

PARTNER GUIDE

A Profitable Microsoft Education Practice for the 21st Century

Help students learn and thrive with hybrid solutions



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K-12 Institutions in the Midst of Digital Transformation

Why Microsoft for Education

In 2020, schools experienced unprecedented disruption due to the global pandemic. Many schools were forced to close at the height of COVID-19 and, even after they reopened, the nature of where and how students learn changed forever. Hybrid learning is likely here to stay. And schools must now evaluate their technology and ensure students, staff, and IT teams have the right tools and devices for the future.

With the federal government currently investing \$122 billion in K-12 schools to transform their technology, TD SYNEX partners have an opportunity to help schools address their hybrid learning needs—and grow a profitable education practice.

Microsoft for Education delivers an effective, accessible, and secure platform that can drive student success, including devices and tools to promote student learning both inside and outside

the classroom. Today, over 150M students, faculty and teachers use Microsoft for Education products worldwide. With Microsoft, you can help educators build an agile and hybrid learning environment that engages students and provides personalized, secure learning, from anywhere.

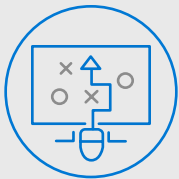
Together with Microsoft, your TD SYNEX education experts are here to help you to build that future and grow your education practice.

The Value of Hybrid Learning

Empower students to learn anywhere

Where learning takes place has changed drastically—and schools need technology that can help administrators, educators, and students adapt and thrive. No longer confined to the classroom, students today need tools and devices that help them learn on the go, regardless of location or other obstacles. Hybrid learning encompasses the full range of environments, from remote learning to in-person experiences to everything in between.

With Microsoft, schools can empower students to learn anywhere and overcome an array of new challenges.



Manage uncertainty

Students need accessible, secure devices that enable learning online or offline

Microsoft for Education supports today's ever-changing mix of remote, hybrid, and in-person learning environments.



Personalize learning

Schools need to deliver the best learning experiences from anywhere

Microsoft for Education tools and devices increase reading and language skills, promote STEM learning, and provide a range of built-in assistive technology.



Increase teacher capacity

Teachers need tools and devices to transform their classrooms

Microsoft for Education provides tools and training that help teachers stay organized, manage content, and monitor student progress in hybrid environments.



Ensure student safety

Schools need to keep students safe and protect data security

Microsoft for Education ensures comprehensive data security and protects students with tools like multifactor authentication and more.



Access affordable devices

Students need affordable, easy to manage technology

Microsoft for Education devices start as low as \$239 and help schools provide 1:1 device access, powerful technology, and simple set-up and IT management.

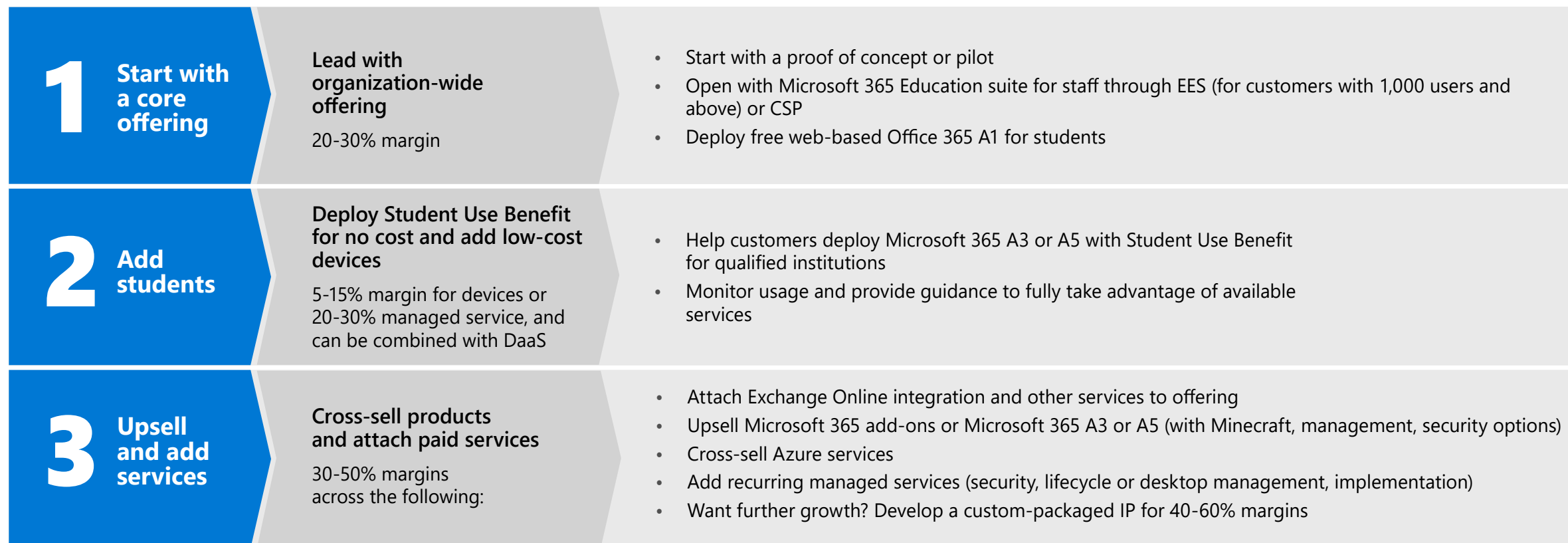
How TD SYNnex + Microsoft for Education Can Drive Partner Growth

Three steps to expand your practice

Microsoft for Education helps partners break into an industry ripe for digital transformation. By meeting the most critical needs of educational institutions, you can grow a profitable transformation and managed services practice through a combination of device, software, and services revenues.

And, at TD SYNnex, we're here to help. For example, with the [TD SYNnex GOVSolv program](#), you can access the resources and expertise you need to help educators prepare K-12 and higher-education students for future success. You'll learn how to navigate government and educational buyers, secure funding, access training materials, build the right IT devices and solutions, and more.

Get started with our 1-2-3 steps to growth

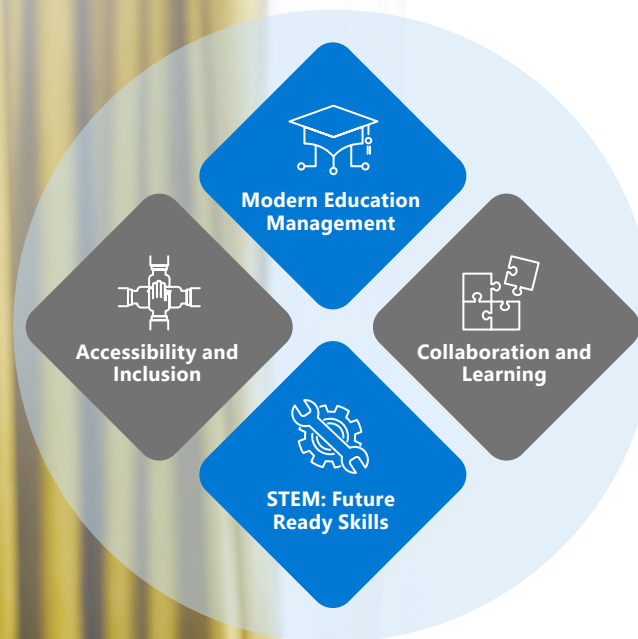


Microsoft 365 Education Overview

Affordable, secure learning solutions

Windows 11 Pro Education devices are built for both classroom and remote learning, with options to suit all price points. But it's not just the device that makes a difference. It's the device plus Microsoft 365 for Education.

Microsoft 365 for Education provides the backbone to enable, secure, and empower your customers. Here's a closer look to show you what we mean.



Windows 11

Windows 11 powered devices

- Cloud first, designed for K-Higher Ed
- Modern licensing
- Student Use Benefits

Office Apps and Teams

- Microsoft 365 A3 and A5 include Minecraft
- Installed apps work online and offline
- Add one-touch deployment with Windows Autopilot

Enterprise Mobility + Security

- Simplify management with Microsoft Intune for Education
- Secure data and school systems with Azure Information Protection
- Keep student devices safe with Advanced Threat Analytics

[>> Visit the Microsoft 365 for Education page to learn more](#)



Teachers can use a little support too! Complimentary training gives teachers the confidence they need to use Microsoft for Education products in the classroom. They will learn how to personalize learning for students, teach in hybrid environments, and foster increased collaboration and student engagement with Microsoft 365 and Teams.

Managing the Education Environment

Simplify technology management

With Microsoft for Education, you can help schools make the most of their limited IT budgets and resources. Now, rather than spending time managing multiple operating systems and platforms, provisioning devices, or installing needed applications to help students collaborate, schools have access to Microsoft devices and products that make it easy to set up, manage, and administer technology in the education environment.

How to simplify technology management with Microsoft 365



Microsoft Intune for Education

Deliver a simplified Windows 11 Pro Education management experience in the classroom

- Configure devices quickly with Express Configuration
- Manage Windows, iOS, and Android devices with full mobile device management capabilities
- Deploy and manage apps on student devices
- Manage shared devices and deliver customized school-wide experiences



Windows Autopilot

Quickly transform new devices into classroom-ready state or remove apps, settings, or personal files from existing devices remotely

- Easy deployment at scale
- Students can set up devices with self-deployment mode
- Execute large-scale remote reset with a touch of the button



Azure Active Directory

Implement a comprehensive identity and access management solution connected to the cloud

- Keep students safe
- Simplify and streamline IT management
- Enable single sign-on access to services, tools, and resources



School Data Sync

Simplify class management in Office 365 for free (part of Azure Active Directory)

- Read data from SIS to automatically create online classrooms, educator and student accounts
- Simplify security with a single, compliant source for user profiles and rosters
- Enable classroom applications to access encrypted, cloud-based data through the no-cost API

Windows Devices Built for Hybrid Learning

Choosing the right Windows device

Windows 10 and 11 Education devices are designed to empower students to learn wherever they are—and provide the affordability and accessibility schools need to achieve the best learning outcomes.

Whether they are in a classroom, traveling on a bus, watching a soccer game, or studying at home, students need devices that will work wherever they are—online or offline—and that keeps them (and their data) safe. Windows devices deliver that and more—and provide a range of powerful accessibility tools to support any learning style.

School IT leaders and administrators can choose from an array of Windows devices tailored to meet every budget—starting at just \$239. With zero-touch deployment, smart default settings to reduce distractions, comprehensive security, and a blend of the best features for hybrid learning experiences, Windows devices come in a variety of form factors to meet any need and environment.

Explore the range of Windows device collections available for your education customers.



**Empowered
hybrid
learning**



**Simplified IT
management**



**Security and
privacy
protection**



**Attractive
design at an
affordable price**



**Built-in
personalized tools
for accessibility**

Need to deploy Windows 10 or Windows 11 Pro Education desktops to personal devices? With Windows 365 and Azure Virtual Desktop, you can create streamlined, managed service offerings for schools that operate on different devices. You can even get [free training](#) with purchases of 15-300 devices.

Finding the Right Device at the Right Price

K-12 Windows Device Collection

Windows 10 and 11 devices come in a range of form factors and price points to meet your education customers' needs, starting as low as \$239. At TD SYNnex, we'll help you find the most affordable device from device manufacturers across the Windows ecosystem.

Need the latest devices at the lowest academic prices? Sign up for Microsoft's Shape the Future 2.0 program, and take advantage of discounts on Switch to Windows 11 licenses, with competitive pricing for Education customers. www.aka.ms/shapethefuture



Acer

TravelMate B1/B1 Spin
Intel: \$259+



Acer

TravelMate B3/B3 Spin
Intel: \$279+



Acer

BR1100/BR1100 Flip
Intel: \$279+



Acer

W202
Intel: \$199+



HP

Stream 11 Pro G5 EE
Intel: \$239+



HP

ProBook x360 11 EE
Intel: \$329+



HP

245 G8
Intel: \$329+



K-12 Windows Device Collection

Find more Windows 10 and 11 PCs for remote or classroom learning from TD SYNEX's top device manufacturers here. Or explore the full line of Microsoft Surface devices for more experiential learning. With TD SYNEX, you can access the entire family of Surface devices at affordable prices.

Connected K-12 Devices

For students who need to learn on the go, have spotty connectivity at home, or rely heavily on hybrid learning, choose mobile-enabled devices to ensure they stay connected wherever they are. Explore these options from device manufacturers across the Windows 11 Ecosystem.



AMD

Lenovo

14W Gen 2

AMD: \$329+



AMD

Lenovo

100W Gen 3

AMD: \$229+



AMD

Lenovo

300W Gen 3

AMD: \$279+



intel

Asus

ExpertBook B1100/B1100 2-in-1

Intel: \$279+



AMD

Lenovo

300W Gen 3

AMD: \$279+



AMD

Lenovo

500W Gen 3

AMD: \$299+

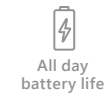


Qualcomm

Samsung

Hermes

Qualcomm: \$299+



Collaboration and Learning

Learn from anywhere with Microsoft Teams and OneNote

With Microsoft for Education, you can empower students with the devices and tools they need in one, seamless space to learn from anywhere.

Let's look at how one teacher might use Microsoft Teams and OneNote. Using these tools, a teacher assigns a new project to his students. Students collaborate together on the assignment, from wherever they are—whether in the classroom, at home, or on the road with their device or phone, or while on the web. When the work is complete, they each deliver it for the teacher to review.

Now, the teacher can monitor student progress and identify areas where students need more support. In fact, on average, teachers using Microsoft Teams were 25 percent more likely than those who didn't to say they feel confident that students with special accessibility needs are getting their needs met while using the remote learning program.¹

That's just one scenario. Here are four key ways that Teams and OneNote support collaboration and learning.

Use the right organizational tools – Teachers can assign, track, and grade class assignments, as well as access student engagement data from an intuitive dashboard. With OneNote and Teams, teachers can create and deliver interactive lessons. Teams brings together Word, PowerPoint, and Excel, and even integrates with schools' Learning Management Systems.

Build engaging classrooms – Teachers can run virtual sessions with Microsoft Teams, using the 'raise the hand' feature to encourage student participation without disrupting the class. Using a shared digital canvas in Microsoft Whiteboard, students have access to the board no matter where they are.

Streamline collaboration – With Teams, up to 300 students can join virtual school assemblies. In the classroom, teachers can make discussions and teamwork easier by dividing classes into smaller groups, and have controls to ensure students stay connected, focused, and productive.

Personalize students' learning – Using Insights in Teams, educators can track student and class progress, identify at-risk students, and take action to improve outcomes. Teams provides the accessibility features every student needs to learn including immersive reader, dictation, live captions, translation, and more.

>> [Explore this infographic to see how Microsoft Education products promote learning from anywhere.](#)

Security

Keep students safe and data secure

With the shift to hybrid learning, threats to privacy and the security of schools and students have been steadily on the rise. In fact, as of December 2020, Microsoft Security Intelligence reported that education was by far the most impacted industry in terms of malware encounters, with 6.3 million devices (63 percent) affected.

That's why Microsoft 365 uses advanced tools to protect devices, identities, and data, regardless of whether students are learning remotely or in the classroom. This approach to comprehensive security is designed to keep students safe, defend against threats and malware, and protect student data. Let's dig a little deeper.



Keep students safe

- Secure identities, apps, data, and devices, wherever learning takes place
- Setup safe and highly secure online classes in Microsoft Teams
- Control who can present or bypass the meeting lobby
- Manage when students can enter and leave online meetings



Defend against threats and malware

- Provide the highest rated protection against phishing and malware through Microsoft Edge
- Protect teachers and students from malware and viruses with Microsoft Defender Antivirus
- Proactively check for dangerous codes in Windows 10 or 11 apps
- Protects emails, links, and collaboration tools with Microsoft Defender for Office 365



Protect student data

- Use Bitlocker Drive Encryption to ensure sensitive data is not lost, stolen, or exposed
- Provide clear privacy controls and ad-free searches with Microsoft Edge and Bing
- Use multifactor authentication to protect against breaches due to lost or stolen credentials
- Manage users, devices, and data access policies with Microsoft Intune

Microsoft Smart and Secure Campus is a complete campus safety and security solution. So you can provide an end-to-end, streamlined, and intelligent offering powered by the cloud to help schools maximize physical safety across their campuses and promote cybersecurity online.

STEM: Future-Ready Learning

Access tools to make STEM learning fun

Schools today face many challenges in keeping students engaged and excited while helping them build the skills needed for the twenty-first century. Students may wonder if they'll be learning in a classroom one day or studying remote the next, while others may be coping with difficulties at school or at home.

With Microsoft Education products, schools can prepare students for the future, regardless of where they are or what challenges they face. Students become familiar with and learn to use the same devices and tools they'll use during their careers. And they can develop advanced STEM skills through play and gaming.

TD SYNnex can help you build [STEM offerings for schools](#), and deliver advanced physics and math curricula as well as take advantage of tools like augmented reality, drones, and virtual reality.

Deepen STEM knowledge with creative coding

Students learn creative coding with Code Builder and MakeCode for Minecraft and build future-ready skills while having fun. They can even access a complete [AP Computer Science Principles program](#), available for free

Build STEM skills through play

With [Minecraft Education Edition](#), one of the world's most popular computer game and video game franchises, students learn critical collaboration and problem solving skills. They can create new solutions with the Chemistry Resource Pack or explore a new underwater world with Update Aquatic's project-based experiences, all while learning about science.

Access free lesson plans for all learners

Teachers can access an array of free and low-cost [STEM lesson plans](#) and project kits that combine inquiry and project-based activities, engage students, and make learning science and technology fun.

Accessibility and Inclusion

Engage everyone with built-in accessibility

Education needs to be accessible to every student, regardless of their learning differences or circumstances. That's why Windows 10 and 11 devices are designed to enable students to learn the way they do it best—with a robust set of built-in features that work across remote, hybrid, and in-person classrooms. So, whether students need built-in accessibility tools or solutions that enable personalized learning, you can ensure that every student gets the advantages of a great education.



How can accessibility technologies make a difference? Based on interviews with institutions that use Microsoft assistive technologies, this benefit could help eliminate \$125,000 per year in licensing costs for a composite school district of 60,000 students and 5,500 teachers.²

14 ² Microsoft Accessibility and Assistive Technologies For Education: A Total Economic Impact Analysis, Forrester, 2019



Vision

Screen reading, speech-to-text, Seeing AI, Magnifier, and more



Hearing

Live captions and meeting transcriptions



Mobility

Type with your voice or a pointing device, and click with your eyes



Language

Integrated translation tools in 45+ languages, personalized translation of slides in private view in 19 languages



Neurodiversity

Immersive Reader, reading progress in Teams, Focus Assist, and more



Access

Affordable 1:1 devices, online and offline capability, state of the art tools



Microsoft 365 for Education Licensing

Finding the right SKU

The best way to license Microsoft 365 for Education is through the Microsoft Cloud Solution Provider (CSP) program. It is also the only way to license education customers with fewer than 1,000 Education Qualified Users for Microsoft 365 A3. Keep in mind:

- Microsoft 365 A1 is a per-device offering. It includes Windows 10 Pro Education and Intune for Education but is limited to use of Office 365 Online. It cannot be upgraded to A3 or A5.
- Microsoft 365 A3 is a per user offering (faculty only, students are free at qualified institutions). It provides locally installed Office 365 client applications, as well as security tools and access to Minecraft: Education Edition.
- Microsoft 365 A5 is a per user offering (faculty only, students are free at qualified institutions). It offers education customers additional communication, management, and security tools.

Still unsure which Microsoft 365 license to recommend to customers? Use this comparison table.

		Microsoft 365 A1 Per device*	Microsoft 365 A3 Per user	Microsoft 365 A5 Per user
		\$38/ device/6 yrs.	\$69/ user/yr.	\$129/ user/yr.
Classroom Tools	Office for the web: web-based document editing	•	•	•
	Microsoft Teams / SDS / Class Notebook / PLC Groups	•	•	•
	Learning tools: Read Aloud, Text Spacing, Syllabification, etc.	•	•	•
Collaboration & Learning	Email & calendar, real time comms: IM, persistent chat	•	•	•
	Files & content management: file storage, sharing, information discovery, Groups, Planner	•	•	•
	Minecraft: Education Edition	•	•	•
Management & Basic Security	Office 365 client apps (Word, Excel, PPT, Sway, OneNote, Outlook, Publisher, Access)	•	•	•
	Office 365 A3 - Office 365 Cloud App Security		•	•
	EMS A3		•	•
Advanced Security, Analytics & Voice	Windows 10 Education A3		•	•
	Office 365 A5			•
	EMS A5			•
Server & CAL Benefits	Windows 10 Education A5			•
	Productivity Server CALs (Exchange, SharePoint & Skype)		•	•
	Productivity Server Licenses (Exchange, SharePoint & Skype)		•	•
	Windows Server CALs		•	•
	Sys Ctr Config CML		•	•
Student Use Benefits	Sys Ctr Endpoint Protection		•	•
	Office 365 client apps		•	•
	Office 365 Cloud App Security		•	•
	Minecraft: Education Edition		•	•
	Intune for Education	•	•	•
	AADP Plan 1, and Advanced Threat Analytics		•	•
	Windows Pro 11 Education upgrade	•	•	•
	Office 365 Advanced Threat Protection			•
AADP Plan 2			•	

Qualified Educational Institutions can take advantage of the Microsoft Student Use Benefit. Up to 40 students are free for every paid faculty member when an entire school is licensed with a suite/bundle (for standalone licenses, the ratio is 1:15.) All Qualified Education Users (any employee or contractor) who access an education platform product must be licensed. Contact your [TD SYNEX team](#).

How Microsoft for Education outperforms competitors

Comparing Microsoft to Google and Apple solutions

Microsoft for Education devices and tools stand above competitors like Apple and Google. So you can offer schools affordable, accessible solutions that help students learn and collaborate from anywhere while providing better outcomes. In fact, in a study by research firm Forrester, one school that reported using assistive technologies saw a 20% improvement in reading and writing. With its embedded security and simplified classroom management, Microsoft technology protects data, reduces cost, and gives your most demanding customers the best value for their money.

What features are education buyers looking for in devices and solutions?

- Devices that are accessible and inclusive
- Simplified management of multiple environments (iOS, Windows, and Android)
- Integrated, engaging learning in one place with devices built for hybrid hybrid learning

With Microsoft for Education and TD SYNEX, you can offer your customers a better education solution. For more insights, get our [Compete guide](#).

Advantages of Microsoft versus Google and Apple solutions

Google Chromebooks	iPads	Android
<ul style="list-style-type: none"> • 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.³ • Google makes the majority of its revenue from advertising and customer data.⁴ 	<ul style="list-style-type: none"> • iPads have a very limited range of models at a higher price-point than many Windows 10 Education devices.⁵ • 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.^{6,7} • 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.^{8,9} • iPad does not support full functionality of productivity apps, such as Office^{10,11} • iPads do not support multiple user profiles, which can lead to security vulnerabilities in cases where students or teachers are sharing devices.¹² 	<ul style="list-style-type: none"> • 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.¹³ Repairs can reduce cost-savings benefit. • With apps designed primarily for phone screens,¹⁴ a lack of precise ink and touch capabilities¹⁵, and inconsistent ports for key accessories and peripherals¹⁶, 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.¹⁷

³ Google Policy ⁴ Advertising revenue of Google from 2001 to 2020, Statista ^{5,6} Education Pricing and Student Discounts - Education - Apple ⁷ How Much Storage Do I Need On My Laptop? | NetBookNews ⁸ Answered: Does the iPad Support Multiple Users? Lifewire, ⁹ Apple explores multiple user accounts for iPad and iPhone Cult of Mac ¹⁰ Compare PowerPoint features on different platforms - Office Support, Microsoft ¹¹ Compare Word features on different platforms - Office Support, Microsoft ¹² Answered: Does the iPad Support Multiple Users?, Lifewire ^{13, 14, 15} Are cheap Android phones worth it? - 9to5Google ¹⁶ USB-C in 2020: Why it's still a mess - Android Authority ¹⁷ Android Users Beware: This Is Why You Should Never Rely On Google's Own Malware Protection, Forbes online

TD SYNnex makes it easy

Get Ready to Sign Up

Now that you've explored Microsoft for Education solutions, it's time to help education customers begin unlocking their future.

We're here to help you get started. TD SYNnex Education experts can help you build and expand your education practice—from finding funding sources and understanding education buyers' needs, to choosing the right tools and platforms for customers. Here's all you need to do.

Next steps:

- Learn more or contact us by visiting our [Microsoft Education page](#)
- Explore our [Education Resource Hub](#) for more information
- Get started with the [Shape the Future](#) program
- Check out our [onboarding guide](#)

Need more help?

Reach out directly to our Education team.

[CONTACT US >](#)