Australian Reseller Update: October 2022

Oct'22

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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👍 Channel promotions

📚 Training

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🔊 Channel marketing

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❓ Why become a Google for Education reseller?

🔍 Channel news

👍 Channel promotions

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4 Google Cloud Platform

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💲 Pricing

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📞 Contacts

chromeOS Google Cloud Google Workspace Google for Education Google Workspace for Education SYNNEX

October Update

01

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.

chromeOS   Google Cloud   Google Workspace   Google for Education   Google Workspace for Education   SYNNEX

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

chromeOS   Google Cloud   Google Workspace   Google for Education   Google Workspace for Education   SYNNEX

Channel Promotions

Win the ultimate Australian Open Superbox Experience

WIN the best seats in the house to the Australian Open 2023 Quarter Finals Superbox with Synnex and Google

Simply achieve one of the promotion gates to be in the running to win tickets to the Australian Open Quarter Finals Superbox!

WIN TICKETS
to the Australian Open Quarter Finals Superbox with Synnex and Google

→ [View incentive](#)

*Terms and conditions apply.

chromeOS   **Google** Cloud   **Google** Workspace   **Google** for Education   **Google** Workspace for Education   SYNNEX

Channel Promotions

Start earning rewards with Google Chrome licensing

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.

Kickstart your Chrome journey

Selling Google Chrome licensing just got better!

→ Learn more

chromeOS   **Google** Cloud   **Google** Workspace   **Google** for Education   **Google** Workspace for Education   SYNNEX
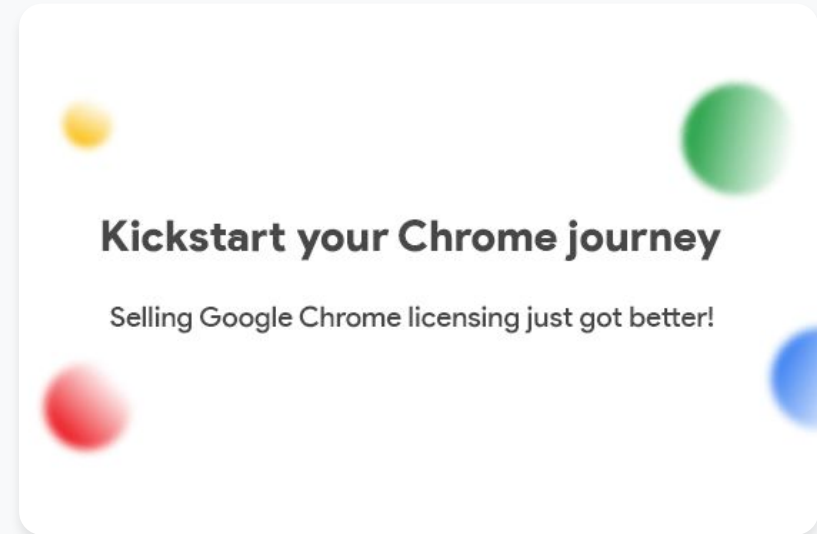
Channel Promotions

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.

chromeOS   Google Cloud   Google Workspace   Google for Education   Google Workspace for Education   SYNNEX

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 ChromeOS - Free 1 year license

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 ChromeOS 12 Months License - Per User
2. Parallels Desktop (Academic) for ChromeOS 12 Months License - Per User

* Must have compatible Chromebook + CEU License

chromeOS   Google Cloud   Google Workspace   Google for Education   Google Workspace for Education   SYNNEX

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.

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Australian Partner Learning Path

→ **Click here**
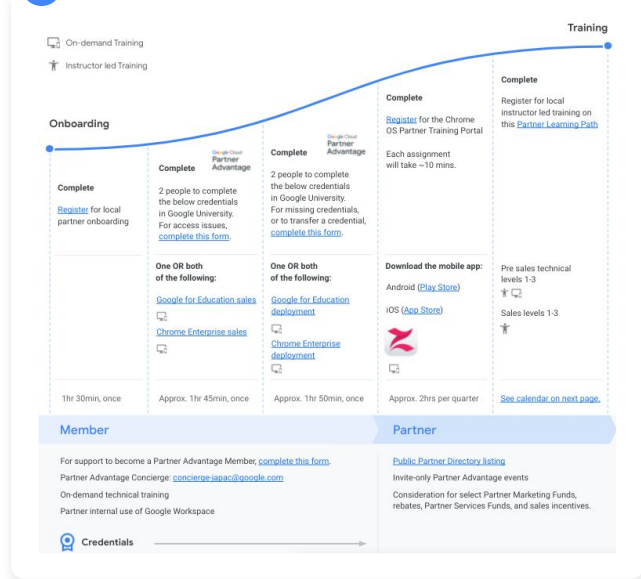
A calendar invite will be sent after you register.

These sessions will NOT be recorded.

chromeOS Google for Education

Australian 2022 Calendar Upcoming Partner Training	Who	Date and time	Register Now
Learning Path Level 1: Prospecting	Pre-sales Technical	**11 October 2022** 5pm Sydney (online)	Register
Level 2: Building a Strong Demo	Pre-sales Technical	**12 October 2022** 5pm Sydney (online)	Register
Level 3: Selling and Scoping a POC	Pre-sales Technical	**13 October 2022** 5pm Sydney (online)	Register
Learning Path Chrome Enterprise Sales Level 1: Positioning ChromeOS	Sales	**18 October 2022** 5pm Sydney	Register
Chrome Enterprise Sales Level 2: Pitching ChromeOS	Sales	**19 October 2022** 5pm Sydney	Register
Chrome Enterprise Sales Level 3: Handing ChromeOS Objections	Sales	**20 October 2022** 5pm Sydney	Register
Pitching the benefits of the Admin Console for key ChromeOS use-cases. Add some customer success stories to your talk track!	Sales	**25 Oct 2022** 2.30pm Sydney / 4.30pm Auckland	Register
ChromeOS Partner Summit	Current Chrome Enterprise Partners	**16 November 2022** In person at Google Sydney Office	Register
End of Year Partner Mixer	All Partners	**25 November 2022** 3pm In person at Google Melbourne Office	Register

ChromeOS & Google Workspace Update

02

chromeOS

Google Workspace

SYNNEX

ChromeOS Partner Summit

Save the Date to attend live in Sydney

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 chromeOS

ChromeOS Global Partner Summit 2022

Connecting the new world of computing

📅 November 16, 2022　　📍 Sydney

→ **Register now**

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 chromeOS　　　　Google Workspace　　　　**SYNNEX**
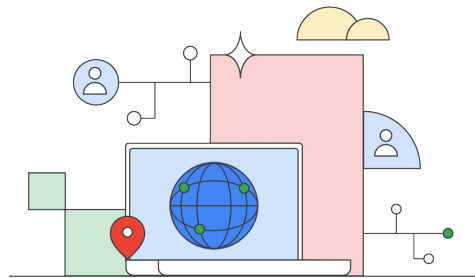
Why become a ChromeOS reseller?

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

chromeOS   Google Workspace   SYNNEX

Channel News

Complimentary offerings

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 abou Acronis here.

Acronis Advance Pack includes:

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

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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

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

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

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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

Google for Education

Google Workspace for Education

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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.

Google for Education

Google Workspace for Education

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

Google for Education

Google for Education Partner Sales Playbook

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

→ View Playbook

Identify

Close

Qualify

Deploy

Validate

SYNNEX

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

Google for Education

Google Workspace for Education

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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](#)**

Google for Education

Google Workspace for Education

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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

Google for Education

Google Workspace for Education

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Channel Marketing

UPDATED 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**

Google for Education

Google Workspace for Education

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Google for Education

Selecting the right Chromebook for your school, staff and students
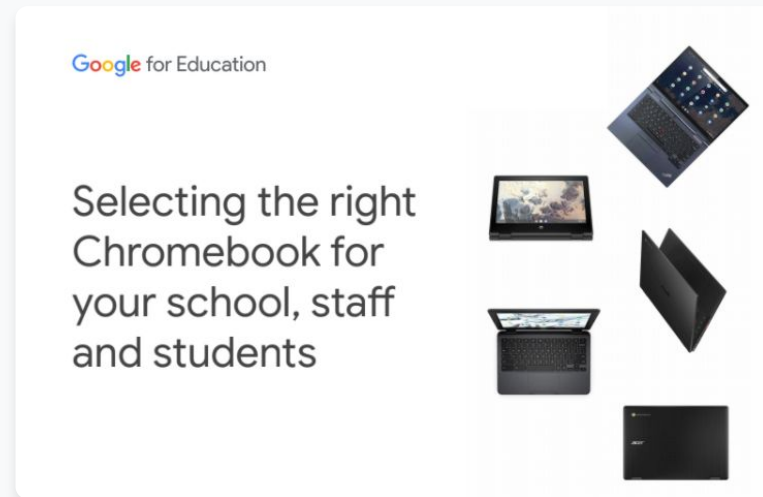
Case Study

Koondoola Primary School, Perth

Making a Digital Difference

Based in a low socio-economic area, with 70% non-English speaking students, 20% indigenous students, and a refugee program welcoming displaced families from across the world, Koondoola Primary might not fit the traditional profile of a technology-pioneering educational institution. However, they are recognised for their expertise and accomplishments and have helped schools across Western Australia learn and adopt edtech into their classrooms with Google for Education.

- Enhanced digital fluency across teachers and student groups.
- Improved access to learning formats for special needs students.
- State-wide recognition for technology curriculum.
- Increased student engagement.

→ Read now   → More case studies

Google for Education   Google Workspace for Education

Meet an award-winning Digitech School

Koondoola Primary School is proof that every student can benefit from technology-rich education

"Google is built for the web. Everything we do is on the web. We're teaching our kids to use the cloud, and it's dynamic, and it's fast. Every time. It just works!"

Alana Em, **Digitech Coordinator, Head of Technologies, ICT Manager,** Koondoola Primary School, Perth

SYNNEX

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.

Google for Education

Google for Education
training & development

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

→ View Pack

Google for Education   Google Workspace for Education

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

SYNNEX

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

Google for Education

Google Workspace for Education

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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 for Education

Google Workspace for Education

SYNNEX

Google Cloud Platform Update

04

Channel News

Google Cloud Platform

Google Cloud Platform

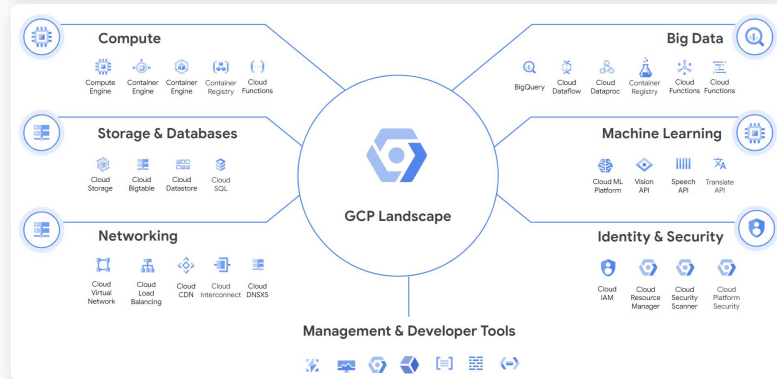Synnex Australia is proud to announce a partnership with Google Cloud Platform [Read more here](#)

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.

chromeOS   Google Cloud   Google Workspace

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 Enginee
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.

Compute
Compute Engine | Container Engine | Container Engine | Container Registry | Cloud Functions

Big Data
BigQuery | Cloud Dataflow | Cloud Dataproc | Container Registry | Cloud Functions | Cloud Functions

Storage & Databases
Cloud Storage | Cloud Bigtable | Cloud Datastore | Cloud SQL

Machine Learning
Cloud ML Platform | Vision API | Speech API | Translate API

GCP Landscape

Networking
Cloud Virtual Network | Cloud Load Balancing | Cloud CDN | Cloud Interconnect | Cloud DNSXS

Identity & Security
Cloud IAM | Cloud Resource Manager | Cloud Security Scanner | Cloud Platform Security

Management & Developer Tools

Google for Education   Google Workspace for Education   SYNNEX

Channel Promotions

Product	Promotion	Expiry
GCP	**Receive 50% Rebate on GCP** Receive 50% of GCP consumption up to maximum of $1,000 rebate*	31st December 2022
GCP	**Win a Google Pixel Phone** Activate and transact $1,000 in Google Cloud GCP to win*	31st December 2022
GCP	**Free Exam Vouchers** Sales and Technical exam vouchers available for all Synnex Resellers*	On-going

*Terms and conditions apply.

Book a technical enablement session with the Cloud team today!

→ Speak to us today!

chromeOS   Google Cloud   Google Workspace   Google for Education   Google Workspace for Education   SYNNEX

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

chromeOS   Google Cloud   Google Workspace   Google for Education   Google Workspace for Education   SYNNEX

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.

chromeOS   Google Cloud   Google Workspace   Google for Education   Google Workspace for Education   SYNNEX

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!

chromeOS   Google Cloud   Google Workspace   Google for Education   Google Workspace for Education   SYNNEX

Contacts

Order & invoicing

Synnex Chrome:
googlelicensing@au.synnex-grp.com

Synnex Workspace:
googlecloud@synnex.com.au

Sales

Synnex Chrome:
Linda Yuan - linday@au.synnex-grp.com

Synnex Workspace:
Nathan Chau - Nathanc@au.synnex-grp.com

Synnex Google Site

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

LinkedIn

Chrome

Workspace

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Thank you!