The following presentation includes statements that could be considered forward-looking. These statements involve a number of risks and uncertainties that could cause actual results to differ materially. Any forward-looking statements in the presentation are based on assumptions as of February 11, 2020, and Alphabet undertakes no obligation to update them. Please refer to Alphabet’s Form 10-K for a discussion of the risk factors that may affect its results.
Thomas Kurian
CEO
Google Cloud

February 11, 2020
Our Mission

Accelerate every organization’s ability to transform through data-powered innovation with the best infrastructure, platform, industry solutions and expertise for digital transformation.
Google Cloud Strategy

1. Distributed Infrastructure as a Service
2. Digital Transformation Platform
3. Industry-Specific Digital Transformation Solutions
Distributed Infrastructure as a Service

Partner Solutions

- Compute
- Storage
- Network
- Security
- Management
- DevOps tools

Data Centers, Global Network Backbone & Regional Points of Presence

Public Cloud

Hybrid Cloud

Multi Cloud

Global Mobile Edge Cloud

- 5G Network
- Wireline

Anthos
## Distributed Infrastructure as a Service: Why We Win

**Why We Win**

- Best support for **core enterprise workloads**
- Deeply integrated **comprehensive cloud security**
- Best-in-class **reliability & uptime**
- Open standards based **hybrid & multi-cloud**
- Easy migration solutions & emerging technologies

### Sample Customers

| Sample Customers |
|------------------|------------------|
| Metro            | Cardinal Health |
| Generali         | McAfee           |
| Colgate-Palmolive| Paloalto         |
| McKesson         | Splunk           |
| Fortinet         | PayPal           |
| Siemenes          | Deutsche Borse   |
| ANZ               | KeyBank          |
| BBVA              | ANZ              |
| WPP              | Target           |
| Target           | OpenText         |

Google Cloud
Digital Transformation Platform

Partner Solutions

Application Development  Data Management  Smart Analytics  AI & Machine Learning  Collaboration

Digital Transformation Platform

Distributed Infrastructure as a Service
Digital Transformation Platform: Why We Win

Why we win

- **Open Source** application development
- Scaled, real-time stream data management
- Large-scale Data Warehouse as a Service
- Best-in class AI & Machine Learning platform
- Collaboration with frontline from any device

Sample customers

- telegraphmedia
- unity
- Autotrade
- NCR
- ups
- ebay
- Metro
- HSBC
- Whirlpool
- P&G
- Lowe's
- Unilever
- AIRBUS
- Etsy
- Hulu
- Unilever
- Netflix
- Nielsen
- Carrefour
- Verizon

Google Cloud
Industry Specific Digital Transformation Solutions

- **Retail**
  - Merchandising
  - Retail Search Engine
  - Recommendations AI
  - Demand Supply & Optimization

- **Healthcare**
  - Biomedical Computing
  - Provider Insights
  - Digital Health Platform
  - Healthcare Data Exchange

- **Financial Services**
  - Anti-Money Laundering (AML)
  - Know Your Customer (KYC)
  - Lending Doc Processing
  - Risk Analytics

- **Media & Entertainment**
  - Hybrid Rendering & Virtual Studio
  - Media Asset Management
  - Media Distribution
  - Data Analytics for Media

- **Industrial & Manufacturing**
  - Energy Optimization
  - Manufacturing Visual Inspection
  - Telematics for Automotive
  - Scheduling Optimization

**Functional Solutions:** Contact Center AI, Document Understanding AI
Business Application Platform

Line of Business Users

No Code Applications

APIs, Integration, Workflow

Collaboration

Business Intelligence

Retail

Healthcare

Financial Services

Media & Entertainment

Industrial & Manufacturing

Existing Business Applications: ERP, CRM, ISVs, SaaS Vendors
Industry Specific Solutions: Why We Win

Why we win

Retail: Search & Forecasting AI, Behavioral Analytics

Healthcare: Genome Data Model, Healthcare AI

Financial Services: Document AI, AML/KYC, Risk Analytics

Media & Entertainment: Vision AI, Video AI, Object Recognition, Streaming

Manufacturing & Logistics: Optimization AI, Vision AI, Android Auto

Sample customers
Google Cloud ended 2019 at a more than $10 billion run rate.

Google Cloud revenues were up 53% in 2019; GCP growth meaningfully higher.

In 2019, the number of deals over $50 million more than doubled.

“The traction we’re having with large customers who are making multi-year commitments with us is reflected in our backlog, which ended the year at $11.4 billion, substantially all of which relates to Google Cloud.”

- Ruth Porat, Alphabet CFO
Accelerating Growth: Summary

- Expand our Total Addressable Market with focused product enhancements
- Deepen our presence in the largest companies in 21 markets in 6 industries
- Expand our direct sales team globally and focus on selling to CEO, CIO, CDO and CISO
- Expand indirect distribution with a rewarding channel partnership program
- Maintain low customer churn with a customers-for-life approach
- Make Google the easiest cloud provider for enterprises to do business with
Expand Total Addressable Market

**New Products Introduced**
- 280+ new products
- New Security category
- New Hybrid Cloud
- New Multi Cloud
- New industry solutions

**New Compliance Requirements**
- CJIS, FedRAMP High
- CCPA, FFIEC, HIPAA
- UK Cloud Sec. Principles
- NIST 800-34
- 45+ other requirements

**New Enterprise Solutions**
- SAP
- Oracle
- VMWare
- Windows
- Mainframe Migration
- Data Warehouse Modernization

**Improved Product Maturity**
- Leader 8 Gartner MQ
- Leader 12 Forrester Waves
- 20 total leader positions
- 6X increase in leader positions between 2017 and 2019
- Competitive with other hyperscalers

**SOME IMPORTANT FACTS**
3.5x increase in the number of Google Cloud certifications from 2018 to 2019
More than 750,000 new Google Cloud trained developers in 2019
Google Cloud Certified Architect is the highest paid IT certification in the industry*

*Global Knowledge, February 2020
Customer Win Examples: Expand TAM
**Expand Direct Go-to-Market Organization**

**Scaled Direct Sales Organization**
- New global leadership
- Specialized by industry
- Specialized by market tier
- Solution-driven sales approach
- Value engineering approach

**Scale Solution Delivery Capability**
- Digital advisory expertise
- Pre-defined solution packages
- Built Customer Success Organization
- Accelerate customer adoption with Academy

**Mission Critical Customer Service**
- 15 minute response time
- Enterprise customer support offering
- Technical Account Managers
- Deep product specialization in services
- Global Support Centers

**Enterprise Readiness**
- Enterprise friendly contracting
- Enterprise licensing
- Subscription pricing
- Simplified billing
- Clearly defined partnering models & channel pricing

---

**SOME IMPORTANT FACTS: 2019 vs. 2018**

- Significantly increased direct sales coverage and sales productivity in 2019
- Number of deals over $50M more than doubled
- Google Cloud is on track to more than triple direct sales coverage while increasing productivity per rep
- Strong Backlog shows continued growth via both direct and indirect channels
Expand Indirect Distribution via Partners

**Broaden Customer Reach**
- Two Tier VADs
- Value Added Resellers
- Telecommunications Service Providers
- Hardware Partners

**Drive Solution Adoption**
- Regional System Integrators
- Global System Integrators
- Specialist Solution Providers
- Co-Design Partners

**Speed Up Cloud Migrations**
- Managed Service Providers
- REITS
- Outsourcing Specialists

**Drive Growth in Key Industries**
- Horizontal ISVs
- ISVs in key industries
- SaaS providers

**SOME IMPORTANT FACTS: 2019 vs. 2018**
- 190% YoY increase in partner influenced GCP Revenue
- 13X increase in new customers won by partners in 1H 2019 over 1H 2018
- 85% YoY increase in Google Cloud partner-sourced deals
- 300% YoY increase in the number of Google Cloud certified partners
Expand Channels: ISVs & Distribution Partners Examples

ISVs & SaaS
- Temenos
- Salesforce
- SAP
- DocuSign
- Splunk
- Schlumberger
- Cadence
- Copper
- Dropbox
- Rescale
- Synopsys
- Autodesk

Technology Partners
- Cisco
- Hewlett Packard Enterprise
- Lenovo
- VMware
- Citrix
- Intel
- Pega
- Datto
- Confluent
- McAfee
- Redis
- Elastic
- MongoDB
- Avaya
- Mitel
- Iron Mountain
- Genesys
- Informatica
- Snowflake
- CloudBees
- GitLab

VARs, VADs, MSPs
- América Movil
- Airtel
- BESPIN GLOBAL
- Carahsoft
- Cloudreach
- Confluente
- Confluent
- Epam

System Integrators
- Accenture
- Deloitte
- HCL
- Tata Consultancy Services
- Infosys
- Cognizant
- KPMG
- IBM
- Wipro
- Capgemini
Industry Momentum

8 / Top 10
Telecommunications companies

7 / Top 10
Media & Entertainment companies

7 / Top 10
Retail & CPG companies

8 / Top 10
Software & Internet companies

5 / Top 10
Financial Services companies

5 / Top 10
Professional Service companies

5 / Top 10
Logistics & Transportation companies

5 / Top 10
Automotive Manufacturing companies

*Customers with strategically significant spend; top 10 companies as ranked by industry from the Forbes Global 2000
Every Country, Every Industry

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<th>Region</th>
<th>Retail</th>
<th>Healthcare &amp; Life Sciences</th>
<th>Financial Services</th>
<th>Media &amp; Entertainment</th>
<th>Gaming</th>
<th>Energy &amp; Manufacturing</th>
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Some Retail Customer Examples

- Target
- Macy's
- Lowe's
- Bed Bath & Beyond
- Wayfair
- The Home Depot
- John Lewis & Partners
- Shopify
- Ulta Beauty
- Uniqlo
- eBay
- Kohl's
- L.L.Bean
- Unilever
- Lush Cosmetics
- Magazine Luiza
- Urban Outfitters
- Etsy
- P&G
- Colgate-Palmolive
- Woolworths
- AllSaints
- Decathlon
- Loblaw's
- Ocado
- Metro
- Carrefour
Some Financial Services Customer Examples
Some Communications & Media Customer Examples

VIACOMCBS  Discovery  The New York Times  ACTIVISION BLIZZARD

USA TODAY  sky  DIRECTV  vodafone  UBISOFT  hulu

telegraphmediagroup  Spotify  nielsen  CONDÉ NAST

Bloomberg  iTV  dish  HEARST newspapers  FOX SPORTS  imagneworks

Quibi  netmarble  Phoenix Labs  IMPROBABLE  king  BANDAI NAMCO  OPTUS
Summary

● Strategy: Accelerate digital transformation with the best infrastructure, platform, and industry specific solutions
● Google Cloud’s infrastructure, platform, and industry specific solutions are mature and highly differentiated
● Google Cloud’s product maturity and broad partner ecosystem are expanding its Total Addressable Market
● Google Cloud is rapidly capturing large enterprise customers with the expansion of direct and indirect distribution channels
● Google Cloud offers enterprise support, customer success, and other services that drive strong customer retention
Thank you