Australian Reseller Update:
February 2023

Feb'23

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

February Update

01

Channel News

Professional ChromeOS Administrator Certification

[Exam is Live] #ChromeOSCertified

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

About the Professional ChromeOS Administrator exam:

- Minimum viable candidate: a systems administrator or junior engineer with 12+ months of holistic IT infrastructure experience
- 3 hours with both a multiple choice and hands-on lab
- Registration fee: no cost until January 2024

Upon passing the exam, Professional ChromeOS Administrators receive their certificate and badge so you can boast on Linkedin and your resume.

[→ **Get Started**](#)

After employees achieve an IT certification:

- **8%** Received a promotion
- **10%** Received a raise
- **10%** Have fewer errors in their work
- **15%** Got new jobs/offers
- **27%** Feel they are more engaged with their work
- **32%** Are faster at performing their job
- **49%** Noticed that the quality of their work has improved

Global Knowledge 2021 IT Skills and Salary Report, Insight Dice, Monster Career Service

How certification benefits the companies:

- **64%** IT decision makers find certified employees deliver over $10,000 in additional value
- **50%** Closes organizational skills gaps
- **46%** Boosts productivity
- **45%** Meets client requirements
- **36%** Gives us an edge over competitors
- **33%** Projects are completed faster
- **32%** Trouble-shooting issues takes less time
- **25%** Reduces employee turnover
- **25%** Products & services deployed quicker
- **17%** Makes hiring easier

Global Knowledge 2021 IT Skills and Salary Report, Insight Dice, Monster Career Service

chromeOS

This acknowledges that

[recipient.name]

has successfully completed all the requirements to be recognized as

**Google Certified
Professional ChromeOS Administrator**

[custom.series_id]
[credential.issued_on]
[credential.expired_on]
[credential.id] [recipient.id]

John Solomon
VP of ChromeOS

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

Channel News

New in stock

Synnex (AU) has received
500 x ChromeOS layout keyboard and mice combo

Happy selling!
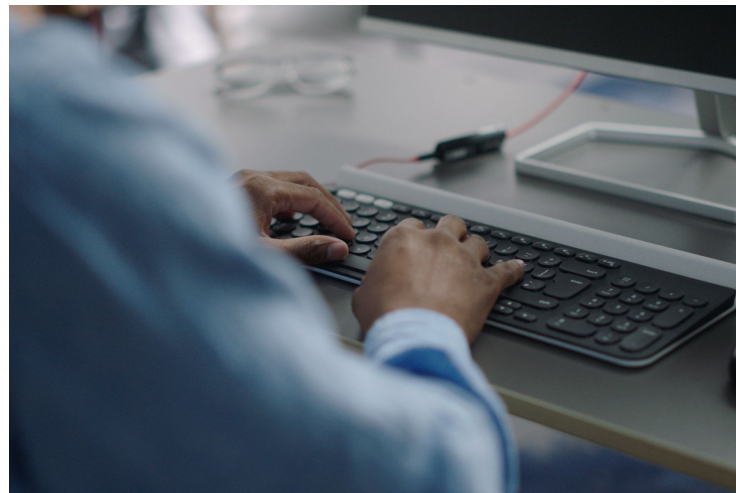
Brand	Synnex Code	Vendor Code	Description	SOH	DateReseller Buy (ex Gst)	RRP (Inc Gst)
ASUS	CHROME-WIRED-KBMS	90MA0000-P00120	Asus Chrome Layout Wired Keyboard & Mouse Set	100+	$ 50.00	$ 69.00

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Channel News

ChromeOS Flex is available for old PCs and Macs

Google ChromeOS Flex is available 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 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

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Channel Promotions

Upgrade your old GMH Chromebox2/Chromebox3 Kit

ChromeOS has ceased OS-level support for ASUS Chromebox CN62, Acer Chromebox CXI2, or Acer Chromebase for Meetings (CA24V) devices, in June 2021. Consequently, these devices will no longer receive OS updates and will not receive Google Cloud support.

Due to scope of device impact, ASUS and Google have partnered to create a program to allow customers to replace just the Google Meet Compute unit (Chromebox) for GMH kits that still have qualified and certified peripherals, without having to purchase all new hardware.

ASUS Google Meet Compute System

The ASUS Google Meet compute system is the hub of the ASUS Google Meet hardware video-conferencing solution. The device is powered by an Intel® Core™ i7 processor and has extensive connectivity that supports multiple 4K UHD displays simultaneously.

The compute system is designed to be slim enough to fit discreetly behind any display. The magnetic chassis, wall mounting kit and stand make it easy to install anywhere.

→ **Learn more**

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Training

2023 APAC Partner Calendar

Technical Pre-sales:

Sign up for monthly Office Hours by emailing chromeos-tech-partners-apac@googlegroups.com

Group membership will allow you direct access to this shared Drive folder with previous presentations, assets and recordings.

→ **View calendar**

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ChromeOS &
Google Workspace
Update

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   Google Workspace

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

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Channel News

Strategically, it is beneficial to the ChromeOS Enterprise ecosystem to drive sales of an annual subscription model and Chromebook Enterprise (bundled device + perpetual CEU license). This will help generate greater, longer term revenue. As such, we've decided to shift our SKU support strategy accordingly. Partners should offer the standalone annual SKU to customers who have annual licensing needs, and for customers with perpetual needs, partners should offer Chromebook Enterprise (bundled device + perpetual CEU license). **This change will take effect April 3rd, 2023**.

Benefits for *Customers*

1. Annual license provides customers with a more flexible licensing option with easier ability to transfer licenses between devices/domains
2. Provides customers easier ability to scale demand on an annual basis based on their needs
3. Streamlining ChromeOS's product offerings allows us to better support customer needs from both product and customer support perspective

chromeOS   Google Workspace   SYNNEX

Channel News

[Announcement] ChromeOS Enterprise Shift to Annual Subscriptions + Chromebook Enterprise SKU Support Model

Benefits for *Partners*

1. Enables OEM partners to better scale Chromebook Enterprise
2. Annual allows for more predictable and recurring long term revenue
3. Simplification of SKUs

How will this change impact customers and partners?

After the effective date of this SKU support model change, for customers who have annual licensing needs, we will offer them our standalone annual SKU, and for customers with perpetual licensing needs, we will offer them Chromebook Enterprise (packaged device + perpetual CEU license).

For customers who have already purchased the standalone perpetual CEU license (irrespective of enrollment status) before the April 3rd, 2023 change effective date, we will continue to support those licensing needs in accordance with our SLOs. The Chrome Non-Profit (NPO) perpetual CEU SKU will still be available to purchase after April 3rd, 2023.

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Channel News

Limited Time Only — Annual CEU promotion for new customers

To kick start 2023, we are excited to announce a new promotion for Chrome Enterprise Upgrade! Effective immediately **until April 15, 2023**, **new** customers of annual Chrome Enterprise Upgrade (annual CEU) can get extended license terms at no extra cost if they purchase annual CEU licenses at the standard 12 month annual CEU price.

If the customer purchases 50 - 500 licenses at standard price, they will receive 15 months for the price of 12 for their first year. If the customer purchases 501 or more licenses at standard price, they will receive 18 months for the price of 12 for their first year on their first order. Please note the promotion only applies to **new** customers who are not already taking advantage of other existing offers. Eligible customers must not have any existing annual CEU licenses and must not be applying any other offer to their order.

This one-time offer is only open to **new** customers of annual CEU. Additional seat upgrades after the initial annual CEU purchase are eligible for the promotion. Please encourage customers to take advantage of this offer on their first NEW order for annual CEU.

To take advantage of this offer, please inform Synnex to apply this promotion onto a customer's Annual CEU order.

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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 ChromeOS 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

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Training

Chrome Insider: Top tips and demos for today's IT and security teams

Top tips and demos for today's IT and security teams.

Learn about new capabilities coming to Chrome, and get tips on managing your browser deployment during this technical digital event.

Register to access recording
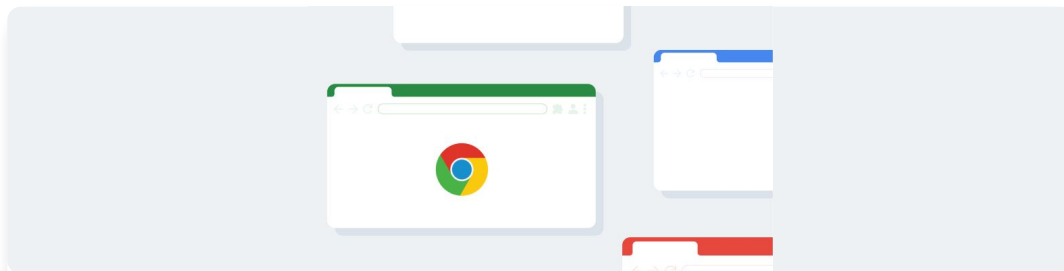
Chrome Insider: Tips and demos for today's IT and security teams

Do you have the right browser strategy for your organization? There's a whole lot more to Chrome than your enterprise may realize. Whether it's tighter security controls, more granular insights or an easier way to manage Chrome, there is something in these sessions for IT and security pros of all levels.

Get an insider view into top tips and tricks and see demos of some of the latest browser capabilities that will help your organization improve and secure how your teams work on the web.

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Google for Education Update

03

Google for Education

Google Workspace for Education

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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   ✓ Validate

✓ Qualify   ⬆ Deploy

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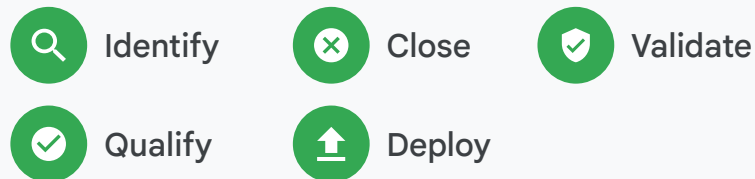
Channel News

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

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:
- Google Classroom
- Education Fundamentals
- Education Standard
- Teaching and Learning Upgrade
- Education Plus

🕐 Less than 10 minutes to complete

Google for Education

Google Workspace for Education

Training

Learn with Google 2023

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.

We are also offering **Office Hours** this year, where you are welcome to just drop in, chat to a member of the Google for Education team, and have any of your specific questions answered. Ask us anything you like!

Google for Education

Google Workspace for Education

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Training
Teach and Learn with Chrome

You and your customers are invited to join our demo-based training and use case webinar series. Register to hear about the latest on Chromebooks and ChromeOS. Learn new ways to keep schools secure, discover brand new features such as Screencast and cast moderator that can enable efficient teaching and learning, and so much more!

[Access the recordings here](#)

Make change management simple with Chromebooks

How to drive impactful instruction with Screencast

Show & Tell with Intel: Powerful Chromebooks for Teachers

Keeping your school secure with Admin Console Security Center

Why Chrome? Tips & Tricks you can only get from Chromebooks!

IT Panel: Managing Your Chromebook Program

Configure apps & extensions and exciting new releases, features, and tools

Accessibility for All with Chrome

· Educator Panel: Chromebooks for the Classroom

· Build a sustainable Chrome ecosystem

· Chrome for career readiness

· How to drive impactful instruction with Screencast

Google for Education

Google Workspace for Education

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Google Cloud Platform Update

04

Channel News

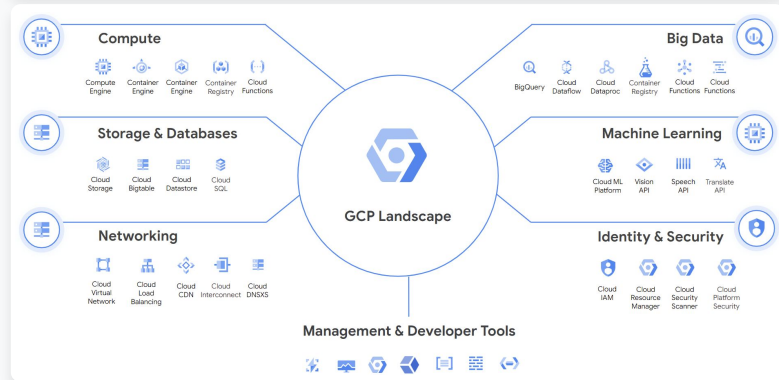## Google Cloud Platform

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.

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. →

GCP Landscape

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

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

Product Launches & Stock Updates

05

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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.

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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;

- 2023 APAC [Partner Training Calendar](#)
- [Services offered by Synnex](#)
- [Google Workspace for Education](#)
- And more!

The best of Google, now under one roof.

Build and scale your Google business within the Google ecosystem, by leveraging Google Workspace, Google Cloud, Chrome management licenses, Chrome devices and complementary SaaS cloud offerings, for a seamless user experience across management, billing, security, and support. By partnering with us, you can access a range of benefits such as pre and post-sales support, in-house specialist assistance, finance and configuration services, upskilling, certifications, and enablement programs, events, marketing resources, and much more.

Get started

Everything you need to get started with Google

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!