

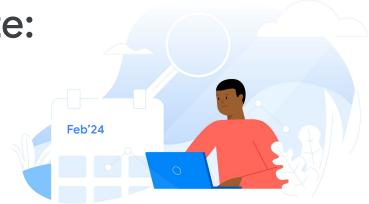
Australian Reseller Update:

February 2024

chromeOS

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

Always speak to your Synnex rep before quoting customer







Agenda

ChromeOS & **Product launches** Google for Education **February Update Google Cloud Platform** Google Workspace & stock updates Channel news **Events** Why become a **Events** Stock updates ChromeOS reseller? Partner Why become Google Chrome Marketing Studio Partner Case Study a Google for licensing ordering Education reseller? process Channel news Channel news Channel news Channel marketing Channel promotions Channel marketing Channel marketing Contacts Training Training Training











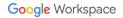


February Update



























The next chapter of our Gemini era

Bringing Gemini's capabilities to more products

Gemini models are coming to products that people and businesses use every day, including Workspace and Google Cloud:

Workspace: Already, more than 1 million people are using features like Help me write to enhance their productivity and creativity through Duet Al. Duet Al will become Gemini for Workspace, and soon consumers with the Google One Al Premium plan can use Gemini in Gmail, Docs, Sheets, Slides and Meet.

Google Cloud: For Cloud customers, Duet AI will also become Gemini in the coming weeks. Gemini will help companies boost productivity, developers code faster, and organizations to protect themselves from cyber attacks, along with countless other benefits.



The next chapter in the Gemini era begins





Introducing Gemini for Google Workspace



Enterprise-grade Gemini is now available for teams of all sizes with Google Workspace

Gemini Business

Al-powered assistant for teams of all sizes:

- Gemini in Gmail, Docs, Slides, Sheets, and Meet
- Enterprise-grade data protection
- Our most capable generative Al model with Gemini, 1.0 Ultra
- Meets the needs of typical business users with monthly usage limits

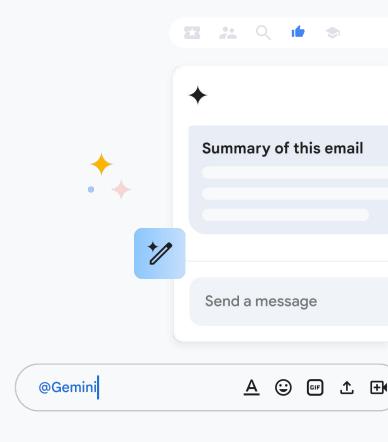
A\$28 /user/month, one year commitment

Gemini Enterprise

Includes everything from Gemini Business plus:

- Advanced meetings with translated captions in 15+ languages
- Full access to generative AI capabilities
- Other Features currently in Private Beta

A\$42 /user/month, one year commitment





Learn more from the Announcement















Webinar: Bring new ideas to life with Gemini for Workspace

Tuesday 19th March - 11:00AM AEDT

Google Workspace is harnessing the power of generative AI to unlock new ways of working so people can create, connect and grow together. In this webinar, you'll learn how with the new Gemini for Workspace capabilities, teams can be more collaborative, efficient and productive than ever.

In this 45-minute session, we'll cover:

- The features of Gemini built into Workspace tools
- How to leverage Gemini to write, create and connect in the workplace
- How customers are using Gemini to save time and improve efficiency



















Do you have customers with devices past their <u>Auto Update</u> <u>Expiry</u> (AUE)?

Don't delay! Devices past AUE date will stop receiving security updates and Google support!

Follow our simple process to help your customers continue in their ChromeOS journey, with the latest secure devices:

- 1. Review each customer's <u>AUE Insights Report</u>
- Make a copy of the AUE Refresh Co-Brandable One-Pager for either [EDUCATION] or [ENTERPRISE], update the red text & convert to PDF and share with your customers to start the conversation

The <u>Partner Refresh Playbook</u> has email template, website landing page & call script. There's also a <u>Wayfinding Guide</u> for device selection.







*









Channel Promotions

Start earning rewards with Google Chrome licensing

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

Schedule a meeting

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

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

Kickstart your Chrome journey

Selling Google Chrome licensing just got better!

→ <u>Learn more</u>

*Terms and conditions apply.







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

















Training

2024 ChormeOS APAC Partner Onboarding

Join this interactive webinar for a 60min high level product introduction to ChromeOS, including key Enterprise use-cases and Google for Education overview, and 30min on Partner Resources, including programs, promotions, and your next steps.







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, ChromeOS 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



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
- S Generate New Services Revenue
- Benefit from Promotions and Incentives
- Receive Sales and Technical Support
- Build Skills to Transform Enterprise Endpoints access Partner-only training
- Q Magnify Marketing Impact and Reduce Marketing Costs













Professional ChromeOS Administrator Certification

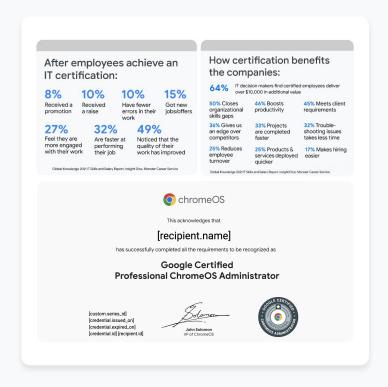
[Exam is Live] #ChromeOSCertified <u>Education</u> and <u>Enterprise</u> blogs

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.







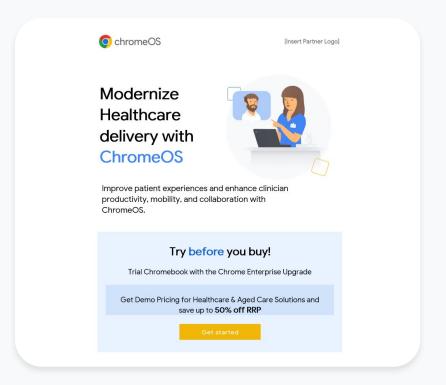


ChromeOS HealthCare Partner Marketing Kit

The ultimate resource to grow your ChromeOS business with your healthcare clients.

The marketing kit is an all-in-one resource designed to help you amplify the StarterKit promotion to your customers. Inside the marketing kit, you will find a range of digital marketing assets including: eDM, landing page, website banners and more!







ChromeOS Device Selector

Find your perfect ChromeOS device

Make a few selections and we'll show you the best Chromebook, Chromebox or Chromebase for your needs.



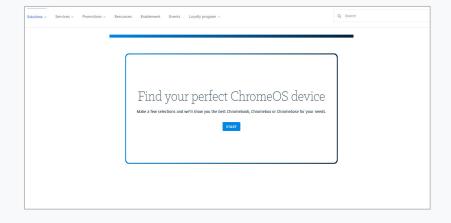






















Channel Marketing

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.
 <u>Citrix Ready verified solution</u>
- 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













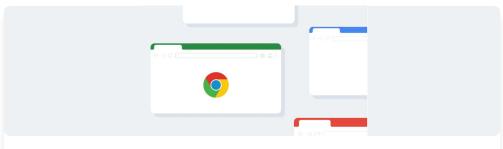
Training

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.





Google for Education Update



Launch: Guide to Al in Education

We believe AI is going to help learners, educators, and school communities unlock potential in ways we can't even imagine yet. From unleashing creativity to offering personal support to supercharging productivity, AI can advance the quest for understanding in all kinds of powerful ways

Share with your customers and education team today. Localisation in 20+ languages in progress.

http://goo.gle/EduGuidetoAl

7



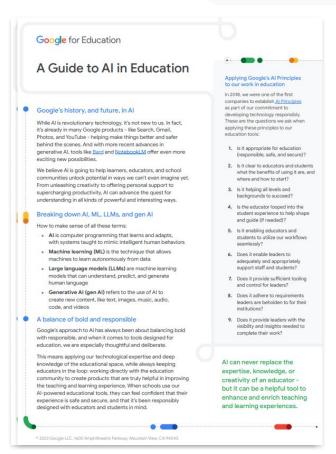














Upcoming training sessions on Google tools

Register to attend quick-hitting, demo-based product training on Google Workspace for Education and Chrome / Chromebooks.

Check out our 12-part product training series that covers a range of topics including: how to deliver impactful instruction, keep users safe online, prevent cybersecurity threats, and create more engaging lessons.

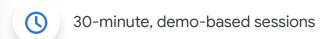












7



Dive deep into 30+ new features (+ existing ones too!) across Google Workspace for Education and Chrome



Register to watch live or view the recordings on demand

Register Here

goo.gle/edu-product-training

















GSEfE Transition: License assignment watch point



For large GSEfE to Plus transitions with 15k+ licenses, auto-assignment is still automatic, but may take time to propagate.

The admin console starts to assign the licenses automatically to the users immediately after acceptance, but completing the entire batch can take some time for larger institutions.



What Partners can do:

Educate: Ensure large customers are aware. Set expectations that there may be a brief disruption.

Plan: Time the acceptance of large transitions at the end

of the day or on Friday to minimize impact.











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















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 and demogfe.com

















Channel News

Upcoming Price Changes

As previously shared, effective 20th February 2024*, Google for Education is making changes to our pricing and licensing.

Here's what's changing

- Global Price List Adjustment
- Adding price differentiation for Teaching & Learning Upgrade on the Flexible Plan
- New Multi-year commitment discounting framework

Commit to a Multi-year Commitment now to secure current pricing!

^{*}Pricing changes will apply to all existing customer orders sometime between June 1, 2024 and July 1, 2024.



Contact Us for More Information

| | Legacy Pricing, AU\$ | Current Commit Pricing, AU\$ | Current Flexible Pricing, AU\$ |
|--|-------------------------|------------------------------------|--------------------------------------|
| Education Plus (student / year) | 5.50 | 6.88 | N/A |
| Education Standard (student / year) | 3.50 | 4.38 | N/A |
| Teaching and Learning Upgrade (faculty user / month) | 4.00 | 5.00 | 6.00 |









New Multi-Year







Channel News

Google Workspace for Education New Discounting Framework

Effective 20th February 2024*, Google for Education is introducing a new Multi-Year Discounting Framework for Google Workspace for Education Plus.

When do these changes go into effect:

- February 20th 2024 for all new customers
- Sometime between June 1st, 2024 and July 1st, 2024 for all existing customers

Renewal date is before June 1? Lock in a Multi-year Commitment now to secure current pricing!



Commit

| years | Effective Discount | | Effective Discount | |
|-----------|--------------------|--------------------|--------------------|---------------|
| EDU+ Only | <10k licenses | >10k licenses | <10k licenses | >10k licenses |
| 1 | 20% | 20% | 20% | 20% |
| 2 | 24% (20% + 5%) | 28% (20% + 10%) | 25% | 27.5% |
| 3 | 28% (20% + 10%) | 32% (20% + 15%) | 27.5% | 30% |

Legacy Multi-Year



Contact Us for More Information













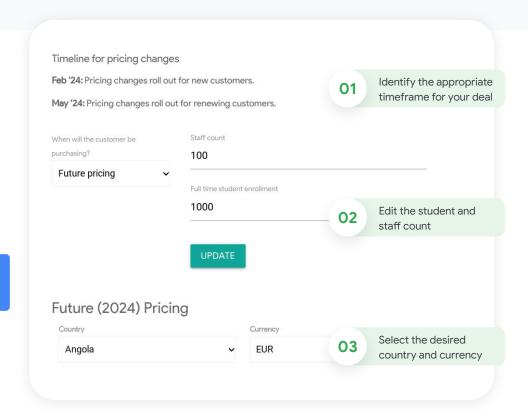
New Pricing Calculator available on Partner Advantage

We've updated the partner pricing calculator on Partner Advantage that captures 2024 pricing changes and automatically calculates any applicable country and multi-year discounting.

Easily toggle between current or future pricing, and access pricing across available currency for specific countries.

Login to Partner Advantage at <u>q.co/educonnect</u> Google for Education > Order

Reminder: Please do not share this calculator with end-customers.













Google for Education Partner Marketing Kit

The ultimate resource to grow your Google for Education business with your schools & institutions.

The marketing kit is an all-in-one resource designed to help you amplify the StarterKit promotion to your customers. Inside the marketing kit, you will find a range of digital marketing assets including: eDM, landing page, website banners and more!





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.

<u>Download your trial guide now</u> to help you maximize your customers' free trial experience with messaging guidance on how to walk a customer through a 60-day free trial. This guide is structured to highlight a key topic & milestone per week, over the course of 8 weeks.

While the partner trial guide is meant to be internal partner facing only, we've also created an <u>external customer facing</u> <u>worksheet</u> that you can share with your customers directly.











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







Identify







Validate



Qualify



Deploy



Google Workspace for Education













Google for Education Partner Marketing Studio

Partner Marketing Studio is a marketing automation platform that helps you accomplish tasks at each stage of the marketing funnel.

Using Partner Marketing Studio enables you to:

- Co-brand assets to provide value to your customers
- Reduce production time of assets
- Enhance the quality of assets
- Speed up the go-to-market process



















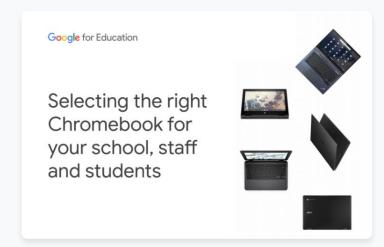
Channel Marketing

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





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 <u>Teacher Center</u> for more training resources.











Registration includes:

- 8-week email series
- Delivered to your inbox every Tuesday
- Text and video-based tutorials on:
 - · Google Classroom
 - · Education Fundamentals
 - · Education Standard
 - · Teaching and Learning Upgrade
 - Education Plus
- Less than 10 minutes to complete





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 Chr | romebooks | |
|---|-----------------------------------|--|
| How to drive impactful instruction with Scr | eencast | |
| Show & Tell with Intel: Powerful Chromeboo | oks for Teachers | |
| Keeping your school secure with Admin Co | onsole Security Center | |
| Why Chrome? Tips & Tricks you can only go | et from Chromebooks! | |
| IT Panel: Managing Your Chromebook Prog | gram | |
| Configure apps & extensions and exciting | new releases, features, and tools | |
| Accessibility for All with Chrome | | |
| Educator Panel: Chromebooks for the Cla | ssroom | |
| Build a sustainable Chrome ecosystem | | |
| Chrome for career readiness | | |
| How to drive impactful instruction with Sc | reencast | |







Google Cloud Platform Update







Channel News

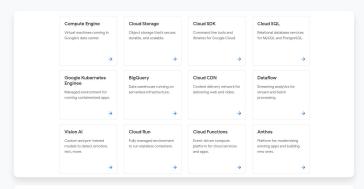
Google Cloud Platform

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









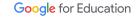
Product Launches & Stock Updates













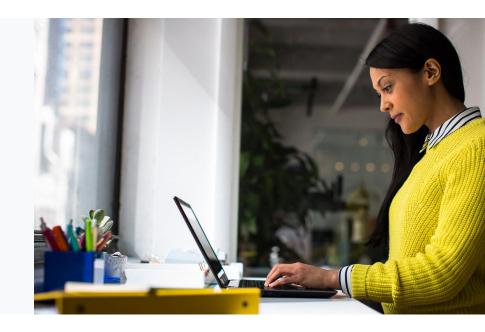


Stock update & availability

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

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

















Google Chrome licensing ordering process



Reseller (you) is to complete the below Google Form, the purpose of this form is to identify key ordering information for both the Reseller and the end-user.



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.



Off-Domain Email Address (on Google Form) is the end-user's secondary email outside of their organisation domain, it is used as a safety measure when the end-user is locked out of their domain email.

Without an off-domain email address, Google not be able to deploy your licensing order.



Once this process is complete, Synnex will process your purchase and expected turnaround time is typically 5 working days. Google will send automated licensing details directly to your enduser, 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.







Google Workspace ordering process

Provisioning Google Workspace is easily done via Synnex's Cloud Marketplace by following the below steps:

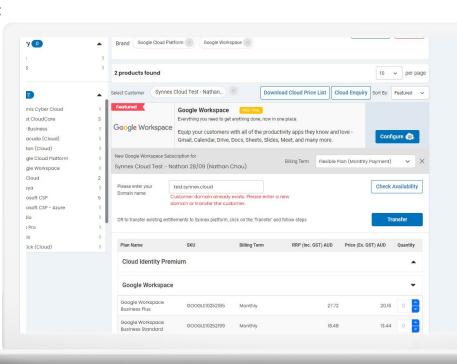
- Create New or Select Existing Synnex Cloud Customer Entity
- 2 Enter your Customer's Google Domain for validation

For New Google Customers:

- Confirm the Billing Term, and enter the Users required next to the Edition you'd like to purchase
- Follow the prompts to Confirm Provisioning

For Existing Google Customers:

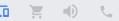
- Click Transfer to initiate the Transfer Process
- Provide your Reseller Public ID
 to your customer and ask them
 to generate a <u>Transfer Token</u>
- Follow the prompts to confirm
 Transferrable Billing Term &
 Subscription Details
- 6 Confirm Transfer











Channel Marketing

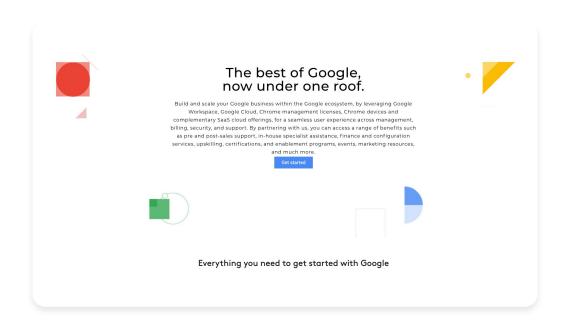
Synnex Google microsite

We have made major enhancements to the Synnex Google microsite.

Be sure to bookmark <u>qoogle.synnex.com.au</u>

Some of the key pages include:

- Services offered by Synnex
- Google Workspace for Education
- · And more!

















Contacts

\$

Order & invoicing

Synnex Chrome: qooglelicensing@au.synnex-arp.com

Synnex Workspace:

googlecloud@au.synnex-grp.com

Technical Support:

googlesupport@au.synnex-grp.com



Synnex Google Site

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



Sales

Synnex Chrome:

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

Synnex Workspace & Cloud:

Martin Joseph - martinm@au.synnex-grp.com



LinkedIn

Synnex Australia

Synnex Cloud





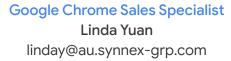




Contacts

Meet the team







Google Cloud Sales Specialist
Martin Melookaran
martinm@au.synnex-grp.com



Technical Cloud Pre-sales Sean Chandrasekara seanc@au.synnex-grp.com





Thank you!













