Customer Awards 2023

Google Cloud

Celebrating innovation

Google Cloud Customer Awards celebrate organizations around the world that are turning inspiring ideas into exciting realities. Whether it's social enterprise experts like Singapore's FairPrice Group, transformational talent backers like Ford Motor Company, environmental leaders like SAP, or diversity, equity, and inclusion game-changers like COTA—we are honored to celebrate innovators who are building new ways forward with AI, data, infrastructure, collaboration, and security technologies in the cloud.

This year, AI has demonstrated significant potential to help companies innovate and become more efficient. AI research and development firm Kakao Brain in South Korea, Meanwhile, is using Google Cloud's AI/ML infrastructure to underpin the generative AI services it provides to its customers.

When it comes to fostering digital skills for all employees, some of the world's most recognizable brands are leading the way. This includes our Talent Transformation Customer Award winners like General Motors, DataLab, and Equifax, who are empowering their workforces with hands-on learning opportunities to boost their technology skills. With the country facing a critical gap in technological capabilities, this kind of work is important to not only drive long-term business success, but also improve the lives and careers of employees.

To discover why many of the world's leading companies are choosing Google Cloud to help them innovate faster, make smarter decisions, and collaborate from anywhere, contact our team.

Brian Hall
Vice President, Product and Industry Marketing
Google Cloud

Read the blog

Table of Contents

Public Sector
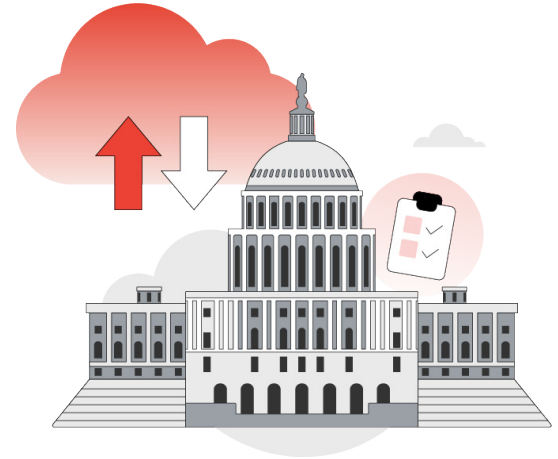
FEMA wins the 2023 Industry Award (Government)

Preparing for disasters and providing disaster relief are crucial to the FEMA and the Federal Insurance and Mitigation Administration (FIMA) mission. Managing insurance in the context of disasters, particularly flooding as one of the nation's most common and costly natural disaster, presents enormous technological complexities.

The National Flood Insurance Program employs a system called Pivot to handle everything from rating flood insurance premiums for properties to tracking near real-time claim processing. However, this system needed to move to the cloud to continue to use the latest technology as part of FEMA's goal to posture FEMA to meet current and emergent threats in addition to reducing software management costs and foster innovation.

This migration paved the way for numerous improvements, including real-time monitoring, greater stability, and access to a broader set of tools and capabilities. As a result, their system is now positioned to better support the demands of the program, significantly enhancing the effectiveness of disaster relief efforts.

Hawaii Department of Human Services wins the 2023 Industry Award (Government)

For the State of Hawaii DHS, success equates to fostering self-sufficiency and promoting the well-being of individuals, families, and communities. A key aspect of this mission involves ensuring that constituents can readily access answers to their questions. In 2022, the State of Hawaii's DHS joined forces with Google Cloud to introduce the Statewide Branch Support Desk (SBSD).

Operating 24/7, the SBSD features virtual agents that manage around 1,200 calls daily. The utilization of virtual agents has led to reduced costs and quicker service and response times. These virtual agents supply essential information about programs such as the Supplemental Nutrition Assistance Program (SNAP) and the Temporary Assistance for Needy Families (TANF). By addressing queries and providing accurate responses, the SBSD frees up call center agents to focus on areas where they are most needed.
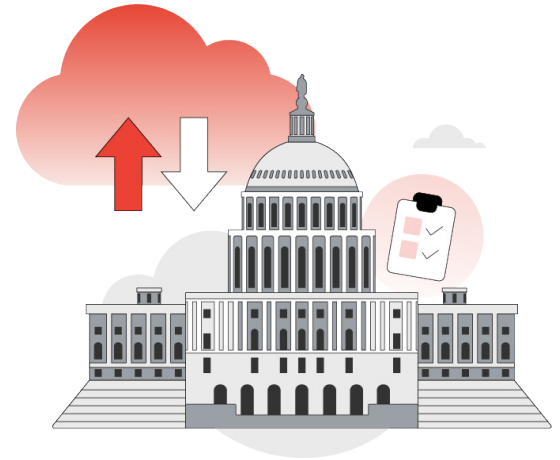
Hawaii Department of Transportation wins the 2023 Social Impact Award

Recognizing the imperative of resilience in the face of natural disasters and extreme weather events, HDOT has invested in climate strategies to adapt, respond, and recover from climate-related challenges affecting their communities.

One notable approach is the utilization of Google Cloud's Climate Insights solution, coupled with enhanced data monitoring throughout the state. Integrating statewide tracking systems into Climate Insights has afforded HDOT greater visibility into vulnerabilities, fostering the creation of adaptive action plans for improvement. This encompasses the establishment of a Climate Resilience Platform that enhances the understanding of risks and resource allocation.

Minnesota Department of Public Safety (DPS) wins the 2023 Diversity, Equity and Inclusion Award

Minnesota Department of Public Safety (MN DPS). Given that over 10% of Minnesota's population does not speak English, certain groups—such as resettled refugees—face challenges in meeting driver vehicle requirements. Minnesota Department of Public Safety recognized that this language barrier hindered groups' ability to obtain mandatory insurance and REAL ID-compliant driver's licenses, restricting their mobility and access to services.

In collaboration with Google Public Sector, MN DPS introduced Google Cloud Translation AI to their services, thereby providing constituents access in Spanish, Somali, and Hmong languages, as well as English. This effort promotes equitable services for underserved Minnesotans, contributing to the creation of a Minnesota where everyone has an opportunity to thrive.

New York State Department of Environmental Conservation wins the 2023 Sustainability Award

Managing complex air pollution falls under the purview of the New York State Department of Environmental Conservation (NYSDEC). The agency is implementing a statewide community air quality and greenhouse gas monitoring initiative in collaboration with Aclima and Google Cloud that involves the collection of billions of air quality and greenhouse gas measurements to screen for local sources of air pollution utilizing Aclima's mobile monitoring fleet. The goal of this effort is to collect block-level air pollution data to help identify sources contributing to disproportionate air pollution burdens and develop strategies to reduce air pollution within communities, including greenhouse gas emissions that contribute to climate change.

Salk Institute wins the 2023 Industry Award (Education)

As a prominent research institution, the Salk Institute handles vast amounts of data. However, an abundance of data doesn't inherently translate into increased scientific insights. To address this challenge, Salk embarked on a 5-year initiative to migrate its entire infrastructure to the cloud, simplifying the processing and storage of extensive data volumes. Presently, they employ Google's Virtual Machines to facilitate the processing of multiple batch jobs when sequencing hundreds of terabytes of raw data.

Anticipated outcomes of this initiative include a 25% reduction in computing costs and the successful acquisition of a $126 million NIH grant for creating the first comprehensive epigenome-based molecular map of the human brain. To achieve this, they will process 20 times the amount of data required for a mouse brain. Their new Google Cloud infrastructure stands as a pivotal element in their achievements.

United States Postal Service (USPS) wins the 2023 Industry Award (Government)

The American public relies on the Postal Service™ (USPS®) for timely deliveries, particularly for crucial items like paychecks, medications, and other essential packages. Recognizing the need to meet evolving demands and expectations, USPS launched the Informed Delivery email subscription service in 2014. Informed Delivery notifies subscribers of upcoming deliveries. Presently, the service boasts approximately 59 million subscribers and continues to grow. To better serve its customers, USPS transitioned Informed Delivery to Google Cloud.

This move has enabled the Postal Service to leverage Google Cloud services to enhance subscription functionality and gain insights into business performance. USPS is well-positioned to continue expanding and refining Informed Delivery while upholding the high-quality delivery service that the American public anticipates.
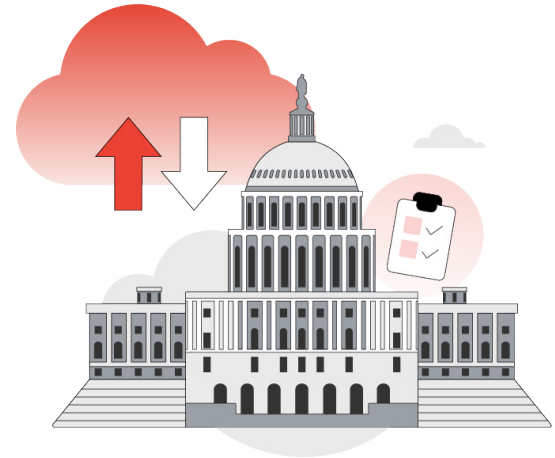
US Air Force Research Lab (AFRL) wins the 2023 Industry Award (Government)

AFRL, employing 13,000 individuals including on-site contractors, civilians, and military personnel, requires smooth coordination and communication. In the past, research and communications were hampered by bureaucracy, outdated IT systems, and sluggish data transfers. What initially began as an effort by two researchers to transition to Google Cloud swiftly expanded to encompass over 2,000 researchers.

With Google Cloud and Google Workspace replacing legacy collaboration tools, researchers estimate that they now save 500,000 hours weekly while collaborating with peers globally. AFRL's researchers can now confidently share secure information and innovate more readily.
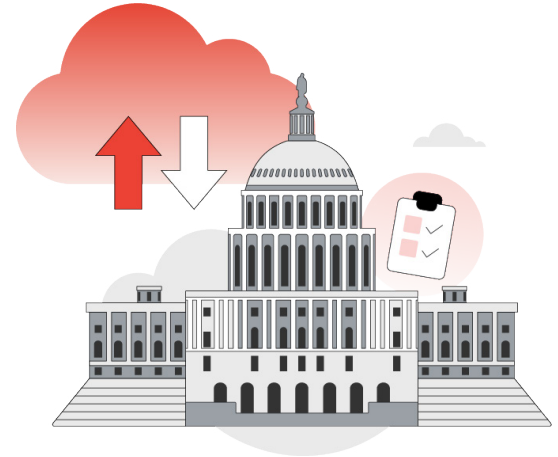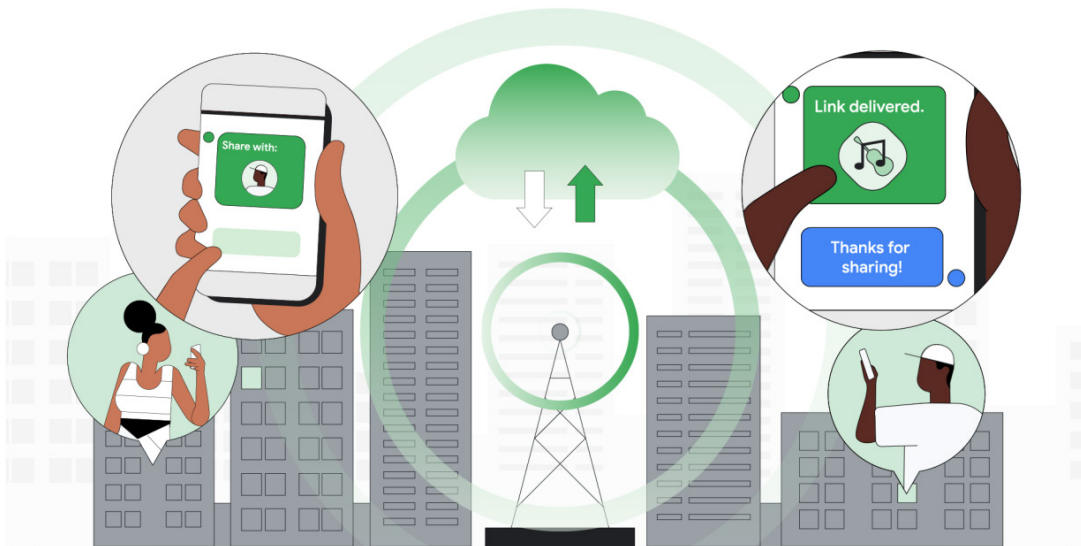
Communications and Service Providers

> **"Working with Google on this project involved five distinct phases, and we had an outstanding overall experience. The Google Cloud team was highly adept at addressing any concerns that arose, adjusting when necessary, and providing exceptional customer service throughout."**
>
> Wilson Chow, Senior Manager, Equinix

Driving more efficient maintenance with a single platform

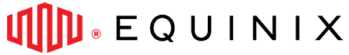Equinix operates a global network of more than 100 interconnected data centers with a 99.999 percent uptime record. Helping its customers bridge the connections they need for their businesses has made Equinix one of the global leaders in co-location services for more than 17 years. But the difficulty of managing multiple vendors and tools for automation was a major business driver for migrating all components to Google Cloud. By consolidating all components into a single platform, the company can achieve more efficient maintenance and management.

Taking the next step with Google Cloud

The modernization of Equinix's existing analytics platform was driven by the need for greater technological efficiency. The company is migrating 450 ingestion and transformation pipelines, along with orchestration, to its unified Helix Platform 2.0, which is built entirely on Google Cloud. By leveraging Google Cloud tools, such as Dataflow, Composer, and BigQuery, Equinix has established a unified platform for processing all network bandwidth data, including interpolation from global datacenter. This has greatly enhanced the company's data processing capabilities, resulting in improved decision-making and better business outcomes.

Outcome

12 million
real time records processed daily

Can handle
increased traffic
during backlog processing

Can process
any number of files
without difficulty

"

Thanks to the support of Google Cloud, Geotab is better equipped to meet the needs of its rapidly growing customer base, enhance its operational capabilities, and expand its telematics offerings into new markets."

Erica Meekes, Senior Global Thought Leadership Manager, Geotab

Transforming data to create more sustainable transport fleets

Geotab provides telematics for commercial vehicle fleets. The company wanted to offer enhanced customer support by providing seamless scalability of rich data insights. These analytics-driven insights would help Geotab's customers optimize routes and schedules, reduce costs and carbon emissions, increase efficiencies, and manage drivers' safety. The company collaborated with Google Cloud to help achieve its goals and create more sustainable fleets around the world.

Taking the next step with Google Cloud

Working with Google Cloud, Geotab has developed a comprehensive suite of green technology, which includes the Green Fleet Dashboard, fuel management solutions, and tools to support electric vehicle (EV) management.The Green Fleet Dashboard delivers data on fuel usage, emissions, operational costs EV usage, driver behavior, and idling. Using BigQuery has also greatly reduced time to market, particularly for solutions that require large-scale geospatial analysis. The collaboration with Google Cloud is helping Geotab make inroads into new markets, creating more global expansion for the company.

Outcome

30,000
more subscribers since 2021

3.21 million
vehicles can now have their data captured

1 petabyte
of data now stored in BigQuery

> **Collaborating with Google has been an engaging and exciting experience, as we are learning new things and experiencing Google's culture."**
>
> Sanjeev Rawat, Chief Digital Officer, Indosat Ooredoo Hutchison

Expanding into new markets

Indonesia's second largest telecommunications company, Indosat Ooredoo Hutchison (Indosat or IOH), wanted to transform how it delivers new services, as well as to create new products and expand into new markets. As Indosat embarks on the transformation journey from Telco to TechCo, The Company also aims to increase its application performance by migrating its digital-mobile app platform and microservices to Google Cloud.

Taking the next step with Google Cloud

Indosat now uses Google Cloud to process up to 7 petabytes of data at faster speed, while creating new products and business capabilities. This has helped generate new revenue streams. The company's digital-mobile app platform and microservices were moved to Google Kubernetes Engine. This helped Indosat reduce application errors by 20%, while also increasing application resilience by almost 90%. Indosat's infrastructure modernization is helping to lower costs and optimize new initiatives. The company now has three additional divisions that focus on generating new business with solutions built on top of Google Cloud.

Outcome

20%
reduction in application errors

90%
increase in application resistance

7 petabytes
processed at faster speed

> " As we accelerate our modernization and cloud adoption, we're already experiencing benefits such as quicker time-to-market, greater efficiency, and improved reliability. This means we can drive faster, tailored, and best-in-class digital experiences for our customers, redefining how service is delivered in Canada and globally."
>
> Steven Banick, VP of Strategy and Transformation, TELUS

Transforming infrastructure to become more than a traditional telco

TELUS is in the middle of a massive technology transformation to become a software-driven, cloud-native, and insight-enabled technology company. For TELUS, a pivotal part of this transformation has been its 10-year strategic alliance with Google Cloud. This is helping TELUS to transform multiple areas of its business simultaneously. The largest focus has been modernizing its core IT and network infrastructure and steadily moving workloads to the cloud, gaining agility, security, reliability, and faster time to market for every system the company moves.

Taking the next step with Google Cloud

With 35% of the company's systems migrated to the cloud in under 18 months, the company is on its way to achieve its goal of moving 80% of its applications to the cloud by 2025. In 2022, the company completed the migration of its data lake to BigQuery, allowing data from multiple sources to be stored in a single location and easily accessed. This has helped TELUS break down data silos, reduce duplication, and allow team members to access robust data in real-time so they can make better business decisions.

Outcome

2x
performance improvement for key APIs

3x increase
in speed of predictions

40% reduction
in engineering and testing time

50% reduction
in mean time to recovery (MTR)

vodafone

Transforming from a telco to a tech-co

Vodafone, a leading telecommunications company in Europe and Africa, is accelerating its digital transformation from a telco to a tech-co that provides connectivity and digital services such as 5G services, IoT, TV and hosting platforms. Vodafone is partnering with Google Cloud to enable several elements of this transformation — from building one of the industry's largest data oceans to driving value from data insights and deploying AI/ML models. One of Vodafone's core initiatives is EVO2CLOUD, a strategic program to migrate its SAP workloads to Google Cloud. Vodafone uses SAP for its financial, procurement and HR services; it's the backbone of its internal and external operations.

Taking the next step with Google Cloud

Before migrating to Google Cloud, it was difficult for Vodafone to extract and make use of its SAP data. With Google Cloud tools, it can expand how it uses its data for analytics and process mining. This includes operations and monitoring opportunities to map data with other external sources, like combining HR data from SAP with other non-SAP data, resulting in data enrichment and additional business value. The company made significant annual energy savings by decommissioning more than 350 on premise servers, and is 12% faster user experience for system response time.
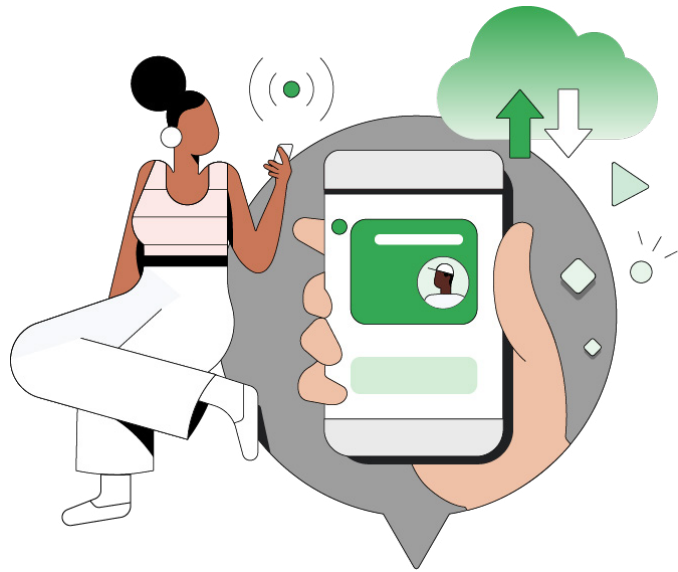
Outcome

12% faster
user experience for system response time

SAP workloads
migrated to Google Cloud

Cross-Industry

BROADCOM®

Giving employees the skills to manage migration

Through multiple acquisitions, semiconductor and infrastructure software firm Broadcom has a wide portfolio of mission-critical products that are offered as SaaS or on-premise solutions to its customers. These products were a mix of multiple architectures, built with different technologies, methodologies, and validated in labs running in several data centers and multiple private cloud environments. Since 2019, the company has migrated 95% of its SaaS workload to Google Cloud. In 2022, Broadcom focused on migrating labs owned by more than 200 teams, and the company had to create a new education program to enable its teams to migrate the labs.

Taking the next step with Google Cloud

Broadcom wanted its global product teams to have the skills and knowledge to leverage cloud technologies to drive innovation. This called for a global talent transformation program to enable this cultural change. The company conducted Cloud Hero sessions to engage developers in the learning process. This was supplemented by a series of Google Cloud Days. The labs migration project was a massive cultural transformation initiative, driving a cloud-first approach across the entire Broadcom software group.

Outcome

400
engineers attend Google Cloud Days

95%
of SaaS workload migrated
to Google Cloud

Training program created
cloud-first culture

Camanchaca

"

We realized we could start living in the cloud and think differently.
We began to see how we could leverage the benefits of every
Google Cloud service to solve our problems."

Pedro Aguirre, IT Corporate Manager, Camanchaca

Putting data first to build a better customer experience

Seafood supplier Camanchaca wanted to modernize its cloud strategy to deliver a better customer
experience. The company needed to increase its ability to access and manage data. But the project was highly
complex at the business logic level, as the company had to join 10 business systems across its architecture.
So Camanchaca worked with Google Cloud Cortex Framework, a solution for delivering business results using
enriched data from SAP and other sources such as Google Trends.

Taking the next step with Google Cloud

Camanchaca became the first Latin American company to deploy Google Cloud Cortex Framework 2.0
for SAP. The tool allows SAP customers to deploy data solutions faster, leverage data management best
practices, and achieve business results more quickly. The company has reduced its time to market to build
an analytic model from one month to five days. With BigQuery and Looker integrated into SAP, Camanchaca
tackled one of its main technical challenges: increasing its ability to manage data. Processing and analyzing
the data generated by the company's operational regions is now faster.

Outcome

6x
faster data processing

Reduced
time to market to build an analytic model
from one month to five days

Faster
app development

LUFTHANSA GROUP

> **"** With OPSD, we can control flight plans much more resiliently, enabling us to avoid multiple kinds of irregularities for our customers, such as misconnections. We can also provide more and better information on factors such as transfer times, making each trip smoother and more predictable."
>
> Christian Most, Senior Director, Digital Operations Optimization, Lufthansa Group

Supporting operations controllers to make optimized decisions

Airline operations is a complex system with many interdependencies, including air traffic controllers, passengers, and crews. Lufthansa Group partnered with Google Cloud to develop the Operations Decision Support Suite (OPSD). Swiss International Air Lines was the first to benefit from this partnership. The OPSD application includes a modular data platform that considers available data points on conditions and available resources. This data foundation is used as input to optimization algorithms. In case of disruptions these algorithms compute an optimal scenario for operations controllers to implement. Optimization can be done along different dimensions like carbon emissions or customer happiness.

Taking the next step with Google Cloud

Rather than 'cloudifying' its core systems, Lufthansa Group is using Google Cloud as an additional layer above existing data tools and silos, replicating the state of the airline's operations with minute-to-minute precision with BigQuery and Spanner in the cloud. Operations controllers can now use the time saved by using OPSD to focus on more complex, unique problems that haven't been solved by AI. The success of OPSD means it is now being rolled out to the much more complex Lufthansa Multi-Hub network, promising improvements at an even greater scale.

Outcome

Nearly
$8M
in cost savings in 2022

Helped reduce over
9,000 tons
CO_2 in 2022 through fuel optimization

Frees up
operations controller time for more value-added tasks

Boosting efficiency with real-time data delivery

Ford wanted to optimize its operations and eliminate waste. The company had identified instances where data was being duplicated and slightly modified for use by various teams. Maintaining multiple copies of the same base data hampered Ford's ability to deliver on real-time data delivery and led to inflated technology costs associated with building data platforms for each team instead of consolidating into one platform. Ford worked with Google Cloud to move to the cloud and transform its technology platforms.

Taking the next step with Google Cloud

Ford's data and analytics platform has been completely modernized using Google Cloud solutions such as BigQuery, DataFlow, Data Catalog, and Vertex AI. The company has updated its data ingestion pipelines and automates a number of data standardization, governance, and data access processes. This greatly reduces the time it takes to onboard and access new sources of data. Ford's strategy is to continually invest in its people and build from within. This has improved Ford's ability to accelerate and scale cloud adoption.

Outcome

16,000
employees trained on Google Cloud

Double
the number of AI-powered solutions

100+
Google Cloud native services adopted

MOLOCO

"

Google Cloud was the perfect solution to scale performance at a faster rate."

Maddie Johnson, Social Media Lead, Moloco

A digital leap with Moloco's DSP

Moloco's Cloud Demand Side Platform (DSP) empowers app marketers by leveraging advanced prediction models. Its tailored machine learning solutions hone ad campaigns to achieve specific goals such as optimal consumer price index and return on ad spend. To ensure seamless operation, a robust online infrastructure supports large data volumes. Key to the process is Moloco's bid processor, powered by Google Cloud, which critically evaluates bid requests against a host of parameters before deciding on the bidding price.

Taking the next step with Google Cloud

Moloco's rise in the digital ad space was accelerated with Google Cloud tools. Moloco managed extensive data pools with Google Cloud Storage, which was crucial to its partnerships with countless app developers. Google Cloud Dataflow then allowed it to devise an intricate real-time ad bidding prediction model. Google Cloud Bigtable and Kubernetes Engine further boosted Moloco's ad processing agility, streamlining its infrastructure for faster, more efficient operations. This marks a new chapter in Moloco's journey, focusing on precision, speed, and scalability.

Outcome

75B
impressions per month

7M
bid requests processed per second

7.78M
deep learning predictions per second

> **"** The commitment of the Google team was essential to building trust with us. They collaborated on various technologies and drew out customer insights, not just as an infrastructure provider, but as a member of the same team.**"**
>
> Dong-Hoon Shin, Head of Division, NCSOFT

Taking gaming to new heights with AI

NCSOFT was founded in 1997 by gamers with a vision to make games that entertain and immerse players in unparalleled adventures. The name NCSOFT has become synonymous with iconic titles such as Lineage and Guild Wars over the years. Creating games wasn't the only part of the company's vision. As NCSOFT recognized the potential of artificial intelligence (AI), it tried to integrate lifelike realism into its games. To make this vision a reality, NCSOFT created a specialized AI/ML division in 2011, becoming a hub for hundreds of AI experts.

Taking the next step with Google Cloud

NCSOFT's commitment to innovation led it to develop a large language model (LLM) - a model that goes beyond text generation to facilitate translations. It needed a partner with unparalleled technological prowess to optimize its training. The Tensor Processing Units (TPUs) from Google Cloud enhanced the efficiency of NCSOFT's model and reduced training time from weeks to days. NCSOFT wanted to establish itself as a leader in AI research within the gaming industry through this collaboration. With Google Cloud, NCSOFT has redefined gaming experiences and set new benchmarks for the future of AI in gaming.

Outcome

7B
parameter model currently in training

300B+
tokens processed

Training time
cut from weeks to days

"

Google Cloud and Kubernetes Engine enable us to expand into new regions in less than a day, compared to the six-to-nine-month data center buildout we used to have. BigQuery has made our data accessible in a way it never was before, unlocking new reporting and data science insights."

Kenneth Kharma, Vice President - Engineering, OpenX

Embracing the cloud for efficiency and sustainability

In 2018, adtech firm OpenX embarked on a transformative journey by selecting Google Cloud for its migration, in a decision driven by Google Cloud's reputation for efficiency, scalability, and commitment to sustainability. OpenX moved to Google Cloud in 2019, ending its dependence on traditional data center operations. The challenges of managing approximately 15,000 servers across the globe were replaced with the benefits of cloud.

Taking the next step with Google Cloud

OpenX processes 400 billion ad requests daily. By tapping into Google's renewable energy initiatives, it was able to enhance its energy efficiency and reduce its greenhouse gas emissions. Thanks to its migration, OpenX was also able to reduce its operational overhead and modernize its infrastructure. With the latest cloud-native tools at its disposal, the company experienced better flexibility, improved cost management, and the capability to swiftly expand to new regions.

Outcome

70%
reduction in cost to serve

90%
decrease in greenhouse gas emissions

50%
faster time to market for new products and features

paloalto®
NETWORKS

> " Businesses are betting on the cloud for their most important initiatives, and one of the most fundamental factors to their success will be security. We've had a tremendous strategic partnership with Google over the past three years that helps ensure that our joint customers can have a simple, secure journey to the cloud."
>
> Nikesh Arora, Chairman and CEO, Palo Alto Networks

Providing Palo Alto Networks' users with responsive security measures

Palo Alto Networks provides security products and services for more than 70,000 organizations. Widespread remote working and increasingly sophisticated security threats have highlighted the need for scalable, secure infrastructure. So the company worked with Google Cloud to develop a security intelligence and automation management platform for its customers.

Cloud-enhanced cybersecurity solutions

Palo Alto Networks has been rapidly growing its endpoint security capabilities through accelerated product development. Some of these transformation capabilities include secure IoT, automated branch management and Autonomous Digital Experience Management (ADEM) to generate better security outcomes. This accelerated product development and deployment is powered by Google Cloud's BigQuery and Dataflow platform services. The speed and scale of Google Cloud enables Palo Alto to deliver impactful business outcomes ranging from automating and orchestrating a worldwide Cyber Defense Center to reducing the tier 2 and tier 3 escalations for the CIO organization by 60% for a 700,000+ customers health insurance provider.

Outcome

Automates
a Cyber Defense Center

60%
reduction in tier 2 and 3 escalations for the CIO organization

Accelerated
product development

REAL ESTATE WEBMASTERS

> **"**
>
> As a result of working with SADA and Google Cloud, REW has been able to achieve current objectives and lay the foundation for longer-term goals."
>
> David Jensen, DevOps Developer, Real Estate Webmasters

REW's rapid scaling challenges

Before Google Cloud, branding agency REW's old system wasn't keeping up with demand; as more people visited its clients' websites, it got harder. REW was like a popular store that couldn't let more customers in because it was too small. Also, adding more memory and space was a pain – complex and expensive. REW's service often crashed, turning people away, which was bad for its business. REW desperately needed a solution that would be flexible, able to handle growth, and not break the bank.

Taking the next step with Google Cloud

REW faced growth challenges with its old private cloud, struggling especially with website traffic spikes. By moving to Google Cloud, it gained the ability to scale resources on demand, which was crucial for handling increased visits to client real estate websites. Its partnership with SADA, a key player in Google Cloud services, fortified this transition. SADA's expertise helped REW boost system reliability, ensuring uninterrupted and efficient services – a vital improvement over its previous uptimes. This strategic shift not only simplifies resource management for REW, but also enhances its overall service delivery, thanks to the robust features and stability of Google Cloud.

Outcome

99.9%
uptime achieved, aiming for 99.999% in 2023

1 billion
web hits per month supported by more resilient infrastructure

150 terabytes
of data managed effectively

Embracing sustainability through strategic data management

SAP, a market leader in enterprise software, faced a huge challenge: capturing and managing intricate carbon emission data across supply chains to foster transparency, resilience, and sustainability. This was part of SAP's audacious commitment to achieving carbon neutrality by 2023 and net-zero emissions by 2030. An important part of SAP's sustainability strategy is measuring emissions accurately throughout its value chain. It had over 50,000 virtual instances on Google Cloud Platform (GCP), which made things even more complex.

Taking the next step with Google Cloud

By integrating GCP's Carbon Footprint, including data transfers and BigQuery analysis, SAP could manage CO_2 emissions data more efficiently, enhancing internal strategies and customer support. Through this integration, SAP's data, like billing information, provided valuable insights, helping track and optimize emissions, and providing crucial data for SAP's Annual Integrated Report. The SAP Business Technology Platform also laid the foundation for innovative sustainability solutions, such as automating data collection and preprocessing. The alliance not only streamlined SAP's environmental commitments, but also gave its clients new ways to measure and act on their sustainability goals.

Outcome

6-digit
cost saving identified by more accurate electricity consumption calculations

Increased
customer satisfaction by providing actual emissions data, instead of estimations

Helping SAP get to

net-zero by 2030
by ensuring reliable CO_2 data for its Integrated Report

SCYLLA

> **"Partnering with SADA and Google Cloud not only propelled our presence within the marketplace, but also significantly amplified our operational capability and outreach."**
>
> Enrique Alonso, Senior Director of Partner Alliances, ScyllaDB

Challenging market norms with high-performance solutions

An industry pioneer in NoSQL databases, ScyllaDB, noticed a strong demand for its managed ScyllaDB NoSQL database as a service (DBaaS) on Google Cloud. It was hard for the company to break into a market dominated by established players and convince prospective customers to switch from existing solutions like DynamoDB, despite its innovative solutions. Because of limited exposure and operational expertise, ScyllaDB wasn't utilizing Google Cloud Marketplace to its full potential.

Taking the next step with Google Cloud

With SADA, a leading figure in the Google Cloud ecosystem, ScyllaDB refined its approach to the Google Cloud Marketplace and enhanced its visibility. SADA validated ScyllaDB's integration technology and guided it through best practices for marketplace operations, significantly impacting its go-to-market strategy. Additionally, participation in SADA's SaaS Alliance Program and events, like the Google Cloud Ground School, helped ScyllaDB become more recognized, enabling it to co-sell with SADA and effectively reach more Google Cloud customers. In addition to streamlining customer transitions, the alliance fortified ScyllaDB's presence in the DBaaS market.

Outcome

7x
boost in price-performance, drastically cutting clients' DBaaS expenses in cost

100%
increase in ScyllaDB's growth within the first year post-Google Cloud integration

7.78M
deep learning predictions per second services adopted trained on Google Cloud

" Moving to Google Cloud exceeded our expectations for productivity while helping us carve out new opportunities that were previously beyond reach."

Paolo Ragone, Chief Technology Officer, Trade Me

Migrating to make work move faster

Trade Me, New Zealand's leading online marketplace, had an issue with time-to-market speed due to its reliance on on-premise infrastructure. This architecture made the infrastructure team a major deployment funnel that caused months-long backlogs for deployments, with a corresponding significant loss of potential business value from new features and product enhancements. The company worked with Google Cloud Professional Services to migrate to Google Cloud and help resolve these pain points.

Taking the next step with Google Cloud

Trade Me collaborated with Google Cloud during its lift and shift migration project to adopt Google Cloud best practices. To complete the project, Trade Me and Google Cloud Professional Services broke it down into 10 work streams, each to be delivered by a dedicated team. Collectively, the teams had to migrate up to 30 large workloads, and several related services, to the cloud. This enabled a complete re-architecture of its core platform to be undertaken and has reduced the operational pressures of the infrastructure team by 82%.

Outcome

84%
reduction in operational effort

Release cycle time reduced from
weeks to minutes

Complete
re-architecture
of platform commenced

Travis Perkins plc

> "
>
> **The seamless integration between Looker, Big Query, and Cloud Functions, combined with creative thinking, resulted in a data product that is easy to maintain and is ready to scale up for other businesses within Travis Perkins Plc."**
>
> Vaida Savickiene, Group Data Science Lead, Travis Perkins plc

Making fleets faster and more efficient

Part of the Travis Perkins Group, CCF is a nationwide distributor of insulation and interior building products. CCF delivers over 90% of its products to customer sites. The company wanted to improve its fleet efficiency to reduce carbon emissions and offer a better customer experience. The goal was to help CCF move away from complex, clunky spreadsheets, and create a process that was automated, easily accessible, secure, and simple. The company worked with Google Cloud to achieve its ambitions.

Taking the next step with Google Cloud

CCF has already seen an improvement in fleet efficiency, and is now focusing on proactivity and increased collaboration between branches and head office colleagues. The two-way data communication via Looker empowers branch and regional operations managers to review progress and agree on action plans faster than ever on a mobile-friendly solution. The ability to meet growing scope requirements, flexibility, and the ease of use of the Looker platform has significantly enhanced the growing data culture across the entire Travis Perkins Group.

Outcome

70
CCF employees now have access to Looker

Improved
fleet efficiency

Empowers
managers to review process

Diversity, Equity and Inclusion

COTA

> **We are delighted to partner with Google Cloud to combine our respective strengths in technology and data science with the ultimate goal of improving care for patients."**
>
> Miruna Sasu, President and CEO, COTA

Connecting data to help cancer patients

The electronic health record (EHR) has revolutionized the way healthcare providers capture data, but transforming raw health data into a usable format presents a big challenge. COTA relied on clinically trained employees to manually identify and extract insights from the EHR, but this method scaled poorly. COTA wanted to develop a technology-first data transformation approach, that would reduce human intervention and connect disparate data systems so it could learn from every patient interaction.

Taking the next step with Google Cloud

COTA is collaborating with Google Cloud to build a series of new natural language processing models tailored to unstructured oncology data. These models will help COTA get a better understanding of what is happening in the cancer care setting and how a patient's clinical history may impact their response to treatment. COTA is using these models to help understand how demographics, such as zip code or ethnicity, contribute to disparities in patient outcomes. Its data analysis led one cancer institute to implement blanket breast cancer mutation testing for all patients with newly diagnosed metastatic breast cancer.

Outcome

Better
understanding of data can lessen disparities in patient outcomes

Improved
understanding of data can lessen disparities in patient outcomes

Automating
data analysis allows COTA to scale more effectively

kakaobrain

> " The stable and high-performing GCP GPU infrastructure and Vision AI allows us to get into the market with the right timing and to have confidence in our roadmap with Google."
>
> Yangmi Kim, Marketing Manager, Kakao Brain

Using generative AI to deliver understanding

Based in Seoul, Kakao Brain is an AI research and development firm focusing on a super large-scale AI language model that enables image detection and generation. Its Karlo service is powered by Google Cloud's AI/ML computing infrastructure, such as Cloud TPU and GPU. Kakao Brain wanted to find a way to use this facility to bring its teams together in a way that celebrated diverse backgrounds and experiences.

Taking the next step with Google Cloud

Google Cloud and Kakao Brain created an event for inclusion value expansion, with dozens of Kakao Brain employees invited to take part in a generative AI art contest. Each participant was able to prompt Karlo, and if Karlo drew the picture and released the user put it into the digital board for voting in the competition. The event was very popular and powerful, allowing people to gather and talk about each others' creativity as each generated photo was made.

Outcome

170
employees took part in generative AI art competition

5
photos selected as Karlo Art Fair winers

AI-driven
art raised awareness of diversity

" The gaming industry is male dominated. This means that NCSOFT needs to work hard to recruit and retain women and other underrepresented groups. We aim to have 50% of our leadership positions held by women by 2025."

Dong-Hoon Shin, Head of Division, NCSOFT

Promoting diversity in gaming

In 1997, NCSOFT embarked on a mission, not just as game developers, but as visionaries aiming to redefine the gaming landscape. With titles like Lineage and Guild Wars, it became a famous name in the industry. But beyond the pixels and storylines, NCSOFT sees a broader horizon: a gaming world that mirrors our diverse society. With the establishment of a Diversity and Inclusion Council, the introduction of unconscious bias training, and the creation of resource groups, NCSOFT is not just making games; it is crafting experiences that resonate with everyone.

Taking the next step with Google Cloud

As NCSOFT ventured deeper into inclusive gaming, it envisioned characters, narratives, and gameplay that spoke to every player, from every corner of the world. But to truly bring this vision to life, it needed a technological ally. Enter Google Cloud. With its robust capabilities, Google Cloud empowers NCSOFT to weave diversity into its games. It's not just about playing a game; it's about seeing yourself in it. Together with Google Cloud, NCSOFT is not only setting high industry standards, but also ensuring that the gaming world is as diverse as ours.

Outcome

50%
leadership roles targeted for women by 2025

20%
underrepresented groups in the workforce by 2025

300-child
capacity in a new daycare center

NexusEdge

"

Our innate desire drives us to foster economic mobility for diverse and historically underrepresented talent. Through education and opportunity, we've pioneered a technology system and business model that champions economic equality for the very first time."

Edward Lin, CEO, NexusEdge

Pioneering change in education through industry collaboration

In its mission to reshape the educational landscape, NexusEdge has integrated training from industry giants into classroom instruction, enabling it to reach underserved communities. This innovative approach has transformed traditional classroom instruction and bridged the gap between education and employment In partnering with Google Cloud, NexusEdge has been at the forefront of educational innovation, ensuring students are equipped with the next generation of cloud software skills that are vital to the future workforce.

Taking the next step with Google Cloud

In 2021, NexusEdge built on this collaboration by transitioning its infrastructure to Google Cloud. From domain purchasing with Google Domains to Workspace tools setup, NexusEdge operations have been streamlined and optimized. This transition not only enhanced convenience, but also streamlined compliance, ensuring that NexusEdge met global universities' stringent security and data storage expectations.

Outcome

Internships

secured at top firms: JPMorgan, Morgan Stanley, Snapchat

Adopted in
60+
community colleges and historically black colleges and universities.

30,000+
students earned industry credentials, unlocking new job opportunities

Education

FMU 48

FMU
CENTRO UNIVERSITÁRIO

"

The work and synergy between the teams were enormous, the technical capacity and agility in the discussions of the solutions were essential for the success of the project."

Rafael Citelli, Head of IT, FMU

Giving students a reliable and secure learning platform

The FMU University Center has more than 75,000 students across its 300 learning centers and through distance learning. The university wanted to create a sustainable, fast, and scalable environment that would allow it to quickly adapt to the dynamic higher education environment in Brazil. As part of its strategy, the university worked with Google Cloud to transform its learning management system.

Taking the next step with Google Cloud

The university leveraged Google Cloud's Infrastructure-as-a-Service (IaaS) solutions to scale its learning management system and give its faculty and students amore reliable and secure platform. By providing on-demand cloud resources and data storage solutions, the university can now quickly deploy new applications and services that support its students' education. Google Cloud also helped provide secure and reliable data storage and backup solutions to ensure that the university's data is protected and backed up.

Outcome

50%
reduction in costs

3 months
migration time

Greater
scalability and security

Financial Services

> "By implementing a FinOps model based on Google Cloud solutions, the company ensured financial efficiency and a culture change, combining technology, finance, and business."

Marcelo Vicari, Head of Infrastructure, Banco BV

Building a new FinOps team from the ground up

Brazilian bank Banco BV offers corporate banking and investment services, asset management, private banking, and financing. Banco BV needed more flexibility and improved asset allocation, so it decided to change its cloud provider. The bank worked with Google Cloud to transform the customer experience, increase the potential of open platforms, create new digital products, and hone the company's data science models. The bank also had to build a new team to implement a FinOps culture driven by financial management best practices for its technology infrastructure.

Taking the next step with Google Cloud

The Google Cloud team supported Banco BV's FinOps journey from the beginning, helping build the new FinOps team, Fórum FinOps, from scratch. The new FinOps team's benefits include increased market competitiveness, quick delivery, flexibility, and speed. The Google Cloud-based operational framework also provides essential elements to increase efficiency across several activities. These include Google Kubernetes Engine features to resize excess assets, and new pricing models to optimize the use of Cloud SQL and Compute Engine (which generated 30% in cost savings across the bank's monthly billing). The cultural shift can be seen in the regular presentations for team members through Fórum FinOps.

Outcome

New FinOps team
built from scratch

30%
cost savings from new pricing models

Increase
market competitiveness

CME Group

> "
> Our engagement with Google Cloud is a major milestone in our journey to delivering an on-demand and flexible market data model."
>
> Trey Berre, Global Head of Data Services, CME Group

Helping customers respond to the financial markets faster

CME Group is the world's largest operator of financial derivatives exchanges and knows that its customers need the right data to respond instantly to global market-moving events and to mitigate risk. The group collaborated with Google Cloud to revolutionize its 20-year-old data connectivity and delivery model to make it easier for customers to immediately access data directly.

Taking the next step with Google Cloud

CME Group and Google Cloud worked together to migrate the company's trading applications to the cloud. The group can now reach 10,000 subscribers on a single data stream (with 10TB of data per second). Customers can access a full day's history of market activity in less than 20 seconds. And by offering access to its market data on demand in a pay-as-you-go consumption model, CME Group can reach new customer segments. The group's employees have also attended Google Cloud training to help them upskill and manage the cultural shift to the cloud.

Outcome

60%
of the CME Group's technology organization trained in 2022

10,000
subscribers can be reached on a single stream

Only takes
20 seconds
for customers to access a full day's market activity

DZ BANK
Die Initiativbank

> **Google Cloud was quickly identified as an ideal candidate due to its maturity in terms of governance and compliance, having a leading edge in app modernization, its broad offering in cloud services and its excellent reputation within the financial sector."**
>
> Daniel Kaiser, Head of Cloud/Head of ITR, DZ BANK AG

Creating a cutting edge market risk platform

DZ BANK AG was aiming to build the most modern market risk platform in the German financial market. The bank wanted its market risk tool to compute more than 1.5 billion complex calculations in just a few hours, so it could always be compliant with regulatory rules within the financial sector. DZ BANK's existing market risk software was in danger of becoming non-compliant due to frequent regulatory changes, and maintaining the software had become too expensive. The bank turned to Google Cloud to help support its ambitions.

Taking the next step with Google Cloud

Working with Google Cloud, DZ BANK AG has created a market risk tool that is able to compute over 1.5 billion ratings, some of which are very complex, in less than five hours. The tool uses a range of Google Cloud solutions, including Cloud SQL, Dataflow, and Google Kubernetes Engine. This makes it one of the most modern pieces of market risk software on the German market. DZ BANK AG has now migrated more than 40 services into Google Cloud, including traditional, microservices, data analytics, artificial intelligence, and web use cases.

Outcome

50%
reduction in costs

40
services migrated to Google Cloud

300%
increase in deployments

OrBit Markets

> **❝**
>
> **By leveraging Google Cloud's powerful infrastructure and solutions, we have become more agile, robust, and collaborative, allowing us to better serve the rapidly evolving demands of our customers and changing market conditions."**
>
> Tianjiao Sun, CTO, Orbit Markets

Digital asset excellence with Google Cloud

Orbit Markets, a pioneer in digital asset options and structured derivatives, has transformed its business with Google Cloud, enhancing its agility and fostering a culture of collaboration and innovation. There are a lot of computational demands in the world of digital assets. Orbit Markets can scale operations with precision using Google Cloud open solutions, like Firestore for real-time data and BigTable for historical data. Orbit Markets' security and resource management are also bolstered by Google Cloud Identity and Access Management (IAM), giving it the confidence to navigate the complexities of the digital asset sector while staying competitive.

Taking the next step with Google Cloud

With Google Cloud solutions, Orbit can handle huge volumes of trading data and recalibrate trading models in real time. Using Google Cloud Identity and Access Management (IAM), both internal and external stakeholders can have enhanced access controls. With Cloud Run Jobs and Cloud Functions, Orbit has also streamlined task management, eliminating traditional complexities. These innovations, coupled with the auto-scaling feature, ensure our systems' peak performance.

Outcome

Exponential
surge in monthly trading volume, up by three orders of magnitude in less than a year

ISO
27001 and 27701 certifications and SOC2 Type II attestation achieved

Billions
of daily simulations for risk management, enabling precise handling of complex products

Healthcare and Life Sciences

COTA

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Miruna Sasu, President and CEO, COTA

Connecting data to help cancer patients

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Taking the next step with Google Cloud

COTA is collaborating with Google Cloud to build a series of new natural language processing models tailored to unstructured oncology data. These models will help COTA get a better understanding of what is happening in the cancer care setting and how a patient's clinical history may impact their response to treatment. This analysis led one cancer institute to implement blanket BRCA mutation testing for all patients with newly diagnosed metastatic breast cancer in an effort to identify all patients who could be at increased risk of harboring the mutation. The findings will also help support drug development.

Outcome

Thousands
of documents processed every day by 300 curators

Year-over-year savings of
~10%
per patient record

Automating
data analysis allows COTA to scale more effectively

Manufacturing

> **Google Cloud has transformed us into an agile organization where decisions are data-driven and we are able to react to both opportunities and risks in a timely fashion."**
>
> Jonathan Holderness, Principal Data Engineer, Jaguar Land Rover

Unifying a data landscape to build better customer experiences

Jaguar Land Rover (JLR) has had multiple owners resulting in a patchwork of IT systems that didn't communicate with one another, which hindered effective and timely decision-making. The company needed to unify its IT systems, but it also wanted to use data to improve transparency of supply shortages, particularly semi-conductors, and their business impacts. So it turned to Google Cloud.

Taking the next step with Google Cloud

Using Google Cloud technology, JLR created data assets that have generated an audited value of £437 million in just one year, through cost savings and risk mitigation. This level of savings allows significant reinvestment into JLR's business and products, such as vehicle electrification and autonomous driving, allowing the company to deliver true modern luxury and unique customer experiences. Pulling data together in Google Cloud has allowed the company to unify its data landscape, and has enabled the fast decision-making which is the foundation of the value JLR is generating today.

Outcome

£473 million
in data assets created

Faster
and more resilient in responding to supply crises

Safe,
more reliable cloud infrastructure

"

Google has been an instrumental partner in Zebra Technologies' journey to the cloud by working closely with us to co-develop next generation architectures that power our connected front-line worker and intelligent automation software solutions."

Tom Bianculli, CTO, Zebra Technologies

Building faster, more open platform technologies

Zebra Technologies is a creator of asset intelligence for front line workers. The company helps organizations monitor, anticipate, and accelerate workflows. It does this by empowering their frontline and ensuring that everyone and everything is visible, connected, and fully optimized. Zebra Technologies provides better visibility through industry-tailored, end-to-end solutions that connect people, assets, and data to help their customers make business-critical decisions. To build these solutions, Zebra Technologies wanted to move to Google Cloud for modern, flexible, and secure platform technologies.

Taking the next step with Google Cloud

Google Cloud drives Zebra Technologies' customer value by unlocking the power of their data, connecting to who and what matters, and improving workflow and business performance. This translates into cloud software being one of the top three expansion areas for the company over the last three years. Zebra Technologies can now focus on its release cycles, improving quality, and gaining efficiencies. Using BigQuery, the company's software release cadence has increased multifold, it has shortened its development cycle, streamlined R&D expenses, and increased release velocity. Having more satisfied and successful customers has enabled Zebra Technologies to attain and retain top talent.
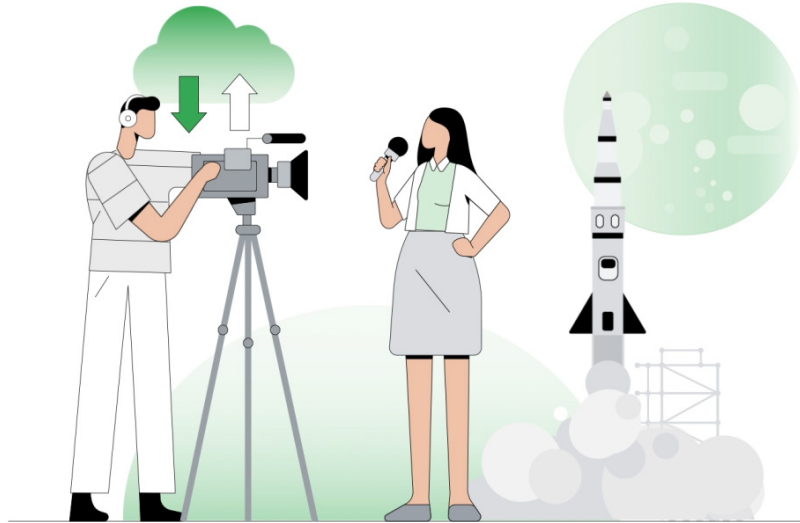
Outcome

Development cycle
reduced
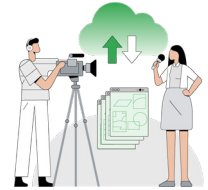
Software release cadence
increased

R&D expenses
streamlined

Media and Entertainment

"

Producing content in the cloud gives us more agility, scalability, and capacity as we need less time to begin a new journey with intervention from our content areas."

Laercio Silveira, Production Platform Manager, Globo

Creating a cloud-first culture to drive innovation

Globo is the largest communication company in Latin America and speaks to more than 100 million people every day. The company brings together linear, paid TV, and digital products/services. In 2018, Globo wanted to begin its transformation journey into a mediatech company, but its entire media supply chain was on-premises. The company wanted to move to Google Cloud to transform and innovate, particularly across production and distribution.

Taking the next step with Google Cloud

Globo wanted to instil a cloud-first culture in the organization, so migrated all of its digital platforms and products to Google Cloud. This is helping improve efficiency and saving costs across the company. For example, migrating channels to the Cloud has resulted in a 20% efficiency gain. The company has also seen a 30% reduction in total costs related to infrastructure and operations. Globo has leveraged Google Cloud expertise in data management, AI, machine learning, alongside its global, scalable, and secure infrastructure, to support the company's technological evolution.

Outcome

30%
reduction in total costs

20%
efficiency gain

3x
reduction in infrastructure acquisition time

kakao**mobility**

> **"**
>
> After partnering with Google Cloud, our Dev team and DevOps team has worked together to modernize our conventional services to support our multi-cloud strategy and create a more resilient and fault-tolerant system through cloud-level redundancy."
>
> Jamje Kim, Executive, Kakao Mobility
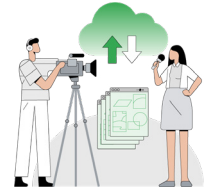
Empowering talent through strategic collaboration

Kakao Mobility, South Korea's leading mobility service provider, has always been at the forefront of innovation. With a user base of 30 million, reliability and scalability were key. Partnering with Google Cloud in 2021 marked a pivotal shift. With Google Kubernetes Engine (GKE) clusters, it successfully migrated its pivotal Path Routing Services to Google Cloud. By providing both scalability and reliability, Kakao Mobility was positioned as a pioneer in smart mobility platform services.

Taking the next step with Google Cloud

With Anthos Service Mesh (ASM), Kakao Mobility improved service mesh capabilities, reducing operational complexities and manual tasks. Network Endpoint Group optimized load balancing, improving service stability. Kakao Mobility has launched global business services which means users can easily use the car-riding hailing service in other countries, by leveraging the 'Splyt' platform solution operating on GKE ASM environment. Its journey with Google Cloud is a testament to the transformative power of cloud solutions, with a focus on reliability, performance, and modernization.

Outcome

30M+
subscribers served using Google Cloud's robust infrastructure

In 2022,
Path Routing Services were migrated to Google Cloud

Faster
deployments with ASM, with releases done in minutes

TelevisaUnivision

> "
> We were able to move faster thanks to Google Cloud.
> The platform provides a variety of capabilities that assist you
> in testing, validating, and efficiently executing your plans."
>
> Celene Torres, Marketing Manager, TelevisaUnivision

Creating a new streaming channel in one year

Mexican-American media company TelevisaUnivision wanted to launch a new flexible and scalable streaming channel called ViX in 19 countries. In its first year, the platform aimed to show 4,000 live sports events, thousands of VOD titles, original productions, and more. But this goal was not easy to achieve in one year at scale, so TelevisaUnivision worked with Google Cloud to ensure that the launch of ViX ran smoothly and was on schedule.

Taking the next step with Google Cloud

TelevisaUnivision used Google Cloud solutions to build a suite of world-class consumer streaming platforms. The entire deployment took approximately one year, and was supported by more than 40 Google Cloud Customer Engineers. The company used Cloud Run and Cloud CDN to deliver scalability and high performance, and to ensure no dropped streams for the ViX audience. The company wants to use clusterization and AI recommendations to drive content discovery for consumers as ViX grows.

Outcome

0
dropped streams

Delivers
crucial scalability

One year
to complete full deployment

Retail

"

By moving the store compute environment to a central environment, we're able to react on the spot. We also have the elasticity and flexibility that a cloud environment brings, allowing us to onboard new services for our customers, creating more delightful experiences."

Stijn Stabel, CTO, Carrefour Belgium

Building an agile digital infrastructure to help shoppers get what they want

Retail company Carrefour Belgium wanted to modernize its infrastructure to support its goals to be serverless, accelerate innovation through data and AI, and be fully cloud based by 2026. The company's infrastructure was not equipped for the rapid, agile growth that the business had in mind. The lack of reliability and scalability drove the need for a new technology model. Migrating to the cloud would also help Carrefour Belgium adopt data-driven digital retail strategies to give its customers a more personalized shopping experience.

Taking the next step with Google Cloud

Carrefour Belgium partnered with IT infrastructure services provider Kyndryl to build an IT service catalog on Google Cloud. The automated build of virtual machines and phased data migration enabled Carrefour Belgium to manage inventory and accounts uniformly across its stores, ensuring a consistent customer experience. Carrefour Belgium's transformation journey has enabled it to focus on the changing demands of the retail industry, customer experience innovation, and operational excellence.

Outcome

700

store servers in Google Cloud ready for digital application transformation

Operates

with higher levels of availability, better resiliency, and lower cost

Store owners

can rapidly react to customer needs

FairPriceGroup
Everything Food Made Easy

> "
>
> We have been able to meet changing customer expectations, overcome technical challenges, and provide training to our staff, ensuring that our company is well-positioned for continued success in the future."
>
> Dennis Seah, Chief Digital & Technology Officer, FairPrice Group

Creating an omnichannel experience to make shopping and dining easier

FairPrice Group (FPG) is Singapore's largest retailer with more than 570 touchpoints, serving more than 500,000 shoppers daily. FPG envisioned creating a seamless omnichannel shopping experience and boosting customer loyalty. With the implementation of its first mobile application in 2018, FPG wanted to improve operational efficiency by leveraging data and adding automation. FPG wanted to transform the FPG App into a Everything Food super app which offers consumers an easy experience. Working with Google Cloud enabled FPG to make the app an integral part of FPG's customer experience.

Taking the next step with Google Cloud

FPG had been using Google Kubernetes Engine to power its solutions for a long time. When it came to developing a new payment solution, Cloud Run was considered. The aim was to achieve even more automation and ease-of-use in scaling. This experiment has enabled the DevOps team to save several hours per week, which they can devote to developing new features. Working with Google Cloud has helped FPG meet changing customer expectations, overcome technical challenges, and provide training to its staff.

Outcome

90%
rate of return on the FPG app

22%
of in-store transactions are made with the FPG app

More than
1 million
customers use the FPG app to dine and shop every month

FORTENOVA GRUPA

"

Partnering with Google Cloud has been a transformative experience, particularly in the development of the Fortenova Group's Datalab and the launch of advanced analytics use cases."

Dragan Mrkajic, Group Data and AI Director, Fortenova Group

Gaining a competitive edge with advanced data analytics

In the retail industry, gaining a competitive edge through data analytics is essential. Fortenova Group wanted to leverage data analytics and machine learning to drive more informed decision-making and a better customer experience. But the company's on-premise infrastructure, data warehouses, and big data appliances made it difficult to provide quick access to data. Fortenova Group migrated to Google Cloud to create a robust and flexible data platform that allowed its users to access data easily without bringing down the analytics stack.

Taking the next step with Google Cloud

Fortenova Group's data platform was built on Google Cloud, and is tailored for advanced analytics use cases. The platform has specific tools designed to accelerate the industrialization of machine learning models, while empowering data scientists to deliver impactful insights. By leveraging Vertex AI, the company has been able to achieve outcomes that were challenging with on-premise infrastructure. The new data platform enables Fortenova Group to access and analyze large amounts of data much faster, providing actionable insights to the business. Working with Google Cloud has increased efficiency, scalability, and agility.

Outcome

ML model
helps reduce wastage

Helps provide
accurate
daily orders for store managers

8%
improvement in profitability during pilot scheme

> **This initiative represents a technological leap, bringing scalability and flexibility. We hope to leverage the impact of technology on the core of the business with smarter solutions that adhere to time to market."**
>
> Robledo Castro, CIO, GPA

Scaling up with precision and agility

GPA is one of the largest food retailers in South America, with more than 50,000 employees and 1,200 stores. The company wanted to modernize its technological infrastructure to reduce costs, provide a better experience to its end consumers, and grow its online sales 20% by 2024. So the company decided to migrate more than 600 servers and 250 systems to Google Cloud. This move aims to reduce operating costs by 30%.

Taking the next step with Google Cloud

To support the operation of its stores and distribution centers spread across Brazil, GPA relies on a landscape of very diverse technologies, from mainframe applications to cloud native technologies. The company used Google Cloud VMWare Engine to migrate its on premise workloads. For the APIs, it is modernizing the applications using GKE and Apigee. The company also created its new data lake based on BigQuery, Dataflow, Cloud Storage and Cloud Composer. GPA has now optimized its environment to be scalable in seasonal periods, and aims to reduce system integration time by 50% with its food retail partners.

Outcome

30%
reduction in operating costs

Scalable
during seasonal periods

50%
reduction in integration time with partners

REVIONICS®
an aptos company

> **With SADA and Google Cloud, we can now scale in ways that we weren't able to before, when we were running our own infrastructure. It's an entirely different model that's more efficient and effective, lowers cost, and increases productivity."**
>
> Patrick Lea, Senior Vice President of Enterprise Infrastructure and Operations, Revionics

Making fleets faster and more efficient

For two decades, Revionics has provided top-tier, SaaS-based B2B solutions, even before SaaS became a common term. Starting on-premises and progressing to colocation facilities, it centralized its vast customer data on SQL Server. However, each client's distinct data repository structure on SQL Server led to scalability bottlenecks. To harness cloud-native capabilities and manage surging data, it eyed a transformative cloud solution fitting its innovative ethos.

Taking the next step with Google Cloud

Revionics redefined its infrastructure by adopting Google Cloud, transitioning massive data sets from an in-house solution to BigQuery. This strategic pivot, facilitated by SADA, introduced operational precision, particularly in resource monitoring and client service tracking. The move significantly lightened SQL Server loads, enhancing analytics. Now, with real-time processing, Revionics services over 85,000 retail locations, managing 50 million products. This transformation handles multiple petabytes of data, optimizing pricing strategies across four billion unique product-location configurations, and exponentially boosting operational efficiency.

Outcome

Under
2 years
to complete migration
to Google Cloud

85,000
retail locations

50 million
active products

100x
enhancement in job performance

Schnucks®

> 66
>
> Our Google-based insights have allowed us to compete and succeed against much bigger and better-funded competition."
>
> Thomas Henry, Chief Data Officer and Deputy Chief Information Officer, Schnucks Markets

Embracing a data-driven culture

To compete with retail giants, Schnucks Markets had to shift to a more intelligent, agile, and customer-centric approach. Beyond technology adoption, it adopted a "try new things" mantra, promoting continuous learning and customer-first thinking. This shift promoted continuous learning, analytics, and customer-centricity driven by data insights. Using advanced tech and analytics, it decoded consumer behavior, fostering agility and collaboration. This cultural change redefined Schnucks Markets' identity around innovation, agility, and customer value, positioning it competitively for sustainable growth.

Taking the next step with Google Cloud

Partnering with Google Cloud, Schnucks pioneered a transformative data strategy. The collaboration empowered Schnucks Markets with a custom, multi-tiered cloud architecture, advanced AI models, and real-time data, revolutionizing how it forecasts sales, personalizes customer interactions, and responds to market dynamics. This strategic pivot wasn't just a survival tactic – it catapulted Schnucks to industry leadership, as recognized by leading tech and business authorities.

Outcome

11M

out-of-stock events identified through computer vision and AI analytics

$25M

in additional revenue captured through swift out-of-stock item

$135M

boost in sales from AI-enabled personalized customer experiences and targeted offers

" The Google Cloud account team has been instrumental in helping us with thought leadership and creativity in driving this program across the organization."

Anthony Gregorio, Senior Director of Technology, The Home Depot

Boosting business innovation by migrating to the cloud

At The Home Depot, legacy on-premise cloud application technology was preventing business units from achieving agility and scale. The company had a large footprint of on-premise legacy applications and wanted to modernize by migrating to the cloud. It worked with Google Cloud to scale its operations in a fast-changing economic landscape.

Taking the next step with Google Cloud

The Home Depot chose a solution based on Google Kubernetes Engine Autopilot, with technical patterns and accelerators that users and teams can leverage to migrate their legacy applications to Google Cloud. The overall results are predicted to drive increased productivity while delivering savings for the company.

Outcome

New platform scales to over

3,000
applications

Agile
platform to support new use cases

"

Our speed and level of optimization were possible due to a very tight collaboration between Google Cloud, Wayfair engineering, and business."

Roopak Majmudar, Director of Engineering, Wayfair

Maximizing cost savings by moving to the cloud

Homewares retailer Wayfair brings its wide range of products to life through digitally created imagery. Over the last several years, the company has been investing in building 3D capabilities to achieve this at a scale and cost not possible with traditional photography. Creation of these 3D renders requires significant computation rendering capabilities. But Wayfair wanted to reduce its monthly spend, and rendering costs were highlighted as an area where reductions were possible. So the company worked with Google Cloud to find a way to bring these costs down.

Taking the next step with Google Cloud

Wayfair worked with the Google Cloud team to complete a lift, shift, and optimization of its render platform from on-premise to the cloud. This had a big effect on the company's bottom line, with an estimated $9 million in total annual cost savings. The average render time per image has been reduced by 35% (from approximately 18 minutes to 11 minutes) and the number of images rendered has also been reduced, eliminating waste by 7%. This migration was completed in 16 months, with zero impact to Wayfair's customers.

Outcome

$9 million
in total cost savings

7%
reduction in waste

35%
reduction in render time

Social Impact

> **The school now has access to modern technologies, constantly updated, with qualified and accessible support in different places and times. In addition, we are able to include students who would not have access to these technologies."**
>
> Valter Alves Schmitz Neto, President, Fundação InoversaSul

Boosting educational outcomes with technology

Fundação InoversaSul supports Colégio Dehon, a school in Brazil that teaches children from kindergarten through to high school. The school wanted to become a digital institution, using integrated, safe, and easy-to-use technologies. Fundação InoversaSul's IT team evaluated that Colégio Dehon needed to strengthen its data security, store more data, and keep its resources up-to-date. The school moved to Google Cloud and adopted Google for Education tools to ensure that it could open up access for students, staff, and parents.

Taking the next step with Google Cloud

The partnership with Google for Education has had a transformative effect on teachers and students alike. So far, 126 teachers have achieved Educator Level 1 certification. Disabled students now have access to Google for Education tools that can help them on their educational journey. The school also offers social grants with discounts ranging from 20% to 100% on tuition fees (more than 450 children have access to these grants), which gives children from disadvantaged backgrounds more opportunities to engage with technology and make it an everyday part of their education.

Outcome

126
teachers have achieved
Educator Level 1 certification

~10%
teaching and learning licences issued

100
Chromebook licences issued

> As a social enterprise, FairPrice Group is on a mission to moderate the cost of living in Singapore. With the help of Google Cloud, we were able to enhance our FairPrice Group App and enable more customers with easier access to more features and rewards while they shop."
>
> Dennis Seah, Chief Digital & Technology Officer, FairPrice Group

Creating an app to provide better value for all

Founded on a social mission to moderate the cost of living in Singapore, FairPrice Group has grown to become the largest supermarket retailer and F&B operator in Singapore. The company serves more than 500,000 shoppers daily through a network of 570 touchpoints. FairPrice Group worked with Google Cloud to overhaul its FairPrice Group app. The app allows customers to pay digitally at grocery stores and Kopitiam (food court) outlets, helping them go cardless and keep track of their transactions digitally. In addition, customers can redeem attractive rewards on the app from partners.

Taking the next step with Google Cloud

FairPrice Group used Google Cloud tools to design a custom solution that integrates POS data with the payment network. Together they developed a range of features such as Scan & Go, which enables customers to scan and pay for their purchases through the app, and the Click & Collect feature, which allows customers to order food from stores and pick it up at their convenience. The app also makes it easier for customers to save money on everyday expenses by embedding its Link rewards program in the app. This is helping shoppers in Singapore manage the cost of living.

Outcome

90%
rate of return on the
FairPrice Group app

14%
of in-store transactions are made
with the FairPrice Group app

More than
1 million
customers use the FPG app
to dine and shop every month

"

Schnucks uses data to improve its understanding of the needs of the communities that it serves, striving to be a positive force, where a grocery store often serves as a center for community social interaction and stability."

Thomas Henry, Chief Data Officer and Deputy Chief Information Officer, Schnucks Markets

A compassionate legacy meets modern challenges

Since 1939, Schnucks Markets has been more than just a grocery chain; it's a cornerstone of community support. Tasked with nourishing a diverse customer base, Schnucks grappled with the complexities of modern retail – evolving consumer needs, health and wellness disparities, and urgent food security crises. Providing community service wasn't just about selling groceries, so an innovative redesign was needed.

Taking the next step with Google Cloud

With Google Cloud, Schnucks Markets harnessed the power of data analytics, artificial intelligence, and scalable infrastructure, revolutionizing how it approached long-standing community issues. Google Cloud solutions allowed Schnucks to dive deeper into consumer behavior analytics and customize its services to meet diverse needs while maintaining its heartfelt connection to the community. Using predictive analytics, Schnucks Markets made real-time adjustments to supply chains, preventing food shortages before they started. With automated processes, Schnucks' employees could focus on strategic, community-centric initiatives, reaffirming the company's commitment to giving back.

Outcome

$180M
donated in food, sustaining Operation Food Search's mission and nourishing countless lives

200,000
individuals assisted monthly, a beacon of hope in the fight against hunger

$2.239M
amassed in the 2022 United Way campaign, embodying employee-driven community support

> Twiga Foods' success with Google Cloud has had a significant impact on the company's bottom line, efficiency, and customer satisfaction, allowing it to expand its operations and receive recognition for its innovative approach to solving some of the biggest challenges facing the African food supply chain."

Victor Mshindi, Site Reliability Engineering Manager, Twiga Foods Limited

Eliminating waste for farmers and vendors

Twiga Foods is a Kenya-based technology-driven company that connects farmers with vendors by providing a mobile-based supply platform. The company manages a large fleet of trucks that transport produce from the farms to the markets, which requires careful coordination and planning. One of the main challenges the company faced was a lack of reliable data on the availability and pricing of produce in different markets. This made it difficult for Twiga Foods to forecast demand and plan its procurement activities, which led to inefficiencies and waste. The company turned to Google Cloud for help.

Taking the next step with Google Cloud

By leveraging Google Cloud's infrastructure services, Twiga Foods was able to scale its platform and improve its reliability, ultimately improving the efficiency of its operations. This allowed the company to serve more customers and reduce its costs, which contributed to its increased revenue. Twiga Foods' platform also allows farmers to sell their produce directly to urban retailers, eliminating middlemen and providing fair pricing to both parties. By using Google Cloud's machine learning and data analytics tools, Twiga Foods was able to build trust and transparency into its platform, ultimately improving customer satisfaction.

Outcome

4x
increase in revenue

30%
increase in farmer revenue

Provides
fair pricing
to both parties

Supply Chain

AfterShip	88
Crux Informatics	89
Snowfox AI	90
Twiga Foods	91

> **The solution was so unique that we have no need to plan a maintenance window."**
>
> Neo Peng, IT Team Lead, AfterShip

Tracking parcels seamlessly across the globe

AfterShip's mission is to help merchants, marketplaces, and logistics businesses create an exceptional post-purchase experience for customers, with a focus on shipping, tracking, and returns. With key enterprise clients based in Europe and North America, however, the company was facing increasing data residency requirements. AfterShip needed to manage large-scale international traffic with data from a range of sources. It leveraged its partnership with Google Cloud to ensure the pace and continuity of its global data operation.

Taking the next step with Google Cloud

AfterShip has been using Cloud Spanner for several years. Recently, it decided to split a single Spanner instance into smaller instances for different purposes, such as testing and regionally-based production, because the single-instance approach was no longer able to meet its cost, maintenance, and compliance needs. The team at AfterShip was delighted to find that not only was there no downtime caused by splitting instances, but they were also able to cut costs by 20% and reduce the labour requirements necessary to just one person over a three-day period.

Outcome

20%
reduction in cost

20-30
working days saved

0 hours
downtime needed

CRUX

"

Google Cloud has helped transform the way developers at Crux build data-intensive SaaS products."

Andrew Meyer, Marketing & PR Manager, Crux Informatics

Unlocking efficiency and cost savings for confident business growth

Crux Informatics is a cloud-based data integration and operations platform that helps its customers problem-solve when integrating, transforming, and observing external data. Its External Data Platform automatically discovers the delivery patterns, formats, and schedules of external datasets, then makes the data analytics-ready by transforming and blending it, and instrumenting it for observability. The platform delivers the data ready for use in analytics platforms like BigQuery, Looker, or Analytics Hub.

Taking the next step with Google Cloud

In order to deliver this functionality, the External Data Platform relies on several Google Cloud products, including Google Kubernetes Engine for cost-efficient workload scalability, Vertex.AI for advanced model training, tuning, and serving, and BigQuery for scalable analytics and transformation of very large external datasets. Crux Informatics is anticipating a significant acceleration of development and time to market for its soon-to-be-launched product on Google Marketplace, built on its internal Google Cloud infrastructure

Outcome

Load time delivery

10-15x

faster

Integrated

security and deeper integration with tools across the board

Improved

cost structure

SNOWFOX.AI

> " I could see that everything had become a little too complicated. We had to simplify things, so our development team suggested the move to Google Cloud. It was their first choice."

Ville-Veikko Laukkanen, CEO, Snowfox.AI

Creating a valuable new tool using data

Snowfox.AI built its reputation through its pioneering invoicing system. Designed to help companies cut the considerable costs of manually handling invoices, Snowfox.AI's system uses artificial intelligence to process them. Snowfox.AI developed its plug-in system using Google Cloud solutions. With the success of Snowfox. AI, the company discovered that the data it got from every invoice could actually help companies track and analyze their carbon emissions. The company began work on a new tool called Carbonfox, and teamed up with Google Cloud once again.

Taking the next step with Google Cloud

The company's SFTP (secure file transfer protocol) server was set up in Compute Engine, and the company's main architecture runs on Cloud Functions. Snowfox.AI has approximately 200 unique Cloud Functions running. This allows the team greater flexibility during the development of the system. The major benefit that Snowfox.AI has seen in changing its cloud provider to Google Cloud is significant scalability. Moving to Google Cloud has also given Snowfox.AI the ability to grow and develop Carbonfox, and the company is now making it a key part of its business. It's why Google Cloud's commitment to sustainability makes it such a great match for Snowfox.AI.

Outcome

Onboards
new customers faster

Greater flexibility
for development team

Saves time
by moving tasks from development staff to non-technical staff

> **Our adoption of the Google Cloud solution helped to build a more efficient, transparent, and sustainable supply chain, improving the livelihoods of smallholder farmers."**
>
> Victor Mshindi, Site Reliability Engineering Manager, Twiga Foods Limited

Helping farmers connect with retailers more efficiently

Twiga Foods is a Kenya-based technology-driven company that connects farmers with vendors by providing a mobile based supply platform. The company wanted to modernize its technology infrastructure and move from a traditional, paper-based supply chain system to a digital, cloud-based platform. It needed a technology solution to support its rapid growth plans, connecting more farmers and retailers across Kenya and beyond. By leveraging data analytics to gain insights into customer behavior and preferences, it also hoped to optimize its supply chain operations. The company collaborated with Google Cloud to achieve its goals.

Taking the next step with Google Cloud

Working with Google Cloud has transformed Twiga Foods. The company uses BigQuery technology to gain insights into customer buying patterns, product demand, and inventory management. This has allowed the company to optimize its banana supply chain, reducing waste by 95% and increasing farmer revenue by 30%. By integrating its systems with Google Cloud's infrastructure and tools, it has automated many processes, reducing manual labor and increasing efficiency. The company has built a more sustainable operation by optimizing delivery routes and increasing volumes, leading to a reduction in carbon emissions from its fleet.
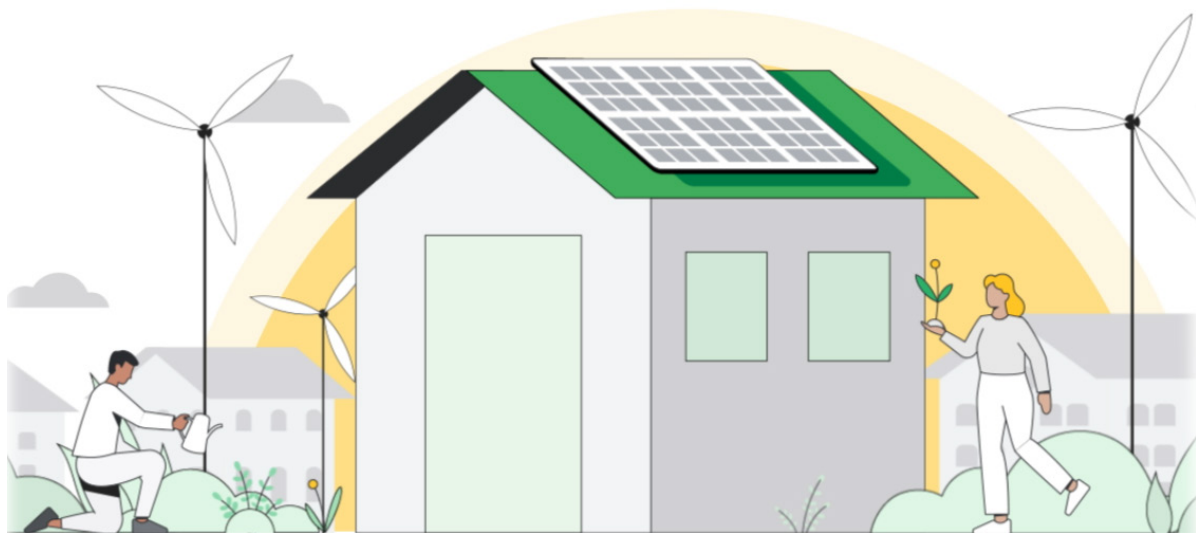
Outcome

95%
reduction in waste

30%
Increase in farmer revenue

Reduction
in carbon emissions

Sustainability

Equifax	94
SAP	95
Tradera	96
Vodafone	97

"

Developing on Google Cloud allows us to innovate faster, to test out new ideas in a way that is more agile."

Cecilia Mao, Chief Product Officer, Equifax

Equifax: supporting the goals of people and planet

Equifax's credit reports help people access more financial services and drive businesses forward. Over 90 million consumers in the U.S. don't have a credit file or the background to generate a credit score. The Equifax Cloud, built using Google Cloud, provides greater detail about consumer transactions and financial behavior. This means institutions are able to expand their customer bases, extending credit to the previously "credit invisible," helping them to purchase their first house or start a business.

Taking the next step with Google Cloud

The company is also committed to sustainability, and is working with Google Cloud to reach its target of net-zero greenhouse gas emissions by 2040. The Equifax Cloud drives the company's sustainability goals. Equifax has stopped using on-premise data centers and can now minimize its energy consumption more efficiently. This move will help the company reach its ambitious sustainability target.

Outcome

12
data centers decommissioned

1,000
metric ton reduction in carbon usage

Net-zero
emissions target set for 2040

> " The end-to-end automation of data gathering and data enrichment, as well as the integration of the enriched Carbon Footprint data with SAP technologies, via the SAP Business Technology Platform, is key to being able to make it seamlessly available to a wider audience."
>
> Georgina Maria Gallizo Rueda, Product Expert, SAP

Overcoming complex sustainability challenges

SAP and Google have worked together on sustainability since 2021. Until Google shared CO_2 data, SAP had trouble verifying internal emissions calculations. After the Carbon Footprint launch, SAP had to deal with data transfer scheduling, ambiguous dataset specifics, and Google's evolving table schema. Merging Google Carbon Footprint data with SAP's internal records posed another hurdle due to inconsistencies in data granularity and structure. This demanded innovative preprocessing solutions in Google Cloud BigQuery.

Taking the next step with Google Cloud

By integrating Google Carbon Footprint data with its internal data, SAP has created value-added dashboards based on SAP Analytics Cloud technology, promoting informed sustainability decisions. Through automated data collection and enrichment, interfacing easily with SAP's internal and external ecosystems, efficiency was enhanced. This initiative supported comprehensive project insights, advanced analysis scenarios, and carbon-efficient workload optimization. In the future, SAP will refine electricity consumption metrics, offset carbon emissions effectively, comply with global regulations, and pioneer sustainable operational excellence.

Outcome

Innovative
dashboards launched, driving data-informed sustainability actions

End-to-end
data automation achieved, boosting processing efficiency

Holistic
CO_2 monitoring tool developed, enhancing global project compliance

TRADERA™

"

The Google way of working has been a key differentiator in making our commitment to Google Cloud, and the excellent support we've seen thus far reaffirms our decision."

Stefan Öberg, CEO, Tradera

Scalable and sustainable data solutions with the cloud

Shoppers across Europe have embraced Tradera's circular model for sustainable shopping for everything from clothing to interior design and collectibles. But by 2018, the company had outgrown its on-premises data centre. Every week, the Tradera team was worried about whether its systems would be able to handle the ongoing surge in traffic. Working with Google Cloud, the company is now more scalable and sustainable. Its operations team is saving time, thanks to the Horizontal Pod Autoscaler feature of Google Kubernetes Engine. Google Cloud aligns with Tradera's values, matching 100% of its electricity use with renewable energy and compensating for environmental impacts.

Taking the next step with Google Cloud

Tradera harnesses the power of Google's Vertex AI platform to drive innovation. Using Google-managed Notebooks, the company can now more effectively conduct AI experiments to improve user experiences. Tradera has a team of data analysts that use BigQuery to harvest insights much faster. Tradera also uses Google's multilingual text embedding model to streamline category selection for sellers, reducing friction in the listing process. In addition, Tradera is developing user-friendly chatbots using Dialogflow and optimizing the search experience with Vision AI. "Our commitment to AI integration enhances the Tradera experience for all users," says Stefan Öberg, CEO, Tradera.

Outcome

Rapid
expansion of services

Improved
customer experience

Enhanced
scalability

Boosting sustainability across the business

Vodafone is one of the first communication service providers to commit to net zero by 2040. The company has invested €65 million in energy efficiency and on-site renewable projects across its business, which has led to annual energy savings of 135 gigawatt hours. The EVO2CLOUD project, which has migrated its SAP system to Google Cloud, has already demonstrated key benefits in terms of cost efficiency, resiliency, customer satisfaction, revenue, and innovation. Google Cloud also wanted to demonstrate that the migration of the SAP workload to a green cloud platform would bring strong benefits in terms of sustainability.

Taking the next step with Google Cloud

Vodafone and Google Cloud experts have been able to quantify the following sustainability benefits achieved via the EVO2CLOUD project. The 358 servers that have been decommissioned have saved 920 MWh per year. The company has also achieved an 8% carbon footprint reduction, which was realized by moving the SAP workload from an on-premise data center in Germany to the Google Cloud region in the Netherlands. These measures have seen Vodafone save 711 metric tons of CO_2 emissions.

Outcome

711
metric tons of CO_2 emissions saved

8%
reduction in carbon footprint

920 MWh
saved each year

Talent Transformation

HSBC

"

I'm proud that we were able to collaborate with Google Cloud to give thousands of our colleagues a more in-depth cloud knowledge. Providing training and experience like this to our people is critical in helping the bank to digitize at scale."

Edwin Alford, CTO, Head of Cloud Services, HSBC

Building a digital-first culture through extensive cloud training

One of HSBC's main strategic priorities is digitizing at scale, and proactively instilling a culture of learning is central to this strategy. The bank's initial training projects on HSBC's cloud journey and benefits were a success, with participating teams delivering better, faster results. This inspired the bank to scale up its learning programs across the organization. HSBC and Google Cloud worked together to create training programs that would help give the bank's employees more in-depth cloud knowledge.

Taking the next step with Google Cloud

The bank's cloud training programs have been a big success. The Cloud Festival: a four-week global event that showed how HSBC is using Google Cloud to become a digital-first bank, was attended by 10,000 colleagues across eight regions. The bank's Cloud Heroes games, in collaboration with Google Cloud, focused on BigQuery and Google Kubernetes Engine. And the bank has also run in-depth Google Cloud technical training. Over the past two years, over 20,000 employees have attended one of the bank's cloud events from weekly talks to in-depth training.

Outcome

20,000+
HSBC employees engaged in cloud education

2,300
official Google Cloud certificates obtained by HSBC employees

77%
of Cloud Festival attendees say it increased their cloud knowledge

"

General Motors has relied on Google Cloud experience for best practices, fine tuning, and troubleshooting whenever it was needed to resolve issues."

Brian Chubick, Director-Information Technology, General Motors

Helping customers get a better service with a new call center agent

Automotive manufacturer General Motors wanted to offer its customers more options when they contacted the company's OnStar call centers. Originally, the call centers were entirely manned by employees, but General Motors wanted to create a virtual call center agent that was available 24/7. The company worked with Google Cloud to create this service and help train OnStar employees on the new technology.

Taking the next step with Google Cloud

General Motors used Dialogflow to create and operate its virtual call center agent. Dialogflow is a natural language understanding platform used to design and integrate a conversational user interface into mobile apps, bots, and more. The company put a lot of investment into staff development, working with Google Cloud to do training, bootcamps, and expert sessions. General Motors has built a large team of experts who are building, testing, and deploying new technologies. The OnStar call centers can now handle approximately 1 million calls a month with the system. About 60% of the calls are now dealt with by the virtual agent. Customers who need to speak to an agent can do so at any time, while call center employees now feel like they have more time with customers who need extra attention.

Outcome

1 million
calls a month now handled using new system

60%
of calls use virtual agent

Training programs help create team of

experts

Boosting efficiency with real-time data delivery

Ford worked with Google Cloud to move to the cloud and transform its technology platforms. Prior to this project, Ford primarily operated its data and analytics ecosystem and software platforms from on-premise data centers. Very few people at Ford had cloud experience.The company wanted all of its employees to think about how to solve problems using Ford's data and analytic capabilities developed on Google Cloud. So Ford implemented a training strategy for upskilling on Google Cloud.

Taking the next step with Google Cloud

Ford needed to shift its employees' mindsets to working with Google Cloud solutions. The company has focused on giving team members the knowledge and hands-on learning experiences that will help them transition from on premise work to Google Cloud. Ford hosted "Grow with Google" events, which helped Ford employees get a better understanding of the new cloud strategy and offer more resources. Google Cloud has also worked closely with Ford to launch "Ford Cloud Hero" events that give employees hands-on practice using cloud tools in the Ford console. Ford also encouraged team members to get Google Cloud certified in a number of different roles.

Outcome

16,000
employees trained on Google Cloud

750%
increase in Google Cloud certified employees

40+
teams participate in annual Google Cloud Hackathon

384
applications successfully migrated after Google Cloud training

"

Our work with Google Cloud has fundamentally changed what we are able to achieve, making us smarter and more insights driven, faster, and better able to connect and collaborate with others."

Dragan Mrkajic, Group Data and AI Director, Fortenova Group

Building a team to deliver business transformation

Fortenova Group understands the value of data analytics in delivering better business outcomes. That's why the company launched its own Datalab in collaboration with Google Cloud. But Foretnova Group struggled to find candidates with strong machine learning (ML) engineering skills, data engineering expertise, product owner experience, and change management proficiency. And there were few employees familiar with Google Cloud and Vertex AI. The company had to invest in talent development to ensure the ongoing success of its cloud transformation.

Taking the next step with Google Cloud

Fortenova Group built its own training program, in collaboration with Google Cloud, to help upskill its employees and recruit the best talent. The company formed a partnership with some of the top technical universities in Croatia to bring in young graduates and provide them with an opportunity to work with Google Cloud technologies. This helped the company provide young, upcoming talent with valuable experience working with advanced analytics tools. By partnering with experts, leveraging training programs, and running internships, the company was able to upskill its existing teams and recruit the best talent, ensuring that it stays ahead of the competition.

Outcome

Launched
own student internship program

Upskilled
its employees on Google Cloud

Working with Google Cloud fosters culture of

innovation

Congratulations to the winners.

Visit **cloud.google.com/awards**
to find out more about Google Cloud Awards.