The Total Value of Microsoft Compared to Google

Last updated: December 2021

EDUCATION CHALLENGES

Remote and hybrid learning experiences designed for all

Devices need to do more but budgets are constantly squeezed

Easy Management and Deployment with robust Security are essentials

VALUE COMPARISON

Value item	Microsoft	Google
Devices	• **Affordable**, ideal for **remote or classroom learning, online or offline,** supporting the widest range of Windows or Web apps backed up in the Cloud. • <u>**Exclusively for education,**</u> Windows 11 SE provides a simple and streamlined education user experience.	• Chromebooks can only run Web Apps and are limited when offline. • Chromebooks are typically less powerful with less storage. • <u>Chromebooks have a **limited life span.**</u>
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. • Utilize low-touch deployment - Microsoft Autopilot.	• 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.** • May require **purchasing 3rd party tools** to manage a heterogeneous environment.
Assistive Technology	• **Built in Accessibility tools** help provide an equitable learning experience for all students **included with Microsoft 365 AT NO EXTRA COST.*** [2, 3] • Students using the Microsoft solution saw a **20% improvement in reading and writing**[1] • Alternative input options integrated with Windows 11 such as touch, pen and voice. (features are h/w dependent)	• There is a **lack of built-in support for accessibility – typically, requiring 3rd party products, additional costs and management.**
License Cost	• 1 M365A3 staff license costs **$69 per year and covers 40 students free of charge, including management, using Student Use Benefits.**** • This 1:40 ratio **is more than 2x the national average public-school student: teacher ratio (appx. 16:1).**[4] • <u>The new M365A1 for Devices license offers a per-device option at $38 per device for 6 yrs.</u>	• Google offers student licenses for $60/year.[8] • 4 Google student licenses cover 1 free staff license .[8] • <u>Google's licensing policy requires more student licenses and can lead to significantly higher costs. Check out this comparison</u>.
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 Quadrants.**[5-6]	• Google focuses **solely on securing their own cloud and Chromebooks** • **Advertising/Search data made up 80.8%** ($146.9billion) of **Google's revenue in 2020.**[7]

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?

• What are you looking for in an ideal student/teacher/office device?

• How do you cater to students with special or individual needs?

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. Public School Review: 2020

5. Gartner "Magic Quadrant for Cloud Access Security Brokers," 2020

6. Gartner "Magic Quadrant for Unified Endpoint Management Tools," 2021

7. Statista, 2020

8. Google Licensing

* Requires an M365 license subscription. **Student Use Benefits provides no cost licenses to students when 100% of faculty and staff have a paid license at a rate of 40 students per paid faculty license.