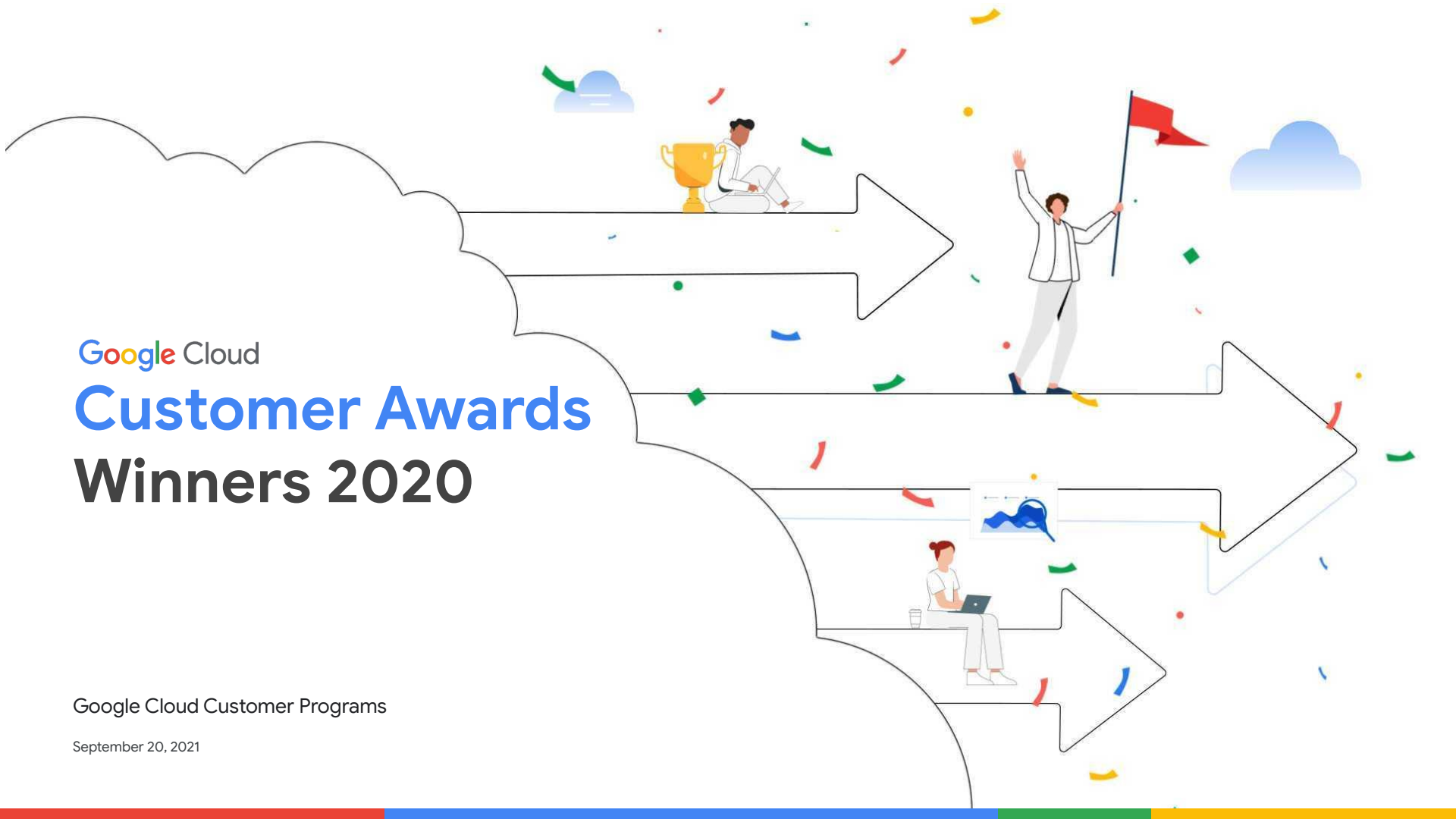Google Cloud

Customer Awards
Winners 2020

Google Cloud Customer Programs

September 20, 2021
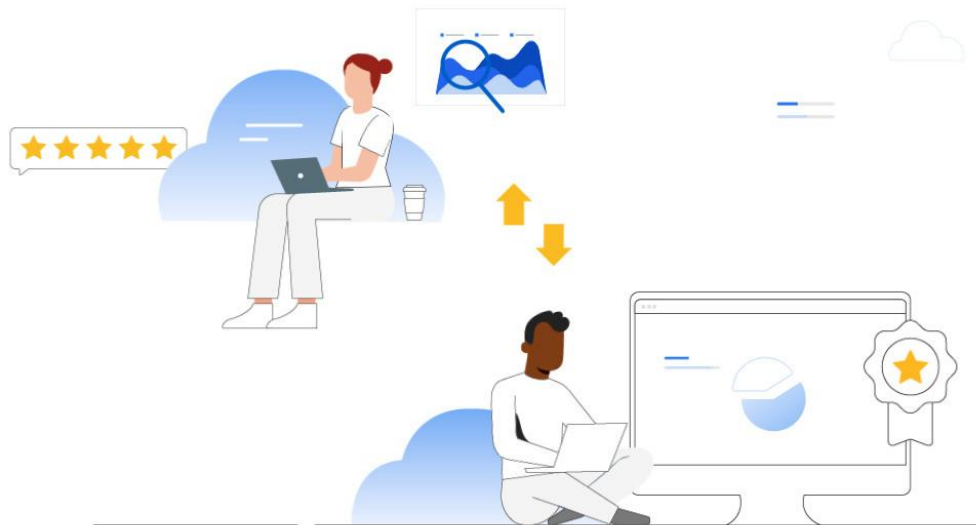
Google Cloud

Celebrating excellence

Google Cloud Customer Awards recognize the most innovative, technically advanced and transformative cloud deployments from around the globe built on our platform.

Senior Google experts independently judged and scored hundreds of customers implementations from around the world against set criteria, including technical complexity, transformation, and innovation in the cloud—all represented as quantifiable metrics.

Congratulations to the winners and to everyone who took part!

Brian Hall
Vice President, Product and Industry Marketing
Google Cloud

Read the blog

Find out more at cloud.google.com/awards

Contents

01

Diversity, Equity & Inclusion

Pearson

Pearson

"Our aim is to build a workforce reflective of our customers: beautifully diverse. This passion is in part fueled by creating awareness of the gender disparity for careers in STEM through critical debate and thought leadership. Pearson is here to equip and recognize women in tech so we can collectively push for equity."
Kate Beverly, WIT Co-chair
Vice President, Business and Portfolio Management

Certification and mentoring programs increase sense of belonging, motivation and wellbeing

During the pandemic, Pearson found that underrepresented groups were particularly vulnerable during remote work. The Women in Technology (WIT) group implemented a program that fulfilled female employees' professional development goals, and also continued the on-going mentoring program but moving it to a virtual format.

Enter Google Cloud

AI/ML | Databases | Smart Analytics | Infrastructure Modernization | Productivity & Collaboration

Women in Technology (WIT)

The company's diversity, equity & inclusion programs have positively impacted employees' personal and professional development while working virtually. Through enacting formalized opportunities to earn certificates and mentor secondary school girls in the UK, Pearson's female employees felt like they were mobilized to succeed in their careers.

Outcome

80% achieving their goals and obtained accreditations

78% would recommend the programme, 100% said they learned something new

Google Cloud

02 Social Impact

Base dos Dados	↗
Inshorts	↗
Medifé	↗
TELUS	↗
Virta Health	↗

> "Our mission at Base dos Dados is to universalize access to public data in Brazil and abroad. Google Cloud has allowed us to perform data engineering processes at scale and reach unforeseen granularity."

Ricardo Dahis
Chief Executive Officer

Empowering people with data built by everyone, for everyone

Base dos Dados' mission is to universalize access to public information in Brazil and abroad relying on different groups working on open-source data. When faced with the challenge of implementing a unified set of data across various sources, Base dos Dados turned to Google Cloud.

Enter Google Cloud

Databases | Smart Analytics | Infrastructure Modernization | Productivity & Collaboration

The workflow design created by Base dos Dados and Google Cloud goes beyond just making information available. It enables data scientists, journalists, academics, policymakers, and businesses to engage in a community that shares information at no cost through Google Cloud tools. Leveraging Google Cloud solutions, Base dos Dados empowers people to find, download, and refine world-class data through user-friendly steps repeated by thousands every day.

Outcome

Up to 10x reduction in data storage cost

Exponential scalability and growth

30,000+ queries on datasets every month

Up to 6 weeks of work saved by each researcher

Avg cost saving of $3,000 per researcher

Google Cloud

inshorts

"The Google Cloud team has been very proactive and given us all the product and engineering support we need. They focused not only on helping us to migrate and adopt an on-demand computing mindset, but on helping us decrease monthly costs as well."

Manish Bisht
Head of Technology, Engineering

Public app meets mobile users wherever they are

As India's media landscape is dominated by content in English, several communities speaking different languages were unable to access information about the pandemic and life in their localities. Google Cloud and inshorts teamed up to create the *Public* app to address the need for information and give a voice to people in remote regions.

Enter Google Cloud

Application Modernization | Business Application Platform (BAP) | Smart Analytics | Infrastructure Modernization | Productivity & Collaboration

Google Cloud helped inshorts with versatile mapping tools to find out where mobile users were and create a location-based social video app offering content that is highly localized, specific to each Indian community, and delivered in dozens of Indian languages. The *Public* app leverages Google Cloud resources to capture the needs of new mobile consumers based on their local communities, bring them the content they need, and meet them exactly where they are.

Outcome

0 to 10 million users in 6 months

100 million+ downloads

50 million+ personalized real-time feeds every day

Content delivered in dozens of Indian languages

Project cycles have reduced from 1 month to 1 week

Google Cloud

Medifé

"Working with Google Cloud teams was really easy and we felt really comfortable since we share the same vision for solving customers problems through technology services, with a common sense of pursuing equity and ubiquity in such a sensible field as healthcare."

Facundo Trillo Quiroga
Chief Information Officer

Transforming telemedicine to deliver faster and better patient care

During the 2020 COVID-19 pandemic, Medifé needed to scale and transform its telemedicine solution (CamDoctor) to manage a demand for telehealth services 200 times higher over the nine month lockdown period.

Enter Google Cloud

Application Modernization | Business Application Platform (BAP) | Smart Analytics | Infrastructure Modernization | Productivity & Collaboration

The new telemedicine platform developed with Google Cloud is 20 times faster at measuring and managing specialties and medical staff distributions than the legacy solution. The cloud architecture provided fast scalability, coordination, fluent communication and agile working. Above all, when telemedicine was needed most, it delivered faster and better care services for all patients.

Outcome

Over 30,000 telehealth sessions monthly

95% of the patient needs solved with the first telehealth session

20x faster service

1 minute avg waiting time to see a doctor

Increased customer satisfaction, avg 4 and 5 in a 1 to 5 rank scale

Google Cloud

TELUS®

"The account team at Google Cloud was an early supporter of the initiative, and immediately recognized the immense value it brought to Canadians. With the support of Google Cloud, TELUS was able to launch the initial iteration of the program in three weeks."

Jesslyn Dymond
Senior Vice President, Data Ethics & Governance

Data innovation benefits social good

During the COVID-19 global pandemic, TELUS developed and launched Data for Good (D4G), an initiative to track the spread of the virus.

Built with Google Cloud solutions, this resource supported researchers and governments in their effort to keep people safe.

Enter Google Cloud

Infrastructure Modernization

The TELUS and Google Cloud collaboration was driven by a shared commitment to social benefit, privacy and security. The D4G privacy-first program used de-identified mobility data to help governments and health authorities flatten the COVID-19 curve and reduce its impact. The migration from on-premise infrastructure to Google Cloud brought increased processing power and scalability, reduced maintenance costs, and delivered the most valuable benefits from data privacy protection at all times. Leveraging Google Cloud infrastructure to develop Data for Good (D4G), TELUS is ultimately supporting more studies to prevent or mitigate pandemics, now and in the future.

Outcome

25x faster processing time than previous infrastructure

Billions of records loaded each month

1.25 petabytes of data analyzed

535,000 net new wireless additions

5.5% consolidated revenue growth

Google Cloud

"Google Cloud provides us with the perfect combination of freedom and management for Virta's current stage of growth in a highly regulated industry. As we continue to grow, we look forward to taking advantage of even more of Google's advanced features, such as Anthos, Chronicle, and Cloud Run."

Nick Kavassalis
Executive Director, Engineering

Digital transformation to engineer a healthier world

Virta's mission is to reverse type 2 diabetes in 100 million people. Amid increasing demand for its diabetes reversal treatment and a rapidly growing patient population, Virta turned to Google Cloud to modernize its infrastructure and achieve data observability that allowed seeing patterns and success rates in an optimal way.
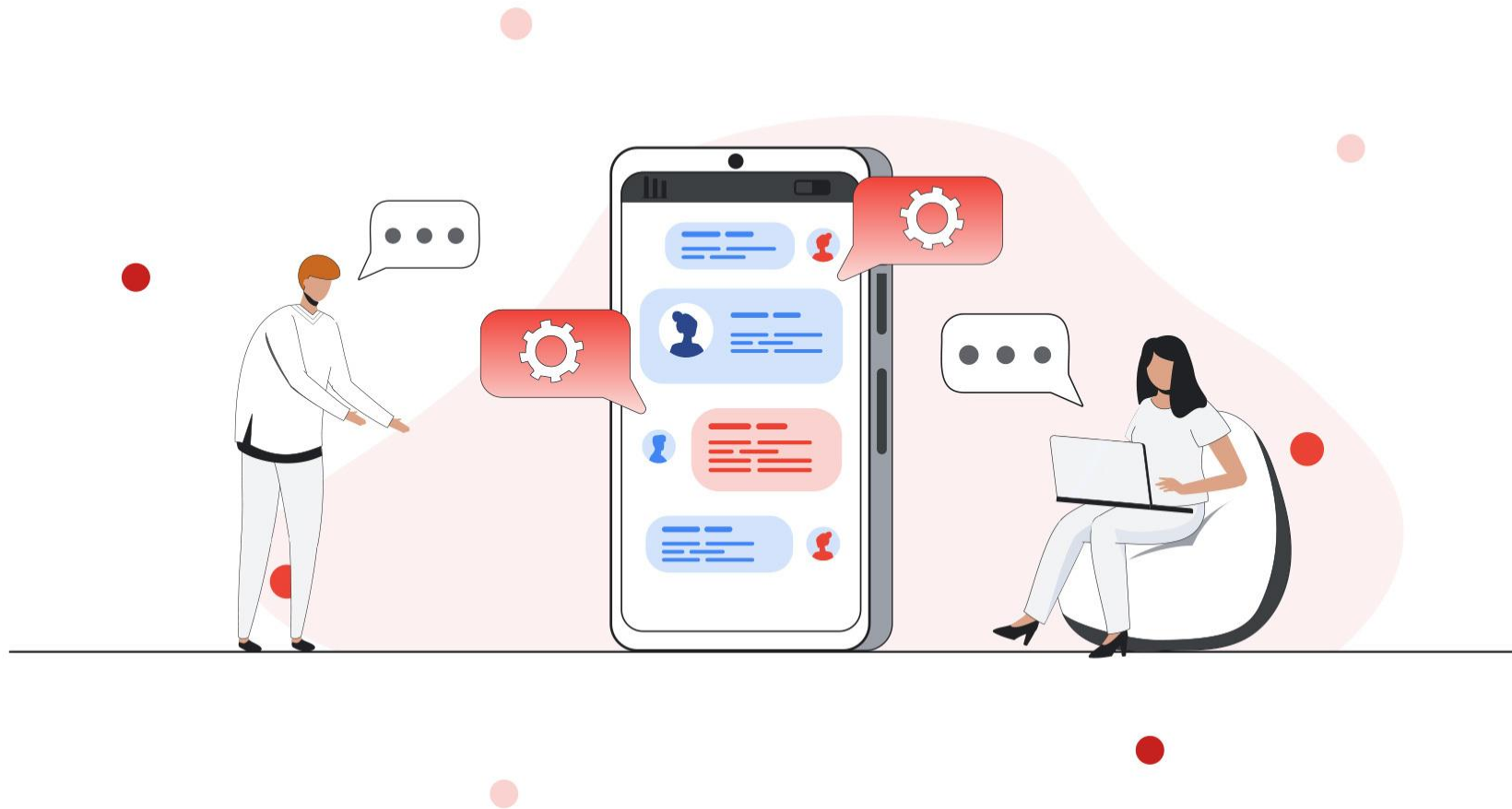
Enter Google Cloud

Application Modernization | Databases | Smart Analytics | Infrastructure Modernization | Security | Productivity & Collaboration

The migration to Google Cloud infrastructure was driven by a data-driven mindset. Using Google Cloud, Virta was able to respond to incidents faster and prepare for greatly increased work streams with less maintenance cost and quick implementation. This freed up time and resources for product improvement and helped teams focus less on data management and more on building a healthier world.

Outcome

100% workloads moved to the new infrastructure

Google Cloud

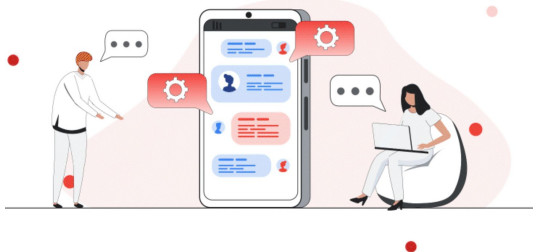# 03 Communications and Service Providers

Optus

Vonage

OPTUS

"Customers expect more from their experiences in this digital-first era so we're always looking at ways to better analyse and improve our customer service model. Google Cloud, alongside innovative and agile thinking from our Digital AI Conversations team has been a key enabler in helping us to fundamentally change our customer service for the better by providing additional options for customers to reach us in the way that best suits their needs."

Richard Webby
Managing Director, Digital
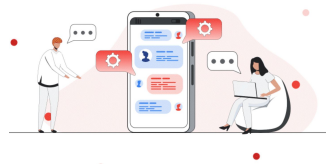
Google AI and Optus agents work together to create unique customer connections

During the COVID-19 pandemic, contact centers were impacted by sudden surges in customer outreaches. Facing this new challenge, Optus turned to Google Cloud for AI/ML solutions to accelerate its service and enhance the customer experience.

Enter Google Cloud

AI/ML | Smart Analytics | Security

With Google Cloud-powered Virtual Agent, Optus transformed its customer service model and enabled millions of automated, personalized conversations at scale, across any channel. This allowed it to identify and better prioritize customers with critical issues, routing them to live agents. Leveraging Google Cloud solutions, Optus adopted a true outcome-driven innovation mindset and turned challenges into unique customer connections.

## Outcome

50 million conversations with customers each year

20 million+ minutes (equivalent of 30 years) saved annually

33% customer conversations resolved faster, without human intervention

Google Cloud

VONAGE

"Using Cloud Natural Language, we can understand what sales reps are saying, doing, and promoting much faster and more clearly than before. We see it as supporting our coaching efforts focused on helping people and teams perform better."
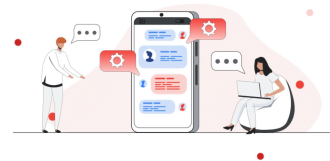
Reggie Scales
Senior Vice President, Mid Market and Enterprise Sales

Taking customer contact center service to the next level

During the COVID-19 emergency, Vonage faced sudden surges in customer outreaches and decided to improve the effectiveness of its contact center. Working with Google Cloud, Vonage was able to improve how they route calls to the most appropriate advisors and continue to provide great customer service.

Enter Google Cloud

AI/ML

Google Cloud and Vonage worked together to integrate CCAI in the contact center CRM. This solution allowed to extract best in class, real-time transcription and sentiment, so that supervisors could promptly identify which agents to support through whisper coaching. Vonage leveraged Google Cloud capabilities to make a difference in the the employee and customer experience, ultimately converting unhappy customers into happy ones.

Outcome

20% increase in productivity

20% reduction of handle time

Up to 12% improvement of first contact resolution

From 20% to 5% reduction of abandoned calls

20 points improvement in NPS

Google Cloud
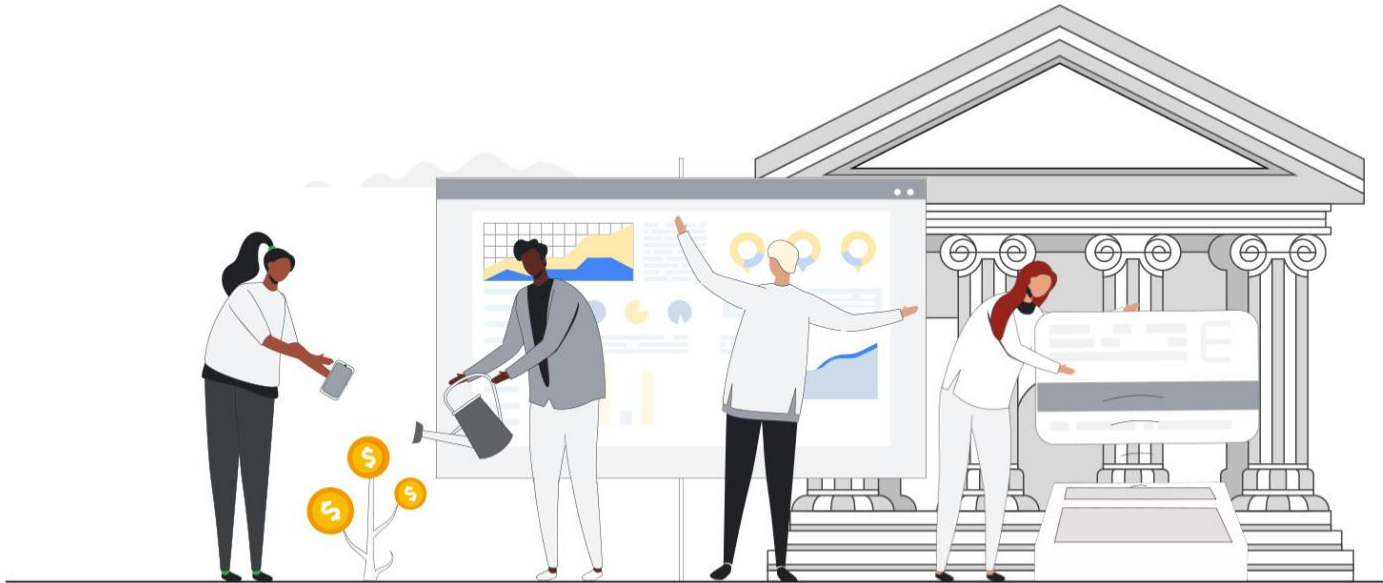
04 Financial Services
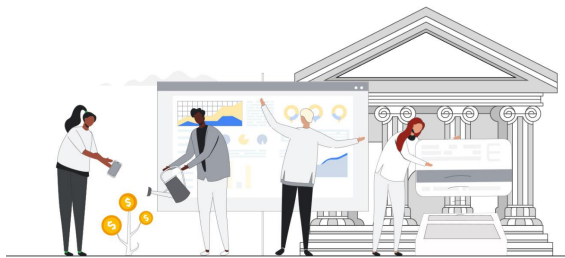
Banco ABC ↗	Banco Davivienda	↗
Krungthai Bank ↗	Boa Vista Serviços	↗
Iron Mountain ↗	Macquarie Bank	↗
DBS Bank ↗	Moneysupermarket	↗
HSBC ↗	Fukuoka Financial Group	↗
Equifax ↗	Tassat Group Inc.	↗
Mr. Cooper ↗	Bullish / Block.one	↗
National Stock Exchange of India ↗		

BANCO ABC BRASIL

"Automation has helped to streamline credit assessments. This has resulted in cost savings, faster decisions, a better client experience, and it's also changing businesses with digital credit decisioning."

Rafael Kataoka
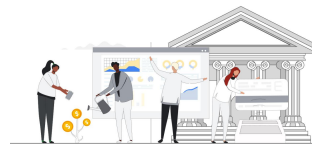**Head of Data, Data Engineering, Architecture, Governance & Privacy (Data Privacy Officer)**

Automation improves end-to-end digital transformation journey

Banco ABC Brasil provides credit and loan services for consumer and commercial banking. To stay abreast of fast-evolving financial markets, it turned to Google Cloud to create agile, predictive models focused on AI and data insights. Enhanced digitization and personalization represent key market differentials, enabling Banco ABC Brasil to further expand its business opportunities.

Enter Google Cloud

Application Modernization | AI/ML | Databases | Smart Analytics | Infrastructure Modernization | Productivity & Collaboration | Security

Banco ABC Brasil made the best of Google Cloud solutions to achieve its digital transformation. With Google Cloud infrastructure, Banco ABC Brasil gained augmented analytics capabilities to expedite the loan application process from a greater wealth of financial data. Key to its success were automation, AI, ML, and Databases, which helped to streamline credit assessments while also delivering cost savings, faster decisions, and a better client experience throughout the end-to-end credit journeys.

Outcome

60-70% reduction in design and maintenance time of predictive models in data warehouse project cycle

70% automation of the credit application process

30% acceleration of the credit application journey

Google Cloud

"Whenever we needed support and advice on new projects, the Google Cloud Thailand team has always been proactive in responding and being on standby for critical moments."

Jakkrit Klinsmith
Executive Vice President, Innovation

Accelerating the shift towards a cashless society

During the early days of the COVID-19 pandemic, Krungthai Bank turned to Google Cloud to modernize its infrastructure and support key government projects aimed at helping Thais going through economic challenges.

Enter Google Cloud

Application Modernization | AI/ML | Databases | Security | Infrastructure Modernization | Google Maps Platform

Krungthai Bank leveraged Google Cloud solutions to quickly migrate from on-premise databases to cloud-based infrastructure. Using Google Cloud capabilities, Krungthai Bank was able to process a vast number of transactions and meet tight deadlines so Thais of all ages could register for government-sponsored stimulus programs and receive the financial aid they needed. Using cloud applications to access government incentives ultimately became a unique opportunity to help Thailand accelerate the shift towards a cashless society.

Outcome

10x faster processing time

30 million+ users

50,000 TPS

10x faster development time/time to market

Google Cloud

IRON MOUNTAIN®

"Clients' expectations on the services and communications our financial services clients provide have shifted dramatically, with speed, transparency and scale being demanded. As a result, our financial services clients had to quickly pivot to meet these needs."

Kristin Wilcox
Director, Partners and Customer Success

Value-based machine learning fuels strategic growth

The COVID-19 pandemic determined unprecedented growth in the demand for digital financial services and products. With its 70-year history in data and records management, Iron Mountain worked with Google Cloud on infrastructure automation to support the increasing need for remote transactions and to protect lenders' high-value assets.

Enter Google Cloud

AI/ML

Iron Mountain embraced an automation-first mindset, leveraging Document AI to support PenFed Credit Union, one of the country's strongest financial institutions serving over 2 million members. Iron Mountain applied a value-based approach to machine-learning, digitization, and workflow automation to provide PenFed with a 360 view of their loan packages. End-to-end solutions and post-closing services fueled the strategic growth initiatives that allowed it to become a top lender.

Outcome

30% increase in net-new mortgage production

25% reduction in post-closing costs

25% faster cycle time, with fewer touches

Google Cloud

DBS

"Working with Google, DBS onboarded complex Google Cloud services in record time without sacrificing security and compliance. Also, working with Google Professional Services helped influence the Google Cloud product roadmap and accelerate the pace of innovation."

David Herrera
Senior Vice President, Technology & Operations
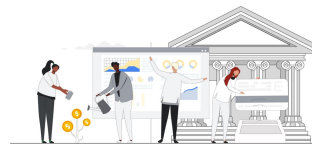
Safety and innovation going hand in hand

DBS Bank has a long tradition as the "Safest Bank in Asia". It earned this accolade by putting security at the centre of all the financial services it provides to customers across South East Asia. To take its digital offerings to the next level, DBS Bank worked with Google Cloud to build faster, more advanced and secure banking applications and services.

Enter Google Cloud

Application Modernization | Infrastructure Modernization | Security

DBS bank adopted a cutting-edge Cloud Native approach to fast and secure financial services by using Kubernetes solutions commonly shared by developers, operators and cybersecurity. DBS Bank became one of the first banks globally to offer secure Google Cloud Services to its application teams by leveraging governance and compliance as code.

Outcome

15 Google Cloud Products used in production by application teams

150 controls around 15 Google Cloud services implemented

Onboarding completed in a record 8 months time

Google Cloud

HSBC

"BigQuery meshes all the hundreds of gigabytes of data together, which means we can navigate our way through all the numbers in one place and analyze them at a forensic level."

Ajay Yadav
Global Head of Fixed Income for Traded Risk

From hindsight to foresight: Risk Advisory Tool focused on future growth

Working across 65 countries in the highly regulated financial market environment, HSBC is at the cutting edge of innovation, with a focus on technological changes and security. HSBC Risk collaborated with Google Cloud to build its Risk Advisory Tool, an interactive tool to enable real-time risk assessments and foster future growth.

Enter Google Cloud

Smart Analytics | Infrastructure Modernization

Leveraging Google Cloud and big data technology, HSBC's Risk Advisory Tool analyses historical data to predict scenarios where risk might arise and allow traders and risk managers to anticipate the capital impacts of transactions before they are made. This transition from hindsight to foresight enables the running of multiple "what if" simulations in real-time, faster decision-making, and delivers optimized business processes like never before.

Outcome

16x faster data processing and actionable insights
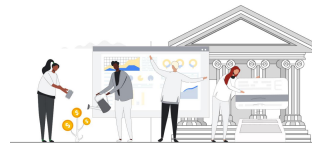
88% cost reduction vs hosting the tool on-premise

Multiple "what if" scenarios run with results in 15 minutes

Google Cloud

EQUIFAX

"Working with Google Cloud has been a wonderful experience. We have worked with them truly as partners from implementation through messaging to our customers."

Bryson Koehler
Chief Technology Officer

Helping people access credit securely

In a highly regulated industry, Equifax re-engineered its infrastructure as a cloud-native company to increase security and stability at scale. Working with Google Cloud, Equifax achieved the digital transformation that sets it apart from competitors and is at the core of its success as a purpose-driven company focused on helping people access credit.

Enter Google Cloud

Application Modernization | AI/ML | Databases | Smart Analytics | Infrastructure Modernization | Security | Productivity & Collaboration | Apigee

Equifax leveraged Google Cloud solutions to achieve transformative innovations. The Equifax Cloud™ and Equifax Data Fabric, both built using Google Cloud, are unique implementations that deliver world class enterprise-wide infrastructure tailored to highly regulated data workloads. Thanks to these new solutions and its commitment to customization and compliance, Equifax enables its customers to innovate faster and create actionable insights in real-time. Ultimately, by delivering better outcomes at scale, with always-on built-in security, Equifax is helping more people access credit and live their financial best.

Outcome

100 million records per day moved onto Google Cloud

50% time to market improvement; 285 new products in 24 months (Q4 2019 to Q4 2021)

50% improved performance; increased speed by 10x or more (an auto product saw a 3500% improvement)

Security is built-in with data encryption at all layers, not bolted on

Google Cloud

Mr. CooperGroup®

"From the start, the Google Cloud account team and product engineering team were aligned to the mission of increasing operational efficiency and transforming the customer's mortgage experience at Mr. Cooper and within the industry."
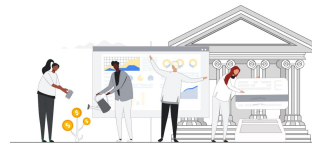
Madhavi Vellore
Director, Enterprise Software

Bringing home a personalized mortgage experience

Mr. Cooper delivers a variety of lending services to homeowners in the United States. To modernize document-heavy manual processes, it invested in Google Cloud solutions. The shift from on-premise to hybrid cloud models allowed Mr. Cooper to address business pain points and automate the classification of high volumes of mortgage-specific documents.

Enter Google Cloud

Application Modernization | AI/ML | Databases | Smart Analytics | Infrastructure Modernization | Security | Apigee

Mr. Cooper was hampered by inefficient and costly manual processes that used a lot of time to search for documents and duplicated work across departments. Leveraging core AI and ML models enabled Mr. Cooper to implement Advanced Document Understanding, a digital platform to get the correct data to the right person efficiently. The collaboration between Mr. Cooper and Google Cloud has helped to create a personalized mortgage experience for American homeowners.

Outcome

932 million+ pages processed in one year

95% critical documents classification accuracy, 90% overall

7.7 million+ duplicate blobs prevented

46% reduction in loans with missing notes

70% reduction in time spent by claims users searching invoices

Google Cloud

"The implementation of Google Workspace tools for collaborative work led to profound changes in the company culture, which improved the way our employees communicate and learn."
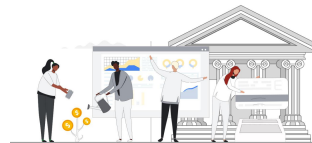
Patricio Melo
Executive Vice President, Technology and Operations

Digital transformation fosters a new collaborative culture

Banco Davivienda, the third largest bank in Colombia, collaborated with Google Cloud to modernize its infrastructure and leave behind the burdens of manual processes. With Google Cloud solutions, Banco Davivienda has achieved more than just a digital transformation, it has fostered a culture of productivity and collaboration across all of its teams.

Enter Google Cloud

AI/ML | Smart Analytics | Infrastructure Modernization | Security | Productivity & Collaboration

Banco Davivienda created the Transformation Office to function as an implementation center for Google Workspace solutions. This resource helped employees develop the digital skills needed to collaborate on shared projects and work from home. By leveraging Google Cloud's products to work together on documents and presentations, teams were able to save time, increase productivity, and build the collaborative culture that makes Banco Davivienda one of the most innovative banks in Latin America.

Outcome

$3.1 million increase in revenues; 15% increase in sales volume

From 100 to 800 projects managed per year

From 8 to 1.5 months avg time for project completion

900,000+ sheets of paper saved

Google Cloud

BoaVista

"The agility and flexibility of Google Cloud solutions allowed us to rethink our way of working and our capacity to improve and create new products. This technology shift is an essential part of our digital transformation, and backed our processes, team independency, and accelerated time to market."
Luiz Coutinho
Director, Architecture and Security

Digital transformation makes it easy to think big

Boa Vista Serviços offers consumer and business credit information to guide risk and fraud management decisions. When its old infrastructure began to hinder its analytical intelligence capabilities and potential for growth, Boa Vista Serviços turned to Google Cloud for more agile and flexible solutions.

Enter Google Cloud

Application Modernization | AI/ML | Databases | Smart Analytics Infrastructure Modernization | Security

A digital transformation enabled Boa Vista Serviços to overcome the limits of physical data centers. By leveraging Google Cloud resources, Boa Vista Serviços was able to intake and analyze an exponentially growing number of data points, at scale. Adopting Google Cloud solutions such as AI, ML and Smart Analytics enabled Boa Vista Serviços to tap into its full analytical potential and fuel the exponential growth driven by its recent IPO.

Outcome

85% cost reduction on main products (Bluebox Boa Vista)

20x faster model calculation

6x increase in model production

66x more features delivered

Google Cloud

MACQUARIE

"We want to leapfrog the competitors by building the best digital experience. That's a platform with security as the highest priority, accessible 24/7, where, when and how our customers need it, and through the channels they prefer."
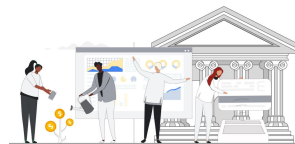
Jason O'Connell
Chief Technology Officer, Banking & Financial Services

Building a state-of-the-art customer data platform

Macquarie Bank is always looking for transformative ways to improve its digital services and offer the best customer experiences. Leveraging Google Cloud solutions, Macquarie Bank built an agile cloud infrastructure that drives efficiency by streamlining technology and operations.

Enter Google Cloud
Application Modernization

Macquarie Bank and Google Cloud collaborated on fraud detection, home loan origination and policy management to build a faster, more customer-driven and insights-oriented ecosystem. This solution allowed one-click digital first engagement with customers and more personalization, while at the same time moved the whole bank to self-service capabilities.

Outcome

Approx 250 hours of operational work saved each month

Fully managed services on Google Cloud freed up approx 30-50 people involved in running operations

Google Cloud

Moneysupermarket
Group

"We identified Google as the ideal partner to help us on our journey and quickly committed to a strategic relationship. They provided the perfect package tailored to encourage rapid pace."
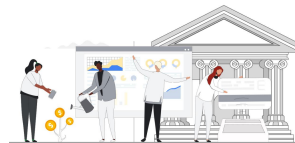
Matt Cresswell
Chief Technology Officer and Chief Data Architect

Changing the technology and culture around data usage

Moneysupermarket is one of the leading UK insurance marketplaces that brings customers and providers together. Data is at the heart of how Moneysupermarket's savings are delivered. When pipelines and legacy systems became overly complicated, Moneysupermarket turned to Google Cloud to simplify and automate its workstreams.

Enter Google Cloud

Smart Analytics | Infrastructure Modernization

Moneysupermarket employed Google Cloud digital solutions and automated processes to enable easy access and real-time management of raw or curated datasets and tables. This deployment framework allowed Moneysupermarket teams to spend less time on maintenance and scalability and more on delivering valuable savings to households across the UK. Changing the use of technology also changed the culture around data, from being a 'right' to being a 'privilege'.

Outcome

5 million events entered directly into BigQuery daily

From 24 hours to 10 seconds reduction in data latency

Table creation in under 20 seconds

Data automatically loaded in ingestion pipeline in 5 seconds

700+ tables loaded through a single pipeline

Google Cloud

FFG Fukuoka Financial Group

"For the digital-native banking system we developed, we needed a database that can scale seamlessly based on demand, offers external strong consistency, good performance and has extremely high availability for us to deliver an unmatched experience to our consumers."

Masaaki Miyamoto
Managing Director, Zero Bank Design Factory Co., Ltd.
(a subsidiary of Fukuoka Financial Group)

Breaking conventions to create "the new": Japan's first fully digital bank

The Fukuoka Financial Group has always been attentive to customer sentiment and societal trends. After observing a widening gap between existing financial services and the needs of digital native generations, it turned to Google Cloud to create Minna Bank, Japan's first ever fully digital bank.

Enter Google Cloud

Application Modernization | AI/ML | Databases | Smart Analytics | Infrastructure Modernization | Security | Google Maps Platform

Minna Bank is the world's first Google Cloud based core banking system, offering frictionless and hyper-personalized attributes blending banking with non-financial services. Leveraging Google Cloud solutions, Minna Bank provides the agility, flexibility and availability needed to break away from banking conventions and traditional processes. Built on Google Cloud, Minna Bank meets the needs of digital native generations with a new model of banking as a service, available anytime and anywhere.

Outcome

176 people running banking services that typically require 5,000 employees (30,000 in the case of a Mega Bank)

Banking as a service is available anytime and anywhere

Google Cloud

"It's an honor to be recognized by one of the world's foremost technology providers as a leading innovator in blockchain payments. TassatPay® is a mission-critical centerpiece of our bank customers' digital infrastructure. Working with Google Cloud enables us to easily add new banks to our network and deliver a secure, robust, and reliable operational experience. We're excited by the role we're playing in shaping the digital economy as we onboard new banks and the businesses they serve onto the TassatPay Network."
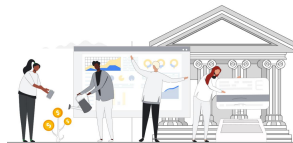
Kevin Greene
Chief Executive Officer and Chairman

Blockchain-based platform innovates B2B payments

Tassat Group Inc. is a fintech company that provides financial institutions with blockchain-based technology for digital payments. Tassat turned to Google Cloud to power its offerings and provide industry-leading digital services.

Enter Google Cloud

Infrastructure Modernization | Security

Tassat utilized Google Cloud solutions to transform B2B payments by providing banks with TassatPay® Network, an always-on blockchain-based platform for real-time payments, smart contracts, and easy movement of data that would be unattainable in physical data centers. Leveraging Google Cloud digital platforms, Tassat delivered the first blockchain-based digital payments platform that was approved by major banking regulators and has transacted billions of dollars to date.

Outcome

24x7x365 instantaneous digital B2B payments with no transaction size limitations

Resilience gained by running an active-active configuration across several distinct Google Cloud regions to achieve 99.99% uptime

Secure payments platform meeting the strict compliance requirements of banks

Google Cloud

Bullish

"Our journey to Anthos has been a pleasant surprise. It's extremely rare that a technology that gets adopted just works."
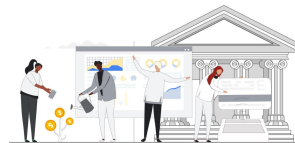
David Carter
Executive, Engineering

Delivering performance, security and liquidity by design

Working with Google Cloud, the creation of Bullish was the result of innovative thinking and technical execution. As the result of this shared effort, Bullish provides a high performance, safe and liquid exchange platform.

Enter Google Cloud

Application Modernization | Business Application Platform (BAP) | Databases | Smart Analytics | Infrastructure Modernization | Security | Productivity & Collaboration

Bullish leverages Google Cloud's open cloud infrastructure to deliver a platform that is global in scope, transparent, regulated by design, safe for users, and liquid by default. The interface allows users to monitor their portfolio, including the performance of their trades and assets deposited in liquidity pools. Plus, the sophisticated security infrastructure enables recording all transactions on the EOS public blockchain, so the entire system is verifiable.

Outcome

System can deploy a complete infrastructure ready for product insertion and deployment in minutes as opposed to weeks or months under previous designs

Google Cloud

05 Healthcare and Life Sciences

Bertelsmann ⬀

Chmura Krajowa ⬀

Moderna ⬀

Tempus ⬀

BERTELSMANN

"Over a few months, we were able to identify the various market opportunities, understand our key differentiators, and quickly go to market with a highly customized solution for our customers powered by Google Cloud AI/ML. We didn't think this timeline was possible before we started engaging with Google Cloud."

Darius Matthews
Vice President, Operations

A trusted space where healthcare organizations and professionals can grow

For healthcare organizations, finding the right professionals to meet their staffing needs is an ongoing concern. Nursing shortages, in particular, pose a challenge to the industry. That's why Bertelsmann collaborated with Google Cloud to transform the way healthcare workers find jobs.

Enter Google Cloud

Application Modernization | AI/ML | Business Application Platform (BAP) | Databases | Smart Analytics | Infrastructure Modernization | Security | Google Maps Platform | Apigee

Bertelsmann leveraged Google Cloud solutions to create a digital platform for Relias Learning, its subsidiary in the healthcare sector. Using AI/ML, the platform is a two-folded resource. For nurses, it's a trusted space to find the right job, access content via mobile or desktop, develop their skills, and maintain their certifications. For organizations looking to increase their reach, it's a broader channel of communication with audiences. By connecting healthcare organizations with the right professionals, the platform helps to address the employment gap in the industry and deliver more quality care.

Outcome

50% savings from initial hypothesis and time to market (4+ months)

Servicing 2.2 million+ healthcare workers in Relias Learning's communities

Google Cloud

chmura krajowa

"The inclusion of Google Cloud services with Chmura Krajowa enables Polish entrepreneurs to use exactly the same advanced technologies used by their global competitors. However, thanks to us, they remain in Polish jurisdiction and under the control of local regulators. Our strategic partnership also significantly accelerate the processes of digital transformation. We help Polish companies and the public sector to effectively build innovative products using the most technologically advanced solutions."

Michał Potoczek
Chief Executive Officer

Stepping up in the fight against the pandemic

During the COVID-19 pandemic, the Polish Ministry of Health engaged with Chmura Krajowa to create a digital registration system that enabled millions of people and medical workers to manage vaccination processes. Chmura Krajowa collaborated with Google Cloud to deliver this project in an exceptionally short time, which was crucial during the pandemic.

Enter Google Cloud

Application Modernization | Databases | Smart Analytics | Infrastructure Modernization | Security

Chmura Krajowa leveraged Google Cloud storage and computing power to build the reliable infrastructure at the core of the Polish National COVID-19 Vaccination Programme. The platform enabled patients to self-register for appointments and confirm their identity with a national Single Sign-On. It also made it possible for health workers to manage various aspects of the vaccinations processes. The e-registration system, built on Google Cloud, consistently supported healthcare workers and people in Poland with hundreds of thousands of vaccination requests and was an instrumental ally in the fight against the pandemic.

Outcome

111 million+ vaccination prescriptions recorded

46 million+ appointments arranged, 880,000 in 1 peak-day

122,000 appointments, 350,000 calendar slot searches per hour

121 million SMS notifications sent; 750 logins per second
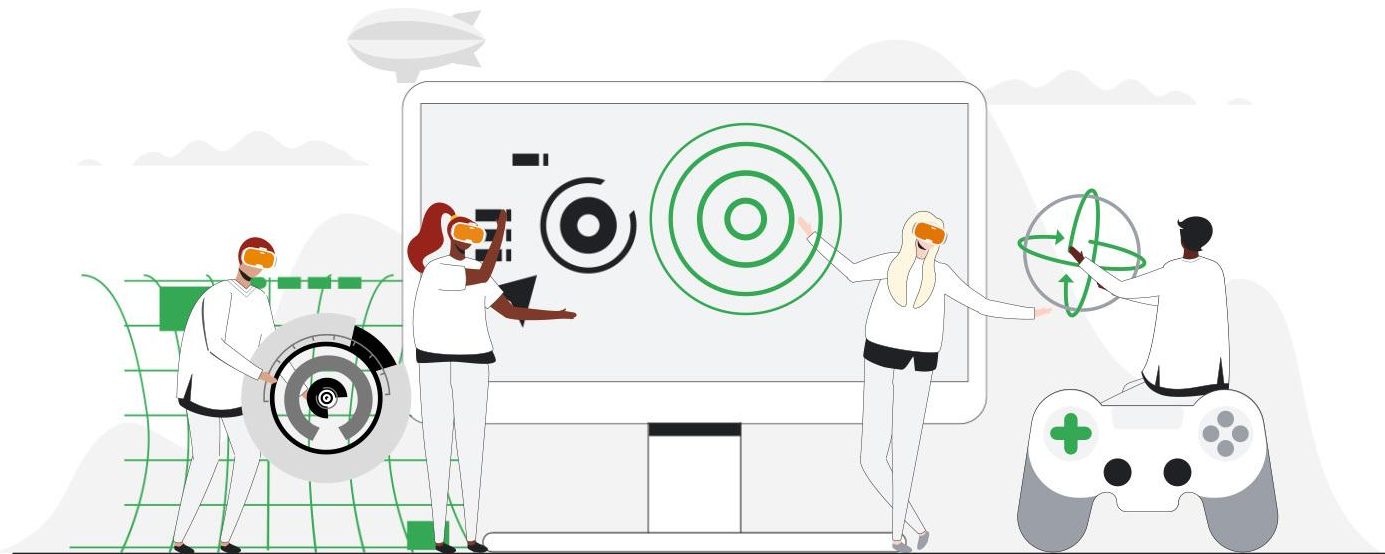
Google Cloud

06 Gaming

Improbable Worlds Limited ↗

Square Enix West ↗

IMPROBABLE

"We found the reliability of Google Cloud so consistent that we refer to these deployments as boring, which is a compliment from an ops perspective!"

Harry Edwards
Director of Partnerships

Creating virtual worlds for online social experiences

Improbable turned to Google Cloud to create densely populated virtual worlds where users could interact and also resolve the challenges caused by sudden surges in the number of simultaneous players.

Enter Google Cloud

Application Modernization | Infrastructure Modernization

Improbable leveraged Google Cloud computational power and AI to create *ScavLab*, an experimental live event hosting 9,600 real and scaled-up "fake" players. This was one of the largest multiplayer game experiences ever hosted by the gaming industry. The digital innovations that enabled this event represent an even more meaningful opportunity to foster a wide range of social experiences bringing ideas and people together in the virtual world.

Outcome

Hosted an event with 9,600 participants in a single, dense world

Backend sends 250 million+ networking updates a second at 10,000 players

Scaling from zero to 100s of simulation processes

Google Cloud

SQUARE ENIX®

"The exceptional network backbone of Google Cloud has allowed Square Enix to reach our customers faster and provide a better experience."

Simon Protheroe
Director, Online Development

Game-changing ways to engage and connect audiences

In the fast-paced gaming industry where growth is driven by mobile and online performance, Square Enix adopted Google Cloud solutions to meet players' demand for constant new features and updates.

Enter Google Cloud

Application Modernization | AI/ML | Databases | Smart Analytics | Infrastructure Modernization | Security | Productivity & Collaboration

Square Enix migrated to Google Cloud to study fan interaction, test at scale, and quickly roll out adjustments to increase performance. Leveraging the elasticity and agility offered by Google Cloud solutions, Square Enix developed complex games powered by technology that can scale rapidly and reliably. The company delivered 'cross-play' and 'cross-progression' to players across multiple gaming platforms, bringing them innovative ways to engage and connect with others.

Outcome

Lookalike targeting with up to 10x higher conversion rate

Optimized user flow and game performance evaluation

Streaming throughputs of up to 1Gbps of in-game data

Google Cloud
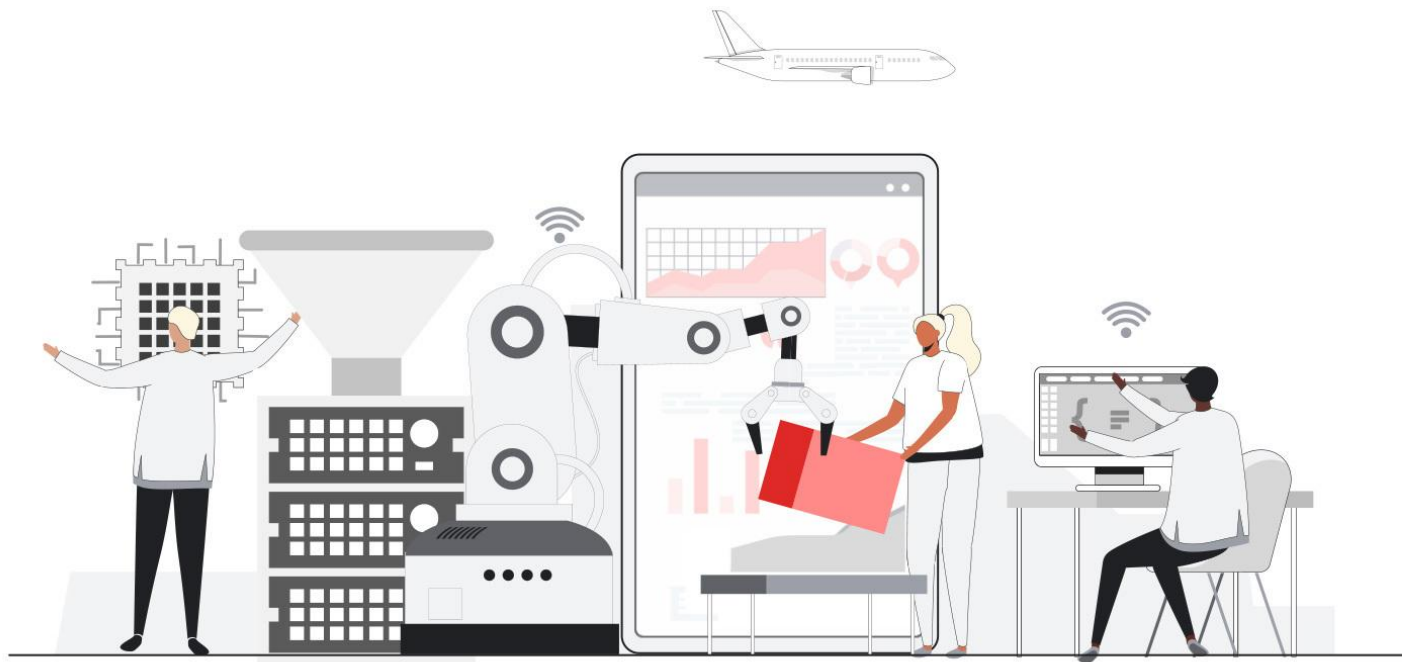
07 Manufacturing

Airbus	⧉
KYOCERA	⧉
Zebra Technologies	⧉

"We had a strong need to increase collaboration and bring teams together across the company. Airbus has a complex history resulting in many sites and divisions with their own legacy networks, and very few common tools available to all employees across the company. We also wanted to use the opportunity to create completely new ways of working, focused on increased efficiency and innovation, in a reliable and secure environment."

Rhys Phillips
Change Management and User Adoption Leader

Broadening horizons to bring teams together

During the COVID-19 pandemic, Airbus employees were required to work remotely. The company's infrastructure was unable to support most users connected to the office environment simultaneously, so Airbus worked with Google Cloud to create a new space for collaboration while also ensuring data security.

Enter Google Cloud

Productivity & Collaboration

Airbus operates in the civil and military worlds handling various types of data from more than 200,000 users all over the world. Before moving to the cloud, emails and documents were stored on-premises and only accessible via VPN connections not designed to support all users at the same time. Google Workspace provided cloud-based solutions for document co-editing, chat rooms and a platform to ensure colleagues had a space where they could continue to work together. With Google Cloud, Airbus achieved security for sensitive data stored in the cloud, back-up, reliability, and increased productivity.

Outcome

68% increase in the use of Meet in the last year

400,000 chat rooms, 43,000 sites created

430,000 files stored in Drive

Collaborations on 21,000 files per day

Google Cloud

KYOCERA Communication Systems

"If Google's culture had not been learned, the KCCS team supporting Kyocera's digital transformation would surely not have been able to succeed."

Masaharu Akieda
Division Manager, Digital Solution Division,
KYOCERA Communication Systems Co., Ltd.

Digital transformation inspires innovative culture

KYOCERA is a world leader in the manufacturing industry, building a wide range of products across several divisions and sites. With most systems working in silos, data was scattered across the organization and the flow of information was hindered. KYOCERA turned to Google Cloud to modernize its infrastructure and improve organizational effectiveness.

Enter Google Cloud

Application Modernization | AI/ML | Smart Analytics | Infrastructure Modernization

KYOCERA leveraged Google Cloud solutions to bring data from various on-premise group companies and manufacturing sites into digital platforms built on Google Cloud, like the DX portal site. This resource, on the organization's Intranet, enables employees to work collaboratively, collect data autonomously and turn use cases into solutions. It even offers access trainings and other resources for professional development. KYOCERA's digital transformation is motivating more enterprises in Japan to modernize their systems and is inspiring innovative culture in the whole manufacturing industry.

Outcome

10 factories adopted DX portal site in one year

Approximately 20 connected systems, 800 devices

140+ dashboards in use

Google Cloud

"From a zebra perspective our cloud revenues have grown five fold over the last three years since partnering with Google. Google has enabled us to focus on our core competencies, which has improved our release cycles, improved our quality and streamlined our R&D release cycles and significantly allowed us to increase our release velocity."

Anders Gustafsson
Chief Executive Officer

Digital transformation inspires innovative culture

Zebra Technologies Corporation provides businesses around the world with the tools they need to sense and analyze critical data and prioritize actions. With Google Cloud, Zebra built a platform that would enable clear and accurate insights to help businesses and their workers to make the right decisions. Real-time, data-fueled insights are essential. Zebra's solutions get workers the critical information they need to take action—when, where and how they need it.

Enter Google Cloud

AI/ML | Databases | Smart Analytics | Infrastructure Modernization | Security

For most enterprises, data-fueled insights are their most valuable assets. With Google Cloud technology, Zebra is now able to generate faster, more accurate and actionable insights that help businesses make impactful decisions and improve performance. These insights help Zebra deliver real-time, personalized experiences for its customers in retail, healthcare, the public sector, and other industries. In collaboration with Google Cloud, Zebra empowers the front line of businesses to take action and connects them with people and assets from 10,000 partners in more than 100 countries across the world.
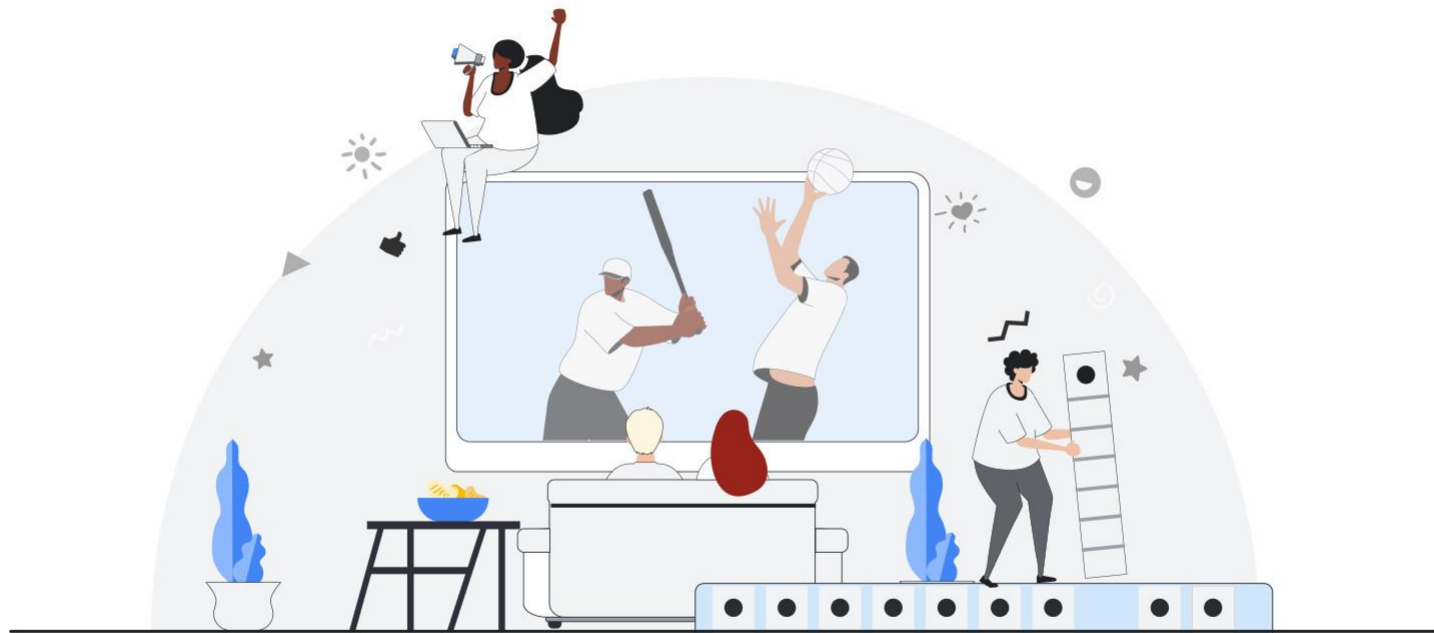
Outcome

5x revenue growth in 3 years of collaboration with Google Cloud

From 8 hours to 30 minutes reduction in analytics time

Savannah intelligent edge solution development cycle shortened from 12 months to 1-2 months

Google Cloud

08 Media and Entertainment

Isentia

Major League Baseball

Snap Inc.

Sony Pictures Imageworks

"Google Cloud has made creating intelligent services much easier with an API that allows us to integrate different types of software in a straightforward way. This means we can focus on building algorithms and functionality, rather than making all the various pieces work together."

Paul Russell
Chief Technology Officer
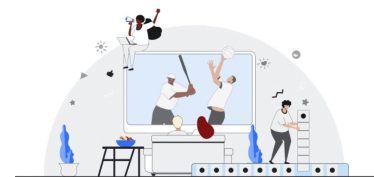
Giving customers the content they want, when they need it

Isentia provides media intelligence services for more than 3,000 clients in 18 languages. Monitoring broadcasts, Isentia helps communication professionals manage brand reputation, follow trends, and seize opportunities. To deliver insights faster and remove irrelevant content, Isentia worked with Google Cloud to modernize its monitoring system.

Enter Google Cloud

Application Modernization | AI/ML | Smart Analytics

Isentia's collaboration with Google Cloud was driven by two main objectives: increasing the speed of content delivery and providing users with only relevant content, in a digestible format. To achieve these goals, Isentia leveraged the robust Google Cloud infrastructure to build Media Item Boundary Detection. This industry-first innovation uses data mining and ML to quickly identify a story's beginning and end, automatically isolate relevant broadcast segments, and remove the unwanted "noise". Delivering clear content faster enables Isentia to give customers only what they actually want, when they need it.

Outcome

1,800+ clients (15,768+ people) adopting the new monitoring system

2,600 hours of broadcast content delivered weekly

More than 2,500,000 broadcast items delivered since launch

Content delivery time reduced from 261.9 to 5.2 minutes from airing

Google Cloud

"The fundamental goal is fan engagement. We want to bring baseball to millions of fans and introduce new technology that allows for personalized recommendations and a social viewing experience. These are the things that really motivate us and Google Cloud has been a great partner in building products that embody those values."
Jason Gaedtke
Former Chief Technology Officer

MLB and Google Cloud knock it out of the park

MLB worked with Google Cloud to merge tradition with innovation and take America's iconic pastime into the future. With the fan experience in mind, they created transformative solutions to drive the way current and future generations of fans engage with the sport.

Enter Google Cloud

Application Modernization | AI/ML | Databases | Smart Analytics | Infrastructure Modernization | Security | Productivity & Collaboration

MLB and Google Cloud worked to create a unified infrastructure across all 30 ballparks and deliver a more personalized, immersive fan experience. Baseball has always been a numbers game, so MLB is using Google Cloud solutions across all MLB clubs to deliver game-changing insights in real-time and give fans access to more film clips than ever before. MLB's collaboration with Google Cloud is pushing innovation on and off the field, taking the fan experience to the next level.

Outcome

Innovations: Film-Room, Fieldvision, Statcast

Data democratization and distribution to its 30 teams

Improved time to insights, with queries running 50% faster

Richer, more actionable insights via integrations with Looker and Google Ads

Reduced operational overhead

Lower costs with flat-rate pricing

Google Cloud

"Google Cloud helped enable the growth and scaling of our community to over 300 million global daily active users. As we expand our global community, Google Cloud will continue to be an integral part of our success."

Saral Jain
Director of Engineering, Enterprise and Cloud Services

Digital Native, with Enablement for Multi-Cloud

The Snapchat platform (Snap) was born on Google Cloud, leveraging a monolith architecture. This "black box" architecture served Snap well early on as it allowed Snap to focus on its core strengths, building out the Snapchat platform and ecosystem to attract users and business partners at scale and speed.

Enter Google Cloud

Application Modernization

Snap needed improved agility and better control over its architecture to scale quickly and seamlessly. A new microservices architecture was developed, implemented, and orchestrated via Kubernetes. This state of the art setup enabled service configurations to be centrally managed through a control plane that spanned multiple clouds and delivered a Service Mesh built on Envoy. This Service Mesh enabled Snap to manage its entire platform stack, including infrastructure components like Kubernetes compute clusters, security groups, and application deployments.

Outcome

Improved performance for our global community of over 300 million Daily Active Users (DAUs)

Enhanced developer experience for Snap developers

Reduced outages and increased operational availability

Improved security and reliability for our community and employees

Google Cloud

SONY PICTURES
imageworks

"With Google Cloud, we can flood a project with all the rendering resources we need to significantly speed up rendering times, which makes our artists more efficient and helps them move on to the next iteration much faster."

Steve Kowalski
Vice President of Systems Engineering
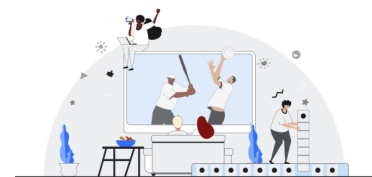
Helping creative ideas come to life

In the film industry, production timelines and artistic output are equally crucial for the success of a project. Delays in the communication process can result in significant and costly challenges. When Sony Pictures Imageworks needed a simple, easy-to-use suite of communication tools, it looked to Google Cloud for solutions that also embody its collaborative and innovative culture.

Enter Google Cloud

Productivity & Collaboration

With the adoption of Google Cloud, Sony Pictures Imageworks transformed how its creative and technical teams collaborate. Before, they were spending excessive time navigating through various communications apps, document versions and in-person review sessions. This caused costly delays in project timelines. Now, leveraging productivity and collaboration solutions, Sony Pictures Imageworks provides employees with the same platform for editing, commenting and sharing. Integrating the production tracking system into Google Workspace also allows to merge the decision making and creative process into the same workflow. This has been instrumental in bringing creative ideas to life faster and enhancing the artists' sense of belonging to the company's collaborative culture.

Outcome

Artists save on average 3 hours a day (2 or 3 review sessions a day)

Efficiency and productivity gains impacted bottom line saving from the high hundreds of thousands to low millions of dollars per year

Keeps intellectual property highly secure
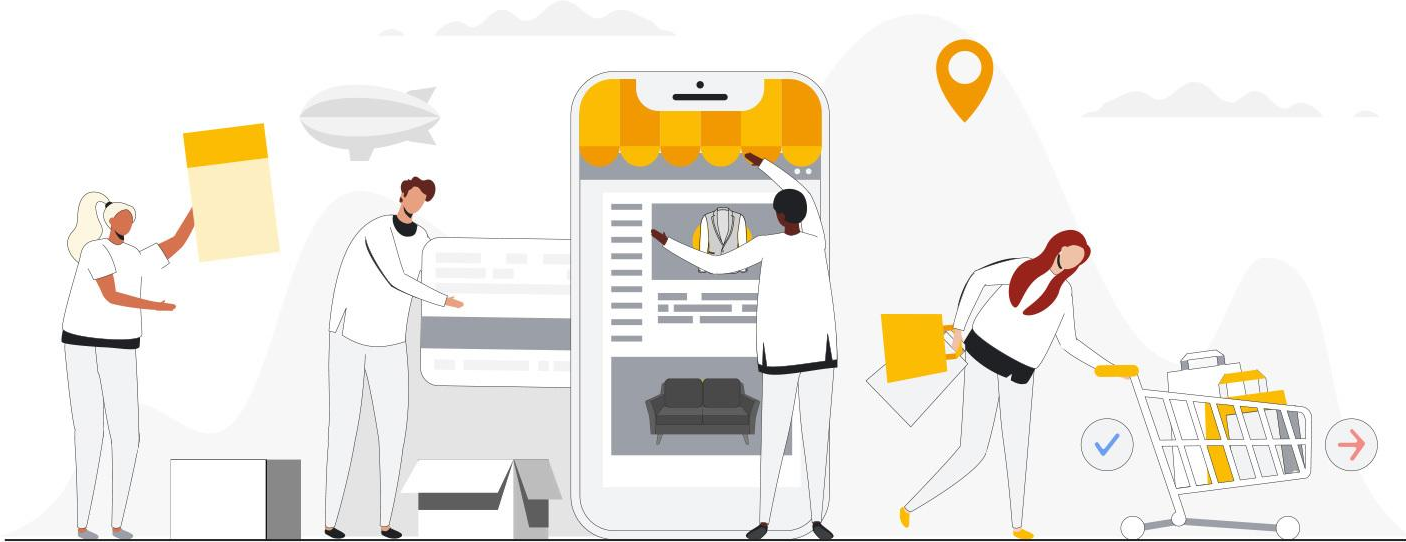
Google Cloud

09 Retail
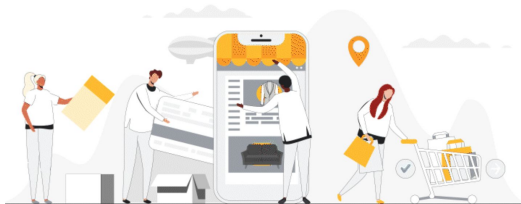
SEVEN-ELEVEN JAPAN	⎘	Etsy	⎘
Bed Bath and Beyond	⎘	Mulberry	⎘
Leroy Merlin	⎘	Lowe's	⎘
Mercado Libre	⎘	Wayfair	⎘
The Home Depot	⎘		
Shopify	⎘		

セブン-イレブン

"We chose Google Cloud for three reasons: service scalability, security, and openness. These reasons led to the decision of developing "Seven Central" on Google Cloud. While it previously took several days to collect real-time data for analysis, now it can be viewed centrally in 10 minutes at the latest."

Izuru Nishimura
Executive Officer and Head of ICT Department

Digital transformation as the driving force for sustained business growth

SEVEN-ELEVEN JAPAN turned to Google Cloud to overcome the challenges that emerged from its digital infrastructure. The old siloed systems required several days to collect information from over 30,000 departments and stores across the company's various locations. As a result, data was scattered and hard to retrieve and analyze. Google Cloud and Cloud Ace teamed up to build Seven Central, a new, transformative data platform.

Enter Google Cloud

Application Modernization | AI/ML | Business Application Platform (BAP) | Databases | Smart Analytics | Infrastructure Modernization | Security

Seven Central is a data consolidation platform built to collect and analyze company-wide data in a centralized, actionable manner. Agile data analysis decreased labor cost of operations, data processing time, and enabled prompt management decisions. When the company's complex system required a digital transformation, SEVEN-ELEVEN JAPAN identified in Google Cloud a trusted ally to build a new infrastructure allowing to keep pace with its future growth and society as a whole.

Outcome

Unified data from 30,000 stores and 120,000 POS registers

2000 TPS processed

From several days to as fast as 1 minute to view integrated real-time data

Built within 6 months

Google Cloud

"This is a recognition to all the employees of Leroy Merlin, for the culture of transformation and the will to carry out our challenges. The adoption of the cloud, the APIification of capacities and the automation of processes allow us to be much more agile when it comes to creating unified commerce solutions or managing our supply chain, as well as storing and exploiting our data to improve the customer experience and be more efficient in our operations."

César Colado
Chief Information Officer

Digital transformation brings unified retail solutions

Leroy Merlin is the leading retailer in Spain in the DIY, building, gardening, and decoration sectors, offering self-service and sales assisted services to over 27 million customers. When it needed to improve its operational efficiency, Leroy Merlin identified Google Cloud as the right partner to successfully implement its digital transformation.

Enter Google Cloud

Application Modernization | Databases | Smart Analytics | Infrastructure Modernization | Productivity & Collaboration | Google Maps Platform

Leroy Merlin and Google Cloud set out to resolve a wide range of challenges, from internal communication and collaboration processes, to database optimization and processing time. Today, more than 15,600 employees in France, Russia, Brazil, Italy, and Spain are using Google Workspace to edit and share materials, meet, and work together as a team. The migration from on-premise databases to Google Cloud allowed the company to compile and analyze unified data and provide better insights in customer preferences and cost analysis. This digital transformation has delivered more agility, faster decision making and more efficient retail solutions, allowing Leroy Merlin to strengthen its leadership position in the industry.

Outcome

Up to 20% improvement in conversion rate on web

Real-time process changes

15,600 employees using Google Workspace

Google Cloud

mercado libre

"At Data & Analytics Team, we are diffusers and heavy users of products such as BigQuery and Looker, among others that are part of the enormous ecosystem that makes up the Google Cloud platform. We are part of this recognition, but all this work is not just from our team, but is a true reflection of the synergy that we share with other areas of Mercado Libre that use, promote and leverage better decisions with these technologies to generate value in the business."

Adrián Quilis
Senior Director of Business Intelligence

Migration journey pushes innovation forward

Mercado Libre is the largest e-commerce platform in LATAM, with more than 80 million active users, where millions of entrepreneurs and enterprises sell their products and services. The decision to migrate several services to Google Cloud was not only based on the need to serve a growing number of users, but also driven by the transformative mindset of inspiring innovation across the region.

Enter Google Cloud

Application Modernization | AI/ML | Databases | Smart Analytics | Infrastructure Modernization | Security | Productivity & Collaboration | Google Maps Platform

Mercado Libre teamed up with Google Cloud to modernize its infrastructure and gather unified information from multiple channels and business systems. Leveraging analytical capabilities offered by Google Cloud solutions, Mercado Libre also increased the amount and speed of data-driven decisions. As part of a multi-cloud migration strategy, moving analytical infrastructure to Google Cloud delivered deeper insights to more users, while keeping costs under control. With improved resiliency and security at its core, Mercado Libre's cloud journey supported fast business growth in LATAM and encouraged more entrepreneurs in the region to keep innovating.

Outcome

20% to +100% performance improvement in different use cases

50% time reduction to produce specific ML features

Reduced the "time to data '' in jobs average

Reduced monthly spend with BigQuery optimization

Google Cloud

"When the pandemic hit, we were focused on two priorities. First, ensuring the health and safety of our associates and customers, and second, as an essential retailer, continuing to provide our customers with the critical items they needed most. We needed to quickly pivot and adopt new operations to meet these objectives."

Fahim Siddiqui
Senior Vice President for Information Technology

Forward thinking turns a challenge into an opportunity

The Home Depot is the world's largest home-improvement chain. Driven by a proactive approach to digital transformation, The Home Depot had already collaborated with Google Cloud to migrate parts of its infrastructure and data assets to the cloud. This cloud-based foundation proved to be crucial during the COVID-19 pandemic, when it helped the company face sudden changes and transform unprecedented challenges into opportunities.

Enter Google Cloud

Application Modernization | AI/ML | Databases | Smart Analytics: Dataflow | Infrastructure Modernization | Security

During the COVID-19 pandemic, in-store shopping drastically dropped, while online orders soared. Thanks to its proactive cloud migration, The Home Depot had the infrastructure to quickly implement a digital-first model based on online purchase and curbside pick up. Leveraging Google Cloud solutions across more than 2,200 stores and 700,000 products allowed the company to merge physical and digital retail to create a unified shopping experience ("One Home Depot"). Additionally, The Home Depot used smart analytics to generate insights into customer preferences, inventory, and supply chain. This data-driven approach drove an unprecedented growth in ecommerce transitions and fueled the excellent customer experience that is the foundation of The Home Depot's continued success.

Outcome

Creation of an automated contact center to deflect calls to SMS/chat, delivering 50% cost savings from using chat instead of call

Millions of calls managed through Interactive Voice Recognition technology, saving hundreds of thousands of associates' hours

Google Cloud

shopify

"Our partnership with Google Cloud means that more Shopify merchants around the world have access to competitive computing technologies that would otherwise only be available to enterprise brands. Improved store speed and performance will give our merchants a competitive edge by allowing them to better serve buyers where they are, and it will do so in the most energy efficient way possible through Google Cloud."

Farhan Thawar
Vice President, Engineering

Offering merchants of all sizes a path to successful entrepreneurship

Shopify provides more than 1,700,000 merchants worldwide with a commerce platform to start and run their own business. When the COVID-19 pandemic accelerated the shift to e-commerce, its growth trajectory skyrocketed. Being a digital native company, Shopify understands the value of cloud infrastructure, so it collaborated with Google Cloud to improve its platform and meet exponentially growing demands on a global scale.

Enter Google Cloud

Application Modernization | Databases | Smart Analytics | Infrastructure Modernization | Security | Productivity & Collaboration

Shopify and Google Cloud worked together to create an agile infrastructure that is reliable, fault tolerant and able to auto-scale to meet the evolving needs of merchants worldwide. Together, they quickly rolled out a suite of new features such as Shopify Ping for live chat, point-of-sale software, gift cards, online tipping, and management of curbside-pickup orders. Leveraging Google Cloud solutions, Shopify's platform emerged as an all-in-one e-commerce platform that offers merchants of all sizes a successful path to entrepreneurship.

Outcome

96% revenue growth, 86% Gross Merchandise Value growth in 2020

$2.4 billion Gross Merchandise Value processed over 24 hours

50% increase in consumers since BFCM 2019

$5.1 billion total sales globally

Google Cloud

Etsy

"We found that the Google Cloud team would come into meetings, pull up their chairs, meet us halfway, and say 'let's figure out a way we can do that for you.'"

Mike Fisher
Chief Technology Officer

Growing community, sales, and sustainability

Etsy is an online marketplace for a community of millions of creative sellers and buyers searching for unique items. Looking to build an infrastructure to support its growth, Etsy chose Google Cloud to migrate all workloads from on-premise to cloud-based data centers. Together, they achieved a lot more than that.

Enter Google Cloud

Application Modernization | AI/ML | Databases | Smart Analytics | Infrastructure Modernization | Security

The migration to cloud-based infrastructure freed Etsy's teams from maintenance of on-premises data centers and allowed them to focus on what makes a difference for its buyers and sellers. Leveraging Google Cloud Data Analytics to generate near real-time insights, Etsy was able to create sellers dashboards and notify them on user searches and trends. AI/ML powered recommendations for buyers and new features such as push notifications and updates since last visit. In collaboration with Google Cloud, Etsy is ahead of the technology curve with a cost-efficient and environmentally sustainable platform that continues to inspire and support its community.

Outcome

20x increases market cap

50%+ savings in carbon footprint

90 million active buyers, 4.5 million sellers

Google Cloud

Mulberry

"Senior leadership at Mulberry always wanted a 360-degree customer view. Google Cloud enabled us to do that within a few months, boosting sales and improving our customer experience. Looking at how much we've achieved already, there are no limits to what we can do in the future."

Neill Randall
Solutions Architect

Taking sales and customer relations to the next level

Mulberry is a luxury fashion brand whose products are sold across 25 countries, 120 stores and its online network. When challenged by data silos and scattered information, Mulberry worked with Google Cloud to build an infrastructure that enabled a global view of inventory, products and customer preferences. This proved to be even more crucial during lockdowns, when bricks-and-mortar stores had to be reconfigured for online sales.

Enter Google Cloud

AI/ML | Databases | Smart Analytics

Leveraging Google Cloud solutions, Mulberry built a cloud-based, connected inventory to bring together data from all of its channels. The new data architecture delivered full stock visibility, larger selection of products and faster shipping. This digital transformation allowed Mulberry to take the shopping experience to the next level by tailoring campaigns based on customers' preferences and offering personalized product recommendations. During the COVID-19 pandemic, when most businesses and retailers needed to turn challenges into opportunities, Mulberry and Google Cloud made that possible.

Outcome

25% sales increase

37% click-through-rate

110% increase in return on ad general spend

"We are making substantial investments in technology to modernize our platforms and advance our digital capabilities to better serve customer needs and deliver the best service and value across every channel. Partners like Google Cloud provide the innovative tools and support we need to execute our digital transformation."

Seemantini Godbole
Chief Information Officer and Executive Vice President

Empowering employees and customers with digital transformation

Lowe's is one of the largest home improvement retailers in the world. Always looking for more ways to help customers with their home or business improvements, Lowe's collaborated with Google Cloud to modernize its infrastructure and personalize the customer experience.

Enter Google Cloud

AI/ML | Databases | Smart Analytics | Infrastructure Modernization

Lowe's digital transformation focused on the online customer journey and on personalizing the customer experience. Within three days, the company was able to create a seamless path from search and navigation to check out, and launch curbside pick for items purchased online. Leveraging Google Cloud's data centralization, Lowe's also provided employees with the ability to view and update pricing and inventory in real-time directly from the sales floor, while remaining engaged with customers. With data-driven decisions and an improved, personalized shopping experience, Lowe's empowers both employees and customers.

Outcome

135% increase in sales on Lowes.com

35.1% increase in same store sales

88,000 mobile devices rolled out to allow associates to access real-time data

Google Cloud

wayfair®

"Our collaboration with Google Cloud worked incredibly well, not only in terms of the overall performance of the site and all the technology, but also in the cost of that technology. The expenses were right in line with where we expected them to be and on par with running costs we'd accrue if we had used our own data center."

Steve Crusenberry
Vice President, Infrastructure and Platform Engineering

Agile infrastructure supports massive surges in customer traffic

Wayfair had already worked with Google Cloud on a successful migration initiative, so when the company identified the need for an agile infrastructure to support its consistent growth, it confidently relied on Google Cloud solutions.

Enter Google Cloud

Application Modernization | Databases | Smart Analytics | Infrastructure Modernization | Security

Wayfair needed an infrastructure with the capabilities to process massive amounts of data across multiple channels and provide deep level analysis at scale. The migration of its most critical e-commerce system, Storefront, from on-premise to Google Cloud, delivered this and several other accomplishments. Harnessing analytic and computing power offered by Google Cloud solutions brought significant savings in infrastructure spending, freed teams from managing data and allowed them to allocate their efforts to improve the shopping experience. With its digital transformation, Wayfair gained the agility necessary to scale and handle surges in traffic on their site and application in a cost effective and smooth manner.

Outcome

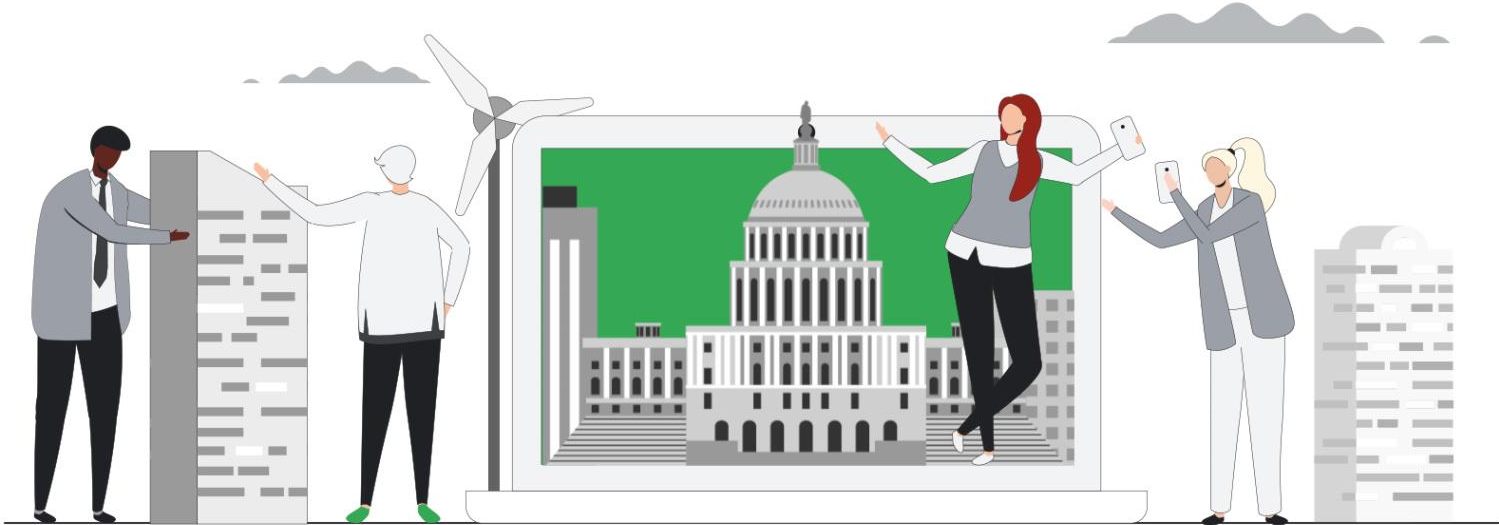4 billion+ visits to the site and application in 2020

60-65% reduction in total number of incidents

10%-15% increase in overall customer performance on the website

Google Cloud

10 Government
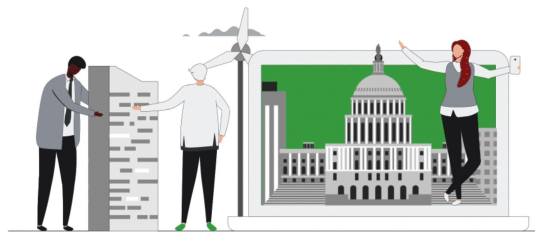
Arizona Department of Health Services	⬈
State of Arizona	⬈
State of Illinois - Department of Employment Security	⬈
State of Hawaii - Office of Enterprise Technology Services (ETS)	⬈

ARIZONA DEPARTMENT
OF HEALTH SERVICES

"Our Google Cloud team was amazing. They collaborated and innovated to get our vaccine management system delivered within the three week period, continually enhanced it over time, and supported our weekly releases of new vaccine appointments. Our teams learned a lot along the way and we hope to find other opportunities to move the dial with them as much as we did on this project."

Paula Mattingly
Chief Information Officer

Making a difference to Arizona's COVID response

In the emergency of the COVID-19 pandemic, the Arizona Department of Health Services turned to Google Cloud to quickly implement a vaccine management system that would be fully operational when the COVID vaccine would become available.

Enter Google Cloud

Application Modernization | AI/ML | Business Application Platform (BAP) | Databases | Smart Analytics | Infrastructure Modernization | Security | Google Maps Platform

Arizona Department of Health Services leveraged Google Cloud solutions to develop a new infrastructure to deal with the COVID-19 pandemic. Rolled out within three weeks, the Patient Portal (used for registrations and appointment scheduling) and the Clinician Portal (to manage the creation of vaccination events, inventory, patient check-in, and administration of vaccines) were instrumental in Arizona's COVID-19 response. Arizona Department of Health Services used the compute capacity of Google Cloud to deal with the huge demand for new appointments and made a true difference to the lives of many Arizonans.

Outcome

2.7 million appointments booked

2.2 million+ vaccines completed

1,700+ vaccine administration events managed with a peak of 11,000 vaccines in one site per day

Google Cloud

az.gov
STATE OF ARIZONA

"We were really impressed with the Google Workspace toolset, and we felt it would enable us to collaborate better. We recognized that Google Workspace would help change the way people interact and work, rather than merely shifting their old methods and workflows to the cloud."

Doug Lange
State Chief Strategy Officer, State of Arizona

Optimizing government spending to serve citizens more effectively

The State of Arizona was challenged by operational inefficiencies, siloed systems and redundant productivity tools across agencies. With Google Cloud solutions, the State of Arizona adopted an enterprise approach to improve productivity and security in order to optimize statewide government spending.

Enter Google Cloud
Productivity & Collaboration

The State of Arizona leveraged Google Workspace to consolidate 30 email systems into one. The cloud-based infrastructure transformed the way agencies work together and enhanced security with robust controls to identify malicious emails. With Google Classroom, the State of Arizona also offered access to trainings that were instrumental in the shift to virtual work when this was imposed by the COVID pandemic. This consistent, scalable, enterprise approach across previously siloed systems helped to optimize how resources were allocated and serve citizens more effectively.

Outcome

Consolidation of 30+ email systems into Google Workspace

Helped allocate and optimize statewide government spending

Shift of 90% of workforce from on-site to virtual environment

Google Cloud

"The automated virtual agents have acted like a force multiplier for IDES's support agents, in terms of processing and responding to unemployment benefits requests."

Jennifer Ricker
Acting Assistant Secretary, Illinois Department of Innovation & Technology

Giving over 1 million citizens a helping hand when they needed it most

During the emergency of the COVID-19 pandemic, the influx of customer outreaches became more than call centers were staffed to handle. Google CCAI virtual agents acted like a force multiplier for customer service and support agents across the State of Illinois.

Enter Google Cloud

AI/ML

When field offices were temporarily closed, the State of Illinois turned to Google Cloud solutions to manage sudden surges in phone calls. Google CCAI and the Dialogflow platform allowed to perform speech-to-text, natural language processing, and other augmented intelligence behaviors. This helped to handle requests faster and freed up human agents to work closely with customers who needed assistance on more complex issues. Adopting Google Cloud solutions, the State administration was able to reduce workloads and support its constituents when they needed it most.

Outcome

170,000,000 talk minutes saved

Workload equivalent to 5,000 human agents

17 million conversations in the past year

100% of calls answered on the first ring and triaged

17 million callbacks completed over smartchat in 6 languages, 24x7x365

Google Cloud

"You need technology that can scale up easily and continue to be fast. The system now routinely handles 25,000 visitors or more per day."

Doug Murdock
Chief Information Officer

Safely reopening to tourism

To safely reopen to tourism, the State of Hawaii worked with Google Cloud and SpringML to build the Safe Travels program, allowing it to collect and track travel and health information for all visitors.

Enter Google Cloud

Application Modernization | AI/ML | Databases | Smart Analytics

The Office of Enterprise Technology Services for the State of Hawaii turned to Google Cloud and SpringML to design and build the Safe Travels program, a website that travelers can use to enter their health-screening information and COVID-19 test results prior to, and during, their visits.

Outcome

In only six weeks, the website was built and launched in order to safely reopen the state's economy

Since launch on August 11, 2020, more than 2.6 million travelers have used the Safe Travels program

More than 2.4 million quarantine-exemption requests have been processed through the online system
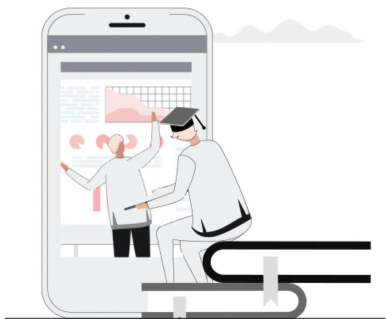
Google Cloud

11 **Education**
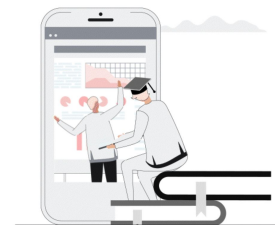
The University of Texas at Austin

The University of Texas at Austin
Dell Medical School

"This robust tracking system is designed to gather key metrics about overdose trends across the state and deliver that info to people who can put it to use, including those who direct funding and allocation of resources."

Andrea Daugherty
Interim Chief information Officer at Dell Medical School

Bringing life-saving resources where they are needed most

The University of Texas at Austin collaborated with Google Cloud to build applications and a platform that can make a true difference in the world. Together with Google Cloud and Google Cloud partner Maven Wave, UT Austin is bringing life-saving resources to areas and individuals most affected by substance misuse throughout Texas.

Enter Google Cloud

Application Modernization | AI/ML | Business Application Platform (BAP) | Databases | Smart Analytics | Infrastructure Modernization | Security

The University of Texas at Austin leveraged Google Cloud to build a platform capable of capturing, analyzing, and disseminating data for a diverse set of users throughout the state including Harm Reduction Coalitions, EMT, FMTs, Emergency Room workers, and Hospital systems. Built with Google Cloud solutions, the TxCOPE Drug Overdose Platform was rolled out in metropolitan and rural areas in both Spanish and English. This initiative is aimed at bridging the reporting gap by collecting data from various reports and providing holistic insights on substance misuse patterns. With this platform, the University of Texas at Austin is guiding the allocation of funds and potentially life-saving resources towards those who need them most.

Outcome

4 counties engaged in the harm reduction organization pilot

15 harm reduction organizations enrolled in the platform

78 total individuals with accounts in the platform

325 overdose incidents have been reported through the platform

Google Cloud

12 Cross Industry

Lufthansa Group	↗	MOLOCO	↗
Quantum Metric	↗	Broadcom	↗
Palo Alto Networks	↗	Geotab	↗
PGA of America	↗	Mitel	↗
MariaDB	↗	Toteat	↗
MongoDB	↗	Pearson	↗

LUFTHANSA GROUP

"By combining Google Cloud's technology with Lufthansa Group's operational expertise, we are driving the digitization of our operation even further. This will enable us to identify possible flight irregularities even earlier and implement countermeasures at an early stage."

Detlef Kayser
Executive Board Member

Using the cloud to land operational effectiveness

As one of Europe's largest airline groups, Lufthansa Group's operations can be impacted by a wide range of complex challenges. In the effort to find the best solutions, the Lufthansa Group turned to Google Cloud and worked on the migration of all available data sources into an infrastructure that allowed an holistic understanding of each situation and effective decision-making.

Enter Google Cloud

Application Modernization | AI/ML | Business Application Platform (BAP) | Databases | Smart Analytics | Infrastructure Modernization | Security

Lufthansa Group faces several different challenges in running its operations. From reduced air traffic control capacity to strike actions or adverse weather conditions, these factors can result in customer dissatisfaction. Leveraging Google Cloud solutions, Lufthansa Group built the Operations Decision Support Suite, a unified platform to compile and analyze data from disparate sources and interfaces across the company. Aggregating data gave a single source of truth to improve various operations, from hub controllers to crew planners or unplanned aircraft maintenance. Lufthansa Group used Google Cloud platform's computing and intuitive capabilities to power quick and effective decision-making that is delivering cost savings, increased operational stability and customer satisfaction.

Outcome

€30 million+ total savings projected once rollout is complete

15% reduction in "irregularity cost" due to customer dissatisfaction

Increasing customer satisfaction

Google Cloud

Quantum Metric

"Once our customers see the power of serverless analytics, we close deals up to three times faster. Since we started using Google BigQuery, our business has grown by 50%."

Yotam Yemini
Senior Vice President of Sales

Turning negative shopping experiences into revenue

Quantum Metric analyses customer online behaviors to identify and quantify negative shopping experiences that cause lost sales. Since every online action is valuable information, Quantum Metric turned to Google Cloud to multiply its computing and analytical capabilities.

Enter Google Cloud

Application Modernization | Smart Analytics | Infrastructure Modernization

With the migration of its entire infrastructure to Google Cloud, Quantum Metric gained the power to query terabytes of data and capture virtually 100% of user interactions in real-time, from clicks to taps and scrolls on website, mobile or app. Quantum Metric is leveraging Google Cloud serverless solutions to analyze huge amounts of behavioral data faster than ever before, in seconds, and help customers across every industry identify the issues that are costing lost sales. With reliable and actionable insights, customers are empowered to prioritize with speed and confidence, and enabled to turn negative shopping experience into revenue.

Outcome

$200 million raised in Series B funding at a valuation exceeding $1 billion

1 billion unique visitors monthly, 20% of the worldwide users (2020)

Nearly doubled its reported revenue in 2020

Google Cloud

paloalto® NETWORKS

"We've had a tremendous strategic partnership with Google Cloud over the past three years that helps ensure that our joint customers can have a simple, secure journey to the cloud. This service takes that to new levels."

Nikesh Arora
Chief Executive Officer

Empowering businesses with cloud security, simplified

Security is a key feature in the growth and success of most companies pivoting from on-premise to remote work solutions. During the COVID pandemic, the demand for securing remote workforce increased dramatically.
To face this challenge, Palo Alto Networks partnered with Google Cloud to provide secure connectivity to users everywhere, in their offices or remote.

Enter Google Cloud

Application Modernization | AI/ML | Business Application Platform (BAP) | Databases | Smart Analytics | Infrastructure Modernization | Security | Productivity & Collaboration | Apigee

Palo Alto's strategic partnership with Google Cloud includes deep integration with Prisma Access, the industry's most comprehensive, cloud-delivered security solution. This platform helps cloud customers solve critical network security challenges and scale remote access capacity for their workforce. This was crucial for business continuity, especially during the COVID pandemic. The joint design and engineering effort between Palo Alto Networks and Google Cloud combines best-in-class security with the simplicity and scalability of Google Cloud infrastructures, and is empowering tens of thousands of organizations across clouds, networks, and mobile devices.

Outcome

Customers helped to scale remote access capability: PwC, who scaled to 225,000 remote workers with no business interruptions

Schlumberger from 25,000 to 85,000 remote users within days

Flex going from barely any remote workers to suddenly had to 20,000

Google Cloud

"We knew that rethinking how we communicate and work together had to be a core part of our digital transformation and Google Workspace helped us do that securely. Between our nationally distributed workforce and our members who rely on our email platform, a more dynamic, easier-to-use environment was essential to our future of secure, collaborative work."

Kevin Scott
Head of Technology

Modernization keeps PGA of America on course for continuous improvement

PGA of America counts over 29,000 PGA Professionals dedicated to help people navigate their golf journey and take it as far as they want to go. Driven by the need to increase efficiency and security and guided by a culture of constant improvement, it turned to Google Cloud to modernize its systems.

Enter Google Cloud

Productivity & Collaboration

PGA of America adopted Google Cloud Workspace to create a frictionless and secure user experience across 50 locations, from HQ offices, section offices, golf courses, and championship offices. Implementing a nimble and more secure infrastructure brought immediate benefits in data loss prevention, malware and phishing protection. Communication and collaboration tools allowed people to stay connected and work on documents without worrying about version control or privacy risks, ultimately transforming the way PGA of America works. Leveraging Google Cloud solutions, PGA of America reached the new levels of productivity, collaboration and security that represent its culture of continuous improvement.

Outcome

70% reduction in help desk tickets about system speed

Increased productivity levels

Reduced waste and issues due to version control and system speed

Google Cloud

MariaDB

"We have the option to be able to use block storage or object storage, or tie into a variety of different services within Google Cloud that allow our users to become much more efficient, and really lower that cost."

Robert Hedgpeth
Director of Developer Relations

Freeing companies from costs and complexities so they can invest in innovation

MariaDB is one of the world's most popular open source databases, providing customers with a service that can handle any scale or workload and keep up with their evolving needs. MariaDB turned to Google Cloud to build a database with all the features and reliability that on-premise customers trust and the flexibility that only a cloud-based platform can deliver.

Enter Google Cloud

Application Modernization | Databases | Infrastructure Modernization | Security

MariaDB launched SkySQL, its database as a service (DBaaS) built on the Google Cloud platform. Seamlessly integrating Kubernetes architecture and Google Cloud, SkySQL is designed with flexibility and scalability at its core. It serves a wide range of applications with a rich ecosystem of plugins and other tools that make it extremely versatile. As a service that runs in the cloud, it allows MariaDB to apply bug fixes, security patches and improvements as they become available. This industry changing database embodies MariaDB's mission to free companies from costs and complexities and enable them to focus on innovations.

Outcome

Run any workload and scale to grow with the organization

Easy deployment and application of real-time updates frees up time from managing server configuration and maintenance

Google Cloud

"We put a huge priority on giving our customers the benefits of a modern, general-purpose database with the freedom to run their workloads anywhere, so enabling MongoDB Atlas as a first class service in the Google Cloud Console is a perfect example of how deep partnerships create more choice and value for the customer."

Alan Chhabra
Executive Vice President of WW Partners, Public Sector, Asia

Trusted foundation at the core of global database

MongoDB is the leading modern, general purpose database platform designed to unleash the power of software and data for developers and the applications they build. MongoDB partners with Google Cloud to offer joint customers a seamless experience and a set of new benefits.

Enter Google Cloud

Application Modernization | Databases | Infrastructure Modernization | Security

MongoDB Atlas is a fully-managed global cloud database service, integrated directly with the Google Cloud infrastructure. It offers a wide range of benefits, from synergies between databases, analytics and other cloud applications, to a unified experience with Google Cloud services such as identity and access management, logging and monitoring, Kubernetes and Tensorflow. All while also delivering savings on costly on-premise environments and freeing teams from database management. MongoDB Atlas gives developers in all 24 Google Cloud regions the security and flexibility they need to build the best applications for their customers.

Outcome

Atlas on GC delivers 30% cost savings and 14X performance capacity compared to AWS/Azure

100% software-based platform that supports workloads on any combination of cloud environments

Ability to deploy database clusters across 80+ regions and multiple providers

Google Cloud

MOLOCO

"Google Cloud Platform has been key to MOLOCO's continuing success. Our customers' ad campaigns are more effective, increasing their revenue. With Google Cloud Platform we're able to scale quickly and deliver great results."

Ikkjin Ahn
MOLOCO Founder

Empowering businesses to drive revenue from their data

MOLOCO helps app developers to analyze user behavior and extract key signals used in mobile advertising to place real-time bids on ad inventories. With speed and accuracy as core objectives, MOLOCO works with Google Cloud to build ad campaigns that empower business to grow by leveraging their data.

Enter Google Cloud

Application Modernization | AI/ML | Databases | Smart Analytics | Infrastructure Modernization | Security

Using the full Google Cloud suite, MOLOCO Cloud is an adaptive and intuitive platform capable of compiling and analyzing diverse data sets to help customers identify, locate, and acquire new business opportunities. Using a combination of machine learning and programmatic mobile advertising, MOLOCO helps partner app developers drive revenue by bringing relevant ads to their users while they are on popular apps. Leveraging Google Cloud solutions, MOLOCO Cloud automated platform is capable of scaling to support the exponential growth of mobile adoption rates across a global deployment spanning the US, Europe and Asia.

Outcome

Provided access to 50 billion daily impressions on the most popular app

3 million bid requests processed per second

From several minutes to 10 seconds processing time

Google Cloud

BROADCOM®
SOFTWARE

"Leveraging Google Cloud enables Broadcom Software to scale and innovate faster to meet the growing needs of digital businesses globally. This collaboration is fundamental to delivering secure access to cloud applications and providing enterprises with increased performance, continuous compliance, and enhanced security that empowers an organization's cloud adoption journey."

Tom Krause
President, Broadcom Software Group

Cloud integration to scale and innovate securely

A few years ago, Broadcom embarked on a journey to become a leading player in enterprise software, through key acquisitions including CA and Symantec. With these acquisitions came multiple mission critical product suites built on a myriad of technologies. Broadcom has worked closely with Google Cloud to standardize and streamline the delivery of these services.

Enter Google Cloud

Application Modernization | AI/ML | Business Application Platform (BAP) | Databases | Smart Analytics | Infrastructure Modernization | Security | Productivity & Collaboration

Google Cloud and Broadcom teams have partnered closely to build and adopt a relevant and current technology stack that drives synergies across product groups, is cost effective, and can handle scale. PSO support to redefine standards around infrastructure, containerization, security, and devops tolling and practices has been critical to this initiative. This collaboration enabled a unified cloud application suite providing enterprise customers with increased performance, compliance, and security.

Outcome

80+ services and products transformed and onboarded

60 global locations moved into Google Cloud regions

Enabled large, cost effective and highly scalable SaaS services

Significant resources optimization with the adoption of containers and GKE based platform with features like node and pod autoscaling

Google Cloud

"By going with the Google Cloud stack, we can stay hyper focused on our customers' challenges instead of diverting valuable internal resources to manage a complex IT infrastructure behind the scenes."

Mike Branch
Vice President of Data & Analytics

Using billions of data points to improve transportation around the world

Geotab provides its customers with data-driven recommendations, benchmarking and performance assessments to increase their fleet's efficiency. When aggregating data across multiple servers became inefficient, Geotab chose to migrate its infrastructure to Google Cloud.

Enter Google Cloud

Application Modernization | Databases | Smart Analytics | Infrastructure Modernization

The migration to Google Cloud allowed MyGeotab platform to leverage scalable capabilities to process a wealth of raw vehicle data from various apps and sensors like never before. From movement patterns, to engine speed or weather conditions, the platform generates granular insights and recommendations to optimize customers' fleet utilization. Making the best of Google Cloud machine learning and artificial intelligence capabilities, Geotab created a fast, reliable, and scalable infrastructure. This allowed the company to enter new markets and deliver innovative solutions that also help governments around the world to create safer roads, improve transportation and city planning.

Outcome

Ingests and analyzes data on more than 2.4 million commercial vehicles

50 billion data points generated daily

Open telematics platform to over 49,000 customers worldwide

300% year-over-year Google BigQuery traffic increase

Google Cloud

Mitel

"Our VMware Engine migration has translated to faster time to market to support higher revenues. We can also scale to support more work and have increased completed units of work monthly by four times thanks to the Google Cloud ecosystem."

Rick Cirigliano
Senior Vice President of Cloud Operations

Providing seamless communication services to businesses worldwide

Mitel is a global provider of UCaaS solutions with over 45 years of telecommunications leadership and 70 million business users across more than 100 countries. When the company recognized the need to modernize its IT infrastructure, it chose to work with Google Cloud and Google Cloud Premier Partner, RiverMeadow, to achieve its full growth and service potential.

Enter Google Cloud

Infrastructure Modernization

RiverMeadow and Google Cloud's joint effort delivered Mitel's IT migration with automation, stability, security, and scalability in mind. Since completing its digital transformation, Mitel achieved significant results across its IT operations. By moving complex workloads from on-premise environments to Google Cloud, Mitel was strengthened security and regulatory compliance across locations and services, while also ensuring zero service disruption for its customer. Capitalizing on Google Cloud network connectivity and reliability, Mitel provides seamless communication services for businesses worldwide.

Outcome

Migrated 1,000 VMs to the cloud in less than 90 days

Scaled monthly operational output 4x

Accelerated time to market for new UCaaS services

Improved security stature and disaster recovery capabilities

Standardized IT infrastructure and systems across global network

Google Cloud

"Working in the cloud allows us to provide support to customers remotely and in real time. No more visits to venues. Traditional competitors have to schedule visits to venues to solve the problems. We can do everything remotely and check all the customer configurations in the cloud remotely."

Rene Marty
Chief Technology Officer and Co-Founder

Industry changing solutions to help businesses through the toughest times

Toteat is a pioneering company in launching a native cloud-based POS software for the the restaurants industry. Using Google Cloud solutions, it helped businesses to break away from on-premise software systems and delivered new channels to expand their sales.

Enter Google Cloud

Application Modernization | Databases | Smart Analytics | Infrastructure Modernization | Productivity & Collaboration | Google Maps Platform

Chilean businesses in the food industry were burdened by on-premise systems inefficiencies that required a long time to be resolved. Toteat leveraged Google Cloud solutions to deliver quick response and resolution times and several industry-changing solutions. The new analytics capabilities allowed managers to monitor inventory, track units prices in real-time, and access insights from aggregated data on any computer, smartphone or tablet. These results helped businesses to build trust in Toteat and the infrastructure supported by Google Cloud. During the 2021 lock-down, this was instrumental in developing collaboration projects with e-commerce and delivery platforms that supported business through the toughest times.

Outcome

Only 15% lost sales during lock-down thanks to new selling channel

20% to 30% cost savings using new tools and products from Google Cloud

30 seconds for response and 10 minutes average time for solving

Google Cloud

Pearson

"'Getting data right' was key to enabling Pearson's ambition and our partnership with Google has been instrumental in being able to do this at pace, leveraging its cloud infrastructure, new tools, analytics capabilities and intelligent automation to do things that would have been commercially impossible with manual effort."
Corey Farrell
Chief Technology Officer, Enterprise Architecture & Applications

Innovative learning solutions shape the future of education technology

The COVID-19 pandemic brought a new set of challenges to traditional learning and development opportunities. Pearson turned to Google Cloud to centralize its data and offer innovative programs across multiple geographical markets and lines of business.

Enter Google Cloud

AI/ML | Databases | Smart Analytics | Infrastructure Modernization | Productivity & Collaboration

Pearson's contributions to cloud technology solutions in the Education Industry have been outstanding in many ways this year, particularly around its leverage of AI and machine learning to transform its internal data and analytics capabilities.

Outcome

Ability for educators to monitor and intervene faster (in use across Pearson's UK Schools business)

Significant decrease in privacy/data security violations

Savings made through automation and consolidation costs

Google Cloud

Congratulations
to all the winners