Google Cloud

Integrate and analyze data for business-critical insights

Today's applications generate an unprecedented amount of diverse data from digital and physical sources. When properly ingested, merged, and analyzed, this wealth of data can be used to discover patterns and insights that illuminate paths to better customer experiences and new operational efficiencies. With Google Cloud Platform, you can manage, analyze and apply data more effectively using the same analytical engines developed and deployed by Google over nearly two decades, to serve billions of users.

Analytics, not infrastructure

GCP's fully managed, serverless approach helps remove operational overhead by handling performance, scalability, availability, security, and compliance needs automatically, so you can focus on analysis rather than managing servers. Innovative, customer-friendly pricing means paying only for the resources used—in some cases, by the minute or the query (with flat rate and sustained-use discounts available).

Complete data management suite

GCP offers a full suite of tools to help businesses ingest, integrate, and analyze data for immediate analysis. Cloud Pub/Sub enables rapid ingestion of event streams from anywhere, at any scale, for simple, reliable, real-time streaming analytics. Cloud Dataflow provides simplified batch and stream data processing. BigQuery, Google's fully managed, cloud-native data warehousing service, lets you analyze diverse data formats using familiar SQL. You can create and share compelling visualizations with Data Studio, and use our machine learning APIs (or build your own) for predictive analytics and more.

Open & integrated

GCP is designed to work with tools you already use. Open APIs enable hybrid and multi-cloud deployments, while connectors and standard SQL help connect tools and data to existing systems. Cloud Dataproc, a fast, easy-to-use, fully managed cloud service for running Apache Spark and Hadoop clusters, lets you get more value from existing investments.

Related Products

- BigQuery
- Cloud Bigtable
- Cloud Dataflow
- Cloud Dataprep
- Cloud Dataproc
- Cloud IoT Core
- Cloud ML Engine & APIs
- Cloud Pub/Sub
- Cloud Storage
- Compute Engine
- Data Studio

Learn More

- **Big Data Solutions**
  cloud.google.com/solutions/big-data

> " *Spotify chose Google in part because its services for analyzing large amounts of data...are more advanced than data services from other cloud providers.* "
>
> **Spotify**