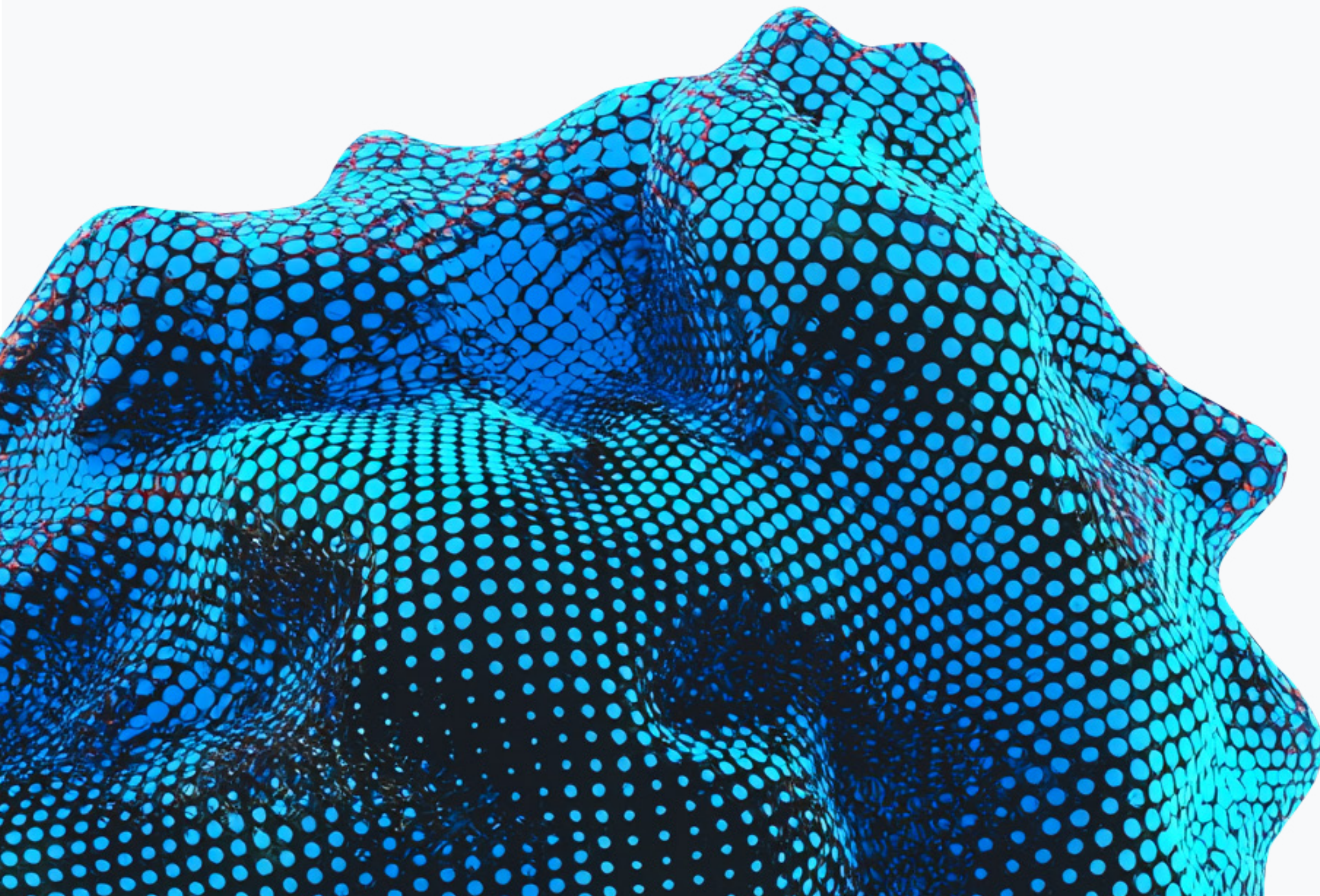


The AI opportunity

The partner's playbook to building,
servicing, and selling AI with Google Cloud.



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Introduction

AI is fundamentally reshaping how businesses operate, innovate, and grow across every industry. From delivering smarter experiences to automating processes, organizations are no longer simply investing in technology. They're investing in the intelligence that powers it.

This evolution is also shaping customer expectations; they increasingly anticipate AI to be seamlessly embedded everywhere, enhancing their interactions and workflows.

This shift presents an immense opportunity for partners of every size and specialization, whether you're building intelligent SaaS products, embedding agents into workflows, or guiding enterprise AI strategy.

Early adopters of generative AI are already seeing the impact of leveraging the technology:

74% of enterprises using gen AI report ROI within the first year¹

86% of those see increased revenue of 6% or more¹

And this is just the beginning with the total addressable market for agentic AI services to reach \$1 trillion by 2035-2040.²

¹ Google Cloud. (2024). [The ROI of Gen AI](#).

² Google Cloud and BCG. (2025). [Shaping the future: The transformative potential of agentic AI and the strategic imperative for Google Cloud partners](#).

Where AI adoption presents challenges—like data complexity and readiness, scaling needs, compliance, security, change management, and cost—Google Cloud partners are instrumental in guiding the way.

To make the most of this moment, you need a platform with powerful tools in an open ecosystem designed for scale and speed.

That's why Google Cloud is committed to providing the most open, scalable, and integrated platform for AI innovation, together with a partner-first ecosystem designed to help you differentiate your offerings and grow your business.

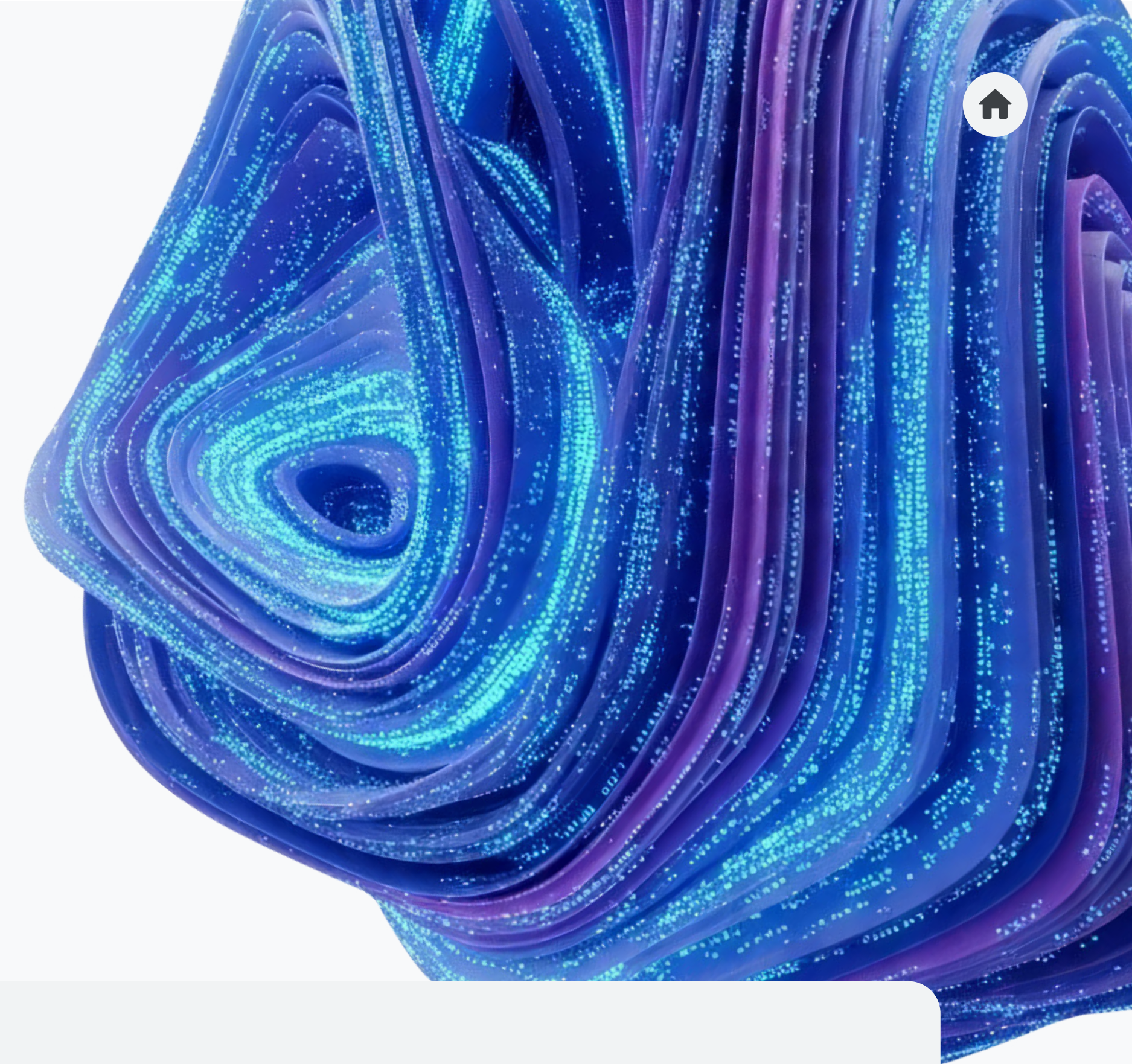


Seizing the opportunity

The AI era is well underway. Many organizations are piloting solutions and making plans to integrate AI into workflows and business apps—this presents an incredible opportunity for you to chart the course. There's immense enthusiasm and demand for AI, and you are uniquely positioned to help businesses move beyond initial pilots to fully realize its potential.

Your customers aren't just looking for AI models; they're seeking outcome-oriented solutions that directly address their unique needs. This includes intelligent applications, seamlessly integrated workflows, and expert guidance on how to fundamentally transform their operations with AI at the core.

Bridging this gap between AI ambition and technical readiness might look like helping a customer to build AI-ready data pipelines, embedding intelligence into customer-facing apps, or launching your solutions on the Google Cloud Marketplace. And with more than 90% of enterprises interested in deploying agentic AI solutions within the next three years,³ the opportunity to drive significant impact and growth is rapidly expanding.



90%

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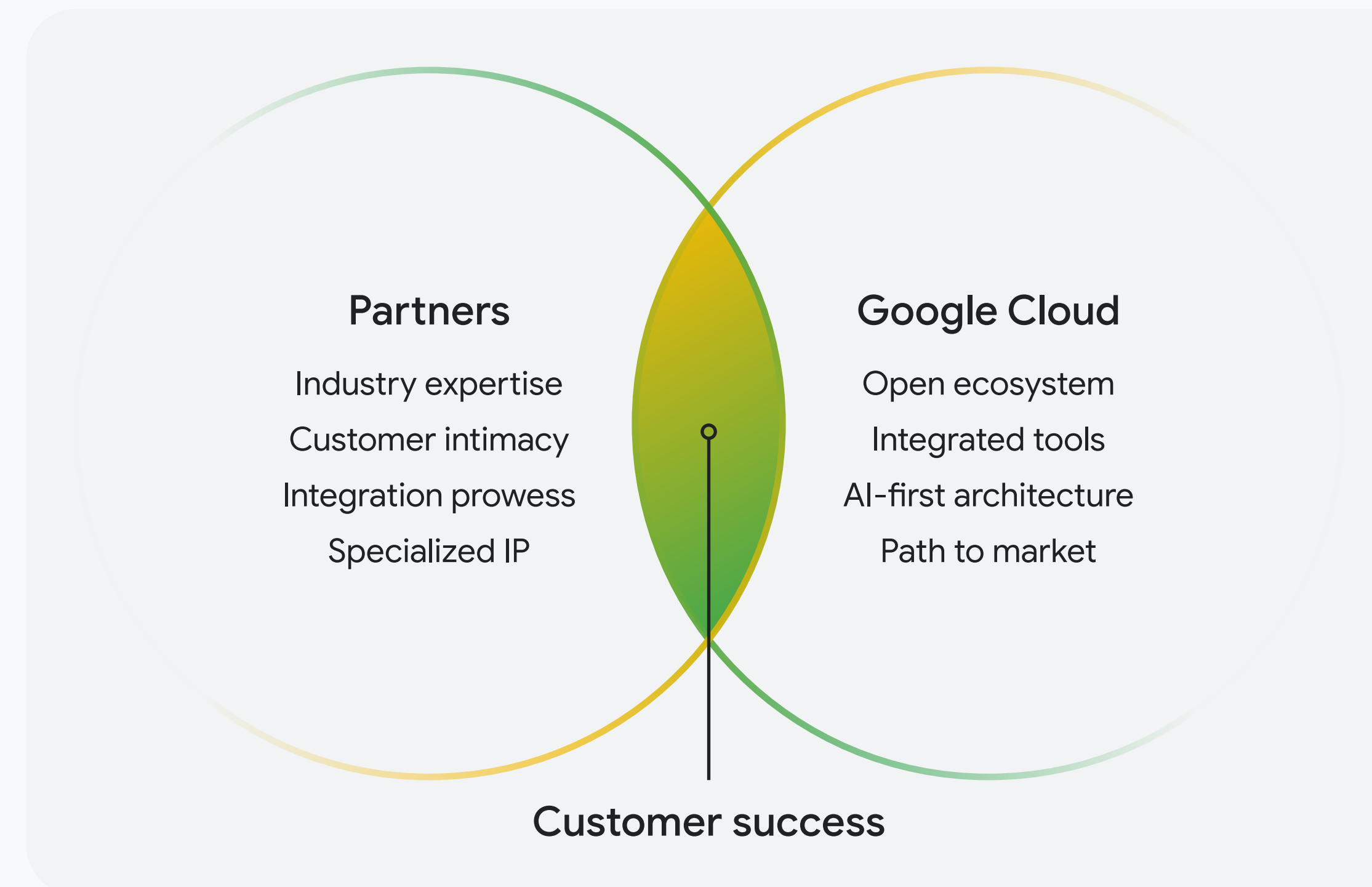
³ Google Cloud and BCG. (2025). [Shaping the future: The transformative potential of agentic AI and the strategic imperative for Google Cloud partners.](#)

Why co-innovation is the key to AI success

Leading in AI isn't a one-organization mission; no single company can solve every challenge. That's why we're committed to co-innovation. Google Cloud offers horizontal solutions built for the AI era, providing you with an opportunity to lean in with vertical-specific expertise and applications to solve unique challenges.

Your intimate understanding of customer needs and workflows is what accelerates time-to-value and maximizes the impact of our technology. With your technical depth of knowledge, you can identify new workloads, connect AI to existing environments, and develop your own unique IP by building solutions using Google Cloud capabilities.

Success happens together. Partners are our service arm, and we aim to include you in 100% of Cloud deals.



Why Google Cloud for AI?

At Google Cloud, we provide you with access to the latest advancements in AI. Backed by Google DeepMind's world-class research and development, Google has been at the forefront of AI innovation for over a decade

We lead in developing foundational models like Gemini, which continues to evolve and improve through rigorous testing for performance and reliability. This continuous cycle of in-house experimentation ensures you benefit from advanced and reliable AI to build the next generation of solutions.

Open and comprehensive ecosystem.

As AI rapidly advances, maintaining the flexibility to adapt to its expanding applications is crucial for success. This adaptability not only enables you to future-proof your solutions but also to meet the growing demands of your customers. Championing choice and openness, Google Cloud offers a unified platform that seamlessly integrates leading first-party, third-party, and open-source options.

This flexibility gives you unparalleled control over your AI developments. You can leverage Google's state-of-the-art models like Gemini, integrate powerful third-party models, or build with leading open-source options, all within a familiar environment.

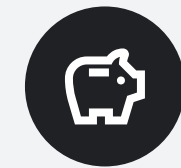
Through [Model Garden on Vertex AI](#) you have access to a curated set of 200+ best-in-class models, including both Google first-party and partner third-party models. This gives you the freedom to choose the right model for the right job, whether your priority is maximizing performance, optimizing cost, or addressing a highly specific use case.

Access powerful, integrated tools.

Whether you're building new products, embedding AI into existing solutions, or guiding enterprise transformation, Google Cloud offers an integrated, AI-optimized tech stack. Designed for flexibility, performance, and cost-effectiveness, this comprehensive stack spans infrastructure, data, development, and deployment. It meets you where you are in your AI journey, allowing you to focus on creating differentiated value instead of stitching systems together.



Faster speed to market thanks to unified infrastructure and tools



Reduced cost and complexity with optimized performance



Scalability with enterprise-ready architecture

The stack is made up of powerful, interoperable layers, each designed to help you unlock more from AI, whether you're building, selling, or servicing solutions.





The **underlying infrastructure** has been built from the ground up to help you lead in the AI era and handle demanding AI workloads at scale. And the AI Hypercomputer combines AI-optimized hardware like Google's custom TPUs, open software, and flexible consumption models to optimize performance and spending.

For **data analytics**, the unified platform manages the entire data lifecycle. It offers the tools to capture and innovate with data in ways that were previously unimaginable, while BigQuery provides highly scalable data warehousing and analytics that unlock new revenue streams and differentiate your solutions.

For **development**, Vertex AI is the engine that brings data and models together. It includes tools like:

- Model Builder for bespoke models and a no-code Agent Builder console
- Agentspace, purpose-built to create and manage AI agents
- Agent Development Kit (ADK), streamlining development and deployment through an open-source, modular framework

Prepare for agentic AI with future-forward architecture.

AI agents are setting the stage for a new era of automation. As more agents are built and deployed, the next critical step is enabling diverse agents to work together. We're proud to be the first hyperscaler to create an open [Agent2Agent \(A2A\) protocol](#), developed in collaboration with over 50 technology and services partners. This new open protocol extends beyond individual agents and unlocks collaborative AI workflows, where agents communicate with each other regardless of their underlying framework or model. A2A drives deeper automation, comprehensive assistance, and a vibrant multi-agent ecosystem where your solutions thrive.

Monetize solutions with a fast path to market.

[Google Cloud Marketplace](#) is where you can commercialize AI agents, SaaS, foundational models, datasets, professional services, and more. You can offer flexible pricing options that allow customers to streamline procurement, consolidate billing, and deploy validated AI solutions quickly. In addition, you can enable your customers to take advantage of financial incentives such as the ability to draw down on their Google Cloud minimum commit obligation and the [Marketplace Customer Credit Program](#).

Beyond distribution, Google Cloud Marketplace unlocks go-to-market collaboration. As a listed partner, you access joint demand generation, sales alignment, and the credibility that comes with being Google Cloud-validated. Whether you're bringing your first product to market or an established partner scaling globally, you can remove barriers, expand visibility, and get your solutions in front of the right customers.



Innovate on AI-first infrastructure.

As you help customers navigate the shift to AI, the underlying architecture is as crucial as the AI models themselves. It's not enough to just add another workload, you need a bedrock of AI infrastructure that optimizes these new, unique, and rapidly evolving demands.

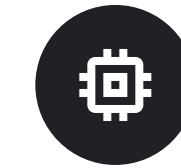
Our AI Hypercomputer provides the high performance and scalability needed to build and train AI models with speed and cost-effectiveness. This integrated supercomputing system is built on over a decade of expertise in AI innovation and powers every AI workload running on Google Cloud. At its heart is purpose-built hardware, including the latest Ironwood TPUs and high-performance GPUs, all deeply integrated across our infrastructure and specifically optimized for the unique compute, storage, and networking demands of AI workloads.

Compared to the previous generation, Ironwood delivers:



5x

more peak
compute
capacity⁴



6x

more
high-bandwidth
memory⁴



2x

the power
efficiency for more
value per watt⁴

Compared to other platforms, BigQuery and Vertex AI can provide up to:



4x

faster
performance



3x

more
cost-efficiency

⁴ Google Cloud. (2025). [Introducing Ironwood TPUs and new innovations in AI Hypercomputer.](#)

Partner opportunities

Now that we've broken down the opportunity and technology, let's explore how you can turn these capabilities into tangible impact for customers.

Reimagine customer experiences.

Focus on solving high-value, customer-specific pain points to drive differentiation, delivering working prototypes at pitches to prove value from day one. Move beyond static, one-size-fits-all interactions and create deeply personalized, predictive, and proactive customer experiences. Think real-time product recommendations that anticipate customers' needs, predictive behavior modeling that identifies future trends, and sophisticated AI agents that not only resolve queries in real time, but also learn and adapt at each interaction to become more helpful.



Supercharge efficiency.

By embedding intelligent automation and data-driven decision-making at scale, you can help customers accelerate innovation cycles and deploy new AI-powered products and services, moving from concept to production much faster. You can also lead the charge in solving big-picture challenges in areas like science and healthcare, using AI for anything from climate modeling to analyzing population health data. This all hinges on powerful human-machine collaboration, where AI augments human expertise and unlocks new frontiers of progress and impact.

Build differentiated solutions.

Go beyond delivering just technical and systems execution. Focus on consultative AI design upfront to help customers restructure business processes with agentic workflows. Google Cloud partners aren't limited to cookie-cutter machine learning offerings. With an open framework, leading models, and unique tools, you can build differentiated solutions that solve specific business needs within your vertical of expertise. And you have the flexibility to use just what you need, avoiding lock-in to any specific vendor.



Reach more customers.

We champion co-innovation, empowering you to build your own solutions and develop your own IP. Once you've finished building, we'll help you promote and sell these custom solutions through the [Google Cloud Marketplace](#)—where customers spent billions of dollars on partner offerings in 2024.⁵

To help you generate further demand, we also offer a range of marketing tools and benefits. From personalized 1:1 support services to our always-on [Partner Marketing Studio](#), we'll equip you with the tools and resources to create impactful campaigns. As a partner, you can also take advantage of the Google brand and significant market awareness investments being made to lift perception and drive engagement.

⁵ Google Cloud data. (2024). [Alphabet 2024 Q4 Earnings Call](#).



Own the service layer.

Partners aren't just an extension of our ecosystem, they are a core part of how AI is delivered, adopted, and scaled. Google Cloud is deliberately structured for this: our Professional Services Organization (PSO) focuses on a small number of highly specialized projects, creating a major opportunity for you to own the services relationship. Whether you're building, selling, or embedding AI solutions, you have the opportunity to lead the integration, implementation, optimization, and ongoing success.

It's a model designed for long-term value creation—not just transactions.

Tip: Rethink your pricing strategy

Different pricing models should be considered to reflect the measurable impact agents deliver. For example:⁶

- 1** **Recurring:** Drives customer stickiness and additional value
- 2** **Transaction-based:** Offers cost control for well-defined, non-continuous customer needs
- 3** **Outcome-based:** Links price to performance, ideal when agents can drive a measurable business outcome

Service partners are key to helping customers fully leverage AI. They integrate AI into existing applications and design new AI-powered workflows. Partners also provide essential data services, including data management, governance, and preparing data to be AI-ready. They can deliver immediate and long-term value by deploying pre-built agents (from Google or through Google Cloud Marketplace) or by developing custom agents tailored to solve unique business challenges.

The focus is to bring our ecosystems together through a collaborative approach to co-selling and value-added activities like assessments and migrations. By taking Google Cloud's horizontal capabilities and tailoring them for the demands of the industry verticals you specialize in, we deliver united, more consistent experiences to our shared customers.

⁶ Google Cloud and BCG. (2025). [Shaping the future: The transformative potential of agentic AI and the strategic imperative for Google Cloud partners.](#)

Let's shape the next wave of AI innovation.

Your customers are already looking to scale their AI ambitions. Together, we can turn their aspirations into fast, scalable, and effective AI solutions.

Ready to talk strategy?

Start a conversation with your Partner Development Manager about accelerating your journey. Or, keep exploring what's possible at [Google Cloud Partner Insights](#).

