



Unlock Revenue Potential



How to Productize and Monetize Your Power BI Assets

CEO Weekly Update

WoW Change 12% ▲
DoD Change 11% ▼

\$90,900 Total Sales
8,846 Visits

Online Top Search

Search Users: 12,321 (171 ▲)
Per Capita Search: 2.7 (234 ▲)

Product Name	Users	Date
Product 01	John Brown	Aug 5, 2022
Product 02	John Brown	Aug 5, 2022
Product 03	John Brown	Aug 5, 2022
Product 04	John Brown	Aug 5, 2022
Product 05	John Brown	Aug 5, 2022
Product 06	John Brown	Aug 5, 2022
Product 07	John Brown	Aug 5, 2022

Sales Ranking

Rank	Product	Sale Amount
1	Product 01	\$5,890,900
2	Product 02	\$4,920,778
3	Product 03	\$5,012,336
4	Product 04	\$2,341,097
5	Product 05	\$6,989,256
6	Product 06	\$8,541,232
7	Product 07	\$8,541,232
8	Product 08	\$2,759,032
9	Product 09	\$5,421,111

Payments: 6,560 (60% ▲)
Operational Effect: 78% (12% ▲)

In today's data-driven world, organizations are sitting on a wealth of analytics capabilities that hold significant untapped value. But what does it really mean to “productize” and “monetize” your Power BI assets? Let's dive into how you can turn your analytics expertise into powerful, revenue-generating engines.



What Does BI Asset Productization and Monetization Mean?

Productizing and monetizing Power BI assets go beyond simply selling raw data. It's about transforming your organization's:

- **Analytics insights**
- **Industry expertise**
- **Technical know-how**
- **Customized reporting solutions**
- **Specialized, sector-specific dashboards**

By packaging these capabilities, your organization—or that of your analytics clients—can transform Power BI investments from operational costs into profitable, revenue-generating solutions.



Why Should You Productize and Monetize Your Power BI Assets?

The Business Benefits

The potential of productizing and monetizing Power BI assets extends far beyond recovering costs. Here's why organizations across industries are turning their analytics capabilities into lucrative revenue streams:

Create New Revenue Channels

- **Convert your internal analytics into customer-facing products**
- **Develop specialized analytics packages for industry-specific needs**
- **Offer premium insights as value-added services**
- **Create subscription-based analytics options**
- **Combine domain expertise with analytics solutions for comprehensive offerings**

Gain a Competitive Edge

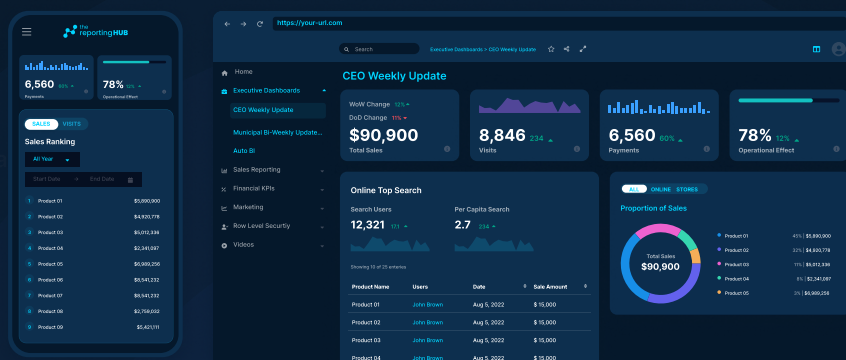
- Differentiate yourself with exclusive analytics products
- Strengthen client loyalty with high-value insights
- Establish thought leadership within your industry
- Outpace your competition by delivering innovative, branded analytics solutions
- Deepen client relationships through embedded, indispensable insights

Scale Your Expertise

- Leverage existing Power BI investments across multiple clients
- Transform one-off projects into recurring revenue
- Expand your reach to new markets without high overhead costs
- Maximize the value of your domain expertise

Mitigate Business Risks

- Diversify your revenue streams
- Reduce dependency on core business fluctuations
- Generate predictable recurring income
- Increase business resilience with multiple service offerings
- Strengthen client relationships with continuous value



Customize Branding

Sets images & text for all elements in the page

Primary Logo
Upload File Reset



Customize Colors

Sets colors for all elements in the page

Brand Primary Color

Default Reset

Side Navigation Color

Default Reset



Login

Customer Portal



The Value for Stakeholders

Business Leaders & Executives

- CEOs:** Drive new revenue streams and business models
- CFOs:** Boost ROI on analytics investments and secure stable income
- CIOs:** Transition IT from a cost center to a profit center
- CDOs:** Unlock the potential of data assets for profit
- CTOs:** Efficiently scale your organization's technical capabilities

Department Heads

- Sales Leaders:** Introduce high-margin analytics services to current offerings
- Marketing Directors:** Craft a unique, competitive market position
- Product Managers:** Develop innovative product lines from analytics assets
- Operations Managers:** Improve resource allocation and usage
- Customer Success:** Deliver enhanced value to clients, strengthening loyalty

Technical Teams

- BI Developers:** Deploy solutions to multiple clients for increased impact
- Data Scientists:** Package analytics models into marketable products
- Solution Architects:** Create frameworks for broader scalability
- IT Managers:** Minimize support costs through repeatable solutions

The image shows a smartphone displaying the Reporting Hub dashboard. The dashboard includes a bar chart, a line chart, and several data cards. Overlaid on the phone are several UI panels:

- Tenants:** A panel titled "Manage your tenants" with a "+Add" button. It shows a "New Tenant" form with fields for Capacity-One-US, 06/28/2022, and UA-12345678. Below the form are two buttons: "Reporting Hub Dev" and "Reporting Hub Demo Tenant".
- Capacity:** A panel titled "Set capacity for your tenant" with a dropdown menu set to "Capacity-One-US". It has a "Check: 25s" indicator, "Change" and "Reset" buttons, and a green "Running" button. Below it is an "Embedded Time Out" dropdown set to "60m" with a "Reset" button.
- Reports Refresh Schedule:** A panel titled "Set refresh schedule for your tenant". It shows "Server Time: 08/28/2022; 13:34:48", "Adjusted Time: 08/28/2022; 07:34:48", "Server Offset" dropdown set to "6h", and "Duration of Refresh" dropdown set to "1h". It also has a "Daily Refresh Start Time" input field set to "01:36" and a note: "Last successful refresh schedule run was on 08/28/2022; 1:36:00".
- User 1:** A profile card for "User 1" (Internal) from "Texas, USA" with an "Active" status.
- User 2:** A profile card for "User 2" (External) from "Argentina, South America" with an "Active" status.



The Value for Industry-Specific Opportunities

WoW Change 12%

Financial Services

- Productize advanced risk analysis models
- Package compliance and regulatory reporting solutions
- Monetize premium market intelligence and financial insights

Healthcare

- Transform population health insights into scalable products
- Enable healthcare providers to access clinical analytics tools
- Market frameworks for operational efficiency and patient care

Manufacturing

- Productize supply chain optimization analytics
- Scale quality control and predictive maintenance insights
- Offer custom analytics for inventory and logistics management

Retail

- Provide customer behavior analytics as standalone products
- Optimize inventory solutions for better market responsiveness
- Monetize trends and consumer insight tools

Professional Services

- Transform consulting deliverables into repeatable products
- Scale industry-specific analytics solutions across clients
- Package expertise and insights into easy-to-deploy offerings





How Reporting Hub Makes Power BI Productization and Monetization Possible

Reporting Hub is designed to empower organizations like yours to transform Power BI assets into revenue-ready solutions quickly and efficiently. With Reporting Hub, you can:

- **SaaSify Your Analytics:** Seamlessly convert Power BI insights into a SaaS product, enabling you to package, productize, and monetize analytics with unlimited users without per-user licensing fees.
- **Custom-Branded Portals:** Create branded, easy-to-navigate portals to deliver insights directly to clients, partners, or internal teams, enhancing the professional presentation and accessibility of your analytics.
- **Streamlined Sharing & Access Control:** Effortlessly share Power BI dashboards with granular access controls, ensuring enterprise-grade security while extending insights to a broader audience.
- **Scalable Infrastructure:** Reporting Hub's infrastructure grows with your business, allowing you to scale analytics solutions without limits or costly reconfigurations.
- **Rapid Deployment:** With a ready-to-deploy platform, you can bring new analytics solutions to market faster than ever, turning your analytics expertise into revenue streams in weeks, not months.

With Reporting Hub, productizing and monetizing your Power BI investments becomes a streamlined, scalable process that supports your growth and opens up new revenue channels. Tap into the full potential of your data with a partner dedicated to transforming your insights into income....

