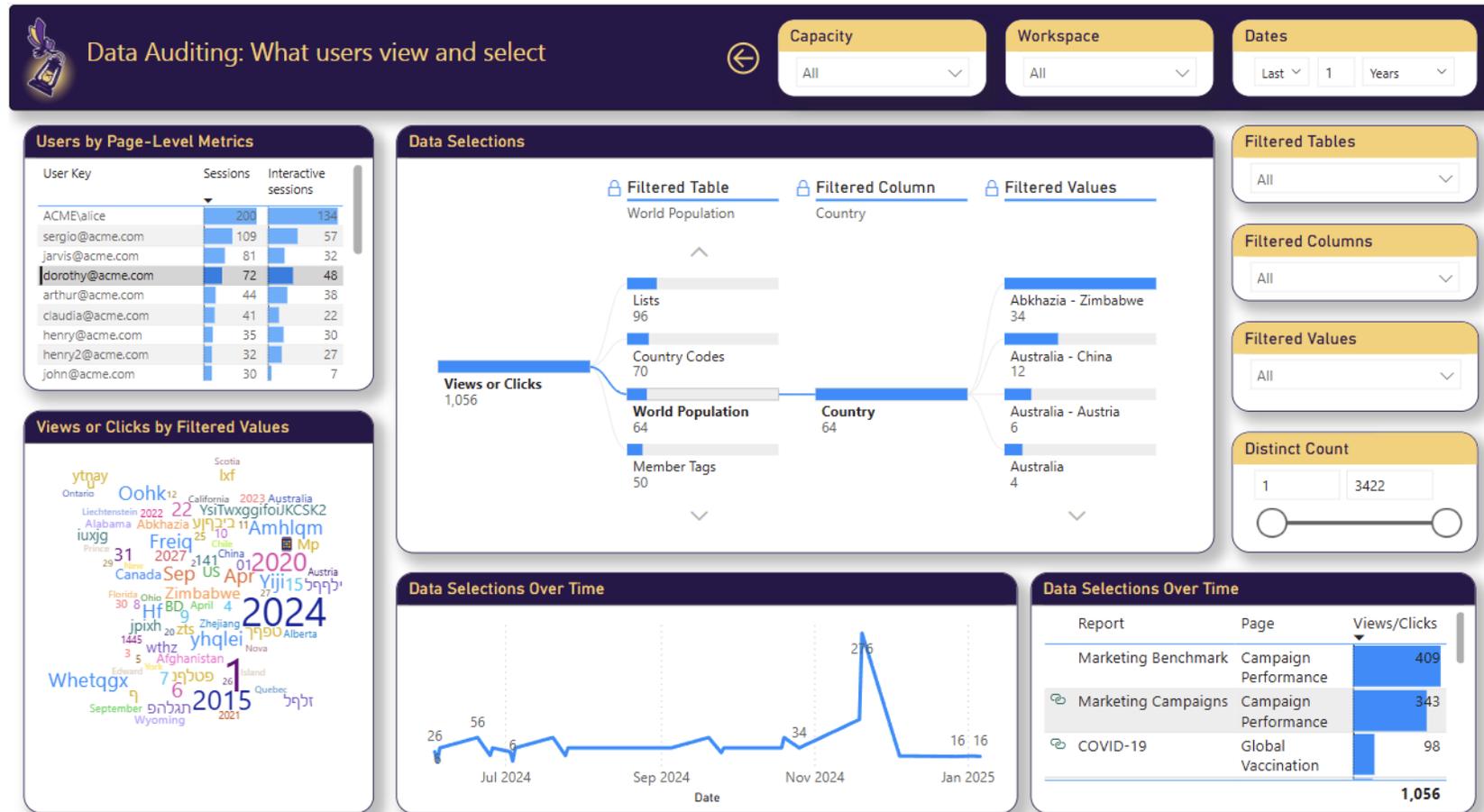
Dates slicer

11/10/2021 | 12/3/2024



DATA AUDITING – WHAT USERS VIEW AND SELECT

Learn what data users select to find the data preferences of your audience or use BI Pixie to audit their clicks





BI TEAM TIER

	Professional	BI Team
Capabilities		
☞ Adoption	✓	✓
☞ Engagement	✓	✓
☞ Deeper Insights	✓	✓
☞ Business Outcome	—	✓
☞ User Satisfaction	—	✓



Business Outcome

- Breakdowns by capacities, workspaces, data sources
- Navigate from BI Pixie dashboard to reports and pages
- Endorsements (Certified) impact & adoption
- Producers vs. consumers; BI Developer Leaderboard
- ROI calculations, Design impact including reports and pages Complexity & Usability scores



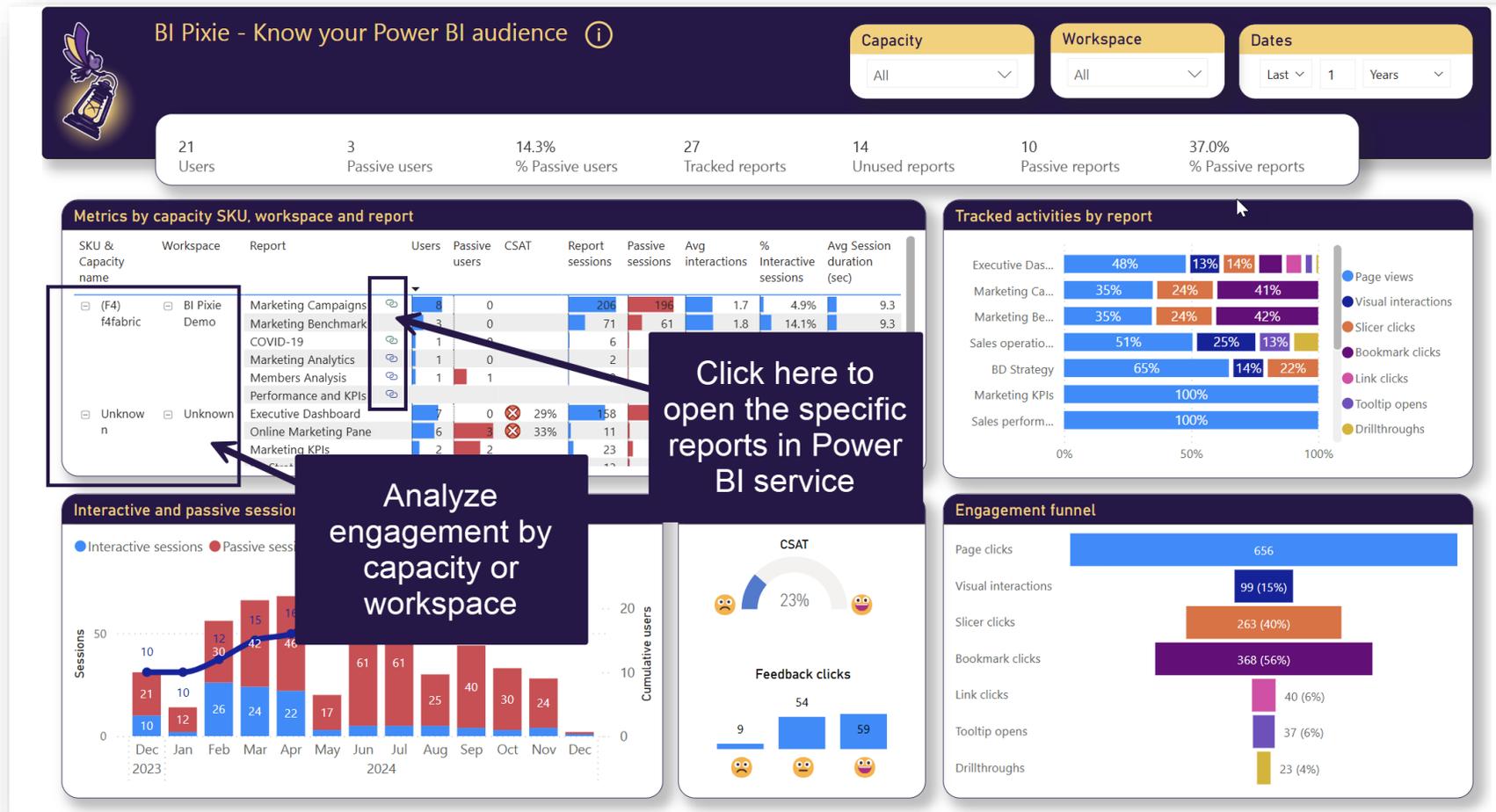
User Satisfaction

- Feedback controls & embedded surveys
- CSAT/NPS collection & analysis
- Qualitative feedback insights



INTEGRATED WITH POWER BI SERVICE

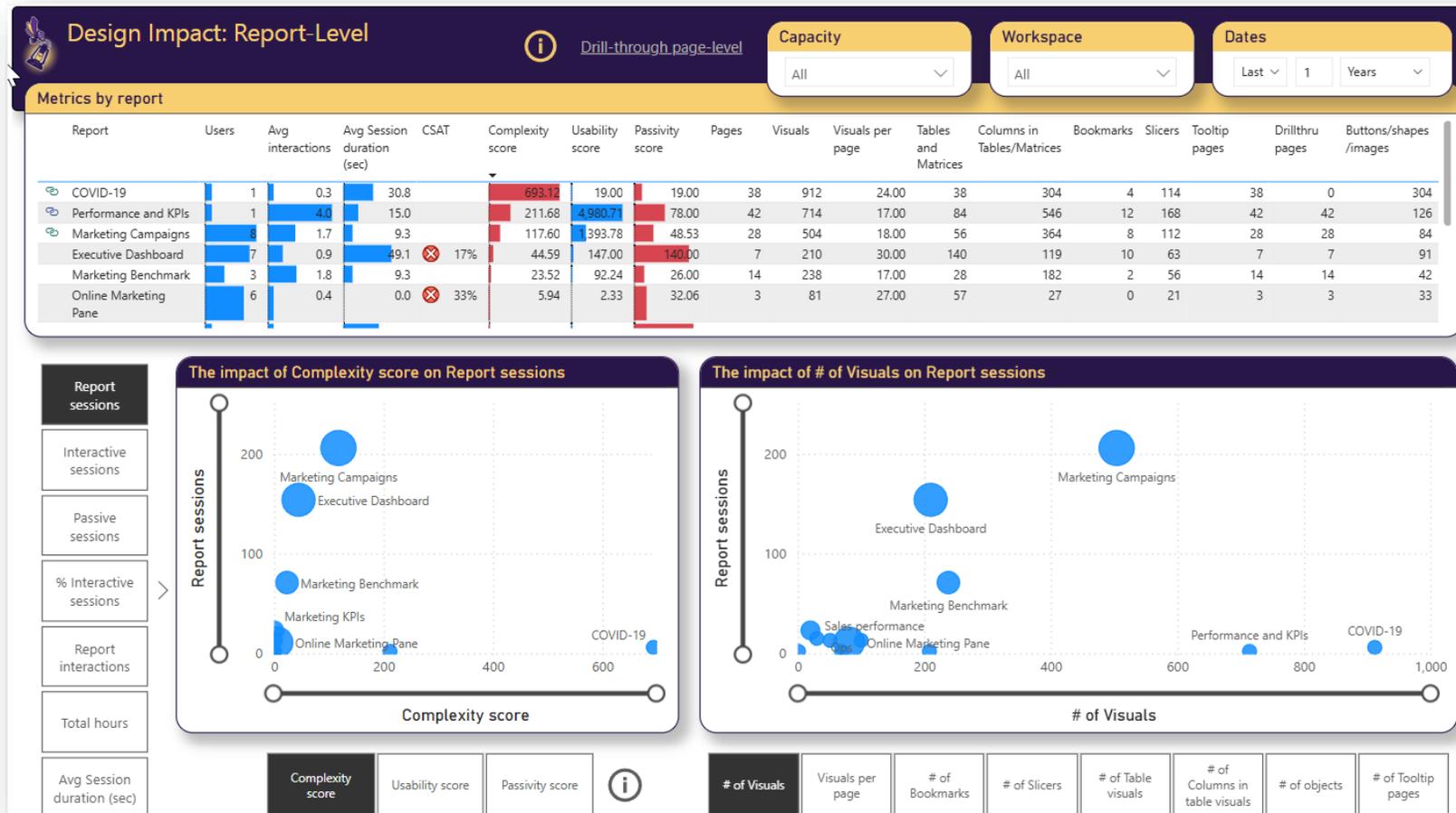
BI Pixie can read information from your Power BI service to allow you to analyze report efficiency at level of capacities and workspaces.





MEASURE THE EFFECTIVENESS OF YOUR DESIGN

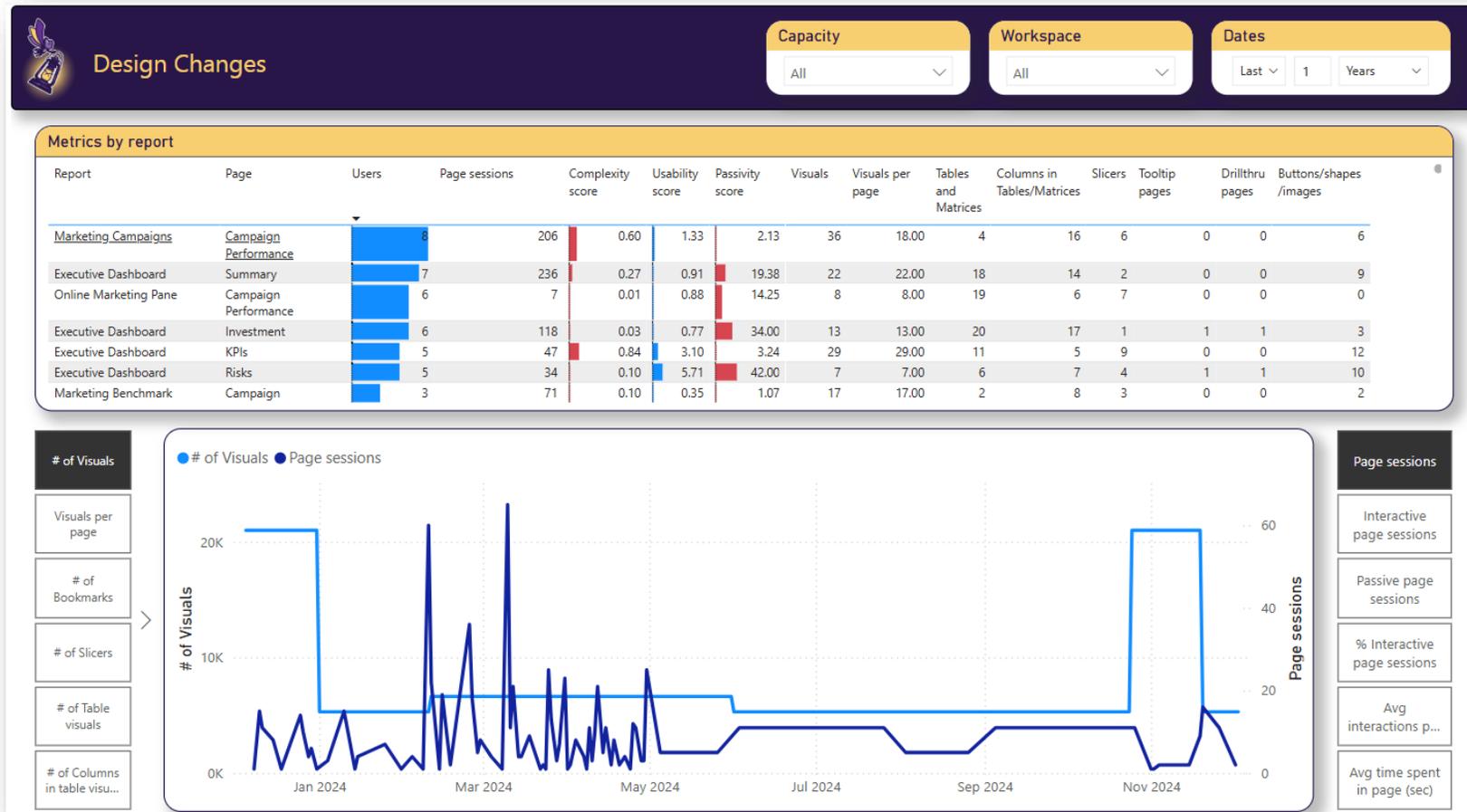
You can now analyze the effectiveness of your reports' design. Using new scores for Complexity, Usability and Passivity, BI Pixie helps you identify ineffective design patterns in your reports.





MEASURE HOW CHANGES IN THE DESIGN AFFECT ENGAGEMENT

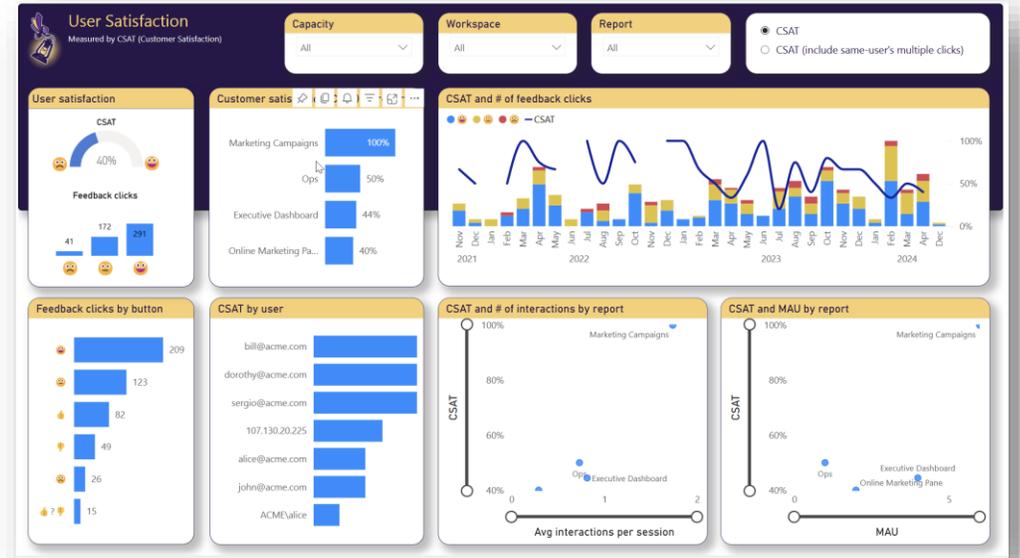
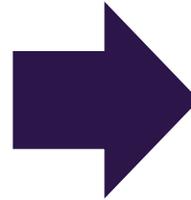
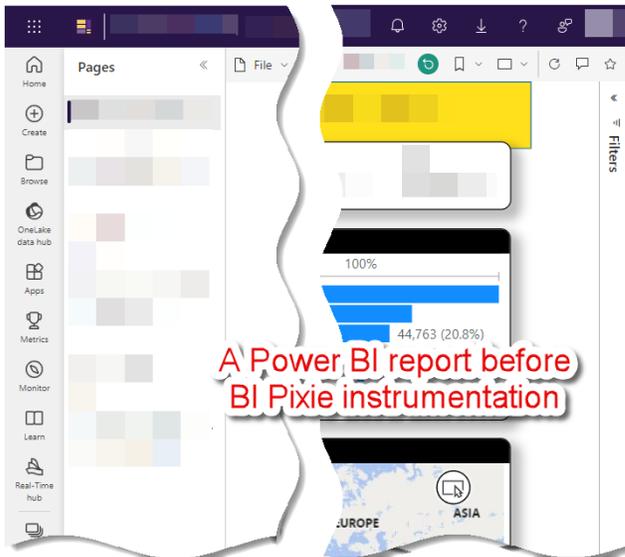
You can now analyze the effectiveness of your reports' design. Using new scores for Complexity, Usability and Passivity, BI Pixie helps you identify ineffective design patterns in your reports.





COLLECT USER FEEDBACK AND ANALYZE USER SATISFACTION

BI Pixie adds feedback controls in your target reports and collects the feedback from end-users. You can analyze user satisfaction and correlate between satisfaction and engagement metrics.



- Option 1: [👍][👎]
- Option 2: [😊][😞]
- Option 3: [😄][😐][😓]
- Option 4: Any other icons you choose



COLLECT USER FEEDBACK WITH EMBEDDED SURVEYS

BI Pixie can add embedded survey as a new page in your reports to collect user feedback

The image displays a Power BI report interface with an embedded survey and a detailed survey analysis dashboard. The survey is titled "Share Feedback" and includes questions about issues, time spent, decision-making impact, and financial benefits. The analysis dashboard, titled "Survey Analysis", provides a comprehensive overview of the survey results.

Share Feedback Survey

Do you have any issue in this report?

- I have no issues
- I am not sure how to use this report
- The data or calculations are incorrect
- I am missing data
- The report is too slow
- Other

How many hours per month does this report save you?

- Less than 1 hour
- 1-5 hours
- 6-10 hours
- 11-20 hours
- More than 20 hours

How has this report impacted your decision-making?

- Made things significantly complicated
- Made things a bit complicated
- No impact
- Somewhat improved
- Significantly improved

What is the estimated financial benefit of this report per month?

- The benefit cannot be measured
- No benefit
- Less than \$100
- \$100 - \$999
- \$1,000 - \$9,999
- \$10,000 - \$99,999
- \$100,000 or more

On a scale from 0 to 10, how likely are you to recommend this Power BI report to a colleague or peer?

Thank you for the feedback!

Survey Analysis Dashboard

Capacity: All | **Workspace:** All | **Report:** All | **Latest Response per User:** | **All Responses:**

Net Promoter Score (NPS)

NPS by Report

Report Name	NPS	Detractors	Promoters	Time Savings (Hours)	Estimated Financial Gains	Gains per Respondent
Marketing Analytics	0	1	1	24	\$1,000	\$1,000
Members Analysis	0	1	1	6	\$100,000	\$100,000
Marketing Campaigns	-33	2	1	23	\$221,100	\$36,850
Performance and KPIs	-50	2	1	8	\$31,000	\$7,750
Total	-20	4	3	61	\$353,100	\$29,425

NPS Overtime

Time Saving

Time Saving	2025 Jan	2025 Feb	2025 Mar
1-5 hours	4	2	55
6-10 hours	2	4	2
11-20 hours	2	2	2

Financial Gains

Financial Gains	2025 Jan	2025 Feb	2025 Mar
The benefit cannot be measured	1	1	\$0.33M
\$100 - \$999	1	2	2
\$1,000 - \$9,999	2	3	3
\$10,000 - \$99,999	3	3	3
\$100,000 or more	3	3	3

Respondents by Answer

Response	Count
The report is too slow	5
I am not sure how to use this report	4
The data or calculations are incorrect	4
I have no issues	1
I am missing data	1

Reported Issues: Faster Decisions

Respondents

User	Answers
gilra@datachant.com	29
alice@acme.com	21
lucy.d@acme.com	14
gilbert@acme.com	5
henry@acme.com	5



ENTERPRISE TIER

	BI Team	Enterprise
Capabilities		
👤 Adoption	✓	✓
✳️ Engagement	✓	✓
📊 Deeper Insights	✓	✓
📈 Business Outcome	✓	✓
😊 User Satisfaction	✓	✓
📈 Performance	—	✓
🛡️ Security & Governance	—	✓



Performance

- Performance heatmap & trends
- Outlier detection
- Data export auditing (e.g., Export to Excel)



Security & Governance

- Custom data signals for embedded apps
- Data export monitoring (incl. heatmap coverage)
- RLS auditing & producer audit logs
- Custom visuals (risk focus)
- Real-time auditing in Fabric RTI



ANALYZE PERFORMANCE

Analyze performance and load time of visuals using an intuitive heatmap

Performance Heatmap

Capacity: All | Workspace: All | Report: All | Get visual positions by: Last scan

Choose Performance Metric: Duration | Function: P95

Duration - 95th Percentile

P...	Report	Page	Value
🔗	COVID-...	Global: The Curve	4.25
🔗	COVID-...	US: Small Multiples	0.47
🔗	COVID-...	US: The Curve by State	0.41
🔗	COVID-...	US	0.37
🔗	COVID-...	Countries with Provin...	0.25
🔗	COVID-...	US: Select a State	0.24
🔗	COVID-...	Global: Small Multiples	0.22
🔗	Marketi...	Tagged Audience	0.14
🔗	COVID-...	Tooltip County	0.11
🔗	COVID-...	Tooltip Global	0.11
🔗	COVID-...	Tooltip Global Province	0.11

Filter by Performance Metric's Range: 0.00 | 10.59

Date Range: 11/10/2021 | 1/14/2025

Selected Page: 'Global: The Curve'

Duration - 95th Percentile: 10.59 | Visual Type: lineChart

Table	Measure / Column	References
World Population	Country	21
Active Cases By Days	Days since Coronavirus started	12
Recovery Time	Days to recover	6
Running Average Window	Running Average Window	6
Covid-19 Cases	Daily New Cases	3
IsUS	IsUS	3
Covid-19 Cases	Running Avg Daily Confirmed since 100 Cases	3
US Population	State	3

The 'Duration' measurement in each visual's rendering event is grouped by date, report and visual and is aggregated by the 'P95' function. Then, multiple dates and visuals the are aggregated using a weighted average. The count of visual re-rendering events is used as the weight.



CORRELATE PERFORMANCE WITH ENGAGEMENT

Find how performance affects engagement





PERFORMANCE IMPACT ON USERS

Track your reports' impact on users

Performance Impact by Users

(7-Day Running Total CPU Time)

Capacity
All

Workspace
All

Report
All

Dates
Last 1 Years

Total CPU Time & Tracked Users by Report

Report	Total CPU Time	Tracked users
COVID-19	1,471.22	4
Marketing Campaigns	305.86	4
Members Analysis	28.66	4
Marketing Analytics	1.31	3

Top 20 Visuals by Total CPU Time

User	Page Name	Visual ID	Visual Type	Total CPU Time
alice@acme.com	Campaign Performa...	a06acbe...	textbox	201.35
gilbert@acme.com	Global: The Curve	da77d7...	lineChart	112.53
alice@acme.com	Global: The Curve	da77d7...	lineChart	89.63
dorothy@acme.com	Global: The Curve	da77d7...	lineChart	89.63
alice@acme.com	Tooltip County	1b5d7f7...	lineChart	56.28
alice@acme.com	Tooltip Global	1b5d7f7...	lineChart	56.28
alice@acme.com	Tooltip Global Provi...	1b5d7f7...	lineChart	56.28
alice@acme.com	Tooltip USA	1b5d7f7...	lineChart	56.28
dorothy@acme.com	Tooltip County	1b5d7f7...	lineChart	50.88
gilbert@acme.com	Tooltip County	1b5d7f7...	lineChart	50.88
dorothy@acme.com	Tooltip Global	1b5d7f7...	lineChart	50.88
gilbert@acme.com	Tooltip Global	1b5d7f7...	lineChart	50.88
dorothy@acme.com	Tooltip Global Provi...	1b5d7f7...	lineChart	50.88
gilbert@acme.com	Tooltip Global Provi...	1b5d7f7...	lineChart	50.88
dorothy@acme.com	Tooltip USA	1b5d7f7...	lineChart	50.88
gilbert@acme.com	Tooltip USA	1b5d7f7...	lineChart	50.88
alice@acme.com	Global: The Curve	ca22688...	lineChart	21.65
dorothy@acme.com	Global: The Curve	ca22688...	lineChart	21.65
gilbert@acme.com	Global: The Curve	ca22688...	lineChart	21.65
alice@acme.com	US: The Curve by St...	7442ca8...	lineChart	18.57

Measures and Columns Used

Table	Measure / Column	References
World Population	Country	626
IsUS	IsUS	369
Calendar	Date	329
Covid-19 Cases	Date	294
US Population	State	204
Calendar	Week End Date	195
Running Averag...	Running Average Window	105
Covid-19 Cases	Province/State	93
Lists	List Name	83
Covid-19 Cases	Daily New Cases	81
Recovery Time	Days to recover	81
Calendar	Year	72
US Population	County	60

Top 20 Users by Total CPU Time (Sec)

User	Total CPU Time	Clicks	Total CPU Time per Click
dorothy@acme.com	500.47	420	1.19
bob@acme.com	64.19	9	7.13
gilbert@acme.com	527.32	9	58.59
alice@acme.com	715.07		

Sampled DAX Query

```

DEFINE VAR __DS0Core = SUMMARIZECOLUMNS( 'Calendar'[Year],
'Calendar'[Month], 'Calendar'[Month Val], 'Members & Lists'[Status],
Contacts, 'Members & Lists'[Contacts] ) VAR
__DS0PrimaryWindowed = TOPN( 201, SUMMARIZE( __DS0Core,
'Calendar'[Year], 'Calendar'[Month], 'Calendar'[Month Val]),...
```

CPU Time - 7-days Running Totals

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PERFORMANCE TIMELINE

Track your reports' performance over *long time periods*



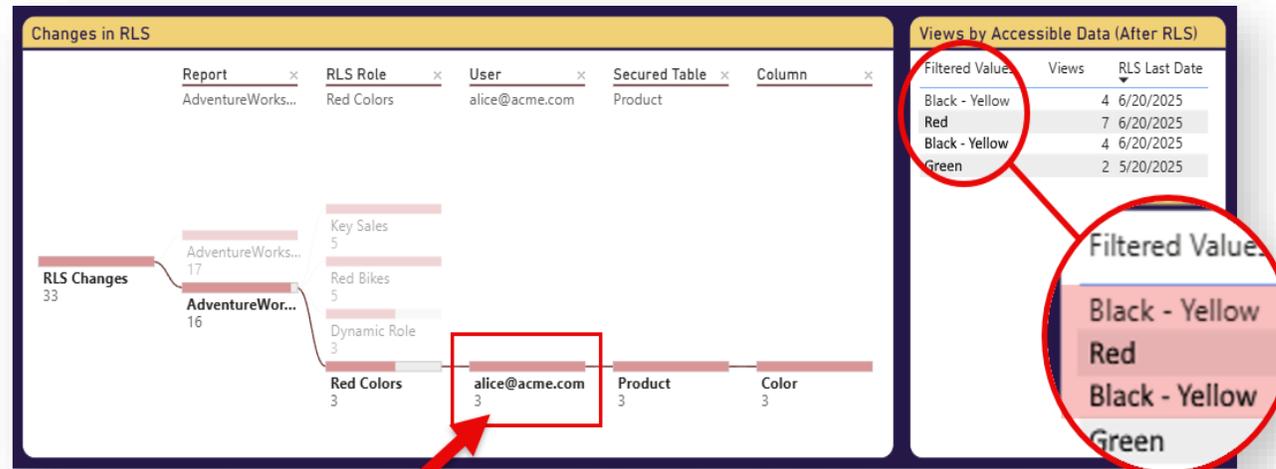


ROW-LEVEL SECURITY



Security &
Governance

Detect data Leakage due to flaws in
your **RLS** implementation



BI Pixie detected 3
suspicious changes
in RLS for Alice

Alice who should only see Green products
viewed all products, then Red products, then all
products again



AUDITING DATA EXPORTS



Gain Insights on **Export to Excel/CSV** events

Learn what data is exported and from which visuals

Exports Metrics by Users and Visuals

User Key	Page Name	Visual Type	Visual ID	Last Export D...	Exports	Total Rows Exported	Total CPU Time (Sec)	Avg Peak Memor...	DAX Q...
bill@acme.com	Member Analysis	Stacked co...	0aee72...	5/12/2025	2	1,796	0.03	2,633.00	DEFIN...
bill@acme.com	Members	Table	0aee72...	5/12/2025	2	1,796	0.03	2,633.00	DEFIN...
bill@acme.com	Members - Decomp...	Decompos...	0aee72...	5/12/2025	2	1,796	0.03	2,633.00	DEFIN...
bill@acme.com	Unsubscription Reas...	Table	0aee72...	5/12/2025	2	1,796	0.03	2,633.00	DEFIN...
arthur@acme.com	Campaign Performa...	Matrix	148bc8...	5/12/2025	390	390	0.05	5,889.00	DEFIN...

Export DAX Query

```

DEFINE VAR __DSOFilterTable = TREATAS({( ), 'PixieFeedbackSlicer'[Feedback]) VAR __
TREATAS({Argentina}, 'Country Codes'[Country]) VAR __DSOFilterTable3 = FILTER(
KEEPFILTERS(VALUES('Calendar'[Date])), AND( AND('Calendar'[Date]) >= DATE(2020, 7,
< DATE(2025, 4, 15)), NOT('Calendar'[Date]) IN (BLANK()) ) ) VAR __DSOFilterTable4 = T
'Calendar'[Year]) VAR __DSOCore = SUMMARIZECOLUMNS('Campaigns'[Campaign], __
__DSOFilterTable2, __DSOFilterTable3, __DSOFilterTable4, Total_Emails_Sent, 'Campaigns'
Total_Open_Rate, 'Campaigns'[Total Open Rate], CTR, 'Campaigns'[CTR], CTROR, 'Camp
  
```


Export Metric Over Time

Export Metric by Visual

Visual Type: Matrix, Stacked bar chart

Rows Exported

15 | 13428

Export Metric by Page

Report Page: Campaigns, Members, Unsubscription Reasons, Email Activities, Advertisement

Select Export Metric

of Exports: 17

Export Metric by Page:

Report	Page	# of Exports	Total Rows Exported	Rows Exported per Event	Average Duration (Sec)	Total CPU Time (Sec)
Campaigns	6/16/2025	17	3,234	190.2	0.08	1.35
Members						
Unsubscription Reasons						
Email Activities						
Advertisement	Page 2					

Assess performance, usability and risk

CSV Export | Excel Export | Excel Live Connection



RISKY CUSTOM VISUALS



Security &
Governance

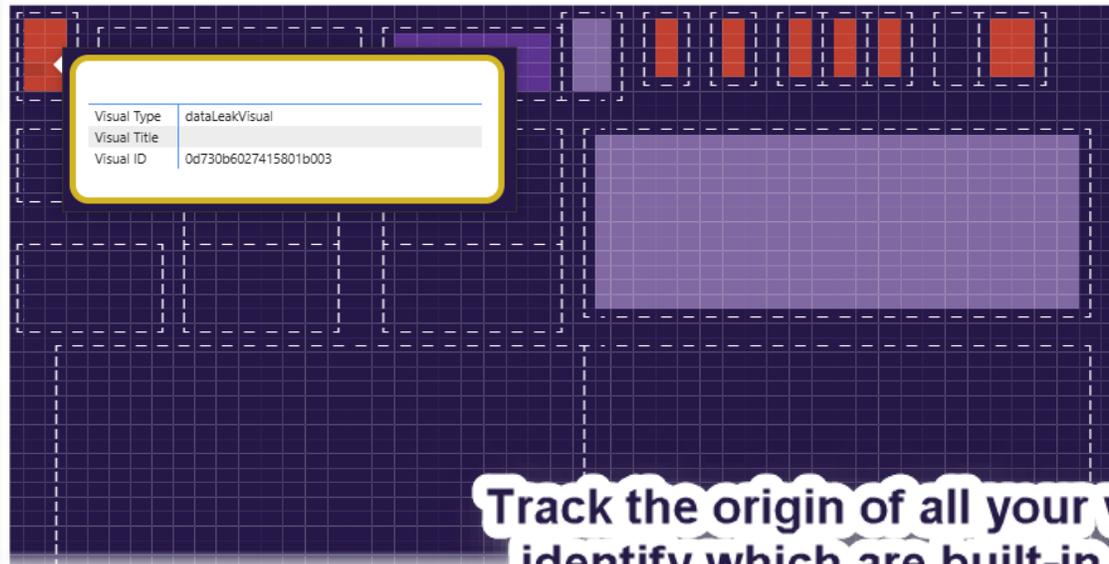
Detect risky custom visuals

Visual State	Trust Level	Count of Visuals	Click Events
Built-in	Highest	11	46
Certified	High	1	12
Not Certified	Medium	2	40
Unknown	Lowest	7	

Pages with Custom Visuals				
Report	Page Name	Certified	Uncertified	Risky
COVID-19	Global Vaccination	1	2	7
COVID-19	US		1	7
COVID-19	US Vaccination	1	2	7
COVID-19	US Vaccination	1	2	7
COVID-19	Animation	1		6
COVID-19	Countries with Provi...			6

Count of Custom Visuals by Type				
Visual Type	Visual State	Publisher	Visuals	Clicks
dataLeakVisual	Unknown	Unknown	7	
	Not Certified		1	0
	Not Certified		1	0
Text Filter	Certified	Microsoft Cor...	1	2

Selected Page: Global Vaccination



Track the origin of all your visuals and identify which are built-in, certified, uncertified or unknown



BEST-OF-BREED METRICS

Report Metrics

27 Tracked Reports

13 Opened Reports

3 Interactive Reports

10 Passive Reports

37.0% % Passive Reports

14 Unused Reports

51.9% % Unused Reports

Page Metrics

221 Tracked Pages

35 Opened Pages

25 Interactive Pages

196 Passive Pages

88.7% % Passive Pages

186 Unused Pages

84.2% % Unused Pages

Tracked Activities

623	10
Page views	Unique Bookmarks...
386	35
Bookmark Clicks	Link Clicks
13	20
Unique Links Cl...	Drillthroughs
35	273
Tooltip Opens	Slicer Clicks
701	97
Report Interacti...	Feedback Clicks
45	5
Positive Clicks	Negative Clicks

User Satisfaction

11%	46.4%
CSAT	CSAT (Multiple Res...
1	2
Satisfied Users	Dissatisfied Users
6	0.80
Neutral Users	Average Satisfaction
0.3	6
% Feedback Re...	Respondents

Design Scores

23,443.68	359.13
Complexity Sco...	Passivity Score
3,076,983.00	
Usability Score	

Report Sessions

502 Report Sessions

20.1 Avg Session Duration (sec)

2.80 Total Hours

99 Active Days

366 Monitored days

1.4 Avg Interactions

25.09 Avg Duration Interactive Sessi...

8.95 Avg Duration Passive Sessions

Page Sessions

856 Page Sessions

904 Total Interactions Within Page

7 Avg Duration in Page (Sec)

366 Monitored days

1.1 Avg Interactions per Session

Adoption Metrics (Exc. Passive)

17 Engaged Users

4 DAU

5 WAU

6 MAU

56.0% DAU / MAU

74.2% WAU / MAU

75.5% DAU / WAU

Adoption metrics (Inc. Passive)

20 Users

4 DAU

5 WAU

6 MAU

59.8% DAU / MAU

76.5% WAU / MAU

78.3% DAU / WAU

Performance

- Duration
- Total CPU Time
- Query Processing CPU Time
- Vertipaq Job CPU Time
- Execution Delay
- Query Result Rows

Stat Function

AVG

0.06

Date

Last 1 Years

1/15/2024 - 1/14/2025

Time Intelligence

- Current period
- Total
- MTD
- QTD
- YTD
- PM
- MOM
- MOM%
- PY
- YOY
- YOY%
- PY MTD
- YOY MTD
- YOY% MTD
- PY QTD
- YOY QTD
- YOY% QTD
- PY YTD
- YOY YTD
- YOY% YTD
- PM MTD
- MOM% MTD
- Running Avg 7 Days
- Running Total 7 Days
- Running Avg 30 Days

Leverage a comprehensive set of measures, incorporating time intelligence to assess the effectiveness of your BI portfolio



BI PIXIE COMPONENTS

BI Pixie Components

Web
service

Storage



BI Pixie Dashboard

BI Pixie Instrumentation

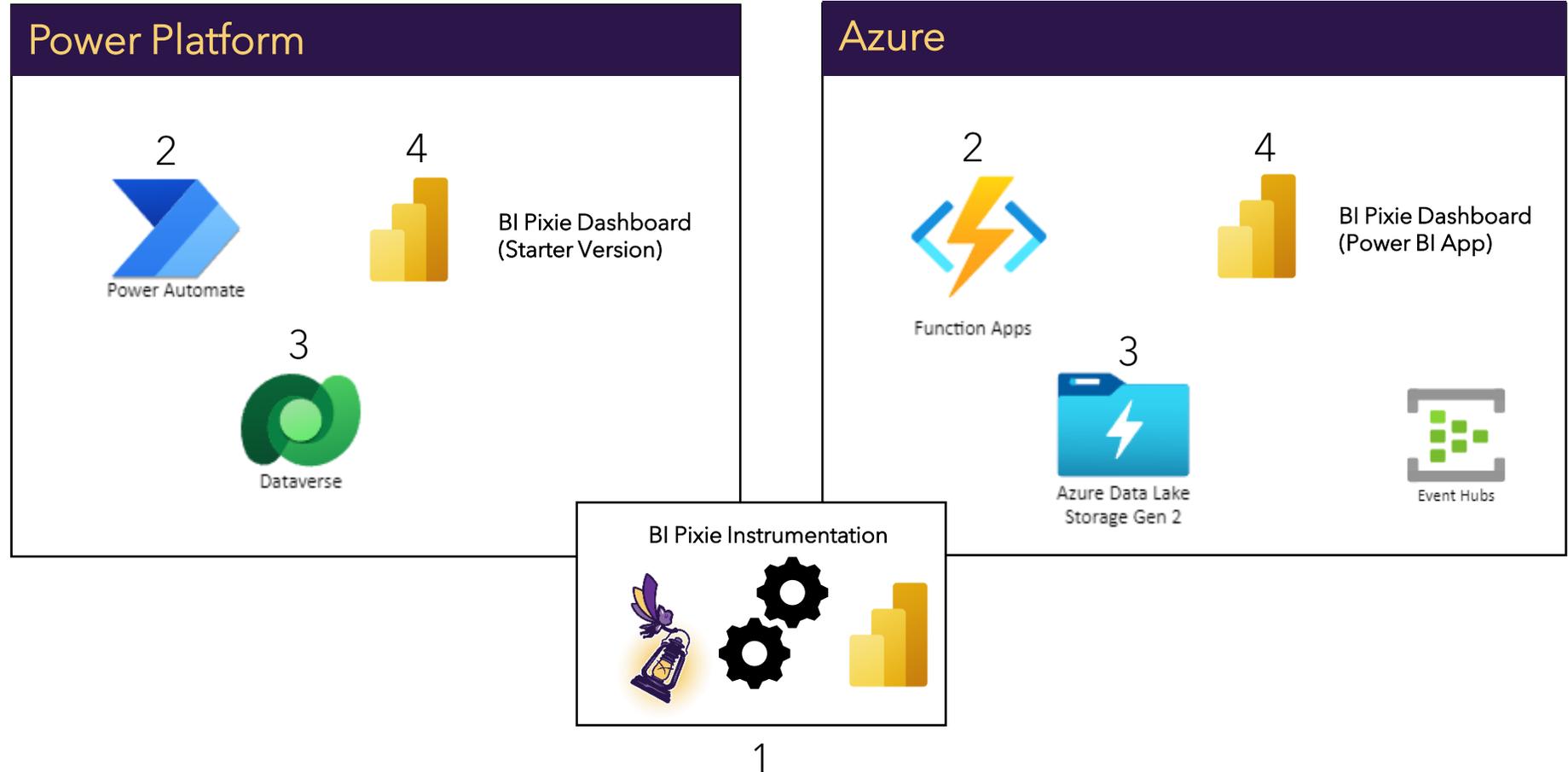




SERVERLESS ARCHITECTURE

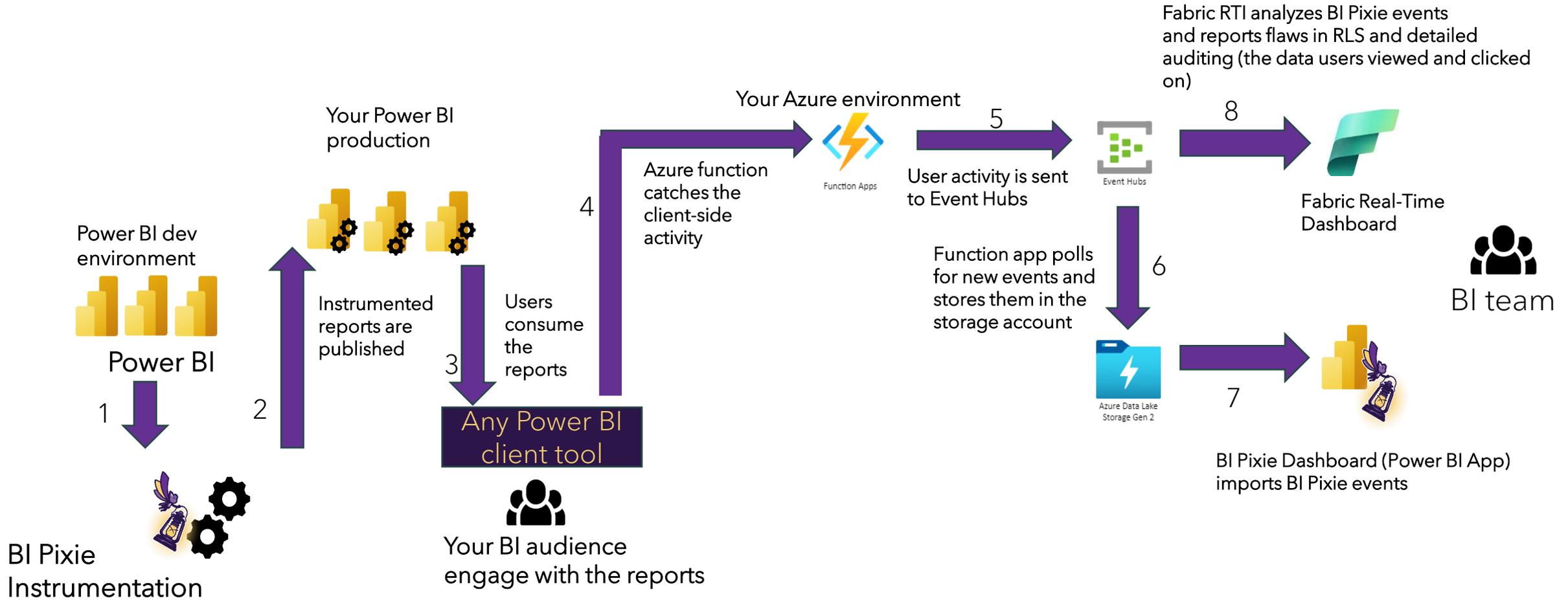
BI Pixie includes 4 components:

1. Instrumentation of reports using BI Pixie Instrumentation
2. Tracking component using Power automate / Azure Function App
3. Storing events in Dataverse or ADLS gen2
4. Analytics and data visualization with Power BI App





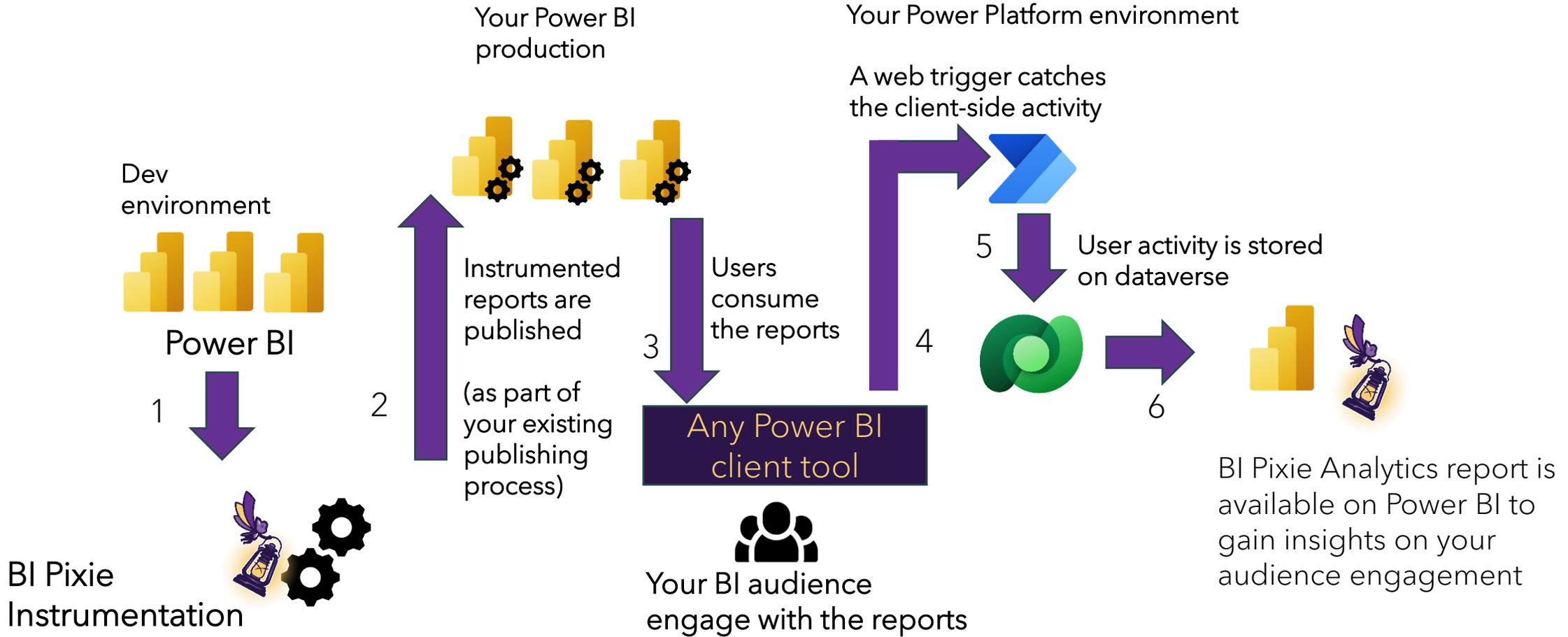
BI PIXIE FLOW



- All components can be installed and ready to be used in less than an hour.
- All data stays on your Azure account.



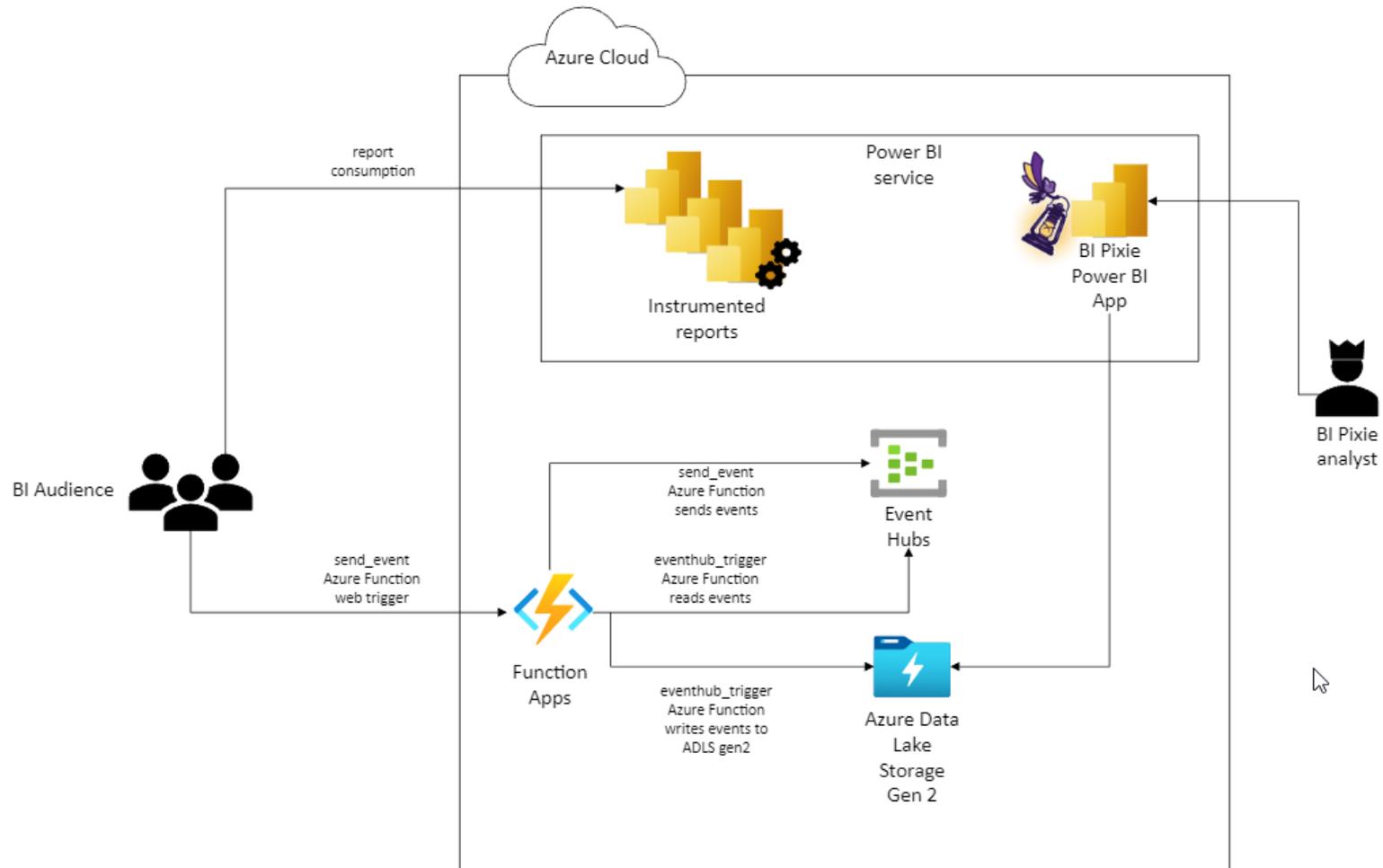
SERVERLESS ARCHITECTURE ON POWER PLATFORM



- All components can be installed and ready to be used in minutes.
- All data stays on your Azure account or Power Platform environment.



AZURE DEPLOYMENT: ARCHITECTURE (WITH REAL-TIME)





THE DATA THAT BI PIXIE CAN COLLECT

In any event:

- Report name
- Report page name (**Can be opted out**)
- End-user email address (**Can be masked or opt out**)
- CustomData (For embedded projects and RLS with AAS (**Can be opted out**))
- IP Address (**Can be masked**)
- Power BI client platform (Web, Mobile, Desktop)
- User-Agent
- Event time
- Session duration

In filter, slicer and click events:

- The columns used
- The filtered values that users selected
- The distinct count of values users selected
- The visual name, ID and visual type that was clicked
- The location of the visual is collected for the heatmap
- In a bookmark event, the bookmark name
- In a link event, the URL that was clicked
- In feedback event, the positive, neutral or negative click

Inventory (Optional):

- Capacities (SKU, name, ID)
- Workspaces (Name, ID)
- Design counters per report and page (e.g. # of bookmarks)
- Visuals (ID, Name, Position in page)



BI PIXIE DEPLOYMENT

- Serverless solution that is hosted on your Microsoft Cloud
- Fully automated and can fit your existing CI/CD
- Adaptive to report changes over time
- Hassle-free to report developers
- Fully customizable to meet your requirements and data privacy needs (e.g. email address and filtered values can be excluded)



REPORT INSTRUMENTATION

- Can be deployed in minutes.
- Bring your Git-integrated workspaces or bring the reports you want to measure in Power BI projects format.
- BI Pixie scans the report and semantic model definition files (Not customer data). All formats are supported (report.json, model.bim, TMDL, PBIR folders).
- The instrumentation adds the pixies into your report - These are built-in visuals and measures. The pixies are invisible to the end-user and are not intrusive to your BI developers. Your team can audit them in Power BI desktop or diff tools.
- The Instrumentation can run once, periodically or through your CI/CD to adapt to reports changes (e.g., new report pages are added, new slicers, bookmarks or buttons).
- The instrumentation is delivered as an executable with a license key
- Highly customized at the feature and report level.



PRICING

- **Through Microsoft:**
Purchase as a managed application on Azure Marketplace (Select a plan or contact us for a Private Offer)
- **Direct:** Deploy the Solution Template and purchase directly

	Standard	Professional	BI Team	Enterprise
Monthly Price <small>Starts at</small>	\$150	\$800	\$1600	GET QUOTE
Annual Price (15% off)	\$1530	\$8160	\$16320	
Subscription coverage*	5 reports 50 users	10 reports 100 users	10 reports 200 users	More reports Larger audience
Monthly price for extra units				
+1 report	\$20	\$50	\$60	Volume discounts available
+1 end-user	\$1	\$3	\$5	
Capabilities				
🔗 Adoption	✓	✓	✓	✓
⚙️ Engagement	✓	✓	✓	✓
📊 Deeper Insights	—	✓	✓	✓
🎯 Business Outcome	—	—	✓	✓
😊 User Satisfaction	—	—	✓	✓
🏎️ Performance	—	—	—	✓
🛡️ Security & Governance	—	—	—	✓

* In Subscription coverage, users are counted as the end-users that consume the Power BI reports. This subscription does not include your costs for the underlying Microsoft services.



START YOUR TRIAL

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