Modernize computing with Chrome OS
Enterprises of all types saw a cloud workforce on the horizon.

WFH increased 173% between 2005 and 2018.
The future of work came early with COVID-19

Businesses quickly deployed remote workers and are now preparing for a distributed workforce.

Those that had already significantly or completely evolved their cloud-based end user computing were 1.5x more prepared to support employee mobility (Forrester)

![Evolution of remote working population over time](chart)

1. Stochastic shock to trendline due to COVID
2. Elevated baseline, telescoping forward by 3-4 years
3. Higher growth rates post COVID

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Projection pre COVID: 2018, 2020, 2022, 2024, 2026
Projection post COVID: 2018, 2020, 2022, 2024, 2026
Legacy endpoints don’t support new ways of working

They leave your organization vulnerable to high costs and security threats
The challenges legacy endpoints create are amplified by remote working

- Proliferation of apps & devices
- Lack of distributed endpoint security
- Ineffective, costly technology
- Slow device deployment
- Disrupted user experiences

4/10
IT professionals struggled with device procurement and management

47%
of organizations report an increase in attempted cyber attacks

70%
of organizations report that their main cost-cutting measure is more effective use of technology

Employees of all types **need** cloud-based solutions to stay productive and protected.
Apps and data moving to the cloud is not new news

- 72% of ITDMs agree that giving workers access to business apps anytime, any place, from any device is now business-critical. 
  Source: Cloud Workers Are Key To Disruption Preparedness, Forrester

- 77% of enterprises have at least one application or a portion of computing infrastructure in the cloud. 

- 83% increase in organizations that have implemented or are expanding cloud-based computer adoption from 2018. 
  Source: Forrester
A modern infrastructure isn’t enough — you need modern endpoints

58%

IT decision makers we surveyed indicated that only 58% of their organizations’ work applications could be accessed via browser (Forrester)

21%

Forrester predicts that the percentage of information workers working from home most of the time will rise to 21% by end of 2021; up from 7% in 2019
So, why Chrome OS?
Businesses are choosing **Chrome OS** for the move

- **Chrome OS** devices deploy **76% faster** than Windows 10 devices
- IT can **manage devices remotely** with Google Admin console
Businesses are choosing Chrome OS for the move

Chrome OS devices deploy 76% faster than Windows 10 devices

IT can manage devices remotely with Google Admin console

Built-in device security and updates deploy automatically or roll out gradually

Establishes a cloud-first approach to collaboration and work
You need a modern OS that empowers a cloud workforce

1. Information workers at home
2. Thin client replacement with a modern OS
3. Remote call center and help desks
4. Virtual healthcare practitioners
Benefits of Chrome Enterprise’s cloud-first endpoints

- Fast deployment and simple management
- Apps for every worker
- Modern employee experience, from anywhere
- Built-in, proactive security
- A smart and eco-friendly investment
Solutions to accelerate your move to Chrome OS

- Chrome OS Readiness Tool
- Chrome Enterprise Recommended
- Zero-touch enrollment
- Parallels Desktop
- More productivity features
Fast deployment

Ensure managed Chrome OS devices get into the hands of employees quickly

76% time savings during device deployment

**Drop ship devices**
Drop ship Chrome OS devices that will automatically enroll into domain with zero-touch enrollment

**No imaging Required**
Cloud-based profiles download policies, apps, settings, and bookmarks automatically after log in

**Fast reassignment and deprovisioning**
Reduce time required by over 90% for device reassignment and deprovisioning

Source: ESG Technical Review, Google Chromebook: Accelerating Device Lifecycle Management, July 2020
# Fast deployment

Ensure managed Chrome OS devices get into the hands of employees quickly

<table>
<thead>
<tr>
<th>Eliminate mundane enrollment tasks</th>
<th>Zero-touch enrollment</th>
<th>Device reassignment and deprovisioning</th>
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</thead>
<tbody>
<tr>
<td>Remove manual app installation, enterprise enrollment, antivirus configuration and imaging steps required by Windows</td>
<td>Drop ship Chrome OS devices that will automatically enroll into enterprise administration with zero-touch enrollment</td>
<td>Reduce time required by over 90% for device reassignment and deprovisioning</td>
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</table>
Simple management
Administrative control with Chrome Enterprise Upgrade and the Google Admin console

More than 300+ settings, security and privacy controls
Enable identity-less use cases with managed guest sessions
Configure Wi-Fi, VPN, identity, certificate and printer infrastructure
Set up apps, browser extensions, or bookmarks remotely
Apps for every worker

- **Optimized apps** via Chrome Enterprise Recommended
- **Access productivity** suites like Google Workspace and Microsoft Office 365
- **Run Windows apps** via VDI or Parallels Desktop
- **Video** Conference with Meet, Zoom, Teams and more.
Chrome Enterprise Recommended Partners

Productivity
- DocuSign
- doctor.com
- copper
- salesforce

Printing
- YSOFT
- Printix
- Lexmark
- KOFAX
- PaperCut
- PrinterLogic
- uniFLOW
- LRS
- directprint.io
- Pharos
- MIMIO
- HP

Communications
- slack
- RingCentral
- zoom
- Cisco Webex

Identity & Access Management
- Okta
- Palo Alto
- oneLogin
Modern employee experience, from anywhere

- High-performance devices that **boot up fast and don't slow down over time**
- Quickly log in to any device and **pick up where you left off with cloud profiles**
- **Work from anywhere**, on any Chrome OS device
- Work offline with access to Google Play store apps, Gmail, and Google Drive files
- Updates **install in the background**
Built-in and proactive security

**Built-in security features** like data encryption and Google-designed Titan C chip to **protect identity** and ensure system integrity.

**Proactive security features** like Google Safe Browsing and prevent password reuse to keep users from navigating to malicious sites and accidentally sharing data.

**IT controls** to prevent lost or stolen devices and regulate security updates.
A smart & sustainable investment

Reduce total cost of ownership.
Save up to $482 per device per year from reduced deployment, upgrade, and training costs.

Free 24/7 technical support.
With Chrome Enterprise Upgrade and Chromebook Enterprise, get free 24/7 technical support for troubleshooting.

Sustainable investment.
Up to 46% less energy consumption, lower device carbon footprint, and Chromebooks with sustainable and recyclable material.
Chrome Enterprise continues to **address** the needs of a modern workforce

- Chromebooks in enterprise
- Admin controls for Chrome Browser
- Kiosk and managed guest mode
- Citrix & VMware launch for Chromebooks
- Play Store on Chromebooks
- Chromebooks are now being produced by all major OEMs
- Opening up APIs for EMMs
- Active Directory integration
- Zero touch enrollment
- Convertible Chromebooks with stylus support
- Linux in beta
- 8 years of automatic updates for Chromebooks (from 6.5)

**Timeline:**
- 2008
- 2009
- 2010
- 2011
- 2012
- 2013
- 2014
- 2015
- 2016
- 2017
- 2018
- 2019
- 2020
Together, Chrome OS + enterprise capabilities make **Chromebook Enterprise**

**Enterprise Capabilities**

- Advanced security
- Flexible access
- Simplified orchestration
- 24/7 IT admin support
Chrome OS partner ecosystem

Have devices shipped directly to employees at their homes & have them ready to be signed in. Supported by a broad range of resellers:

- Enrolling into Chrome OS management
- Pre-configured networks and VPN settings
- App and extension deployment
- Asset tagging
- Laser etching
- Bundling of peripherals

North America

EMEA

Asia Pacific
Companies are moving to the cloud with Chrome Enterprise
Start your journey to a cloud workforce

Modernize your browser

Modernize company workflows

Determine your workers’ cloud readiness with Chrome OS Readiness Tool

Migrate to cloud-first devices

Optimize and expand your cloud investment

Retrace your steps
CTAs
Sign up for Chrome Enterprise trial

Get started today by signing up [here](#)
Use **Chrome OS Readiness Tool** to identify Windows devices that are ready to switch

Available to all in 2021. Fill out the form to download a sample report, get notified when it's ready, or express interest in trying it early [here](#)
Calculate benefits with the TCO Calculator

Estimate the costs and benefits of switching to Google Chromebooks here
Sign up for an evaluation

Contact our sales team to discuss your needs here
Check out our frontline worker guide

Download “Power Your Frontline Workforce with the Cloud” here
Check out our security paper

Download “Cloud-native Security for Endpoints” here
Check out our **remote work toolkit**

Find resources for IT teams to support end-to-end Chrome OS deployment [here](#)
Explore our “How-to” Demo Videos

Get help with navigating the Google Admin Console and find answers to frequently asked deployment questions [here](#)
Read our customer stories

See how Chrome Enterprise helps leading businesses secure their workforce, reduce IT overhead and enable cloud workers [here](#).

“Chromebooks give our care teams more mobility, and help people collaborate with each other. With Chrome Enterprise management, our IT team can help care teams work more efficiently." — Joshua Gragg, IT Lead, Prestige Care
Chrome Enterprise release notes

g.co/help/ChromeEnterpriseReleaseNotes
Thank You