BUSINESS CASE

Reclaim 10× your spend. Pay it back in weeks.

Measure Killer is the governance and clean-up tool the Power BI community has been quietly relying on for years. For a typical mid-sized BI team it returns six figures of recovered budget annually — split between Fabric capacity you no longer need, engineering hours you no longer waste, and incidents you no longer have to triage. Here's where it comes from.

CAPACITY BILL

30–80% dead weight in your models.

A typical Power BI model carries columns, measures and tables nothing references. Drop the dead weight and the model shrinks far enough to step down a Fabric tier — or, like the real customer on the next page, leave Fabric altogether and return to Pro. Five-figure annual capacity savings are typical.

REFRESH WINDOWS

Refreshes burn CU on data nobody reads.

Less metadata to process means shorter refreshes, fewer capacity spikes, fewer throttling events at peak. The team stops scheduling around the refresh window and the refresh window starts respecting the team.

USER EXPERIENCE

Dead reports degrade every BI surface.

Decommissioned reports and stale pages still surface in Copilot, search and shared links. Trust in the BI surface drops, support tickets rise, and exec dashboards quietly fall behind. Cleanup is the cheapest UX upgrade you can ship.

OPERATIONAL MESS

Every change is a coin flip.

Without lineage, renaming one column risks breaking reports three workspaces away. Engineers spend days hand-tracing impact before each release — or skip it and roll back at 9am the next morning. Measure Killer turns days of guesswork into seconds of certainty.

~$54k
in recovered engineering hours per year for a typical 7-person BI team — before any capacity savings.

6–20×
annual ROI on MK Enterprise: ~6× on hours alone, 10–20× once capacity savings compound.

Weeks
— not quarters — to break even on the licence.

THE MATH

Where the recovered budget comes from.

Two streams of savings, both conservative. **Recovered hours** across the four roles that actually touch a Power BI tenant — and a **Fabric capacity stepdown** on top, once your largest models drop into the next tier down.

ROLE	RECURRING TASK	WITHOUT MEASURE KILLER	WITH MEASURE KILLER	HOURS SAVED
BI Lead / Power BI Developer	Clean up a shared model	1–2 days of manual lineage tracing per model	Minutes — impact analysis + cleanup automated	60–100 h / yr
Data Governance	Quarterly access + RLS audit	2–5 days × 4 / yr collecting evidence by hand	One scan, one export — audit-ready	50–120 h / yr
Fabric / Service Administrator	Monthly tenant inventory + change tracking	4–8 h × 12 / yr stitching admin APIs together	Tenant scan + diff — automated	50–90 h / yr
Data Engineer	Impact analysis before a source-schema change	4–12 h per change × ~10 / yr (one missed break costs days)	End-to-end lineage in seconds	40–100 h / yr

REAL CUSTOMER

$9,000 burned in 7 weeks before they ran a Measure Killer scan.

The team hit the **1 GB size limit in a Pro workspace** and were forced onto a Fabric F32 capacity — without knowing why their semantic model had grown so big. After 7 weeks (~$9,000 in capacity spend), they ran the analysis. **Two GUID columns were taking 85% of the model size**, referenced only on test pages no one had remembered existed. 20 reports were connected. Cleanup took an afternoon — they went back to Pro and stopped paying for F32.

WORKED EXAMPLE · 7-PERSON BI TEAM

4 BI developers × 80 h × $100/h	**$32,000**
1 governance lead × 85 h × $100/h	**$8,500**
1 Fabric admin × 70 h × $100/h	**$7,000**
1 data engineer × 70 h × $100/h	**$7,000**
Recovered hours / year	**≈ $54,500**

Hours alone. Capacity-bill savings vary by tenant and stack on top of this number — the real customer above saved an additional ~$5,500/month by returning to Pro.

6–20×

ANNUAL ROI

MK Enterprise at typical mid-tier pricing (~$1,250/user/year × 7 users ≈ $8,750/yr) pays back in **weeks**.

~6× on engineering hours alone. **10–20×** once capacity savings compound. Numbers above are conservative — most teams find more.

AI-READY BY DESIGN

Clean tenants are AI-ready tenants.

AI in BI is only as good as the model behind it — and most models aren't AI-ready out of the box. Measure Killer fixes both ends of the problem: it cleans the tenant so AI works, and it exports the metadata you need to let AI rank what to clean up next.

BEFORE AI WORKS

AI needs clean models. Period.

Copilot in Power BI, Microsoft Fabric Data Agent and every BI Q&A tool index *everything* in the model. Unused columns inflate the index. Dead measures get suggested as answers nobody wanted. Decommissioned reports surface in Copilot answers alongside the ones your team actually uses. Best-practice anti-patterns degrade every AI suggestion downstream. Cleanup is the prerequisite — not the nice-to-have — for any AI rollout on Power BI / Fabric.

THEN AI RANKS THE WINS

Our exports are the unique fuel.

Measure Killer's tenant exports are the richest Power BI metadata you can get anywhere — every DAX expression, every M query, full report lineage, refresh events, best-practice violations, used vs. unused columns and measures, page-level consumption with average load times, and capacity cost. Feed that to a frontier AI model and you get prioritised optimisation suggestions ranked by real financial and performance impact, not generic best-practice noise. No other tool produces this depth.

HOW TO START

FREE

Try the free desktop tool

Install on your laptop, point it at a .pbix file, see unused measures in minutes. Free forever, no telemetry.

measurekiller.com/download →

TRIAL

Free trial of paid features

We email a license key — usually within the hour. No credit card. Trial unlocks every paid feature against your own tenant.

measurekiller.com/trial →

DEMO

Book a live demo

30 minutes — your tenant or ours. We walk through tenant analysis, lineage, cleanup and ROI for your team size.

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