



# Top 10 Reasons Why **Google Cloud** is the Digital Platform of Choice

Google Cloud

# Introduction

Businesses today have unprecedented opportunities. The digital revolution, supercharged by cloud computing, offers new visibility and command -- of customer relationships, processes, markets, alliances and products. All with depth and scale.

Those who don't seize on this transformation will live in a rapidly-receding past. They'll have no sense of what customers are doing, slower action, and fewer insights than the competition.

Google created and explored more of this world than any other company, and built Google Cloud to give any business manageable access to the fullest power, tools, and processes of the cloud. All in a clear, trusted way, so customers stay in control and avoid lock-in.

We have proven results from global retail brands, and in manufacturing, finance, telco, media, healthcare and public sector. We've partnered with them on new cloud platforms, business solutions, AI/ML algorithms, pervasive security, collaboration, and creating a culture of innovation.

Let's do the same for you.



# Why Google Cloud

- 01 Trust with purpose
- 02 Choice & flexibility
- 03 Highest quality AI/ML, data solutions
- 04 Speed & scale of user experiences
- 05 Innovation culture

- 06 Step change in value creation
- 07 Open architecture & dev ecosystem
- 08 Speed to value with innovative industry packaged solutions
- 09 Proven track record across industries & geographies
- 10 Committed to your success

Our Differentiators

Our Promise to Customers



# 01 Trust with purpose

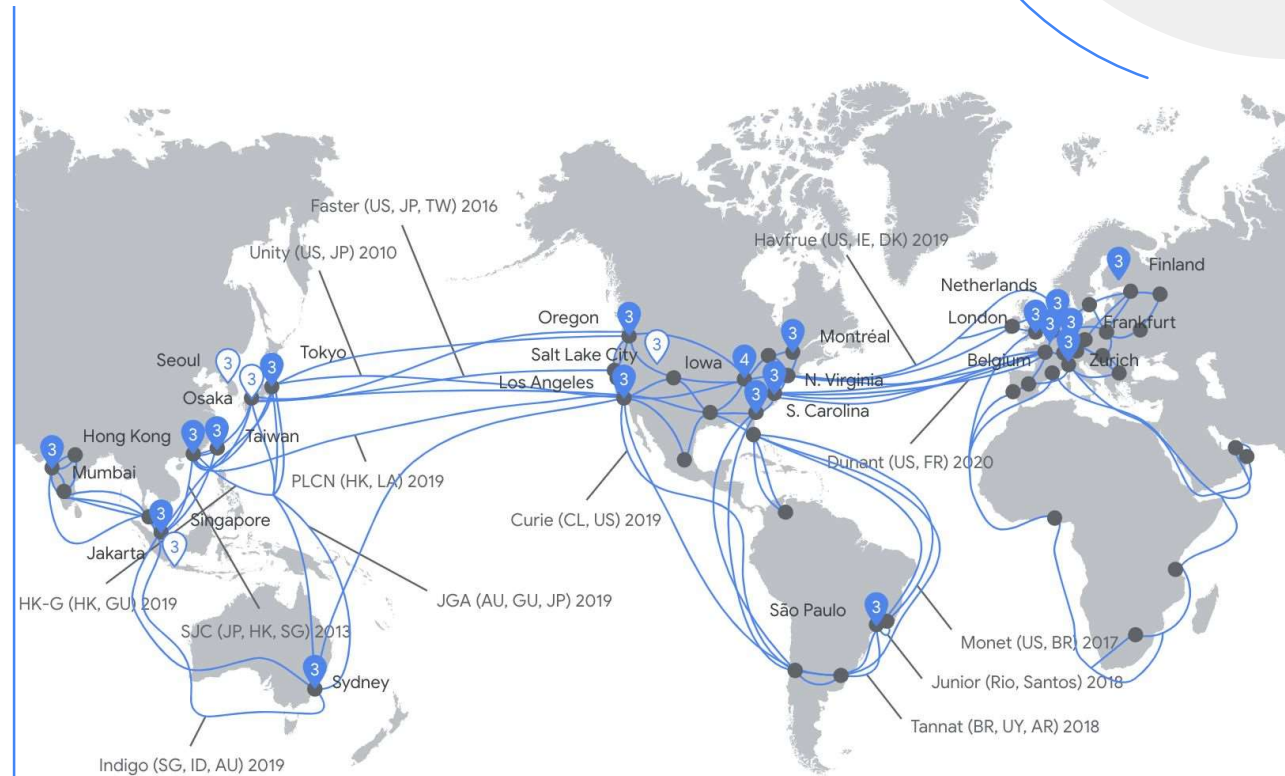
Best-in-class security to protect systems, data, users

World class cyber security & AI driven threat detection

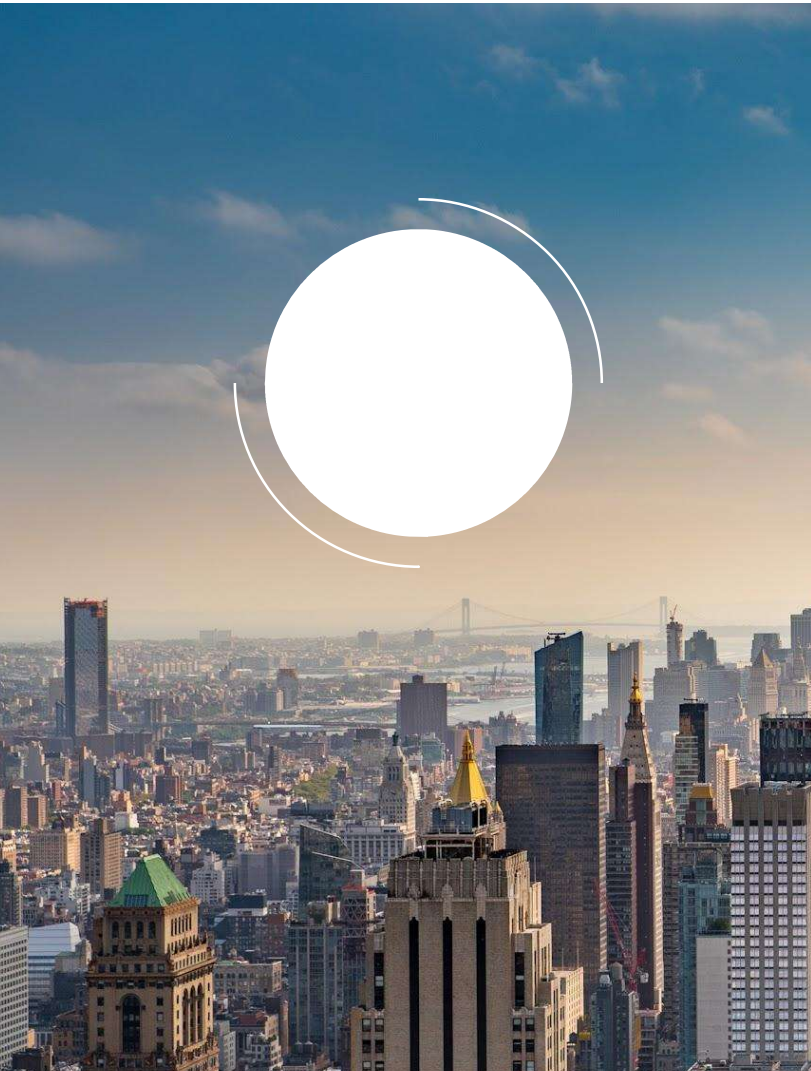
Global and secure infrastructure with five layers of data protection

Compliance: Platform that meets stringent data and security regulations

40% of world's internet traffic is carried by Google's Network, with over 50% lower data center energy consumption



20 regions | 61 zones | 134 points of presence | 200+ countries and territories



## 02 Choice & flexibility

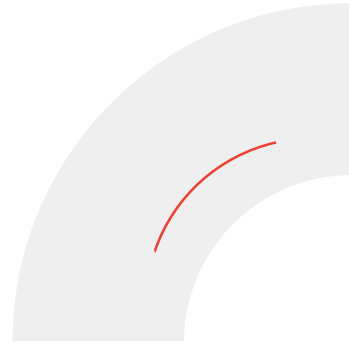
Multi & hybrid cloud solutions to enable choice: develop once and deploy anywhere (no lock-in)

Native cloud architecture, scale up or down as you need with faster infrastructure provisioning

Accelerated innovation through faster Dev-Ops architecture and microservices

Only pay for what you use: 35% average savings on workloads

Fully automated operations to make cloud easy to use





## 03 Highest quality AI/ML, data solutions

Advanced embedded AI & ML capabilities in everything from cloud operations to industry solutions

AutoML and BigQuery ML enable teams without data scientists to use AI/ML with capabilities not offered by competitors

High quality AI/ML with up to 10x more accuracy in image and video processing

Fully managed data solutions so your organization can move beyond data silos and into insight & action

Google TPUs 15-30x faster than contemporary GPUs and CPUs

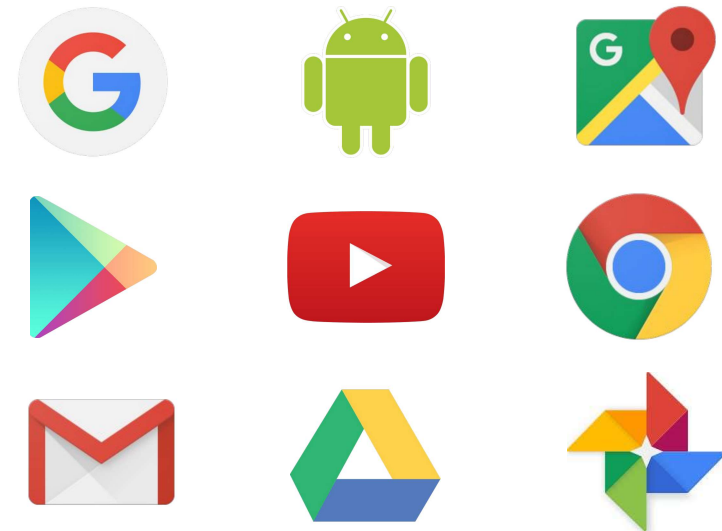
# 04 Speed & scale of user experiences

Seamlessly build, automate and scale applications to deliver new user experiences to customers, partners and employees

High level of automation enables cost effective scale up or down to meet business needs

Innovate and adapt to changing application demands faster, by modernizing with GKE

IT teams are more productive, courtesy of the lowest infrastructure spin up time relative to competition



We've built 9 solutions with **over 1 billion users globally**

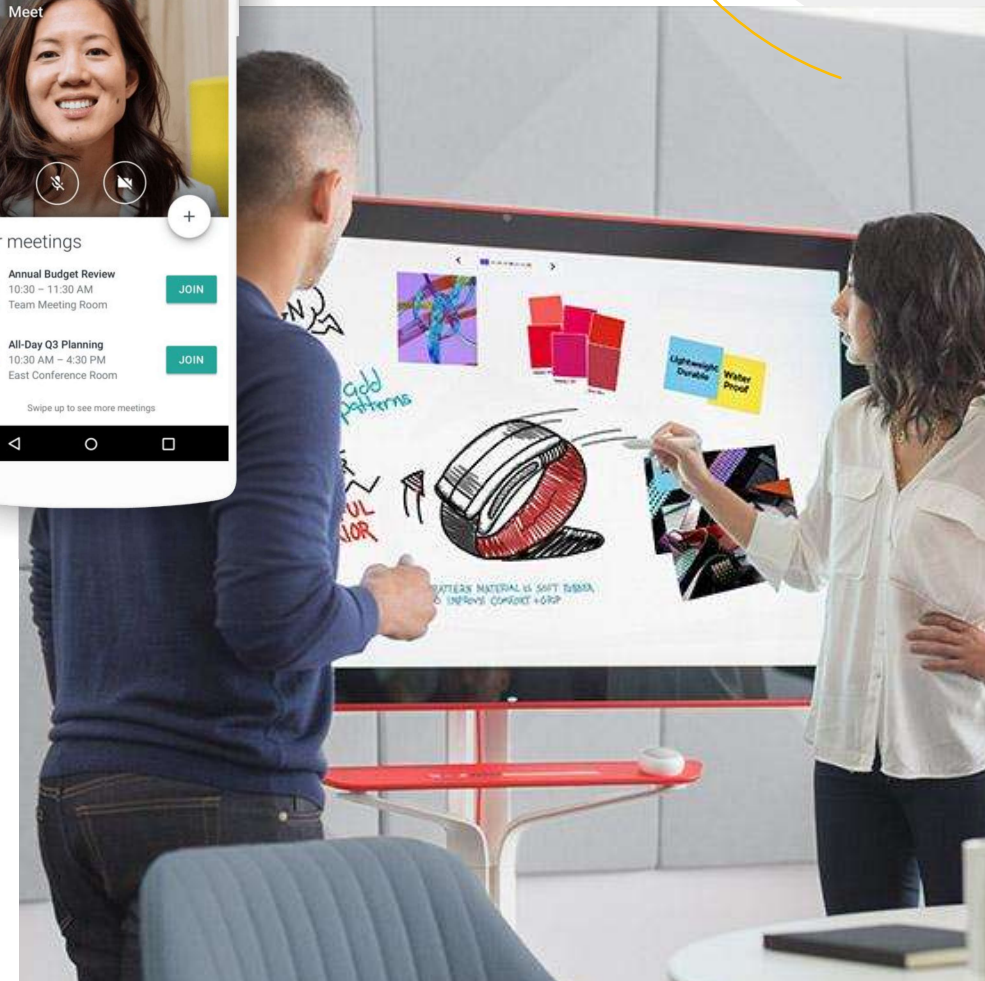
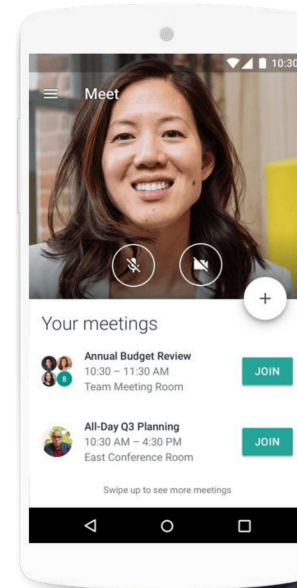


# 05 Innovation culture

Access Google's Engineering, AI/ML and Security talent and expertise to drive innovation in your organization

We bring our internal best practices to you, ie. our pioneering reliability engineering practices (SRE and CRE) to partner for success

Adopt our innovative way of working with the broadest suite of collaboration products (drives productivity - saves users 171 hours of work / year at 331% ROI)



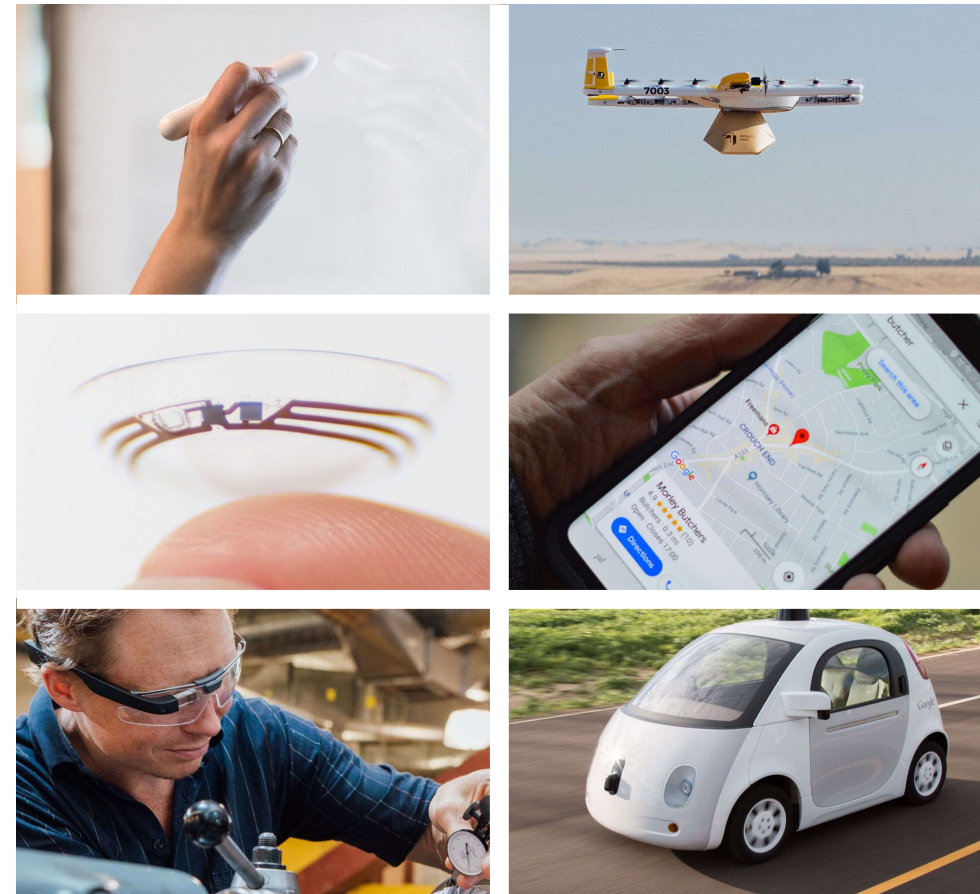


# 06 Step change in value creation

Re-imagine and deliver superior **customer experiences** through Google unique technology offerings: Digital Assistant, Brain, Search, Maps, Voice, agile development architecture and more

Re-imagine and deliver superior **operational experiences** with smart use of AI/ML (e.g. Contact Center AI) to drive step change in productivity

Re-imagine and deliver superior **employee experiences** and increased satisfaction through world-class collaboration platform (Google G Suite)





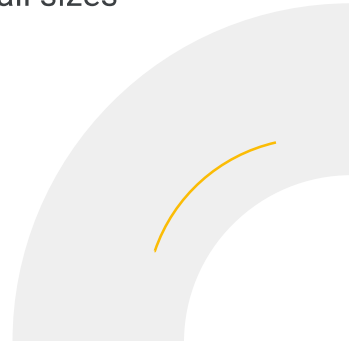
## 07 Open architecture & dev ecosystem

World leader and pioneer in open source with solutions widely used

Rich history of open source projects from Android, Kubernetes, and Hadoop

Large ecosystem of developers driving technology innovation on top of Google open source

Flattening the playing fields (organizations of all sizes can access advanced technologies)



# 08 Speed to value with innovative industry packaged solutions

Integrated Google capabilities across solutions and partners

Out of the box packaged industry solutions (e.g. Retail AI), co-developed with global and regional partners



Retail	Healthcare	Finance
eCommerce Migration	Genomics Data Processing	Quantitative Research
eCommerce Modernization	Regulated Health Digital Platform	Value-at-Risk Simulations
Targeted Digital Marketing	Healthcare Provider Insights	Open Banking
Vision Product Search	Cloud Healthcare API	Liquidity Reporting
M&E	Manufacturing	Public Sector
Hybrid Rendering	Autonomous Vehicle Simulation	Smart Analytics: Mission-Specific
Video Search	Optimization for Airlines	Smart Analytics: Transportation
ZYNC Render	Optimization for Last Mile Logistics	Intelligent Infrastructure
Archival Cloud Storage	Connected Car Telemetry	Cybersecurity Analytics

## Sample Partners



# 09 Proven track record across industries and geographies

With over 99% renewal rate, customers are voting with their wallets. We make sure our Google Cloud customers are well served

Today, 9 of the world's 10 largest media companies, 7 of the 10 largest retailers, and more than half of the 10 largest companies in manufacturing, financial services, communications, and software use Google Cloud

85% of Google's revenue comes from B2B Customers



## Sample Customers







## 10 Committed to your success

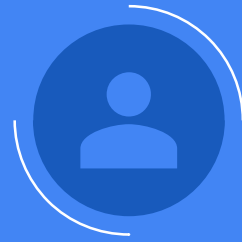
Commitment to addressing the unique needs of your business leveraging Google's ecosystem of technologies and platforms

Our best minds working on your biggest challenges

Rapidly growing ecosystem of partners to accelerate your transformation

Senior leadership from top players in the industry who understand your needs

Investment in enterprise ready solutions, deployment, and service



# Customer examples



# 01 Trust with purpose

HSBC launched an analytics platform on Google Cloud to enable up to 10X faster financial crime analytics and 20X faster calculation of a country's liquidity

Sony Pictures Imageworks uses Google Cloud to securely connect data across on-prem and cloud, protecting their IP while maintaining accessibility

Ambra Health leverages Google Cloud's automatic redaction of patient data and robust encryption to verify global privacy requirements are met in minutes, not months



# 01

## Google Cloud brings a new level of **security, compliance, and governance capabilities** to HSBC



Supports regulatory compliance across 67 countries with data encryption at rest and managed encryption keys

Uses BigQuery to ingest billions of transactions to run Financial Crime analytics, helping increase speed by 10x

# 01

## Sony Pictures Imageworks uses Google Cloud to help keep their **intellectual property secure**



Securely connects data across on-prem and cloud to protect IP while maintaining accessibility

Attracts new company production clients by extending highly-secure content network into GCP

# 01

## Ambra Health **accelerates healthcare research** by securely analyzing medical imaging data with **Google Cloud**



Enables compliance team to verify global privacy requirements in minutes, not months

Stores and anonymizes medical imaging data via Cloud Healthcare API

Accelerates research with deep learning

## 02 Choice & flexibility

PayPal accelerates innovation by using Google Cloud to scale growth with a more secure, hybrid, private-public cloud infrastructure

Unity partnered with Google Cloud to develop open source matchmaking technology, saving game developers time and resources on any game, any platform

Philips Lighting uses GKE to run a platform at 10X scale of other similar projects with one-tenth of the workforce



## 02

PayPal accelerates innovation by using Google Cloud to scale growth with a more secure, hybrid, private-public cloud infrastructure



**Provides a single, more secure development platform** to serve all of PayPal

**Removes the need to buy servers** and provision virtual machines

**Reduces time to deploy** new builds and improves scalability



# 02

## Philips Lighting uses Apigee API Platform and GCP to ensure reliable performance



Improves productivity through Hue platform growing by 10x with one-tenth of workforce through Apigee

Enhances platform reliability through Apigee, helping support 25 million lighting requests daily

Supports simple Hue integration with other smart home platforms through Apigee and Google Kubernetes Engine

## 03 Highest quality AI/ML, data solutions

Ocado improves time-to-insight by migrating its on-premise databases to BigQuery, delivering results 80X faster for 33% less cost

20th Century Fox uses machine learning on Google Cloud to better predict movie audiences, achieving 2X more detailed insights

American Cancer Society drives patient value faster by accelerating image analysis times by 12X with Google Cloud's AI tools



# 03

Ocado uses Google Cloud to **optimize operations and improve customer service**



33% cost reduction

80x faster delivery of analytics

4x faster response to urgent customer inquiries

03

## 20th Century Fox uses Google to predict a movie audience



Led to 2x more detailed insights with ML model trained on YouTube and TensorFlow data

Better predict movie audiences by merging millions of predictions with other data sources with BigQuery and BigQuery ML

# 03

## American Cancer Society uses Google Cloud and AI in tissue image analysis to reveal new insights into the biology of breast cancer



12x faster image analysis with AI and machine learning

Analyzed 1,700 tissue samples in 3 months versus 3 years

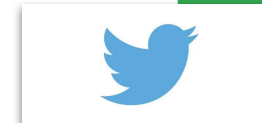
Increased understanding of how known risk factors lead to tumor tissue patterns

## 04 Speed & scale of user experiences

Target drives revenue growth with Google Cloud's scalability and reliability to handle peak traffic, leading to their highest sales performance recorded with \$400K in orders per hour

Twitter scales for its growing user base of millions by hosting over 300PB of data across tens of thousands of servers on Google Cloud's infrastructure

King operates at scale with 70 billion events processed per day and 270 million players a month, and speeds up their pace of development from one week to a few minutes





# 04

Target highlighted how they provide **rich shopping experiences** using Google Cloud, Shopping Actions, Android and Adwords in their Next '19 Keynote



Seamless customer experience with zero downtime

20% increase in customer basket sizes

Highest sales performance ever: \$400K in orders per hour

# 04

**Twitter scales for its growing user base by hosting over 300PB of data across tens of thousands of servers on Google Cloud's infrastructure**



**Enables faster capacity** provisioning and increased flexibility

**Improves security** and disaster recovery capabilities

Separates compute & storage for Hadoop workloads, **increasing efficiencies**

# 04

## King uses Google Cloud to accelerate analytics and increase cost efficiencies



Operates at scale with 70 billion events processed per day and 270 million players a month

Drives operational and cost efficiencies by reducing expensive on-prem infrastructure and unifying game data across the company

Automated playtesting using Google Cloud AI reduces wait time from one week to a few minutes, accelerating the content production pipeline

## 05 Innovation culture

Carrefour transforms their in-store grocery shopping experiences by working side-by-side with Google AI experts in the Carrefour-Google Innovation lab

Whirlpool increases speed of operations and innovation across its 100,000 employees worldwide by moving to G Suite

UPS reduces fuel consumption by 10 million gallons a year with a ML-powered routing software designed with Google Cloud



# 05

## Carrefour creates new experiences and drives value with Google Cloud



Creates new in-store grocery shopping experiences with Carrefour-Google lab

Enhances eCommerce platform with Google Shopping website

Enables intuitive shopping experiences with Google Assistant and Home

# 05

## Whirlpool increases their speed of innovation by moving to G Suite



Improves collaboration and productivity across 100,000 employees worldwide

Increases speed of operations and innovation, with metrics tracked in one place for entire team

Shifted company culture to enable reduced time to market for new products

05

**UPS uses Google Cloud to build the **global smart logistics network of the future****



Saves up to \$400 million annually and reduces fuel consumption by 10 million gallons a year with routing software

Runs machine learning models across 1 billion data points daily, powered by BigQuery

## 06 Step change in value creation

Magazine Luiza, Brazil uses Google Cloud to transform their digital strategy - they built 12 custom in-store apps to empower store associates, increasing physical store sales by 25.8%

AirAsia uses Google Cloud to transform their business model to a data- and digital-first airline, while expecting a 10% reduction in OpEx

T-Mobile built a telecom platform to strategically strengthen their partner ecosystem using Google Cloud's Apigee, speeding up API development from months to weeks



magazineluiza

AirAsia

T-Mobile



06

## Magazine Luiza transformed to a digital company with Google Cloud

magazineluiza



Built 12 in-store apps to empower store associates, increasing physical store sales by 25.8%

Migrated 113 apps to GCP in 53 days, leading to best Black Friday performance with +64.8% in YoY sales

Increased stock price by 106x over the past three years

# 06

**Air Asia executed a digital transformation that put “data-first” to improve customer service and operating efficiency**



Increases business agility by deploying faster and more frequently

5 - 10% expected reduction in operating costs

Modernizes systems, processes, and culture to focus on costs while improving customer service

## 07 Open architecture & dev ecosystem

Tommy Hilfiger launched triggered emails with partner Bluecore in days instead of months, achieving 27% average open rate and 17.9% conversion rate for cart abandonment series

Kohl's used Deloitte's solution on GCP (Demand Forecasting), which led to expected savings of over 90% in labor costs

Sky Italia teamed up with cloud partner Go Reply to develop a public cloud and on-premises hybrid HD transcoder, and integrated it into GCP. This enabled them to process their entire archive with 5,000 video assets in one week, instead of months



07

**Sky Italia uses Google Cloud to help optimize HD transcoding at scale**



Spins up new instances for peak transcoding workloads with zero extra capex and no time wasted

Processed entire archive in one week instead of months with Harmonic's hybrid transcoder

Transcoded 5,000 video assets to HD within tight deadlines using preemptible VMs

## 08 Speed to value with innovative industry packaged solutions

Nordstrom implemented Visual Product Search in their mobile app to allow customers to easily search Nordstrom's catalog using images

The New York Times uses Cloud Vision API and Cloud Natural Language API to accelerate research on archival stories to as little as one iweek, instead of months

NORDSTROM

*The New York Times*

08

**At Google Cloud Next '19, Nordstrom announced how they leverage Google Cloud Vision Product Search to deliver new data-driven customer experiences**

NORDSTROM



95% accuracy delivered on day one  
(vs. 80% from legacy system)

Reduced services cost and increased revenue

08

## The New York Times uses Google Cloud to evolve visual storytelling in the newsroom

The New York Times



Processes millions of historical images faster and more cost-effectively on Google Cloud

Digitizes priceless physical assets to increase accessibility for journalists to leverage and tell new stories with

Accelerates research on archival stories to as little as one week, instead of months

# 09 Proven track record across industries and geographies

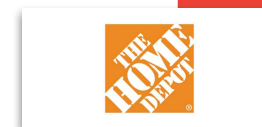
	Retail	Healthcare	Financial Services	Media & Entertainment	Gaming	Manufacturing	Auto & Transportation	Public Sector
AMER	 <b>TARGET</b>  <b>THE HOME DEPOT</b>  <b>ebay</b>	 <b>Cleveland Clinic</b>  <b>American Cancer Society</b>  <b>NIH</b> <small>National Institutes of Health</small>	 <b>credit karma</b> <b>Bloomberg</b>  <b>Scotiabank</b>	 <b>20th CENTURY FOX</b>  <b>Spotify</b>  <b>imageworks</b> <small>SONY PICTURES</small>	 <b>BlueStacks</b> <small>Play Store</small> <b>HIG 5 GAMES</b>  <b>MADFINGER GAMES.COM</b>	 <b>SANMINA</b> <b>Celestica</b>  <b>Chevron</b>	 <b>MOZIO</b> <b>GEOTAB</b>  <b>LATAM</b>	 <b>ARIZONA</b> <small>STATE OF ARIZONA</small> <b>ITALA</b>  <b>NYC</b> <small>Cyber Command</small>
EMEA	 <b>ocado</b>  <b>METRO</b> <b>DROUOT DIGITAL</b>	<b>allcyte:</b>  <b>casaSalute</b>  <b>YouGenomics</b> <small>Moving science forward</small>	 <b>HSBC</b>  <b>ING</b> <b>AUKA</b>	 <b>sky</b>  <b>itv</b> <b>JARGON</b> <small>PR</small>	 <b>king</b>  <b>S</b> <small>SOULARD</small>  <b>MULTIPLAY</b>	 <b>FRACARRO</b>  <b>VEOLIA</b> <b>SIEMENS</b>	 <b>FNM</b> <b>kapten</b>	 <b>REGIONE DEL VENETO</b>  <b>Barking &amp; Dagenham</b>  <b>MANCHESTER CITY COUNCIL</b>
JAPAC	 <b>UNI QLO</b>  <b>honestbee</b>  <b>bigbasket</b>	<b>innoplexus™</b>  <b>maxwellmri</b> <b>mydoc</b>	 <b>MPAO</b>  <b>omise</b>  <b>Heritage Bank</b>	 <b>INFECTIOUS MEDIA</b>  <b>redboat</b>  <b>kkbox</b>	 <b>colopl</b>  <b>RAYARK</b> <b>elex</b>	 <b>LG CNS</b>  <b>RAMCO SUPERGRAD</b> <small>Engineered for Concrete</small>  <b>HERMIN</b>	 <b>AirAsia</b> <b>GOJEK</b>  <b>iCarAsia</b> <small>ASIA'S LEADER IN AUTOMOTIVE FINANCE</small>	 <b>MPAO</b>  <b>Grampians</b> <small>HEALTHCARE</small> <b>Sport SINGAPORE</b>



# 10 Committed to your success

Our pioneering reliability engineering practices (SRE and CRE) have been co-implemented with major enterprises such as The Home Depot to drive their reliability goals

Square Enix chose Google Cloud to manage their data pipelines instead of other cloud providers due to cultural fit, deeply integrated feel between both engineering teams, and sense of ownership with Google's support



10

## The Home Depot uses Google Cloud to predict inventory needs



Analyzes data to forecast shelf-outs with 2x more accuracy, increasing sales by 0.7%

Runs 75% of eCommerce platform on GCP for scalability and flexibility

Enhances customer experiences with agile app development via App Engine

10

## Square Enix uses Google to unlock the power of data

**SQUARE ENIX**



Increased retailer click-through rate by 144% and conversion by 20% by optimizing user flow

Doubled share of users in some countries with localization efforts

Scaling analytics pipeline to capture data across new platform services, such as billing and transactions

# 2019 Why Google Cloud

## Best-in-class Security

- Protect systems, data, and users

## Hybrid & Multi-Cloud

- Enables choice

## Fully Managed No Ops

- Ease of use with serverless

## Embedded AI & ML

- Intelligence in everything

## Best of Google

- Bringing culture of innovation to customers and partners

# 2020 Evolution

## Trust with purpose

- Feel confident with built-in protection at scale

## Choice & Flexibility

- With hybrid and multi-cloud, shift from on-prem to cloud without lock-in

## Speed & Scale of user experiences

- Seamlessly build, automate and scale applications to deliver value

## Highest Quality AI/ML, Data Solutions

- Innovate faster with embedded AI/ ML and data analytics

## Innovation Culture

- Evolve your business with the best of Google experts and technology

