



Australian Reseller Update: August 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](#)

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August 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.



Linda Yuan

Google pre-sales specialist at Synnex
linday@au.synnex-grp.com

Channel news

ChromeOS Flex is now available for old PCs and Macs

Google ChromeOS Flex comes out of beta to help stop ransomware threats.

Try the cloud-first, fast, easy-to-manage and secure operating system for PCs and Macs. ChromeOS Flex is a sustainable way to modernise devices that you already own. It's easy to deploy across your fleet, or simply try it to see what a cloud-first OS has to offer.

Refresh your fleet with ChromeOS Flex

[→ Get started](#)



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.

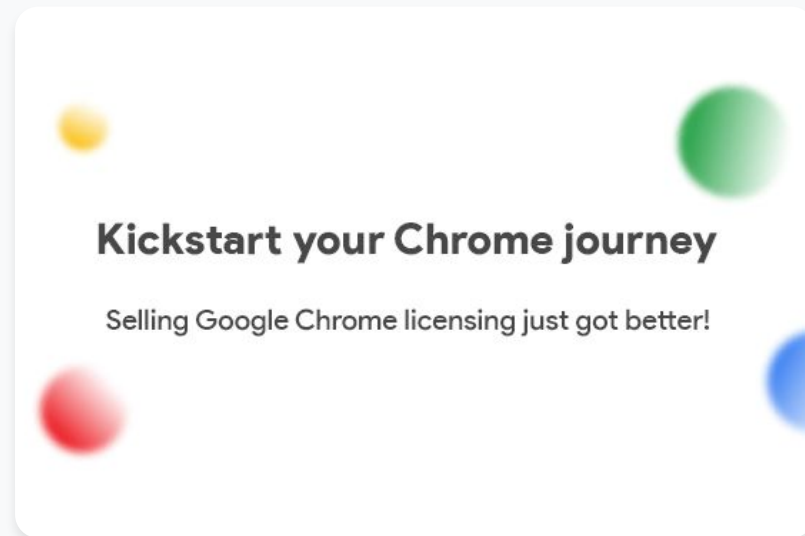
See other changes in detail [here](#).



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

Introducing the ASUS Chromebook Detachable CZ1

ASUS Chromebook Detachable CZ1 delivers a tough, versatile design for empowering users to achieve their full potential. Built to military-grade standards, it's packed with protective features, including a wrap-around rubber trim, shockproof cover and durable 3D-textured finish.

It features a free-angle adjustable stand cover and full-size keyboard with 1.5 mm key travel, plus an ErgoLift design — all to facilitate productivity, flexibility and comfort.

For a limited time only, buy 10 Chromebook Detachable CZ1 & receive 1 bonus AOPEN Chromebook Commercial Tab. While stocks last. Terms and conditions apply. Synnex Promo Code 20700316

The Chromebook Commercial Tab is AOPEN's first handheld device. This tablet is specially designed for commercial environments and functions as logistical system in transportation, ordering system in QSR or hospitality or patient logs in healthcare.



Channel promotions

Zero touch, zero cost

extended until November 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.

[Enquire here](#) for more information on zero touch enrolment.

[Terms and conditions apply](#). Device must be ZTE ready.



Parallels Desktop for Chrome OS – Free 1 Year license

Unleash the full potential of Chrome OS devices and the full power of the Windows ecosystem with Parallels. Get a 1 year free license to enable a full-featured Windows apps experience on your customers Chrome OS devices.

[View details](#)

Channel promotions

Device as a Service - now available for Google solutions

Simplify your IT lifecycle management with Google DaaS

With flexible monthly plans 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](#)

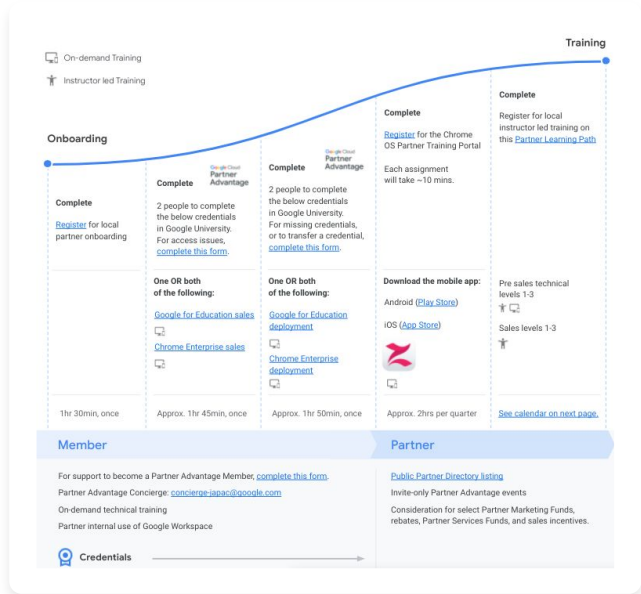


Pre-selected bundles

[Contact Centre](#) Meeting Room SMB Education bundle Pixelbook On the move

*Terms and conditions apply.

Australian Partner Learning Path



Australian 2022 Calendar Upcoming Partner Training	Who	Date and time	Register Now
Learning Path Level 1: Technical Training - Prospecting	Pre-sales Technical	15 Sept 2022 4.30pm Sydney	Register
Chrome Partner Onboarding	All new Partners and new hires	6 Oct 2022 2pm Sydney	Register
Level 2: Technical Training - Building a Strong Demo	Pre-sales Technical	13 Oct 2022 5pm Sydney	Register

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)

Chrome OS Sustainability | Job Aid

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

<p>Chrome OS devices</p> <ul style="list-style-type: none">• Manufactured with recyclable raw materials to help keep damaging materials out of landfills• Built with reparability in mind to allow longer device use	<p>Chrome OS Flex</p> <ul style="list-style-type: none">• 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
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Google


Chrome OS Security | Job Aid

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



Malware & phishing

Chrome OS is secure by design

There have been **2,010** reported ransomware attacks on any Chrome OS device.

 <p>Cloud-based platform</p> <p>All user data is backed up to the cloud, so everything is recoverable and can be restored instantly.</p>	 <p>Partitioned system files</p> <p>System files are partitioned for protection, and can't be modified by ransomware.</p>
 <p>Automatic updates</p> <p>The operating system regularly updates in the background, providing continuous protection from threats.</p>	 <p>Verified boot</p> <p>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.</p>
 <p>Encrypted by default</p> <p>Encryption with a unique key makes it difficult for attackers to read user data.</p>	 <p>Titan C security chip</p> <p>All Chromebooks come standard with this Google-designed chip that keeps devices secure, protects user identity, and ensures system integrity.</p>

Chrome OS & Google Workspace Update

02



Why become a ChromeOS 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

Complimentary offerings

Use the [Parallels Desktop for Chrome](#)

Empower users with the full potential of the Chromebook AND the full power of the Windows ecosystem.

Run full-featured Windows applications including Microsoft Office directly on Chrome Enterprise devices—even offline!

Offering:

1. Parallels Desktop for Chrome Enterprise 12 Months License - Per User
2. Parallels Desktop (Academic) for Chrome Enterprise 12 Months License - Per User

*Must have compatible Chromebook + CEU License



Google Workspace Backup

Save time spent on deployment and maintenance with agentless cloud-to-cloud Google Workspace backup with [Acronis Cyber Clouds' Advanced Pack Free for 6 months.](#)

Keep valuable data safe, secure, and available across Gmail, Google Drive, Calendar, and Contacts. Back up data from Google's own data centers directly to highly secure Acronis Cloud Storage.

Learn more about Acronis [here.](#)

Acronis Advance Pack includes:

- Advanced Security
- Advanced Backup
- Advanced Management
- Advanced Email Security
- Advanced Disaster Recovery



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 promotions

Product	Promotion	Date
Google Workspace/GwFE	Tenant Promotion Receive a \$50 voucher for every new tenant created (min 10 seat) per month View T&Cs	Ends Sept 30
Google Workspace/GwFE	MDF Promotion Every Google commit plan TCV (annual) over > \$5000 receives \$500 MDF (single PO) View T&Cs	Ends Sept 30

➔ [Speak to us today!](#)



Google for Education Update

03



You're invited

Partner Breakfast to kick off EduTECH 2022, in Melbourne

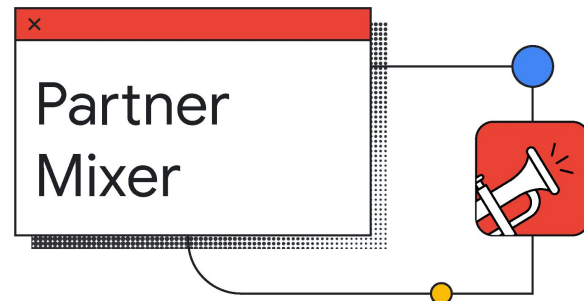
We couldn't be happier to have you as a Google for Education partner, and we are so excited for the chance to reunite in person this year at EduTECH, in Melbourne.

You are invited to our private Partner Breakfast.

Join the Google for Education team, including Colin Marson, Director, Google for Education JAPAC and Keigo Kurihara, Head of ChromeOS Commercial Channels JAPAC who are flying in from Singapore and Japan to meet you! Stay for breakfast and barista coffee.

[→ Register Now](#)

Google for Education



When: Wednesday 10th August

Where: Crowne Plaza, Studio Room 4, 1/5 Spencer St, Melbourne VIC 3008

Time: 7.00am-8.30am, and we'll walk across the bridge to the MCEC together for the start of EduTECH!

Reserve your spot now. Space is limited.

We can't wait to see you there!



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



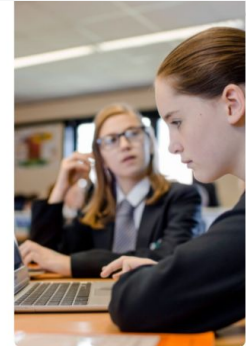
Validate

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





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



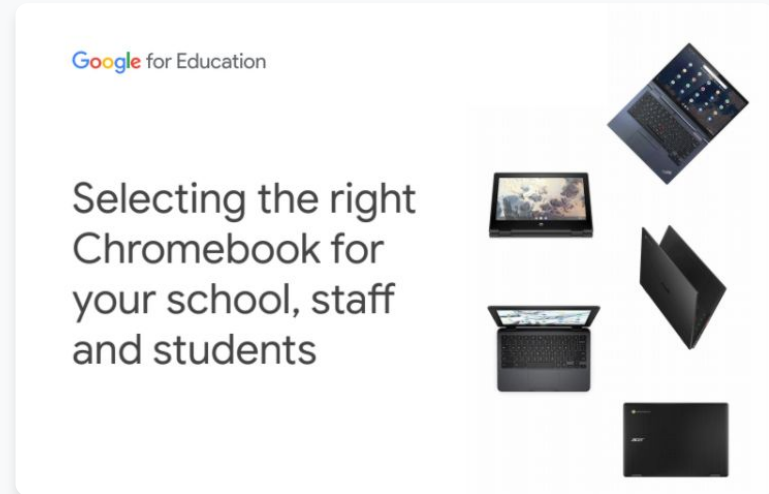
Channel marketing

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

St Michael's College, Queensland, Australia

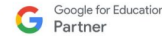
From IT struggles to tech-powered learning

What began as a cost-saving exercise for St Michael's College, transformed the day-to-day operations for IT, teachers and students when the school made the switch to Google for Education. From clunky laptops that sucked up time and resources, to reliable Chromebooks and dynamic apps and tools, seven years on and the improvements are still being felt.

The turning point for St Michael's came when Victor attended EduTECH, an annual education and technology conference and trade show that brings educators and technology providers together. "At EduTECH, I met the Google for Education team and saw a Chromebook presentation. It was amazing and really planted a seed in my head. I knew this was something we could use." [You're invited to EduTECH 2022!](#)

→ [Read now](#)

→ [More case studies](#)



From low tech to great tech

How one regional school improved digital fluency across all student cohorts with Google Workspace for Education



The whole State should be using Chromebooks. Every school should have access to the resources we have now. Chromebooks work every time, and they're economical. It just makes sense."

Victor Bradbury, IT Manager, St Michael's

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

Google Cloud Platform Update

04

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](#)

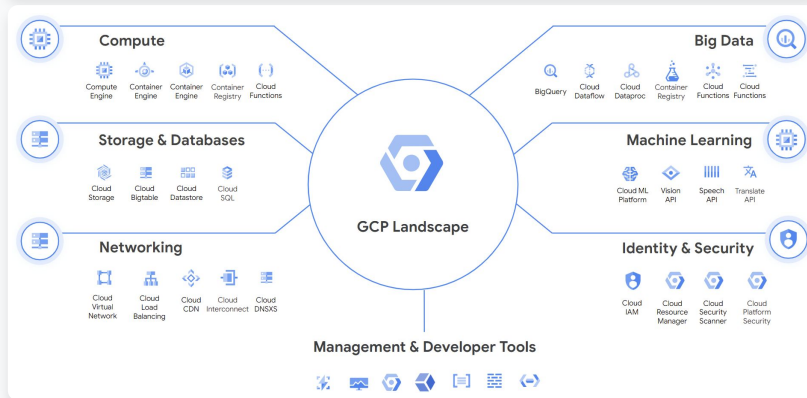
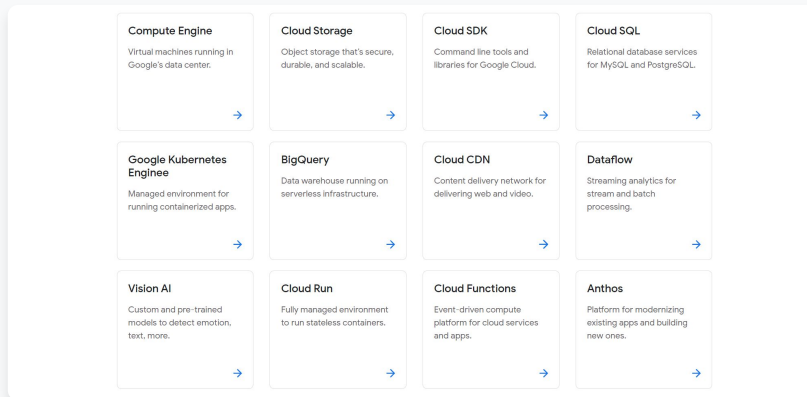
To join our exclusive event launch in Melbourne and Sydney [Register here](#)

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





Channel promotions

Product	Promotion	Expiry
GCP	Free Exam Vouchers Sales and Technical exam vouchers available for all Synnex Resellers	On-going
GCP	Activate & Win Activate as a GCP partner and receive a \$50 voucher	September 30, 2022

For more information, speak to googlecloud@synnex.com.au



[Speak to us today!](#)



Product Launches & Stock Updates

05



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

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

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:

Linda Yuan - linday@au.synnex-grp.com

Synnex Workspace:

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



LinkedIn

[Chrome](#)

[Workspace](#)

Thank you!

