



# Facing Your Power Platform Licensing Demons

**Jukka Niiranen**

*The Licensing Guide.*

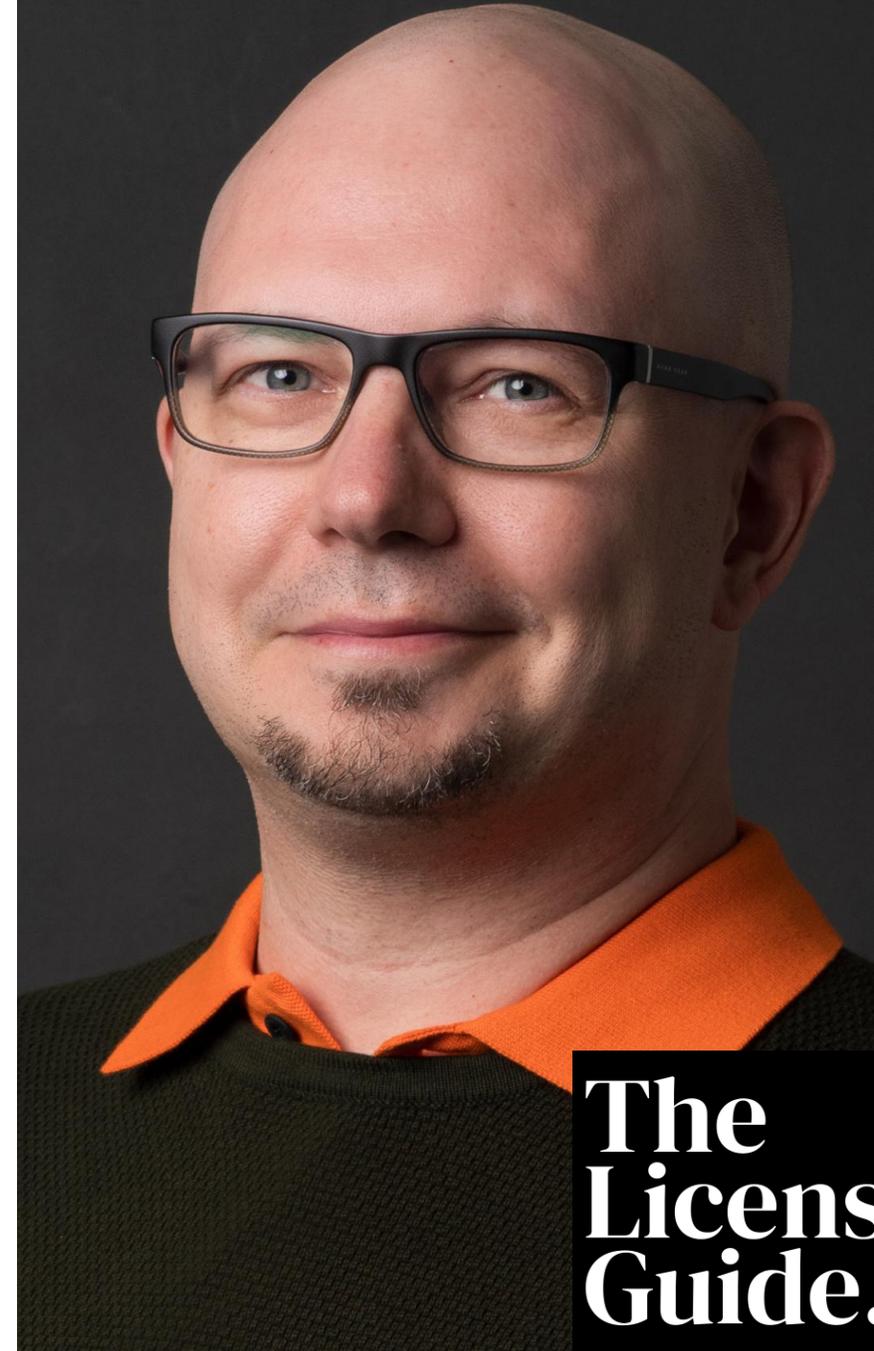
**The  
Licens  
Guide.**

**This is me:**



# Hi, my name is Jukka and I'm a licenseholic

- 20 years in the MS BizApps biz 🧑
- Served 11 years in the MS MVP program 🧑
- Low-code/no-code vibes only ✌️
- Licensing is fun because it's an endless puzzle 🧩
- My company: Niiranen Advisory 📁
  - **niiranenadvisory.com**
- My website: The Licensing Guide
  - **licensing.guide**
- My newsletter: Perspectives on Power Platform 📰
  - **perspectives.plus**
- My socials: LinkedIn, Mastodon, Bluesky 🗨️
  - **/in/jukkaniiranen, @jukkan@mstdn.social, @jukkan.bsky.social**



The  
Licens  
Guide.

# Licensing – the source of many fears

- What makes it so scary?
- It's not just the complexity – it's because we treat it as a taboo.
- We all **need to talk** about licensing.
- Yet we don't feel it's a **safe topic** to bring up.
- How could we solve this?





**I came up with a  
concept one  
day...**

# The 7 rules of Microsoft Licensing Club



1. You do not talk about Microsoft Licensing Club
2. You DO NOT talk about Microsoft Licensing Club!
3. If someone yells “Stop”, goes limp or taps out, licensing fight ends
4. Only one Microsoft cloud at a time
5. Fights are bareknuckle: no PDFs, no internet ,no weapons
6. Fights will go on as long as there is credit left for license purchases
7. If this is your first night at Microsoft Licensing Club, you have to buy a license



**Unfortunately,  
we can't really  
do Fight Club in  
a webinar...**

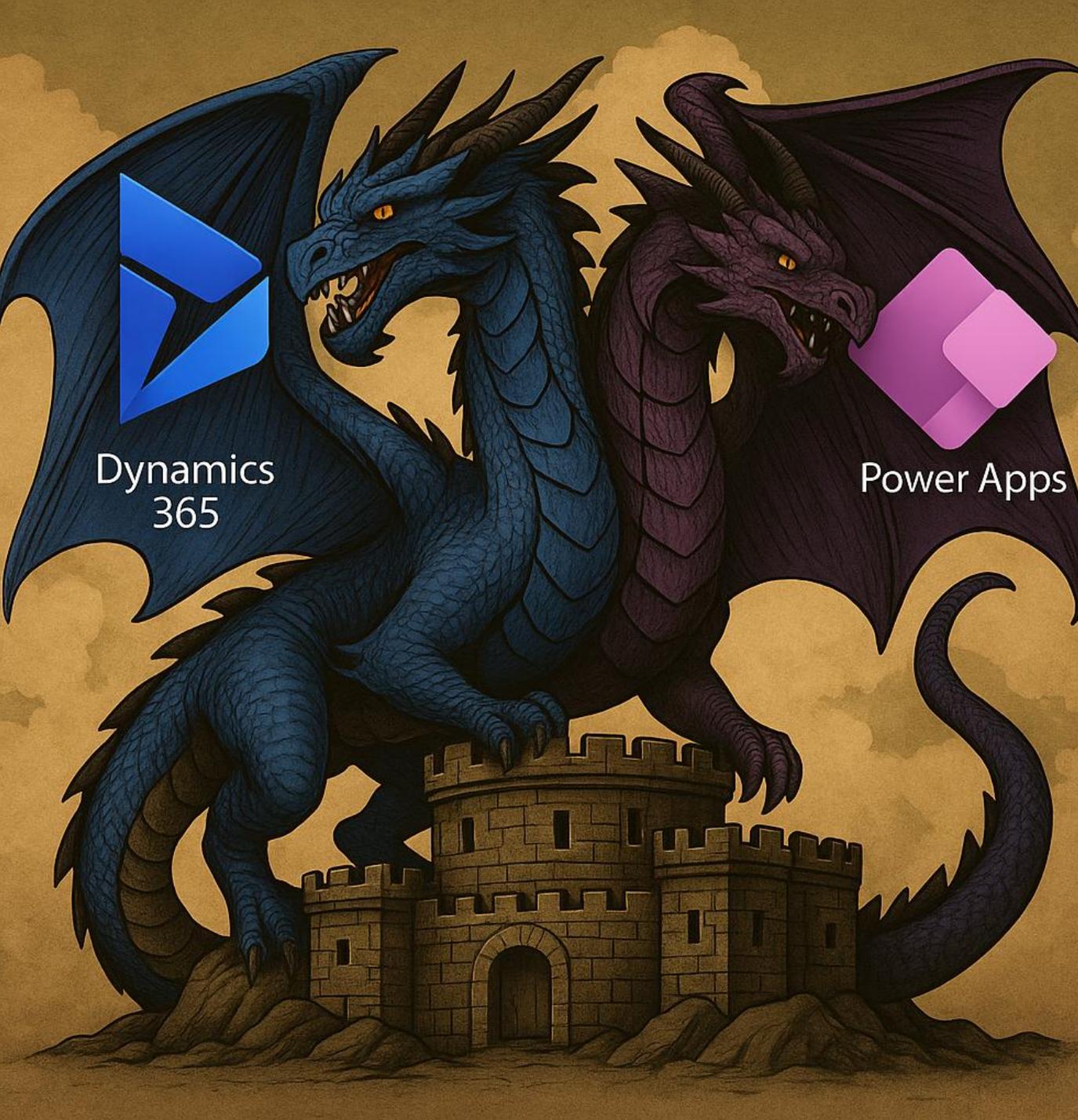
# What we can do is face our demons together

- Because once you name the demons, they lose their power over you.
- Today, we will encounter five licensing demons that will challenge us with their questions.
- We shall not hide from these beasts. We shall stand tall and find the right answers.
- We will decrypt the ancient licensing magic used by each demon and learn how to defend ourselves in future battles.



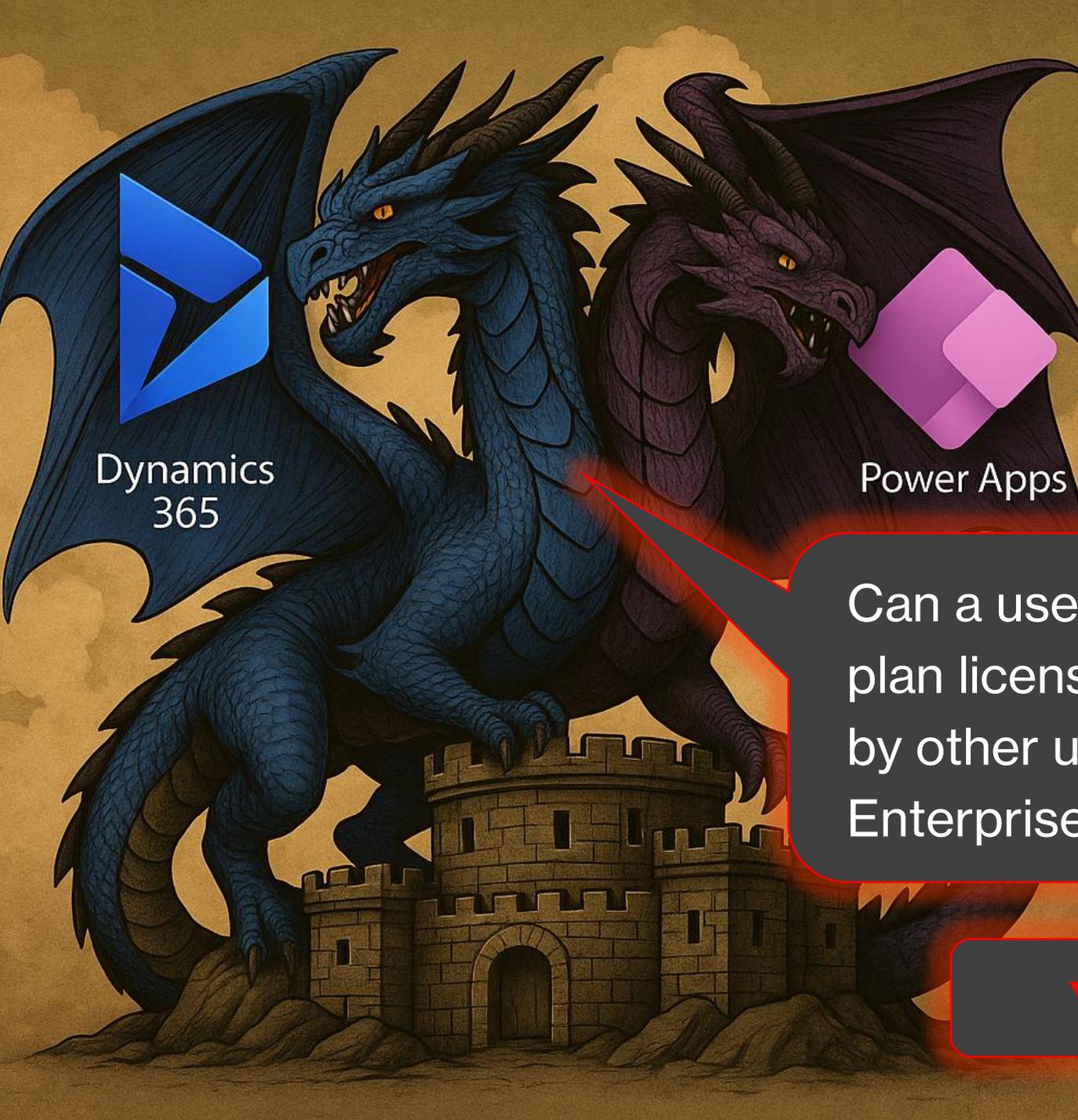
**Demon 1  
approaching...**





# The Dynamics Dragon of Low-code Apps

- Two-headed: Dynamics 365 vs. Power Apps.
- Breathes "first-party" license fire.
- Hoards entitlements; burns budgets if crossed.



Dynamics  
365

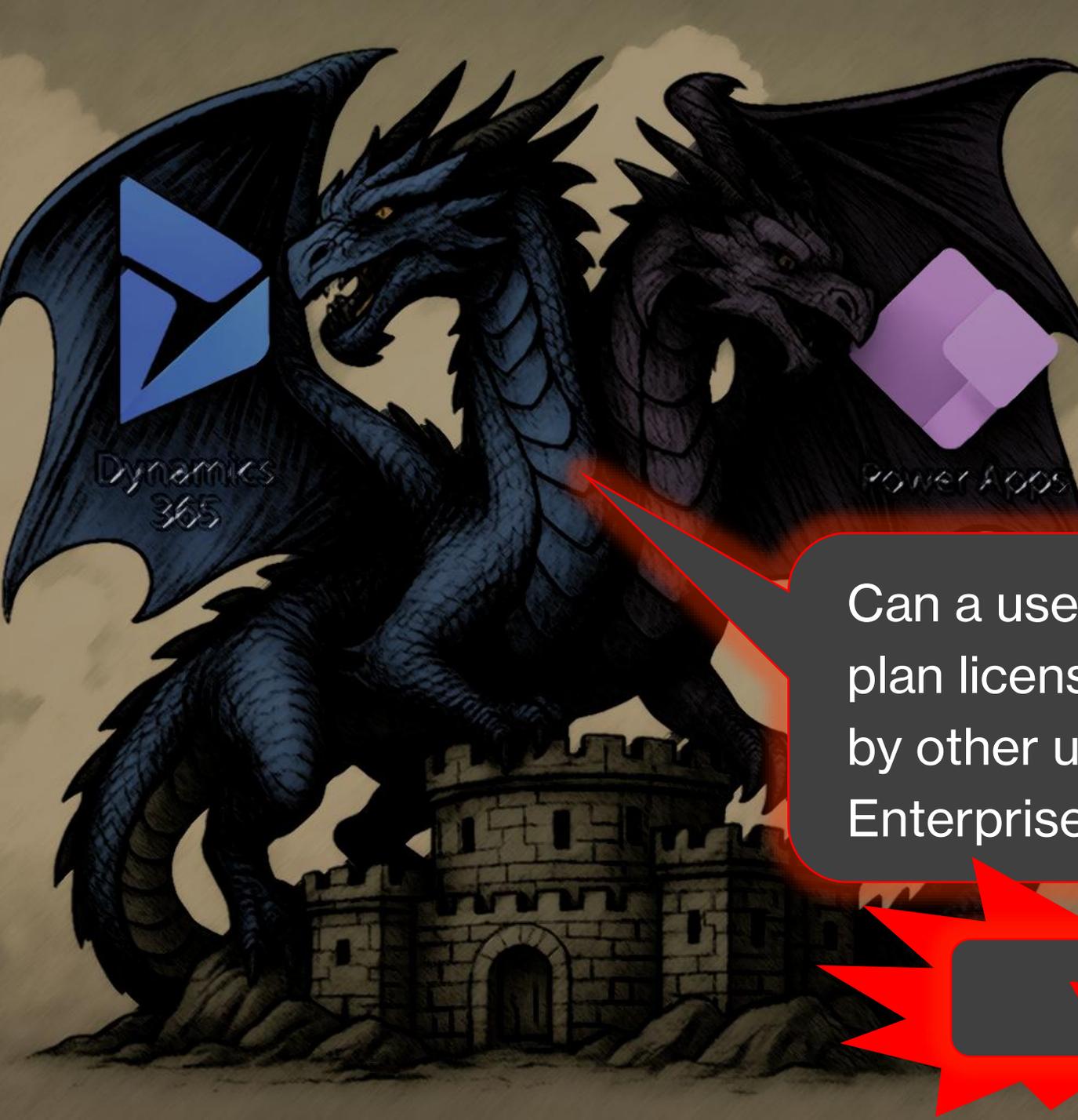
Power Apps

# The Dynamics Dragon of Low-code Apps

Can a user with a Power Apps Premium plan license update opportunities created by other users of a Dynamics 365 Sales Enterprise app?

**YES**

**NO**



# The Dynamics Dragon of Low-code Apps

Can a user with a Power Apps Premium plan license update opportunities created by other users of a Dynamics 365 Sales Enterprise app?

**YES**



# **Dynamics 365 vs. Power Apps**

# Restricted tables

D365 App	Restricted Tables
Field Service	Work Order, Booking Journal, Product Inventory, Field Service System Job, Schedule Board Setting, Agreement BPF, Unique Number
Project Service Automation	Project Task, Project Team Member, Estimate, Fact, Project Parameters, Transaction Type, Resource Assignment, Booking Setup Metadata
Customer Service	Case <sup>1</sup> , Entitlement, SLA, Knowledge Article, Routing Rule Set
Sales	Goal
Marketing	Journey
Shared/ Multiple Apps	Configuration, Organizational Unit, Actual, Booking Timestamp, Schedule Board Setting, System User Scheduler Setting

- Very few tables do not allow create/edit/delete without a specific D365 license.
- Power Apps users can read everything, always.
- The list has hardly changed since 2019.
- Aside from Case, no major tables on this list.

# The forbidden Dynamics 365 apps: Power Apps not allowed here

The screenshot displays the Dynamics 365 App Store interface. The top navigation bar includes "Dynamics 365", "Sales Hub", a search bar, and the word "SANDBOX" in large letters. The left sidebar shows navigation options: "Customers", "Sales", "Leads", "Opportunities", "Collateral", "Marketing", and "Sales". The main content area is titled "Apps" and displays a grid of application cards. Each card features an icon, a title, a brief description, the publisher name, and a "UNIFIED INTERFACE" badge. The apps shown are:

- Channel Integration Fram... (Dynamics 365)
- Copilot Service admin ce... (Dynamics 365)
- Customer Service Hub (Dynamics 365)
- Customer Service worksp... (Dynamics 365)
- Dynamics 365 App for O... (Dynamics 365)
- Power Pages Management (Microsoft First Party)
- Power Platform Environm... (Microsoft Corporation)
- Project (Dynamics 365)
- Project Operations (Dynamics 365)
- Project Operations Team ... (Dynamics 365)
- Resource Scheduling (Dynamics 365)
- Sales Hub (Dynamics 365)
- Sales Team Member (Dynamics 365)
- Solution Health Hub (Dynamics 365)

The bottom of the screen shows a partial view of an "Opportunity details" page with the text "Check back on decision making date".

# Can you spot the licensing difference in UI?

The screenshot shows the Power Apps RapidStart CRM interface. The main view is for an opportunity named "M365 Copilot pilot". The opportunity is in the "Propose (5 Mo)" stage, which is active for 5 months. The estimated value is 5,000.00 €. The contact is Bud Picknett, a Financial Advisor. The account is Dabfeed. A "Next Stage" button is visible in the "Propose" stage card.

\$5/u/m

The screenshot shows the Dynamics 365 Sales Hub interface. The main view is for an opportunity named "Needs to restock their supply of Product SKU AX305; will purchase at least 25-50 (sample)". The opportunity is in the "Propose (< 1 Min)" stage, which is active for 66 days. The estimated revenue is €25,000.00. The contact is Sidney Higa (sample), and the account is Blue Yonder Airlines (sample). The opportunity details include a budget amount of €16,000.00, a purchase timeframe of "Next Quarter", and a purchase process of "Committee".

\$105/u/m

# There was supposed to be new enforcement for 1st party app components



Steve Mordue PBP  Author

Professional Bear Poker  . Creator of RapidStart Apps  . 9-Time MVP (Reti...

1y ...

“In-product checks”

Starting April 1st, 2024, certain Dynamics 365 applications will begin rolling out additional in-product checks to maintain alignment between the product use rights and customer access, both in the product UI and API layers.

“For components requiring D365 license”

This update will provide more clarity and help customers maintain a compliant path when using business applications that are part of the Power Platform. Admins will be empowered to monitor, identify, and fix any misaligned use cases to stay compliant, while application makers will be able to inspect Apps and receive warnings for components being used that require a Dynamics 365 license. Users running applications that include Dynamics 365 components without the necessary respective Dynamics 365 license will still be able to run the App without the Dynamics 365 features that require additional licensing.

# ...But it got pulled.

- Once the public started to take notice, Microsoft removed the Learn content referring to Sales app restrictions.
- However, no one noticed that Field Service had rolled out similar documentation on tables and controls requiring a D365 license.

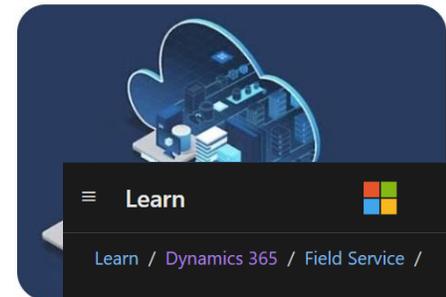
Updated: April 8, 2024 (March 14, 2024)

Blog

## Dynamics 365 rights in Power Apps Subscriptions: Changes on the horizon?

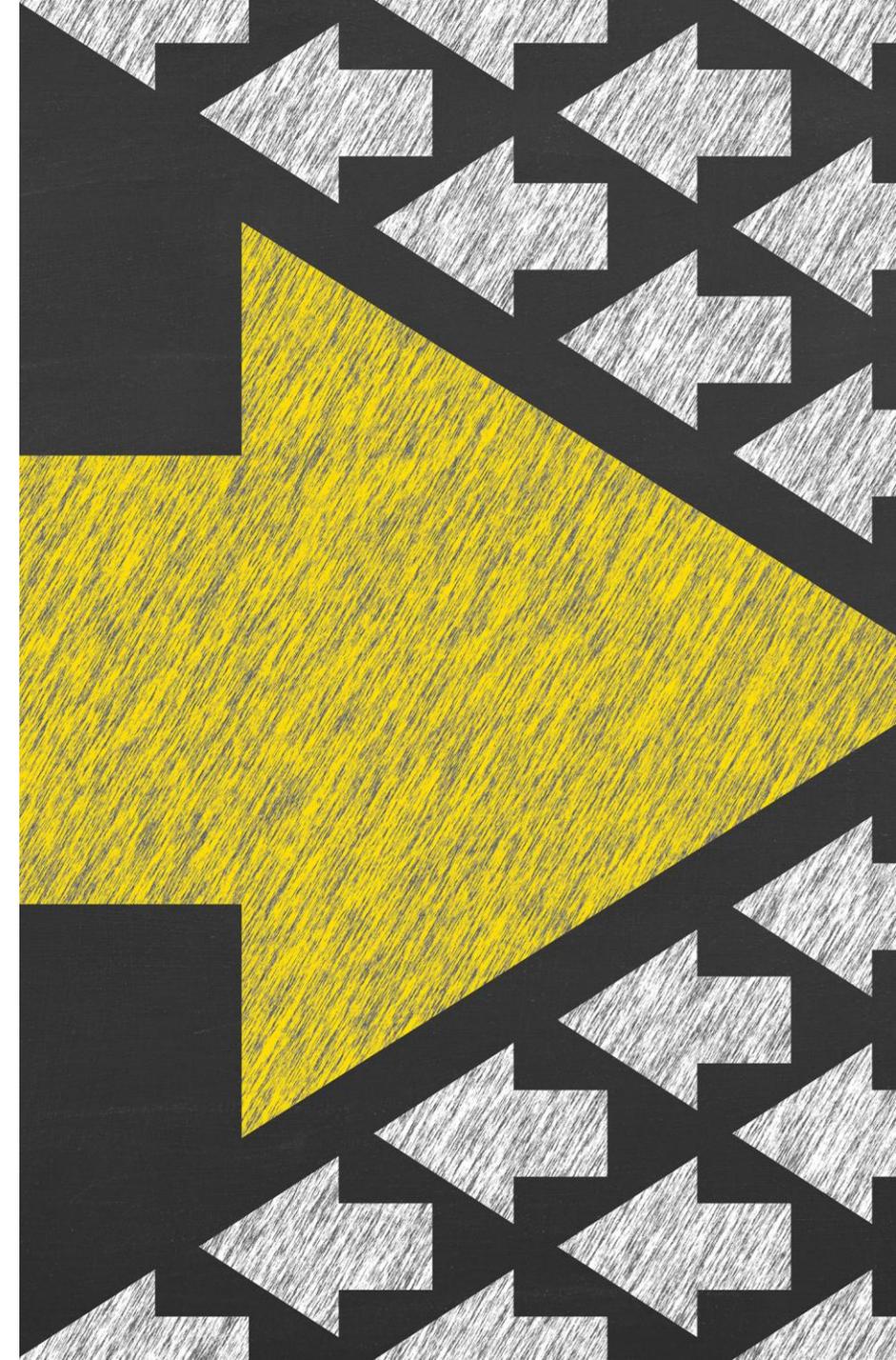
My Atlas / Blog · 1,670 words · Time to read: 9 min

New licensing text, which I found through a link in the March 2024 Dynamics 365 Licensing Guide, seem to limit when users of Power Apps applications may be covered with lower-cost Power Apps subscriptions, rather than more-expensive Dynamics 365 subscriptions. If real, this is a significant change that will make it more expensive to use Power Apps applications that work with Dynamics 365 CRM and ERP applications, and it could severely increase budgets for customers how have already written and deployed Power Apps applications that work with Dynamics 365 data.



# D365 vs. Power Apps: decrypted

- You can do much more with a Power Apps license than you'd intuitively imagine, based on pricing alone.
- All data inside any Dataverse environment is yours to read for just the \$20pupm Power Apps Premium license. Most of it you can edit, too.
- Nothing stops you from building your own CRM apps that do the same things as Dynamics 365 1st-party products.
- You cannot directly use the 1st-party apps, nor leverage their app specific APIs. Controls are a gray area, worth avoiding.



**Demon 2  
emerges from  
the dark...**





# The Grey Phantom of App Context

- Drifts across your solution components, unseen.
- Preys on the creative app makers who want to use the platform to the max.
- Gains strength from secret updates to MS Learn content.
- Dispels when context is explicitly defined.

# The Grey Phantom of App Context

Can a user with a Dynamics 365 Sales Enterprise license use any custom Power Apps app in any environment of the tenant?

**YES**

**NO**

# The Grey Phantom of App Context

Can a user with a Dynamics 365 Sales Enterprise license use any custom Power Apps app in any environment of the tenant?

**NO**



**In app  
context**

# The usual suspect: cloud flows



- Power Apps (and Dynamics 365) licenses include rights to use cloud flows – but only “in app context”.
- Must be supporting the app’s usage, i.e. if the app was removed then there would be no use cases left for the flow either.
- Must connect to a data source used in the app but can talk with other sources/targets as part of the process.
- Today, there is technical enforcement in place that will flag flows running outside app context without a standalone Power Automate license.

# Associating apps and flows

...which are in the context of Power Apps

Power Automate

+ Add association

Admin | Sync Template v4 (Driver) > Associated apps and flows

Name	Platform
Power Platform Admin View Associated app	Power Apps

Power Apps

Search

Objects

- All (423)
- Agents (0)
- Apps (11)
- Cards (0)
- Choices (20)
- Cloud flows (114)**
- Component libraries (4)
- Connection referen... (21)
- Dashboards (2)

Center of Excellence - Core Components > Cloud flows

Display name	Name	Type
Admin   Add Maker to Group	Admin   Add Ma...	Cloud F
Admin   Add-Ons Alerts	Admin   Add-On...	Cloud F
Admin   Audit Logs   Load events from exp...	Admin   Audit Lo...	Cloud F
Admin   Audit Logs   Office 365 Managem...	Admin   Audit Lo...	Cloud F
Admin   Audit Logs   Sync Audit Logs (V2)	Admin   Audit Lo...	Cloud F

CoE Starter Kit core solution: 114 flows!

Add apps

Select the apps you want to associate and then click Save. If you need help finding them, [read documentation](#).

Power Apps Dynamics 365

Search apps

Name

- Setup Wizard - ARM Features
- Developer Compliance Center
- Power Pages Management
- Data Policy Impact Analysis
- CoE Maker Command Center

Save Cancel

# What about apps + context?



- Power Apps licenses are for running any custom app – but not 1st-party Microsoft apps.
- Dynamics 365 licenses are for running and extending the 1st-party app – but not just any custom app.
  - Same applies to Power Pages websites rights included in D365.
- Power Apps Premium is the platform SKU. Just because it's much cheaper than D365 Enterprise licenses, doesn't mean it couldn't give rights to more things than D365 does.

# In app context: decrypted

- App context rules exist because of Microsoft's organizational silos units that have their own distinct revenue targets.
- Business process automation used to be a part of the same package in Dynamics CRM/XRM days, but it grew into an independent product that is also used as part of business apps.
- Same thing happened when the CRM suite was broken into separate Dynamics 365 app products with dedicated teams developing and selling them.
- The lines drawn as app context restrictions are the result of a common technology platform offered as many targeted products.



**You hear the  
sound of rusty  
shackles, is it  
Demon 3...?**





## The Compliance Inquisitor of Multiplexing

- Hunts indirect users behind web portals and flows.
- Protects the sacred business data from being exposed unlawfully.
- Lurks in audit logs, gathering evidence for legal battles.
- Calmed by extensive user-level licenses.



# The Compliance Inquisitor of Multiplexing

Can a user with no Dynamics 365 or Power Apps Premium / Per App licenses create a new sales lead via Microsoft Forms that triggers a cloud flow to create a row in the Dataverse leads table?

YES

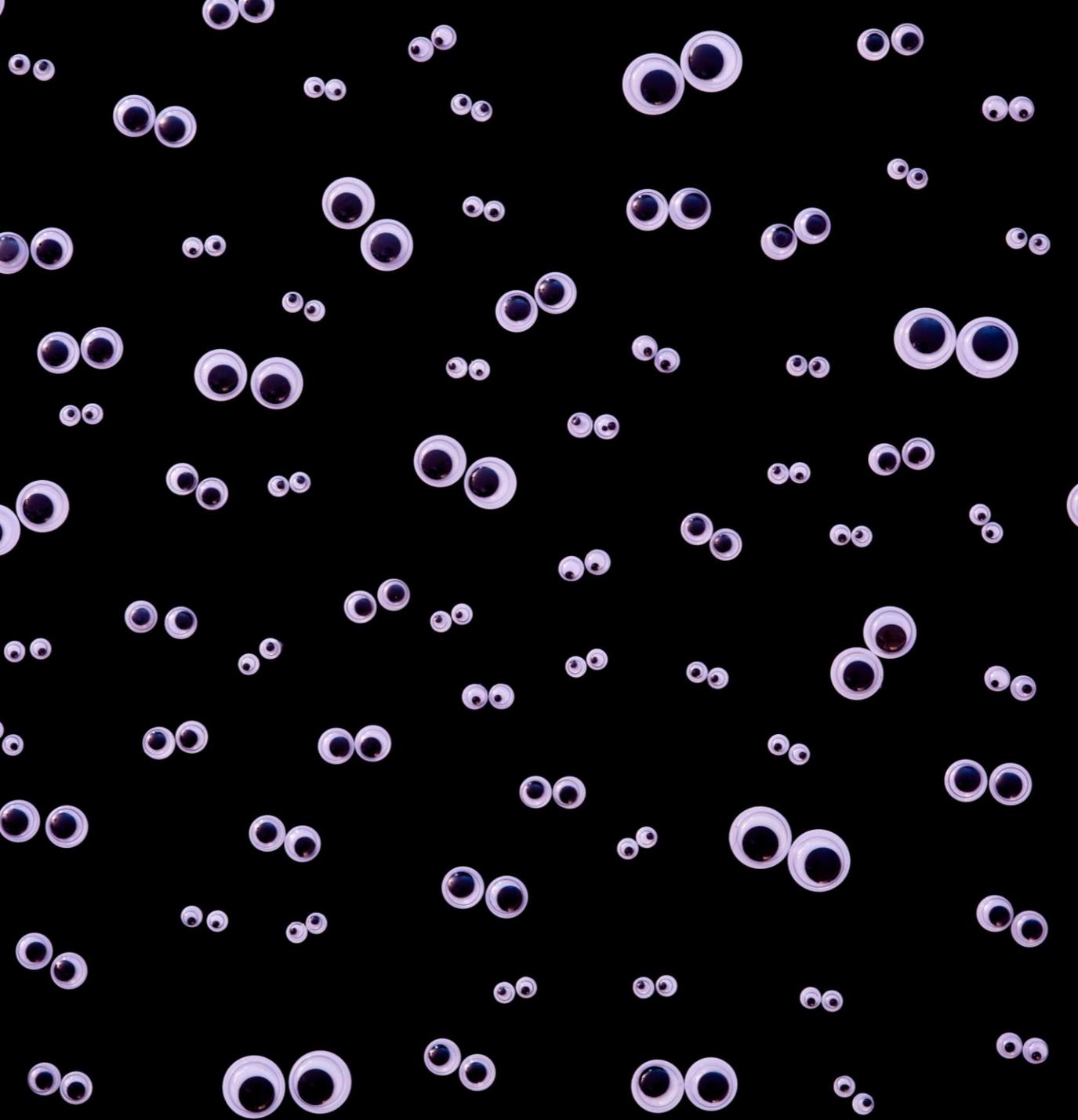
NO



# The Compliance Inquisitor of Multiplexing

Can a user with no Dynamics 365 or Power Apps Premium / Per App licenses create a new sales lead via Microsoft Forms that triggers a cloud flow to create a row in the Dataverse leads table?

**YES**



# Multiplexing

YOU WOULDN'T  
MULTIPLEX A FLOW!

# Multiplexing feels like piracy



- Like back in early 2000s when you bought one legitimate copy of a CD, then allowed all your friends to burn CD-R's of it.
- It's not the fault of digital technology that bits can be copied infinitely without any loss of quality.
- Yet if multiplexing was allowed, you'd only purchase one license for Microsoft Power Platform products and then let all your colleagues use the bits it manages.
- Now, the challenge is that sometimes what sounds like multiplexing is actually allowed...

# (Ex)MVPs have no idea what they're talking about



**Jukka Niiranen** ✓ · You

Writer of Perspectives.Plus 📄 | Microsoft Power Platform Advisor 📍 | Solopr...  
1yr · 🌐

What better feeling than getting the chance to say: "Steve, you're wrong." 😏



**Steve Mordue PBP** ✓ · 1st

Professional Bear Poker 🐻 · Creator of RapidStart Apps 🚀 · 9-Time MVP (Retire...  
1yr · 🌐

This week alone on LinkedIn, I heard five pieces of advice from Microsoft Partners, who should know better, that were flat wrong 🤪.

I have decided to call them out... not by name, but to try and blunt any damage their bad advice may cause.

The first was a partner who said they often suggest that clients use a Microsoft Form to capture data from "Users" and then a Power Automate Flow to push it into Dataverse to minimize licensing costs 🤪.

This is the exact textbook definition of Multiplexing ! This is the most egregious violation of any Microsoft End User License. It is a form of direct theft 🤪 that could lead to huge fines from Microsoft or being banned from their services altogether 🤪.

...

Unfortunately, he used an example that I was able to prove was explicitly states as NOT multiplexing by Microsoft

Steve decided to call out the multiplexers on his LinkedIn post...

<https://www.linkedin.com/feed/update/urn:li:activity:7138265902231212032/>

# Neither does AI - because it's been trained by content written by the same folks

**Researcher (Frontier)**  
Preparing Power Platform Licensing Presentati...

**Example:** An organization uses Dynamics 365 Sales for their salespeople, but they want a custom canvas app for field technicians to input lead info from site visits. The field techs don't use Dynamics 365 directly. Can they avoid Dynamics licenses for those users? If the canvas app writes directly into the Leads entity (a Sales restricted table) or triggers the lead qualification process, then each of those users should still have at least a Team Member or Sales license to be compliant – building a proxy app doesn't evade the requirement (this would count as multiplexing too, which we'll cover later) [9](#). However, if you design a separate custom table (say "Prospective Lead Info") for technicians to create the Lead in Dynamics, then the technicians don't need a Dynamics license. The key is understanding the requirements and using them unwittingly.

**Why Power Platform licensing is complex, part 2: multiplexing**  
Web

*Bottom line:* Use Dynamics 365 licenses when leveraging Microsoft's pre-built specific data, and Power Apps licenses for bespoke solutions. When in doubt, if Dynamics 365 entities or first-party features are in play. If yes, err on the side of needing the Dynamics 365 license for those users to keep the licensing gods appeased (and your solution legally solid) [2](#). By planning who needs which type of license upfront, you can optimize costs and ensure compliance.

I asked the new Researcher agent to write a story about multiplexing

It made the wrong conclusion due to referring my own blog post from 2020 – when MS hadn't yet published their current documentation

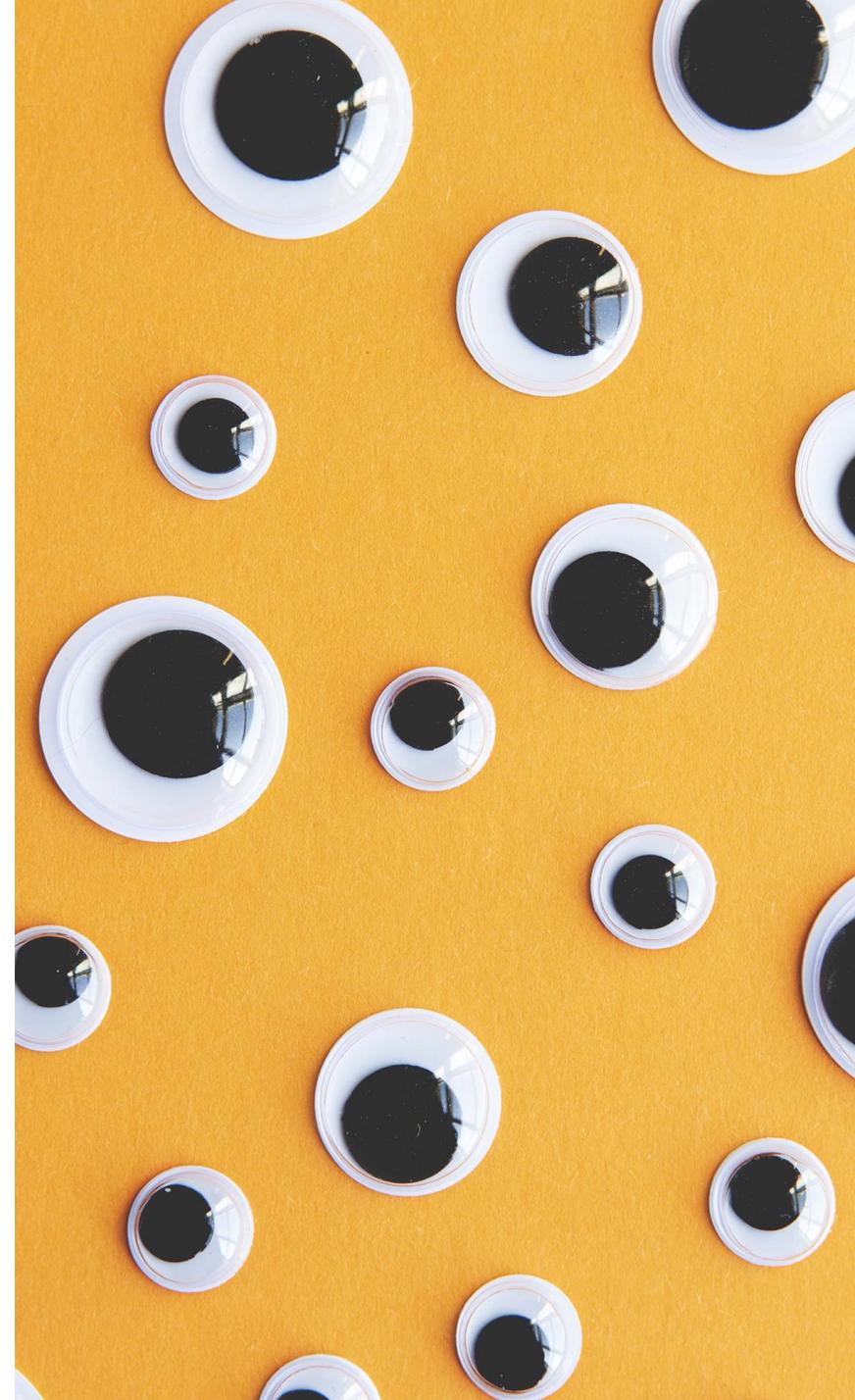
# The rules of Power Automate multiplexing



- "If an automated or scheduled flow uses a premium connector, **only the owner** needs to have a Premium license."
- Dataverse vs. SharePoint examples on MS Learn:
  - Flow triggered from SP list item creation + flow saves the details in Dataverse = **not multiplexing**.
  - Flow triggered from SP list item creation + flow saves the details in Dataverse + sends email to SP list item creator = **multiplexing**.
  - Flow triggered from Dataverse event + saves the details to SharePoint or send an email = **not multiplexing**.
- Main idea: if user directly gets value from flow -> license needed.

# Multiplexing: decrypted

- Back in the simple times of Dynamics CRM, multiplexing was usually about avoiding to have every employee licensed for CRM if they needed to work with customer data.
- Along came Power Platform, which essentially is a family of products designed to allow users to avoid using legacy apps, leveraging connectors. *"Replace the UI with canvas apps! "Automate processes with flows!"*
- This made the multiplexing a line in an ever-shifting sand. Attempts were made to introduce "value-based licensing terms" in MS Learn for Power Automate, but those no longer exist in the current documentation.



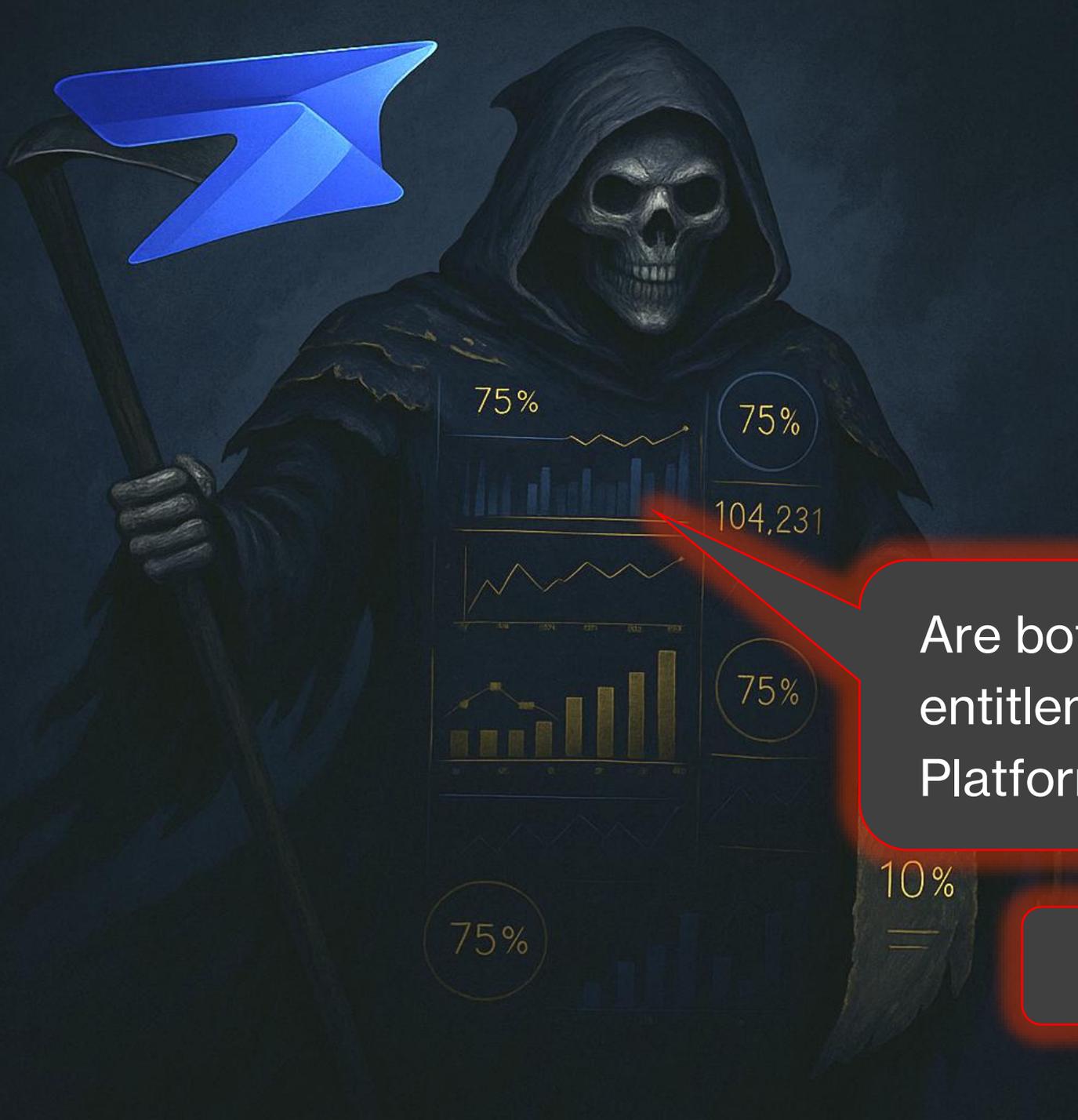
**From the roaring  
thunderstorm, a  
dark figure  
approaches you...**





## The Grim Reaper of Platform Capacity

- Tallies every API call and storage byte.
- Swings a flow-shaped scythe at overages.
- Appears when tables bloat or jobs keep looping.
- Retreats after quota reviews and process tuning.



# The Grim Reaper of Platform Capacity

Are both storage and API request entitlement limits enforced in Power Platform today?

**YES**

**NO**

A pixelated illustration of a Grim Reaper with a scythe, set against a dark, textured background. The Grim Reaper is rendered in shades of blue and grey, with a glowing red aura around its lower body. The scythe is positioned diagonally across the frame.

# The Grim Reaper of Platform Capacity

Are both storage and API request entitlement limits enforced in Power Platform today?

**NO**



**Capacity**

# API requests enforcement has been "coming" for 6 years already

## What are the timelines for Power Platform Request limits?

The concept of limits was first introduced in late 2019 and documented limits were substantially increased in late 2021. Public preview reporting for Power Platform Requests rolled out in June 2022. Following a public preview period, the reports will move to general availability. There's no current ETA for when GA will happen. Any potential high usage enforcement won't start until at least six months after reports are generally available. However, Power Automate continues to throttle at transition limits until enforcement. Learn more in [FAQs](#).

Limits announced in 2019

Enforcement won't start until reporting is GA

# You can buy add-on licenses for requests - but you can't use them

## Power Platform Request capacity add-on

Customers that observe in reporting that they're frequently using more requests than limits can avoid high usage enforcement by purchasing the Power Platform Request capacity add-on. This add-on allows customers to increase the limits for specific high usage licensed users or high usage non-licensed users. Each capacity add-on raises the request limit by another 50,000 per 24 hours. Multiple capacity add-ons can be assigned to increase limits.

You can't assign Power Platform requests capacity add-on packs to users or flows during the [transition period](#). However, Microsoft recommends that you purchase these add-ons to remain within your license terms and to be prepared for when the transition period ends.

### ① Note

Currently, capacity add-ons can't be assigned to users (including application, administrative, and non-interactive users). The functionality for assignment of capacity add-ons will be aligned to the timing of high usage enforcement.

"You should buy the add-ons.."

"...even if your metrics won't reflect them"

# AI is not equipped to handle such inconsistency either

The screenshot shows a Microsoft Copilot chat window. The header includes the user name 'Researcher (Frontier)', a progress indicator 'Preparing Power Platform Licensing Presentat...', a 'New chat' button, and a shield icon. The left sidebar contains navigation icons for Home, Copilot, Create, OneDrive, Pages, Apps, Admin, and Outlook. The main chat area contains a single message with several lines of text highlighted in yellow. The highlighted text includes: 'Pay-As-You-Go for Power Platform requests', 'with pay-as-you-go enabled, a user who has a 40k/day limit could use 45,000 requests in a day; the extra 5,000 calls above the free limit would be billed at a per-request rate to your Azure bill', and 'some licenses include add-on capacity by default - e.g., if you bought a dedicated Power Automate Process license for an unattended scenario, it comes with a certain high volume capacity separate from user limits.'

Suggests buying products that are listed in documentation as “coming”

Gets the overage concept right, but unfortunately it doesn't apply to API capacity type

Hallucinates a tenant-level capacity add-on type for Power Automate

# Capacity licensing: decrypted

- The world is increasingly moving towards capacity-based licensing models, thanks to AI.
- When the concept of Power Platform request limits was first introduced in 2019, no one could imagine what LLMs would make possible.
- Turning the written limits into platform meters, let alone enforcement, appears to have been Mission Impossible for MS.
- With Copilot Studio favoring pay-as-you-go billing via Azure, it's highly likely that the practical limits and enforcement will be implemented for the new agentic world instead.



**The final demon  
arrives – from  
the future...**





## The Rogue Executor of Copilot Messages

- Polite face, chaotic task trail.
- Fires autonomous actions 24/7.
- Hides true cost behind his glowing clipboard.
- Controlled by security policies and monitoring dashboards.

Send message

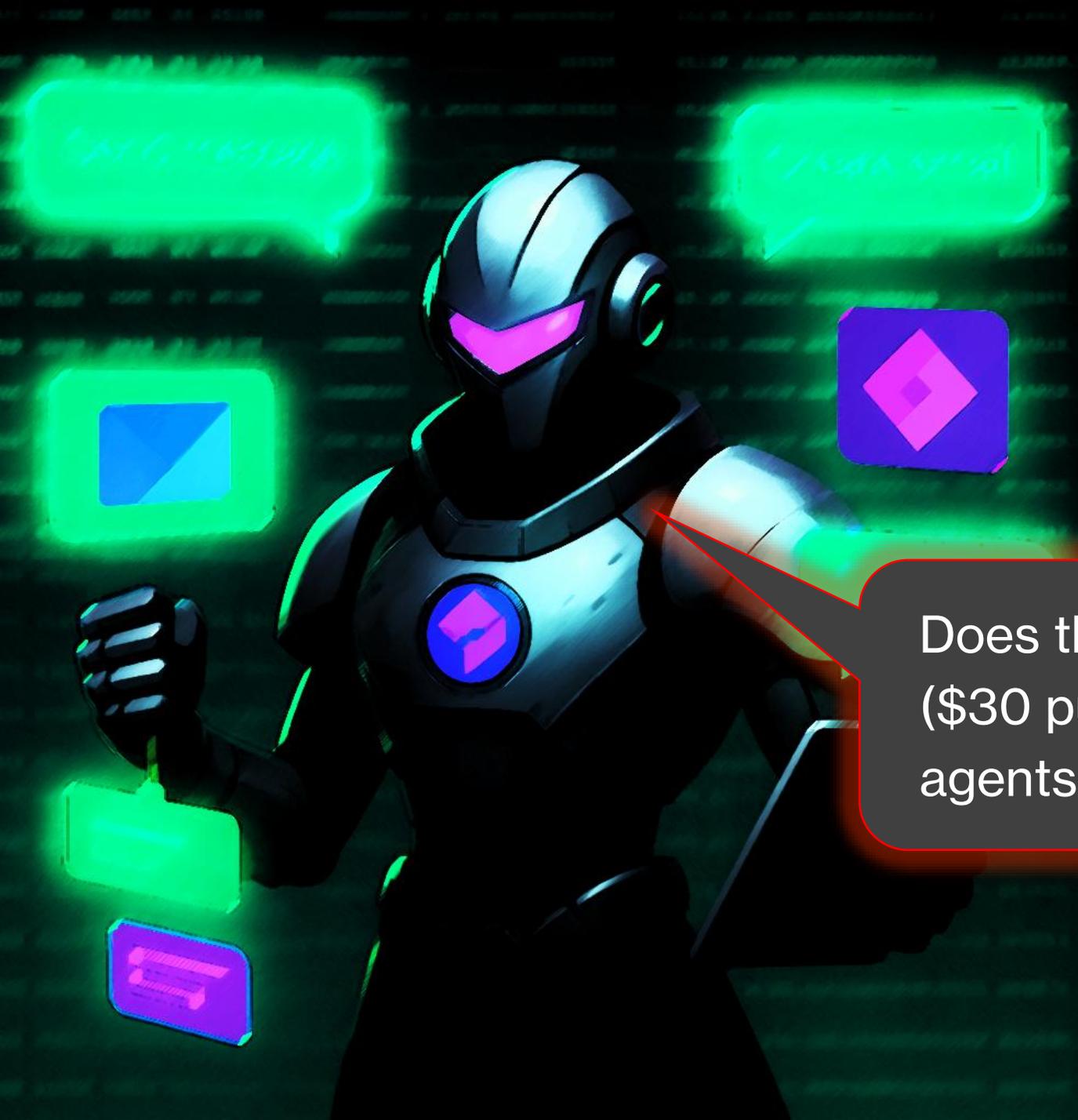
Create email

## The Rogue Executor of Copilot Messages

Does the Microsoft 365 Copilot license (\$30 pupm) cover the use of all Copilot agents in the tenant?

YES

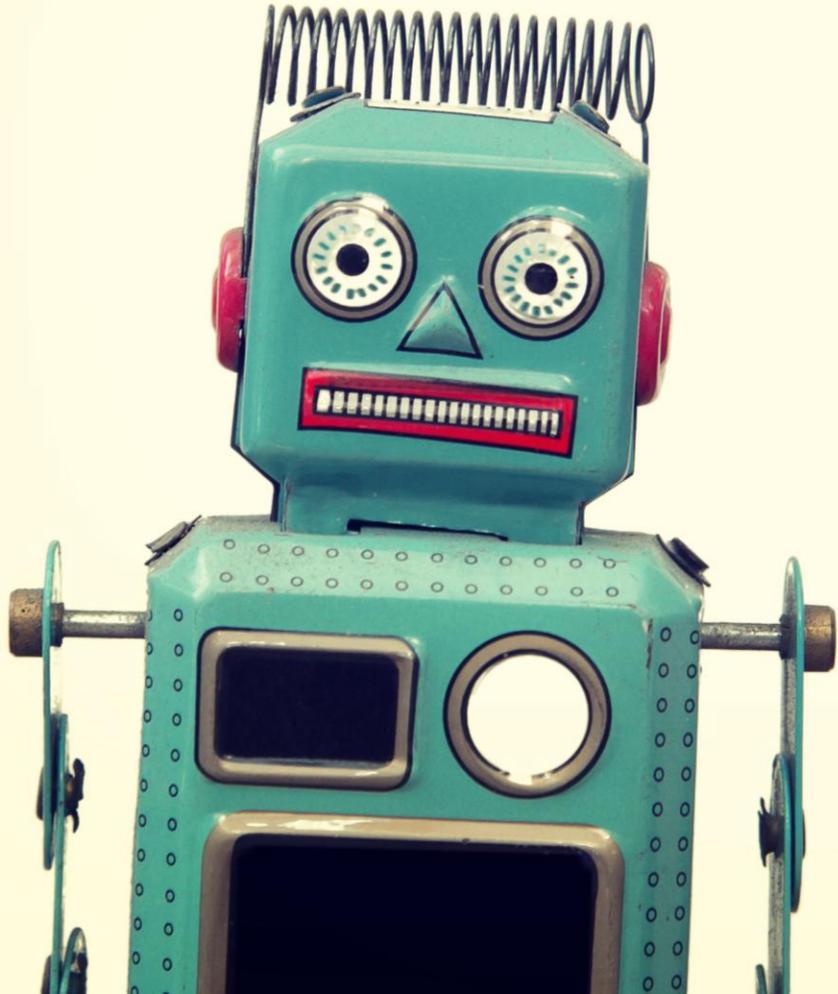
NO



## The Rogue Executor of Copilot Messages

Does the Microsoft 365 Copilot license (\$30 pupm) cover the use of all Copilot agents in the tenant?

**NO**



**Agents**

# Copilot Studio pay-as-you-go launch



Copilot Studio is evolving into a consumptive service

**Copilot Studio is launching as a pay-go service on December 1**

Full feature parity across message pack and metered offering

Burn rate parity across message pack and metered offering

Leverage your existing Azure commitments (MACC)

Message packs	Pay-as-you-go
<ul style="list-style-type: none"><li>Tenant-wide message packs</li><li>25,000 messages/month</li><li>\$200 per pack/month</li></ul>	<ul style="list-style-type: none"><li>New PAYG meter</li><li>Can decrement MACC</li><li><b>\$0.01/message</b></li></ul>

Autonomous actions include triggers, topics, Power Platform connectors, and Power Automate flows that the agent calls while in 'generative orchestration' preview mode.

### Customer Service

If the autonomous agent runs 1,000 times a day

Session started

- Help request received (Flow) → Autonomous actions (25 messages)
- Collect previous order details (Flow) → Autonomous actions (25 messages)
- Compare issue with common product issues (Flow) → Autonomous actions (25 messages)
- Knowledge source retrieval → Generative Answers (2 messages)
- Send follow up email (Outlook) → Autonomous actions (25 messages)

Session complete

**Expected costs**

Per run: \$1.27 | Per day: \$1,270

- First reaction:
  - "Yay! It's only \$0.01 per message now! No more prepaid \$200/mo minimum purchase (normal price \$1000)"
- Closer look
  - "Wait, what's that? Why are some actions costing up to 25 messages per each action?!?"

# Copilot Studio billing rates evolution



March 2025

January 2025

## Message scenarios

The following table illustrates the message consumption by Copilot Studio feature.

Expand table

Copilot Studio feature	Billing rate
Classic answer	1 message
Generative answer	2 messages
Autonomous action	25 messages
Tenant Microsoft Graph grounding for messages	30 messages
Text and generative AI tools (basic)	0.1 message
Text and generative AI tools (standard)	1.5 messages
Text and generative AI tools (premium)	10 messages



## Message scenarios

The following table illustrates the differences in the subscription models for the cost of Copilot Studio events.

Expand table

Copilot Studio feature	Billing rate	Use in Microsoft 365 Copilot scenarios <sup>1</sup>	Autonomous use
Classic answer	1 message	No charge	N/A
Generative answer	2 messages	No charge	2 messages
Agent action	5 messages	No charge	5 messages
Tenant graph grounding for messages	10 messages	No charge	10 messages
Flow actions <i>per 100 actions</i>	13 messages	13 messages	13 messages
AI tools			
- Text and generative AI tools (basic) <i>per 100 response</i>	1 message	1 message	1 message
- Text and generative AI tools (standard) <i>per 100 response</i>	15 messages	15 messages	15 messages
- Text and generative AI tools (premium) <i>per 100 response</i>	100 messages	100 messages	100 messages

# ”There’s an estimator for that”



## Copilot Studio agent usage estimator (preview)

Use this estimator to forecast your agent's message volume. Select from licensing options, agent types, and the features your agent leverages to respond to your end users. See the message consumption impact based on these selections. This provides a monthly message estimate for a single agent and makes no guarantees of final costs. This isn't a pricing calculator, so we can't provide total costs or make any definite forecasts around your monthly expenses.

1 Message = \$.01  
Go [here](#) to convert to your currency.

### Estimator type

Configure monthly agent message estimation in two ways

- An estimate based on common telemetry data and assumptions
- An estimate based on manual entries for my agent

Reset

### Agent traffic

Agent traffic quantifies the activity an agent supports by assessing the number of end users accessing the agent and their monthly engagement frequency

How many users? \*

100

On average, how many times per month will your users interact with your agent? \*

40

### Agent type

Agent type specifies whether the agent is deployed internally for employee interactions or externally for customer and partner conversations. Deployment location impacts usage trends, aiding in accurate consumption forecasting. [Learn more](#)

What is your agent type? \*

- Employee-facing agent
- Customer or partner-facing agent

Do you have users with M365 Copilot licenses? [Learn more](#)

- Yes
- No

### Agent orchestration

Orchestration involves managing and coordinating an agent's capabilities and actions to effectively respond to user queries and perform tasks. [Learn more](#)

What type of orchestration will you require? \*

- Generative
- Classic

### Total estimated messages

28,765

#### Messages driven by knowledge

420

- Messages consumed for tenant graph grounding (10 messages) + generative answers (2 messages) 360
- Messages consumed for non-tenant graph grounding (2 messages): Dataverse, web, files 60

#### Messages driven by actions and topics

17,500

- Number of messages that charge for actions and topics 600
- Number of messages that charge for agent flows 16,900

#### Messages driven by agent autonomous triggers

10,845

- Number of messages that charge trigger 1 3,169
- Number of messages that charge trigger 2 4,169
- Number of messages that charge trigger 3 3,507

#### Messages driven by optional modifiers

0

##### Basic GPT-4o mini

0

1 message per every 10 responses

##### Standard GPT-4o

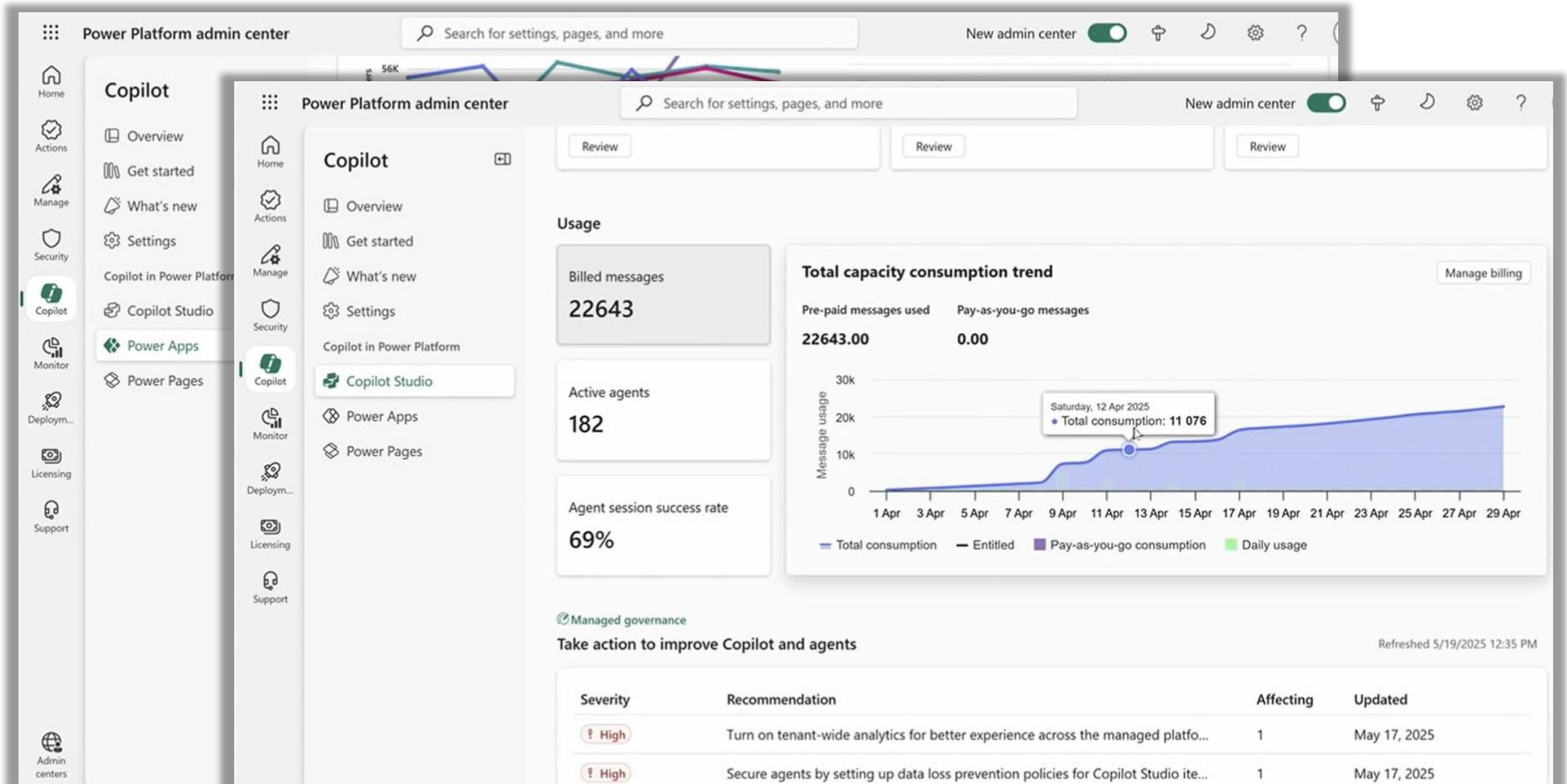
0

15 messages per every 10 responses

##### Premium GPT-o1

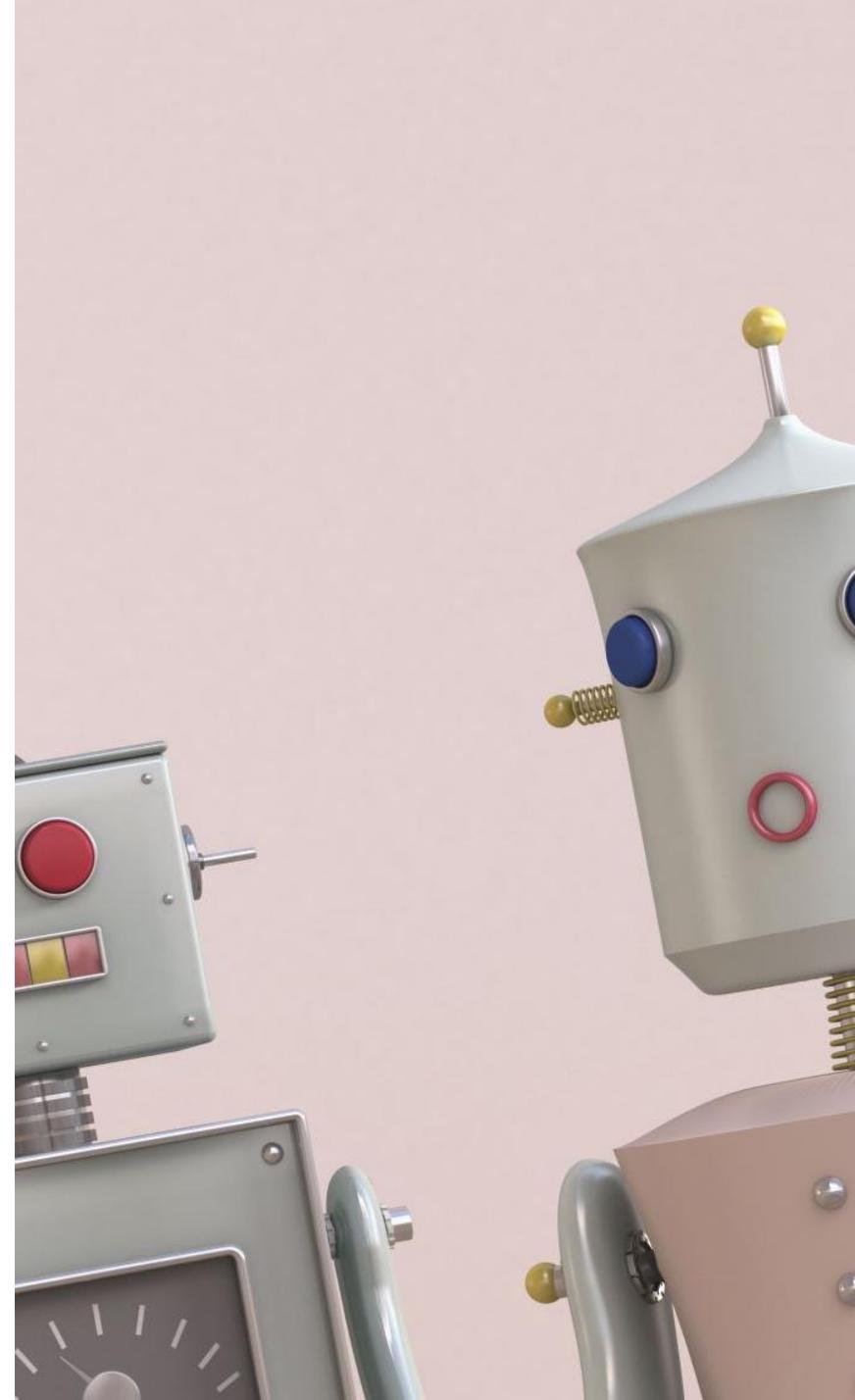
0

# Actual agent usage reported in PPAC



# Agent licensing: decrypted

- Agents are a pay-per-use scenario, unlike most of what Power Platform (and D365, M365) has been built for (prepaid seats).
- Agents are in most cases net-new solutions where there's little data to use for basing your licensing cost estimates on.
- Agents with GenAI are not deterministic – the whole point is in getting the agent to decide what actions it should take.
- Even with M365 Copilot user licenses, there's no “all you can eat” buffet license available – nor could Microsoft afford to introduce one.



# The licensing demon gallery revealed

D365 VS. POWER APPS



The Dynamics  
Dragon of  
Low-code Apps

IN-APP CONTEXT



The Grey  
Phantom of  
App Context

MULTIPLEXING



The Compliance  
Inquisitor of  
Multiplexing

CAPACITY



The Grim  
Reaper of  
Platform  
Capacity

AGENTS



The Rogue  
Executor of  
Copilot  
Messages



**Dealing with  
the licensing  
demons in  
real life**

# Licensing in your solution architecture

- Power Platform is not a single product; it's a family of cloud services.
- The solutions built by customers will have N unique combinations of these services in various contexts.
- Microsoft's licensing guides won't ever give you the answers to **your** specific question - they only define the moving parts that matter.
- Instead of learning all the right licensing answers, learn to **ask the questions that matter the most.**

# 5 licensing questions to ask (why/because...)

What?

- Premium connectors

Where?

- Managed Environments

Who?

- Triggering user

Why?

- In app context

How much?

- Request limits

# The Licensing Guide.

 [licensing.guide](https://licensing.guide)

