

# POWER BI vs TABLEAU



DECIDING WHICH BUSINESS INTELLIGENCE (BI) OR DATA VISUALIZATION TOOL IS PERFECT CAN BE EASY. THIS IS A NON-BIASED BREAKDOWN OF BI TOOLS TO HELP YOU IN YOUR SELECTION.

Choose the best BI tool based on your organizational needs, reasons and budget. Ignore the “bells and whistles” and focus on what you need to deliver the information.

## POWER BI



*Best Use Case: Dashboards & Reports*

**Power BI:** a cloud-based analytics platform managed within your unit/office/department. Take advantage of the available templates, plugins, basic mapping capabilities and create data dashboards with ease.

*Includes: Power BI Desktop, Power BI Pro, Power BI Premium/Report Server*

## TABLEAU



*Best Use Case: AdHoc Analysis and Dashboards*

**Tableau:** an on-premises analytics platform managed by UW-IT. Take advantage of the ad-hoc analytics, utilize advanced mapping capabilities and create then share your data dashboards with others on campus.

*Includes: Tableau Desktop, Tableau Prep, Tableau*

## BEFORE YOU BEGIN...

### 8 QUESTION TO ASK

- 1. Goals:** Why do we need an analytics tool?
- 2. User:** Who will be using the BI tool most frequently?
- 3. Technology:** Does our organization need the BI tool installed on our desktop(s)?
- 4. Collaboration:** Do multiple people in our organization need to collaborate on developing visualizations and dashboards?
- 5. Training:** Do we need training on the BI tool chosen?
- 6. Community:** Are there communities or meetups available? And are those individuals in the community happy with the BI tool they have chosen?
- 7. Support:** What support on campus is available?
- 8. Cost:** What is the initial cost, the three year cost of ownership and how much is our budget?

# HOW THE BI TOOLS COMPARE

Feature	Power BI (est. 2013)	Tableau (est. 2003)	
Data Sharing/Collaboration	Managed by	UW-IT, Collaborative Applications <a href="mailto:help@uw.edu">help@uw.edu</a>	UW-IT, Information Management <a href="mailto:help@uw.edu">help@uw.edu</a> or <a href="mailto:tableau@uw.edu">tableau@uw.edu</a>
	UW Enterprise Server	Power BI Report Server: Purchase via UWare. Licenses not managed centrally by UW-IT. Microsoft Service Agreement valid until June 2020.	Tableau Server: Free. Managed by UW-IT. Tableau Service Agreement valid with no anticipated changes.
	Peer-to-peer sharing	Power BI Desktop: No Power BI Pro: Yes, but only between another Power BI Pro licensed user Power BI Premium: Yes, but requires Power BI Report Server	Yes via Tableau Server
	Email Subscriptions/Publishing to Server	Power BI Desktop: No Power BI Pro: Requires Power BI Premium license	Yes, via Tableau Server
	Sharing data sources	Power BI Desktop: No Power BI Pro: Yes, but only between another Power BI Pro user	Yes
	Data Integration	Power Query	Tableau Prep
	Consumers/Viewers	Power BI Pro: Yes, license is required for each user who accesses the visualizations Power BI Premium: No license required	Do not require license
Security	Supports Active Directory	Yes	Yes
	Access to Enterprise Data Warehouse	Yes	Yes
	Requires NETID	Yes	Yes
	Supports Single-Sign-On	Yes	Yes
Licensing/Cost	Type of Licenses	Power BI Desktop - per user license (free) Power BI Pro - per user license Power BI Premium - hardware license	Tableau Desktop - per user license
	Licensing Model	Monthly Subscription	Perpetual, but split between 12 months
	Cost for Students/Faculty	No Cost: Power BI Desktop	No Cost: Tableau Desktop
	Cost for Staff	Power BI Desktop – free Power BI Pro – available via UWare Power BI Premium (includes Power BI Report Server) - available via UWare - 8 Core Licenses - \$2,000/month - 16 Core License - \$4,000/month - 32 Core License - \$8,000/month	Tableau Desktop - \$1,200 one time; \$35/month Tableau Server – Free Tableau Prep – Free
	Three years Cost of Ownership	Power BI Desktop - \$0 Power BI Pro - \$360 (no Server) Power BI Premium/Power BI Report Server - \$72K - \$288K (core licenses vary; hardware costs not included if on-premises.)	Tableau Desktop - \$2460 Tableau Server - \$0
Other	Large Datasets Performance	Power BI Desktop: 1GB data capacity Power BI Pro: 10 GB accumulated (data + dashboards) space per workspace Power BI Premium: - P1: <3GB - P2: <6GB - P3: <10GB	Unlimited data point
	Mobile Device Support	Yes	Yes
	Support Level	Online Tutorials, Courses & Community Support; Documentation/Knowledge base; Contact - Support ticket	Online Tutorials, Courses & Community Support; Documentation/Knowledge base; Contact - Direct; UW Community of Practice – Tableau User Group; Dedicated UW-IT staff support and maintain Tableau Server.)
	Infrastructure	On-premises or Azure Cloud	On-premises or cloud (AWS or Azure)
	Outputs	Dashboards, Reports, Visualizations	Dashboards, Reports, Visualizations
	Supported Browsers	PC + Mac: Chrome (latest), Firefox (latest) PC: Microsoft Edge, Internet Explorer 11 Mac: Safari Mac (latest)	PC + Mac: Chrome (latest) and Android 4.4+/-, Mozilla Firefox & Firefox ESR PC: Microsoft Edge & Internet Explorer 11 Mac iOS 8.x or later: Apple Safari