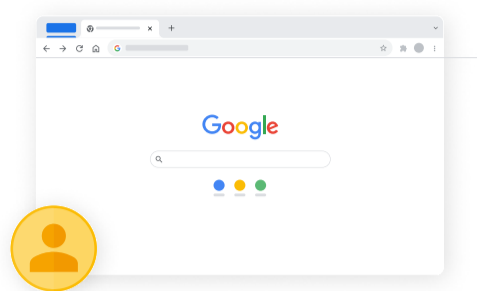
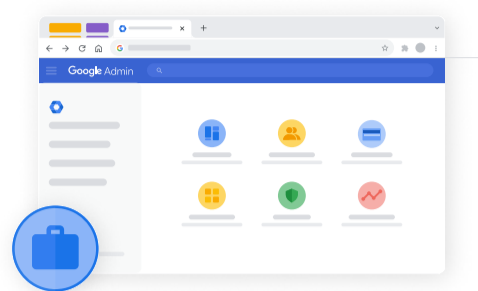


Chrome for personal use vs. Chrome Enterprise

Although Chrome's core browsing software is the same, there are many advantages when enterprises centrally deploy Chrome and apply management controls and policies to their business users. Take a look at the comparison chart below to help your enterprise get the most out of Chrome.



Unmanaged Chrome for personal use



Managed instance of Chrome for your enterprise

Cost

None

None

Deployment

Individual users download Chrome to their device from [Chrome.com](https://chrome.com).

IT uses an enterprise browser download option from chrome.com/enterprise and deploys Chrome through their software distribution tool.

Centralized management

Users get default settings, unless they make changes.*

*This version can also be managed by IT.

IT teams can enroll and manage browsers through [Chrome Browser Cloud Management](https://chrome.com/browser-cloud-management), at no charge. Additional on-premises management and integration options are available.

Data and threat protections

Users can set basic password management, conduct password checkups, and get automatic protection from built-in capabilities like Safe Browsing, site isolation and sandboxing.

IT teams get added controls to protect data. Set policies for password re-use, enhanced Safe Browsing, extension controls and more. Allows for integration with other security solutions.

Extensions

Users get access to hundreds of thousands of extensions through the Chrome Web Store.

IT gets added management and controls for extensions and can block or approve extensions.

Productivity

Getting things done is easy for users with tab groups, tab search, Chrome Journeys, Chrome sync, Chrome profiles, and more.

IT unlocks added customization for bookmarks, homepages and other services to support workforce productivity.

Update management

Chrome automatically updates every 4 weeks.

Enterprises can use the 4 week cycle, manually update or choose our extended stable channel that updates every 8 weeks.

Insights & Reporting

Basic reporting on personal passwords and other key settings.

IT gets insights and reports on browser and machine details, Chrome versions, apps & extensions, policies, security events and more.

[Take me to Chrome for personal use*](#)

[Take me to Chrome for enterprise](#)

*Chrome downloaded for personal use by enterprise end users can still be managed by IT teams.