

eQ1'19 Chrome Enterprise SMB Partner Messaging

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SMB and Chrome Enterprise Target Audience Overview

Chrome Enterprise SMB Definition

- Content and messaging in this kit is designed to address businesses with 100-999 employees; the data indicates that device purchasing shifts from retail to IT resellers at about 100 employees

Chrome Enterprise SMB Market Sizing

- Data from the United States Bureau of Labor Statistics suggests there are 1M businesses with approx. 23M employees in this size range
- Almost all businesses in this size range are likely to have a formal IT department

Why sell to SMBs?

- 89% of SMBs expect budgets to grow or stay the same in 2019, fueled in large part by need to upgrade existing infrastructure ([Spiceworks, State of IT 2019](#))
- SMBs accounted for almost 75% of Chrome OS commercial unit volume in 2018 and grew as a segment at 40% YoY (compared to static/declines in growth in the rest of the PC market)

How do I identify a Chrome Enterprise ready SMB customer?

- The SMB 'decision maker' can be either an LOB buyer or an ITDM. Some non-IT roles you can expect to encounter include business line director, Finance/procurement, and business line manager.
- Target SMBs will occupy a **thriver** mindset, meaning they are experiencing growth and are willing to spend on innovation. Businesses that are cautious, reserved or not willing to rock the boat in terms of their IT stack may not be a good target for Chrome Enterprise.
- Key SMB pain points to look for include managing updates, security, and finding solutions for less tech-savvy employees. Chrome Enterprise is a great fit for these customers!
- Target use cases where employees are primarily using SaaS apps or other online tools, such as:
 - Back office, administrative, or sales roles
 - Frontline workers such as those that are mobile within a location (e.g. nurses) or out in the field (corrections officer, field technicians)
 - Temporary staff such as contractors or interns

SMB messaging for partners

Q: How does this messaging relate to the core Chrome Enterprise messaging? Is it different?

A: No, the SMB messaging pulls directly from the core Chrome Enterprise messaging, highlighting proof points that tested well when shown to SMB ITDMs.

Value Proposition	Chrome Enterprise empowers IT to quickly deploy, easily maintain and integrate Chromebooks with existing infrastructure even as your business grows, while automatic updates provide users with a simple, secure, and stable experience over time.		
Core Themes	Secure by design	Simplicity	Smart Investment

<p>Proof Points</p>	<p>Benefits to customers</p> <p>Chrome OS was built with security in its DNA, providing default encryption, multiple layers of sandboxing, read-only OS access, and a verified backup copy of the OS on every device.</p> <p>Manageable OS version updates are available every six weeks, and critical security patches are made available quickly, allowing customers to stay protected against evolving threats.</p> <p>Cloud-based workflows keep sensitive data off the device, mitigating the impact of ransomware attacks or device loss and theft.</p> <p>Devices can be remotely disabled, helping combat loss or theft.</p> <p>Sandboxing and site isolation mitigate malware or viruses, and verified boot returns devices to a known safe image if a compromise is detected.</p> <p>Benefits to end-users</p> <p>Employees use Chrome Browser by default, where protections like safe browsing warn them before entering potentially harmful sites.</p>	<p>Benefits to customers</p> <p>The Google Admin console provides central control over all devices and users, making managing devices at scale easy as businesses evolves.</p> <p>Policies are automatically pushed from the cloud, removing the need to image devices.</p> <p>Smart defaults help ensure the most critical security and management policies are in place as soon as a device is enrolled.</p> <p>24/7 email and phone support from Google to help you troubleshoot when you need it.</p> <p>Benefits to end-users</p> <p>The familiar Chrome Browser-like UX makes it easy for employees to access the tools they need.</p> <p>Updates run in the background, removing the user frustration of update prompts or wait time while updates are applied.</p> <p>Regular updates help maintain device performance over time, creating stability for users and a consistent experience over time,</p> <p>Devices boot in a matter of seconds, enabling employees to be productive quickly.</p>	<p>ESG found that Chromebooks can provide up to \$480 annually per device in IT savings, driven by simpler software updates, patching, and more secure hardware*</p> <p>Manageable updates apply automatically in the background, reducing user downtime and the cost of lost productivity.</p> <p>Work with Chrome Enterprise service partners to roll-out Chrome Enterprise devices in SMB, in a cost-effective and scalable way using the partners' expertise.</p> <p>---</p> <p>Source(s)</p> <p>*ESG, Quantifying the value of Chromebooks with Chrome Enterprise, 2018</p> <p>**Google, How to prepare for the cloud worker era (Blog)</p>
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