

Chrome Enterprise SMB Toolkit

For Partners

**INTERNAL USE ONLY FOR PARTNERS
- DO NOT SHARE EXTERNALLY**



Introduction

For **SMB companies (100-999 employees)**, the world of enterprise technology is constantly evolving, propelling cultural and technological change in organizations of all shapes and sizes.

The future of the workplace has started to take shape. Today's business environments are more virtual, more connected, and thrive on real-time collaboration.

To help you market Chrome Enterprise to SMB companies, we have created this toolkit for you.

Questions or want to send something for approval? Contact us via [email!](#)

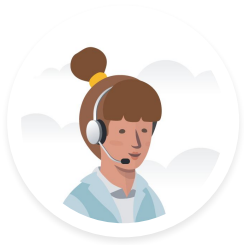


What do I do with this toolkit?

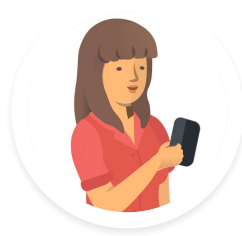
- 1 Read our [SMB overview](#) for Chrome Enterprise
- 2 Understand the Chrome Enterprise [SMB messaging framework](#)
- 3 Co-brand Chrome Enterprise [SMB assets](#)

Chrome Enterprise | SMB | Overview

[For more detailed SMB information](#)



This kit is designed to address SMB businesses with **100-999 employees**



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)



Key SMB pain points to look for include managing updates, security and finding solutions for less tech-savvy employees

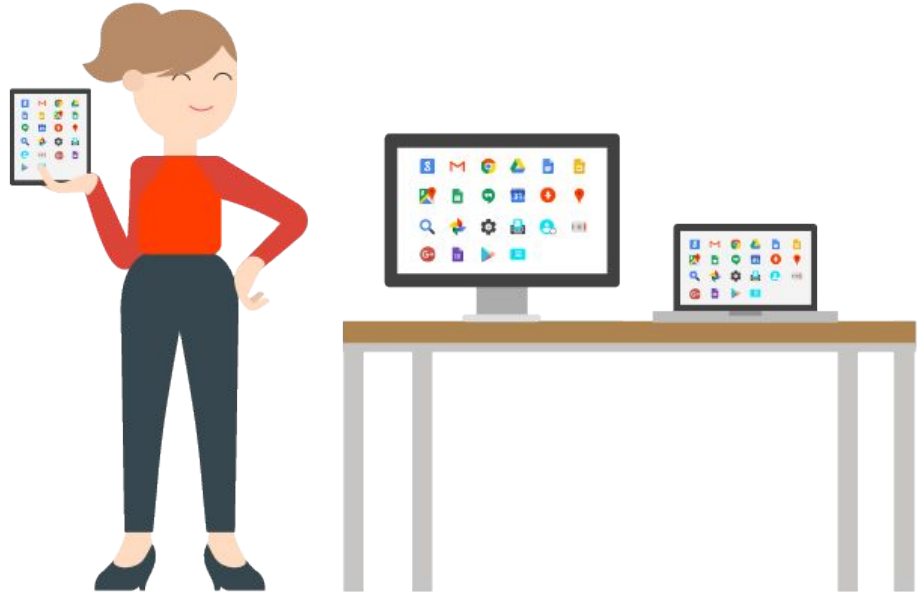
Messaging Framework

[Review and understand this framework](#)

to learn how to talk about Chrome Enterprise to your SMB contacts.

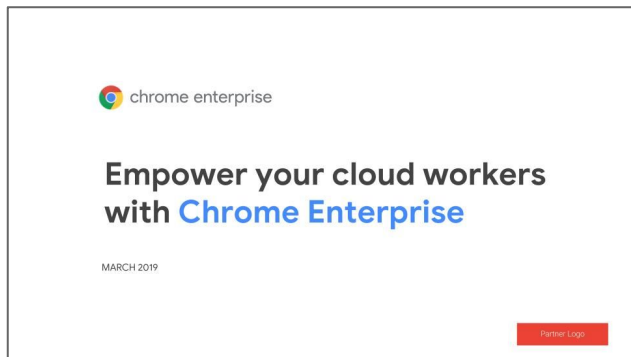
In this framework you'll find Chrome Enterprise SMB:

- Value propositions
- Core themes
- Proof points

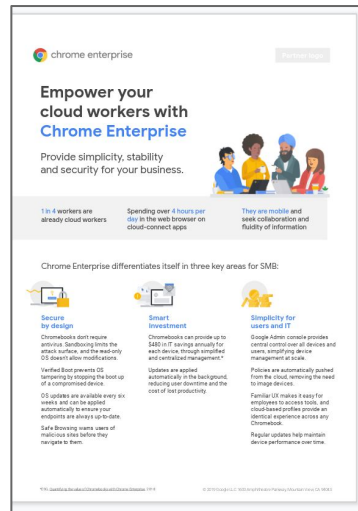


Chrome Enterprise SMB Partner Assets

These are Chrome Enterprise SMB assets you can copy and co-brand with your company's logo and custom call to action.



[Chrome Enterprise SMB Pitch Deck](#)



[Chrome Enterprise SMB One Pager](#)



Thank you

**Questions?
Reach out to your Chrome
Enterprise contacts.**