

Microsoft Education

Empowering every student to create the world of tomorrow

Why Microsoft?

Better learning outcomes

Microsoft provides personalized learning tools and immersive, intuitive experiences that help increase reading and language skills, ignite interest in STEM, and spark creativity.

Saves teachers time

Microsoft is helping teachers work more efficiently with tools to help them stay organized, easily locate and distribute content, and monitor student progress.

Affordable, easy to manage devices

Microsoft offers affordable devices that are simple to set up and manage, helping educators give more students access to technology.

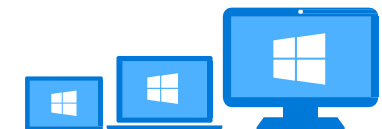
Six reasons to choose Microsoft Education solutions:

1 Improve learning outcomes



Devices with multiple input options like touch, pen, and inking are proven to boost comprehension and test scores. Arm your students with intuitive, rugged devices loaded with Office 365 for Education and Windows apps like Minecraft: Education Edition*, as well as Microsoft Store for Education access. Now available for as little as \$189 (or \$289 for 2-in-1s with Windows Ink).

2 Deploy and manage devices easily



Easily setup devices with Intune for Education[†] or the full power of Enterprise Mobility + Security in Microsoft 365*. Both allow you to manage devices from a central console in the cloud and work seamlessly with Windows 10's Set Up School PCs app.

3 Maintain compatibility



Leverage your investment in existing hardware and management infrastructure – such as projectors, microscopes, and wireless displays. Compatibility with existing management infrastructure ensures an easy transition to the cloud or the option to maintain a hybrid environment.

4 Protect privacy & security



Keep students' data and identities protected with modern IT privacy and security tools from the world-leader in trustworthy computing. And Microsoft 365* helps institutions better protect identity, apps, data and devices with intelligent security capabilities.

5 Drive collaboration and prepare students for college and careers



Facilitate better teamwork, enable real-time co-authoring, and empower students to work online or offline anytime, anywhere with Office 365 for Education – enhanced for a world of modern collaboration. In a study of over 76 million job postings, IDC found that employers list Office as one of the top five in-demand skills they are looking for in a prospective job applicant.

6 Engage and inspire students



Help students improve reading and writing scores with Learning Tools. Introduce apps that support STEM and makers like Minecraft: Education Edition and Code Builder for Minecraft, included as part of our Microsoft 365 Education suite*. Or use 3D tools such as Paint 3D or Remix 3D to enhance comprehension, productivity and expression of ideas.

Overcoming Objections: Google G Suite for Education

Objections

Suggested Responses

Modern Collaboration

Myth: G Suite is used for “we work”, Microsoft is for “me work”

Office 365 for Education fosters teamwork in an immersive, integrated environment

- Co-author in real time using Word, Excel, and PowerPoint, on the web or in the apps
- Manage revisions to collaborative documents with version history
- Manage the entire classroom workflow in Teams, a collaboration workspace designed for your class, PLC, or staff group
- Capture ideas, share web pages, upload assignments, and stay organized using OneNote Class Notebook
- Receive comments and changes, including handwritten notes, on the go with notifications

Mobility

Myth: Microsoft cannot match how G Suite users enjoy the same experience across different devices, operating systems, and browsers.

Enable students and teachers to work from anywhere on almost any device

- Access your documents anywhere as they roam with you¹
- Get the best mobile email client with Outlook
- Provide real-time feedback with instant messaging
- Share your device screen while teaching or working remotely
- Use Word, Excel, PowerPoint optimized for your phone and tablet

Accessibility

Myth: Built-in features, accessibility APIs and services, and APIs for adaptive technologies make G Suite the most-inclusive cloud collaboration solution.

Controls, settings, and assistive technologies provide more ways to learn in an inclusive, diverse classroom

- Inclusive design is integrated in our engineering culture, and we keep creating new ways to enable students and teachers with disabilities to create, communicate and consume content from any device
- Students consume content independently with assistive technologies, ease of access settings and Learning Tools in Office and Windows to aid usability and comprehension for those with different learning abilities
- Go paperless with Office Lens and OneNote, now enhanced to support students with learning or visual challenges
- Help students with dyslexia write more easily and with more confidence using the Editor feature in Word and Outlook for PCs

Intelligence

Myth: No one really needs all the advanced features of Office 365.

Office 365 is built on the Microsoft Graph, which uses machine learning to infuse intelligence into each application

- Office 365 delivers powerful visualizations and insights to enrich the learning experience with Power BI and Excel
- Easily create amazing presentations with QuickStarter and Designer in PowerPoint
- Visualize live or geographic data with new capabilities in Excel
- Office 365 with Windows 10 provides a premier inking experience better than pen-to-paper, which improves learning outcomes
- Kickstart the writing process with Researcher in Word and add reliable sources with properly formatted citations

Secure

Myth: As an industry leader in cloud infrastructure, only Google offers customers the same highly-secure, reliable cloud services used to run its own operations.

We work hard to protect students in the digital world by balancing privacy and innovation

- Microsoft has > 10 years of cloud experience and makes strong commitments around safeguarding customer data, backed by a 99.9% uptime financially-backed SLA
- Office 365 features such as Data Loss Prevention, and Message Encryption, which are available at no cost
- Customer Lockbox provides unprecedented customer control over content residing in Office 365
- Microsoft has privacy by design, with customer information used only to deliver services, not advertising
- Microsoft has achieved compliance leadership in the industry by driving and adopting compliance standards in support of customers' needs

Overcoming Objections: Chromebooks

Objections

Suggested Responses

Device Cost

Myth: Windows devices are more expensive in comparison to Chromebooks

Full featured Windows 10 devices are available at the price of a Chromebook starting at \$189

- Run full applications offline like Minecraft: Education Edition, Photoshop Express, and fully-installed Office apps
- Accepts multiple input methods (touch, stylus, keyboards, mouse, voice)
- Multiple form factors to meet different learning requirements - tablet, 2-in-1, clamshell, desktop
- Clamshells starting at \$189, 2-in-1 devices with Windows Ink starting at \$289

Deploy/Manage

Myth: Windows devices are difficult to deploy and manage in comparison to Chromebooks

Microsoft offers easy, affordable and flexible set-up and management options unlike other management consoles

- Simple cloud-based management with Intune for Education, built to make school scenarios easy
- Compatible with existing infrastructure like System Center Configuration Manager
- Intune manages multiple operating systems (Windows, Mac OS, iOS, Android), unlike Chrome management console
- Save more than 70% v. Chrome management console with Microsoft volume licensing for Intune for Education¹

Apps

Myth: Windows devices do not have a good selection of education applications

With 669K+ Store apps Windows offers apps designed to work with touch and pen input or in desktop modes

- Widely used applications like Photoshop Express, Minecraft, and fully installed Office designed with or without touch
- Easily discoverable education apps in the Microsoft Store for Education
- Vast ecosystem of native, modern, and cloud applications to choose from; run applications natively or in the cloud
- The most complete 3D experience of any platform

Google Apps for Education

Myth: Microsoft's cloud productivity solution is not as robust as Google Apps for Education

Free Office 365 for Education has the advanced features to match the unbounded creativity of students

- According to IDC, Office is the only software listed as one of the top five requested job skills by employers²
- Free cloud-based productivity solution leapfrogs Google with new Microsoft Teams, a collaboration hub for staff and students
- Fully-installed Office apps on Windows includes intelligent features and supports ink (fully installed apps licensed separately)
- Students can co-author and collaborate offline or in real time online
- Flexibility to run on premises, in the cloud or a hybrid model
- Quickly and easily create custom quizzes, surveys, questionnaires, registrations and more with Microsoft Forms

Total Cost of Ownership

Myth: The total cost of ownership of Windows devices is high

Affordable Windows 10 devices, ease of deployment and management, and compatibility with existing infrastructure solutions decrease total cost of ownership

- Intune for Education makes it easier to manage Windows 10 devices from a central cloud-based console
- Windows 10 devices are available starting at \$189 for a clamshell and \$289 for a 2-in-1 with Windows Ink
- Windows subscriptions are available per-device or per-user, enabling users to access Windows across all of their devices
- Save more than 70% v. Chrome management console with Microsoft volume licensing for Intune for Education¹
- Windows 10 is compatible with a wide range of accessories and existing peripherals so you can maintain your infrastructure investments
- For each device purchased, your school will receive a one-year single user subscription to Minecraft: Education Edition³

Windows 10 in S mode

Myth: Windows 10 in S mode is not as robust as Windows 10 Pro Education or Chrome OS.

Streamlined for security and performance, Windows 10 in S mode is familiar and ideal for use in schools

- Easy to deploy and manage side-by-side other editions of Windows 10 with Intune for Education
- Windows 10 in S mode uses Microsoft-verified apps exclusively, to help ensure superior security and performance day in and day out
- Easily switch to Windows 10 Pro Education at any time free of charge as an education customer
- Designed to run Microsoft Edge, safer than Chrome or Firefox with extra protections against phishing and malicious software⁴

¹ When licensed for all faculty and staff via the student use benefit. Based on a calculation of 500 faculty and staff, 2000 devices, a device refresh cycle of 4 years and a Google MSRP of \$30 per device for the lifetime of the device.

² https://blogs.technet.microsoft.com/microsoft_in_education/2016/06/02/new-research-highlights-most-in-demand-job-skills/

³ Offer Terms and Conditions apply

⁴ According to NSS Labs reports at <https://aka.ms/browser-security>

Overcoming Objections: Apple Education (iPads)

Objections

Suggested Responses

Productivity

Myth: Windows devices are not as productive as iPads.

Full-featured Windows 10 devices offer more productivity features at the price of a tablet

- 2-in-1 touch and ink capable devices with keyboard and trackpad starting at \$289
- Applications can run across multiple form factors to meet the different learning requirements of students
- Intelligent features and ink are better on Windows with Office 365 for Education apps
- Run the fully-installed versions of Office apps

Deploy/Manage

Myth: Windows devices are difficult to deploy and manage

Windows 10 offers easy and flexible deployment and management options

- Simple cloud-based classroom deployment and management with Intune for Education
- Compatible with existing deployment methods such as System Center Configuration Manager and Intune
- Use Intune to manage mixed environments - Windows, iOS, Mac OS, and Android devices

Apps

Myth: Windows does not support the variety of Applications that iOS does

With 669K+ Store apps Windows offers apps designed to work with touch and pen input or in desktop modes. Often including features just not available on iPads

- Applications work across any Windows 10 tablet, 2-in-1, desktop, or mobile device
- Curated education apps in the Microsoft Store for Education; no need to browse through hundreds of apps to find what you want
- Access rich education applications like Minecraft: Education Edition, Code Builder for Minecraft, or Paint 3D

Total Cost of Ownership

Myth: The total cost of ownership of Windows devices is expensive

Low cost Windows 10 devices, cloud-based deployment and management, integration with existing infrastructure reduce the total cost of ownership.

- 2-in-1 touch capable devices with built-in keyboard, trackpad and bundled stylus starting at \$289
- Backward and forward compatible with existing management infrastructure and hardware
- Intune capable of managing multiple operating systems - Windows, iOS, Android, and Mac OS devices
- For each device purchased, your school will receive a one-year single user subscription to Minecraft: Education Edition¹

General

Myth: Microsoft limits customer choice with device, application and licensing offerings

The Windows platform offers students and institutions more flexibility as they progress through the learning journey

- Full rich, immersive experience, pen, touch, touchpad and keyboard on devices at starting at \$289; no need to purchase additional Bluetooth keyboards or mice
- Compatible with existing infrastructure and hardware
- Option to manage a multi-platform environment
- Students not limited to one form factor but can access their apps and work across any Windows 10 tablet, 2-in-1, or mobile device