



# Australian Reseller Update: July 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](#)






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[Follow Chrome Enterprise on LinkedIn](#)

# Agenda







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# July Update

01

# Channel news

Meet the newest member of the Synnex Google team

We are thrilled to have Linda join the Synnex Google team on July 1st as a pre-sales specialist.

Linda will be instrumental in supporting the Google reseller partner community.

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**Linda Yuan**

Google pre-sales specialist at Synnex

[linday@au.synnex-grp.com](mailto:linday@au.synnex-grp.com)

# Channel news

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

### Compute Engine

Virtual machines running in Google's data center.



### Cloud Storage

Object storage that's secure, durable, and scalable.



### Cloud SDK

Command line tools and libraries for Google Cloud.



### Cloud SQL

Relational database services for MySQL and PostgreSQL.



### Google Kubernetes Engine

Managed environment for running containerized apps.



### BigQuery

Data warehouse running on serverless infrastructure.



### Cloud CDN

Content delivery network for delivering web and video.



### Dataflow

Streaming analytics for stream and batch processing.



### Vision AI

Custom and pre-trained models to detect emotion, text, more.



### Cloud Run

Fully managed environment to run stateless containers.



### Cloud Functions

Event-driven compute platform for cloud services and apps.



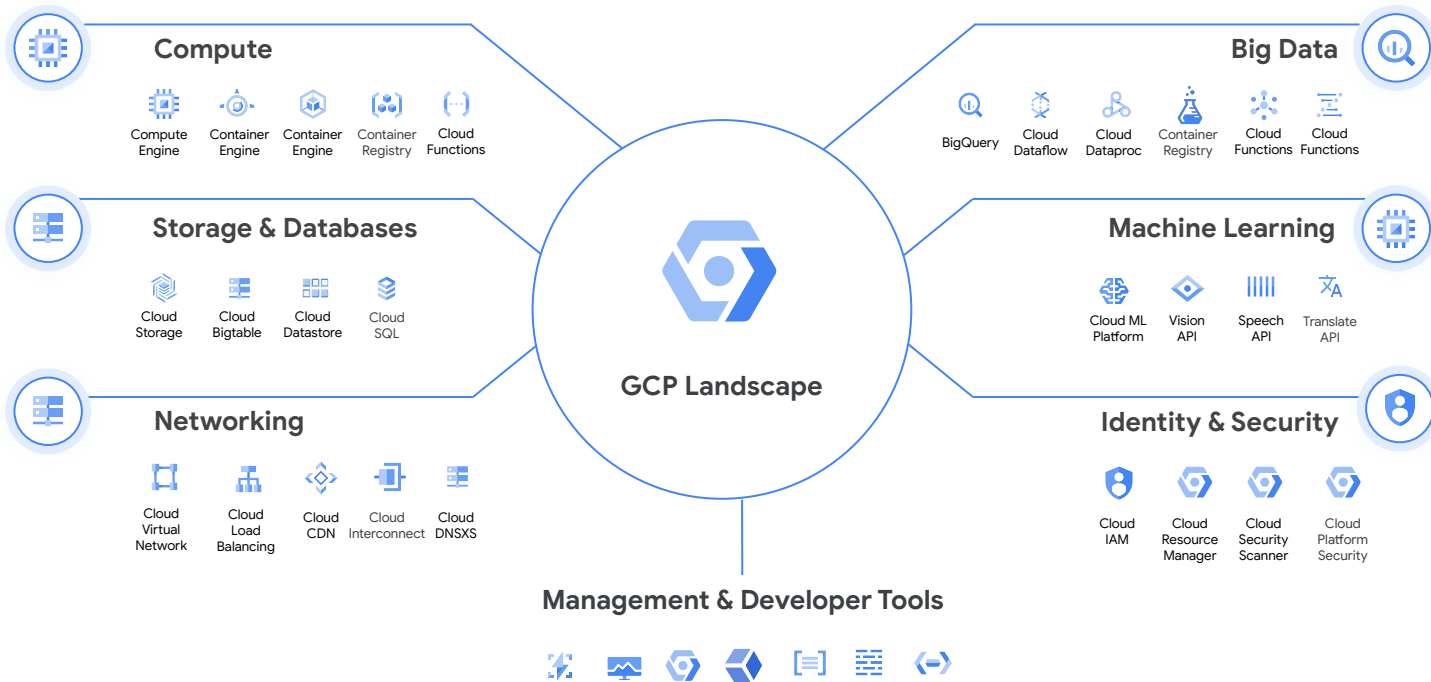
### Anthos

Platform for modernizing existing apps and building new ones.



# Channel news

## Introducing Google Cloud Platform



# Channel news

## 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.

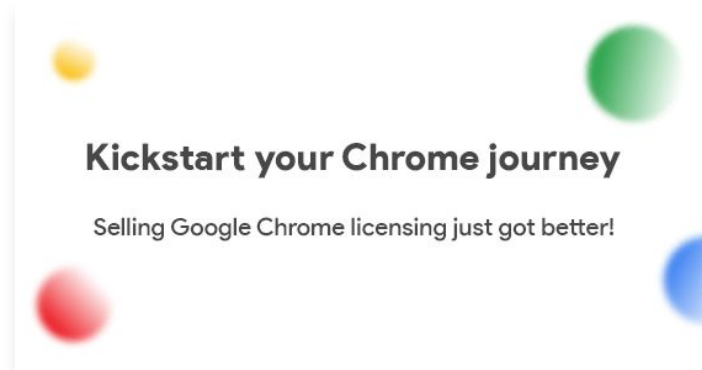
See other changes in detail [here](#).



# Channel promotions

- 1** Identify a new opportunity  
**Identify and register a new domain to your business and to Google to receive a \$50 gift card**
- 2** Schedule a meeting  
**Attend a meeting with your end user, a representative from Google and Synnex and receive a \$100 gift card**
- 3** Seal the deal  
**Transact Chrome Licensing through Synnex and earn Synnex account credit for each license sold**

\*Terms and conditions apply.



→ [Learn more](#)





# 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](#)

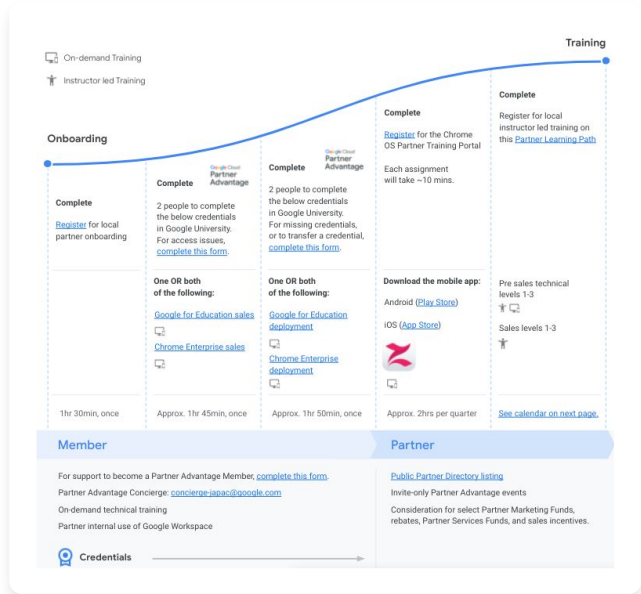


Starting from \$18.20 per device per month\*

\*Terms and conditions apply.



# Australian Partner Learning Path



Australian 2022 Calendar Upcoming Partner Training	Who	Date and time	Register Now
Partner Onboarding	New Partners and New Staff	2 August 2pm Sydney	<a href="#">Register</a>

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

➔ [Click here](#)

# Partner Training Portal

## On-demand Chrome Training

Please [register](#) 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:

Sustainability (5 mins)

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



**Google's sustainable approach**

Chrome OS is a cloud-first platform that operates entirely on clean energy, and continuously improves to become more sustainable over time.

**46% less energy consumption**

with Chrome OS devices than comparable devices through features like

- adaptive light control
- auto dim
- hibernate mode

**90% lower greenhouse emissions**

by switching 1,000 computers to Chromebooks with standard capabilities like

- efficient charging
- low power load states
- optimized device performance

**Reduce e-waste with responsible technology**

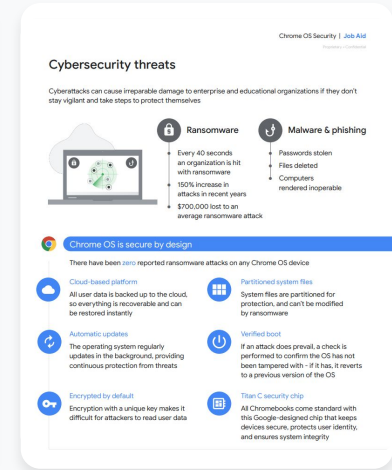
**Chrome OS devices**

- Manufactured with recyclable raw materials to help keep damaging materials out of landfills
- Built with reparability in mind to allow longer device use

**Chrome OS Flex**

- Allows organizations that aren't able to purchase new devices to run Chrome OS on existing devices
- Helps improve energy efficiency and further reduces e-waste

Google



**Cybersecurity threats**

Cyberattacks can cause irreparable damage to enterprise and educational organizations if they don't stay vigilant and take steps to protect themselves.

**Ransomware**

- Every 40 seconds an organization is hit with ransomware
- 150% increase in attacks in recent years
- \$700,000 lost to an average ransomware attack

**Malware & phishing**

- Passwords stolen
- Files deleted
- Computers rendered inoperable

**Chrome OS is secure by design**

There have been zero reported ransomware attacks on any Chrome OS device.

**Cloud-based platform**

All user data is backed up to the cloud, so everything is recoverable and can be restored instantly.

**Partitioned system files**

System files are partitioned for protection, and can't be modified by ransomware.

**Automatic updates**

The operating system regularly updates in the background, providing continuous protection from threats.

**Verified boot**

If an attack does prevail, a check is performed to confirm the OS has not been tampered with. If it has, it reverts to a previous version of the OS.

**Encrypted by default**

Encryption with a unique key makes it difficult for attackers to read user data.

**Titan C security chip**

All Chromebooks come standard with this Google-designed chip that keeps devices secure, protects user identity, and ensures system integrity.

# 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

## Chrome OS Readiness Tool

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 (**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](#)



# 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 marketing

## 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](#)
- [Updated Wayfinding Guides](#)

### 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

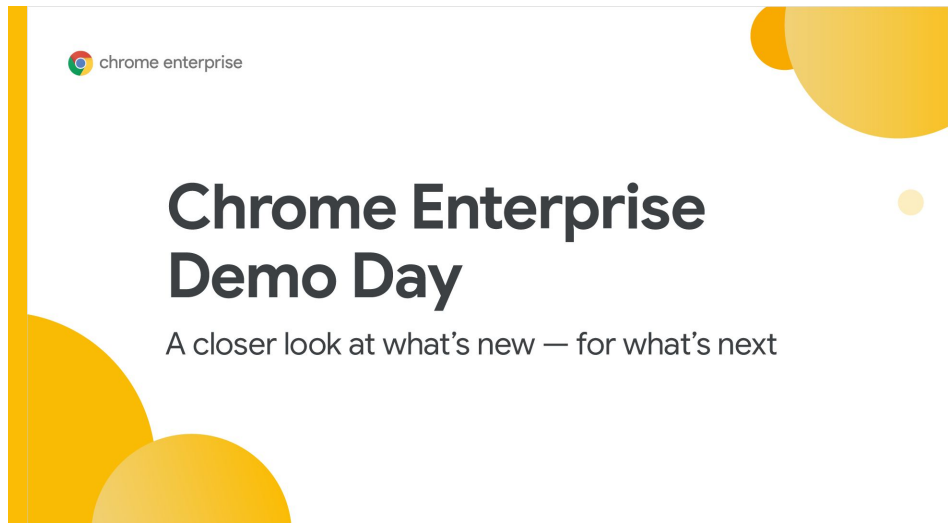


# Channel marketing

Watch Chrome Enterprise Demo Day On Demand!

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 was made for you. You select which sessions you want to watch. We provide the product experts, knowledgeable partners, and in-depth demos to make them memorable.

Register [here](#) to listen in your own time.



# 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

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](https://demochrome.com)





# Channel Promotions

ASUS Seeding program

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

Just complete the form below and click submit.

[→ Register for Education Trial](#)





# 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 tried a paid sku 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



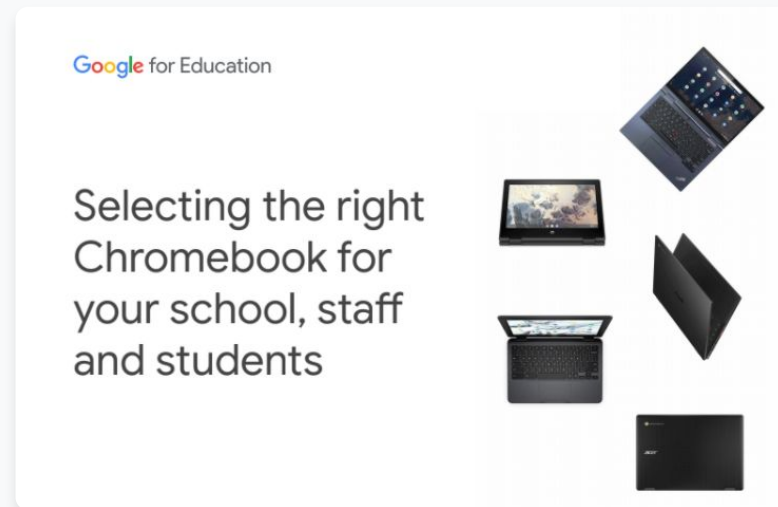
# Channel marketing

## 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

John Calvin School, Tasmania

## Chromebooks: The foundations for success

John Calvin School has already seen a myriad of benefits. Students across the upper primary grades, teachers, and management have all seen improvements thanks to the introduction of Google Workspace for Education, Chromebooks with the Chrome Education Upgrade, and the school intends to further adopt Google technology over the coming years. Due to the value Chromebooks and how robust they are, the school has seen significant cost savings. “What we're getting with a Chromebook is far better than what we had with other products, such as a proper screen with a decent keyboard, for either the same price or cheaper. So, we're either making a saving or we're getting a much better product – or both.” This enables the school to invest the funds for more strategic purposes; improving the teaching and learning experience.

→ [Read now](#)

→ [More case studies](#)



### How the right devices make a huge impact

John Calvin School is seeing the benefits of embracing Chromebooks



Principal **Daniel Coote** says the school's primary challenge was changing the status quo. “The systems and devices we used were familiar, the teachers used them personally, and we were comfortable with them. But then we started to question if they were the best for our needs. Probably the most important step we took was incorporating IT provision in our strategic plan. We analysed the strengths & weaknesses of digital technologies, and the Google offering stood out for us as a clear winner. That led us to consider whether Google offerings were a better option for us.”



# Training

## 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



# 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



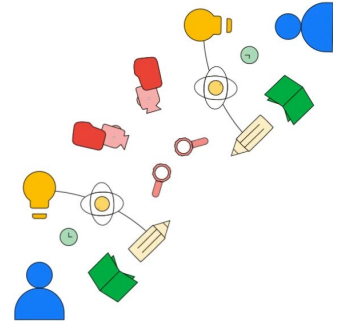
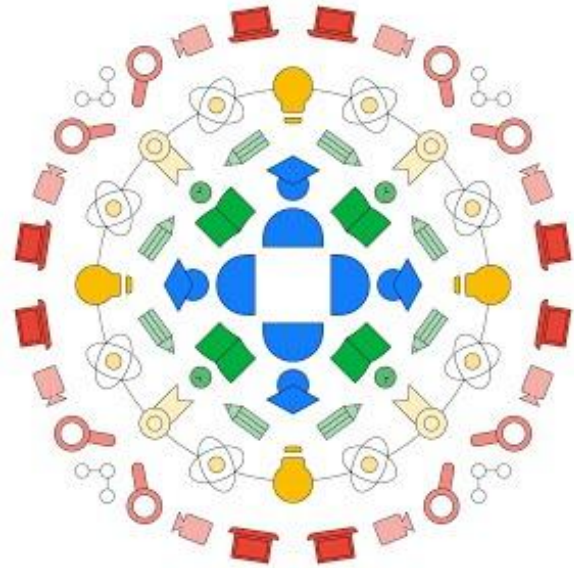
## When:

The 3rd Thursday of every month

3:30pm AEDT/AEST

5:30pm NZDT/NZST

# The Anywhere School 2022





# 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](mailto: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](mailto: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

**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

Synnex Google microsite

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

Be sure to bookmark [google.synnex.com.au](https://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](mailto:googlelicensing@au.synnex-grp.com)

Synnex Workspace:

[googlecloud@synnex.com.au](mailto:googlecloud@synnex.com.au)



## Sales

Synnex Chrome:

Timothy Lin - [timothy@au.synnex-grp.com](mailto:timothy@au.synnex-grp.com)

Synnex Workspace:

Nathan Chau - [Nathanc@au.synnex-grp.com](mailto:Nathanc@au.synnex-grp.com)



## Synnex Google Site

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



## LinkedIn

[Chrome](#)

[Workspace](#)

# Thank you!

