



Australian Reseller Update: May 2024

All the stock, all the updates, all you need.
Always speak to your Synnex rep before quoting customer








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 [Follow Chrome Enterprise on LinkedIn](#)

Agenda




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May Update

01

That's a wrap

Google APAC EDU Partner Forum - Singapore

The GfE Asia Pacific Partner Forum is the fifth (and last) in our global series this year. We hosted 150+ attendees in-person and online combined consisting of OEM, Distributors, Resellers, PD and Build partners, across 12 markets.

Keynotes include sessions on Chrome Offerings Portfolio (ChromeOS Flex, ProjectGo, Chromebook Plus), AI, and Partner Resources, which was followed by 12 breakout sessions.

ANZ partners recognised includes Solution One, Using Technology Better and Synnex NZ

[→ View Keynote](#)



Announcement

Introducing Google Threat Intelligence: Actionable threat intelligence at Google scale

Google Threat Intelligence, a new offering that combines the unmatched depth of our Mandiant frontline expertise, the global reach of the VirusTotal community, and the breadth of visibility only Google can deliver, based on billions of signals across devices and emails.

Google Threat Intelligence includes Gemini in Threat Intelligence, our AI-powered agent that provides conversational search across our vast repository of threat intelligence, enabling customers to gain insights and protect themselves from threats faster than ever before.

[→ Read Blog](#)



Announcement

Synnex A/NZ advances Google Cloud Security

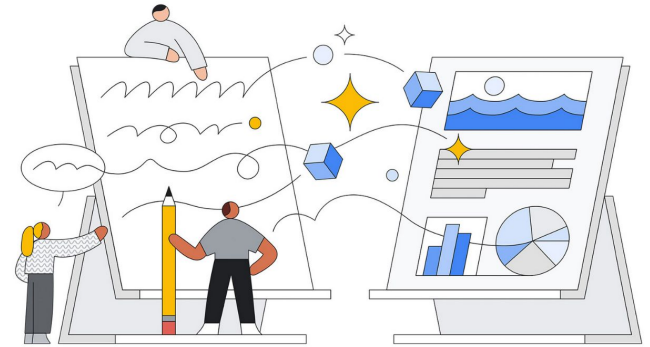
We are thrilled to share the exciting news of our expanded strategic partnership with Google Cloud, enriching our comprehensive portfolio through the integration of **Google Cloud Security**.

This milestone signifies a significant step forward in our collaboration with Google Cloud, opening up fresh avenues for partners and MSSPs to harness a powerful AI-driven, intelligence-led approach to cybersecurity.

Synnex partners can now supercharge their Enterprise Cybersecurity Practice by leveraging the robust Google Cloud Security suite, which includes Chronicle Security Operations.

[Read more about the partnership](#)

For further details on Google Cloud Security, reach out to our Google Cloud team at [✉ googlecloud@au.synnex-grp.com](mailto:googlecloud@au.synnex-grp.com)



Channel News

Synnex End User Portal now live & available

Synnex End-user portal is a customer facing portal that Partners can invite end users to self-manage their Google Workspace and/or Microsoft CSP Subscriptions.

Build your own marketplace

Craft a unique brand identity with our fully customisable white-label platform that reflects your brand and offers your customers a unique, streamlined experience.

Accelerate adoption rates

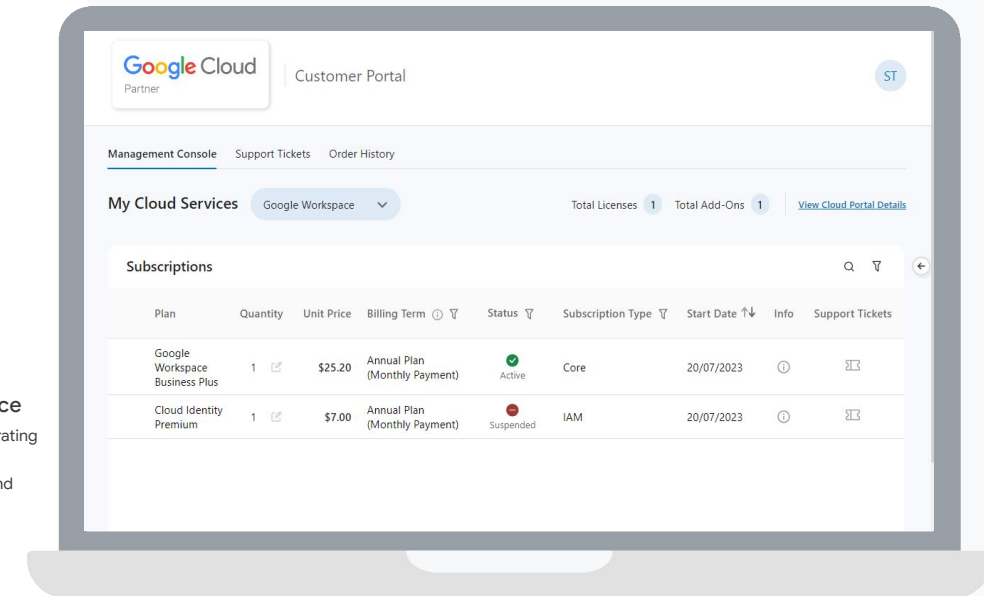
Boost end customer adoption rates through a user-friendly, modern interface and intuitive functionalities. Deliver a compelling experience that encourages users to explore upgrades or complementary products.

Seamless onboarding and customer experience

Transform onboarding with automated communications, integrating users seamlessly into your platform. Enable customers to track orders and manage account effortlessly, providing a smooth and hassle-free experience from the start

Optimise your supply chain

Elevate operational efficiency by streamlining your supply chain.



[More Info or Request a Demo!](#)



Channel Promotions

\$1 Chrome Keyboard & Mouse with everyone Chrome purchase

For a limited time only, with any purchase of a Chrome hardware with a Chrome management license, you can add on a Chrome Keyboard & Mouse (valued at \$69) for just \$1!

Simply add PROMO-CHROME-WIRED-KBMS @ \$1 ex to your PO to take advantage of this special offer!

For detailed T&C or if you have any further questions, please email your ChromeOS Specialist ✉ linday@au.synnex-grp.com

[→ Learn more](#)



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

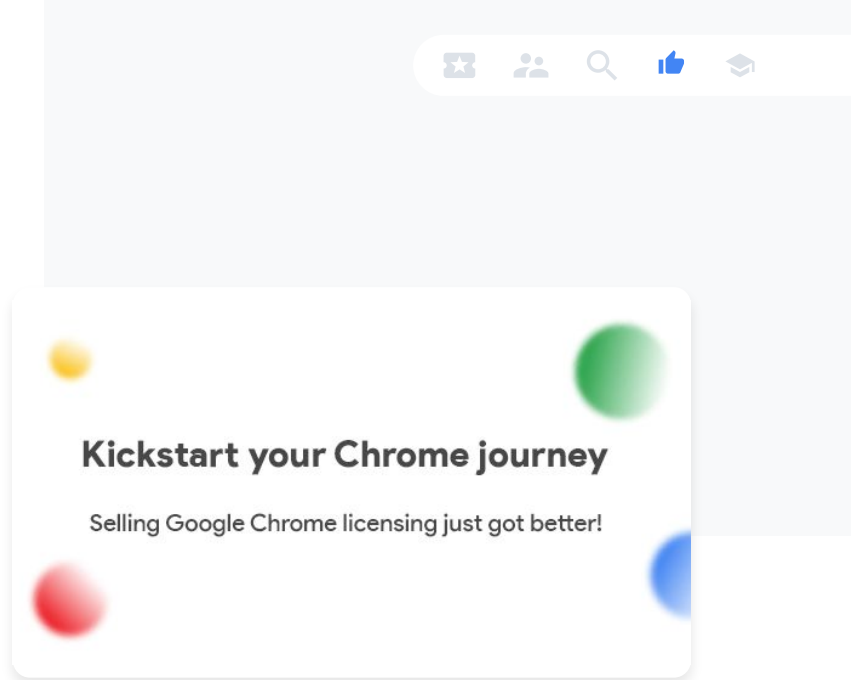
Attend a meeting with your end user, a representative from Google and Synnex and receive a **\$100 gift card**

3

Seal the deal

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

*Terms and conditions apply.



→ [Learn more](#)



ChromeOS & Google Workspace Update

02





Introducing Gemini for Google Workspace



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

Gemini Business




AI-powered assistant for teams of all sizes:

-  Gemini in Gmail, Docs, Slides, Sheets, and Meet
-  Enterprise-grade data protection
-  Our most capable generative AI 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

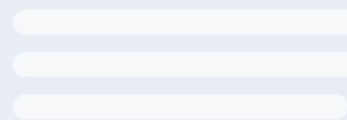
A\$42 /user/month, one year commitment

 [Learn more from the Announcement](#)

Google Workspace



Summary of this email



Send a message

@Gemini|



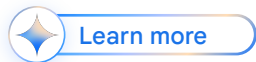
The next chapter of our Gemini era

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 AI. Duet AI will become Gemini for Workspace, and soon consumers with the Google One AI 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.

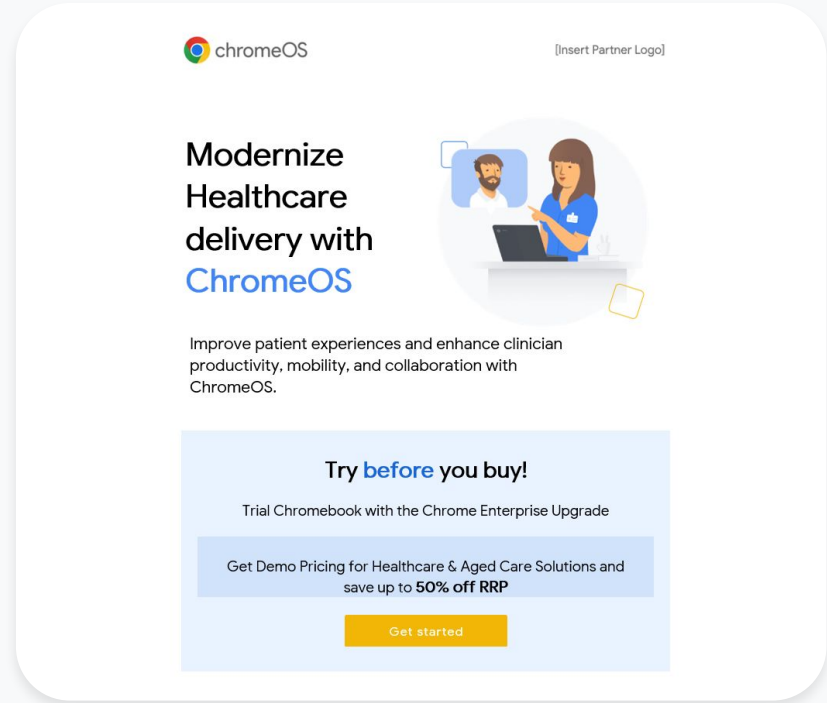


ChromeOS HealthCare Partner Marketing Kit

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!

[→ Download Pack](#)



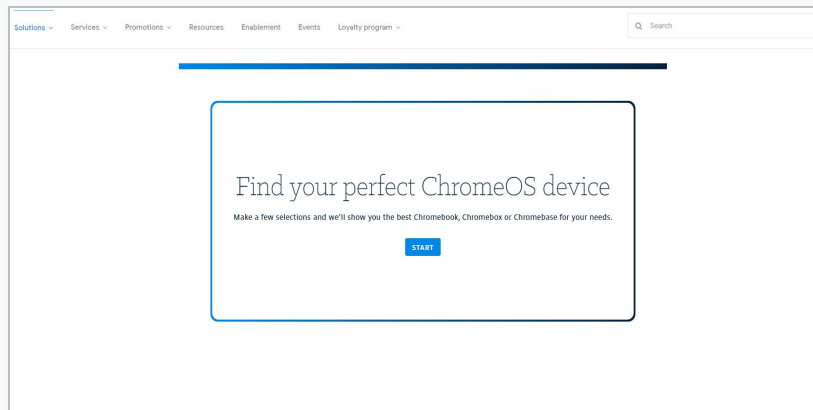
The image shows a mockup of a marketing kit landing page. At the top left is the chromeOS logo, and at the top right is a placeholder for a partner logo labeled "[Insert Partner Logo]". The main heading reads "Modernize Healthcare delivery with ChromeOS". To the right of the heading is an illustration of a male and female healthcare professional at a desk with a laptop. Below the heading is a sub-headline: "Improve patient experiences and enhance clinician productivity, mobility, and collaboration with ChromeOS." A light blue call-to-action box contains the text "Try before you buy!" followed by "Trial Chromebook with the Chrome Enterprise Upgrade". Below this, another light blue box says "Get Demo Pricing for Healthcare & Aged Care Solutions and save up to 50% off RRP". At the bottom of the call-to-action box is a yellow button labeled "Get started".

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.

[→ Try now](#)



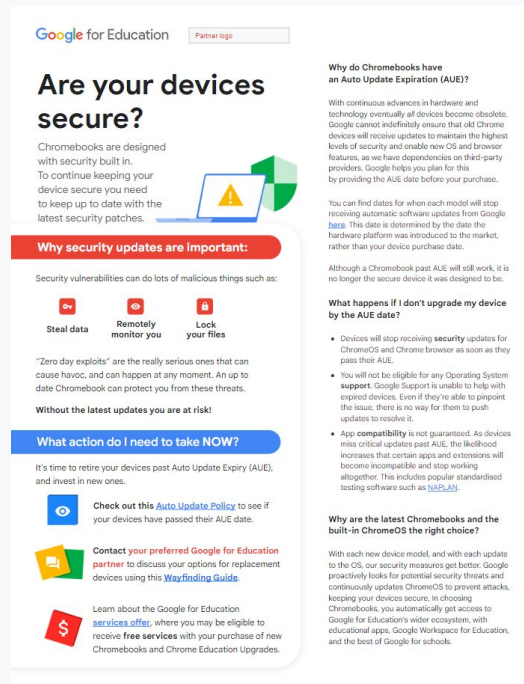
Do you have customers with devices past their Auto Update Expiry (AUE)?

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 [AUE Insights Report](#)
2. 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 [Partner Refresh Playbook](#) has email template, website landing page & call script. There's also a [Wayfinding Guide](#) for device selection.



Google for Education

Are your devices secure?

Chromebooks are designed with security built in. To continue keeping your device secure you need to keep up to date with the latest security patches.

Why security updates are important:

Security vulnerabilities can do lots of malicious things such as:

- Steal data
- Remotely monitor you
- Lock your files

"Zero day exploits" are the really serious ones that can cause havoc, and can happen at any moment. An up to date Chromebook can protect you from these threats.

Without the latest updates you are at risk!

What action do I need to take NOW?

It's time to retire your devices past Auto Update Expiry (AUE), and invest in new ones.

- Check out this [Auto Update Policy](#) to see if your devices have passed their AUE date.
- Contact your preferred Google for Education partner to discuss your options for replacement devices using this [Wayfinding Guide](#).
- Learn about the Google for Education [services offer](#), where you may be eligible to receive **free services** with your purchase of new Chromebooks and Chrome Education Upgrades.

Why do Chromebooks have an Auto Update Expiration (AUE)?

With continuous advances in hardware and technology eventually all devices become obsolete. Google cannot indefinitely ensure that old Chrome devices will receive updates to maintain the highest levels of security and enable new OS and browser features, so we have dependencies on third-party providers. Google helps you plan for this by providing the AUE date before your purchase.

You can find dates for when each model will stop receiving automatic software updates from Google [here](#). This date is determined by the date the hardware platform was introduced to the market, rather than your device purchase date.

Although a Chromebook past AUE will still work, it is no longer the secure device it was designed to be.

What happens if I don't upgrade my device by the AUE date?

- Devices will stop receiving security updates for ChromeOS and Chrome browser as soon as they pass their AUE.
- You will not be eligible for any Operating System support. Google Support is unable to help with expired devices. Even if they're able to pinpoint the issue, there is no way for them to push updates to resolve it.
- App compatibility is not guaranteed. As devices miss critical updates past AUE, the likelihood increases that certain apps and extensions will become incompatible and stop working altogether. This includes popular standardised testing software such as [JUnit](#).

Why are the latest Chromebooks and the built-in ChromeOS the right choice?

With each new device model, and with each update to the OS, our security measures get better. Google proactively looks for potential security threats and continuously updates ChromeOS to prevent attacks, keeping your devices secure. In choosing Chromebooks, you automatically get access to Google for Education's wider ecosystem, with educational apps, Google Workspace for Education, and the best of Google for schools.

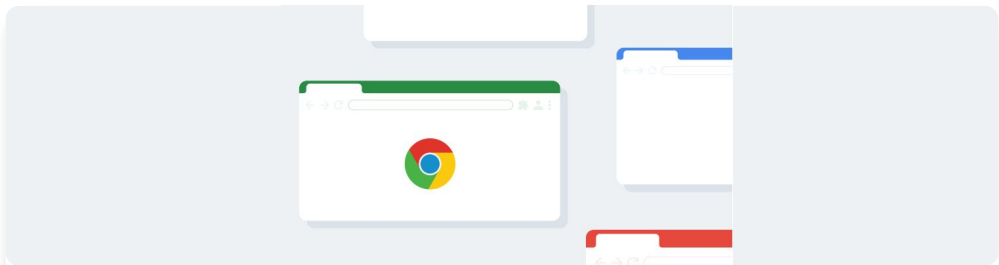
Training

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.

Training

2024 ChromeOS 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.

[→ Learn more](#)



Channel Promotions

Get started with Gemini for Google Workspace



Gemini Business - 30% Introductory Offer for first 6 months

AI-powered assistant for teams of all sizes:

- Gemini in Gmail, Docs, Slides, Sheets, and Meet
- Access to Gemini with 1.0 Ultra, our most capable AI model widely available today
- Enterprise-grade security and privacy
- Meets the needs of typical business users



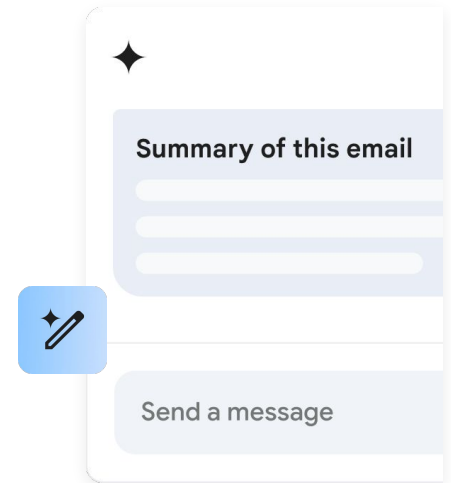
Gemini Enterprise - 20% Introductory offer for a 1Yr Subscription

Includes everything from Gemini Business, plus:

- Advanced meetings with translated captions in 15+ languages
- Full access and usage of Gemini



[*Terms and conditions apply.](#)



Google for Education Update

03

Launch: Guide to AI 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/EduGuidetoAI>



Google for Education

A Guide to AI in Education

Applying Google's AI Principles to our work in education

In 2018, we were one of the first companies to establish [AI Principles](#) as part of our commitment to developing technology responsibly. These are the questions we ask when applying these principles to our education tools:

1. Is it appropriate for education (responsible, safe, and secure)?
2. Is it clear to educators and students what the benefits of using it are, and where and how to start?
3. Is it helping all levels and backgrounds to succeed?
4. Is the educator looped into the student experience to help shape and guide (if needed)?
5. Is it enabling educators and students to utilize our workflows seamlessly?
6. Does it enable leaders to adequately and appropriately support staff and students?
7. Does it provide sufficient tooling and control for leaders?
8. Does it adhere to requirements leaders are beholden to for their institutions?
9. Does it provide leaders with the visibility and insights needed to complete their work?

Google's history, and future, in AI

While AI is revolutionary technology, it's not new to us. In fact, it's already in many Google products - like Search, Gmail, Photos, and YouTube - helping make things better and safer behind the scenes. And with more recent advances in generative AI, tools like [Bard](#) and [NotebookLM](#) offer even more exciting new possibilities.

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 and interesting ways.

Breaking down AI, ML, LLMs, and gen AI

How to make sense of all these terms:

- **AI** is computer programming that learns and adapts, with systems taught to mimic intelligent human behaviors.
- **Machine learning (ML)** is the technique that allows machines to learn autonomously from data.
- **Large language models (LLMs)** are machine learning models that can understand, predict, and generate human language.
- **Generative AI (gen AI)** refers to the use of AI to create new content, like text, images, music, audio, code, and videos.

A balance of bold and responsible

Google's approach to AI has always been about balancing bold with responsible, and when it comes to tools designed for education, we are especially thoughtful and deliberate.

This means applying our technological expertise and deep knowledge of the educational space, while always keeping educators in the loop: working directly with the education community to create products that are truly helpful in improving the teaching and learning experience. When schools use our AI-powered educational tools, they can feel confident that their experience is safe and secure, and that it's been responsibly designed with educators and students in mind.

AI can never replace the expertise, knowledge, or creativity of an educator - but it can be a helpful tool to enhance and enrich teaching and learning experiences.

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Endpoint Education Upgrade

A new Google for Education solution that lets you manage **phones and tablets** easily.



Advanced account management

Seamlessly manage student and educator accounts from anywhere, including setting up accounts, controlling access, and resetting passwords.



Deployment and device management

Proactively manage your fleet in one central place to find devices, set device policies, and manage apps and extensions.



Strong security controls

Protect your school community by controlling user access to app-based identity and device context, and set rules and alerts to limit data loss and suspicious activity.

Available in flexible licensing options

Choose between managing your school's users or devices.



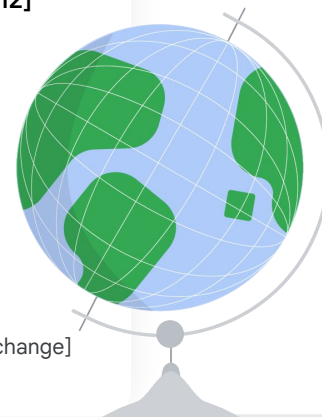
User-based license

- Great for schools that need flexible coverage that they can adjust each year
- Available on personal and school-owned devices*
- \$6.88 AUD per user/year



Device-based license [coming in H2]

- Great for schools that have shared devices that many students sign in to daily
- Available on school-owned devices only
- \$6.88 AUD per device/year [subject to change]



* Great for BYOD and 1:1 devices

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.



30-minute, demo-based sessions



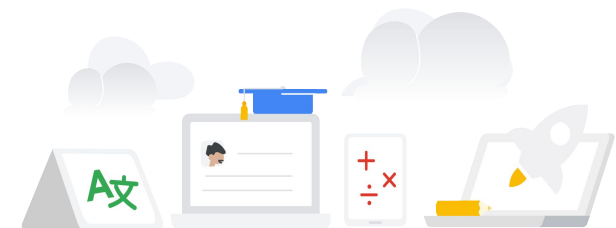
Dive deep into 30+ new features (+ existing ones too!) across Google Workspace for Education and Chrome



Register to watch live or view the recordings on demand



goo.gl/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.



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



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	Legacy Multi-Year Effective Discount		New Multi-Year Effective Discount	
	<10k licenses	>10k licenses	<10k licenses	>10k licenses
EDU+ Only				
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%

→ [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 g.co/educonnect Google for Education > Order 

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

Timeline for pricing changes

Feb '24: Pricing changes roll out for new customers.

May '24: Pricing changes roll out for renewing customers.

When will the customer be purchasing?

Staff count

Full time student enrollment

Future (2024) Pricing

Country

Currency

01 Identify the appropriate timeframe for your deal

02 Edit the student and staff count

03 Select the desired country and currency

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!

[→ Download Pack](#)



Google for Education

Empower your school community
with Chromebooks for
next-generation teaching and
learning.



Get Demo Pricing for Schools & Educators and
Save Up to 50% off RRP

[Learn more](#)

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

→ [Get started](#)

→ [Learn more](#)



Google Cloud Platform Update

04

Channel News

Google Cloud Platform

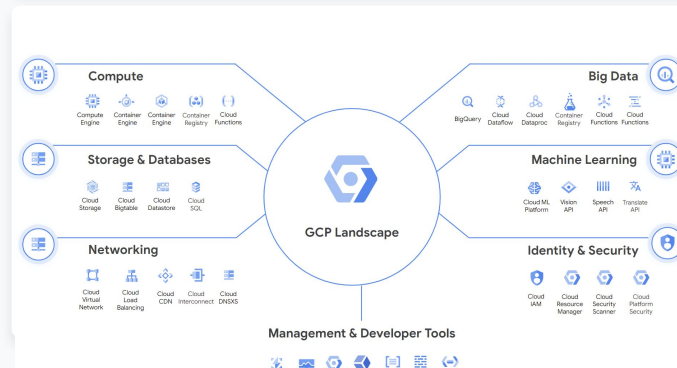
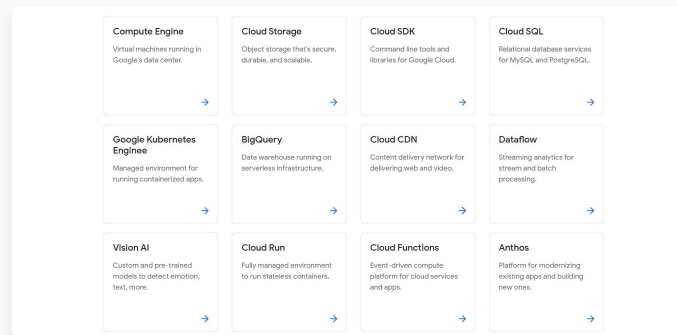
Build what's next. Better software. Faster.

With over 4,500+ products, future proof infrastructure and powerful data and analytics, Google Cloud Platform has everything you need to build and scale.

[→ Get started](#)



Everything you need to build and scale



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.

Google Workspace ordering process

Provisioning Google Workspace is easily done via [Synnex's Cloud Marketplace](#) by following the below steps:

1 Create New or Select Existing [Synnex Cloud Customer](#) Entity

2 Enter your Customer's [Google Domain](#) for validation

For New Google Customers:

3 Confirm the [Billing Term](#), and enter the [Users](#) required next to the [Edition](#) you'd like to purchase

4 Follow the prompts to [Confirm Provisioning](#)

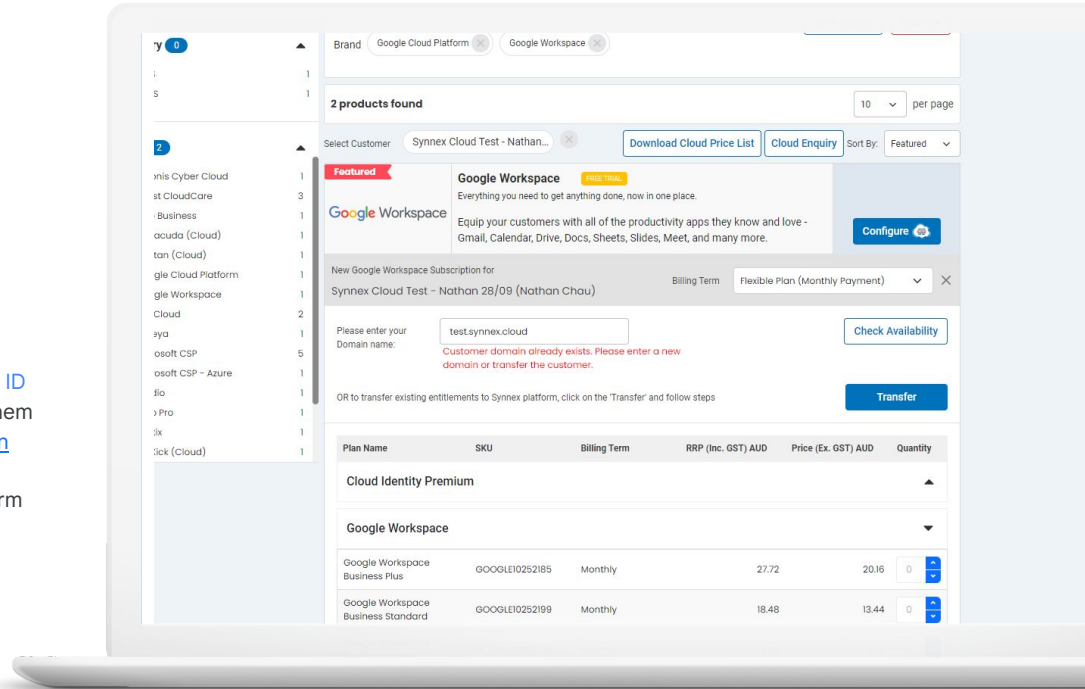
For Existing Google Customers:

3 Click [Transfer](#) to initiate the Transfer Process

4 Provide your [Reseller Public ID](#) to your customer and ask them to generate a [Transfer Token](#)

5 Follow the prompts to confirm Transferrable [Billing Term](#) & [Subscription Details](#)

6 Confirm Transfer



Channel Marketing

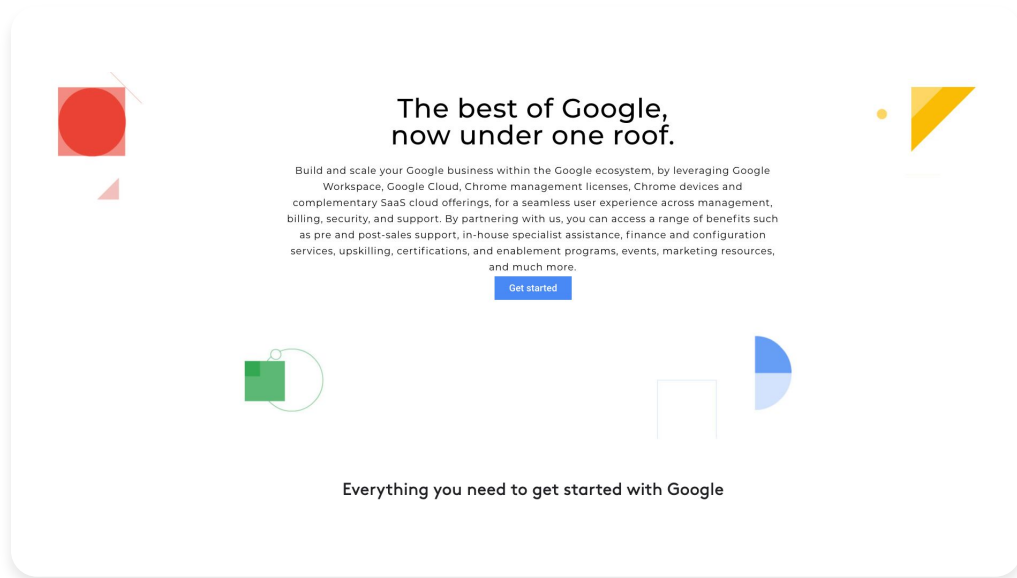
Synnex Google microsite

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

Be sure to bookmark google.synnex.com.au

Some of the key pages include:

- [Services offered by Synnex](#)
- [Google Workspace for Education](#)
- And more!



Contacts



Order & invoicing

Synnex Chrome:

googlelicensing@au.synnex-grp.com

Synnex Workspace:

googlecloud@au.synnex-grp.com

Technical Support:

googlesupport@au.synnex-grp.com



Sales

Synnex Chrome:

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

Synnex Workspace & Cloud:

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



Synnex Google Site

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



LinkedIn

[Synnex Australia](#)

[Synnex Cloud](#)

Contacts

Meet the team



Google Chrome Sales Specialist

Linda Yuan

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Google Cloud Sales Specialist

Martin Melookaran

martinm@au.synnex-grp.com



Technical Cloud Pre-sales

Sean Chandrasekara

seanc@au.synnex-grp.com

Thank you!

