chrome OS

Australian Reseller Update: June 2022

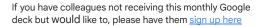
All the stock, all the updates, all you need.

Always speak to your Synnex rep before quoting customer









Agenda

- 1 June update
- Channel news
- Channel promotions
- Training

- 2 Chrome Enterprise & Google Workspace
- ? Why become a Chrome OS reseller?
- Channel news
- Channel promotions
- Channel marketing

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- Training

- Product launches & stock updates
- Stock updates
- \$ Pricing
- Channel marketing
- Contacts

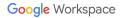


June Update











Google Workspace for Education









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





















Announcement: Introducing Google Cloud Platform



Google Cloud Platform

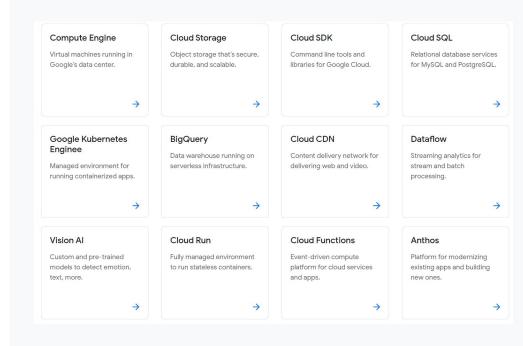
Synnex Australia is proud to announce a partnership with Google Cloud Platform

Read more here

Build what's next. Better software. Faster.

With over 4,500+ products, future proof infrastructure and powerful data and analytics, Google Cloud Platform has everything you need to build and scale.

Everything you need to build and scale









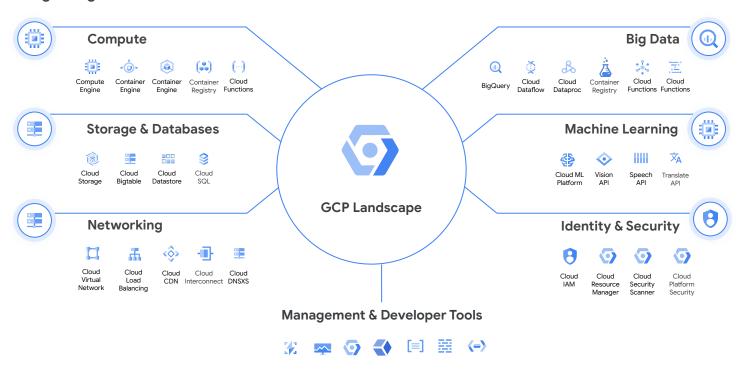








Introducing Google Cloud Platform





















Updates to Partner Advantage Program

Partner Advantage has grown tremendously and is continuously evolving to meet the needs of our dynamic cloud ecosystem. As Google strives to deliver a world-class program and experience, Google is announcing enhancements to Partner Advantage, which includes changes to the **Transfer Customer Orders Policy**.

Effective May 20, 2022, Standard Partner Margins now apply to all transferred customers within any customer segment.

See other changes in detail <u>here</u>.





















Synnex & Google Cloud Platform Launch

That's a wrap!

Thank you to our partners who joined us at the Melbourne and Sydney Google Cloud Platform launch event.

We had an insightful panel discussion with Angela Coronica, Jayotika Mohan and Michael Tea, moderated by Tim Dillon.

A special thank you to Sachin Verma from Oreta and Darragh Murphy from Oni group for being part of our panel and providing valuable insights.

Learn more about GCP here.

Read about the Synnex & Google Cloud Platform partnership here



















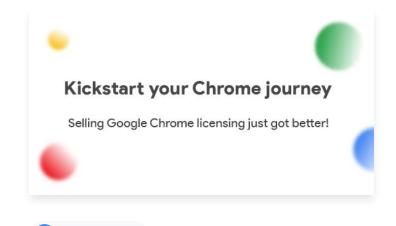


Identify a new opportunity
Identify and register a new domain to your business and to Google to receive a \$50 gift card

Schedule a meeting
Attend a meeting with your end user, a representative from Google and Synnex and receive a \$100 gift card

Seal the deal
Transact Chrome Licensing through Synnex and earn
Synnex account credit for each license sold

*Terms and conditions apply.











Learn more











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.



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.

















ASUS Seeding program

Register now for your free Chromebook trial. Head to the websites below.

Just complete the form below and click submit

- Register for Education Trial
- Register for Enterprise Trial











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 - until June 30, 2022

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.

<u>Enquire here</u> for more information on zero touch enrolment. <u>Terms and conditions apply</u>. Device must be ZTE ready.











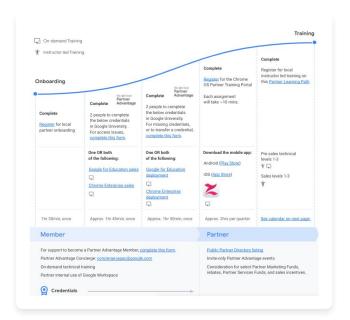








Australian Partner **Learning Path**

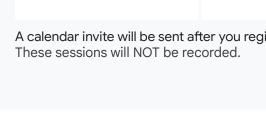












Australian 2022 Calendar Upcoming Partner Training	Who	Date and time	Register Now
Chrome Partner Onboarding	All new Partners and new hires	9 June 2022 2pm Sydney	Register
<u>Learning Path</u> Level 1: Technical Training - Prospecting	Pre-sales Technical	5 July 2022 4.30pm Sydney	Register
Level 2: Technical Training - Building a Strong Demo	Pre-sales Technical	6 July 2022 4.30pm Sydney	Register
Level 3: Technical Training - Selling and Scoping a Proof of Concept	Pre-sales Technical	7 July 2022 4.30pm Sydney	Register

A calendar invite will be sent after you register.





Q





Partner Training Portal

On-demand Chrome Training

Please <u>register</u> and download the mobile app:

Android (Play Store) iOS (App Store) for the

Chrome OS Partner Training Portal, to 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 the benefits of Chrome OS.

Sales Assist Tools available today:

Sustainability (5 mins)

Chrome OS Security - Ransomware and Malware/ Phishing (10 mins)

















Chrome OS & Google Workspace Update















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















Chrome OS Readiness Tool

Use the <u>Chrome IT Readiness Scorecard</u> (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 (PSF) request for a services engagement.

Get access to the tool here.

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















Feature highlights from Google Workspace Updates. See full recent release <u>here</u>.

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!

















Chrome Partner Services Funds (PSF) for Eligible (Partner Level) Partners

Learn how to get started with Chrome OS PSF through a quick step-by-step process

Watch this short video



Chrome Partner Services Fund (PSF)

















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





















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.

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.



















Product	Promotion	Date
Google Workspace	Receive a \$50 voucher for every new tenant created (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 o Spend \$10,000 TCV: Receive \$400 o Spend \$20,000 TCV: Receive \$800 o Spend \$50,000 TCV: Receive \$1,600 In conjunction with other promotions	Ends June 30th









Register now for our Chrome Enterprise Demo Day!

A closer look at what's new — for what's next

Choose your own path in this one-of-kind integrated event from Chrome Enterprise. Whether you're interested in securing your hybrid workforce with Chrome browser, increasing productivity with built-in Chrome features, breathing new life into aging PCs and Mac with Chrome OS Flex, or modernising your business with Chrome OS kiosks and digital signage — this event is made for you. You select which sessions you want to attend. We provide the product experts, knowledgeable partners, and in-depth demos to make them memorable.

Register here to listen on demand from June 9th









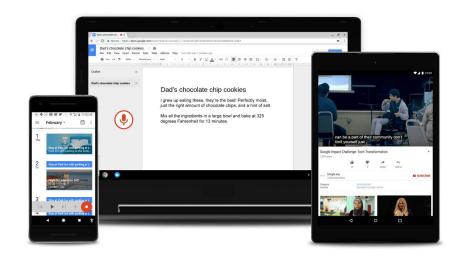






Global Accessibility Awareness Day

This Global Accessibility Awareness Day, we're honoring individuals that inspire us to create purpose-built technology to make the workplace, classrooms, and world more inclusive. See how features like Live Caption in Chrome are helping us meet the needs of users as we work towards a better future for all





Learn more about it here













Key Chrome OS Use-Cases

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.

Secure and optimise contact centers

Help customers across all verticals with our fully integrated solutions:

- A modern, secure platform and remote management.
- Validated contact center solutions. **Chrome Enterprise Recommended (CER)**
- Access to virtualization desktop infrastructure. Citrix Ready verified solution
- Validated agent peripherals & devices. Works With Chromebook Chrome OS device ecosystem

See the full blog post here to see all the details.

Contact Center Partner Assets:

One-pager Solution Playbook **Use Case Toolkit**

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





Google for Education Update









The Anywhere School 2022

June 8th in Australia and New Zealand

During this cross-product, online event, we'll announce new features that will open up new potential for leaders, educators, and IT administrators.

Core components

- Empowering teachers and students to pursue their personal potential
- 30+ new features and product launches across Chrome,
 Google Classroom, and Google Workspace for Education
- Feature demos that will help attendees set up and test the new tools
- Real-life stories from educators about how they're using Google tools to enhance learning

Audience

- Focus: Education Leaders and IT Decision Makers
- Secondary: Educators



Seize the momentum

The Anywhere School is a key moment for Google for Education to engage our prospects and customers, so we'll be rallying all of our promotional efforts around it. Join in, you'll benefit from the exposure, too.



Save time & resources

Use Google for Education product announcements and demos, while still generating incremental opportunities that are unique to your business.



Generate demand

You can use The Anywhere School as a blueprint to facilitate your own digital-first campaigns focused on supporting educators.











The Anywhere School 2022

How you can get involved



Register

Sign up and encourage colleagues to do the same



Promote

Request a Promotional Tracking URL:

Partner referrals are tracked by Google so that leads can be shared back with the referring partner. In addition, the top 5 referring partners as of June 6th at 11:59 PM Pacific Time will be eligible for an exclusive Google for Education swag package (2 individuals per partner). To request your Promotional Tracking URL, please fill out this form.

Launch a demand generation campaign to drive registrations: Use this Partner Promotion Kit to create your campaign. Inside the kit you'll find everything you need including customisable email copy, social copy & images, web banners, a checklist, and more. Don't forget to use your Promotional Tracking URL in all your campaign materials to ensure that individuals that register via your promotion efforts will be shared back with you as leads.



Watch

Tune in to the Anywhere School live or on demand



Follow up

Share your questions with us and nurture leads from your own campaign. **Post event, receive referred leads for follow up:** Leads will be shared within one week of event completion. You can learn more about who the leads will be shared with, how they will be shared, and what information will be available for each lead <u>in this section</u> of the partner promotion kit.















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







Google for Education Partner Sales Playbook

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

Q Identify X Close

Qualify <u>1</u> Deploy

Validate







Google Workspace for Education













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.







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



Google Workspace for Education











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 <u>Partner Advantage Diversity</u>, <u>Equity and Inclusion Hub</u> for content and insights specific to supporting schools and education institutions everywhere. We also invite you to take our anonymous <u>two-question survey</u> to share what's important to you.













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.

















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













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 tried a paid sku eventually purchased it.

<u>Download your trial guide now</u> 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 <u>external customer facing</u> <u>worksheet</u> that you can share with your customers directly.

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













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



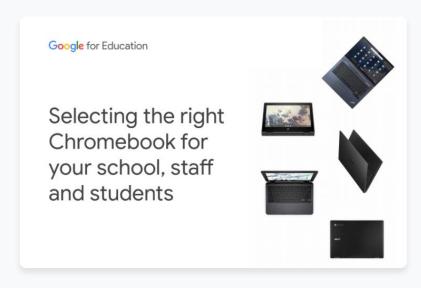


Chromebook Wayfinding Guide

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 quide





SYNNEX





Case Study

Papatoetoe Intermediate School, NZ

Accessible education for every child

By providing every student and teacher with a Chromebook and Chrome Education Upgrade, with 100% transition to Google Workspace for Education, this school saw a significant increase in device security and safety, and a 60% increase in student attendance and engagement!





















Google for Education

A device for every student

How Isometric helped Papatoetoe Intermediate School engage their whole student cohort



When we first transitioned over we were building the plane as we were flying. Now when I see what's happening in the classroom, it just warms my heart."

Pauline Cornwell

Principal, Papatoetoe Intermediate School, Auckland, NZ











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



<u>Click here</u> 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!









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 <u>register today!</u>
Want to start your learning now? Check out our online
<u>Teacher Center</u> 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.

<u>Here</u> 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

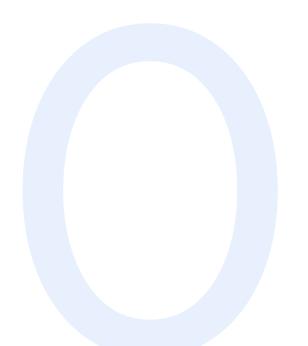
3:30pm AEDT/AEST

5:30pm NZDT/NZST





Product Launches & Stock Updates

















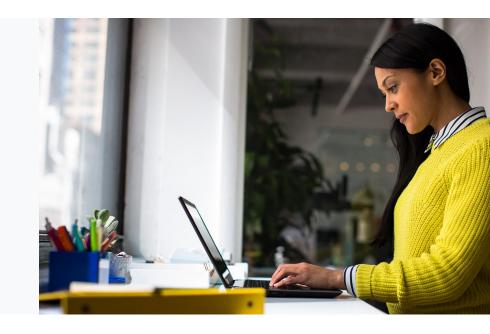


Stock Update & availability

Please <u>request access</u> to this sheet for up-to-date Chrome Upgrade, Workspace and Zero-Touch Enrolment pricing along with current hardware availability, and <u>follow the Synnex</u>

<u>Ordering Process</u> to place your order.





















Google Chrome licensing ordering process



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.



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.



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.



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

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.



















Synnex 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



Synnex Google Site

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



Sales

Synnex Chrome:

Timothy Lin - <u>timothyl@au.synnex-grp.com</u>

Synnex Workspace:

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



LinkedIn

Chrome

Workspace





Thank you!







