

#FABCONSQLCON2026

FABCON

Microsoft Fabric
COMMUNITY CONFERENCE

SQLCON

Microsoft SQL
COMMUNITY CONFERENCE

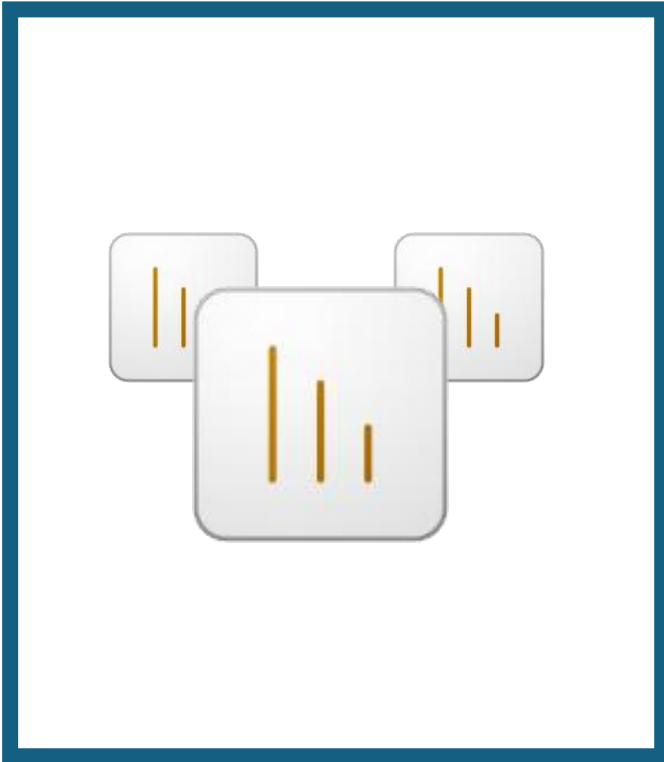
ATLANTA MARCH 16 - 20, 2026



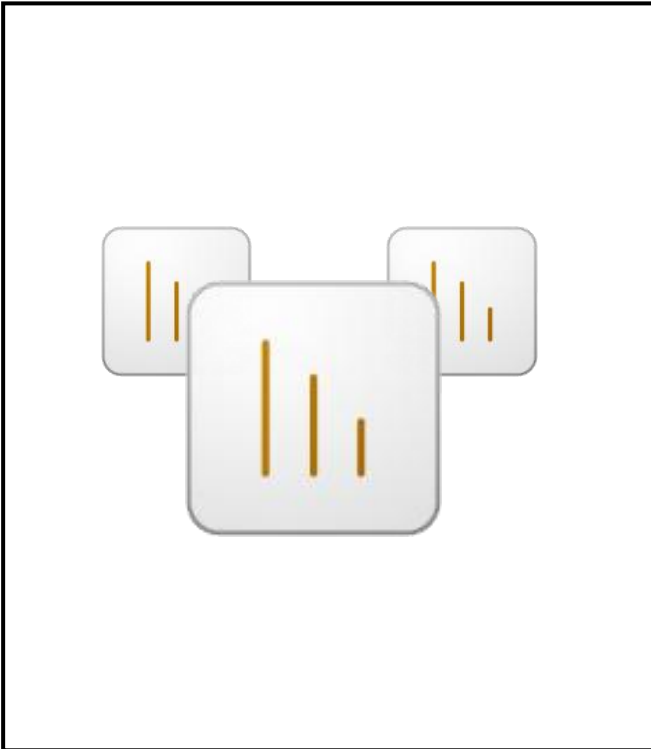
Delivering Insights Where Your Users Work

Dustin Askins
Anita Ambalavanan

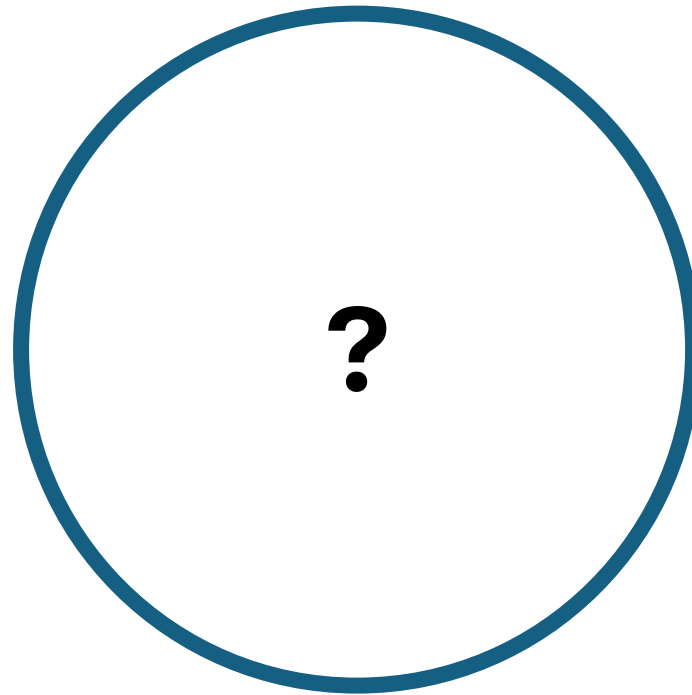
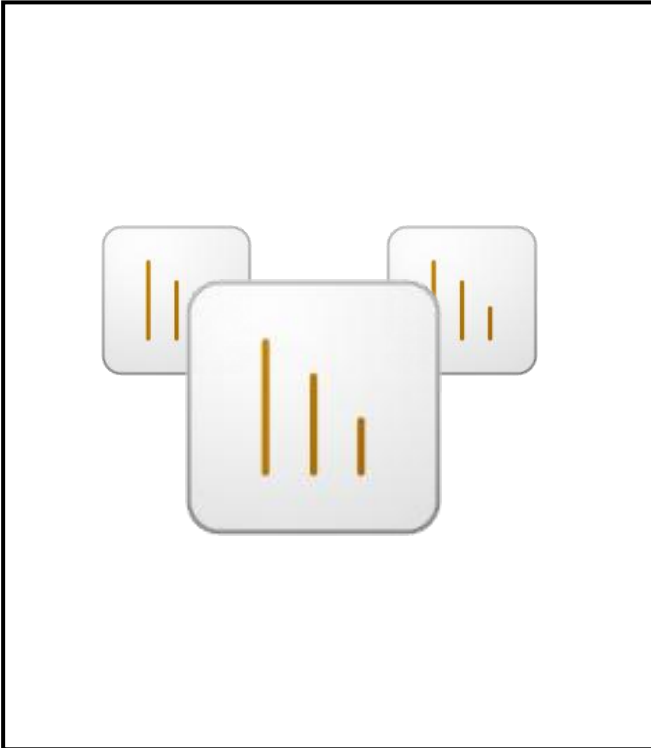
Reporting : Consumers



Reporting : Consumers



Reporting : Consumers



Reporting : Consumers

?

Reporting : Consumers



For example...

- Workspace access
- Direct access
- Subscriptions
- Embed
- Workspace apps

Reporting : Consumers



For example...

- Workspace access
- Direct access
- Subscriptions
- Embed
- Workspace apps

For example...

- Power BI service
- Teams
- PowerPoint - storytelling
- SharePoint / custom solutions
- Workspace apps

Reporting : Consumers



For example...

- Workspace access
- Direct access
- Subscriptions
- Embed
- Workspace apps
- **Org apps**

For example...

- Power BI service
- Teams
- PowerPoint - storytelling
- SharePoint / custom solutions
- Workspace apps
- **Copilot**



Microsoft Fabric
Community Conference

March 2025

Data Discovery with Org Apps and Standalone Copilot

Dustin Askins
Maggie Tsang
Power BI Product Group, Microsoft

Team focused on distribution and discovery

Dustin



Team focused on distribution and discovery

Dustin



Anita



Team focused on distribution and discovery

Dustin



**Product
Managers**

Designers

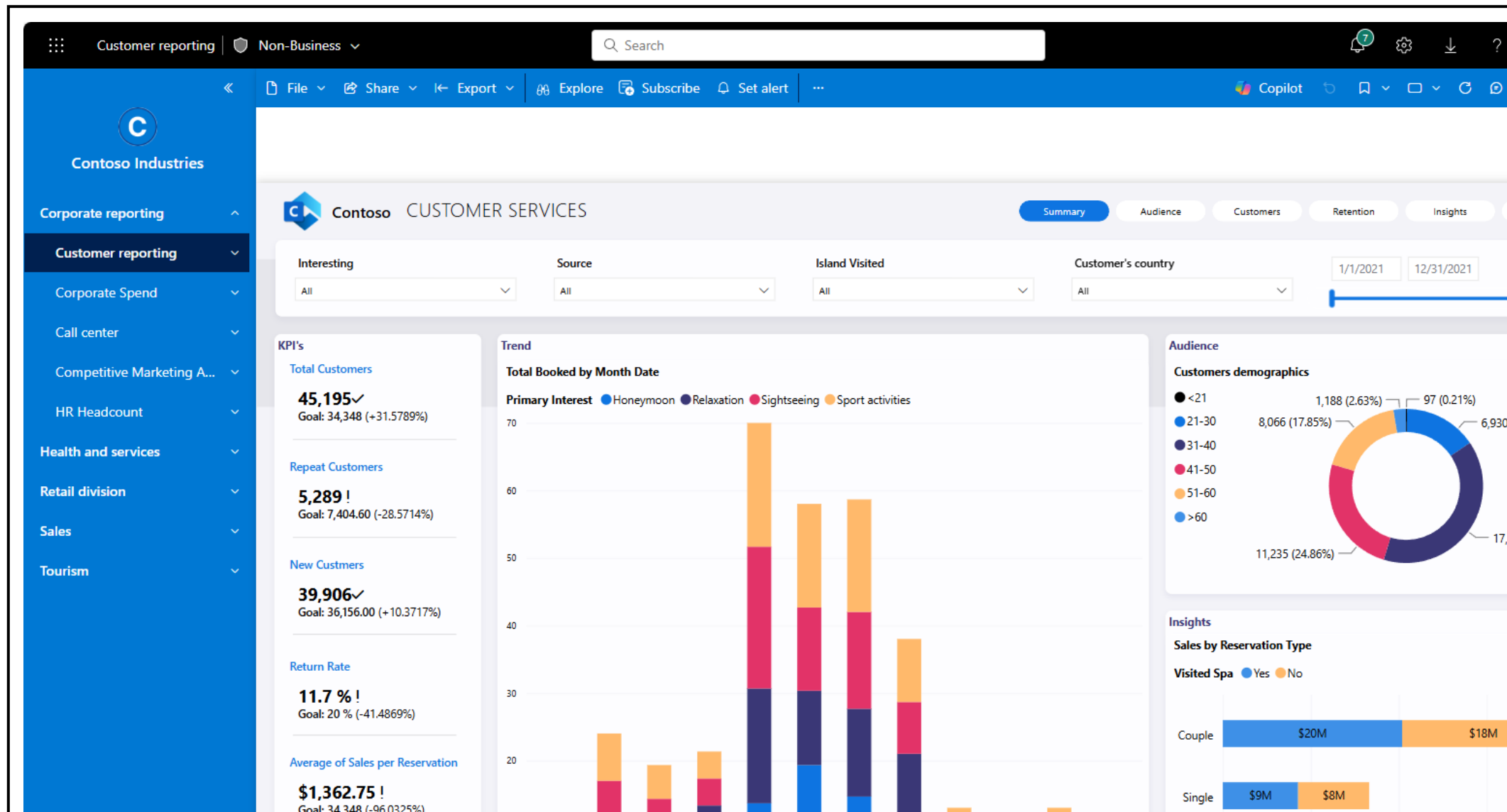
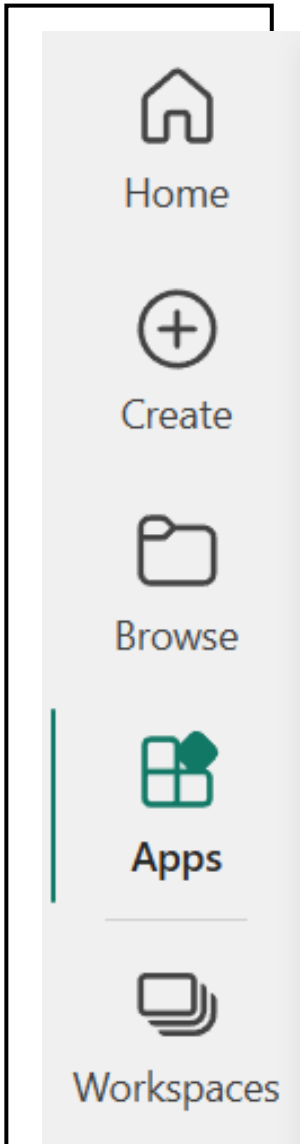
Anita



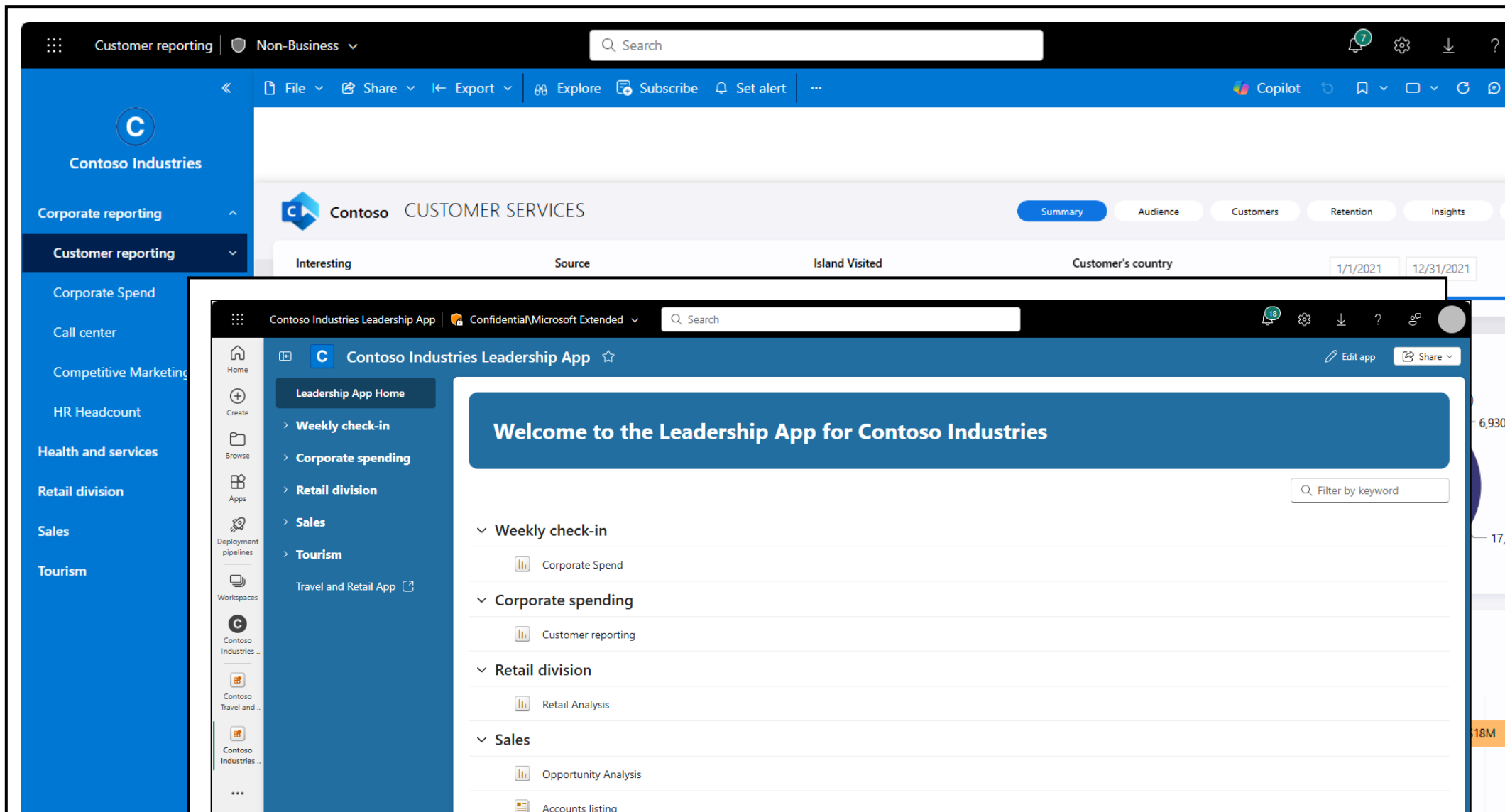
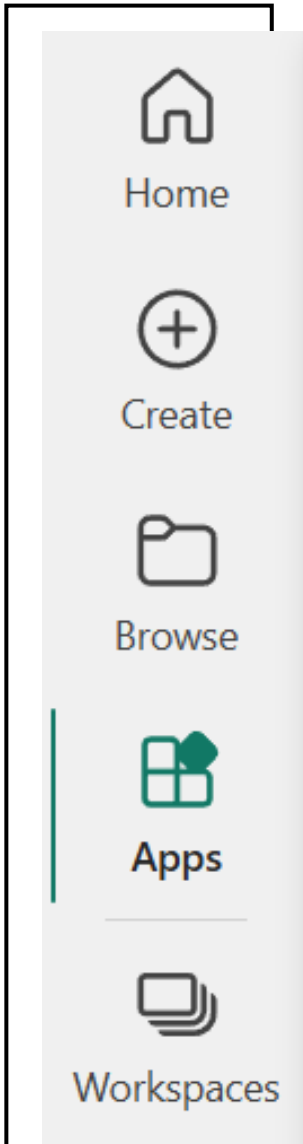
Engineers

CAT

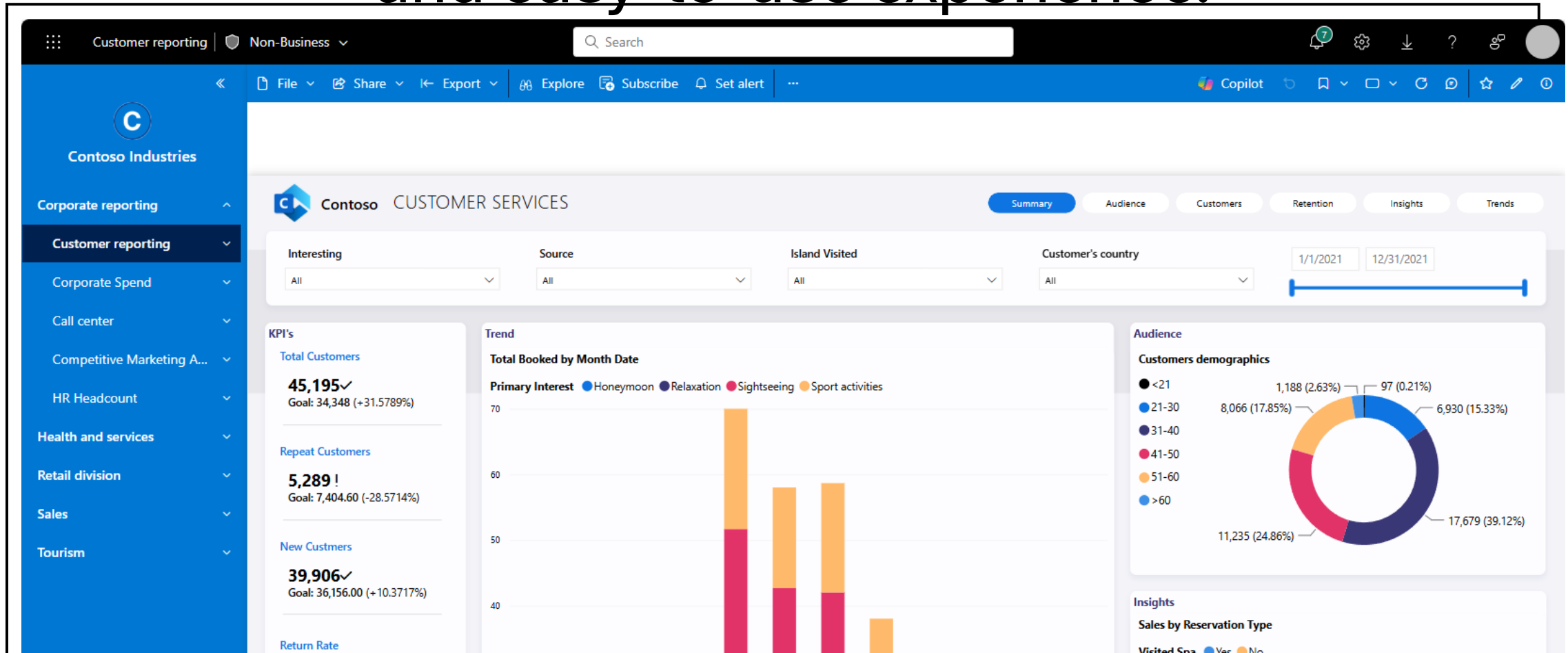
Apps



Apps (and org apps!)



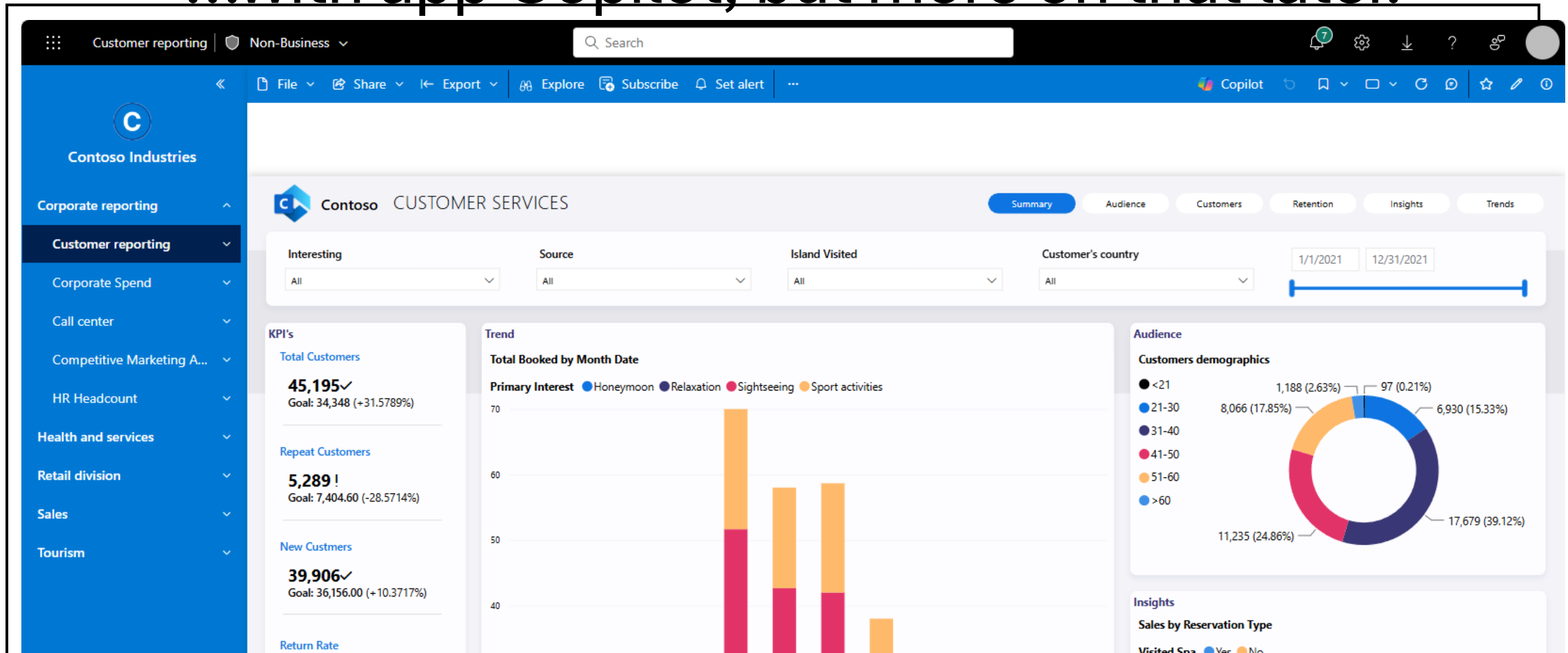
An app is the fastest way to securely distribute workspace reporting to colleagues in a branded, customized, and easy-to-use experience.



AND NOW...

Great way to curate AI experiences for your consumers...

...with app Copilot, but more on that later.



Items

 Name	
 Accounts listing	
 Bike Rentals in Hawaii	
 Call Center	
 Competitive Marketing Analysis	
 Contoso Sales	
 Corporate Spend	
 Corporate Spend - v1	
 Customer Segmentation	



Users

 Ellis Turner

 Anne Patel

 Quincy Brooks

Items

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Ellis Turner



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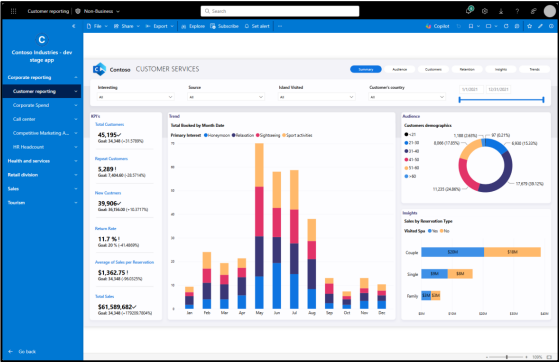


Quincy Brooks

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App



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Ellis Turner



Anne Patel



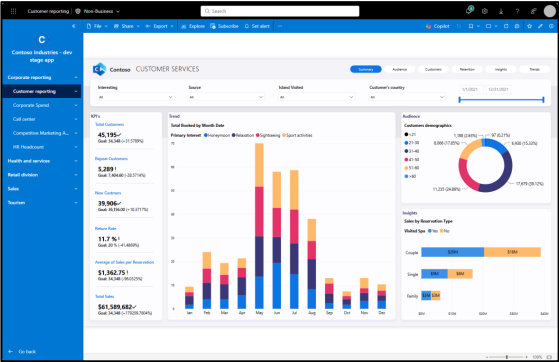
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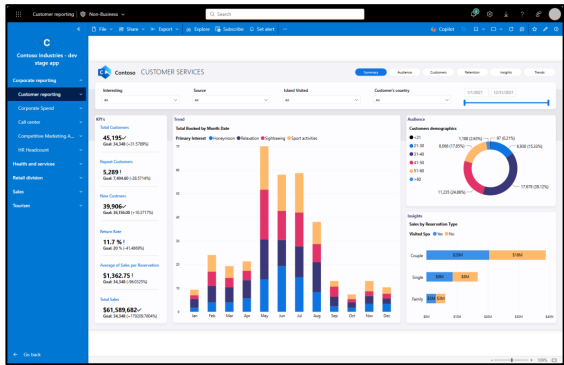


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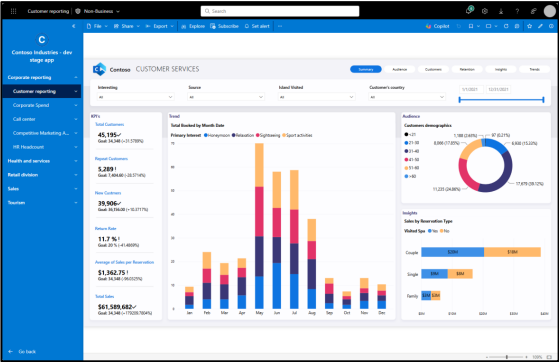


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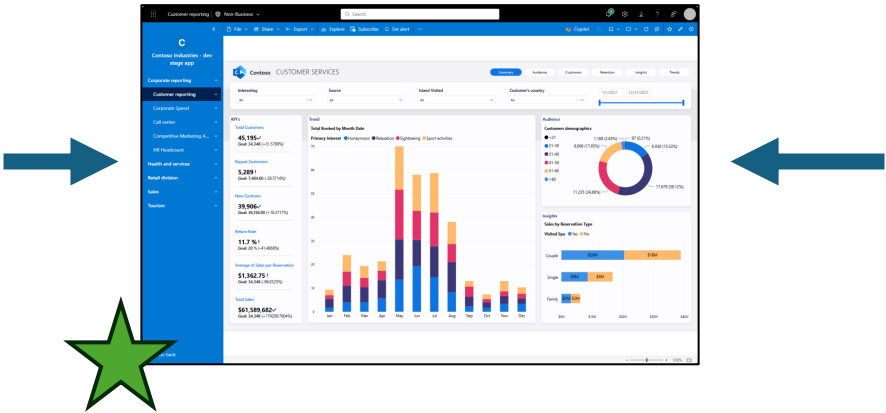


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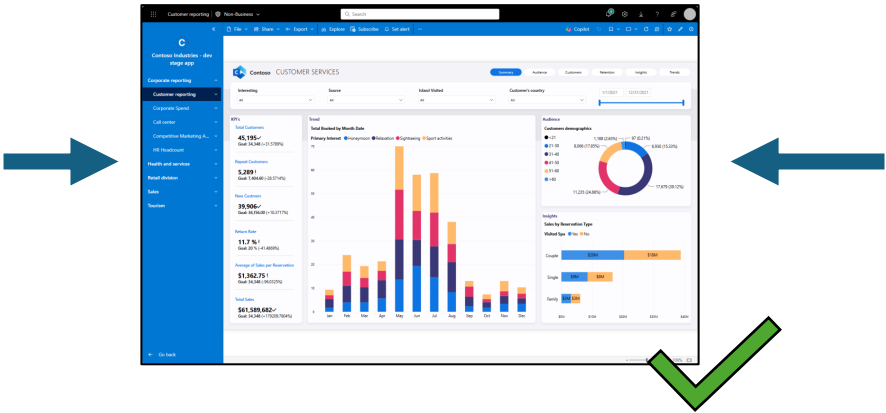


Quincy Brooks

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Ellis Turner



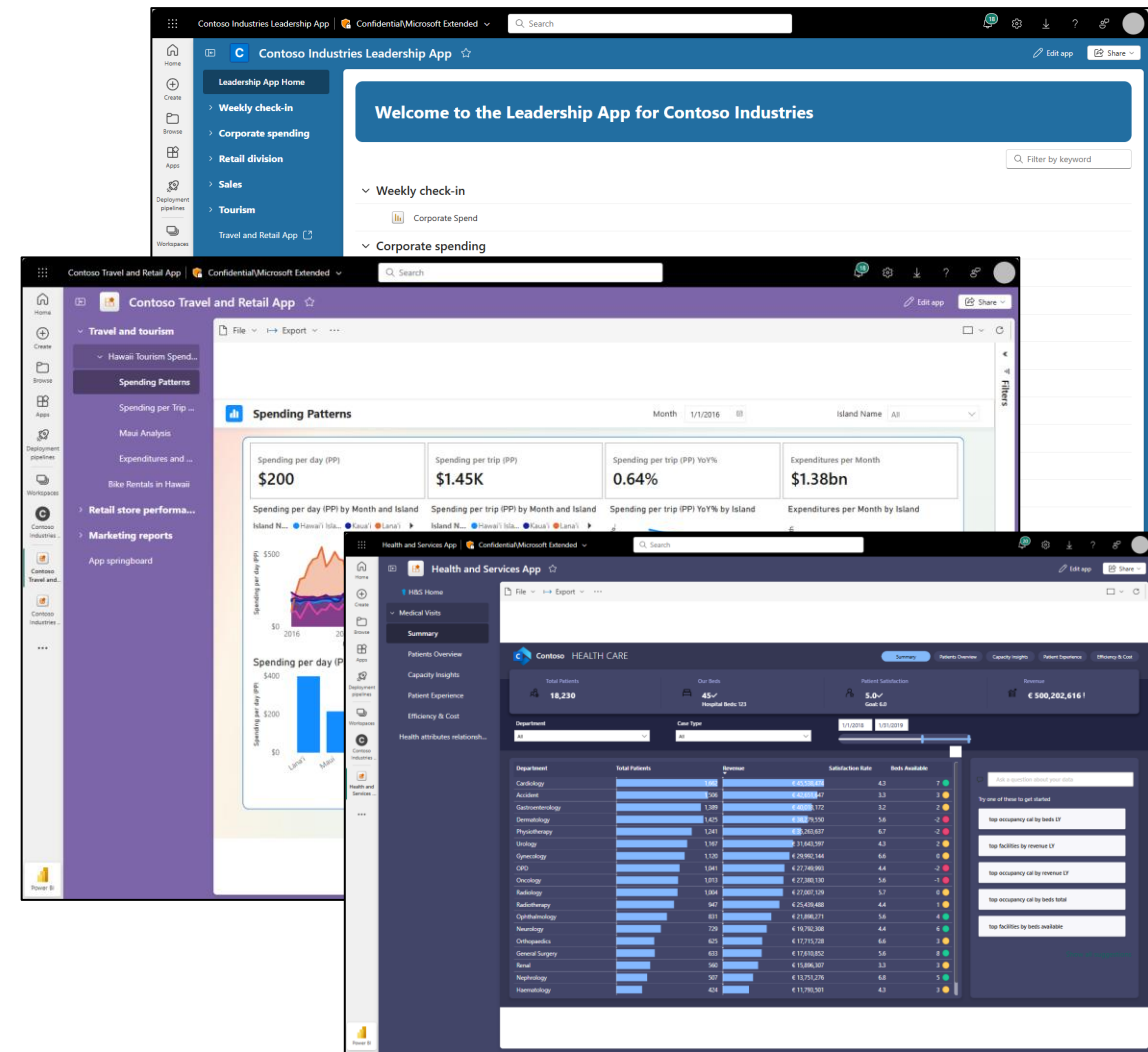
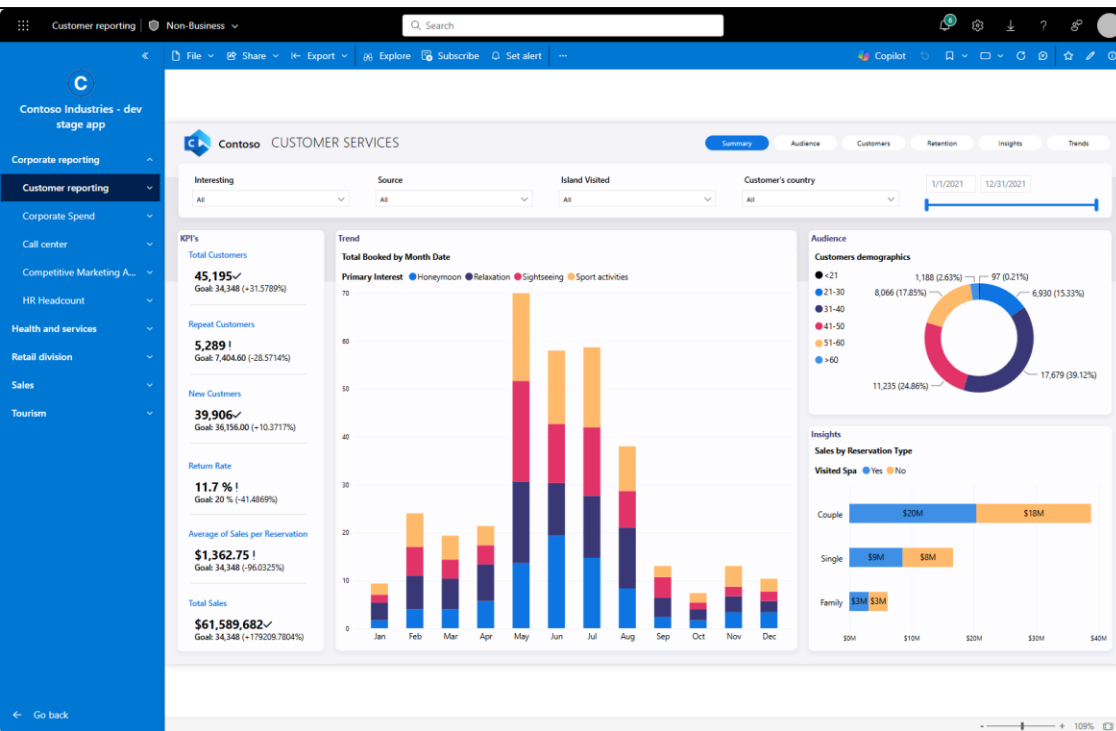
Anne Patel



Quincy Brooks

The future of reporting distribution and consumption with apps...

one app per workspace multiple org apps per workspace



It all started with what you told us you want from apps...

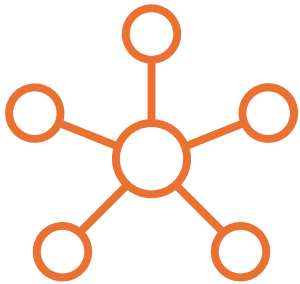
It all started with what you told us you want from apps...

*Curate and distribute
content by context*

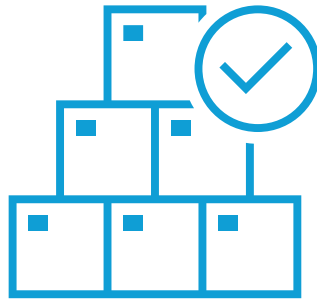


It all started with what you told us you want from apps...

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Access as expected

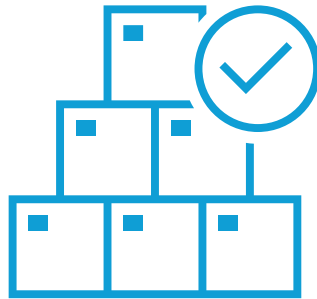


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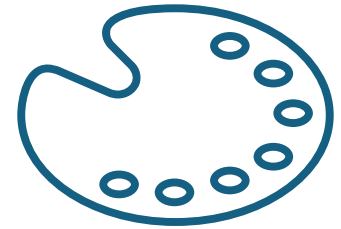
*Curate and distribute
content by context*



Access as expected



*More control over the
experience*

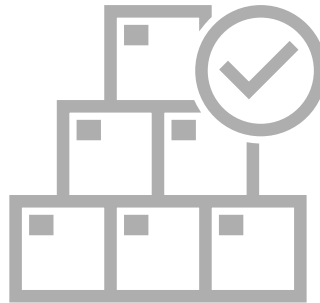


It all started with what you told us you want from apps...

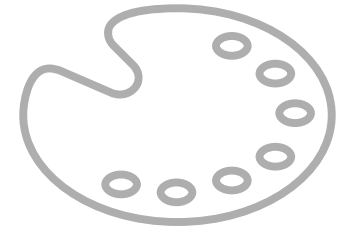
*Curate and distribute
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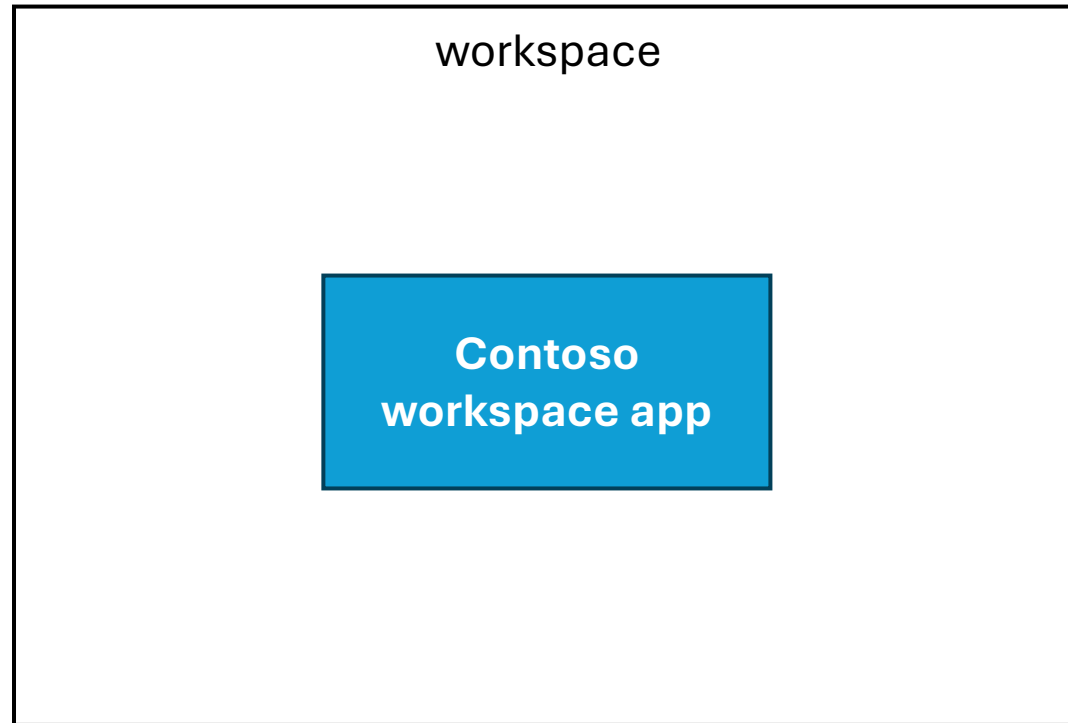
Access as expected



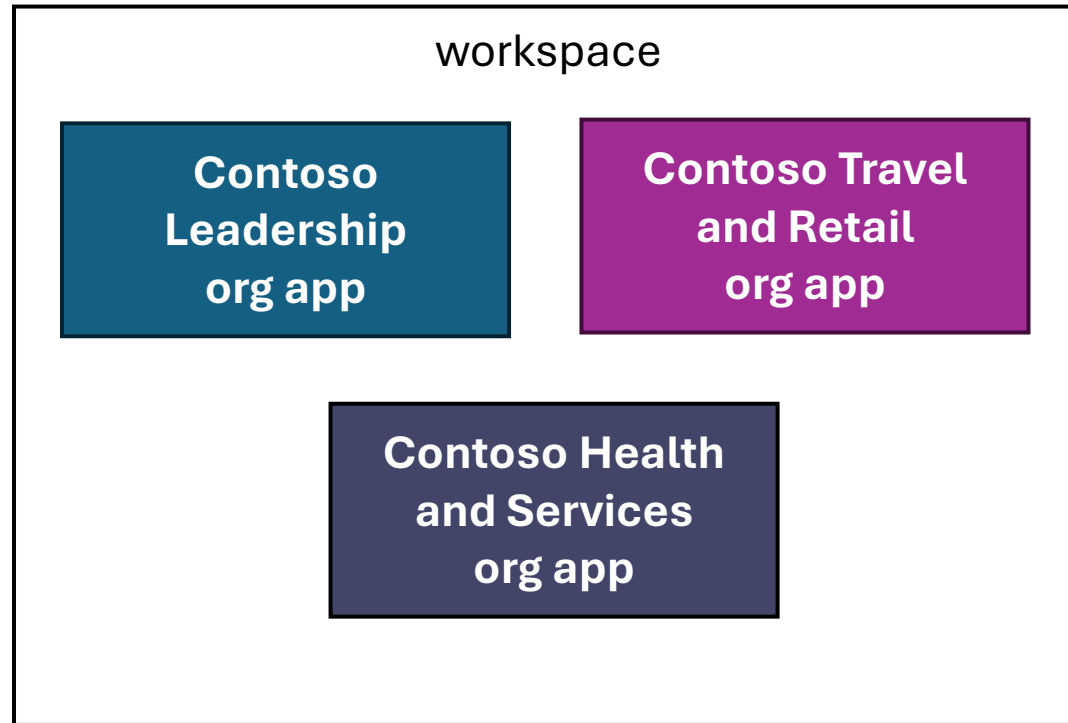
*More control over the
experience*



Curate and distribute by context



Curate and distribute by context



Let's look at how org apps answer those needs...

The screenshot displays the 'Contoso Industries Leadership App' interface. At the top, a dark navigation bar includes the app name, a user profile for 'Confidential\Microsoft Extended', a search bar, and utility icons for notifications, settings, download, help, and a profile picture. Below this, a blue header bar features the app's logo and name, along with 'Edit app' and 'Share' buttons. A left-hand sidebar contains navigation options: Home, Create, Browse, Apps, Deployment pipelines, Workspaces, and a list of app tiles for 'Contoso Industries ...'. The main content area is titled 'Welcome to the Leadership App for Contoso Industries' and includes a 'Filter by keyword' search box. It lists several categories with expandable sub-items: 'Weekly check-in' (Corporate Spend), 'Corporate spending' (Customer reporting), 'Retail division' (Retail Analysis, New stores), 'Sales' (Opportunity Analysis, Accounts listing, Sales factors), and 'Tourism'. A 'Travel and Retail App' link is also visible in the sidebar.

Contoso Industries Leadership App | Confidential\Microsoft Extended

Search

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Contoso Industries ...

Contoso Industries ...

...

Leadership App Home

Weekly check-in

Corporate spending

Retail division

Sales

Tourism

Travel and Retail App

Welcome to the Leadership App for Contoso Industries

Filter by keyword

Weekly check-in

- Corporate Spend

Corporate spending

- Customer reporting

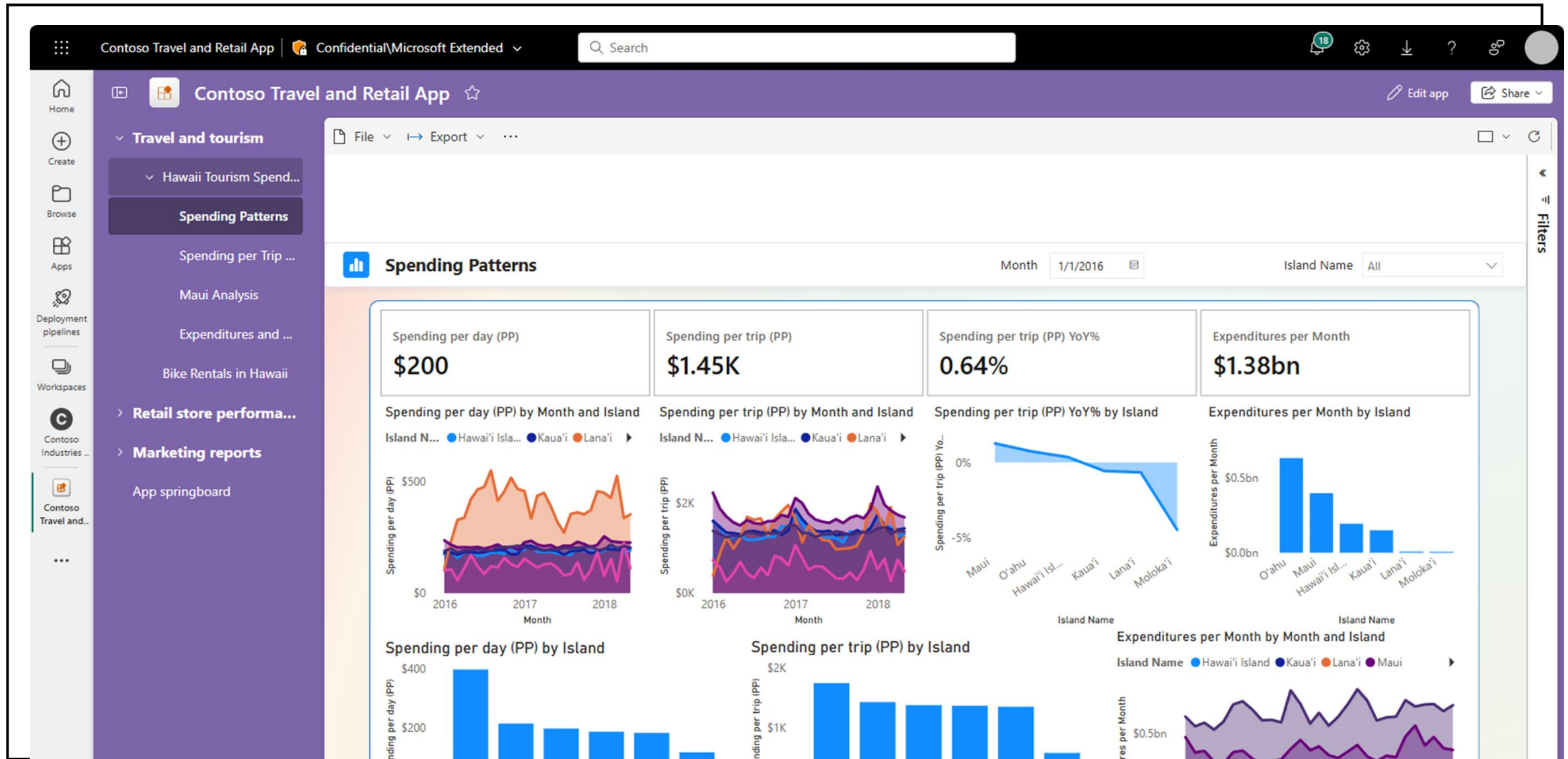
Retail division

- Retail Analysis
- New stores

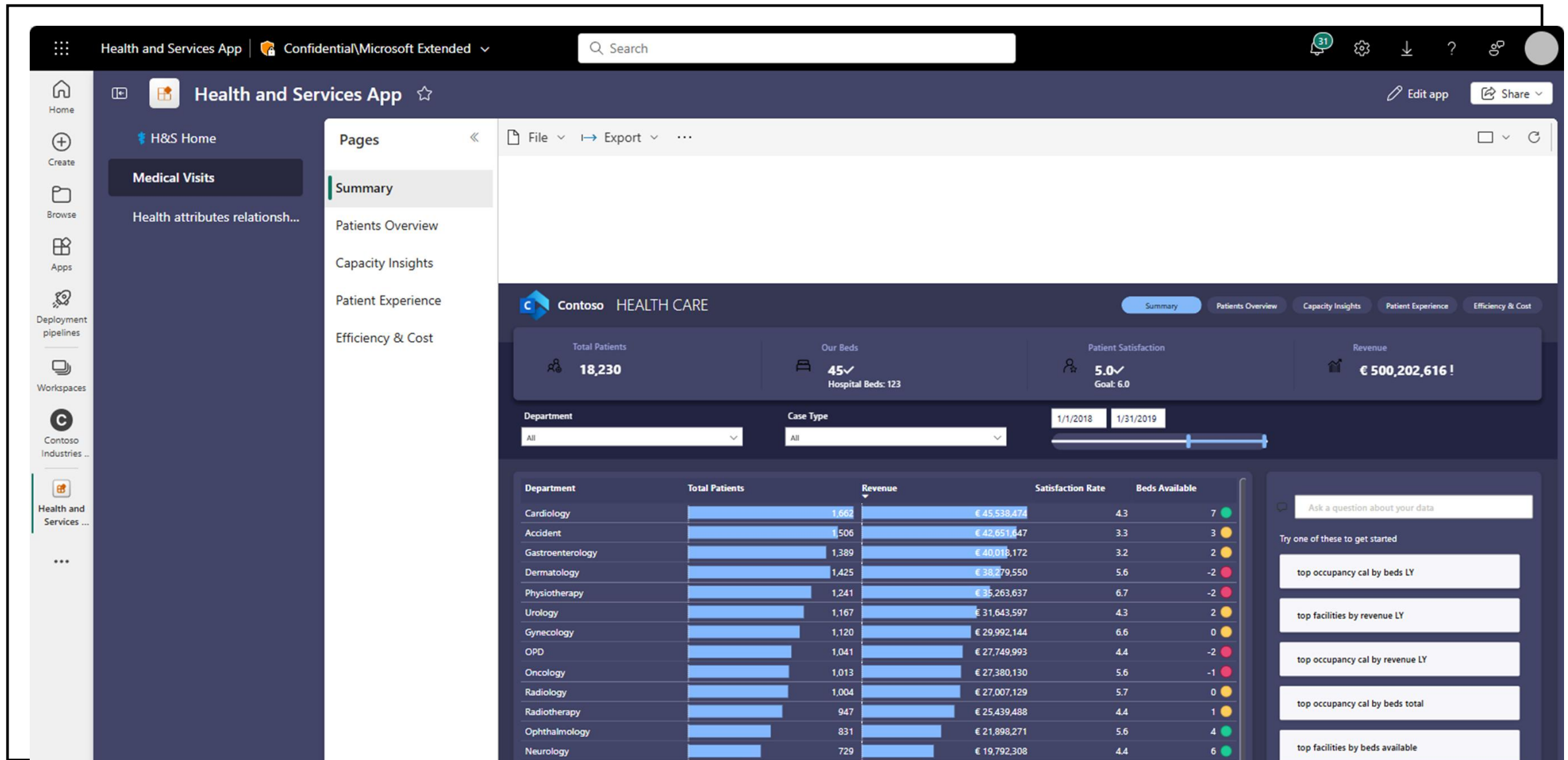
Sales

- Opportunity Analysis
- Accounts listing
- Sales factors

Let's look at how org apps answer those needs...



Let's look at how org apps answer those needs...



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Power BI

C

Contoso Industries (dev)

Contoso Industries (dev)

Development

View deployment pipeline

Update app

Manage access

Workspace settings

...

+ New item

New folder

Import

Migrate

Filter by keyword

Filter

	Name	Type	Task	Owner	Refreshed	Next refresh
	Apps	Folder	—	—	—	—
	Archived	Folder	—	—	—	—
	Drafts	Folder	—	—	—	—
	Leadership only reporting	Folder	—	—	—	—
	Models	Folder	—	—	—	—
	New stores reporting	Folder	—	—	—	—
	Travel data	Folder	—	—	—	—
	Accounts listing	Paginated Report	—	Contoso Industrie...	—	—
	Bike Rentals	Report	Visualize	Contoso Industrie...	3/26/2025, 9:36:06 PM	—
	Bike Rentals	Semantic model	Store	Contoso Industrie...	3/26/2025, 9:36:06 PM	N/A
	Call Center	Report	Visualize	Contoso Industrie...	3/26/2025, 2:26:57 PM	—
	Competitive Marketing Analysis	Report	Visualize	Contoso Industrie...	3/26/2025, 2:45:40 PM	—
	Contoso Sales	Report	Visualize	Contoso Industrie...	3/26/2025. 2:45:23 PM	—

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Contoso Industries ..

...

Power BI

Contoso Industries (dev)

Contoso Industries (dev)

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Filter

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	New stores reporting	Folder	—	—	—	—	
	Travel data	Folder	—	—	—	—	
	Accounts listing	Paginated Report	—	Contoso Industrie...	—	—	
	Bike Rentals	Report	Visualize	Contoso Industrie...	3/26/2025, 9:36:06 PM	—	
☐	Bike Rentals		Semantic model	Store	Contoso Industrie...	3/26/2025, 9:36:06 PM	N/A
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	Competitive Marketing Analysis	Report	Visualize	Contoso Industrie...	3/26/2025, 2:45:40 PM	—	
	Contoso Sales	Report	Visualize	Contoso Industrie...	3/26/2025, 2:45:23 PM	—	
	Contoso Sales	Semantic model	Store	Contoso Industrie...	3/26/2025, 2:45:23 PM	N/A	
	Corporate Spend	Report	Visualize	Contoso Industrie...	3/26/2025, 2:40:22 PM	—	
	Customer reporting	Report	Visualize	Contoso Industrie...	3/26/2025, 2:27:17 PM	—	
	Data_eventhouse	Eventhouse	Store	Dustin Askins	—	—	

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Contoso Industries ..

...

Power BI

Contoso Industries (dev)

Contoso Industries (dev)

+ New item

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Filter by keyword

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	Contoso Sales	Report	Visualize	Contoso Industries (dev)	3/26/2025, 2:45:23 PM	—
	Contoso Sales	Semantic model	Store	Contoso Industries (dev)	3/26/2025, 2:45:23 PM	N/A
☐	Corporate Spend	Report	Visualize	Contoso Industries (dev)	3/26/2025, 2:40:22 PM	—
	Customer reporting	Report	Visualize	Contoso Industries (dev)	3/26/2025, 2:27:17 PM	—
	Data_eventhouse	Eventhouse	Store	Dustin Askins	—	—
	Data_eventhouse	KQL Database	Store	Dustin Askins	—	—
	Data_eventhouse_queryset	KQL Queryset	Store	Dustin Askins	—	—
	Data_store_lakehouse	Lakehouse	Store	Dustin Askins	—	—
	Data_store_lakehouse	Semantic model (...)	Store	Contoso Industries (dev)	3/27/2025, 10:09:57 ...	N/A
	Data_store_lakehouse	SQL analytics end...	Store	Dustin Askins	—	—
	Data_warehouse	Warehouse	Store	Dustin Askins	—	—

Home Create Browse Apps Deployment pipelines Workspaces Contoso Industries ..

Contoso Industries (dev) Contoso Industries (dev) Development View deployment pipeline Update app Manage access Workspace settings

+ New item New folder Import Migrate Filter by keyword Filter

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Apps	Folder	—	—	—	—
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