

Why become a Chrome OS reseller



Chrome OS can help partners diversify revenue streams and reduce time and cost to market.

Receive Product Margins and Rebates

- Sell Chromebooks, Chromebook Enterprise, Chrome Enterprise Upgrade which offer recurring revenue streams
- Upsell, refresh, and complementary product sales opportunities
- Potential to receive accelerator or volume rebates

Generate New Services Revenue

Offer deployment, migration, tech readiness assessments, proof of concepts, WWCB peripherals app development, and/or professional development services.

Benefit from Promotions and Incentives

Offer your business customers incremental value through starter kits, seasonal discounts and promotions.

Receive Sales and Technical Support

- Access ready-to-use presentations, collateral, demos and training on the Chrome OS Partner Drive to help you identify, validate, qualify, close and deploy Chrome OS solutions
- Consideration to participate in Trusted Tester programs and offer it to customers
- Potential to get pre and post sales support from the Chrome OS partner team and distributors

Build Skills to Transform Enterprise Endpoints

- Access partner-only sales and deployment training via the [Chrome OS Partner Training Roadmap](#)
- Watch Chrome on Air for Partner webinars

Magnify Marketing Impact and Reduce Marketing Costs

- Backed by the power of the Chrome OS brand
- Participate in Google funded and executed lead generation campaigns
- Utilise ready-to-go marketing assets and partner promotion kits, including EDMs, landing page content, web banners and social posts
- Receive support to create partner-led customer case studies showcasing your Chrome OS success
- Potential access Market Development Funds (MDF) to run your own campaigns

→ **Enroll to become part of the Google Cloud Partner Advantage program**

→ For local promotions and incentives visit [[partner site](#)]

The way we work is changing, and employees need cloud-based solutions to stay productive

Why become a Chrome OS reseller?

Built for the cloud since day one, Chrome OS provides a flexible, secure, fast-to-deploy, and easy-to-manage platform, offering devices that work the way employees do, redefining how business happens.

Fast Deployment and Simple Management

Managed Chrome OS devices see a 76% time savings during deployment compared to Windows devices¹. IT gains access to 500+ device policies, fleet oversight capabilities, and managed updates, all from the cloud-based Google Admin console or third party UEM solution.

Apps for Every Worker

Chrome OS gives access to your employees' favorite productivity suites and video conferencing apps. Download and run Android apps from the Google Play Store, and access Windows apps through VDI or Parallels Desktop. Look for the Chrome Enterprise Recommended badge for verified apps optimized for Chrome OS.

Modern Employee Experience

Experience 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. Updates install in the background, and you can work from anywhere, on any Chrome OS device.

Built-in, Proactive Security

Chrome OS provides IT with advanced security controls. If an end user misplaces their Chromebook, IT can easily disable the device, protecting corporate data. Devices can also be set as ephemeral, removing user data from the device at the end of a session.

A Smart and Eco-Friendly Investment

Customers who switch to Chromebooks gain efficiencies in reduced deployment, upgrade, and training costs. Chromebooks use up to 46% less energy² to lower your device carbon footprint and are made with sustainable and recyclable materials.



¹ESG Technical Review, Google Chromebook: Accelerating Device Lifecycle Management, July 2020

²Proceedings of The 10th International Conference on Sustainable Energy Information Technology, 2020

Partners can bring the best of Chrome OS to business customers, accelerating the move to modern computing.



Chrome OS devices

A full ecosystem of Chromebooks, Chromebases, Chromeboxes with built-in accessibility, productivity and security features support the way users work, wherever it takes place.



Chrome OS Enterprise devices

Chromebook Enterprise, Chromebox Enterprise, and Chromebase Enterprise come with the Chrome Enterprise Upgrade built in.



Chrome Enterprise Upgrade

Unlocks the built-in business capabilities of Chrome OS devices for I.T. to secure, orchestrate and power the cloud workforce.



CloudReady

Enables a Chrome OS experience on repurposed PCs and Macs, to help businesses grow their Chrome OS deployments quickly, easily and cost effectively.



[Learn more about Chrome OS](#)