



# Selling Microsoft Education solutions and Windows 10 Education devices

Education Toolkit for Microsoft DPSS Channel Partner

June 2021



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# The education sector needs reliable technology like never before

2020 was extremely disruptive for schools everywhere. According to the World Bank, Covid-19 created ‘the worst crisis to education and learning in a century’<sup>1</sup>. A UNESCO study also found that at the peak of the disruption, a staggering 90% of all learners globally were affected by school closures due to Covid-19.<sup>2</sup>

Even though students and educators are returning to the physical school environment, there’s no question that the nature of education is changed forever. Hybrid learning is here to stay. Many schools are now evaluating or re-evaluating their technology to ensure students, staff and IT teams have the right tools.

This interactive toolkit is a one-stop-resource:

- Have better and more productive discussions regarding the needs of education customers.
- Help customers transition quickly and safely to a remote learning environment with **affordable, secure Microsoft Education solutions that are easy to set up and manage.**
- The enablement assets included here will make selling easier for you, so you can focus on growing your business.

## Please note that the links in this toolkit connect to two types of resources:

1. Website and video content to help you expand your knowledge.
2. Device Partner Center (DPC) links where you can download marketing and sales assets. These links are all marked with an \*. To access these types of links, you need to log in or register [here](#).

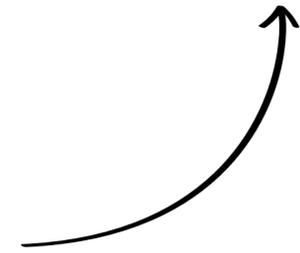
<sup>1</sup> World Bank, Urgent, effective action required to quell the impact of Covid-19 on education worldwide, [online], <https://www.worldbank.org/en/news/immersive-story/2021/01/22/urgent-effective-action-required-to-quell-the-impact-of-covid-19-on-education-worldwide>  
<sup>2</sup> The Educator Online, What has been the impact of Covid-19 on global education? [online], <https://www.theeducatoronline.com/k12/news/what-has-been-the-impact-of-covid19-on-global-education/272359>



# How to use this toolkit

This toolkit can be used by both DPSS Microsoft Channel Partner **distributors** and **resellers**. It includes information that can help distributors educate and support resellers, as well as help resellers sell more effectively to end customers.

Click to go through to this section



## What it includes:

Useful facts and tips regarding **Microsoft Education solutions** – including Windows 10 Education devices and Microsoft 365 as well as the licensing options for education customers. It also includes an overview of how Microsoft will support you as a partner, and links to relevant campaigns and resources to help you sell more effectively at every step.

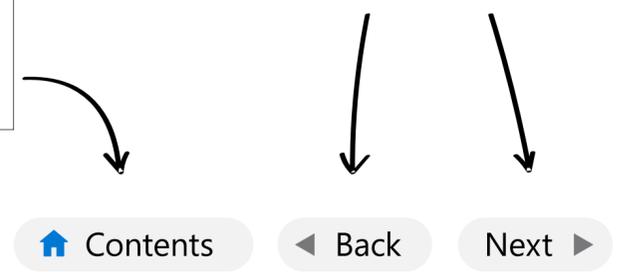


## How to navigate it:

This toolkit is fully interactive throughout. The first time you view it, we recommend reading all pages, so you know exactly what's inside. Later on, when you want to access specific resources, the easy-to-use navigation can help you get to the section you need. To take advantage of all features in this interactive toolkit, please ensure you open it with Adobe Reader.

Click Home Contents to go back any time

Use Back or Next to navigate pages



# Microsoft Education solutions

## Windows 10 Education devices

- Perfect for hybrid learning.
- Support rich, interactive learning experiences.
- Range of devices to suit different learning styles.
- Affordable and accessible.
- The most secure Windows ever built.
- Detachable pen accessory.<sup>4, 5</sup>
- Durable and rugged.<sup>6</sup>
- Improved connectivity.
- Longer-lasting.<sup>7</sup>

## Microsoft 365 Education

### Microsoft (Teams, Office 365 and Apps)

- Access to familiar, easy-to-use Office 365 apps.
- Natural, seamless communication with Microsoft Teams.
- Reliable, secure document sharing and collaboration.
- Advanced security protection.

### Microsoft Intune<sup>3</sup>

- Cloud-based, mobile device management.
- Streamlines deployment, security and ongoing management for IT.
- Works well with Windows Autopilot<sup>8</sup> and Azure Active Directory.<sup>9</sup>

<sup>3</sup> Microsoft Intune is sold separately.

<sup>4</sup> Pen accessory may be sold separately.

<sup>5</sup> Not available on all devices

<sup>6</sup> Microsoft, Find the right device for your school website, [online], <https://www.microsoft.com/en-au/education/devices/>

<sup>7</sup> Battery life varies significantly with settings, usage and other factors

<sup>8</sup> Windows Autopilot sold separately.

<sup>9</sup> Azure Active Directory sold separately.



# Windows 10 Education devices

Schools need a productive and secure platform, with devices, apps and resources that can be tailored to suit every need, budget and learning style. With Windows 10 Pro Education devices, it's easier than ever to find the right technology to meet student and school requirements.

## Key features<sup>10</sup>:

<sup>10</sup> Certain devices features may not be available on all devices, or in some markets. Check with your Microsoft account manager.  
<sup>11</sup> DSM&T, Harsh Environment Connectors and Wire Harnessing, [online], available at <http://www.dsmt.com/resources/ip-rating-chart/>  
<sup>12</sup> Microsoft, Find the right device for your school website, [online], <https://www.microsoft.com/en-au/education/devices/>

<sup>13</sup> Mobile carrier network plan required; fees may apply.  
<sup>14</sup> Pen accessory may be sold separately.  
<sup>15</sup> Battery life varies significantly based on settings, usages and other factors.

# Windows 10 Education devices

## Questions for resellers to ask customers:

- What sort of devices are students and staff using now? Are they a barrier to learning?
- Do current technology solutions allow students to learn in natural ways (e.g. by using a digital pen accessory)?
- Are you worried about your school's security risk, with everyone using different/ potentially insecure devices?
- Are you looking for a rugged, cost-effective option?

## Key selling points:



**Digital inking**<sup>16</sup> – Help students think and work in a natural way. Inking helps with conceptualizing, prototyping, sketching, brainstorming, memorizing and knowledge construction.



**Robust and durable** – Withstand the rough and tumble of everyday student use. The range of ruggedized devices are bump-, spill- and drop-resistant.



**Zero-touch deployment**<sup>17</sup> – Intune with Windows Autopilot simplifies new devices deployment and management. With automatic provisioning, IT avoids creating custom images or manually reimaging machines and drivers. This can reduce cost while optimizing results and creating better student experiences.



**Work seamlessly with Microsoft 365** – as well as a range of free educational apps from the Microsoft store.



**Personalised learning** – Every student can shine with technology tailored to individual learning styles. Nurture self-directed, confident learners.

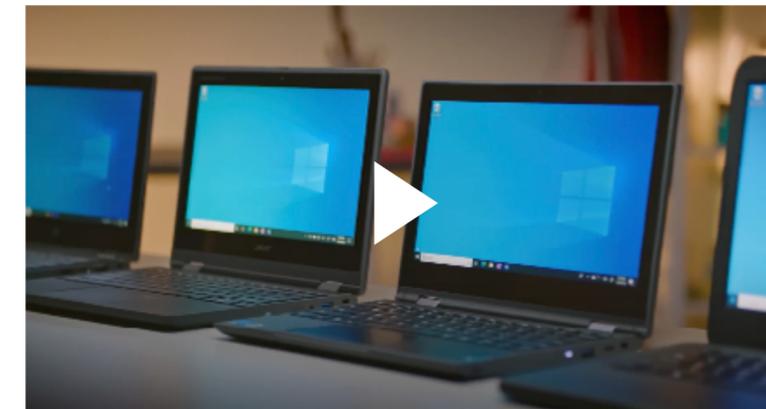


**Help students and educators do great things** – Achieve better outcomes with personalized, inclusive, and immersive learning experiences.



**Comprehensive security and privacy** – Ensure classroom security with Windows Defender SmartScreen and Teams Lobby, as well as built-in threat-protection.

## Watch this video to learn more about Windows Education devices.



## Useful resources:

[Video: Vision of Windows Education 2021](#)

[Video: Showcase of Windows Education](#)

[Website: Windows 10 for Education](#)

[Device catalogue: Modern portfolio of education devices](#)

<sup>16</sup> Pen accessory may be sold separately. Digital inking not available on all devices.  
<sup>17</sup> In certain scenarios, zero-touch deployment may not be possible

# Microsoft 365 Education

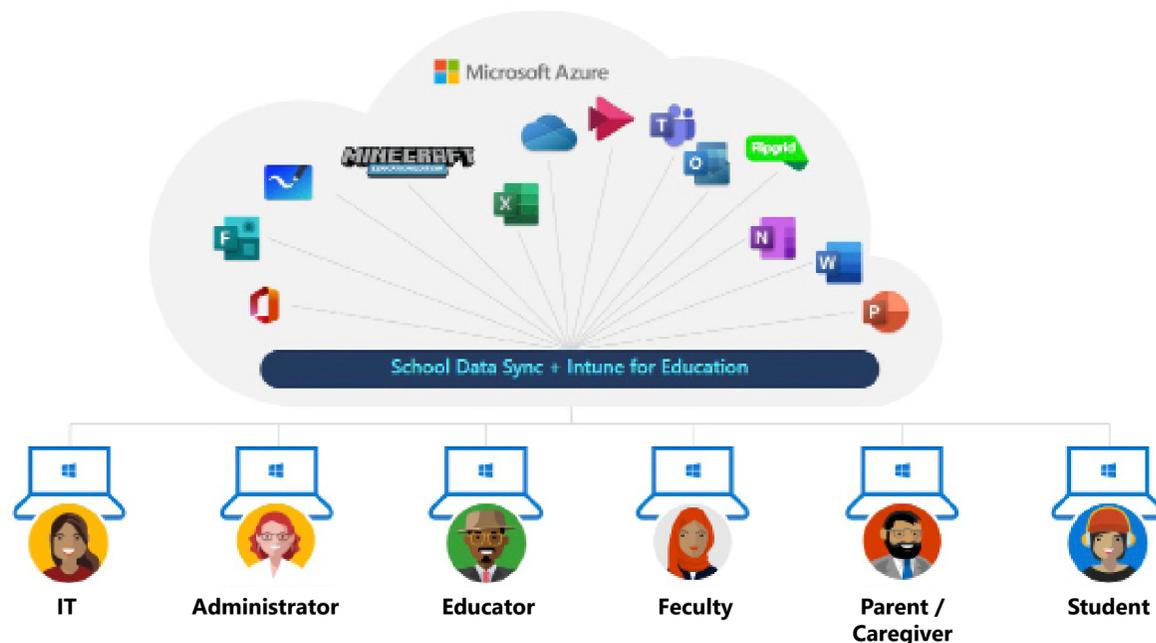
Windows 10 Education devices are built for both the classroom and remote learning, with options to suit all price points. But it's not just the device that can make a difference in education. It's the device **plus** Microsoft 365 for Education, which includes:

- **Office 365 Education**
- **Microsoft Teams**
- **Microsoft Intune<sup>18</sup>**

Microsoft 365 is also ideally paired with:

- **Windows Autopilot<sup>19</sup>**
- **Azure Active Directory<sup>20</sup>**

## Microsoft Education Remote Learning Solution



### Questions for resellers to ask customers:

- What software are your students and staff mostly using now?
- What technology does your school use to nurture soft skills – collaboration, creativity, critical thinking and computational thinking?
- Is remote learning highlighting gaps in your device and software security?
- Where is this school on its cloud migration journey?
- Who deploys apps and manages shared devices? Teachers, part-time IT or pros?
- Do teachers feel supported to use technology in hybrid learning scenarios?

### Key selling points:

- 1 Unlock creativity, promote teamwork, and provide a simple and safe experience in a single, affordable solution built for education.
- 2 Take all of Microsoft's core productivity and collaboration tools to the cloud: email, group chat, and group collaboration within projects across multiple applications.

### Useful resources:

Sales tool: [Remote Learning Pitch Deck\\*](#)

Website: [Microsoft 365 Education](#)

Demo: [Microsoft 365](#)

Guidance: [Deploying and managing a full cloud IT solution for schools](#)

[Zero-touch deployment with Microsoft 365\\*](#)

Guidance: [Learn about the breadth of Microsoft education licensing](#)

\* Access this resource from Device Partner Center (DPC), registration is needed

18 Microsoft Intune is sold separately.  
19 Windows Autopilot is sold separately.  
20 Azure Active Directory is sold separately.

# Office 365 Education

The Office 365 app for Windows 10 Education devices helps students and teachers find all their apps and files in one place – Word, Excel, PowerPoint, OneNote, Microsoft Teams and more. With easy access to the latest version of their files, they can get down to work right away, no matter what device they use or where they work from.

The ultimate digital notebook, OneNote helps you organize class materials and easily collaborate with students and colleagues.

Bring conversations, content and apps together, all from a single Office 365 Education experience. Collaborate in real time without boundaries and without worrying about lost formatting.

Create classes and groups for Teams, Intune for Education and more at no extra cost with School Data Sync.

## Questions for resellers to ask customers:

- What tools do students currently use to produce and submit work?
- Will you help teachers save time and build hybrid learning materials faster, using tools that they are already familiar with?
- Are you concerned about the security of the systems your students are using now?
- Do your educators struggle to find engaging, educationally sound digital tools to use in the classroom?

## Key selling points:

- **Familiar tools**  
With Office 365, get access to the same, familiar applications.
- **Value-add apps in the Microsoft store**  
Teachers can offer better learning experiences.
- **Personalise teaching and learning**  
Schools can use the built-in tools in Office 365 Education products to promote personalized and inclusive learning. Engage students Learning Tools to help increase reading and writing skills for students.
- **Ignite classroom collaboration**  
Creativity, communication and critical thinking prepare students for tomorrow’s workplace. Real-time co-authoring capabilities in core Office 365 products, chat, video, and voice, allow students to go beyond the walls of the classroom. Support team-based learning - engage students who are unable to get into school, or even outside experts.
- **Organize classroom time**  
Stay organized with integrated planning tools. Share announcements, distribute assignments and handle the day-to-day rhythm of the classroom.

## Useful resources:

[Blog: All about Education apps](#)

[Education app: Minecraft – Education Edition](#)

[Guidance: Compare Office 365 Education Plans](#)

[Guidance: Quick Starts on Office 365 apps](#)

[Guidance: Office 365 Education Plans as part of Microsoft 365](#)

# Microsoft Teams



## Smooth, hassle-free virtual classrooms

Teachers can run engaging virtual sessions using Microsoft Teams. The 'raise the hand' feature means students participating virtually can ask questions without disrupting the rest of the class. Teachers and students can also blur their meeting background.



## Highly secure app access

Microsoft Teams automatically establishes highly secure connections with other learning apps to provide students with safe access to the tools they need.



## Identity protection

The Microsoft Teams mobile app helps maintain students' privacy wherever they are – whether on a desktop, laptop or mobile device.



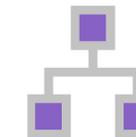
## Instant, easy collaboration

Up to 300 students can come together for virtual school assemblies. Within the classroom, teachers can make discussions and teamwork easier by dividing classes into smaller groups within Microsoft Teams.



## Ideas sharing

Students and teachers can work together on a shared digital canvas with Microsoft Whiteboard, integrated in Microsoft Teams.



## Organizational tools

Teachers can assign, track, and grade class assignments, as well as access student engagement data from an intuitive dashboard.



## Chat privately and securely

Microsoft Teams maximizes student safety and security with instructor controls on private chat that ensure students stay connected, focused and productive.

# Microsoft Teams

## Questions for resellers to ask customers:

- How do your students currently collaborate when they're learning from home?
- What software are you using to run virtual sessions now? Is it effective?
- Are you concerned about the security risks associated with remote learning?

## Key selling points:

- **One central location** – Microsoft Teams brings conversations, content, and apps together in one place.
- **Personalize learning based on insights about student needs** – Using Insights in Microsoft Teams, educators can track student and class progress, identify at-risk students and take action to improve outcomes.
- **Include all students with built-in accessibility tools** – Microsoft offers a range of accessibility features, including immersive reader, dictation, live captions, translation and more.
- **Get actionable data to help school leaders to optimize learning** – The insights feature helps educators discover trends, identify areas for improvement and adapt the school's remote learning strategy.
- **Easily manage policies and help ensure student safety** – Set policies for team naming, get visibility into security threats and identify and address offensive language and threatening behaviors.

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## Useful resources:

[Guidance: M365 EDU Deployment during COVID-19](#)

[Infographic: 10 Benefits of Microsoft Teams for Education](#)

[Guidance: Tips to keep your classroom secure with Microsoft Teams](#)

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# Microsoft Teams Rooms

Hybrid learning is about creating connected and collaborative learning environments where in-class and virtual learners can thrive. Microsoft Teams Rooms offer the tools to bring hybrid learning to life.



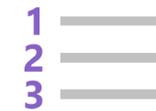
## Connected classroom

Microsoft Teams Rooms connect students and educators through HD audio and video to make classrooms feel more natural and immersive.



## Inclusive learning support

Remote learners feel as empowered to participate in classrooms as those in the room with chat, captions, reactions, virtual raise hand, and screen sharing.



## Clear class instruction

High quality speakers and microphones support crisp audio and voice pickup for clear class instruction and discussion.



## Ease of use for educators

Educators can support both in-class and virtual learners at the same time with a single touch control console, LMS integrations, and administrative tools.



## Classroom security

Microsoft Teams certified devices are secure by design—across devices, software, and cloud—ensuring classroom safety right out of the box.

# Microsoft Teams Rooms

## Questions for resellers to ask customers:

- How are you ensuring remote learners are getting an equally engaging learning experience as those who are in-class?
- How are you enabling educators to support both in-class and virtual learners at the same time?
- What software are you currently using to run virtual sessions? How effective do you think it will be for a hybrid classroom?

## Key selling points:

- **Ensure educators can be seen and heard** with high-quality microphones, speakers, and cameras to make classrooms feel more natural and to support clear class instruction.
- **Bring remote learners into the classroom** with crystal-clear video on large screens. A variety of screen layouts allows remote learners to remain present even when silent.
- **Keep remote learners engaged** with full Microsoft Teams features including screen sharing, chat, live captions, reactions, virtual hand raise, and recorded sessions.
- **Make it easier for educators** to support in-class and virtual learners with classroom controls available on a single touchscreen console and LMS integrations available within Teams.
- **Share classroom content** through intelligent capture of material drawn on the in-classroom whiteboard, or with the Microsoft Whiteboard app on a Teams certified device.
- **Keep the hybrid classroom safe** with administrative features that allow teachers to control access to the classroom. Get peace of mind knowing that Teams certified devices are secure by design.

## Useful resources:

[HP Hybrid Teaching Solution](#)

[Logitech Education Solutions](#)

[Teams Rooms documentation](#)

[Teams Rooms Demo](#)



# Microsoft Intune<sup>21</sup>

When your customers buy Microsoft 365, they can use Microsoft Intune for Education (included in Microsoft 365 plans) or buy Microsoft Intune (for an additional cost). Intune delivers a simplified Windows 10 Pro Education management experience for the classroom, making it easy for teachers and part-time IT pros to get up and running in just a few steps, as well as deploy apps and manage shared devices.

## How is Intune for Education different from the full device management experience in Intune?

Intune for Education enables your teachers and students to be productive while protecting your school's data, and is powered by Microsoft's Intune service, a cloud-based enterprise mobility management (EMM) service. It lets schools manage Windows 10 Education and iOS/iPadOS and Android devices using the full mobile device management (MDM) capabilities available in Intune.

<sup>21</sup> Sold separately.



# Microsoft Intune

## Key features:

### Configure devices quickly

Configure devices quickly with Express Configuration. Administrators can go through the step-by-step setup of Windows, Android and iOS devices right alongside Windows 10 Education devices, saving valuable time.

### Deliver customized experiences, school wide

Deliver a customized experience for each user, even on shared devices, so teachers and students can work the way they want to work.

### Deliver apps and settings to a previously deployed device

Deliver apps to users without ever touching a device, saving time for school IT administrators.

### Delegate administrative permissions

District administrators can securely delegate permissions that are given to a school-level administrator, so they have access to the right resources/groups that need to be managed. This means responsibility for system administration can be shared and allows for emergency backup in case of an IT administrator's planned absence or illness.

### User-friendly portal

The Intune for Education portal includes the settings and workflows schools need to manage Windows, Android and iOS devices. IT administrators and teachers use it to keep student devices up to date and configured with the latest Microsoft Education-recommended settings and apps. View and act on individual or groups of devices, users, and application inventory from the portal.

## Useful resources:

[Article: What is Intune for Education?](#)

[Guidance: Privacy and Security for Schools](#)

# Microsoft Autopilot<sup>22</sup>

With Windows Autopilot, quickly transform a new device into a classroom-ready state, or reset existing devices to remove apps, settings and personal files without physically having to touch the device.

Partners and OEM providers can pre-register devices to be sent to schools for local management. From Intune for Education, designated devices can be updated all at once and not individually.

## How does it work?

Make devices learning-ready with Windows Autopilot, working in tandem with Azure Active Directory and Intune for Education. Students can easily log in using their school credentials with the following process:

- **OEM/partner** registers devices with the Windows Autopilot service.
- **IT administrator** configures enrollment profiles, settings, and apps for their device using Intune for Education.
- **Devices are unboxed**, turned on, and connected to the internet.
- **Windows Autopilot Reset** service automatically sets them up with the configurations specified by the IT administrator.
- **The device** is now classroom ready.

## Key features:

- **Easy deployment at scale**  
Provision school devices via the cloud and Intune for Education with school-specific configurations and applications. When devices arrive, students can quickly log in and have immediate access – all without a teacher or IT administrator having to touch a device. Windows Autopilot Reset does it automatically.
- **Students can set up devices with self-deployment mode**  
Windows Autopilot supports a self-deploying mode that allows a student to connect a device directly to the network via ethernet without prompting for user authentication. Devices are quickly provisioned with no login required.
- **Execute large-scale remote reset with the touch of a button**  
Quickly prepare a group of devices by remotely resetting them with Intune for Education. In about 60 minutes, data from the prior year will be removed and the devices will start syncing your latest apps and settings.

## Useful resources:

[Video: Overview of Autopilot benefits and features\\*](#)

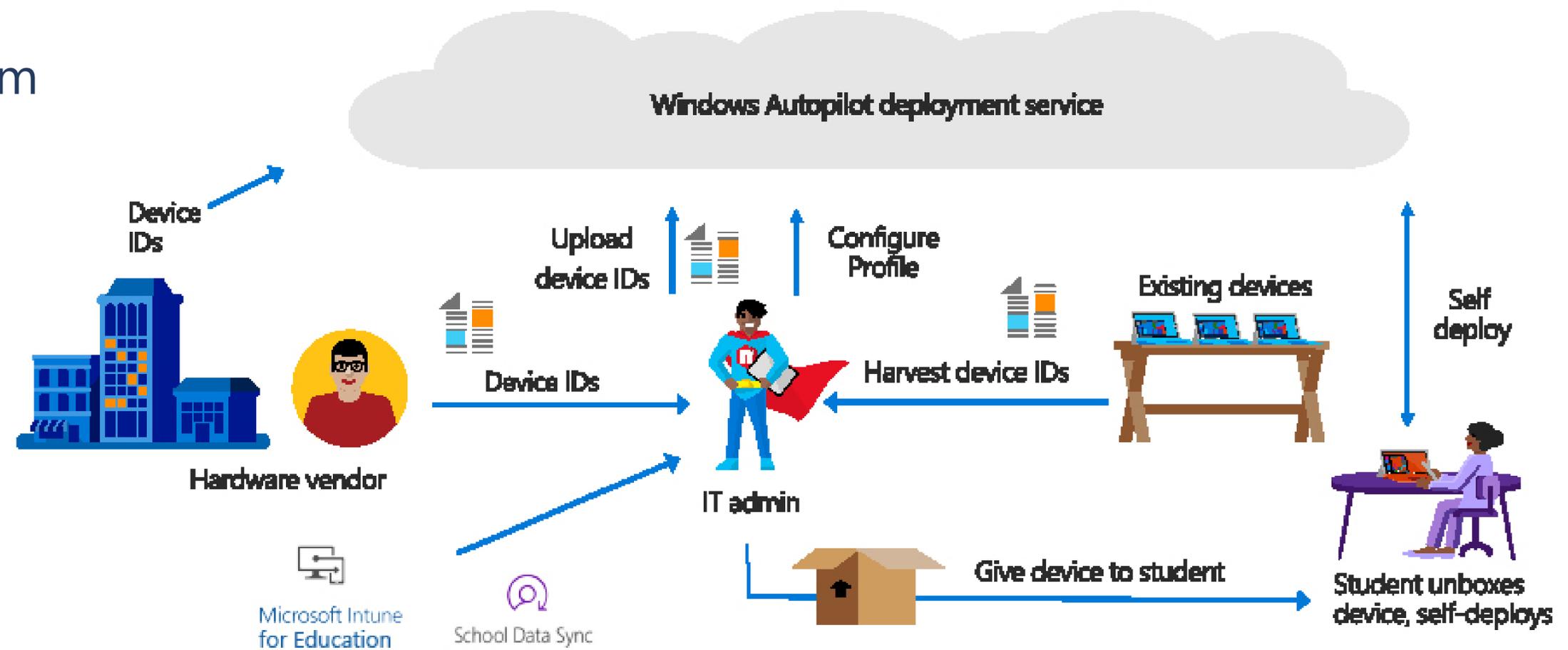
[Guidance: Enroll Windows Devices in Intune by using Windows Autopilot](#)

\* Access this resource from Device Partner Center (DPC), registration is needed

<sup>22</sup> Sold separately.

# Microsoft Autopilot<sup>22</sup>

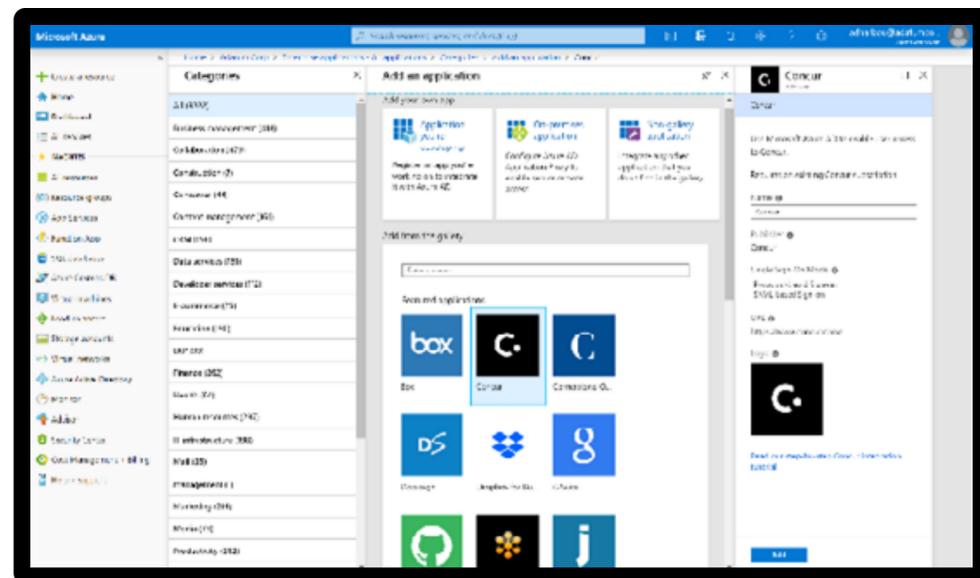
## Windows Autopilot deployment program



<sup>22</sup> Sold separately.

# Azure Active Directory<sup>23</sup>

Azure Active Directory (AAD) is a comprehensive identity and access management solution connected to the cloud. Many organizations today, including schools, use AAD to provide identity, security, and more. Schools that already use Microsoft Office 365 are using Azure Active Directory.



## Key features:

- Even more protection for students**  
 Protect students more effectively by configuring Azure Active Directory with School Data Sync. Automatically mark students as minors to allow Microsoft and third-party applications to apply special protections when processing their data. Configure Azure Active Directory to prevent students from using unauthorized third-party applications.
- Simplified, streamlined IT management**  
 Create an identity for students and educators that can enable easy single sign-on access to services, tools, and resources that enable better learning outcomes.

## School Data Sync:

- Reads the data from an educational institution’s Student Information System (SIS) to automatically create online classrooms and educator and student accounts. School Data Sync (SDS) mirrors SIS data into Office 365 and Azure Active Directory.
- Simplifies security with a single, compliant source for user profiles and rosters that all classroom applications can use.
- Brings information together – SDS enables any classroom application to access the encrypted, cloud-based data through the no-cost API.

## Useful resources:

[Guidance: Introduction to Azure Active Directory Tenants – M365 Education](#)

[Guidance: School Data Sync](#)

<sup>23</sup> Sold separately.

# Windows 10 Education editions

Windows has editions tailored for education environments. All editions offer the same features, with added security, faster performance, and flexibility.

There are three options: Windows 10 Pro Education in S mode,<sup>24</sup> Windows 10 Pro Education, or Windows 10 Enterprise (which can be used for educational purposes by applying SetEduPolicies and following [related steps](#)). This will enable customizations of the OS diagnostic data, consumer experiences, Cortana, and search, as well as some of the preinstalled apps, for use in education environments. Intune for Education can be used for the setup.

Windows 10 Pro Education is available on new devices pre-installed with Windows 10, version 1607 or later, that are purchased with Shape the Future. Existing devices running Windows 10 Pro, currently activated with the original OEM digital product key and purchased with Shape the Future, will upgrade automatically to Windows 10 Pro Education as part of the Windows 10, version 1607 or later, installation.

Customers can get Windows 10 Pro Education through the Volume Licensing Service Center or the Microsoft Store for Education.

**Please note:**

- Windows 10 Pro Education is a variant of Windows 10 Pro. It has all the features of Windows 10 Pro AND education-specific default settings.
- Windows 10 Education is a variant of Windows 10 Enterprise. For schools that are looking for the most comprehensive edition including enterprise-grade features, then Windows 10 Education edition will be a good fit. It has all the features of Windows 10 Enterprise AND education-specific default settings.

<sup>24</sup> Windows 10 Pro in S mode is a feature within Windows 10 Pro that offers the same features with added security, faster performance and flexibility. It's an enhanced security mode streamlined for security and superior performance. With Windows 10 Pro in S mode, students can download and install only Microsoft-verified apps from the Microsoft Store. This helps keep devices running fast and secure, day in and day out. If for any reason Windows 10 Pro in S mode isn't meeting a school's needs, education customers can switch devices to Windows 10 Pro Education free of charge using the Microsoft Store.

<sup>25</sup> In certain scenarios, zero-touch deployment may not be possible.

<sup>26</sup> Windows 10 Pro Education provides Autopilot capability. Autopilot is a separate service, Intune sold separately.

## Why sell Windows 10 Pro Education or Windows 10 Education rather than Windows 10 Home edition?

When selling to schools, encourage your resellers to recommend Windows 10 Pro Education editions over the Windows 10 Home editions because it offers the right experience for education.

	<b>Right features</b>	All the capabilities of Windows 10 Pro, so schools can deliver the best remote and hybrid learning experience.
	<b>Smart defaults</b>	Reduce distractions in the classroom and give IT more control.
	<b>Zero-touch deployment<sup>25</sup></b>	Autopilot and Intune allow for simplified device deployment, management and reset. <sup>26</sup>

**Useful resources:**

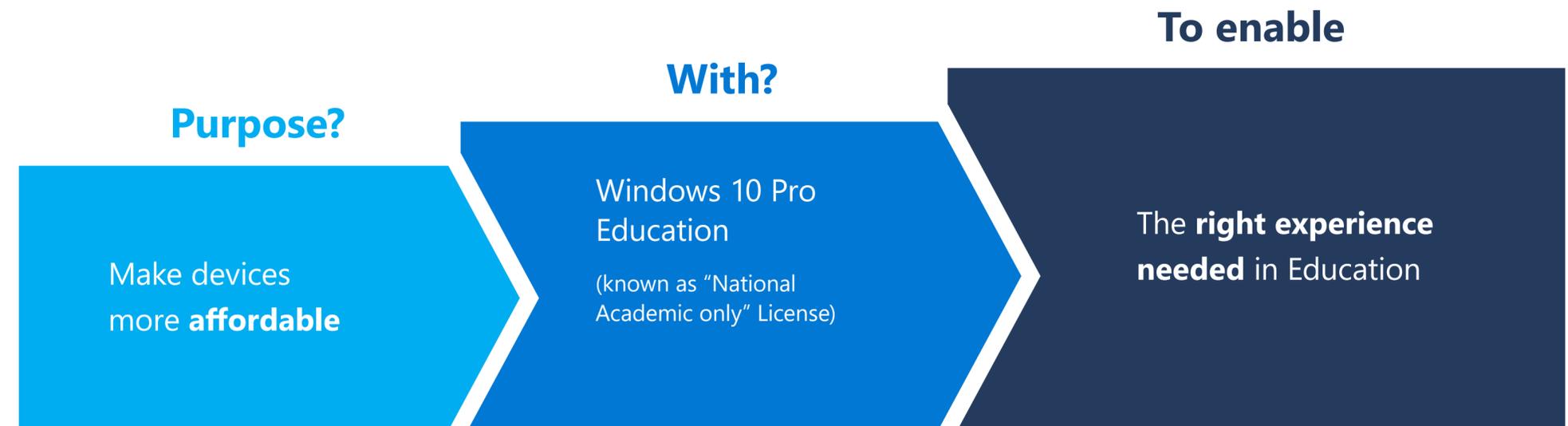
[Guidance: Windows 10 editions for education customers](#)

[Guidance: Windows 10 configuration recommendations for education customers](#)

# Shape the Future

Shape the Future is a license price discount program that makes devices more affordable with Windows 10 Pro Education edition, for the right experience needed in education.

## License Price Discount Program



# Shape the Future 2.0

## Key features:

<b>A reasonable price on education devices</b>	Includes discounts on Windows 10 licenses; education customers can access the most competitive pricing.
<b>Device options and flexibility</b>	Entry worldwide (Entry WW) discounts are available regardless of OEM, channel, form factor or features.
<b>Devices designed for education</b>	Includes Windows 10 Pro Education with smart defaults, domain join and other features for the education customer.

## Useful resources:

[Application portal: Shape the Future](#)

[Sales guidance : Shape the Future partner assets\\*](#)

\* Access this resource from Device Partner Center (DPC), registration is needed



## What do the program updates mean?

- There are now 4 SKUs: Standards, Entry WW, Entry EM and Strategic.
- The Entry WW SKU has been simplified. With this SKU, there are no end user or channel restrictions. There are no sales and liquidation restrictions. An LOE won't be required either!
- You can now decide on which SKU based on the buying scenario. The Entry EM SKU has a \$1K minimum and the Strategic SKU has a \$50K minimum. There are no minimum orders on the Standard and Entry WW SKUs.
- In terms of hardware, there are no requirements on screen resolution, screen size or form factor across all SKUs.

Familiarize yourself with the Shape the Future program terms and conditions and work with your Microsoft account representative to drive Windows device proof of concepts.



## How to help your end customers get it:

In most cases, customers will require a Letter of Eligibility (LOE) from Microsoft, which they can find on the Shape the Future portal: [www.aka.ms/shapethefuture](http://www.aka.ms/shapethefuture). If an LOE is not required (i.e. with the Entry WW SKU), they can contact the OEM/reseller directly to purchase. Once a customer has the LOE and knows which Windows 10 Education devices they would like, they can work with their OEM/disti/reseller to fulfil an order.

# Microsoft 365

Unsure which Microsoft 365 license to recommend to your customers? This comparison table can help:

		Microsoft 365 A1*	Microsoft 365 A3*	Microsoft 365 A5*
<b>Collaboration &amp; Learning</b>	Office Online: web-based document editing	✓	✓	✓
	Office client applications: Word, Excel, PowerPoint, Outlook		✓	✓
	Email and calendar	✓	✓	✓
	File and content management	✓	✓	✓
	Minecraft: Education Edition with Code Builder		✓	✓
<b>Classroom Tools</b>	Microsoft Teams	✓	✓	✓
	OneNote Class Notebook, Sway	✓	✓	✓
<b>More inclusive classrooms</b>	Learning Tools, Accessibility Checker, Office Lens	✓	✓	✓
<b>Voice, video &amp; meetings</b>	Skype for Business	✓	✓	✓
	PSTN (public switched telephone network) Conferencing, Cloud PBX (private branch exchange)			✓
<b>Management &amp; Security</b>	Intune for Education	✓	✓	✓
	School Data Sync, Data Loss Prevention, Office 365 Rights Management	✓	✓	✓
	Office 365 A3: Advanced Security Management, Skype Meeting Broadcast		✓	✓
	Enterprise Mobility Suite (EMS) A3: Intune for Education, Azure Active Directory P1, Azure Information Protection P1, Advanced Threat Analysis		✓	✓
	Windows 10 Education A1***	✓		
<b>Advanced Security</b>	Windows 10 Education A3: Windows Defender Antivirus, Device Guard		✓	✓
	Office 365 A5: Advanced Threat Prevention, Threat Intelligence			✓
	Enterprise Mobility Suite (EMS) A5: Azure Active Directory P2, Azure Information Protection P2, Cloud App Security			✓
	Azure Advanced Threat Protection			✓
<b>Server &amp; CAL Benefits</b>	Windows 10 Education A5: Windows Defender Advanced Threat Protection			✓
	Productivity Server Licenses and Client Access Licenses (CALs) for Exchange, SharePoint, Skype for Business, etc.		✓	✓

\*Microsoft 365 A1 is a one-time, per device license

# How Microsoft Education solutions outpace the competition

## Google Chromebooks

- Chromebooks can only run web apps and are limited when students have a poor/no internet connection.
- Chromebooks are typically less powerful with less storage, and use older-generation processors with fewer resources.
- Google’s management console is one-size-fits-all. It may be difficult to find what you want to find quickly.
- Chromebooks have a limited lifespan and may become unmanageable. [Google's Policy](#).
- Google makes 84% of their revenue from advertising and customer data. [Statista 2020](#)

## iPads

- iPads have a very limited range of models at a higher price-point than many Windows 10 Education devices.<sup>27</sup>
- As an iPad’s storage cannot be expanded after purchase, iPads may not have enough capacity to store all a student’s work and resources.<sup>28, 29</sup>
- iPads require additional hardware to be purchased separately.
- iPads do not support multiple user profiles, making it harder for schools to enable device sharing between students or classes.<sup>30, 31</sup>
- iPad does not support full functionality of productivity apps, such as Office 365.<sup>32, 33</sup>
- iPads do not support multiple user profiles, which can lead to security vulnerabilities in cases where students or teachers are sharing devices.<sup>34</sup>

## Android

- The lower cost of some Android devices is usually due to lower-quality screens and cameras, or cheaper components that can break and lose performance easily.<sup>35</sup> Repairs can reduce the cost-savings benefit.
- With apps designed primarily for phone screens,<sup>36</sup> a lack of precise ink and touch capabilities<sup>37</sup>, and inconsistent ports for key accessories and peripherals<sup>38</sup>, they may not be the best choice for teaching and learning.
- As Android is open source, anyone can build and add apps to the Google Play store, leading to some having malware or bloatware that can wreak havoc on school devices and systems.<sup>39</sup>



27 Education Pricing and Student Discounts - Education - Apple,  
28 How Much Storage Do I Need On My Laptop? | NetBookNews,  
29 Education Pricing and Student Discounts - Education - Apple,  
30 Answered: Does the iPad Support Multiple Users? (lifewire.com),  
31 Apple explores multiple user accounts for iPad and iPhone (cultofmac.com),  
32 Compare PowerPoint features on different platforms - Office Support (microsoft.com)

33 Compare Word features on different platforms - Office Support (microsoft.com),  
34 Answered: Does the iPad Support Multiple Users? (lifewire.com),  
35, 36, 37 Are cheap Android phones worth it? - 9to5Google,  
38 USB-C in 2020: Why it's still a mess - Android Authority,  
39 Android Users Beware: This Is Why You Should Never Rely On Google's Own Malware Protection (forbes.com)

# How Microsoft Education solutions outpace the competition

## Managing objections

US\$219<sup>†</sup> can get you a great, rugged, and affordable Windows Education device. Windows Education devices are designed to help students stay focused, connected, and get more done in a school setting.

Intune for Education is designed for schools and is quick and easy to set up so you can begin managing and deploying more devices quickly and securely. Intune for Education also provides cross-platform support and can be used to manage iPad, MacOS and Android.

Modern Windows 10 Education devices boot in seconds and have fast resume and standby times.

Windows 10 is the most secure Windows ever, and includes built-in anti-virus, anti-malware, anti-phishing protection built on years of experience. Microsoft also has been recognized by industry analysts as a leader in security and is committed to continually improving their robust portfolio.

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### Useful resources:

[Detailed comparison sheet for Apple\\*](#)

[Detailed comparison sheet for Android\\*](#)

[Detailed comparison sheet for Google\\*](#)

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\* Access this resource from Device Partner Center (DPC), registration is needed

### Plus – don't forget to highlight the accessibility benefits:

A key differentiator for you when highlighting Windows 10 Education devices is the integrated accessibility tools. Microsoft provides a comprehensive set of integrated accessibility tools, included with Office 365. Using assistive technology helps students with reading, writing, math, and communications.

† Check the prices in your country

# Campaigns to get you started

Leverage these resources and messages for every phase of the sales cycle, from on-demand marketing content to demos and creative assets.



## Learn Anywhere buying season campaign\*

Use the following assets to promote the Microsoft buying season campaign across your print and digital properties in order to generate leads.



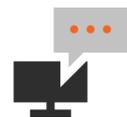
## Windows Education demo videos

Collection of demo videos to showcase Windows 10 Education devices with Windows 10 Pro Education solutions.



## Chrome Compete e-mails\*

Chrome compete email templates to highlight the value of Microsoft Windows 10 Pro Education over the competitors.



## Hybrid learning\*

Assets to help you educate schools on shifting into the reality of hybrid learning with the use of collaboration tools.

\* Access this resource from Device Partner Center (DPC), registration is needed



# Campaigns to get you started

## Customizable eDMs

Whether you are a distributor or a reseller, you can use these customizable eDM resources to promote the benefits of Microsoft Education solutions through you. We have four different eDM topics.



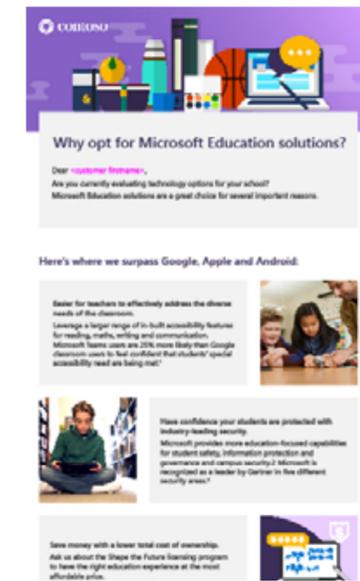
Supporting hybrid learning



Choosing the right education license

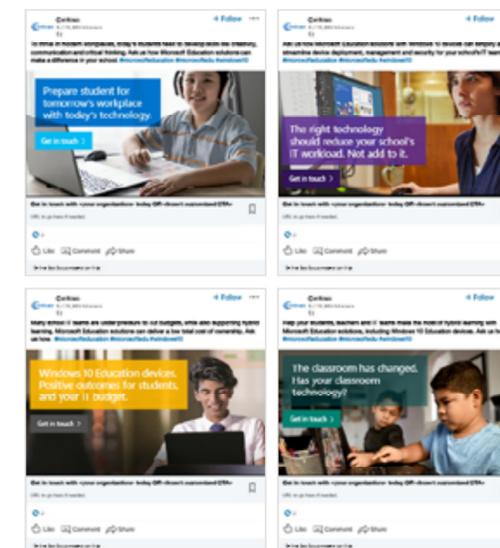


Security and ease of deployment through Microsoft education solutions



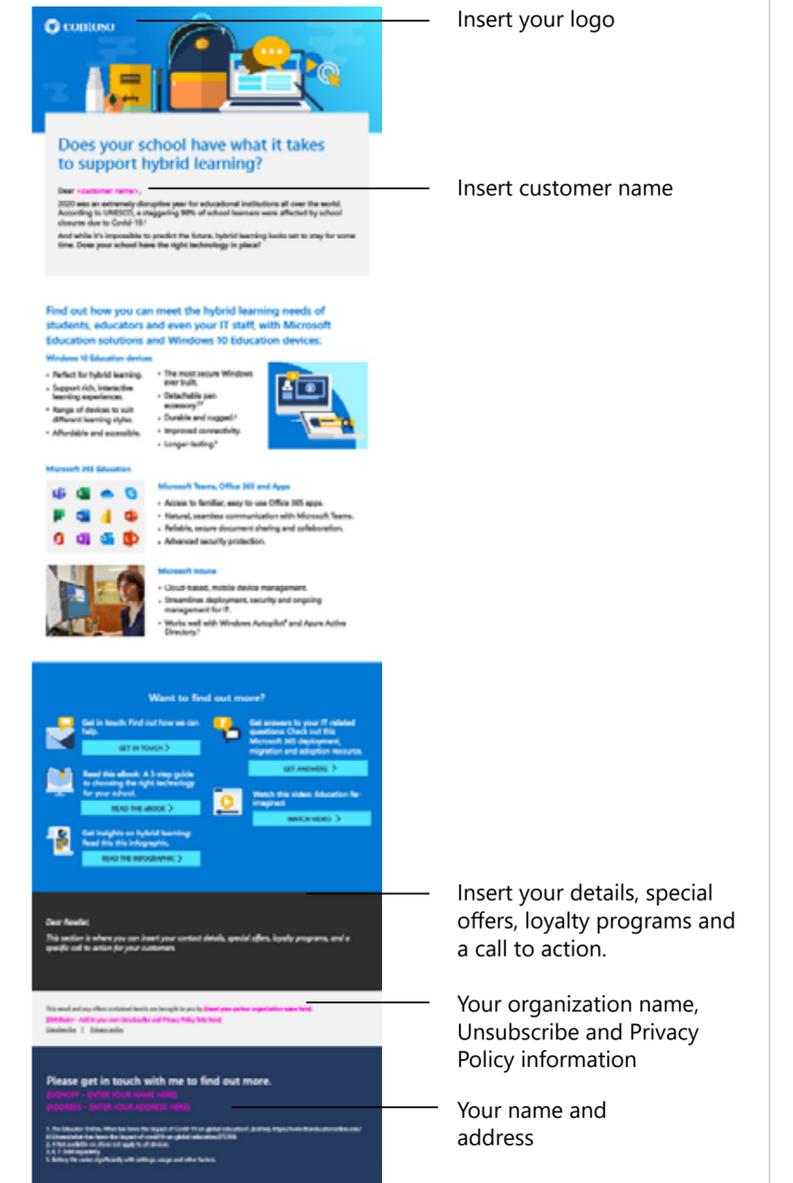
The benefits of Microsoft Education solutions over others

## LinkedIn static ads



Choose from four different ads with copy options to encourage your customers to get in touch

## How to customize

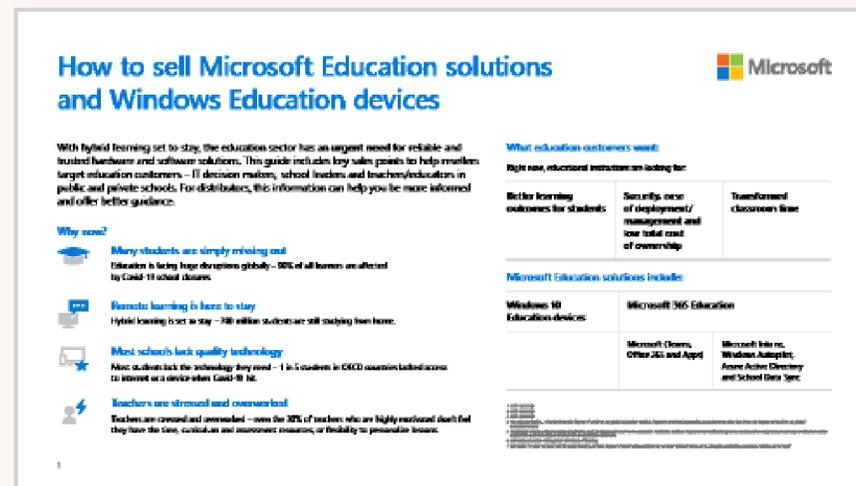


\* Access this resource from Device Partner Center (DPC), registration is needed

# Additional tools and resources for partners

Expand your skills and knowledge with these resources/tools:

Maximize your sales success by downloading this campaign sales guide, which includes tips, insights and a range of content relating to Microsoft Education solutions.



Download\*

## ExpertZone - the learning platform

ExpertZone is a learning platform built to support Microsoft partners worldwide. It offers access to all of the latest Microsoft product information, and provides a learn-at-your-own-pace curriculum with material such as printable sales guides, tele sales guides, demo scripts, and more. With ExpertZone, you can improve customer experiences with a sales force that has received premier training and accreditation from Microsoft, and increase your overall profitability.

There are four starting programs:

- 01 Empower students to learn anywhere
- 02 Shape the Future
- 03 Why Windows 10 devices for education?
- 04 Education Chrome compete

## Device Partner Center

The Device Partner Center (available to all Microsoft partners) is a portal that provides channel partners with the most accurate and up-to-date Microsoft product resources, including product downloads, sales guides, marketing tools and brand assets, as well as licensing information and much more. Once you have registered for the DPC, you receive:

- Secure product downloads.
- Email notifications of new and updated pages.
- The DPC favorites page – where you can store your favorite pages and access links.
- Bulk downloading of multiple files at once.

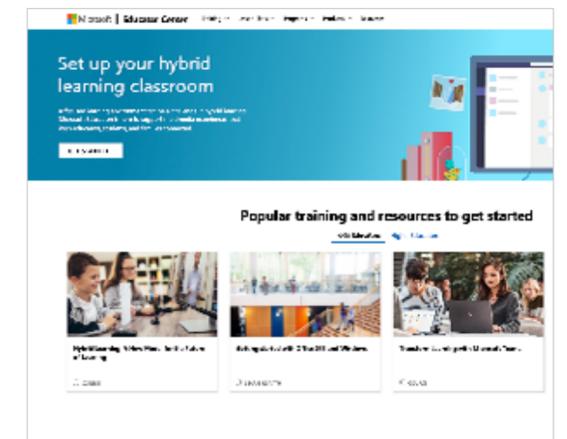
# Additional tools and resources for your customers

You can use these resources to help your customers if they have any questions or need additional support.

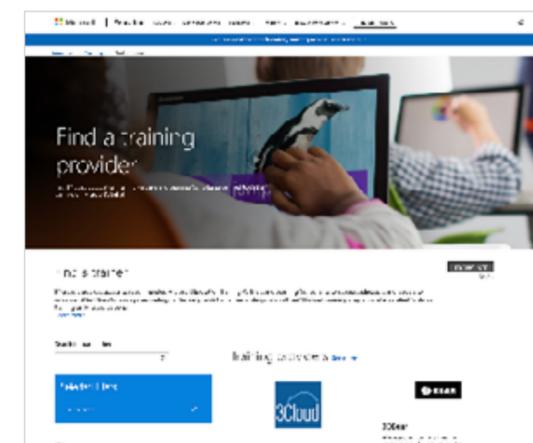
<b>Website: Docs.com</b>	<p>Docs.com is a comprehensive online library for technical documentation on Microsoft applications, tools, and services. An education-specific section provides IT administrators with detailed information on how to deploy Microsoft Education solution offerings. Topics are divided into logical phases of deployment, including cloud deployment, device management, and application set-up.</p> <p><a href="https://docs.microsoft.com/education">docs.microsoft.com/education</a></p> <p>Note: Docs.com is designed for academic institutions that want to move their platforms and education resources to the cloud, but it may not cover all of the steps in a complex, large-scale deployment.</p>
<b>Website: Microsoft Education Center</b>	<p>Teachers who visit the free Microsoft Educator Center can learn new skills, discover classroom activities, and earn badges and certificates. This community provides on-demand courses for educators to gain professional development credit on their own time. Courses focus on integrating technology into teaching and center on tools like OneNote, Sway, and Office Mix.</p>
<b>Website: Professional development resources</b>	<p>Face-to-face professional development is necessary for many teachers to gain the skills for the modern classroom. Global Training Partners who have undergone official training and received certification from Microsoft deliver packaged or custom-built training both in person and online. This program is for schools and districts ready to invest in paid training courses that drive educator proficiency.</p>
<b>Asset: Preparing for the class of 2030</b>	<p>This resource provides insights on the future of learning for your customers.</p>
<b>Asset: Education Re-imagined</b>	<p>Show customers how they can take advantage of the disruption that Covid-19 has caused in order to rethink their approach to education.</p>



Docs.com



Microsoft Education Center



Professional development resources

# Frequently asked questions from schools

## Q: How is Microsoft helping educators quickly get set up for remote learning with Microsoft Teams and Office 365?

A: Microsoft is committed to providing guidance and resources for educators, administrators, and caregivers whose children are shifting to online learning. Check out the [latest resources and guidance](#), including professional development resources, IT support, and tools to promote student health and engagement.

## Q: What are the resources available for parents and caregivers as schools move to remote learning?

A: Continuing to drive student engagement and focused learning can be a challenge, especially for those moving to remote learning for the first time. Educators and caregivers need support to help make this work. To help parents and guardians support their children, we have created a [Remote Learning Guide for students and parents](#). We're continuing to build additional resources, which will be available in the coming days.

## Q: If my school is new to Microsoft for Education, what do you recommend?

A: We encourage schools to use the [completely free Office 365 A1 offer](#), which provides a customized hub for class teamwork with Microsoft Teams that includes video meetings, online versions of the Office 365 apps, as well as compliance tools and information protection.

## Q: Which tools are most useful for remote learning?

A: There are a number of cloud-based applications in Office 365 Education that are great for remote learners.

- One of the most valuable collaboration tools we offer for classrooms is [Microsoft Teams](#). In Microsoft Teams, teachers can connect with one another in online PLCs (professional learning communities) and they can connect with students – distributing and grading assignments, chatting with students to offer support as needed, and conducting video calls to ensure students still have valuable face time with their peers and instructors while out of the classroom.
- [OneNote](#) is also a great tool for remote learning, offering students the ability to record work in an online notebook, even when they are offline.
- And in [Flipgrid](#), students can have conversations about curriculum and share their voice via short videos online.
- Windows 10 Education devices enable a virtual classroom for all students – wherever they are. [Learn more](#).

## Q: Can parents use their own Microsoft Office accounts for online learning if the school isn't using Office 365 Education?

A: The Microsoft EDU team has also created a [guide for parents](#) on the Remote Learning page on Microsoft.com.

## Q: How can school districts get help to quickly transition to online learning if needed?

A: Resources to help schools looking to move quickly to online learning:

- A [webinar](#) that walks schools through best practices on Microsoft Teams, a digital hub for classroom coordination.
- A [guide to help parents get up to speed](#) on remote learning tools to support their children's online learning.
- A [Quick Start guide](#) for Office 365.

# Have questions or need help?

If you need support, you have options at every step.  
Get answers to your questions or chat with a support agent.

[Get support here\\*](#)

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