

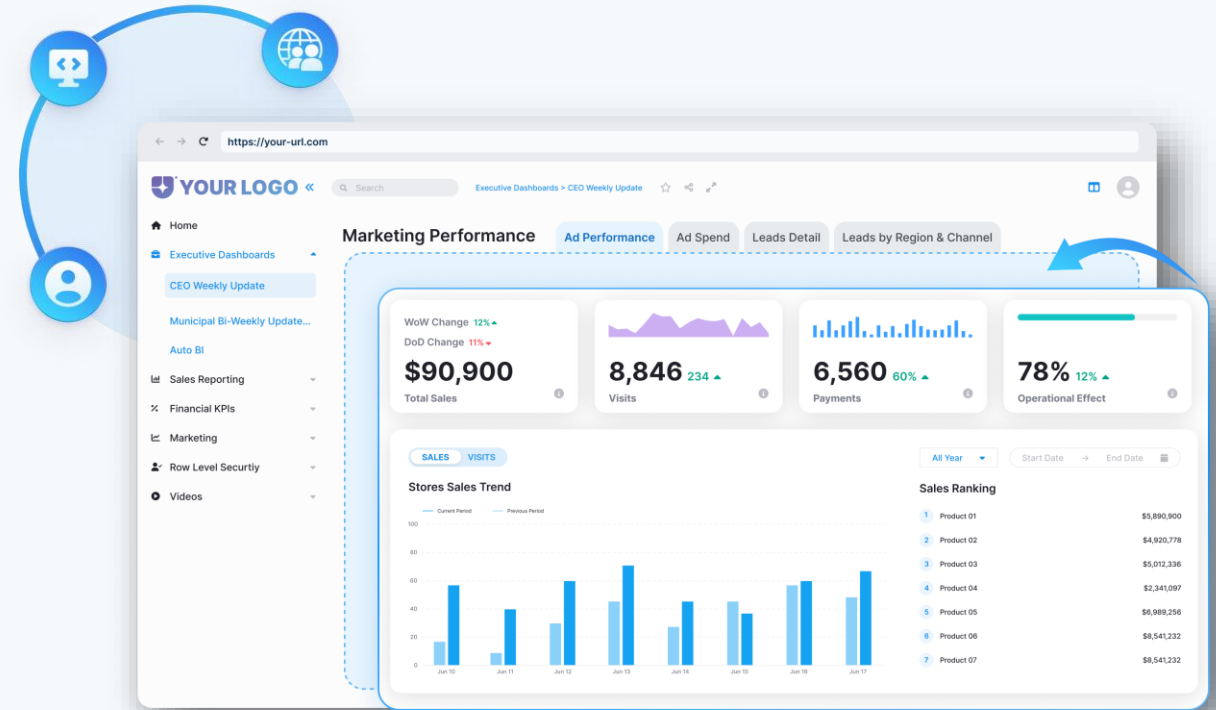
Beyond Internal Analytics:

Building Governed, Customer-Facing Intelligence on Power BI



Brian DeLuca

Founder & CEO, Reporting Hub, Canada



Who/What is Reporting Hub?

ISV Partner with **Microsoft**

Trusted In-Market for **over 5 Years**

> **200 Customers** in over **30 Countries** Globally

Over **200K** Active Users



External Reporting is a Different Discipline Than Internal BI

INTERNAL BI

Built for exploration

- Analyst-first access model
- Shared governance context
- Flexibility is the feature

VS

EXTERNAL REPORTING

Built for trust

- Customer data isolation
- AI with traceable reasoning
- Governed before it ships



External Reporting

The difference



What Makes External Reporting Different?

Once analytics leave the company, the rules change. Risk increases, expectations rise, and governance becomes stricter. Three areas stand out most clearly.



The BI stack was built for the analyst. External reporting is built for the customer. Confusing the two is where organizations get into trouble.



External Reporting

The difference

Customer Separation Is Critical

Internal BI shares infrastructure within one company. External reporting must isolate each customer completely. A 2026 survey by Reveal Embedded Analytics found that weak multi-tenancy is one of the main reasons BI platforms struggle in customer-facing use cases — and as customer numbers grow, small gaps turn into big risks.

- ✓ **Clear data separation** between every customer environment
- ✓ **Independent customer access** with no shared credentials or tokens
- ✓ **Zero cross-customer visibility** — enforced at the system level



External Reporting

The difference

Governance Is Broader

Internal governance focuses on data accuracy and access control. External governance must go further — covering the full lifecycle of what gets published and to whom.



Clear Approval Before Publishing

Every report that reaches a customer must pass through a formal approval step. Ad-hoc publishing creates liability and inconsistency.



Version Control

Customers must always receive the correct, current version. Version drift — where different customers receive different iterations — erodes trust quickly.



Delivery Tracking & Audit Records

Research cited in Wisdom's 2026 governance report shows over **50% of audit failures** stem from inconsistent publication. Inside a company that may confuse — outside the company it creates compliance risk.



External Reporting

The difference

What Purpose-Built External Reporting Looks Like

External reporting requires a dedicated orchestration layer between internal analytics generation and external intelligence delivery. This layer enforces governance, isolation, branding control, and AI oversight before anything reaches customers. It operates across three distinct layers.



LAYER 1

Analytics Foundation

Power BI manages data models, semantic structures, and visualizations. Organizations preserve existing BI investments and internal workflows.



LAYER 2

Multi-Tenant Delivery

Reporting Hub coordinates customer-level delivery with full isolation, branding, and governance controls.

- Customer-level data isolation
- Version governance
- White-labeled branding
- Audit logging & commercial packaging



LAYER 3

Governed AI Intelligence

BI Genius adds conversational and explanatory AI against existing semantic models — with full governance controls built in.

- Approval workflows
- Source attribution
- Transparent reasoning paths
- Per-customer agent configuration



External Power BI

The Problem



- ✗ Delivery Restricted to Microsoft
- ✗ Seamless External Sharing
- ✗ Non-Microsoft Users
- ✗ Scalable Licensing
- ✗ Brand Identity



External Power BI

The Problem SOLVED!



- ✓ Custom SaaS Delivery
- ✓ Share Externally Securely
- ✓ Not bound to MS Users
- ✓ Capacity based Licensing
- ✓ Full Branded Identity



The Opportunity

Why Productized External Power BI?

Power BI is everywhere, but distribution is limited and sharing externally is challenging

- Allows you to move beyond 'Reports & Dashboards' to **Insight-as-a-Service / SaaSified Solution**
- Creates a **scalable** delivery model: Serve 10 users or 100,000 without changing core setup
- **Monetization** Opportunity: Create revenue streams from your Insights and B.I. assets
- **Competitive advantage:** Insights become part of your customer-facing value prop.



Productized Explained

What does '*Productized*' or '*SaaSified*' Mean?

Move from “reports for internal teams” to “**Productized Insights.**”

Elements of productization:

1. **Defined Offering** – clear scope of what analytics are delivered to whom
2. **Repeatable & Scalable external delivery** (multi-tenant, white-label SaaS web apps).
3. **Self-service & automation** (onboarding, usage insights, admin tools).
4. **Value-Add or Monetization** (tiered offerings, licensing, subscription service).



How PBI Embedded & AI Foundry Fit

Embedded = The Engine that Powers External Delivery

AI Foundry = The AI Backbone for Custom AI Solutions

Power BI Embedded allows for:

1. **Unlimited users** with capacity-based licensing (vs. per-seat licenses).
2. **Control and UI Customization** (your branding, your URL, your SaaS App).
3. **Integration into SaaS products** (seamless end-user experience).

Azure AI Foundry allows for:

1. **Creation of Custom Multi-Agent AI Solutions** (purpose built, ex. customer specific)
2. **Define Multiple Data Sources beyond Fabric** (Semantic Models, SQL databases, URLs, Files)
3. **Secure & Compliant Deployments** (in-tenant, access controls)



Common Challenges

Embedded & AI Foundry are Pro Code Solutions

1. Most B.I. People are Not Software Engineers

- Many orgs lack the resources or required skill set

2. Custom Development Overhead

- Building a secure, scalable embedded application requires significant dev investment.
- Authentication, multi-tenancy, branding, and AI Insight generation add complexity.

3. Time-to-Market

- Measured in months – typically between 9 and 18 months for avg. deployment

4. Co-Pilot is Not Supported by PBIE (Embed for Customers)

- Not on MS roadmap and no indication if/when it's coming
- AI can only be incorporated by custom building using Azure AI Foundry

Embed a report in view mode code snippet

```
let loadedResolve, reportLoaded = new Promise((res, rej) => { loadedResolve = res; });
let renderedResolve, reportRendered = new Promise((res, rej) => { renderedResolve = res; });

// Get models. models contains enums that can be used.
models = window['powerbi-client'].models;

// Embed a Power BI report in the given HTML element with the given configurations
// Read more about how to embed a Power BI report in your application here: https://go.microsoft.com/fwlink/?linkid=2153590
function embedPowerBIReport() {
  /
  *-----
  +
  |   Don't change these values here: access token, embed URL and report
  ID.   |
  |   To make changes to these
  values:
  |   1. Save any other code changes to a text editor, as these will be
  lost.
  |   2. Select 'Start over' from the
  ribbon.
  .
}
```

Copy code

Cancel



What Are Your Options?

Build or Buy



VS



<https://learn.microsoft.com/en-us/power-bi/developer/embedded/embed-sample-for-customers?tabs=net-core>

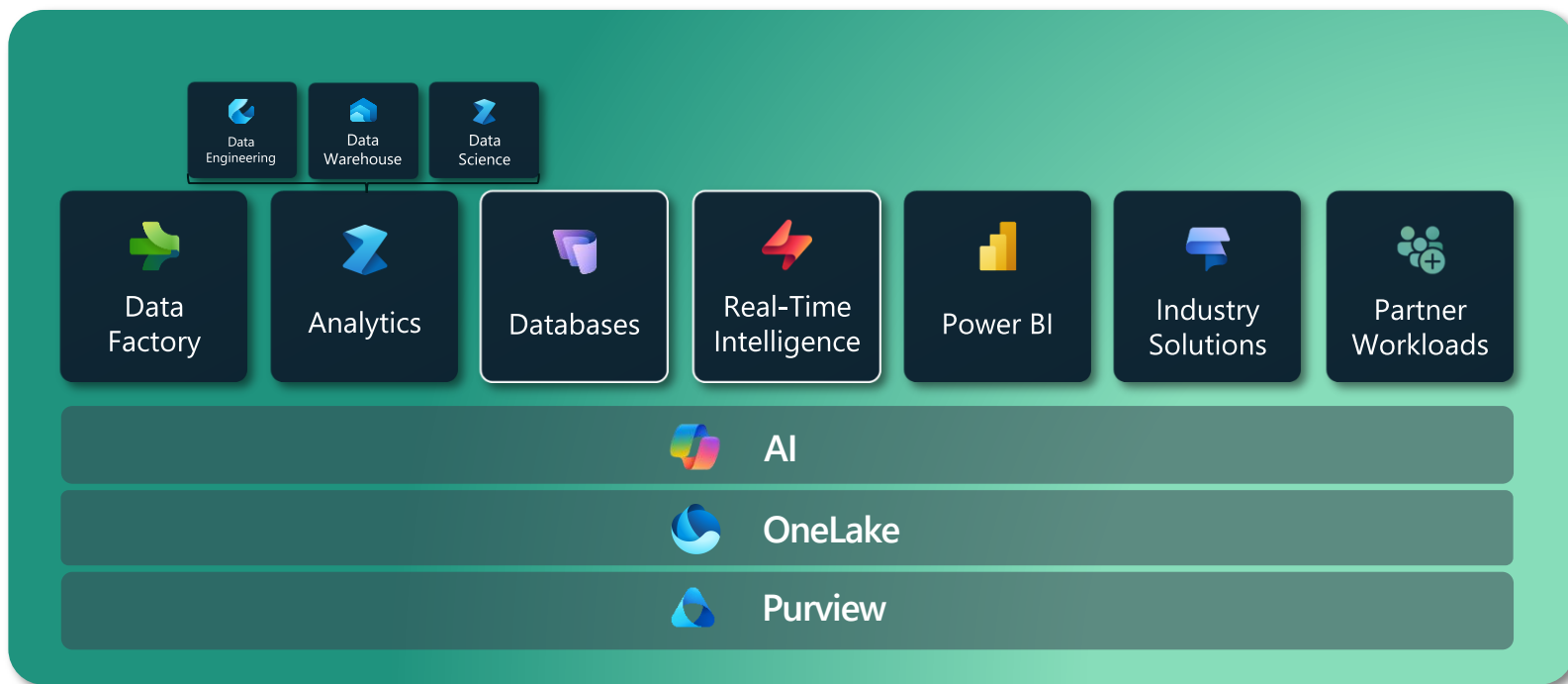


<https://learn.microsoft.com/en-us/power-bi/developer/embedded/embedded-analytics-accelerators>



Fabric + Reporting Hub

The unified platform for delivered Insights



Insights Delivered

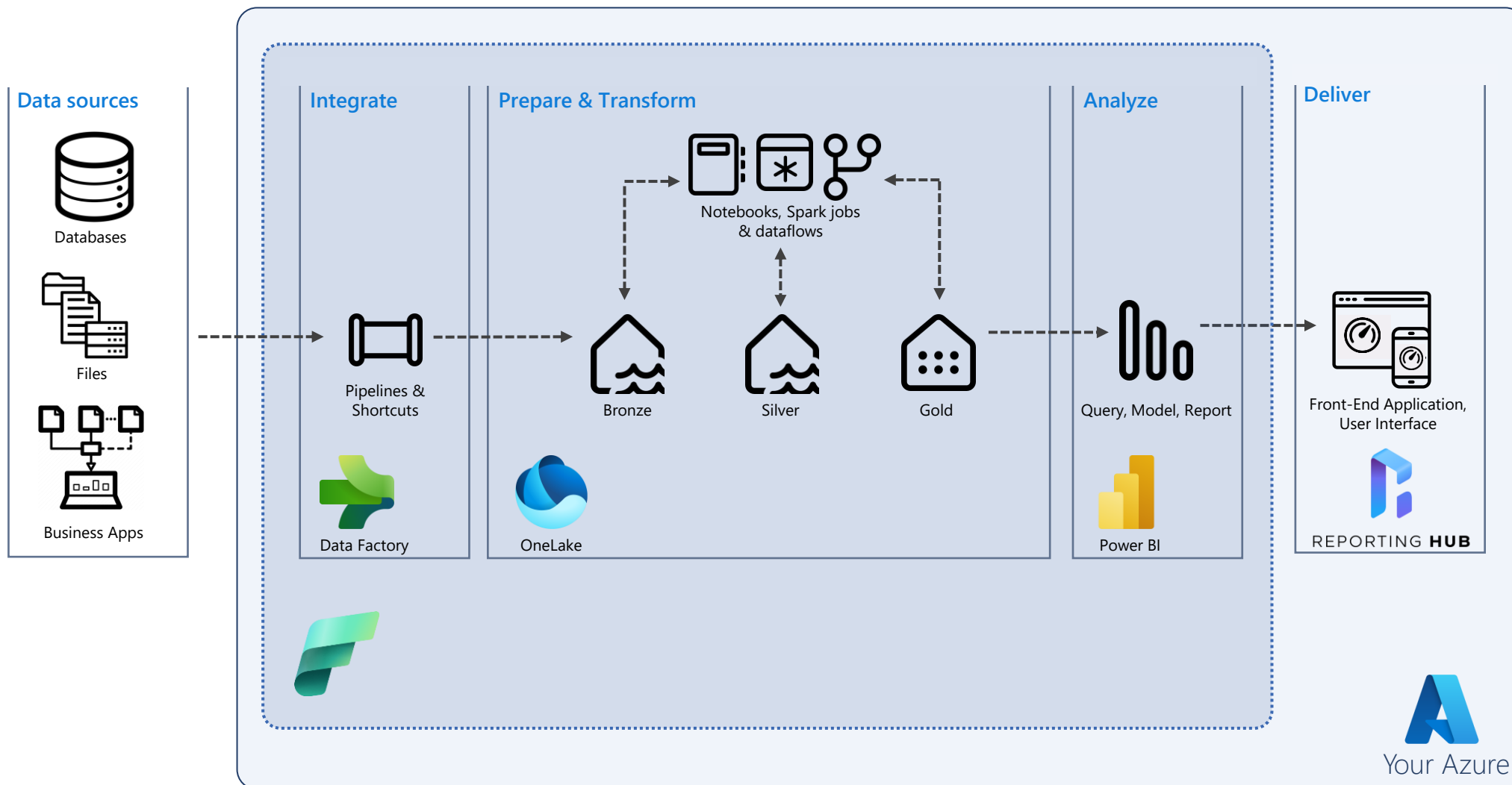


Your Azure



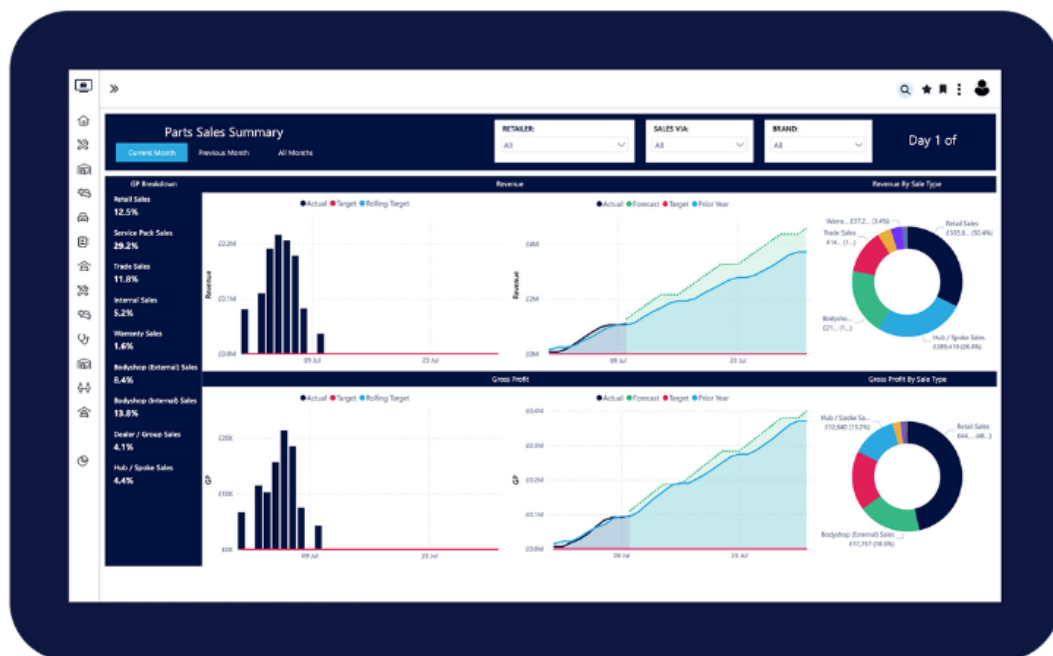
SaaSified Power BI Insights

Solution Accelerator Framework



Customer Story

'SaaSified' Solution



www.autobi.co



"The automotive experts at AutoBI have revolutionised our understanding and use of data."

Andrew Tullie | Owner - Soper of Lincoln



Customer Story

'SaaSified' Solution

AutoBI's Opportunity:

- Automotive **domain experts** with early B.I. consulting success at 1 BMW dealership
- Recognized opportunity for **repeatable business model** for delivered Insights
- Highly **skilled B.I. & Data individuals** – Not Software developers
- Needed a **turn-key SaaS platform** to launch their productized offering



Jonathan Sharman
Founder & CEO
AutoBI

AutoBI's Success:

- Started in 2021 (Bootstrapped)- grown to **over 500** Auto Dealership 'Rooftops'
- Global reach with Customers all over the world – **over 3,000 users**
- More than **10 top Global Automotive** Brands as Customers
- Named as **official BI Partner of Keyloop & Pinewood** – Europe's largest DMS'
- Partnered with **AutoTrader** – largest online marketplace in the UK
- Acquired by **BUMPER Group** in 2024

Customer Story

'SaaSified' Solution

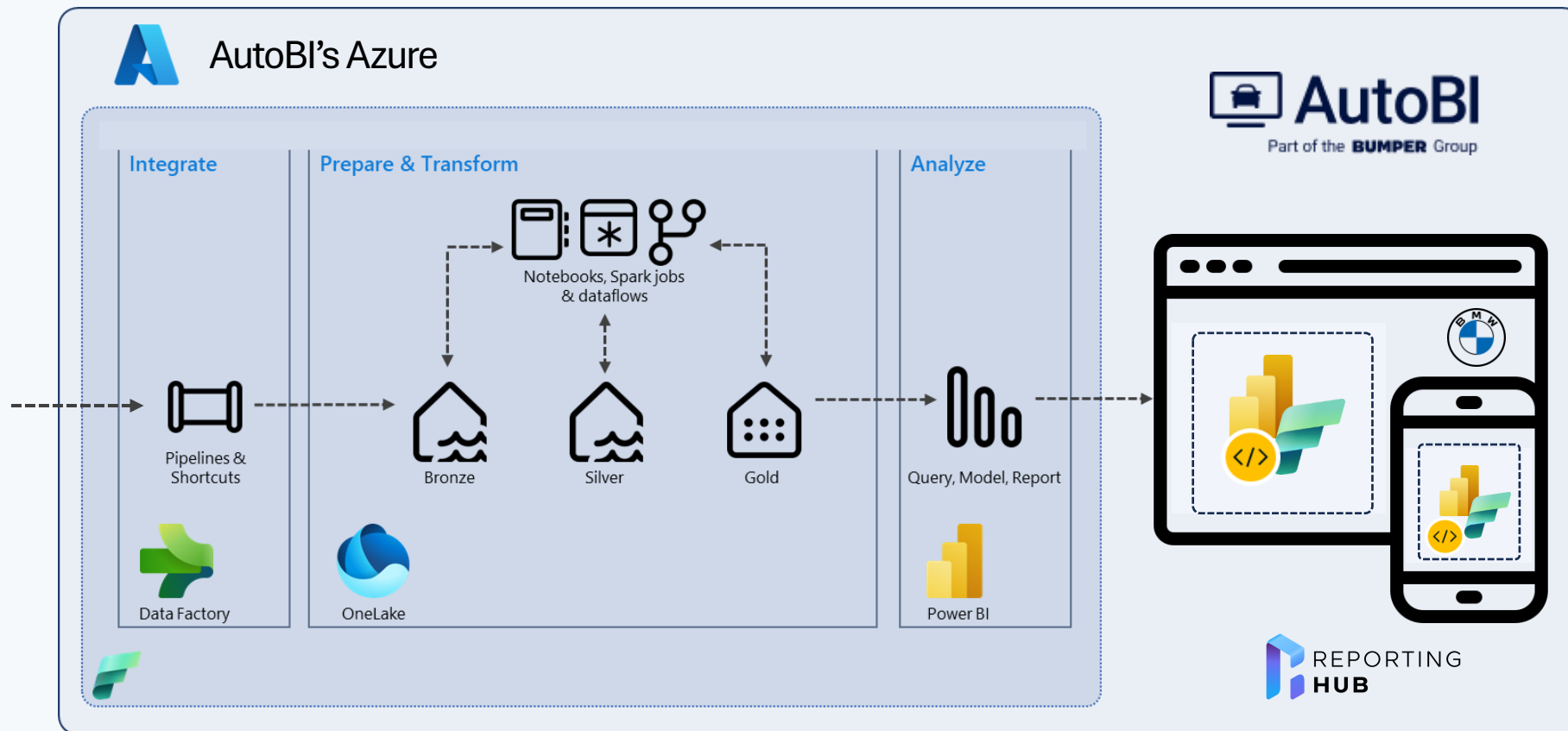


Customer Story

'SaaSified' Solution

keyloop™

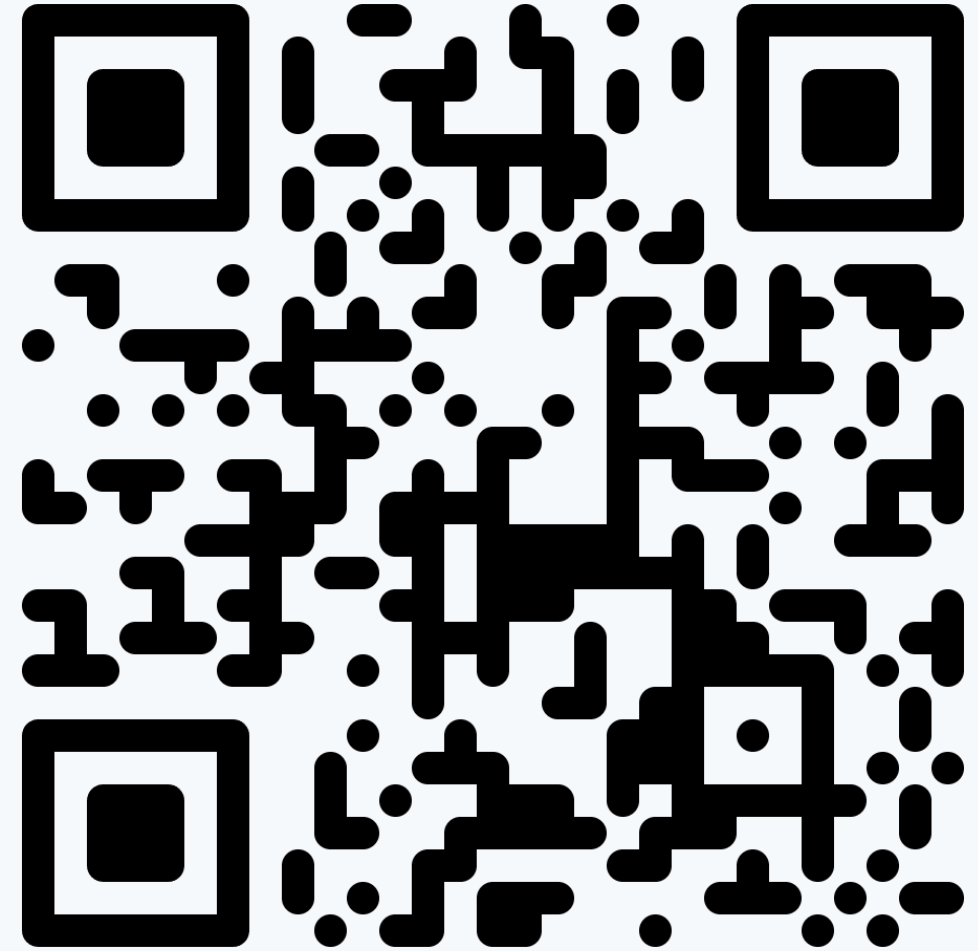
Dealer Management
System Provider





DEMO!

Thank you!



Follow us on LinkedIn!