

The Total Value of Microsoft Compared to Google

EDUCATION CHALLENGES



The rise of remote and hybrid learning



IT budgets are constantly squeezed



Schools want maximal value out of every technology purchase

VALUE COMPARISON

Value item	Microsoft	Google
<p>Devices</p>	<ul style="list-style-type: none"> 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. 	<ul style="list-style-type: none"> 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
<p>Device Management</p>	<ul style="list-style-type: none"> 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. 	<ul style="list-style-type: none"> 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.
<p>Assistive Technology</p>	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> There is a lack of built-in support for accessibility – Typically, requires 3rd party products and additional costs.
<p>License Cost</p>	<ul style="list-style-type: none"> 1 Microsoft 365 staff license costs \$69 per year and covers 40 students free of charge, including management This 1:40 ratio is more than 2x the national average public-school student: teacher ratio (appx. 16:1)⁴ 	<ul style="list-style-type: none"> Google offers licenses for \$48/year with an additional fee per device for management Google's 1:10 staff/student ratio means many more licenses to cover the same amount of students
<p>Security</p>	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> Google focuses solely on securing their own cloud and Chromebooks Advertising made up 70.9% (\$134 billion) of Google's revenue in 2019⁷

IMPORTANT CONSIDERATIONS

- How do you budget your IT spend, including software? What are your main considerations?
- How much of your time and budget is spent on purchasing, installing, training and maintaining 3rd party accessibility products?
- Are there any tasks or workflows in your current solution that you wish were streamlined or accelerated?
- What are you looking for in an ideal student/teacher/office device?
- How do you cater to students with special or individual needs?
- What challenges in your current solution are your students/teachers/IT Teams looking to overcome?

REFERENCES

1. [The Total Economic Impact of Microsoft 365 Education](#), Forrester

2. [Microsoft Accessibility and Assistive Technologies for Education](#), Forrester

3. [Microsoft Accessibility Features](#), Sway

4. [Average Public-School Student: Teacher Ratio](#), Public School Review, 2020

5. [Gartner "Magic Quadrant for Cloud Access Security Brokers," 2019](#)

6. [Gartner "Magic Quadrant for Unified Endpoint Management Tools," 2019](#)

7. [Statista, 2020](#)