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Transforming the world from the cloud

Unleashing sustainable innovation with Google Cloud and Accenture



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Redefining what it means to transform your business

The world is changing radically—and so is the way we do business. But one thing is clear: Our ability to thrive today and create long-term prosperity for tomorrow is strongly underpinned by sustainability, social responsibility, and innovation.

Climate change is one of the biggest challenges of our time, and managing our environmental and social impact matters more than ever before. The estimated 2.5 exabytes of data being generated daily[1] is creating new opportunities for smart solutions–and trustworthy data governance.

Efficiency and sustainability gains related to the "intelligent enterprise" are becoming a reality, thanks to advancements in:



Artificial intelligence (AI) and machine learning (ML)



The Internet of Things (IoT)



Virtual and augmented reality (VR/AR)



Faster network protocols like 5G



Cloud computing, data tools, and spaces

1. Richard Stengle, "Data Drives the World. You Need to Understand It." Time.com, October 21, 2021, USA

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Thinking big (data) to solve even bigger problems

Data has massive potential to generate environmental, social, and business value. But many organizations fail to realize this value due to growing complexities in collection, analysis, and sharing.

For instance, breakthrough product advancements often rely on combined data sets that push the boundaries of "big data", such as geospatial and IoT sensor information. Surfacing timely and meaningful information is near impossible without the help of advanced AI analytics and machine learning models. A variety of visualization tools are also required to bridge the metaverse to the real world and easily share intelligence with anyone, anytime.

Data transformation is what makes Google Cloud both different and the trusted choice for businesses wanting to accelerate game-changing innovation and build a socially responsible, net-zero future. By combining its advanced data infrastructure with the deep industry knowledge and data science experience of Accenture, you are ready to unlock the true power of your data.



The 12th United Nations Global Compact-Accenture CEO Study, Jan 1, 2023. ▶

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Scaling sustainable data transformation with Google Cloud and Accenture

Google Cloud and Accenture have partnered to fast-track business objectives related to:



Achieving net-zero business goals and accelerating the green economy transition



Pursuing competitive innovation and scaling technologies that protect people and the planet



Creating an “intelligent enterprise” and increasing the safety, decarbonization, and efficiency of various workflows

We collaborate with organizations to support sustainable technology strategies that drive business growth and set ambitious environmental, social, and governance (ESG) goals. Combining a secure, world-class data infrastructure with trusted implementation and data science expertise empowers you to unleash the full potential of your data.

- **Collect and combine** the world’s largest data sets that include geospatial information, telemetry data, IoT sensor data, energy demands, and utilities data.
- **Analyze and derive** meaning using advanced AI models, analytics, and machine learning algorithms to accelerate answers.
- **Interpret and act** with the help of visualization tools that simplify the sharing of data and empower every human to use this information–including map overlays, virtual reality (VR) and augmented reality (AR) solutions, digital twins, mobile applications, and web user interfaces.

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Bridging the metaverse to the real world

Google Cloud is continuously evolving simple but powerful solutions to improve data availability, visualization and analysis, and the democratization of data insights.

The Google Earth Engine platform combines a multi-petabyte catalog of satellite imagery and geospatial datasets with planetary-scale analysis capabilities. In addition to ready-to-use datasets, this platform simplifies the building of geospatial analysis algorithms and real-world applications for remote sensing research, predicting disease outbreaks, natural resource management, and more.

Innovations in computer visualization, neural rendering, and AI are also transforming Google Maps into a more immersive, intuitive digital representation of the real-world. Features such as Immersive View take billions of Street View and aerial images and fuse them together to create a rich, visual digital twin of the world. Information such as traffic, visitor volume, and weather is integrated into the 3D view so you can experience what a neighborhood, landmark, restaurant, or popular venue is like in real-time.

ARCore is Google's platform for building world scale AR experiences. The ARCore Geospatial API further advances Google Maps towards the AR cloud, allowing developers to attach digital content to any area covered by Google Street View. In this way, developers can anchor digital games or exhibitions in fixed real-world locations that are visible to anyone with a compatible smartphone.

Following are examples of how leading organizations work with Google Cloud and Accenture to minimize internal carbon footprints and create technology innovation that tackles some of the largest environmental and social responsibility challenges in the world.

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Creating safe, sustainable workplaces where people thrive

Lendlease Digital, in collaboration with Google Cloud and Accenture, launched its Podium Property Insights application in the UK, Europe, Australia, and Asia to help workplace managers and real estate owners optimize space utilization within buildings and predict future workspace requirements.

The real-time AI model for optimal building usage was built by Accenture using Google MLops/Vertex AI Workbench. This model supports 20 unique metrics that include employee satisfaction, space utilization, health and safety, and sustainability. Place, people, and business data is continuously collected through sensors and surveys to be analyzed in real-time using Google Analytics. For building owners seeking to reduce their building's carbon footprint by up to 20%, Podium Property Insights also monitors air quality, temperature, electricity intensity, and use per occupant.

lendlease

Learn more



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Developing smart wayfinding at a sports and entertainment stadium

AFL, Telstra, Google Cloud, and Accenture teamed up to create a smart way to help people get around big public spaces easier by using mobile devices such as Google Android. Smart wayfinding enables stadium-goers to visually navigate inside the stadium, from the front gate right to your seat, or to a targeted retailer.

This application uses an augmented reality overlay unique to Google Cloud to superimpose information and direct people around the stadium. Detailed, 360-degree mapping and data synthesis is done using the Google Street View Trekker Backpack, Earth Engine, Maps, and Big Query Geospatial Analytics. The Telstra 5G network provides the increased speed and capacity to crunch big data fast.



Learn more

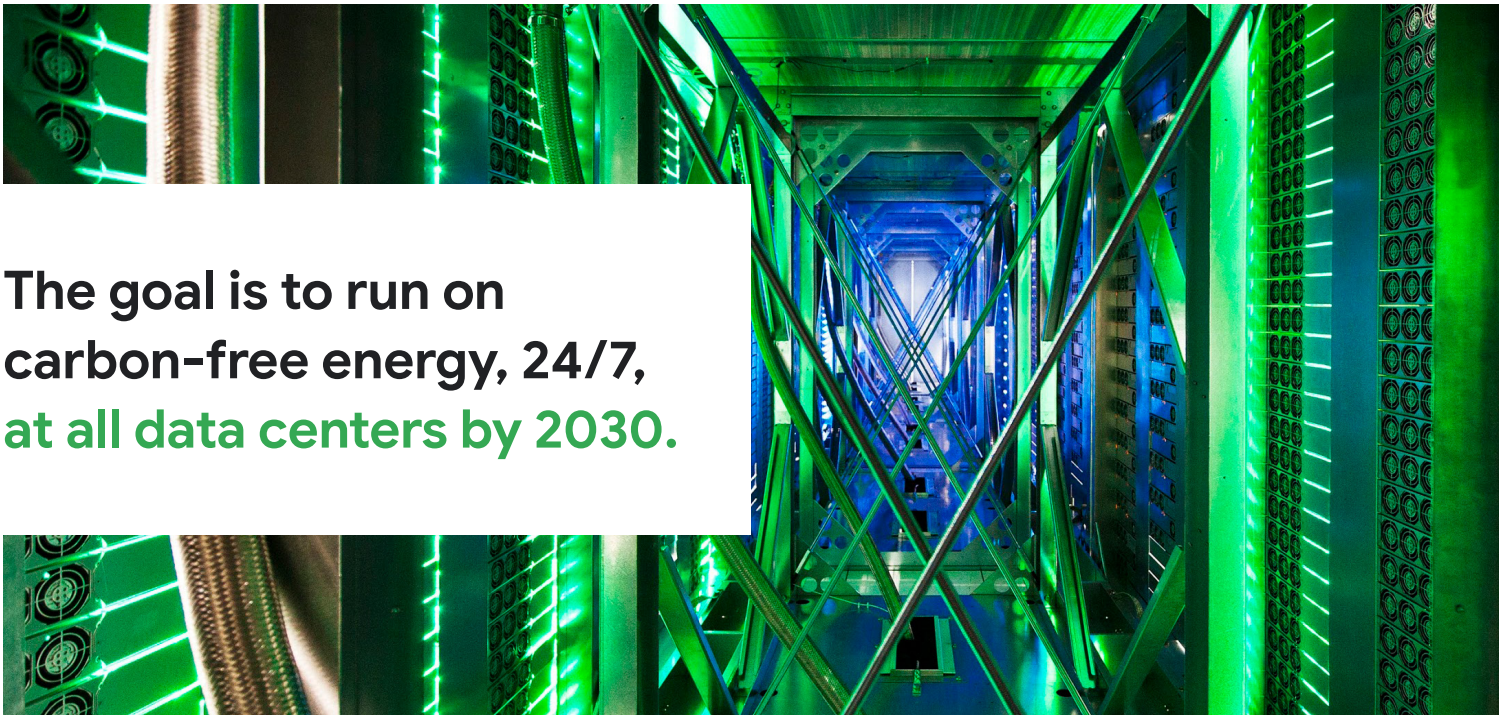
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Operating profitably and mindfully with Google Cloud

Sustainability is a core value of Google Cloud. The company realizes action starts with its own ability to achieve net-zero carbon emissions and be the cleanest cloud in the industry.

According to a 2022 survey conducted by The Harris Poll for Google Cloud, 89% of business leader executives agreed with the statement "I realized I care more about sustainability than before" in the last 12 months.[3] To support your transition to transparent, sustainable business models, Google Cloud provides best technology practices, educational resources for cloud emissions reporting (such as Sustainable IT - Decoded, Qwiklabs), and Carbon Sense tools that measure carbon emissions associated with its product usage. Low-carbon signals also help developers choose more sustainable product options early in application development.



The goal is to run on carbon-free energy, 24/7, at all data centers by 2030.

3. The Harris Poll for Google Cloud, "CEOs are Ready to Fund a Sustainable Transformation", Page 3, Global Study Conducted December 21, 2021 to January 8, 2022



Transforming the real world to a better place—from the cloud

Choosing the right innovation launchpad is good for business, good for people, and good for the planet. It is the key to meeting your climate and social impact goals. Combining the trusted and secure data infrastructure of Google Cloud with the data science expertise of Accenture, you are ready to catapult your organization to the forefront of the low-carbon economy and scale your big ideas out to the world.

Our impact is far greater when we work together. Contact your Google Cloud or Accenture representative and explore ways to advance your innovation and sustainability strategies.

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