

# Turn your data into intelligence

Using artificial intelligence, companies can make smarter decisions, deliver better customer experiences, and build intelligent apps. Google built TensorFlow, a transformative open-source machine learning tool, as a service designed to get companies up and running quickly with AI. You can leverage one of our out-of-the-box solutions, or build your own and run it on our revolutionary TensorFlow Processing Units (TPUs) to accelerate your journey to AI. With Google Cloud, AI is no longer an idea — it's a reality.

## Pioneering ML platform

Google Cloud Platform provides modern machine learning services, with pre-trained models and services to generate your own tailored models. Our neural net-based ML service has better training performance and increased accuracy compared to other large-scale deep learning systems, and our services are fast, scalable, and easy to use. Major Google applications use machine learning, including Photos (image search), the Google app (voice search), Translate, and Gmail (Smart Reply). Our platform is now available as a cloud service to bring scale and speed to any company's business applications.

## Performance and scale

Cloud ML Engine makes it easy to build sophisticated, large-scale machine learning models for a broad set of scenarios, from regression models to image classification. It is fully managed and integrates with other GCP tools. Build your own models with TensorFlow. Pre-trained APIs designed to get started quickly. If you want to train your own custom model but lack the knowledge or resources to use TensorFlow, you can use Cloud AutoML to train your own custom ML model with limited expertise required.

*“ Partnering with Jibe and using Google Cloud Job Discovery for our career site allows us to do a much better job matching opportunity to talent on a very large scale. ”*

**Sjoerd Gehring**, Global VP of Talent Acquisition, Johnson & Johnson

## Related Products

- Cloud AutoML
- Cloud Job Discovery
- Cloud ML Engine
- Cloud Natural Language API
- Cloud Speech API
- Cloud Translation API
- Cloud Video Intelligence API
- Cloud Vision API
- Cloud TPUs
- DialogFlow
- TensorFlow

## Learn More

- **Cloud ML Engine**  
[cloud.google.com/ml](https://cloud.google.com/ml)
- **TPUs**  
[cloud.google.com/tpu](https://cloud.google.com/tpu)
- **TensorFlow**  
[tensorflow.org](https://tensorflow.org)