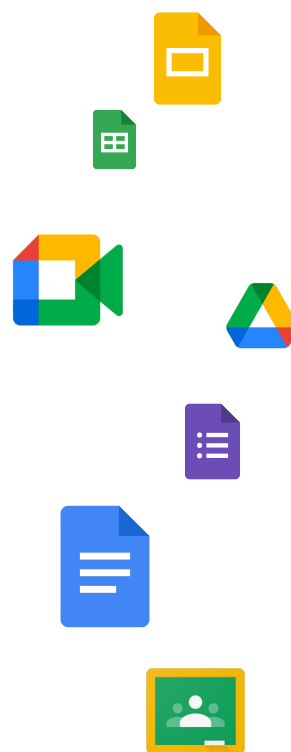


Why become a Google for Education reseller

2021 Australia & New Zealand



The education industry is transforming, creating new opportunities for our partners.

Why become a Google for Education reseller?

As technology in education becomes more important than ever due to school closures and distance learning requirements, we have a diverse set of products and programs that partners can sell, service, and train on to address educational needs.

No matter how big or small your customer's school or budget is, Chromebooks are a range of secure, simple yet powerful devices that update automatically and are easy for schools to set up and manage. Chrome Education Upgrade unlocks the full capabilities of Chrome OS to free up IT resources and give educators the time to focus on learning outcomes. Google Workspace for Education helps schools collaborate easily, streamline instruction and keep the learning environment safe - to help enable learning anywhere, anytime, on any device.



By partnering with Google for Education, Datacom has been able to diversify its offerings for the education market, provide new services and has utilised Google for Education partner programs and incentives to reduce time and cost to market.

Our additional service offerings, have allowed us to delight our customers and make an impact on the education outcomes for students in the classroom and help teachers be better equipped for the classroom of tomorrow.”

Datacom,
Greg Furlong, Google Practice Lead - Australia



Partners can bring the best of Google to education, to help transform teaching and learning.

chromebook

Chromebooks

A range of simple yet powerful laptops and tablets with built-in accessibility, productivity and security features to help enhance teaching and learning, wherever it takes place.

chrome OS

CloudReady

Enables a Chrome OS experience on repurposed PCs and Macs, to help schools grow their Chrome OS deployments quickly, easily and cost effectively.

Google Workspace for Education

Google Workspace for Education

Helps schools collaborate easily, streamline instruction, and keep the learning environment safe, including Meet, Chat, Gmail, Docs, Sheets, Drive and more. (Includes free and paid editions).

chrome OS

Chrome Education Upgrade

Unlocks the full capabilities of Chrome OS to counter rising teacher workloads, free up IT resources, and give educators more time to focus on learning outcomes – without compromising security (CEU licenses available packaged with devices or stand alone).



Google Classroom

A tool that is a part of Google Workspace for Education that helps magnify a teacher's impact on student learning by streamlining coursework management, and enabling more ways to deliver differentiated learning.

chromebook App Hub

Chromebook App Hub

Features Chromebook apps and ideas on how to use them in the classroom to enrich class content. (Many apps integrate with Google Workspace for Education apps).



Learn more about Google for Education offerings edu.google.com

Google for Education can help partners diversify revenue streams and reduce time and cost to market.



Receive Product Margins and Rebates

- Sell Chromebooks, Chrome Education Upgrade and CloudReady licenses and Google Workspace for Education paid editions which offer recurring revenue streams.
- Upsell, refresh, and complementary product sales opportunities.
- Potential to receive accelerator or volume rebates.



Generate New Services Revenue

- Offer deployment, migration, tech readiness assessments, proof of concepts, app development, cloud consumption and/or professional development services.



Benefit from Promotions and Incentives

- Offer your education customers incremental value through starter kits, seasonal discounts and promotions.



Receive Sales and Technical Support

- Access ready-to-use presentations, collateral, demos and training to help you identify, validate, qualify, close and deploy Google for Education solutions.
- Potential to get pre and post sales support from the Google for Education partner team and distributors.



Build Skills to Transform Education Endpoints

- Access partner-only sales and deployment training via the [Chrome OS Partner Training Portal](#).
- Watch Chrome on Air partner webinars.



Magnify Marketing Impact and Reduce Marketing Costs

- Backed by the power of the Google for Education brand.
- Participate in Google funded and executed lead generation campaigns
- Utilise ready-to-go marketing assets and partner promotion kits including EDMs, landing page content, web banners and social posts.
- Have Google create customer case studies showcasing your Education success.
- Potential to access Market Development Funds (MDF) to run your own campaigns.

Learn more about the Google for Education partner program cloud.google.com/partners

For local promotions and incentives visit google.synnex.com.au

Sign up to the Google for Education partner newsletter g.co/edupartnernews