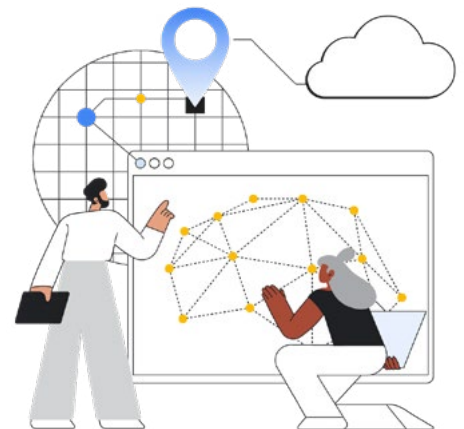
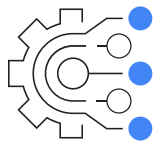


Google Cloud Cortex Framework

Everything you need to rapidly design, build, and deploy cloud-first data analytics solutions.



Accelerate business insights and outcomes with less risk, complexity, and cost with [Google Cloud Cortex Framework](#), a flexible technology framework with reference architecture patterns, packaged solution deployment content, and integration services to kickstart your [data cloud](#) journey.



Connect data with less risk, complexity & costs

Lessen the time, effort, and cost of implementations and achieve desired business outcomes rapidly with proven deployment templates and reference patterns.



Accelerate business insights & outcomes

Kickstart insights and business value with easy-to-leverage, scenario-driven packaged analytics solution content including data models and sample dashboards.



Innovate for new business opportunity

Leverage a technology foundation that scales above and beyond an individual use case with best-in-class cloud-first tools and advanced AI/ML capabilities.



We chose to implement Cortex Data Foundation to leverage our SAP data with other data sources in BigQuery. With new insights across our business, we can forecast faster and more accurately, which has unlocked innovation and agility not possible before.”

Pedro Aguirre, CIO, Camanchaca SA

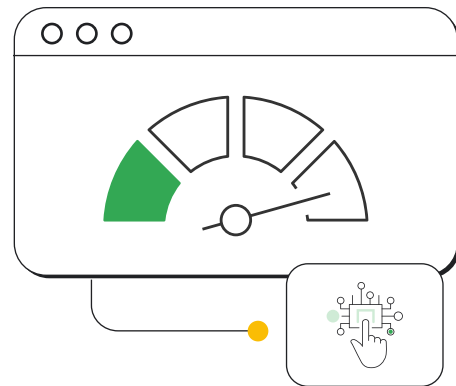
Get there faster with Google Cloud Cortex Framework

In today's world of disruption, change, and constant innovation, many still lack a comprehensive view across enterprise data sets to respond at a moment's notice.

Cortex Framework provides a foundation and rich set of building blocks and templates for enterprises looking to modernize with [Google's Data Cloud](#). This includes solution content for common business use cases leveraging [BigQuery](#), our serverless, highly scalable, and cost-effective cloud data warehouse with proven value for enterprises.

Solution Accelerator Content Available:

- Predefined data models for BigQuery
 - Private Data Models (e.g. SAP ERP and Salesforce)
 - Public Data Models (e.g. trends, weather, and holidays)
 - Community Data Models (e.g. Analytics Hub)
- Data processing templates for CDC processing
- Example machine learning code with Vertex AI
- Sample business analytics dashboards with Looker
- Curated sample data for quick start discovery
- Templates for cloud-native application integration



Gain new insights and optimize core business processes by easily combining data for extended business value. It's everything you need to rapidly design, build, and deploy cloud native data analytics solutions for your enterprise data and beyond.



Accelerate sales and marketing insights

Solving for better customer engagement starts with knowing and understanding the customer and their buying journey. Cortex Framework provides predefined analytics content for common sales and marketing insights including:

Lead & Opportunity Insights with Salesforce:



Leads Capture & Conversion: Understand leads generated from marketing activities, current status, and how quickly sales are converting to opportunities.



Opportunity Trends & Pipeline: Identify open opportunities and their current stage, which are likely to close, and how well sales teams are converting to wins.

Sales Activity & Performance Insights with SAP & Salesforce:



Sales Activities & Engagement: Highlight leads and opportunities which need immediate follow-up and understand overall engagement trends across sales.



Order-to-Cash Sales Performance: Get trend analyses of sales performance by critical drivers like product, brand, category, and more.

Case Management Insights with Salesforce:



Case Overview & Trends: Understand overall customer service position across all open cases.



Case Management & Resolution: Get a pulse check on how efficient the service team is at case resolution and highlight any long running open cases for prioritization.

Demand Sensing with SAP & Third-party:



Demand Sensing Alerts: Predict potential impacts on demand plans (e.g. trends, promotions, and more).

Accelerate financial insights

Solving for better financial efficiencies starts with gaining insights into common business processes like order-to-cash and procure-to-pay. Cortex Framework provides predefined data analytics content for common financial insights including:

Order-to-Cash Insights with SAP:



Accounts Receivable: Identify receivables expected in the near future with the ability to drill by customer, company code, and invoice document.



Overdue Receivables: Gain a view of overdue receivables and amounts to determine which customers require immediate monitoring and follow-up.



Days Sales Outstanding: Analyze sales vs. receivables and the average days to collect payments to help identify and mitigate long-term cash flow risks.



Doubtful Receivables: Identify and gain insights into customers with the potential to become bad debt and help avoid risks.



Billing and Pricing: Assess performance of billing and pricing metrics including billed quantity, tax amount, discount, rebate, list price, adjusted price, and intercompany price.

Procure-to-Pay Insights with SAP:



Accounts Payable: Identify potential issues and areas for optimization with respect to short-term obligations to creditors and suppliers which have not yet been paid.



Vendor Spend Analysis: Analyze procurement spend on goods and services across your organization and identify opportunities to reduce costs and improve efficiency.



Vendor Performance: Improve efficiency by comprehensively analyzing the delivery performance, quality, accuracy, and unit costs of your suppliers.

Accelerate supply chain insights

Solving for better supply chain efficiencies starts with gaining insights into common business processes like order-to-cash and procure-to-pay. Cortex Framework provides predefined data analytics content for common supply chain insights including:

Sales Order & Delivery Insights with SAP:



Order Fulfillment: Identify potential issues and areas for optimization with a 360° view of delivery performance status including open orders, order cycle time, and on-time delivery in full.



Order Status Snapshot: Identify, act, and resolve potential issues faster with sales order health checks across order statuses like fill rate, return orders, canceled orders, average deliveries per order, and late deliveries.



Order Details: Analyze and channel effective communication with customers with access to granular details at sales order level including order quantity and value, confirmed quantity, delivered quantity, and blocked orders.

Sourcing Insights with SAP:



Vendor Performance: Improve efficiency by comprehensively analyzing the delivery performance, quality, accuracy, and unit costs of your suppliers.

Demand Sensing with SAP & Third-party:



Demand Sensing Alerts: Predict potential impacts on demand plans (e.g. trends, weather, and more).

Reduce risk, complexity, and cost, and create a launchpad for innovation with Google Cloud Cortex Framework. Get started with [Cortex Data Foundation](#) today!