

Partner Playcard | Modernize Endpoints

Introduction

This playcard offers partners guidance on how to effectively engage a prospect or existing customer in a sales conversation to generate preference for Microsoft managed Modernized Endpoints, with intent to enable better education experiences for K-12 and higher education students both inside and outside the classroom. Conversations will center around simplify device management for IT; increase device performance teaching & learning time, and safety & security; and empowering school IT to manage devices and identity from anywhere with the Microsoft Education cloud-based management solution offering cost-effective tools for app policy and deployment, collaboration, and storage management – all while securing student data and devices.

Intune and Intune for Education Value Pillars

Value proposition	Simplify device management for IT; increase device performance, teaching & learning time, and safety & security Empower school IT to manage devices and identity from anywhere with the Microsoft Education cloud-based management solution offering cost-effective tools for app policy and deployment, collaboration, and storage management – all while securing student data and devices.			
Pillars	Maximize teaching and learning	Ease your path to the cloud	Simplify deployment and management	Build a secure and scalable platform
Pillar value	<i>Achieve faster logins and minimal downtime with web-based management designed for learning environments</i>	<i>Streamline cloud transition with affordable licensing and onboarding resources from Microsoft and partners</i>	<i>Save time and money with touchless device set up and management from anywhere</i>	<i>Protect student data, safeguard schools from cyber attacks, and take advantage of cloud management innovations</i>
Pillar proof points / claims	- Low-cost devices start great and stay great, saving schools time and money over the life of the devices - Always up to date. Devices update silently and outside of class time, minimizing disruptions - Deliver the right apps and policies remotely from the cloud, enabling high quality learning environments - Free up IT teams to focus on projects that drive better school outcomes	- Choose among simplified licensing options, including a Microsoft 365 Education device license with Windows, Intune for Education, and Office 365 - Leverage the expertise of certified deployment partners around the world - Follow step-by-step technical guidance to learn the optimal path for moving to cloud-based management - Engage with both Microsoft experts and IT peers in education in webinars, online forums, and 1:1 migration assistance	- Set up and configure devices with apps and policies remotely with zero-touch, reducing or eliminating physical contact - Establish identities and control access to resources using Azure Active Directory and Intune for Education - Automate deployment of settings and apps to the right groups with School Data Sync	- Apply updates and security patches automatically across all cloud-managed devices to keep students, teachers, and school data safe - Scale cloud-based management, identity, and security from one classroom to your entire district - Future-proof schools for new technology including web-based tools that enhance device management
Supporting product, tool, and resource evidence	- Intune for Education helps enable automatic updates to all student and staff devices, software, and data, outside of class time - Intune for Education reduces the device setup time by 84% (<i>Forrester TEI study</i>) - With Intune for Education, staff can quickly deploy apps to users and apply device settings that create a great classroom experience - Intune for Education configures the devices and apps students use to learn 21st century skills for higher education and the workplace	- Intune for Education delivers reduced and more predictable costs even when upgrading hardware and software - Use Microsoft Partner Finder to find qualified partners that serve the education market in your geography - Docs.com contains resources for school IT admins to move to the cloud and deploy Microsoft 365 Education - The Education Insiders Program is a vibrant global community of school IT for asking migration questions and sharing best practices - Microsoft FastTrack is available for qualified education customers	- Azure Active Directory cloud identity service manages conditional access to education apps as well as internal school resources. - Intune for Education deploys file-level and app-level permissions at virtually the push of a button - School Data Sync reads rosters from your SIS and creates classes and groups for Microsoft Teams, Intune for Education, and third-party apps - Intune for Education saves time setting up rosters and grading tests: 5 minutes saved per student, 6 hours grading tests (<i>Forrester TEI study</i>)	- Use Intune for Education to remotely set up, manage, and assist students and teachers with their devices - Intune for Education delivers a strong performance and security to device and identity management - Azure Active Directory identity service provides single sign-on, multifactor authentication, and conditional access to help protect users from 99.9 percent of cyber security attacks. - Intune for Education easily sets up automatic updates, eliminating an average of 20 security remediation events during each week of the school year (<i>Forrester TEI study</i>)

Cost Savings and Business Value

Endpoint modernization provides the tools needed for managing mobile, desktop, and virtual endpoints while enabling secure access to resources from anywhere. Cost savings and business value page
Improve Student Learning While Reducing Cost and Effort: Potential for 216 hours of additional instructional time per Teacher/year, student use benefits of \$51 per student/year, reduced device setup time by 84%, 95% ROI and 14-month payback (M365 Education TEI). Reduced total cost of risk: 4% reduction in breaches with new solution; 20% is attributed to Microsoft Endpoint Manager (MEM) IT admin and deployment savings: MEM can reduce support tickets by up to 40% and management functions by 20%. Vendor license cost consolidation: Retired endpoint management tools can decrease annual costs for server and maintenance costs per user (Source for these estimated datapoints: Forrester MEM)

Value Talking Points

	Manage endpoints for hybrid learning (deck)	Secure endpoints for Student devices (deck)	Reimagine your endpoint estate (deck)	Advance your journey to Zero Trust for modernize endpoints (deck)
Key customer concerns	Securing distributed faculty, educator and student devices Deploying and updating devices or reviving dormant PCs Need for dynamic, elastic bandwidth	Cost of devices makes expansion of access to students prohibitive Inconsistent experiences creates confusion and training complexities Challenges with endpoint monitoring of student devices risks digital estate health, student satisfaction and learning outcomes.	Constant refresh and upgrade cycles Unpredictable computing costs Diverse and legacy deployments	Competing security and IT priorities for UX experience Meeting compliance requirements Limited bandwidth for remote access to school and university infrastructure
Hero solution capabilities	Microsoft Endpoint Manager Microsoft 365 Apps Defender for Endpoints Autopilot Co-Management	Surface & Devices Cloud Config Azure Active Directory Shared device	Windows 10 Windows 11 Windows 365 Enterprise Windows 365 Business AVD + Identity Cloud config Surface	Management control + Identity Endpoint security Remediation Tenant attach & Co-mgmt Conditional Access
Value to the customer	Built-in protection with integrated identity and Windows security Cloud-based, enabling reach and scale Flexibility and choice in device ecosystem Agility to support new learning settings and scenarios Secure faculty, staff and student experiences	Integrated approach from identity to security Cloud-based, enabling reach and deployment scale Simplified user experiences focused on needs Easily share devices Improved faculty, staff and student experiences	Device choices foster user satisfaction Cloud-based management and security Enable new use cases not possible before Accelerate onboarding of new users/devices Reduce total cost of endpoint ownership	Remove security and IT friction Accelerate roll outs Reduce cost of risk by deploying MEM Huge savings by deploying a unified management platform

Sales Targeting

Decision Makers to target:

- **ITDM (CTO, IT Director):** Persons making the decisions on platform, infrastructure and devices. They're asking, "How do I deliver a better experience?"
- **Procurement (CFO, Procurement Manager):** Concerned with overall TCO.
- **BDM (Superintendent, CEO, Chief Learning Officer):** Approving and providing the budgets. Need to understand the benefits and cost savings of the proposed project. "How can I save money". "How do I promote better teaching and learning".

Influencers and End-Users to target:

- **Teacher and Students:** Beneficiaries of platform and device selection and potential advocate/influencer to amplify messaging to BDM and ITDMs.
- **Building Leadership:** Interested in providing high quality teaching and learning experiences.

Best Practices

- **Include identity and endpoint tools in Teams trial** – Showcase Microsoft 365 platform value by including our identity (AADP, MFA, conditional access), MDM/MAM (Intune), and endpoint protection (Defender for Endpoint) tools in a Teams trial.
- **Build the cost takeout analysis** – Show how M365 can displace the costs of third-party identity, endpoint, MDM, & other security tools.
- **SDS to accelerate on-prem to cloud migration at scale** – Land the value of SDS, programs and resources to support on-prem to cloud migrations (e.g. FastTrack, local SI, etc). SDS will also help with Teams deployment and user populating at scale.
- **Use [tenant attach](#) and [MMAT](#) tool to initiate a move to the cloud for Config Manager customers.** A partner or customer can upload Config Manager devices to the Microsoft Endpoint Manager cloud service in minutes to manage all their devices from one place.
- **Enable VDI for hybrid learning** – VPN constraints and challenges hinder secure hybrid learning. Position Windows, Azure Virtual Desktop, and Defender for Endpoint together to enable customer's hybrid learning to securely use existing school or personal devices outside the classroom. Use a trial to give IT firsthand experience.
- **Position Autopilot and Surface (and OEM) to IT's desire to reduce administration** – Position Autopilot and Surface devices as a packaged solution to help customers move IT resources off traditional desktop management activities to more strategic IT initiatives.

Challenger Questions

How do you manage endpoints to help keep hybrid learning secure?	85% of educators believe that the pandemic accelerated the future of digital learning by a decade. Schools are pivoting to deliver remote and hybrid learning successfully, at scale. Accommodating accessibility needs so every student can attend class, even from home. And students begin to engage remotely more often, it became even more crucial for schools to provide high-quality experiences no matter where they are. Keep faculty, staff and students connected, productive, and secure with solutions for remote and in classroom learning. Combine Microsoft Intune and Config Manager to intelligently manage all your endpoints and devices with one unified platform: Microsoft Endpoint Manager. Source
Do you offer your faculty, staff and students a consistent experience across devices?	Providing a personalized experience for faculty, staff and students can be difficult. Surface and OEM modern device portfolios are the most secure and productive choices for education users. Surface specifically empowers diverse workflows, improves customer service, and offers security from chip to cloud and management in the cloud.
How successfully are you currently at monitoring devices and threats across multiple solution providers?	Legacy solutions are expensive and cumbersome to maintain—from both an infrastructure and personnel perspective. Education customers can save on license costs, infrastructure purchases, and deployment complexity by standardizing on the Microsoft platform and replacing third-party tools. (TEI of Microsoft 365 in Education)
Do you take a Zero Trust foundations approach to your security model?	As IT admins race to assess vulnerabilities and deploy updates, cybercriminals are actively weaponizing those same vulnerabilities. By accelerating update deployment timelines, Defender, Windows Autopilot and Surface devices help identify and eliminate known vulnerabilities before cybercriminals target your organization.
Existing on-premise solutions can't deliver the desired learning experiences	• Intune for Education manages, configures and deploys the devices and apps students use to learn 21st century skills for higher education or the workplace. • This gives students access to the right teaching tools to experience collaboration, gain skills in Microsoft Office suite, applied creativity, computer programming, and more.
Do you feel your current approach to security and DRM are meeting expectations around securing student/faculty against privacy and online threat vectors?	• Intune for Education enables automatic updates to all students' and staff's devices, software and data, keeping them are secure • Intune for Education grants the ability to deploy file-level and application-level permissions at virtually the push of a button. This ensures consistent digital rights management and no copyright violations.
Technology costs outpace available budget	• Intune for Education is part of what enables a modern IT environment, which grants reduced and more predictable IT costs along with better performance availability and security
ROI	• Intune for Education enables the Microsoft 365 solution, which is free for students • Intune for Education reduces the device setup time by 84%, according to a Forrester Total Economic Impact study • Intune for Education influences ROI by indirectly: • Enabling a predictable and stable SaaS model, which means no spikes in spend from upgrading hardware and software • Enabling the migration to a cloud solution, which greatly reduces IT costs and effort by shifting infrastructure out of the school district's data center • Adding 216 hours of instructional time per teacher/year • Student user benefit per student per year. \$51 • Enabling a 95% payback 14 months, according to a Forrester Total Economic Impact study

Challenger Questions (Continued)

Improved Student Outcomes	- By managing and coordinating access to devices, software and more, Intune for Education enables improved student learning through: - Personalization - Anytime, anywhere Learning - Increased student engagement - Development of in-demand 21st century skills - Intune for Education's role in education solutions indirectly results in: - Higher graduation rates - Higher test scores
Build confidence in remote teaching and learning	Intune for Education simplifies the set up and management of devices for students and teachers. In just a few simple steps, educators can quickly deploy apps to users and apply device settings that create a great classroom experience.
Improved Teacher Experiences	- Intune for Education enables simple and swift management of devices and software, meaning that: - Teachers save time and have tools to more effectively teach - Teachers do not lose time due to app and OS updates - Teachers have the latest versions and correct applications needed to teach
Maintain student engagement	Intune for Education's management of collaboration software makes it possible for students remain connected to peers and communities via collaborative, immersive lessons
Drive a fast transition to inclusive, secure online learning	- Intune for Education makes the set up and management of devices simple. In a few easy steps, schools can quickly deploy apps to users and apply device settings that create a great classroom experience. - By managing devices, Intune for Education enables access to the Microsoft 365 Education ecosystem - Intune for Education is deployed through device enrollment (Set Up School PCs, Windows Configuration Designer) and/or Autopilot
Providing Student-Centered Learning (Choice, Personalization)	Intune for Education makes customizing software selection simple. This means more flexibility for schools to determine how best to serve their students.

Prospecting Questions

- Are existing on-premise solutions not meeting expectations?
- Are you unsatisfied with your existing privacy, security or digital rights management capabilities?
- Are your technology costs outpacing your budget, or unpredictable?
- Are you concerned about how you'll manage the transition to digital learning?
- Are you uncertain what the return on investment will be moving to the cloud or how long it will take to see demonstrable value?
- Are you unsure about how device management can improve student outcomes?
- Are you unsure about how device management can enable teachers to provide higher-quality teaching and learning?
- Are students asking for ways to stay connected to their peers despite distance-learning?
- Are you concerned that the transition to online learning will take much time and resources?
- Are you concerned that online learning won't offer the same customized learning experience as in-person learning?

Partner Ready Competitive Guidance

Total Value of Microsoft vs Google

Value item	Microsoft	Google
 Devices	Affordable, ideal for remote or classroom learning, online or offline use with the widest range of Windows or Web apps. Devices to suit any budget and learning style. Typically, more memory, storage, great battery life, quick to start/shut down.	- Chromebooks can only run Web Apps and are limited when offline. - Chromebooks are typically less powerful with less storage. Chromebooks have a limited life span
 Device Management	Intune for Education enables cross-platform support of Windows, iPad, MacOS and Android Designed for education, Intune for Education is quick and easy to set up and offers multiple deployment options.	- Google's management console is one-size-fits-all - it may be difficult to find what you want quickly - Google's Expiration policy means these devices may not be manageable.
 Assistive Technology	- Microsoft provides a comprehensive set of integrated accessibility tools included with Office365 AT NO EXTRA COST.^{2, 3} - Students using the Microsoft solution saw a 20% improvement in reading and writing¹	There is a lack of built-in support for accessibility – Typically, requires 3rd party products and additional costs.
 License Cost	- Each purchased Microsoft 365 staff license provides for 40 additional student licenses at no extra cost enabling your student population to grow* - This 1:40 ratio is more than 2x the national average public-school student: teacher ratio (appx. 16:1)⁴	- Google licenses every student where 4 student licenses provides for 1 additional staff license at no extra cost. - Google's licensing policy requires more student licenses and can lead to significantly higher costs.⁸
 Security	- Microsoft takes a comprehensive approach to security; devices, servers, and all endpoints. - Microsoft is recognized by Gartner as a leader in a number of security Magic Quadrants⁵⁻⁶	- Google focuses solely on securing their own cloud and Chromebooks Advertising made up 70.9% (\$134 billion) of Google's revenue in 2019⁷

More Google Battlecards
([Link](#))

- [Compare the value of M365 education licensing solution to Google Workspace](#)

- [Privacy and Security Compete One-Pager](#)

- [Accessibility Compete One-Pager](#)

- [Total Value Compete One-Pager](#)

- [Windows Devices Compete One-Pager](#)

Partner Ready Competitive Guidance

Microsoft Education vs Google Workspace

Take a look at an example of how Microsoft 365 provides better value than Google Workspace Plus in a district with 86,500 students and 3,800 faculty and staff⁴

	Microsoft 365 Education A3	Google Workspace for Education Plus
 Total annual cost to your school	\$244,872	\$432,500
 Annual License cost	\$64.44 / staff license	\$60.00 / student license ⁵
 License benefits	One paid staff license = 40 student licenses included through Student Use Benefits ¹	Four paid student licenses = one included staff license
 You pay for	3,800 staff licenses	86,500 student licenses
 Additional licenses provided	152,00 student licenses	21,625 covered staff licenses
 Room to grow	65,500 student licenses	17,825 staff licenses

Microsoft 365 Education is the best choice to maximize your budget and prepare for your growing student population

Trials and Promotional Offers

Programs/trials/offers	Trial Links	
Public Trials	• Microsoft 365 A3 for faculty • Microsoft 365 A3 for students • Microsoft 365 A5 Compliance for faculty • Microsoft 365 A5 Compliance for students • Microsoft 365 A5 for faculty • Microsoft 365 A5 for students • Microsoft 365 A5 Security for faculty • Microsoft 365 A5 Security for students	• Office 365 A3 for faculty • Office 365 A3 for students • Office 365 A5 for faculty • Office 365 A5 for students • Office 365 A5 without Audio Conferencing for faculty

Additional resources

Top resources	Other customer-ready assets
Modernize Endpoints pitch deck Windows EDU Storybook Windows 365 page Microsoft Endpoint Manager page Azure Active Directory page Azure Virtual Desktop page Microsoft Education Interactive Demos M365 & Security Customer Evidence Portal Customer Stories	TEI of Microsoft Endpoint Manager TEI of Modernizing Endpoints TEI of Microsoft 365 Education TEI of Surface in Education Product customer presentations Microsoft Endpoint Manager Identity and Access management Azure Virtual Desktop L200 Microsoft 365 Apps Infographics Customer Facing Golden Path Migrate Identities Set up M365 Tenant Enroll with Set up School PCs App Enroll with Windows Autopilot Deploy Apps and Policies Why Cloud Management Cloud Management Scenarios in Education