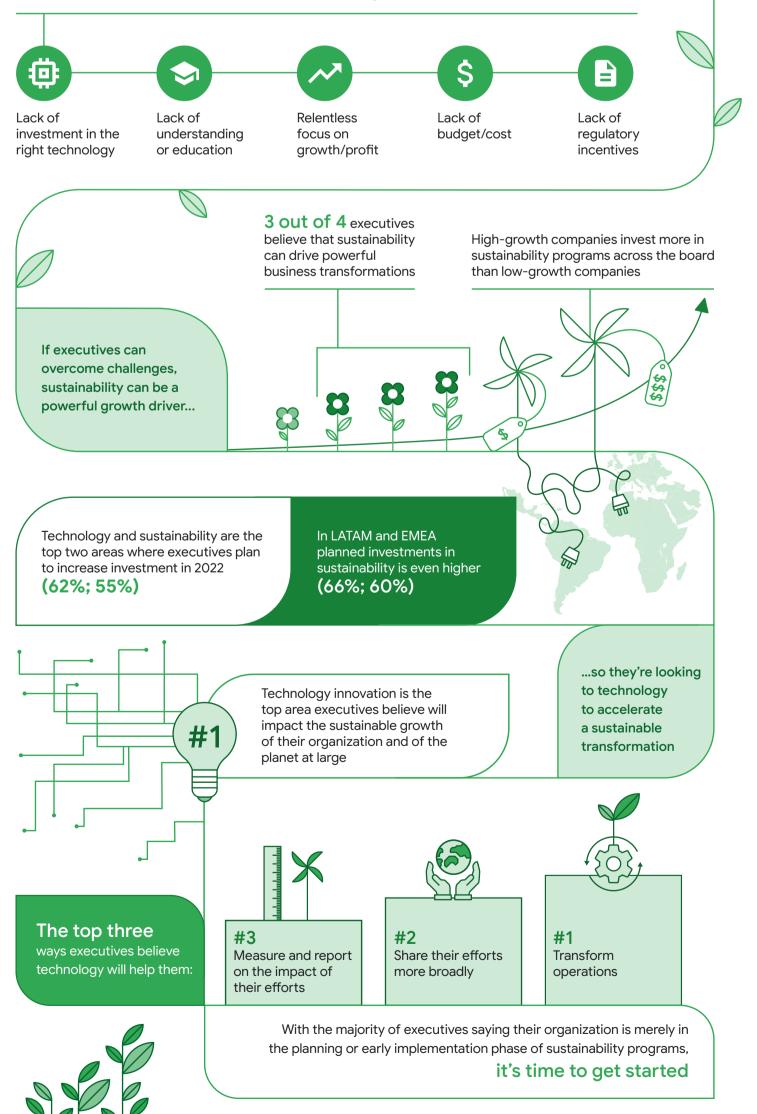


Top barriers to achieving true sustainability:



Google Cloud can help make your digital transformation a sustainable one.





This study was conducted by The Harris Poll on behalf of Google Cloud from December 21, 2021 to January 8, 2022, among 1,491 executives across 16 markets. All respondents worked at the C-Suite or VP level.

All respondents also worked in one of the following industries: Financial services; Retail/CPG; Healthcare or life sciences; Manufacturing or heavy industry; Technology, Telecommunication, Media, Entertainment, or Gaming; Supply chain and logistics.