



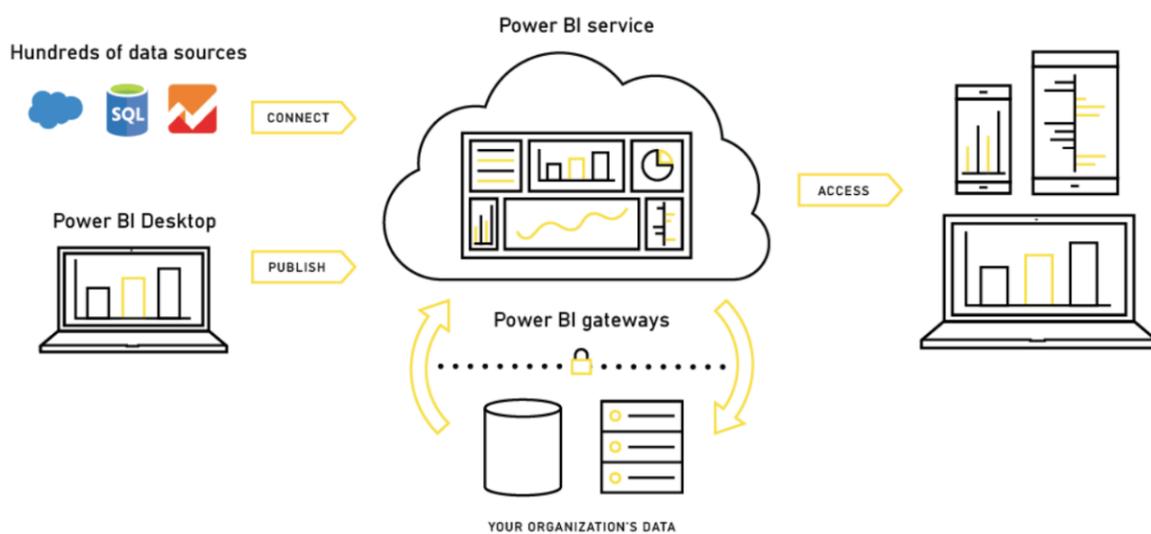
# Power BI is not a Reporting tool; it's Business Intelligence!

Dear Readers,

The terms Reporting and Business Intelligence are often used interchangeably. Though they might appear similar at the first glance with lots of fancy charts, graphs, etc., there is a vast difference between the two. The main thing to look at while comparing these two is *the purposes they serve*. They serve different business needs and at times cater to a very different subset of end users.

## Move over your Reporting tool

If you are using an ERP, you must be aware of a reporting tool. You run a report when you want to know, for example, how much production happened in the last quarter or how many people joined your organization this year. So, a reporting tool tells you what happened and not the insights into the other factors affecting the data.



**Power BI, a Business Intelligence tool**, is much more than just a reporting tool. Power BI tells you how and why of the reports. With this powerful information at your fingertips, you can then make decisions that will be more accurate and insightful. Power BI accesses data - both internal and external to your organization to help you take the best course of action.

While reporting tool works just fine at lower levels or for smaller companies, business intelligence is what sets you apart and helps you make business decisions, whether you are an SME or a large enterprise.

**So, what would you choose?**

### 8 traits to look for in a Business Intelligence tool

Businesses are getting bigger and so it is imperative for them to have better insights into their data. Business Data is also increasing at a faster pace. So, to use them to the fullest, make right decisions on right time and that too without much ado should be of prime focus. Here, Business Intelligence tool comes to your rescue. Business Intelligence (BI) is the key to [Read More](#)

### Is your BI Software giving you a better ROI?

Many organizations just 'adopt' Business Intelligence software. Yes, the software which is meant to provide you insights and analytics of your business is itself not successful in making your business prosper. The reason? Like any investment, a BI implementation project needs to be justified and once it goes live, the impact has to be monitored and measured [Read More](#)

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*Get meaningful data insights, analytics and efficiencies right from your ERP system in real time*

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#### Use Power BI for Sales Management in Dynamics 365 for Sales

*Scalable, secure and extensible Power BI dashboard for Sales Management in Dynamics 365*

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