

Summit

Agenda

	Track 1: AI & ML	Track 2: Infrastructure & App Modernization	Track 3: Data Cloud	Track 4: Trust & Security	Track 5: Best of Google
11:15 – 12:00	<div>Oops AI did it again</div> <div>Discover Google Cloud's latest advancements in generative AI. We will explore how you can revolutionize personalized marketing using gen AI, and dive into the many possibilities of gen AI Studio.</div> <div>Featured customer: Rentokil</div>	<div>Your journey to cloud</div> <div>Do you know where you want to go on your cloud journey? Not every organization has defined a clear path towards the cloud. Hear how other companies got to where they are, and shape your own journey forward.</div> <div>Featured customer: Rentokil</div>	<div>An open data ecosystem</div> <div>Explore how Google's unified, open, and intelligent Data Cloud empowers data-driven transformation. Join us to uncover the benefits of this platform approach, along with insights from Coolblue on realizing their data and analytics ambitions.</div> <div>Featured customer: coolblue</div>	<div>Streamlining security</div> <div>Navigating security challenges in today's intricate threat landscape can be overwhelming. Experience the game-changing power of Chronicle: rapid, large-scale threat detection, investigation, and hunting, all at a predictable price point.</div> <div>Featured customer: Housing Anywhere</div>	<div>(Generative) AI for leaders</div> <div>Hear from Edward Boute, Google Cloud Country Leader Belgium and Luxembourg, to explore the state of (generative) AI technology and its impact on current and future business practices.</div>
13:00 – 13:45	<div>Partner: Xebia</div> <div>More details will follow soon.</div>	<div>How leadership shapes cloud migration</div> <div>What does it take to move to the cloud? How can your organization take the step from first idea to actual implementation? Discover how to safely land your workload on Google Cloud in this session.</div> <div>Featured customer: ASL</div>	<div>Data for everyone</div> <div>Join Niek Visscher, Director of Data at Suitsupply, in the journey of transforming Suitsupply into a truly data-driven organization. Get insights into the evolution towards establishing a fully operational data platform that impacts every facet of a global retail enterprise.</div> <div>Featured customer: SUITSUPPLY</div>	<div>Secure innovation with gen AI</div> <div>Google Cloud helps customers to identify, manage, and reduce security risks. Learn how to secure Large Language Models and gen AI applications and data, and get a sneak peek into next-generation cyber security tools.</div>	<div>Enabling tomorrow's breakthroughs</div> <div>Explore how Google Cloud's technology strengthens researchers at the Princess Maxima Center to accelerate research breakthroughs, and learn from math teacher Menno, who helps thousands of children to better understand maths via YouTube.</div> <div>Featured customers: Prinses maxima centrum Math Menno</div>
14:00 – 14:45	<div>Code together, right now, over the cloud</div> <div>Experience the magic of Duet AI, an always-on AI collaborator that enhances developer experiences. Discover how it accelerates coding, boosts productivity, and stay tuned as Carrefour reveals its hackathon winner and innovative solutions powered by generative AI.</div> <div>Featured customer: Carrefour</div>	<div>Adapting and innovating at Mollie</div> <div>Hear from Ivan Bovyryn and Eduard Iacoboaia, Staff Engineers at Mollie, how they experienced the migration from an on-premise setup to Google Cloud.</div> <div>Featured customer: mollie</div>	<div>Real-time data replication</div> <div>Learn how to synchronize data across heterogeneous databases, storage systems, and applications. Just Eat Takeaway will join us to share their data replication journey, a fundamental step in their data platform migration from AWS to Google Cloud.</div> <div>Featured customer: JUST EAT</div>	<div>It's close to midnight and something evil's lurking on the web</div> <div>Cyber threats are more sophisticated than ever. We'll explore how threat intelligence enables your organization to strategically understand the latest threats and how to defend against them, and cover real-world examples.</div>	<div>Work enters the AI era</div> <div>The workplace is becoming increasingly smarter, more collaborative, and more connected. This impacts business of all sizes. How can you prepare your organization for the changes ahead?</div>
15:00 – 15:20	<div>Partners: DoIT & ML6</div> <div>More details will follow soon.</div>	<div>AI: your daily sidekick</div> <div>Everyone's talking about AI, but how can you use it in your daily tasks beyond generating code? Come along as we dive into GitLab Duo's features and capabilities. Discover how AI can assist you throughout your software development journey, from building and testing to ensuring security.</div>	<div>Powering global growth</div> <div>Join Pär Degerman, CTO at Sensys Gatso, to hear how Sensys Gatso implemented their Google-first strategy to process all the data they gather while supporting worldwide growth.</div> <div>Featured customer: Sensys Gatso Group</div>	<div>Frictionless security</div> <div>In this session, we break down how Mateco, market leader in height access technology, leveraged Wiz to gain insight into and improve their security posture at scale in minutes instead of months.</div> <div>Featured customer: mateco</div>	<div>AI-fueled sustainability</div> <div>Deloitte Carbon Analytics provides CO2-related insights to clients to enable easier decision making. During this session, hear how AI can be applied in the sustainability domain of Carbon Analytics and Spatial Finance, and how these insights can successfully support decision making.</div>
15:35 – 15:55		<div>Revving up Excellence with SAP and Google Cloud Cortex</div> <div>Explore how a European automotive leader is utilizing the Cortex framework to combine their SAP data with other data streams and build a unified, open, and intelligent data and AI cloud foundation.</div> <div>Featured customer: SAP</div>	<div>Preparing your data for an AI future</div> <div>With the rise of AI, data will become even more key than it is now. In this session we'll discuss the urgency to prepare your organization's data for future AI use. Don't expect rocket science: NextNovate is all about the human side of cloud.</div>	<div>The new e-commerce search experience</div> <div>The rise of generative AI is a revolutionary moment in technology. Join this session to explore how leaders can turn their retail and ecommerce business into a platform for engagement and loyalty with gen AI.</div>	<div>YouTube unleashing creativity with AI</div> <div>How will AI redefine the boundaries of creativity? Witness the evolution of content creation. See firsthand how creators are tapping into AI to deliver groundbreaking content, giving you a glimpse into the future of Google's AI products for creators.</div>
16:10 – 16:55	<div>LLM Ops in the real world</div> <div>Deploying Large Language Models (LLMs) in production can be a challenge. Join us to master the art of handling uncertainties in LLM production and learn practical strategies to navigate and conquer these challenges.</div>	<div>Reliability at scale</div> <div>It's a great challenge to observe user behavior, services, processes, and infrastructure components. Hear Google Cloud's vision on observability, and learn how Travix has managed to master observability in a multi-tenant and multi-cloud environment.</div> <div>Featured customer: Travix</div>	<div>Transform your data into valuable assets</div> <div>Unlock the secrets of data monetization and learn how to transform your data into valuable assets, driving revenue and innovation. Datavisual and Hunkemöller will join us to share their real journey towards data monetization.</div> <div>Featured customers: DataVisual hunkemöller</div>	<div>A sovereignty vision</div> <div>Discover how digital sovereignty demands like data residency, access control, and resilience are growing globally, especially within the EU. In this session, explore how Google Cloud and its Sovereign partners provide distinct solutions to fulfill local compliance needs.</div>	<div>Grow profitability with AI-powered ads</div> <div>No two customers or customer journeys are the same. So how can you capture unpredictable demand and drive customer purchase decisions in a highly competitive landscape? And how are new AI capabilities redefining the way we search?</div>

