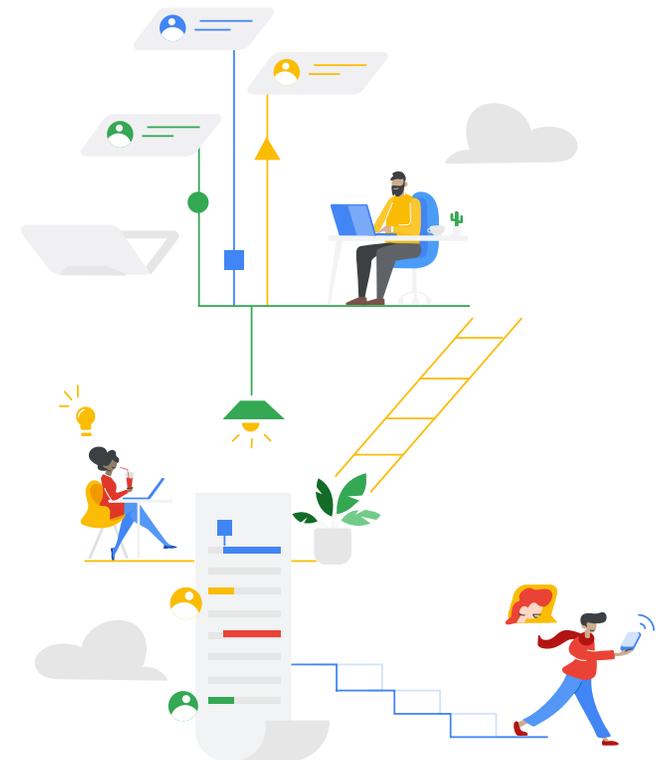


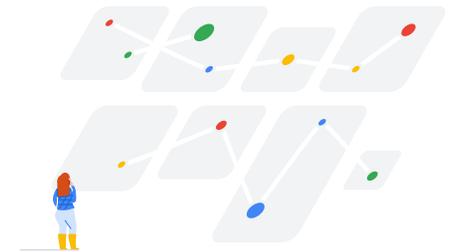


# IT Set Free with Chrome Enterprise

Secure by design, easy to manage, and low in cost, Chrome devices set IT free from the many day-to-day pains of managing endpoints — all while providing your employees fast and seamless access to information and cloud-based tools.



The cloud has changed the world around us. In our personal lives, we order goods and food to be delivered within the hour, we stream media instantly across multiple devices, and we connect with friends and family around the globe. At work, employees expect the same fast and seamless access to the information and services they need, but are often restricted by the legacy tools in place.



At the same time, IT want to move away from simply being a support function – in charge of administrative tasks like device imaging, security updates, or support tickets – so they are free to drive more important business projects. Organizations that rely on legacy devices are often bogged down by this overly complicated hardware, leaving IT resources exhausted by keeping the business running.

The modern OS – one that provides the cloud-native experience today’s workforce increasingly expects, and automates administration tasks for IT – is already a reality for businesses with Chrome OS.

Chrome OS is a versatile, cloud-native operating system that is secure, easy to use and manage, and provides fast access to cloud apps.

For employees, Chrome OS delivers a frictionless experience where workers can start fast and stay focused with no interruptions due to automatic updates that take place in the background. Embedded machine learning capabilities boost workflow productivity further as each Chrome device adapts to an individual’s work style.

Using Chrome OS with Chrome Enterprise Upgrade unlocks the built-in business capabilities of Chrome OS for IT to secure, orchestrate and power their cloud workforce. With advanced security, flexible access to resources, and simplified orchestration of Chrome devices and other critical infrastructure, time savings turn into cost savings, and create more opportunity for IT to generate innovative ideas – transforming IT into revenue generators instead of cost centers.

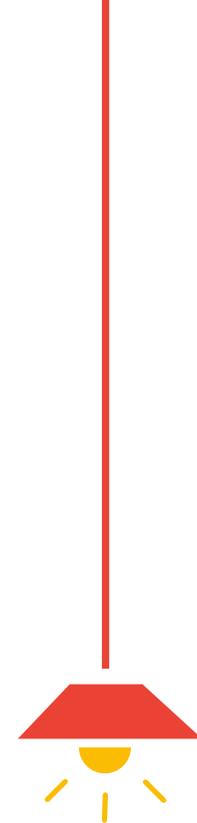
# Chrome Enterprise Customer Spotlight

“With its automatic, online updates, and fewer technical deficiencies, we don’t run into the same hurdles as we did with our previous system. It is **much easier to set-up and manage devices** from an administrative standpoint.”

Jarlette Health Services

“We want new associates to be properly trained to provide the best customer service, and also the best food, and ongoing training as well. By having this Chromebook, **it offloads a lot of the interruptions, and also increases productivity.**”

Panda Restaurant Group



# What you'll learn

Let's dive into how all organizations can set IT free with Chrome Enterprise.



Chapter one:

Keep your data protected with **multilayered security**



Chapter two:

**Fast deployment** and **easy-to-manage systems**



Chapter three:

**Easy access** to **business-critical systems**



Chapter four:

Enjoy **cost savings**

Chapter one:

# Keep your data protected with **multilayered security**



Organizations are spending big to improve their security with products that claim to fend off hacks and eliminate vulnerability. **But despite their efforts, the number of breaches continues to increase.**

The global cyber security market size stood at US \$131.3 billion in 2018 and is projected to reach **US\$289.8 billion** by 2026<sup>1</sup>.

At the end of 2016, a business fell victim to a ransomware attack **every 40 seconds**<sup>2</sup>. It was predicted that this would rise to every 14 seconds by 2019 – and every 11 seconds by 2021<sup>3</sup>.

While these threats may be growing in volume and sophistication, the types of attacks are nothing new: primarily malware, ransomware and phishing. The traditional approach to security is no longer effective, and it's time to look for a new solution to an old problem.



<sup>1</sup> AustCyber, 2018

<sup>2</sup> Kaspersky Lab, 2016

<sup>3</sup> Cybersecurity Ventures, 2017



# Take a **unique approach to endpoint security** with Chrome Enterprise

## Multilayered defenses

Chromebooks take a multilayered approach to security, helping to ensure that data, apps, browser, OS, and firmware are protected.

- ✓ Encrypt user data
- ✓ Prevent OS tampering
- ✓ Reduce on-device data footprint
- ✓ Regularly patch and update
- ✓ Deter user negligence

## Isolated and managed apps

Chrome devices work with diverse application ecosystems to ensure applications are trusted – keeping harmful apps out of the hands of users and helping IT retain control.

- ✓ Limit attack surface with sandboxing
- ✓ Enforce access policies
- ✓ Secure multiple ecosystems, including Chrome Web Store, Google Play, web, and native Linux apps





## Protect against current threats

Mitigate the impact of malicious attacks prevalent on legacy systems.

### Phishing

Google Safe Browsing warns users of malicious sites before navigating to them. Security keys and two-step verification help prevent hackers from stealing passwords. If an attack prevails, Password Alert Policy requires users to change a password when it's used with an unauthorized site.

### Ransomware

Low on-device data footprint limits the data that can be held at ransom. Read-only OS prevents executables from running locally. And if an attack prevails, verified boot confirms the system is unmodified at boot-up.

Managed Google Play is the application marketplace for Android in the enterprise. It allows IT to select, purchase and manage applications for an organization, helping ensure harmful apps stay out of users' hands.

## Keep out harmful apps and extensions

### Malicious apps

Per-permission-based blacklisting controls what extensions can be accessed. Managed Google Play facilitates curation by user group and policy configuration by app. And if an attack prevails, sandboxing limits attack surface.

### Why Chromebooks don't require Antivirus

Chromebooks are read-only, so installed apps and extensions can't modify the OS. Sandboxing isolates any attack to a limited surface, verified boot prevents the boot-up of a tampered device by doing a self-check when the Chromebook starts up. If it detects that the system has been tampered with or corrupted in any way, typically it will repair itself without any effort, taking the Chromebook back to an operating system that's as good as new.

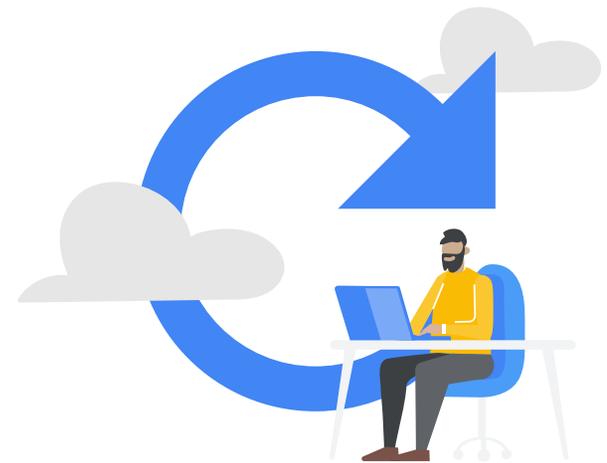


## Devices stay up-to-date

Regular system updates happen seamlessly so users are protected.

### Why Chromebook updates are so effective

Chromebook updates happen automatically in the background while users work, so there's no downtime. There are two versions of OS on every device, so one can be used while the other gets updated. Updates apply on reboot, taking only a matter of seconds to complete.



Our customers are trusting us with the security of their business, so if our business isn't secure then their business won't be. Duo uses Chrome OS and Chromebooks because **they're the most secure platform.**"

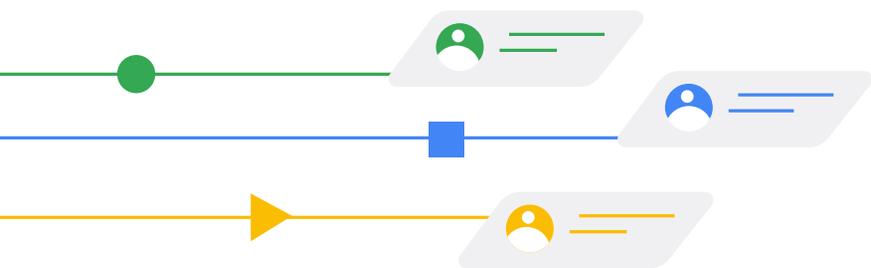
Josh Yavor, Director of Corporate Security, Duo Security

Chapter two:

# Fast deployment and **easy-to-manage systems**



Chrome Enterprise Upgrade **simplifies the management of a Chrome device fleet.** Fast and easy deployment enables teams to scale quickly with less IT burden. A reliable OS that's always up-to-date means fewer calls to the help desk – thanks to regular background updates.



## Simplified management

Chrome Enterprise Upgrade gives IT access to device policies and fleet oversight capabilities, all from the easy-to-use, cloud-based Google Admin console or third-party UEM solution.

- ✓ **Third-party UEM:** Set policies and remotely orchestrate your devices with industry-leading UEM providers.
- ✓ **Google Admin console:** Quickly orchestrate Chrome devices, printers, networks and more.
- ✓ **Client certificates:** Manage and provision user and device certificates for authentication of internal web resources.
- ✓ **Device policies:** Admins can enable and disable device policies, or keep the policies set to preset defaults with confidence.
- ✓ **Printers:** Deploy and configure printers for use in your organization.
- ✓ **Networks and proxies:** Configure Wifi and VPN networks for use with Chromebooks in your fleet.
- ✓ **OS versions:** Pin your Chromebook to a previous OS version and prevent updates to new versions.
- ✓ **Device reporting:** Pull reports on your Chrome Enterprise fleet, including 7-day active metrics, release channel, OS version, and more.



# IT without the guesswork

Default settings and advanced fleet reporting take the hassle out of management.



We can centrally manage Chromebooks in all of our customer offices using Chrome Enterprise Upgrade. **Everyone can be on the same version of our application at the same time**—there’s just a single button to deploy versions to test environments as well as production.”

David Murray, Chief Technology Officer, Doctor.com

## Managed security settings

If an end user misplaces a Chromebook, IT can easily disable the device, protecting corporate data. Devices can also be set as ephemeral, removing user data from the device at the end of a session.

- ✓ **Lost and stolen protections:** Stop data theft by remotely disabling devices that have been lost or stolen.
- ✓ **Persistent enrollment:** Ensure devices are enrolled in management, even if the device is factory reset.
- ✓ **Application verified access:** Allow third-party applications to understand the managed state of a device as a requirement to provide a service.
- ✓ **Ephemeral mode:** Ensure user data is wiped from the device upon session log-out.
- ✓ **Managed guest sessions:** Give users access to Chrome Browser on a shared device without needing to sign in.

## 24/7 IT admin support

With Chrome Enterprise Upgrade, administrators gain 24/7 access to Chrome OS troubleshooting assistance, enabling them to call Google if any issues come up, at no additional cost.

Chapter three:

# Easy access to **business-critical systems**



## Rise of the cloud worker

With widespread adoption of software-as-a-service (SaaS) and the rise in tablets and mobile phones, it's no longer about where you work, but how you work. Freed from legacy limitations, **employees want to be untethered from traditional software and desktop computers at work in order to be more productive.**

They finish wow-inducing presentations on the subway on their way home from work. They flesh out a product idea that woke them in the middle of the night from the comfort of their home. They collaborate with team members across the globe, digging into projects as if all that separated them were a few desks. These people are cloud workers. They value the speed, convenience, collaboration, fluidity, and security of cloud.



In 2018, 1 in 4 information workers were cloud workers, and **by 2020, that number could grow to 48% of information workers<sup>1</sup>.**



# Empowering frontline workers



Frontline workers are the backbone of any organization, and make up a **significant proportion of the 80% deskless workforce<sup>1</sup>**. They are an important group to include in your cloud conversation for several reasons:

## Better experience for workers

Welcoming frontline workers to the cloud – the way many organizations have with information workers – is no longer a luxury but a necessity. You'll see benefits like improved employee experience, stronger security, and enhanced business intelligence.

## Better experience for customers

Frontline workers are ambassadors for your business and often give customers their first impression of your company. Managing customer expectations is incredibly important, with customers who have the best experiences spending 140% more<sup>2</sup>.

## Frontline workers are ready to adopt cloud

People use cloud tools routinely in their personal lives and want to continue using them at work. 53% of frontline workers are using unapproved cloud messaging apps for work-related reasons but 68% said they'd stop if given approved internal communication tools. It's time to meet them where they are<sup>3</sup>.



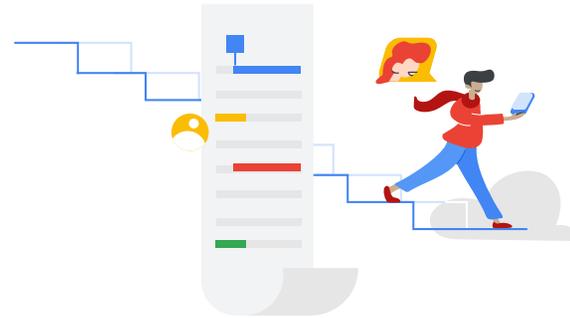
## Work fast, flexible and uninterrupted

With Chromebooks, all workers can get started fast.

Devices boot up in as fast as six seconds and automatic background updates allow staff to remain productive at all times by eliminating downtime.

Secure, cloud-based backup systems and over eight hours of battery life let employees work worry-free, from any location.

If you do need to log off, you can pick up exactly where you left off from any device. Workers can save and sync apps, preferences, and extensions to create optimized and consistent experiences – so you can jump between apps and devices without any disruption.



## Anywhere access to corporate data

Chromebooks with Chrome Enterprise Upgrade provide flexible access to corporate data for a variety of situations and business requirements:

- ✓ **Native Active Directory integration:** Provide end users with a familiar login experience that integrates directly with existing Active Directory infrastructure.
- ✓ **Advanced SAML SSO:** Enable end users to seamlessly log into their device and applications with SAML SSO integration.
- ✓ **Login controls:** Block end users from logging into corporate Chromebooks with unauthorized accounts.
- ✓ **Managed guest sessions:** Enable shared, identity-free access to Chrome Enterprise.

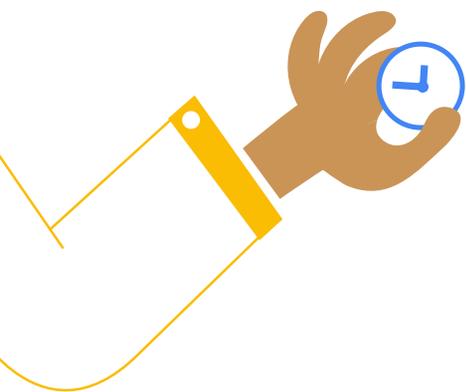
Chapter four:

# Enjoy cost savings



The Chrome Enterprise benefits we've discussed so far are all impressive developments in their own right, but they also all contribute to one of the most important business imperatives of all – cost savings. Tech leads who have started their digital transformation with Chrome Enterprise will soon see time savings turn into cost savings for their organization. In fact, organizations can expect to save up to \$482 annually per device in operational costs with Chromebooks and Chrome Enterprise Upgrade<sup>1</sup>.

## Putting time back in your hands



### Easy deployment and management saves IT and end-users' time.

On average, the deployment and provisioning of Chrome OS is 77% faster than Windows<sup>2</sup>.

For example, take device deployment and provisioning. At Google, we've found that it takes about 33 minutes for an inventory tech to prepare a Chrome OS machine to be deployed to an end user. For Windows devices, we've found it typically takes 2 hours and 21 minutes, and for macOS it takes 2 hours and 23 minutes. No extra security software is needed. Users will spend no extra time installing and managing security software because it isn't needed. Chrome OS is secure by design and built from the ground up to address today's evolving security challenges.



### Background updates eliminate disruption.

Automatic background updates mean there's less burden for IT and end users can remain productive and uninterrupted. Forrester found that workers using Chromebooks save around 30 minutes for each device each week due to the reduced downtime<sup>1</sup>, and one of our customers, Dr. Agarwal's Eye Hospital, found that help tickets have been reduced by 80%<sup>2</sup>.

These savings in time and resources have a direct effect on your bottom line and your Chrome OS investment will only continue to become a better value over time. Whether you're using Chromebooks for your entire workforce or only for specific teams, over a **three-year period**, the cost benefits of shared Chrome OS devices can lead to:

**295% return**  
on investment

**3 hours saved per**  
device for workers  
each week

**>\$477K in IT**  
management  
cost savings



Read the full commissioned Total Economic Impact™ study by Forrester Consulting [here](#), or find out how much your organization can save with Chromebooks with the TCO calculator.

<sup>1</sup> The Total Economic Impact™ Of Shared Google Chrome OS Devices, a commissioned study conducted by Forrester Consulting on behalf of Google, May 2018

<sup>2</sup> [Dr. Agarwal's Eye Hospital sharpens its focus on the future of work with Chromebooks and Chromebases, Chrome Enterprise Blog, November 2018](#)

IT teams have the potential to do and be so much more for your organization. Upgrading traditional systems, so workers are no longer bogged down by legacy devices and over-complicated hardware, allows IT teams to work more creatively and collaboratively. It also improves the infrastructure that creates a positive company culture and dramatically improves business output, from customer experiences to your bottom line.

Chrome Enterprise has the tools and experience to help you along your own unique cloud journey, make computing easy, and allow your teams to thrive – [all possible once you decide to set IT free.](#)

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To learn more about how you can unlock the built-in business capabilities of Chrome Enterprise Upgrade or explore our wide variety of Chromebooks, including touch and convertible, [visit our website.](#)

