

**PCM-G**

# Start Learning Right Out of the Box

Chromebooks come with support, management, and built-in access to Google Apps and educational content.



## Hands-on learning with Chromebook

See why schools across the nation are calling it a classroom staple.

Page 4



## Enter the 21st Century Class

Modernize learning with mobile devices designed to improve interactivity.

Page 6



## Eliminate that noisy classroom

Give them headphones for a noiseless, focus-enhanced learning environment.

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## Get Chrome up and running—fast!

Use PCM-G's White Glove Service to implement Chrome on devices.

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PartnerDirect Premier







**PCMG**

As our school systems work toward implementing Common Core requirements and transitioning educators to meeting these goals, PCMG has the resources and expertise to assist. From 21st Century classroom technology options to operational technology infrastructure, our experts provide clear cut assessments of solutions and can design, implement, manage and support a plan that updates and optimizes the learning environment.

Our goal is to always offer the leading solutions and services that are required by our education customers at competitive prices, fast delivery and with outstanding service. Everything from the Chromebook to services, professional development, school and district-wide implementation, our partnerships with leading manufacturers allows us to offer solutions that make classroom activities stimulating, systems operations efficient, data management secure and physical security of students, staff and property seamless.

PCMG has a solid team of professionals who understand the unique IT challenges faced in educational environments. Since 1987, we have been addressing these technology requirements in K-12 as well as higher educational institutions. PCMG has offerings that includes a full array of solutions and services as well as name-brand products from leading manufacturers, PCMG can support single item purchases as well as complex procurements. We are an ISO 9001:2008 registered technology provider prepared to support the complete IT lifecycle along with demanding service needs. Our sales representatives are backed by highly accredited engineering resources with certifications at the highest technical levels.

**PCMG**

PCMG, a wholly-owned subsidiary of PCM, Inc, is a value-added direct marketing reseller of IT products and services to public sector customers nationwide.

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## White Glove Service

PCMG will prepare your devices so they are ready to use right out of the box— customized to your exact requirements.



# CHROMEBOOKS ARE TAKING OVER EDUCATION

## K-12 SURVEY RESULTS



**60%** Use/Plan to  
Already use or plan to use Chromebooks in their school district.

**26%** Considering  
Considering the use of Chromebooks, but no immediate plans to implement them.

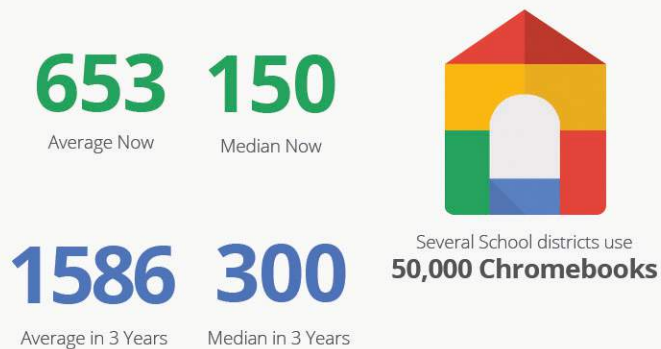
**14%** Don't Plan to  
Do not use plan to use Chromebooks.  
• Use other devices • Cannot support • Waiting • Cannot afford



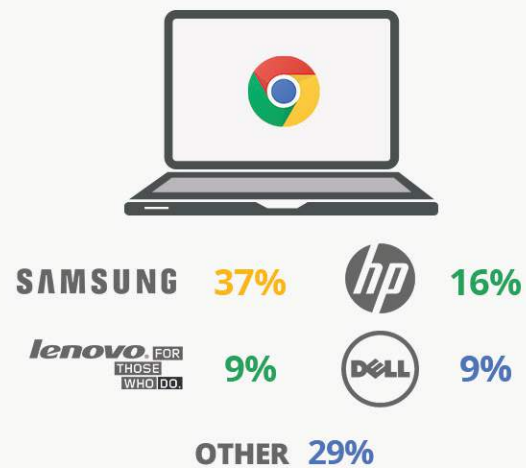
## Grades Which Chromebooks Are Used



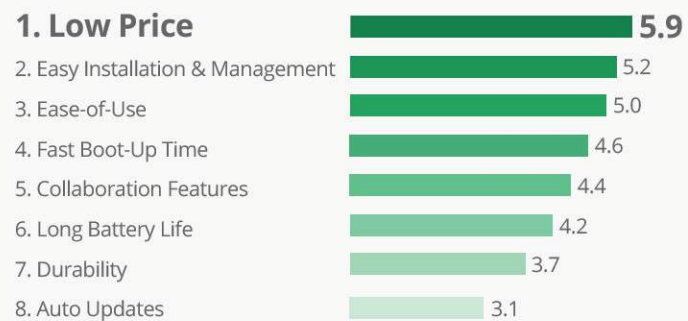
## Average # of Chromebooks in the School District



## Most Popular Chromebooks

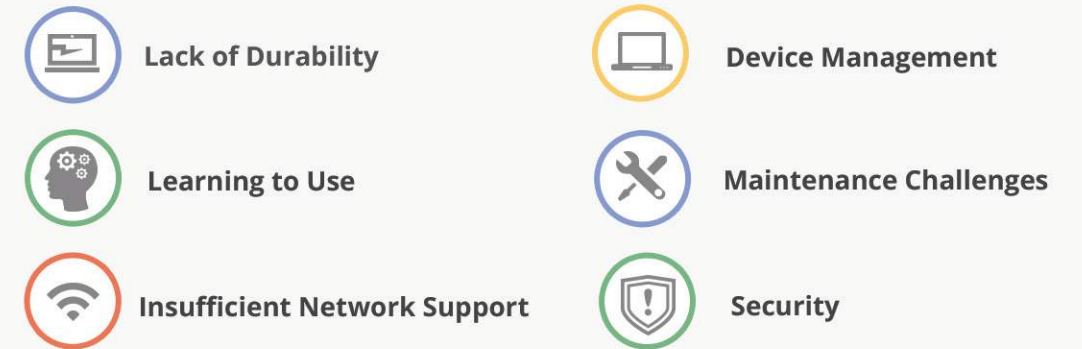


## Most Important Chromebook Features



## Common Issues Experienced with Chromebooks

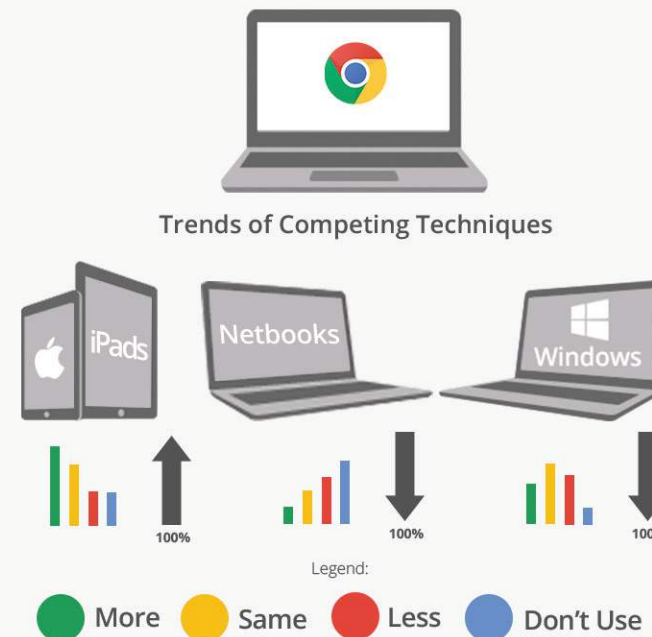
PCMG has found that these are common issues with Chromebooks, but with our White Glove Service and impeccable solutions - you don't have to worry!



If you have any questions, please contact your PCMG representative for help.

**1-800-625-5468**

## Looking to the Future: More or Less?



## Chromebook Protection and Purchase Plans

Do you offer an insurance program to cover lost or damaged devices?

77% No  
22% Yes



Do students have the options to purchase their device once they graduate?

87% No, they must return  
13% Yes, there is a purchase option available

## K12 BYOD or 1:1 Computing Program In Place





One size doesn't always fit all

## Mobile tools for enhanced learning

Educators and schools are using mobile devices to get away from the one-size-fits all approach and create meaningful learning experiences that translate to improved student outcomes.

Mobile devices are the key to unlocking a truly personalized learning experience, according to Hall Davidson, Senior Director, Global Learning Initiatives at Discovery Education. Instead of a one-size-fits all approach, instruction can now take place on an individual level, or as he calls it, “the subgroup of one.” “With the right device in the hands of people who know what they’re doing you really can get the ‘subgroup of 1’. You engage a bunch of kids who weren’t otherwise engaged.” Davidson explained during his opening keynote at a 2014 event sponsored by PCMG. The one-day event held in El Segundo, CA, aimed to provide educators, administrators and IT leaders with practical tools for integrating technology into the classroom.

With digital tools students and teachers can interact with learning content in a brand new way.

With digital tools, students and teachers can interact with learning content in a brand new way. One tool Davidson discussed was Aurasma, a free augmented reality app from HP Autonomy. The popular app, available for iOS and Android devices, uses image recognition technology to recognize real-world images and then lay rich media – animations, video, 3D models and the like – on top of it.

Another resource he profiled was Newsela, a Web site featuring real world news stories, in multiple Lexile levels. Teachers can use the site to help students improve reading comprehension. With a single click, stories can be adjusted to suit students’ reading levels. Advanced readers see one version of the story while learners at lower reading levels see a different version. The device and tool allows teachers to reach individual students and address-decoding issues. It’s not just the cool factor of books that come to life with augmented reality or content that be adjusted with a click of the mouse. It’s about how you can use the tools, to change the learning experience. “When you commit to moving into this territory,” he explains, “you get a completely different learning experience.”

### Implementing devices with a purpose

Schools must be thoughtful in their acquisition and choose devices that support and integrate with what they plan to do. Davidson outlines a five-step plan for a successful mobile initiative in his executive summary titled, “Creating Magic in the Classroom: Survey Devices and Users.” Start by surveying your school or district to see what’s already in place. After identifying these tech-savvy users, investigate what they’ve done and their successes. Assess and leverage the existing uses and emerging practices for leadership and modeling. Once you have identified successful use cases at your school, find ways to leverage that knowledge, Davidson recommends. Develop an implementation and support plan. Invest in professional Development, Davidson said. Don’t just drop devices on people; train them so they can get the most from the experience. Find partners and buy your devices and infrastructure. Align yourself with vendor partners that are fully invested in your success; make sure they understand your vision and initiatives. ■



## Manage all your Chromebook devices



Chrome Management Console Perpetual License  
#13400736

Chromebooks have web-based management consoles that make it easy for you to deploy and centrally manage a fleet of Chrome devices and users.

### Create user groups

Apply policies, apps, and settings to different sets of users. Group students by grade level or subject. Separate students and faculty.

### Pre-install and block apps

Blacklist (block), whitelist, or pre-install apps, extensions and websites.

### Track assets

Assign devices to specific students and faculty and get configuration and usage reports.

### Manage user access

Control who uses your Chrome devices: prevent outside users from logging in, disable Guest Mode, or designate specific types of users (like teachers) who can sign in to a device.

### Control network access

Define network and proxy settings to make it easy for students to get up and running and ensure they’re protected by web filters and firewalls.

### Customize user features

Modify student settings like bookmarks and app sync across computers, and show some school spirit on your devices with custom Chrome desktop themes.

“Once the Chromebooks are set up and deployed, the updates happen on their own, and the Chromebooks improve with no effort on our part. That’s less administrative overhead and burden needed to manage the computers, so we can put more devices into classrooms and more easily manage them over time.”

—Matthew Peskay, director of IT, KIPP LA



# Charge, store, and organize devices



## Compact steel design with ample storage

The Ergotron Zip12 Charging Desktop Cabinet secures, protects and charges the wide variety of devices being used today—most tablet, Chromebook™, Ultrabook™, MacBook® and laptop devices with up to a 14" screen. The universal and flexible design ensures the charging cabinet you purchase today will work for all future devices.

This compact cabinet is ideal for any small, medium or large office spaces, classrooms or for at-home use. Keep all your devices organized and charged everyday with the convenience and sleek design only Ergotron can offer.

- 12-unit capacity - 1.1" wide
- Ideal for tablets, Chromebooks and Ultrabooks
- Rugged steel construction
- Convenient On/Off power button for energy conservation
- Operating fans keep devices cool and safe

*Contains adjustable dividers to customize the space for your specific needs. Mix and match devices with screens up to 14".*



Ergotron Zip12 Charging Desktop Cabinet #13382496



## Smooth and safe device transportation

The one cart that gets it all done. The Zip40 is a truly universal cart for transporting, securing, protecting and charging all your mobile computing devices: Use it with tablets, Chromebook, Ultrabook, MacBook and laptops— almost any device with a display size up to 15.6". Integrated PowerShuttle Technology optimizes total charge time while safely preventing electrical circuit overload. Compact design fits anywhere in your office, home or classroom environment.

- 40-unit capacity for notebook and tablet devices
- 30% faster than a standard charging system
- Rugged steel construction
- 5" dual-wheel locking for a smooth ride
- Includes external auxiliary outlet to power peripherals

Ergotron Zip40 Charging Cart #13382498



**Targus**

*The interior of the case is lined with soft microfiber for added impact protection and to help prevent scratches.*

## Experience carry-on perfection

### Hands-free style, comfort, and security

The Targus Chromebook Work-in Case provides nimble protection for students and business professionals alike. Hard, reinforced sides protect your device from everyday knocks and drops up to 30 inches. A microfiber lining safeguards against scratches and dust. The soft-touch handle offers grab and go portability, while the removable shoulder strap provides hands-free transport.

There is also a roomy zippered pocket for power supplies and accessories. The Targus Chromebook Work-in Case is engineered to Military Grade specifications and able to survive, along with your laptop/Chromebook, 26 drops onto concrete from a height of 4 feet, that is ultimate protection against daily bumps, knocks, and major drops.

Targus Rugged Work-in Chromebook Case #13431212

## Notebook style and protection



### Multiple compartments for easy access

Our zippered neoprene sleeve has a spacious main compartment holds any Chromebook with an 11.6" screen including Chromebooks by Samsung, Acer, Toshiba, Lenovo, and others. Three separate zippered compartments to hold and organize whatever else you need to bring along.

- Neoprene sleeve with three zippered compartments.
- Main compartment sized for Chromebooks with screens measuring 11" (diagonally); dual zipper pulls open compartment from right to left.
- Large side compartment for power cord, mouse, and other essentials.
- Smaller side compartment has two additional pockets sewn into the nylon twill lining; perfect for phone, wallet, checkbook, and more.
- Smooth sliding zippers with satin-finish metal pulls.



Griffin Notebook Sleeve #13346866

# LISTENING AID



## Are your students always making noise and can't quiet down?

We offer an array of listening aid solutions to fit your classrooms' needs. Whether it be noise cancelling headphones, wireless headphones, or ones with full-range sound, your Chromebooks can come equipped with various accessory options.



## Focus on your classroom and what you wish to do

Students are able to interactively learn and engage more when they're able to focus on their studies and cancel out the noise around them.

# Turn your students into better listeners

## Wireless function and style

Blending wireless audio technology with super-clean, modern aesthetics, Manhattan Fusion wireless headphones keep performance, comfort and looks in mind.

- Wireless bluetooth headphones
- Up to 30-ft transmission range
- Equipped with rechargeable battery



Manhattan Fusion On-ear  
Wireless Headphones  
#9894859



## Studio level audio and voice

The Plantronics Audio 355 easy-to-use headset lets you listen in and speak with ultimate clarity and quality.

- 40mm speakers for rich stereo
- 3.5mm adaptor for device plug in
- Noise-canceling QuickAdjust™ mic

Plantronics Audio 355  
Headset #9519641

## Get a full-range of sound

Ideal for voice and video chat, Skype, voice recognition software and online PC gaming.

- Experience studio hi-fi sound quality, with soft bass and wide extensity
- Use the volume control, ergonomic and adjustable headband for the perfect sound and perfect fit



V7 USB Digital Headset  
#9518471



Use up to 50 percent less energy than color lasers with its ENERGY STAR-qualified ePrinter design.

# Efficient and ecological

## Get perfect classroom prints in an instant

Print professional-quality documents at up to twice the speed and half the cost per page of color lasers. This ePrinter delivers vivid color at breakthrough speeds to help you save time and resources. HP PageWide Technology makes it possible.

## Experience touchscreen print control

Tap and swipe the touchscreen to quickly print or send digital files. Reload supplies less often with large paper trays and high-yield ink cartridges.



- Up to 42ppm B&W and color print speeds
- Up to 75,000-page monthly duty cycle
- 500-sheet paper tray capacity
- 50-sheet multi-purpose tray
- 4.3" CGD adjustable display touchscreen

HP Officejet Pro X551dw Printer  
#9497403



Print directly at the e-all-in-one, and create borderless images in a snap.

## Enjoy hands-free printing freedom

Print, copy, scan, fax, and send files from a single device that's easily integrated into corporate networks and managed with industry-leading tools. Large-capacity paper trays and high-yield ink cartridges support high-volume, unattended printing.

## Fast, compact, and environmentally friendly

Use up to 80 percent less energy than lasers with this ENERGY STAR qualified device designed with the environment in mind. Save up to 50 percent on paper costs with automatic two-sided printing, and get free cartridge recycling through HP Planet Partners.

- Up to 42ppm B&W and color print speeds
- Up to 92,000-page monthly duty cycle
- 500-sheet input tray
- 50-page double sided automatic document feeder
- 4.3" CGD adjustable display touchscreen

HP Officejet Pro X576dw Printer  
#9497405



## Projectors to inspire your audience



### High quality projection in a compact design

Ideal for classrooms and small to medium audience environments, the NEC 4000 M series projector is easy to use, and provides you all the features needed to bring your presentations to life. Enjoy vivid color and illuminating brightness all in an eco-friendly, compact design. The NEC 4000 is also equipped with powerful 20W speakers providing great audio quality to large presentation rooms.

- 4000-lumen brightness
- 1920 x 1080 native resolution
- 10000:1 contrast ratio
- ECO Mode technology



NEC 4000 M Series Projector  
#13268267



NEC Displays U321Hi-TM DLP projector  
#13478710

### Interactive touch and wall-mount capability

The U321Hi-TM interactive projector brings together the collaborating and presenting tools to increase attention and interaction in the classroom or the conference room. Gives you the ability to use multiple pens along with touch capability to bring interactivity to a whole new level.

- 3200-lumen brightness
- 1920 x 1080 native resolution
- 10000:1 contrast ratio
- Ultra short-throw fixed lens



Automatically saves and closes your open files and shuts down the PC.



## Rely on powerful back-up

### Protects your valuable data assets

The APC Back-UPS 550 is a device that you would want to have with you in your classroom. It utilizes an ultra-efficient design which consumes less power when you use it during normal operation.

It has seven outlets, three of which are linked to the battery power, with the other four providing surge-only protection for less critical equipment. It also has a maintenance-free-sealed Lead Acid battery which lets the UPS run for a whole 3.2 minutes at its full load of 330W and 13.4 minutes at its half load of 165W. This gives you enough time to close files and protect data during a power outage.

- Backup power for computers and networking devices
- Surge protection for electronics/ network data lines
- Four of eight outlets provide battery backup
- PowerChute software with automatic shutdown
- ENERGY STAR certified
- \$75,000 equipment protection policy
- Three-year limited warranty

APC Back-UPS ES 550  
#7527945

## Quick, convenient scanning every time

### Designed for lightweight mobile scanning

The DS-620 gives you the option to scan to a number of different destinations to help you manage your documents and workflow. Using the included scanning software, you can scan documents to a local file or image, to a shared folder, email, FTP, or printer, making it easy to save, distribute, and share information.

- 8ppm B&W and color scanning
- 600 x 600dpi optical resolution



Brother DSmobile 620 Mobile Color Page Scanner  
#9760559



Fujitsu fi-6140Z  
Sheet-Fed Scanner  
#8958290

### Enhanced performance and efficiency

With duplex scanning speeds of up to 120 images per minute in Color, Grayscale, and Monochrome, the fi-6140Z balances high performance with one of the most advanced paper separation technologies in its class. Combining reverse roller technology with a host of intelligent features, the fi-6140Z delivers exceptional feeding reliability and operating productivity across a wide variety of scanning situations.

- 120ipm B&W and monochrome scanning
- Full color 300dpi scanning at 40ppm

### Dependable data corruption prevention

Power spikes and electrical surges damage electronics. And they cost money to get them back to the way they were; sometimes, you have to replace the entire unit. The best way to prevent damage like this to your electronic devices is having reliable power surge protection.

The APC UPS Pro 1000VA can give you surge protection and more. This Back-UPS Pro features power-saving outlets that automatically cuts power supply to equipment that are idle and provides protection to operational equipment. This helps you save electricity and lower energy costs. This UPS device from APC also has a resettable circuit breaker, which allows you to easily recover from overloads without having to replace a fuse.

- Automatic voltage regulations maintains healthy voltage conditions without using battery power
- Telephone, network and coaxial cable data line protection
- Multi-function LCD status display for simple UPS management

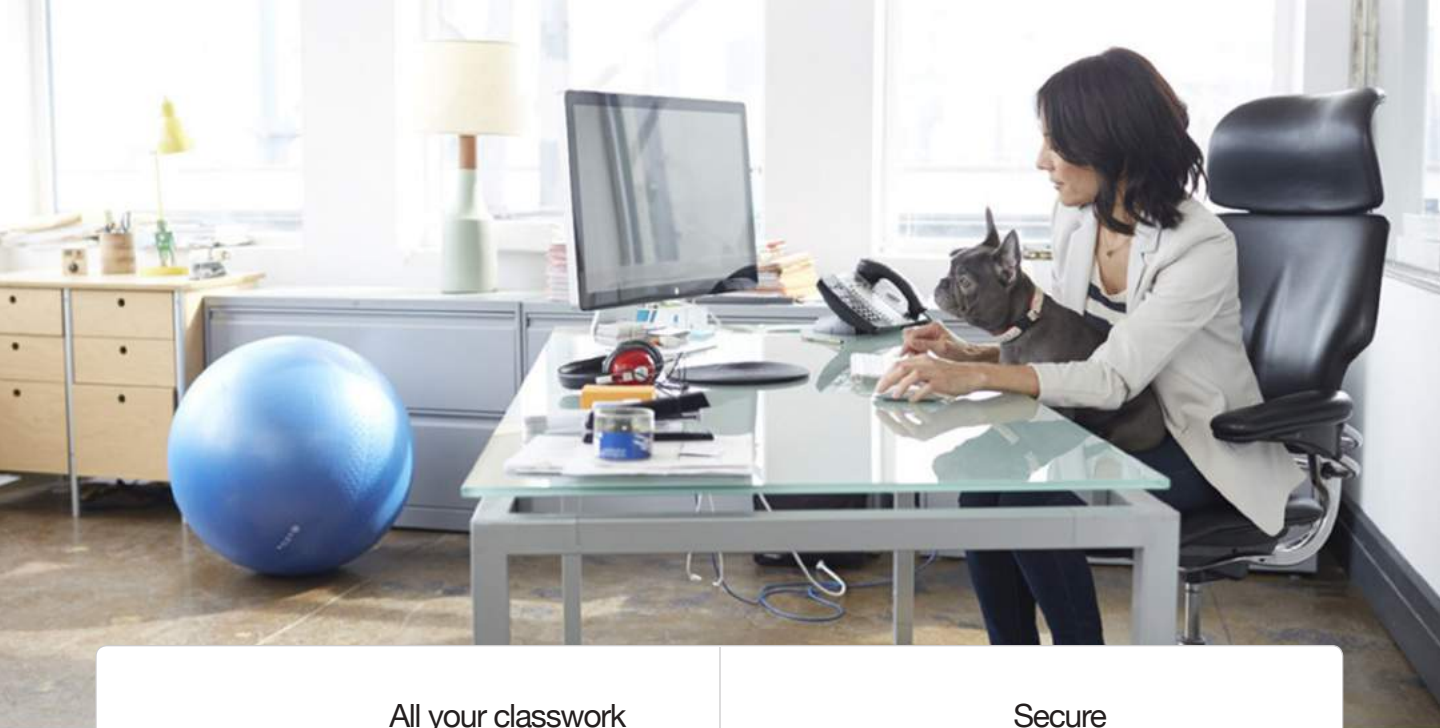
APC Back-UPS Pro 1000  
#8076121

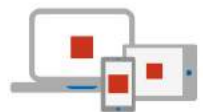
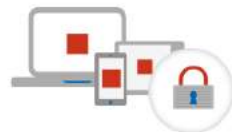
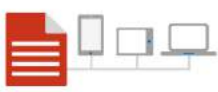





# Google Drive for Education




Unlimited storage on your Mac or any other device.



 <h3>All your classwork</h3> <ul style="list-style-type: none"> <li>• Unlimited storage for company files*</li> <li>• Supports all file types, including Microsoft Office</li> <li>• Sync across all your devices</li> </ul> <p><small>*Accounts with fewer than 5 users get 1TB of storage/user.</small></p>	 <h3>Secure</h3> <ul style="list-style-type: none"> <li>• Tools to secure and control your data</li> <li>• 99.9% uptime guarantee</li> <li>• 24/7/365 support</li> </ul>
 <h3>Available everywhere</h3> <ul style="list-style-type: none"> <li>• Access files from any device</li> <li>• iOS and Android support</li> <li>• Offline access</li> </ul>	 <h3>Easy to share</h3> <ul style="list-style-type: none"> <li>• Share files up to 5TB in size</li> <li>• Admin control of sharing permissions</li> </ul>



Google Drive for Education also includes:

<h3>Google Docs.</h3>  <p>Create and work together in a document at the same time.</p>	<h3>Hangouts.</h3>  <p>Video conferencing, screen sharing, and integrated chat.</p>	<h3>Vault.</h3>  <p>Archiving and eDiscovery for all your files</p>
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## Give them a hands-on experience

### Adding to Existing Deployments?

Already have Chrome deployed in the classroom but looking for a simpler way to get new devices and users up and running? PCMG's White Glove Service for Chrome prepares devices for teacher or student to use right out of the box. We will enroll your new Chromebook in the school's Management Console and, ensure all updates and school personalization has been applied. PCMG's etching and asset tagging service can help ensure Chromebooks are easily identifiable with custom school logo, name or property info. Preparing Chromebook for use upon delivery greatly reduces work required by the onsite technical staff and improves the end user experience.

ensure a successful deployment. PCMG can help your school successfully introduce Chromebooks in the classroom by removing the guess work and empowering your network team.

PCMG will work with your school's network team and school administrators to design and setup the Management Console with focus on developing Organizational Units, Classes and Access rights. Schools new to using Google Apps will find value in leveraging PCMG for the initial setup and we will train your support staff during this first-time setup, providing guidance and demonstration of how to administer the domain and its settings.

console environment, leaving time for questions on administration, and discussion around best practices. Your Team will benefit from the collective real-world experience this team has in support of educators around critical pieces of security, app delivery and user structure.

### Chromebook Proof-of-Value Bundle for Pilot Projects

Proof-of-Value Bundles are a sure path to get any new Google Chromebook Project off to a successful start. The bundle includes 12 Chromebooks with a 1 year warranty, storage/charging cart, wireless access point with power injector, White Glove device enrollment, Chromebook Management Console, Management Console set up and consultation, and 2-Day Onsite Teacher to Teacher Training. This will get the technology in the hands of teachers and train them to tie the technology to their curriculums, enabling a successful 1-to-1 Pilot.


### New Deployment Google Chrome Management Console - Planning, deployment and first-time setup

Have you decided to introduce Chrome in the Classroom but not quite sure where to start?

Planning, design and setup are all really important steps in the process and need to be done correctly to

### Chrome Polish - "30-60-90 Day Check-Ups" & Consulting After Management Console Launch

Scheduled 30/60/90 Day Check-Ups by the PCMG team that did the initial setup of your Google Management Console will ensure that the plan that was established is working optimally. During our Check-Ups, we will review the management



**Google**  
Apps for Education

12-month license for Google Apps Unlimited with 12-month support  
#13243961



# EXTREME CLASSROOM MAKEOVER

## 5 STEPS TO SIMPLIFYING THE CLASSROOM

Chromebooks and Chrome Management Console combine to make a substantial impact in the classroom...not to mention your school's bottom line. Trust us when we say it—**your classroom will never be the same.** Here's a before and after guide depicting the impact of Chromebooks and Chrome Management Console in today's classroom.

### Before

### After

IT has to flash each unit and ensure its firmware and software are up to date. IT is also on standby in case any student or teacher has any issues connecting to the network that morning.

1

With White Glove service, content is pre-loaded before the Chromebook even gets to the school. Students are working immediately after opening their new device.



Students can re-set the device and bypass any existing Mobile Device Management restrictions, thus opening up the device beyond the scope of the classroom

2

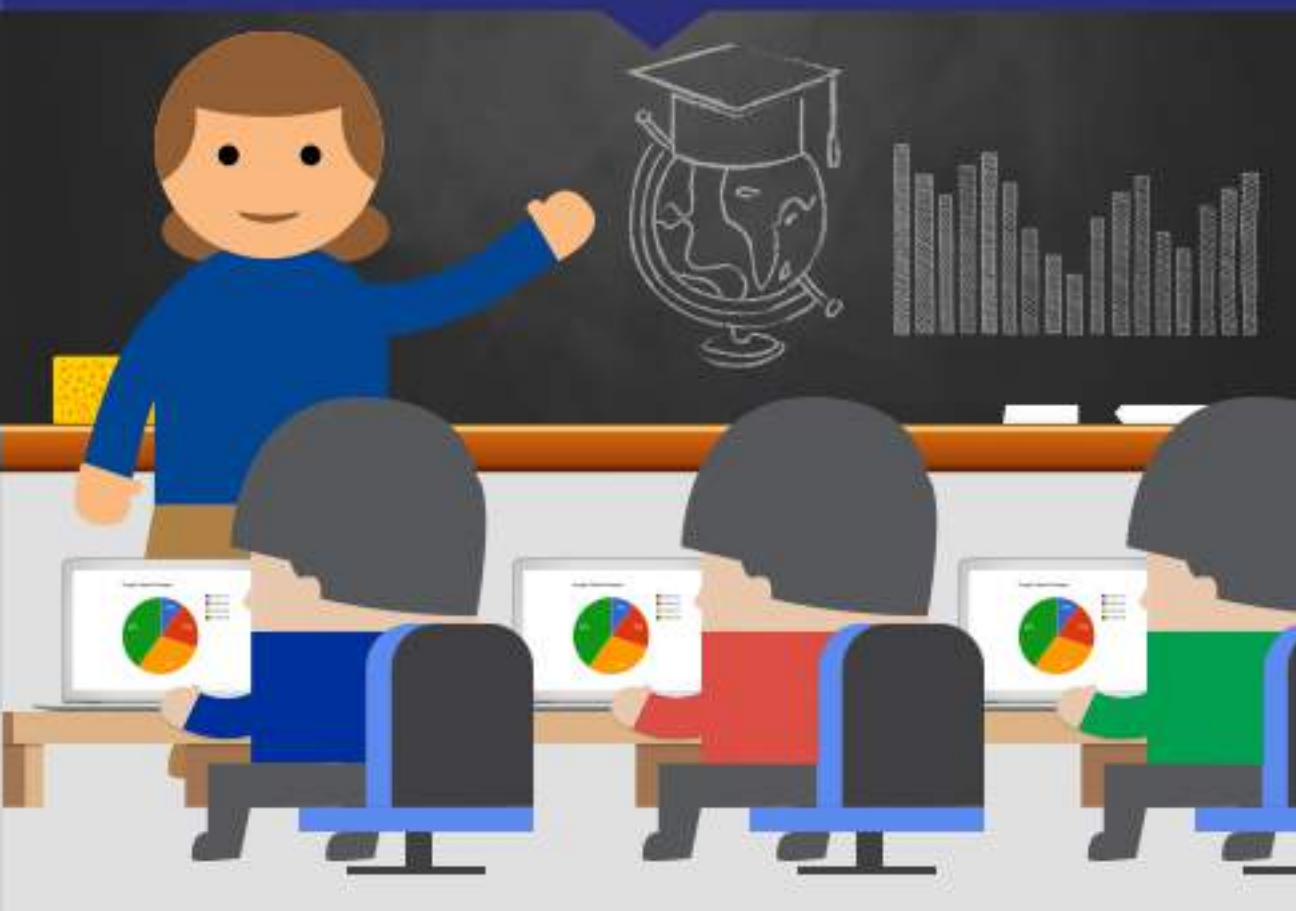
With a Chromebook utilizing Google Management Console, content is restricted to only what is approved by the teacher. Not only does this restrict browser access, it restricts app downloads, games, and any other third party installation.



IT department has to fix any issue that comes up in the day to day use of a device. This includes software updates, system updates, viruses, malware, and any other nuisance. Maintenance costs around an additional \$235 per device per school year.

3

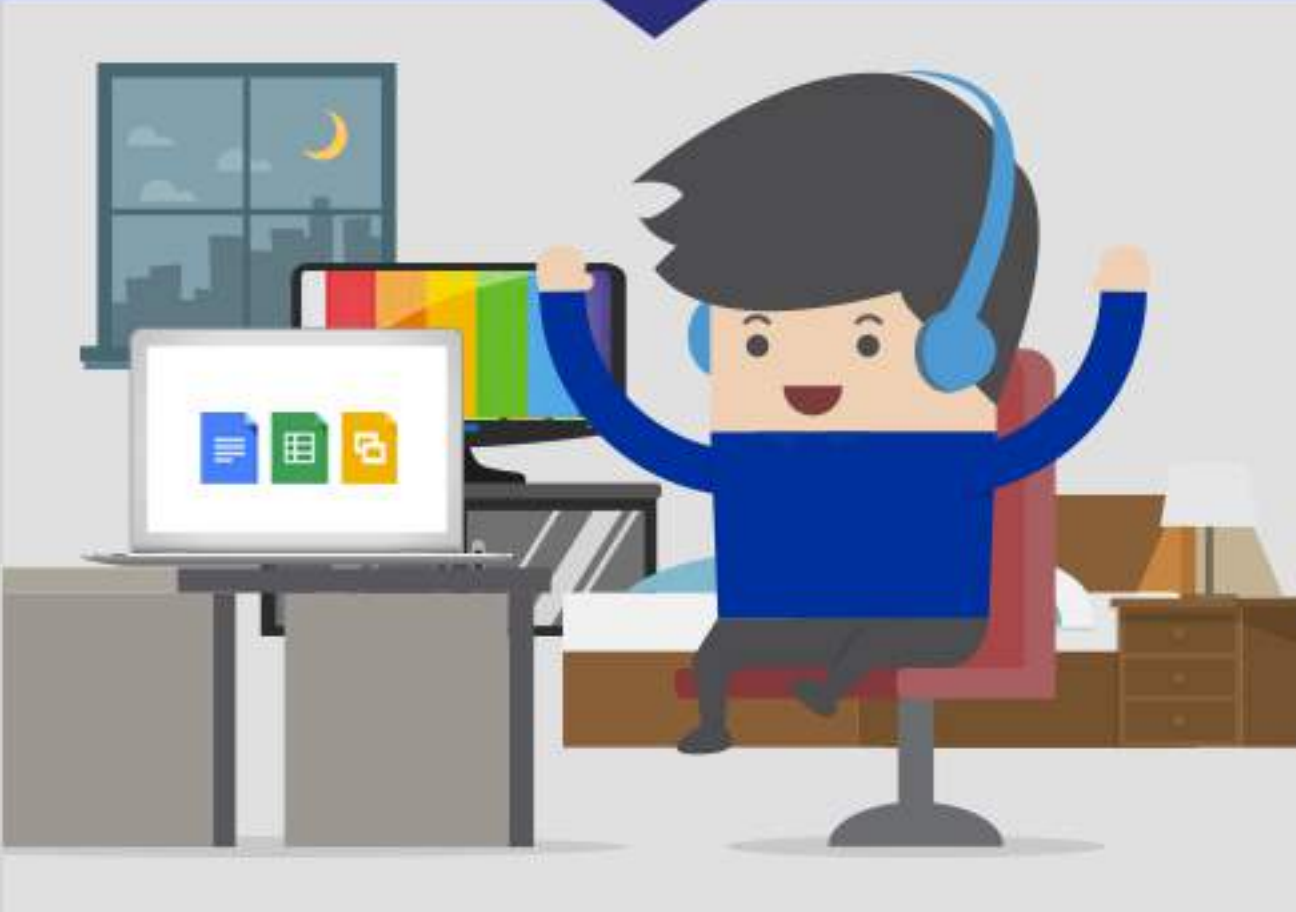
Firmware updates are automatic, as long as the chromebook is connected to the network. This allows for more time spent on education and less time spent on chromebook repairs.



Devices must stay in the classroom, forcing students to do homework on a home computer or at the library. Certain tablets can't be shared between students due to login restrictions.

4

Since Chromebooks can be tied to the classroom's curriculum, and locked down with Google Management Console, students are free to take the device home and use it for all of their educational needs without the school risking the device being misused.



Total Cost of Ownership of a non-Chrome device in the classroom is \$6,303 over the first three years of use.\*

5

Total Cost of Ownership of a Chromebook in the classroom is only \$1,072 over the first three years of use. This makes it easier for a classroom to have an individual device per student and frees up roughly \$5,000 per student for additional educational investments.\*



\*IDC April 2013, Quantifying the Economic Value of Chromebook for K-12 Education.