



Google Workspace

Google for Education

Google Workspace
for Education



Australian Reseller Update: **March 2022**

All the stock, all the updates, all you need.

Always speak to your Synnex rep before quoting customer



If you have colleagues not receiving this monthly Google deck but would like to, please have them [sign up here](#)






[Follow Google for Education on Twitter](#)








[Follow Chrome Enterprise on LinkedIn](#)

Agenda







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March Update

01

Channel news

Synnex Google Partner Kick Off 2022

You're Invited! March 8th online event.

This **invitation only** event will focus on delivering the latest insights and updates from across the entire Google ecosystem, bringing together all of the Google solutions available to channel partners.

During this informative event you'll hear from our guest speakers on the latest in channel strategy, technology updates, priorities, market insights, and more.

[Register now](#)



Channel news

Partner Skills Challenge

Level up

Google Cloud Partners are invited to participate in a challenge.

Partner organizations who earn the most Google Cloud certifications and credentials by will be crowned our winners.

Please visit our Terms and Conditions for additional details related to the challenge.

March 1, 2022 - June 30, 2022

[Register now](#)



Channel news

Chrome Readiness IT Scorecard

Use the [Chrome IT Readiness Scorecard](#) (CRIS) tool to evaluate your prospects!

CRIS is a resource that helps you determine the technical readiness of a Chrome OS prospect. It consists of high-level technical questions across different categories where you provide a score from 0-3 relating to the prospect's environment. This generates an overall Chrome Readiness IT Score that indicates the prospect's technical readiness for Chrome OS.

You can leverage CRIS to:

- Identify whether a customer is going to be a good candidate for Chrome OS
- Scope the complexity of a Chrome deployment project
- Demonstrate to a customer the considerations that are important for a successful Chrome OS deployment
- Provide the necessary score when submitting a Partner Services Funds ([PSE](#)) request for a services engagement.

Get access to the tool [here](#).



Channel promotions

Device as a Service - now available for Google solutions

Simplify your IT lifecycle management with Google DaaS

With flexible plans starting from \$18.20 per month you can easily move from CAPEX to OPEX, to remain competitive by offering a tailored solution to your education clients under a single monthly bill, securing the deal from your competition as well as earning you upfront margins.

[→ Learn more](#)

Pre-selected bundles

[Contact Centre](#)

[Meeting Room](#)

[SMB](#)

[Education bundle](#)

[Pixelbook](#)

[On the move](#)



Starting from \$18.20 per device per month*

*Terms and conditions apply.



Channel Promotions

Free CloudM Solutions for the first 3 months

Receive CloudM's migration and management tool with Google Workspace. Get the most out of the cloud through migration, automation and administration.

Use the world's leading migration tool for Google Workspace and more.

Administrate and automate your IT admin so you can get more from your people, more for your money and a more secure future for your business

[Request a free trial here](#)

Zero touch, zero cost

Chrome OS zero touch enrolment (ZTE) is a streamlined way to automatically enrol compatible Chrome devices into a customer's domain once the device is turned on and connected to the internet.

Get zero-touch enrolment (ZTE) service free for Chrome devices* purchased together with Chrome Upgrade license at Synnex Australia.

[Enquire here](#) for more information on zero touch enrolment.
[Terms and conditions apply](#). Device must be ZTE ready.

Channel Promotions

Start with CloudReady now!

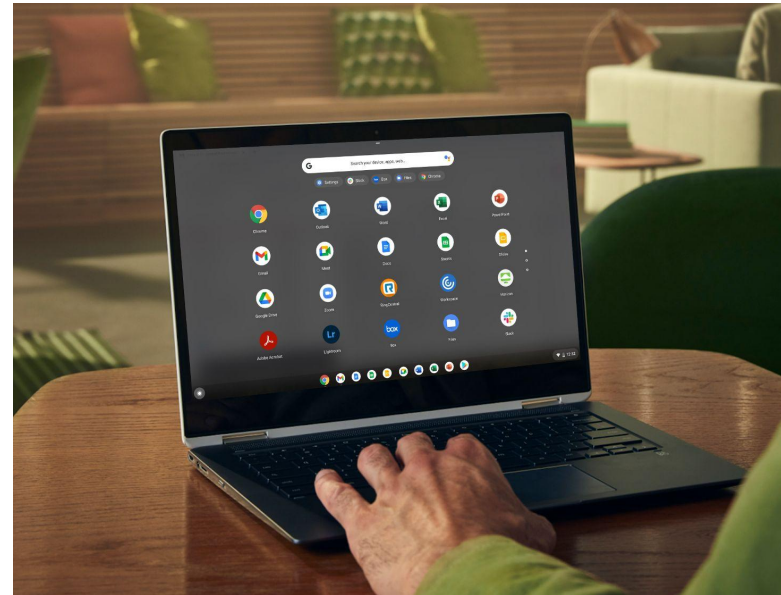
Purchase **5+ Chrome Upgrade licences**, they'll receive an equal number of CloudReady annual licenses at no charge for the first year.

- 01. **Learn more:** Visit [this page](#) to learn more and determine eligibility ([watch video](#))
- 02. **Get started:** Complete the form to speak to the CloudReady team
- 03. **Complete your purchase:** Purchase 5 or more Chrome Enterprise or Chrome Education Upgrades via Synnex
- 04. **Install & deploy:** Start turning existing hardware into CloudReady devices!

Share this offer with your customers using these co-brandable one-sheets:

[Enterprise](#) and [Education](#)

[Email template](#) to use with customers



Training Portal Launch

On-demand Chrome Training Portal

We are very excited to announce the launch of the **Chrome OS Partner Training Portal**. Please [register](#) and join our training and enablement community for partners of Chrome OS. Uplevel your sales and pre-sales technical skills across enterprise and education.

The portal is full of interactive content that will equip you with the knowledge and skills you need to confidently demonstrate how Chrome OS fits into any organisation.



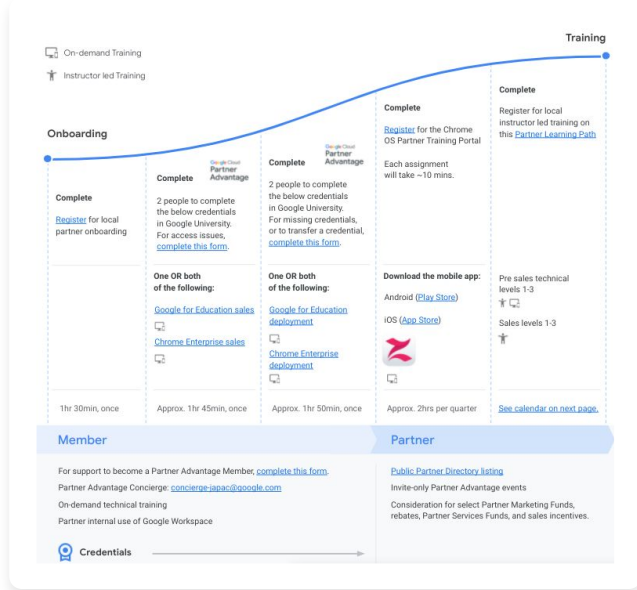
Download the mobile app:

Android ([Play Store](#))

iOS ([App Store](#))



Partner Learning Path



➔ [Click here](#)

Training	Who	Date and time	Register
Sales Development Training: Practical tips to increase your Chrome OS lead conversions and sales.	Sales	8 March 2022 1.30pm Sydney	Register
Sales Training: Pitching the benefits of the Admin Console for key Chrome OS use-cases. Add some customer success stories to your talk track!	Sales	8 March 2022 3pm Sydney	Register
<u>Learning Path</u> Level 1: Technical Training - Prospecting	Pre-sales Technical	8 March 2022 5pm Sydney	Register
Level 2: Technical Training - Building a Strong Demo	Pre-sales Technical	9 March 2022 5pm Sydney	Register
Level 3: Technical Training - Selling and Scoping a Proof of Concept	Pre-sales Technical	10 March 2022 5pm Sydney	Register

Chrome OS & Google Workspace Update

02

Why become a Chrome OS reseller?

You can help accelerate the move to modern computing

The way we work is changing, and employees need cloud-based solutions to stay productive

Built for the cloud since day one, Chrome OS provides a flexible, secure, fast-to-deploy, and easy-to-manage platform, offering devices that work the way employees do, redefining how business happens.

- Fast Deployment and Simple Management
- Apps for Every Worker
- Modern Employee Experience
- Built-in, Proactive Security
- A Smart and Eco-Friendly Investment

[→ Find out more](#)

ChromeOS can help partners diversify revenue streams and reduce time and cost to market.

- Sell Chromebooks, Chromebook Enterprise, Chrome Enterprise Upgrade which offer recurring revenue streams
- Upsell, refresh, and complementary product sales opportunities
- Potential to receive rebates
- Generate New Services Revenue
- Benefit from Promotions and Incentives
- Receive Sales and Technical Support
- Build Skills to Transform Enterprise Endpoints - access Partner-only training
- Magnify Marketing Impact and Reduce Marketing Costs

Channel news

Feature highlights available with Chrome 94. See full release notes [here](#).

Chrome browser has officially moved to a **4-week stable channel**

Chrome browser

- What's new in Chrome
- An easier way to share
- Updated security visuals

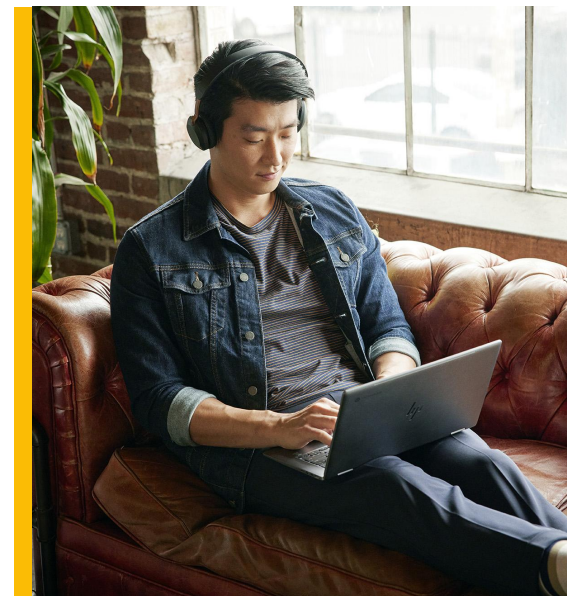
➔ [Chrome Enterprise Version Release Slides](#)

Chrome OS

- Enhanced voices
- in select-to-speak
- Add desk labels to "Move tab to another window" menu
- Download scanning in camera app

Google Admin console

- Easily export browser list data
- Extension Version Pinning
- Read-only delegated admin
- Search by on-device policy name
- New additional policies



Channel news

Feature highlights from Google Workspace Updates. See full recent release [here](#).

Docs & Editors

- Smart People Chips available in Google Sheets
- PPTX file limit increase to 300MB in Google Slides
- New ways to customize tables in Google Doc

Google Meet

- Companion Mode with Google Meet hardware & Nest Hub Max
- Live Translated Captions now in GA
- Participant limit now up to 500*
- New built-in interoperability between Google Meet and Cisco Webex

Security & Compliance

- New enterprise certificate condition to set context-aware access rules for company-managed devices
- SSO profile assignment with the SAML Partial SSO now in GA
- Improvements to “Automatically add invitations” feature in Google Calendar

To get the latest product & features, ensure you have selected the [Rapid Release Track](#).

[→ Subscribe to the Google Workspace Updates Blog!](#)

Channel news

Chrome OS Readiness Tool

This is a free, private tool to assess which Windows devices in your organisation are ready to switch to Chrome OS devices.

[Overview one-pager](#)

[Generating reports one-pager](#)

[Modifying apps one-pager](#)

[Download page](#)

[How to Deploy demo video](#)

[Configure Google Cloud Storage demo video](#)



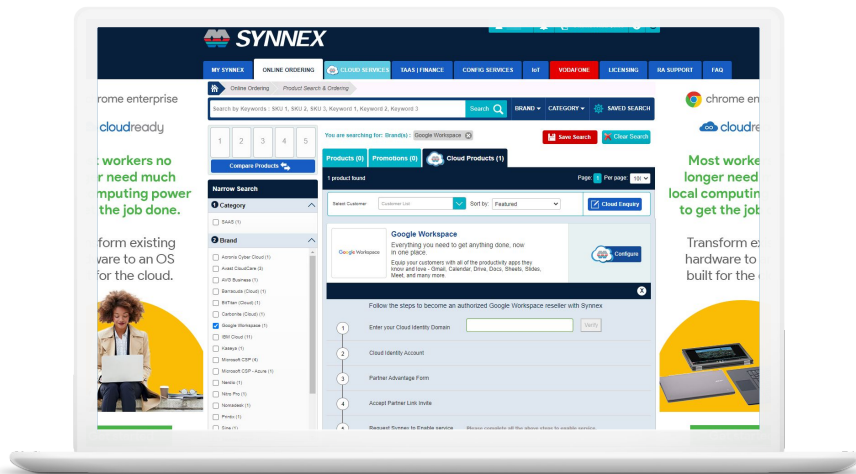
Channel news

Google Workspace Cloud Marketplace

Synnex Australia has launched Google Workspaces' API integration in their Cloud Marketplace.

Synnex's Google partners can now authorise themselves as a Google Indirect Reseller Partner and enable them to provision and manage their Google Workspace service offerings to their customers through the Synnex B2B portal.

→ [Book in a live demo with Google Cloud Team](#)



Channel promotions

50% Off Device & License Bundles

Starter Kits for Chrome Enterprise

Chrome Starter Kits are still available for net-new Chrome Enterprise customers. As a refresher, the Starter Kit program is available for new customers wanting to test or set up a proof of concept.

The Starter Kit Program gives you a 50% discount on the hardware and software RRP (selected hardware models based on stock availability). Reach out to your Synnex contact for more details, and nominate your customers via the form [here](#).

[→ Find out more](#)

Expand your fleet now, while investing in future Chromebooks

During COVID-19, many customers require additional devices to support remote working, however due to budget and/or availability, they may not be able to access Chromebooks right away.

The Chrome Enterprise Upgrade transfer policy* allows customers who are using CloudReady as a temporary solution and purchased Chrome Enterprise Upgrade to enable the management capabilities to transfer the Chrome Enterprise Upgrade to a new Chromebook within a year.

[Learn how to transfer here.](#)

Channel promotions

Product	Promotion	Date
Google Workspace	Receive a \$50 voucher for every new tenant created/transferred (min 10 seat) per month	Ends June 30th
Google Workspace	Every Google commit plan TCV (annual) over > \$5000 receives \$500 MDF (single PO)	Ends June 30th
Google Workspace Google Workspace for Education	Receive a Red Balloon Voucher Spend \$10,000 TCV: Receive \$400 <ul style="list-style-type: none"> o Spend \$20,000 TCV: Receive \$800 o Spend \$50,000 TCV: Receive \$1,600 <i>In conjunction with other promotions</i>	Ends June 30th

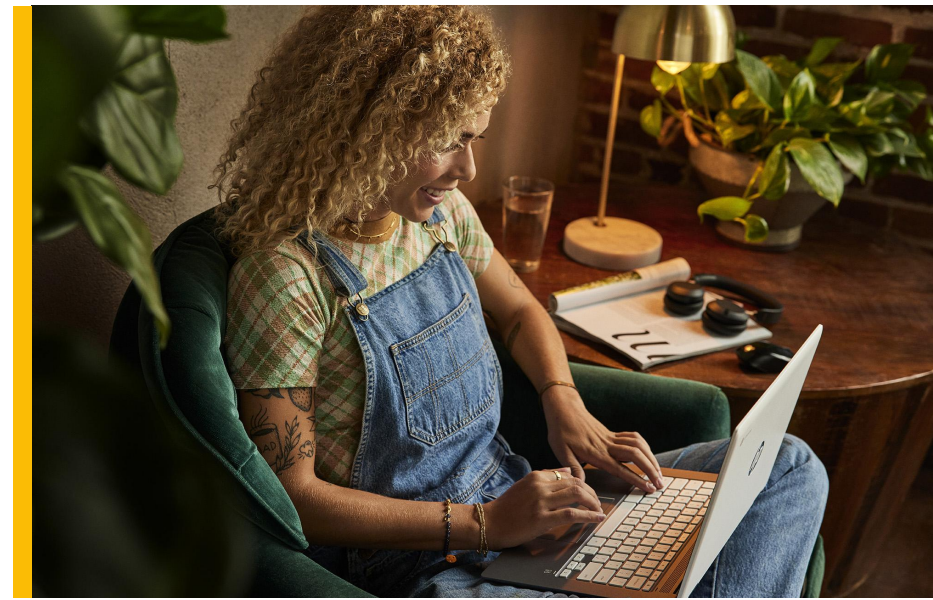
→ [Speak to us today!](#)

Channel marketing

Kiosk and Digital Signage

With our reinvestment in kiosk and digital signage use cases, we've developed refreshed content to help you have conversations with customers and new prospects.

Please use this [pitch deck](#) and [one-pager](#).



Channel marketing

Secure and optimise contact centers with Chrome OS

We are pleased to announce our fully integrated solutions for Chrome OS to help customers across all verticals secure and optimise their contact centers. This announcement will be the start of a continued drumbeat to promote this use case. With Chrome OS and our thriving ecosystem, customers get:

- 1 A modern, secure platform and remote management:** Chrome OS is a cloud-first, easy-to-manage operating system that can secure and optimize your contact center while supporting remote agents
- 2 Validated contact center solutions:** Introducing new contact center solutions optimized for Chrome OS through a new solution track for [Chrome Enterprise Recommended](#) (CER). Welcome [8x8](#), [Edify](#), [Five9](#), [Genesys](#), [RingCentral](#), [Cisco](#) and [Vonage](#) to the CER program.
- 3 Access to virtualization desktop infrastructure:** Assurance that Chrome OS and Citrix Workspace is now a [Citrix Ready verified solution](#) for contact center.
- 4 Validated agent peripherals & devices:** New certified [Works With Chromebook](#) headsets and a thriving [Chrome OS device ecosystem](#).

See the full [blog post](#) here to see all the details.

As part of this launch we are sharing new Contact Center assets and tools for partners. Please check them out below.

[One-pager](#)
[Solution Playbook](#)

[Use Case Toolkit](#)
[Updated Wayfinding Guides](#)
(with Contact Center Use Case included)



Channel marketing

Make an impact with Chrome OS

Do you have **Not-For-Profit** customers you'd like to support to do more with less?

Chrome Enterprise gives not-for-profit the best of Chrome OS, Chrome Browser and Chrome devices, to help their team do their best work from anywhere.

→ [Read more](#) on how Chrome OS can help transform non-profit organisations



Partner Sales Training

Register Now for Sales Training during Learning Week

You're invited to join Chrome Learning Week to accelerate your sales in 2022!

Sales Development Training: Practical tips to increase your Chrome OS lead conversions and sales.

8 March 2022 [Register](#)

1.30pm Sydney / 3.30pm Auckland

Sales Training: Pitching the benefits of the Admin Console for key Chrome OS use-cases. Add some customer success stories to your talk track!

8 March 2022 [Register](#)

3pm Sydney / 5pm Auckland

A calendar invite will be sent after you register. These sessions will NOT be recorded.

Pre-requisites:

Please complete this on-demand credential via our Partner Advantage Portal first:

[Google for Education sales credential](#) OR [Chrome Enterprise Sales](#)



Google for Education Update

03



Why become a Google for Education reseller?

Find Out More

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

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

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.

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

- Receive Product Margins and Rebates
- Generate New Services Revenue
- Benefit from Promotions and Incentives
- Receive Sales and Technical Support
- Build Skills to Transform Education Endpoints
- Magnify Marketing Impact and Reduce Marketing Costs

[→ Find out more](#)



Channel news

Google for Education Partner
Sales Playbook

Easy access to information and resources to
assist with every step of your sales cycle.



Identify



Close



Qualify



Deploy



Validate

Google for Education

Google for Education Partner Sales Playbook

Supporting Google for Education partners
through every step of the sales process

October 2021



View Playbook



Channel news

New! Google for Education Training and Development Pack

Professional development resources to help schools do more with Google for Education

Share this new resource with your Google for Education customers.



[→ View Pack](#)



For Teachers

01. Learn to use Google tools
02. Develop and share Expertise
03. Get inspired by fellow educators
04. Help students develop practical skills



For Education Leaders

01. Track your progress
02. Find experienced training partners



Channel news

Supporting Diversity, Equity & Inclusion in Education

Visit the Partner Advantage Diversity, Equity & Inclusion Hub

Google believes that by coming together, we can meaningfully promote fairness, representation, and allyship.

As a first step, Google for Education has launched a new education section on the [Partner Advantage Diversity, Equity and Inclusion Hub](#) for content and insights specific to supporting schools and education institutions everywhere. We also invite you to take our anonymous [two-question survey](#) to share what's important to you.

[→ Visit Diversity, Equity & Inclusion Hub](#)





Channel news

Reflections on Remote Learning

The Google for Education team is constantly asking how they can make online, hybrid, and in-the-classroom education as immersive, effective, and inclusive as possible. In the article, "[Enabling Student Success: What We're Learning From Distance And Hybrid Education](#)" Shantanu Sinha, Director of Google for Education, shares five lessons that Google for Education and its customers have learned from distance and hybrid learning.

[→ Read article](#)





Channel news

Demo Google for Education

Demo Tool Guide

The Chrome Demo Tool is a new tool for Google for Education and Chrome Enterprise partners with numerous pre-configured options to demo top Chrome features including single sign-on (SSO), parallels, zero touch enrollment (ZTE), and many more that are coming soon.

Designed to help you offer demos of key features to customers without the administrative burden of configuring all the backend integrations. Official partners can sign up for an account today at demochrome.com



Channel promotions

Win a Red Balloon Experience Voucher

Purchase Google Workspace for Education with Synnex Australia and instantly win up to \$1,600 in Red Balloon Experiences!

Promotion tiers:

- \$10,000 TCV: \$400
- \$20,000 TCV: \$800
- \$50,000 TCV: \$1,600

Terms and conditions apply.

Promotion valid until 31st March 2022

[Learn more](#)

The screenshot shows a promotional landing page for Google Workspace for Education. At the top, there's a banner image of a beach with lounge chairs and a palm tree, with the text "Win a redballoon Experience". Below the banner, the page is divided into two main sections. The first section is titled "Purchase with Synnex Australia and instantly win up to \$1,600 in Red Balloon Experiences!". It features three red buttons representing different tiers: "\$400 redballoon" for spending \$10,000, "\$800 redballoon" for spending \$20,000, and "\$1,600 redballoon" for spending \$50,000. A "View T&Cs" button is located below these tiers. The second section is titled "Claim your prize now!". It contains a form with fields for Full Name, Job Title, Email, Mobile Phone, Company Name, Customer Code, and Purchase Order Number/Invoice Number. A "Submit" button is at the bottom of the form. Below the form, there's a section titled "Enrich class experiences with Google Workspace for Education Plus" with a "Learn more" button. At the bottom, there's a section titled "Start today with Google Workspace for Education" with a "Get started" button.



Channel marketing

Upsell Opportunity!

We've seen very strong close rates among customers that trial a paid license of Google Workspace for Education. In 2019 over 40% of customers who trialed GSEfE eventually purchased it.

[Download your trial guide now](#) to help you maximize your customers' free trial experience with messaging guidance on how to walk a customer through a 60-day free trial. This guide is structured to highlight a key topic & milestone per week, over the course of 8 weeks.

While the partner trial guide is meant to be internal partner facing only, we've also created an [external customer facing worksheet](#) that you can share with your customers directly.

Action: Incorporate this into your sales motions and marketing campaigns as a key call to action.



Channel marketing

Partner Promo Kit

Chromebook with Chrome Education Upgrade Partner Promotion Kit

Educators need the right tools to help engage students with transformational learning experiences. However, many educators say they don't have time to investigate which tools are the best for their needs. As a trusted Google for Education partner, you can recommend solutions to help them thrive.

With this promotion kit, you can help IT decision-makers and educators better understand and adopt Chromebooks and Chrome Education Upgrade for their schools and students.

This promotion kit includes:

- Campaign overview
- Messaging guidelines
- Customizable asset
 - EDMs
 - Landing pages
 - Web banners
 - Social posts & images



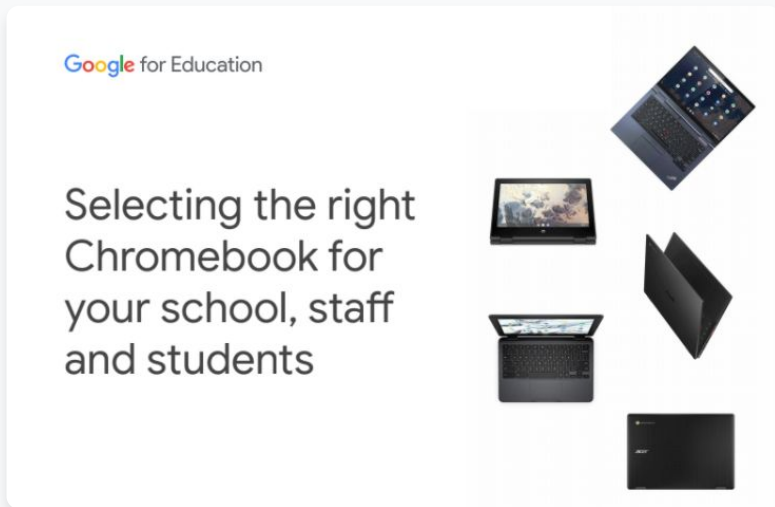
Channel marketing

Chromebook Wayfinding Guide

Selecting the right Chromebook for school, staff and students

Check out the new Google for Education ANZ Chromebook Wayfinding Guide to help your customers select the right education Chromebooks for their particular use case. Using these 4 simple steps, you can help ensure that your customers invest in devices that will best meet their needs, plus access tips for how to make video conferencing work better on basic classroom devices.

[→ Download the wayfinding guide](#)





Case Study

Manurewa Intermediate School

The key benefits this school gained from Partnering with UTB and utilising Google for Education:

Significant uplift in teacher digital fluency, reduction in time-draining, costly processes, improved relationships with the wider community and families and a streamlined, cohesive, and inclusive system.

[→ Read now](#)

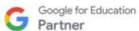
[→ More case studies](#)



How one school started Using Technology Better

Manurewa Intermediate School is now a regional technology pioneer with Google for Education tools

[Learn more](#)





Free case study creation

Boost your business!

Google for Education is teaming up with OneAffiniti, our global Channel Marketing Agency, to develop tailored case studies, based on *your* success stories, to showcase *your* business.

Did you know that customer reviews or testimonials can help grow business revenue by more than 60%?

As well as building trust and legitimacy, real-life customer case studies help to create a sense of “humanness” for clients who may only ever interact with your business digitally. Adding real faces and names to situations your customers can relate to, inspires confidence that, as a business, you’ll be there when your client needs help and support.

To help you engage with your end-users, we're creating tailored case studies, featuring your most successful Google for Education projects, for you to use as marketing collateral on your website and in social campaigns.

How does it work?

Providing all the tools you need, OneAffiniti will guide and support you as you approach customers with great stories to tell. Once onboard, OneAffiniti takes the reins to conduct a short interview with your customers and then creates marketing assets that you will receive built and ready to go, including:

- Case study as PDF and JPG
- Social posts
- Web banner
- Landing page header image



[Click here](#) to register your interest and ask OneAffiniti any questions you might have. The best part for you and your business? It's **FREE**.

We can't wait to hear your stories!



Training





Getting Started

Getting Started with Education Plus is an email training program that delivers bite-size training tutorials directly to user's inboxes. The series contains 6 lessons on the premium security and teaching & learning features included in Education Plus. The best part? Each lesson takes less than 10 minutes to complete.

Encourage your Education Plus customers to [register today!](#)

Want to start your learning now? Check out our online [Teacher Center](#) for more training resources.

Registration includes:

-  8-week email series
-  Delivered to your inbox every Tuesday
-  Text and video-based tutorials on **Education Fundamentals** (including Drive, Docs, Classroom, Forms, Sheets, Slides, Drawings, and Gmail) and **Education Plus** (paid offering including premium Meet features and enhanced security capabilities).
-  Less than 15 minutes to complete

Training

Learn with Google 2022

Attention all Education Resellers! We have scheduled a recurring monthly customer Google for Education info session you are welcome to attend and invite your prospects/customers to.

The content for each session will evolve based on the needs and feedback received, starting with key updates from Learning with Google. All sessions have been designed with the opportunity for customers to ask questions.

[Here](#) is the registration form to distribute to your target audience.

17/02/22 - Updates and tools to effectively streamline your work life

17/03/22 - Safe and Secure with Chromebooks and Google Workspace

21/04/22 - Student Success and reporting with Workspace for Education

19/05/22 - Digital responsibility and fluency

16/06/22 - Exploring the world around you with Google for Education

21/07/22 - Discovering history, culture and language with Google for Education

18/08/22 - Multimedia production and tools for creativity

15/09/22 - Originality and effective research

20/10/22 - Applied Digital Skills and Computer Science

17/11/22 - Wrapping up your year and managing student accounts

15/12/22 - Setting yourself up for success in 2023



When:

The 3rd Thursday of every month

3:30pm AEDT/AEST

5:30pm NZDT/NZST

Product Launches & Stock Updates

04

Stock Update & availability

Please **request access** to this sheet for up-to-date Chrome Upgrade, Workspace and Zero-Touch Enrolment pricing along with current hardware availability, and [follow the Synnex Ordering Process](#) to place your order.

[Click here](#) →



Google Chrome licensing ordering process

1

Reseller (you) is to complete the below Google Form, the purpose of this form is to identify key ordering information for both the Reseller and the end-user.

→ [Google Form](#)

It is highly important to ensure that the correct primary domain information is populated in the Google Form, if you have any queries, please email googlelicensing@au.synnex-grp.com

2

Reseller is to send an official purchase order (PO) to your Synnex internal account manager and cc googlelicensing@au.synnex-grp.com with matching PO Number, Product Code and quantities to what you've submitted to Google Form.

Details on your PO and the Google Form submission should match 100%, should there be any discrepancies, your Synnex account manager will contact you to clarify.

3

Off-Domain Email Address (on Google Form) is the end-user's secondary email outside of their organisation domain, it is used as a safety measure when the end-user is locked out of their domain email.

Without an off-domain email address, Google not be able to deploy your licensing order.

4

Once this process is complete, Synnex will process your purchase and expected turnaround time is typically 5 working days. Google will send automated licensing details directly to your end-user, while copying you on the email.

Synnex invoice to reseller will appear on your Synnex web login a day later.



No returns Policy

Quick Reminder: As you're already aware Google has in place a strict no returns policy on Chrome Education Upgrade and Chrome Enterprise Upgrade.

Please ensure the domain, product and quantity is correct before placing the order, if you have questions feel free to reach out to the Synnex team for assistance.

Channel marketing

Synex Google microsite

We have made major enhancements to the [Synnex Google microsite](#).

Be sure to bookmark google.synnex.com.au

Some of the key pages include;

- [Events calendar](#)
- [Partner learning path](#)
- [Services offered by Synnex](#)
- [Google Workspace for Education](#)
- And more!



Contacts



Order & invoicing

Synnex Chrome:

googlelicensing@au.synnex-grp.com

Synnex Workspace:

googlecloud@synnex.com.au



Sales

Synnex Chrome:

Arul Malhotra - arulm@au.synnex-grp.com

Synnex Workspace:

Nathan Chau - Nathanc@au.synnex-grp.com



Synnex Google Site

<https://google.synnex.com.au/>



LinkedIn

[Chrome](#)

[Workspace](#)

Thank you!

