

Partner Guide: Launching a Successful Free Trial of Education Plus

Background: Historically, we have seen very strong close rates among customers that piloted paid licenses. In 2019 over 40% of customers that piloted GSEfE eventually purchased. We expect this to continue growing in 2021.

How to Use this Document: Use this as an internal step-by-step guide with key weekly milestones to help your customers realize the full benefits of an Education Plus free trial.

Trial Pre-Work for Partners



Transfer customer Workspace domain to reseller console

- Help customer send Reseller Token to transfer domain to your reseller console
 - [Transfer account to a reseller](#) - details reseller's access and process to execute
 - [Reseller's limitations within a customer's Admin console](#)
 - [Change a reseller's access to account](#)



Deploy trial licenses to customer's domain - [Steps to provision Licenses](#)



Share the corresponding external-facing [customer worksheet](#) to provide the customer with step by step actions to make the most out of their trial each week



If working with a Google representative on the opportunity, please let them know that you have launched a trial

Key Milestones to Cover

1. Enhanced security examination
2. Teaching & learning features
3. Advanced analytics
4. Device management / Unified Search





Weekly Focus for Trial

This section provides you with a step by step checklist to complete with customers that have initiated a trial of Workspace for Education Plus. It consists of mandatory and optional reminders that you can share with customers in virtual meetings or via email reminder.

Weekly 1: Trial Kick Off and Getting Started (IT Focused)

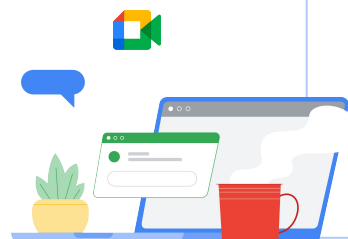
Help customer provision trial licenses to both IT staff and select instructors to help them get full experience of tools. [Here are the steps to provision user licenses.](#)

Actions to Complete

- Schedule kick off call with customer
- Provide resource for customer to [assign licenses manually](#) to users participating in trial
- Provide [overview of customer facing](#) worksheet - details trial process week by week
- Share [30+ ways to use Google for Education paid editions](#) as a take away item for customer and have them review

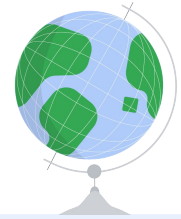
Additional information/links customer's may find helpful

- [Provisioning Google Workspace for Education Paid Editions](#)
- [Getting Started Guide](#): A guide to optimize your use of Education Plus licenses
- [Assign administrator roles to a user](#)
- [Administrator privilege definitions](#)



Week 2 - Dive into the Security Center (IT Focused)

Often referred to as the hero features of our Google Workspace for Education paid editions, the security center enhancements provide immense control for administrators and security specialists.

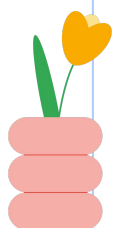


Actions to Complete

- Follow up with customer via email to hear if they have questions on Investigation Tool, Security Dashboard, and Security Health page
- Specifically inquire about customer [creating activity rules](#) in the investigation tool
- Optional: Share [Workspace for Education Plus and Standard Demo Slam](#)
- Optional: Address any open questions they have about provisioning or security tools
- Optional: Email customer to ensure IT team includes educators/instructors in overall trial of end user functionality

Additional link your customers may find helpful

- [Security Center](#)
 - [Security Dashboards](#)
 - [Security Health Page](#) - Google security recommendations
 - [Security Investigation Tool](#) - Incidents Response
- [Data Regions](#)
 - Enable geo locations for your data
- [Increase email security with the security sandbox](#) - Additional security controls and tools that are included in Google Workspace for Education Plus
- [Access Transparency Logs - Google Workspace Admin Justifications](#) - Description of Admin logs and oversight controls that can be added into the Google Workspace investigation tools and admin console.



Week 3 - Explore Communication Tools (Instructor Focused)

Over the past year, Google has transformed Meet into a premium video conferencing solution, built for education from the ground up. Google listened to customer feedback, and since March 2020, they've added 300+ features to Google Meet.



Actions to Complete

- Check In with customer to hear if they have any questions on Google Meet
- Share [Teaching & Learning Upgrade Demo Slam](#); showcases features like breakout rooms, hand raising, jamboard integration, recording functionality, and [more](#).
- Optional: Share [30+ ways to use Google for Education paid editions](#) (Slide 48 - 67)
- Optional: Ensure customer involves educators/instructors in next call

Helpful links

Google Meet Enhancements

- [Breakout rooms, larger meetings, recordings, and more](#) (Slide 50)

Google Meet Livestream

- [Setup Livestream Event](#) (Slide 60)

Week 4 - Support Authentic Student Work (Instructor Focused)

Originality reports use the power of Google Search to help students properly integrate external inspiration into their writing – while making it easy for instructors to check for potential plagiarism.

Actions to Complete

- Check in with customer to hear if they have any questions or open items that have been discussed so far
- Share [how to enable Originality Reports](#) for educators
- Share [Teaching & Learning Upgrade Demo Slam](#); (also details Originality reports)

Helpful links

[Originality reports](#): Plagiarism detection with LTI integrations for leading LMS'



Week 5 - Explore Analytics (IT Focused)

Google Workspace for Education Plus comes with powerful analytical tools that will help you get a better understanding of your end users and provide you with insights to improve security.



Actions to Complete

- Schedule halfway point check in with customer
- Advise customer on how to [set up BigQuery](#) connections, both in GCP and Admin console
- [Overview of BigQuery](#) interface: run sample queries, call out dataset retention, overview of storage and query limits, show how to save queries, and show exporting data to Data Studio or Sheets
- Explore data in [Data Studio](#) with customer
- Explore data in Sheets, overview of [Connected Sheets](#) with customer
- Share pricing information on options and update on promos (multi-year, volume based discounts)
- Optional: Share [reporting logs and BigQuery](#) help article with customer
- Optional: Inquire about questions customer might have regarding analytics or items covered previously

Additional link your customers may find helpful

[Data Logs in BigQuery](#)

- Log Exports (Gmail & Drive) and Security Audits
- Audit Trail and logging of Gmail and Drive actions
- [BigQuery](#) for your Google Workspace Reports and User Logs

[NYC Cyber Command - Big Query Case Study](#) - Deep dive into the cost savings and benefits BigQuery brings to the Google Workspace for Education tool and how you can store logs for half the cost of what you are currently using.



Week 7 - Device Management (IT Focused)

Enterprise endpoint management within Google Workspace for Education Plus provides customers with enhanced device details, security settings, app management, and device management capabilities.

Actions to Complete

- Provide [setup process for mobile device management](#) & [computer management](#)
- Highlight [Context Aware Access](#) (granular access control policies to apps based on attributes such as user identity, location, device security status, and IP address)
- Share [endpoint management feature sets](#) available to Education Plus customers
- Check in with customer to hear if they have any questions and alert that one week remains in trial

Helpful links

Advanced Device Management - This helps large organizations enable proactive management of mobile BYOD devices, including mobile [auditing](#), [rules](#), and [app management](#).

[Learn more](#)



Week 8 - Review Return on Investment and Total Cost of Ownership (IT and Procurement Focused)

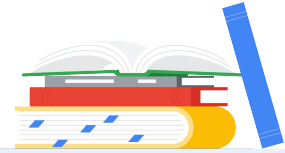
Actions to Complete

- Recommended:** Schedule final check in call with customer
- Final check in to hear if customer has any questions
- Review pricing, highlight multi-year discounting, and provide a formal quote to customer
- Assist customer in building business case if needed (Loop in Google Sales Representative)

Helpful links

- Create business case with customer (ROI, Security Enhancements, Data location, Cost consolidation)
- Centralize sensitive content on Workspace for Education ([school splitting users into PHI and Non-PHI groups](#))

Common FAQs for partners



→ **How do I initiate a trial for a customer?**

Answer: Reference [ordering & trials visual guide](#) (Slide 29)

→ **Which editions offer advanced security tools?**

Answer: Education Standard and Education Plus include advanced security tools.

→ **Is context aware access only available in Education Plus?**

Answer: Yes, Education Plus allows admins to control access based on user or device context.

→ **Does Google Meet offer live streaming capabilities?**

Answer: Yes, Google Meet offers live streaming capabilities for up to 100,000 in domain participants for Education Plus employee licenses.

→ **Are student licenses and employee licenses the same with Education Plus Google Meet benefits?**

Answer: No, employee licenses of Education Plus have the ability to initiate 100,000 user live streams. Student licenses can host larger meetings, record meetings, and have access to breakout rooms, polls, and Q&A but do not have the ability to initiate live streams.

→ **Do students with Fundamentals licenses and Education Plus licenses have the access to originality reports?**

Answer: Yes, students with fundamentals licenses or education Plus licenses can both run 5 pre-submission originality scans before turning in assignment. Unlimited access to originality reports is attached to the educators license.

→ **Is BigQuery Free with a purchase of Education Plus?**

Answer: Education Plus customers will receive 10 GB of storage and 1 TB of queries for free every month. After that, it is \$5 per TB for queries and \$0.02 per GB for storage.

→ **Can we enforce app and device settings for Microsoft Outlook?**

Answer: Yes, you will be able to utilize the following [steps](#) to set up management correctly.

→ **Are there other resources I can reference?**

Answer: Yes, [Comparison of the Google Workspace editions](#) & [Google Workspace for Education FAQ](#)