Google Cloud

Customer Voices

Welcome to Next ‘18

This year’s theme for our global Next conference is “Made Here Together.” It’s a mantra that rings loud and true for Google Cloud. Customers and partners are part of our large and open community; and we work together to discover new ways to solve important challenges.

We’re inspired by the ingenuity of customers like Foundation for Precision Medicine, as it makes great strides in advancing early detection of Alzheimer’s disease. The Foundation uses Google Cloud to speed development of machine learning algorithms 5 to 10 times, while improving accuracy—all critical in the race to slow or one day stop disease progression.

We see this innovation leadership with customers like 20th Century Fox, who uses Google Cloud to help identify movie super fans by tracking engagement with trailers on YouTube; and LATAM Airlines, who is reinventing its culture and how people work with tools such as voice dictation and real-time translation.

We hope you enjoy these stories from customers cross-industry who are doing their own great work to change the world with cloud technology.

Cheers,

Alison Wagonfeld
Vice President of Marketing, Google Cloud

Education & Public Sector

Financial Services & Insurance

Healthcare & Life Sciences

Media & Entertainment

Nonprofit

Retail & Consumer Goods

Technology

Travel & Transportation

Additional Industries

Education & Public Sector

Google Cloud

Carnegie Mellon University

GCP is accelerating academic AI research.

Yoichi Matsuyama, SARA Project Lead, Carnegie Mellon University

Region: North America

About

Machine learning gets social

Articulab, a team at Carnegie Mellon University, strives to better understand human interaction by studying it in social and cultural contexts. Rather than replace the work of humans, its mission is to cultivate social bonds between humans and technology and train agents with social awareness. The team needed powerful machine learning to turn this vision into a reality.

Enter

Google Speech API to enable speech recognition in conversational agents, **Firebase** to develop crowdsourced data collection frameworks, and **Compute Engine**, including GPU instances with Nvidia Tesla K80, **Cloud Machine Learning Engine**, and **TensorFlow** to enable Deep Reinforcement Learning-Based Social Reasoning in Task Contexts.

Outcome

- Develops SARA, the Socially Aware Robot Assistant, that consistently improves collaboration skills on the basis of socio-emotional bonds
- Develops RAPT, the Rapport Aware Virtual Peer Tutor, to collaborate & evaluate the impact on students' self-efficacy, motivation, engagement, and algebra knowledge

Read the Story

Education & Public Sector

Google Maps provided a highly consumable resource for L.A.'s residents and businesses during a crisis. Last year's fires required evacuation for more than 150,000 residents. With over 3.5 million views in the first 36 hours, Google Maps effectively delivered the message when citizens needed it most.

Ted Ross, Chief Information Officer, City of Los Angeles

Region: North America

About

Better serving citizens and employees

Having the best systems in place is critical to helping ensure the safety and well-being of residents during a local or nationwide emergency. The City of Los Angeles wanted to provide better, clearer, and more visually compelling information to residents during a crisis. It also saw an opportunity to modernize and empower its workforce through modern productivity and collaboration tools.

Enter

Google Maps to deliver information visually, with a familiar interface, for close to 4 million residents and to develop and rapidly post emergency evacuations and resources with information-rich maps. **G Suite** to provide anytime, anywhere access to workplace collaboration tools and 25x more email storage.

Outcome

- Helps the city respond to emergencies much more rapidly, in most cases within an hour
- Saves millions of dollars, including server electricity costs, and freed up nearly 100 servers by moving to Gmail

G Suite is an important technology solution for us that helps us achieve our goal to wholly transform the state of Arizona into a leader in IT and innovation. We've seen dramatic improvements to productivity and efficiency by consolidating our 30+ systems into one performant, easy-to-use collaboration and communications suite.

Mike Lettman, Chief Information Security Officer, State of Arizona

az.gov STATE OF ARIZONA

Region: EMEA

Partners: SADA Systems, Okta, Virtru, AODocs

About

Advancing IT for millions of state residents

The Arizona Department of Administration Technology (ADOA-ASET), which establishes the technology, security, privacy, and communication policies for the state of Arizona, set a far-reaching goal: transform Arizona into a nationwide leader in advanced IT strategies, methodologies, services, and business processes that add innovation, efficiency, and sustainability to systems and processes. Overseeing high-risk technology projects across all state agencies and programs and initiatives, including Digital Government, the Health Information Exchange, 911, and disaster recovery for more than 7 million state residents, ADOA-ASET takes its choice in technology solutions very seriously.

Enter

G Suite and **Chrome** to significantly improve and empower collaboration for 36,000 state employees.

Outcome

- Unifies all departments, agencies, and 30,000+ employees onto one directory and email platform, consolidating 30+ systems into one

Read the Story

Education & Public Sector

Financial Services & Insurance

Google Cloud

Bloomberg

The Bloomberg Terminal provides financial market participants with real-time financial market data for trading and decision making. Transparency, speed, and global access are critical to our clients. Google Cloud Translation helps us share the widest possible view of our global market.

Adela Quinones, News Product Manager, Bloomberg

Region: Global

About

Sharing wider insights into the global market

Bloomberg, the global business and financial information and news leader, gives influential decision makers a critical edge by connecting them to a dynamic network of information, people, and ideas. Bloomberg News produces more than 5,000 stories a day from more than 2,700 journalists and analysts in more than 120 countries. The Bloomberg Terminal publishes this content alongside articles from hundreds of additional sources to users around the globe.

Enter

Google Translate to give users the ability to translate and read important news from sources in over 40 languages available on the Bloomberg Terminal.

Outcome

- When news breaks, local outlets are often first on the ground to report coverage, often in local languages. Google Translate allows users immediate access to these and other important global news stories.

Financial Services & Insurance

Google Cloud Machine Learning APIs infuse our entire business, from call center and claims to customer service and sales, with the deep insights and intelligence that add efficiency and efficacy to our operations, customer experience, and sales efforts.

Justin Lahullier, Chief Information Officer, Delta Dental of New Jersey and Connecticut

DELTA DENTAL®

Region: North America

About

Providing insights across various business functions

Traditionally, dental insurers apply analytics and business intelligence after claims adjudication, but Delta Dental envisioned using predictive analytics and deep learning across the enterprise to help solve complex problems. This would allow them to make more informed decisions and improve operations not just for claims processing, but also for customer services, marketing, sales, and provider services.

Enter

Google Cloud Machine Learning APIs to bring intelligence to call center operations and provide high-quality results at a low cost to help improve the customer experience.

Outcome

- Uses Cloud Speech-to-Text API and Cloud Natural Language API to improve call quality and advance operational efficiency

Financial Services & Insurance

HSBC

Migrating our workloads and big data capabilities to GCP has resulted in both technical and financial returns and has helped us spur innovation within our large globally dispersed institution. We also have peace of mind knowing that Google Cloud takes security and regulatory compliance very seriously.

Darryl West, Group CIO, HSBC

Region: EMEA

About

Extracting insights from massive data sets

HSBC is a major multinational financial institution, one of the largest in the world. The company needed to extract meaningful insight from more than 100PB of data and billions of transactions to run risk simulations on a regular basis and better detect money laundering. It also wanted to overcome technology limitations to improve customer service and accelerate time to market for services.

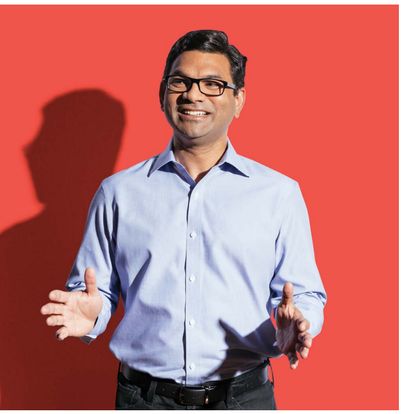
Enter

GCP to provide a managed cloud environment that improves security, governance, and regulatory posture and that reduces the complexity and costs of big data analytics while empowering the company's data analysts and scientists.

Outcome

- Identifies and averts financial crime using machine learning models
- Enhances global risk management with a better understanding of trading positions and risks
- Responds faster to customer demands

Financial Services & Insurance



We turned to Google as our cloud provider because it has the fastest network in terms of throughput, bandwidth, and latency. Its global backbone is also vital for us because we operate in hundreds of countries around the world. As a financial company, security capabilities are critical. We knew we would be able to build a variety of services on top of the products Google offers.

Sri Shivananda, SVP, Chief Technology Officer, PayPal

Region: Global

About

Adding innovation & simplicity to a complex development platform

With its commitment to democratizing financial services and a belief that having access to financial services creates opportunity that empowers people and global businesses, PayPal provides an open digital payments platform. The company had a complex development environment running on a private cloud. It needed the infrastructure to rapidly innovate and develop new applications that could be delivered worldwide on a scalable, secure platform.

Enter

Compute Engine to help provide a hybrid, private-public cloud infrastructure that better supports growth and **Cloud VPC** to run thousands of virtual machines at a global scale.

Outcome

- Provides a single, more secure development platform to serve all of PayPal
- Removes the need to buy servers and provision virtual machines
- Reduces time to deploy new builds and improves scalability, quickly spinning up clusters of virtual machines on demand

Financial Services & Insurance

Healthcare & Life Sciences

Google Cloud

BROAD INSTITUTE

As the genome data that we study to potentially save lives grows at massive scale—our institute alone generating roughly 12 terabytes of data daily—human genomics is becoming increasingly reliant on the technology tools we use for computation and storage. Google Cloud allows us to conduct transformative research more rapidly and securely. This speed and security are foundational for scientific discovery today.

Bill Mayo, Chief Information Officer, Broad Institute

Region: North America

About

Helping to protect genome data in the cloud

Broad Institute generates roughly 25 terabytes of sequence data daily. It needed a more secure cloud infrastructure that would allow it to scale at the rate of genomic data production without delays or interruptions to its pioneering research.

Enter

Google Cloud Storage to scale capacity on-the-fly and accommodate spikes in resource demands, **Pipelines API in Google Genomics** to queue incoming data, and **Compute Engine** for processing and analysis.

Outcome

- Analyzes genomes 400% faster with Google Cloud
- Protects genomic data by governing privacy, data access, and use

Read the Story

Healthcare & Life Sciences

I've worked in healthcare for over 20 years, and it's been relatively static. There have been advances, but it's been an evolution. The cloud, if you do it right, can be a revolution. It can be transformational. Google Cloud has been exemplary in the "how can we help you" approach and with understanding what we want to do and how to make what we want happen.

Jon Latshaw, VP, Cloud Services, Cardinal Health

Region: North America

About

Migrating to the cloud to drive down healthcare costs

Cardinal Health is instrumental in helping people stay healthy by providing healthcare professionals with the tools they need to help patients stay well or get better. The company believes that the healthcare system should help providers be effective in serving patients, and do so affordably. Cardinal Health realized that it needed technology and innovation to drive down healthcare costs.

Enter

GCP to migrate existing systems to the cloud, enhance security and data protection, and deliver capabilities much faster and more affordably while offering the flexibility and agility that enables business-enhancing risk taking.

Outcome

- Allows teams to tap exceptional engineering talent and technical support
- Gains technical speed and capabilities that far exceed expectations
- Plans to transform many aspects of the business with AI

Healthcare & Life Sciences

The collaboration between Jibe and Google Cloud Job Discovery for our career site allows us to do a much better job matching opportunity to talent on a very large scale.

Sjoerd Gehring, Global VP of Talent Acquisition, Johnson & Johnson

Johnson & Johnson

Region: Global

Partner: Jibe

About

Developing a smarter recruitment platform

Like many large enterprises, Johnson & Johnson faced a talent shortage across a range of critical roles. Search results on the company's front door to talent—its career website—didn't surface the right opportunities for job candidates.

Enter

Jibe Platform to integrate **Google Cloud Job Discovery** machine learning capabilities.

Outcome

- Boosts highly qualified applicants for business critical roles by 41%
- Increases job site click-through by 45%

Read the Story

Healthcare & Life Sciences

Lahey Health

Lahey Health has partnered with Google to identify and execute opportunities that enable our colleagues to work together seamlessly on behalf of our patients, their families, and the communities we serve. G Suite provided an integrated, scalable solution set and enabled a digital workspace that fosters collaboration and creativity.

Lore Chapman, Vice President, IT Solutions, Integration, and Architecture, Lahey Health

Region: North America

Partner: SADA Systems

About

Transforming the workplace to provide better care

Lahey Health is an integrated health care system committed to providing the full continuum of health care services close to where patients live and work. Comprised of nationally recognized, award-winning hospitals, physicians, behavioral health services, and post-acute programs, Lahey Health includes nearly 1,400 locally-based physicians throughout northeastern Massachusetts and southern New Hampshire. To help maintain its focus on delivering outstanding patient services, Lahey Health wanted to adopt more efficient, effective collaboration tools to support its employees.

Enter

G Suite to streamline global management and help ensure more secure, HIPAA-compliant communications throughout its facilities.

Outcome

- Rolls out G Suite to 15,000 employees in just over 3 months
- Reduces IT costs with an integrated environment that's easier to manage
- Fosters greater collaboration and productivity

Healthcare & Life Sciences

G Suite has been selected as a key solution to help drive our cloud transformation strategy at SCL Health. The Executive Leadership heavily promotes and endorses innovation, transformation, and stewardship that supports our ministry of taking care of patients. We believe G Suite and Google Cloud contribute to this expectation, aiding in the simplification of IT complexity and empowering our associates through better collaboration and access to the tools they need anytime and anywhere.

Scott Alderman, Vice President, IT Operations and Service Management, SCL Health

SCL Health

Region: North America

Partner: SADA Systems

About

Addressing security and business culture challenges

SCL Health, a Colorado-based, multi-billion dollar healthcare network, was looking to simplify and right-size their office productivity licensing and provide an integrated and collaborative platform that aligned with their cloud transformation, application rationalization, and IT modernization strategies.

Enter

G Suite to provide a comprehensive product suite that covers all areas of communication, collaboration, and security and simplifies its licensing model on a cloud-based platform.

Outcome

- Migrates 17,000 users to G Suite for collaboration, video conferencing on Hangouts Meet and Hangouts Chat, and file storage on Drive, all easily accessible and manageable
- Saves costs on licenses and application optimization with removal of adjunct/bolt-on point solutions
- Improves security and meets changing workforce expectations

Media & Entertainment

Google Cloud

Using BigQuery to run analytics data from DoubleClick and TensorFlow allows us to increase the impact and speed to market of business intelligence considerably. We weigh these insights when making critical decisions around marketing, distribution, and even story positioning.

Miguel Angel Campo-Rembado, SVP Data Science and Analytics, 20th Century Fox

Region: North America

Partner: Fastly

About

Advancing business intelligence in the modern era of cinema

20th Century Fox has produced some of today's top-grossing films, including *Deadpool*, *Titanic*, and *Avatar*. The studio has 83 years of movie-making history to draw from, but competes in a very different business climate than its founding predecessor, Twentieth Century Pictures. To remain competitive, the studio gathers and analyzes data from a vast number of online and offline data sources to provide critical insights for filmmakers and studio executives, and guide strategic and tactical decisions in a very fragmented market. The studio saw an opportunity to streamline its data insights pipeline and amplify its impact.

Enter

BigQuery to run analytics data pulled from **DoubleClick** and **YouTube** and **TensorFlow** to do audience analysis on film scripts and to track content patterns that may better predict what resonates with audiences.

Outcome

- Gains greater insights from online and offline data
- Better identifies movie super fans by tracking engagement with trailers on YouTube

Media & Entertainment

nielsen

Region: Global

Partner: Maven Wave

About

In keeping with our cloud-first strategy and digital transformation, we wanted to give our employees state-of-the-art collaboration tools. We knew that a global, cloud-based toolset would help change the way everyone in the company works and maximize the value we deliver to our customers.

Kimberly Anstett, Chief Information Officer, Nielsen

Keeping teams happy & data more secure

Nielsen provides insights and data that shed light on what people watch, listen to, and buy. Those insights are essential to companies that must stay in touch with customers in a fast-changing marketplace. To help these cross-industry companies get the information they need to increase ad sales and boost market share, Nielsen must empower its employees to collaborate across markets and global offices.

Enter

Google Docs, **Sheets**, and **Slides** to improve workflows; **Drive** to fundamentally change how teams work together with real-time collaboration; **Apigee Platform** to enable more secure exposure of Nielsen's powerful marketing insights data, via APIs, and help them build a DaaS (Data as a Service) platform to connect to customers and partners in new ways; **Chromebooks** for a consistent and productive experience on devices; and **App Maker** to more easily and securely create custom applications.

Outcome

- Moved 56,000 employees to G Suite in 6 months
- Enables anytime, anywhere real-time collaboration and makes IT more efficient

Media & Entertainment

The New York Times

Beyond being able to quickly move to a more reliable platform, with GCP, we've also managed to cut our infrastructure costs in half. As gaming at The New York Times continues to grow, I'm confident we made the right choice to enable us to experiment, iterate, and scale at speed, with ease.

Nick Rockwell, Chief Technology Officer, The New York Times

Region: North America

About

Crosswords at crossroads: Scaling for peak traffic

With a long history and a commitment to fairness, integrity, and truth, The New York Times has earned a reputation as a media source that sets the standard for quality journalism and storytelling. The Times' crossword puzzle has a long history as well, occupying hours of participant puzzlement since 1942. The introduction of the free daily online mini crossword brought an ever-larger daily audience. The games platform needed to move faster, with more elasticity, and needed a wider range of cost-effective tools that could scale up during peak traffic hours.

Enter

Google App Engine, **Cloud Datastore**, **BigQuery**, **Cloud Pub/Sub**, and **Kubernetes Engine** to simplify debugging; track response latency, error rates, network usage, memory, CPU usage, and more; authenticate users; go from concept to prototype in minutes; and fan out large workloads to a fleet of servers to do offline tasks.

Outcome

- Cuts infrastructure costs in half
- Serves 90% of games traffic using App Engine services and GCP databases

Media & Entertainment

USA TODAY NETWORK

USA TODAY NETWORK has a long history, but as a major media publisher on the frontlines of current events, we've always had to stay agile and keep an eye on what's going on now and what lies ahead. Google Cloud allows us to reliably and performantly scale, but more importantly, helps us innovate, so we can solve old problems in new ways. One example is automating our image crop points to streamline editorial workflow with Google Cloud machine learning.

Erik Bursch, Vice President, Platform as a Service, USA TODAY NETWORK

Region: North America

About

Solving business challenges with machine learning

USA TODAY NETWORK is a leading local-to-national media and marketing solutions company committed to strengthening communities. Its consumer brands include the iconic USA TODAY and more than 100 local media organizations, including the Arizona Republic and Indianapolis Star. The Network sought to strike an effective balance between the quality of news reporting and the rapid pacing that allowed breaking news to be delivered first. It also wanted to modernize its infrastructure, by migrating to a single cloud provider and by moving from traditional taxonomy content classification to a knowledge graph approach, which enabled automation of content classification.

Enter

GCP to improve efficiency and performance of compute workload processing and automate image workflow to deliver greater speed to the editorial organization.

Outcome

- Meets agility demands and quickly deploys infrastructure to stay up to the minute
- Develops massive historical archive of data to drive technology innovation
- Advances classification and localization with machine learning

Media & Entertainment

Nonprofit

Google Cloud

Foundation for Precision Medicine

Google BigQuery is revolutionizing our work. It's 100x faster than what we had before, allowing us to analyze 100x larger datasets. That means we can query full datasets, test against all kinds of variables, and ultimately make our algorithms more accurate.

Ayin Vala, Co-Founder and Chief Data Scientist, Foundation for Precision Medicine

Region: North America

About

Advancing early detection of Alzheimer's disease

Clinical treatments for Alzheimer's disease are only effective in the early stages of the disease, before dementia—one of the clearest symptoms—sets in. Striving to improve early detection in order to save lives, the Foundation for Precision Medicine develops machine learning algorithms from one of the biggest Alzheimer's patient datasets available. The faster the nonprofit research startup can develop those algorithms, the more hope there is for early detection.

Enter

Google BigQuery to accurately analyze datasets on demand, **Cloud Dataprep** to clean and prepare the data for analysis, **Data Studio** to visualize the data and share reports, **Kubernetes Engine** to host mobile applications, and **Gmail** and **Hangouts Meet** to more easily collaborate, share datasets and ideas face-to-face, and recruit volunteers.

Outcome

- Doubles size of data team and reclaims 70% of team's time for science
- Speeds development of machine learning algorithms 5x to 10x, while improving accuracy
- Moves research from data analysis to machine learning in 25% less time

Nonprofit

We can use Google Cloud Platform to measure behaviors and nudge job seekers into the right pathway over time. A candidate may start off being a cook and end up becoming a coder—we're opening up a world of possibilities for our youth.

Yatin Nana, Product Manager, Harambee

Region: EMEA

Partner: DotModus

About

Pulling together to increase youth employment

To address South Africa's alarmingly high youth unemployment rate of 60%, Harambee works with local partners and government to match high-potential youth with entry-level positions. The not-for-profit sought to enhance its digital services to support new mobile site initiatives and make strategic use of data collected from nearly 2 million assessments.

Enter

Google App Engine to develop and host web and mobile applications, **Compute Engine** to run application instances within Docker containers on virtual machines, **Kubernetes Engine** to run microservices that enable speedy deployment and scalability, **Cloud Storage** and **Cloud SQL** relational databases to store data, **BigQuery** and **Data Studio** to analyze large datasets and provide rich visualization, **Maps Platform** to match job seekers with job locations, and **Cloud IAM** for enterprise-grade access control.

Outcome

- Reduces data center costs by 70%, shifting budget to more strategic areas
- Scales to potentially help millions of youth globally

Nonprofit

Retail & Consumer Goods

Google Cloud

Staying innovative relies as much on mindset as it does on tools and strategies. Google Cloud's forward-looking approach and advanced technologies in machine learning, analytics, and managing compute workloads align well with where we are today and where we want to go.

Kevin Murphy, Chief Information Officer, Bed Bath & Beyond

BED BATH & BEYOND

Region: North America

About

Modernizing infrastructure with a major move to the cloud

Bed Bath & Beyond is a leading retailer with multiple brands under its larger brand umbrella. The company plans to migrate its primary websites supporting bedbathandbeyond.com and buybuybaby.com to Google Cloud. GCP provides the flexibility to migrate other Bed Bath & Beyond brands—such as One Kings Lane and Cost Plus World Market—in the future. Bed Bath & Beyond chose GCP knowing that the right cloud provider would help ensure optimal performance and reliability across all web properties while providing new avenues for innovation.

Enter

GCP to provide the most dynamic and innovative solutions for their cloud technology requirements.

Outcome

- Uses Google Cloud infrastructure and machine learning to strengthen analytics and machine learning to advance digital and commerce strategy

Retail & Consumer Goods

The combination of Looker and Google BigQuery is powerful, allowing us to get data-hungry analysts essential information much faster.

Sam Chase, Tech Lead, Data Operations, Blue Apron

Blue Apron

Region: North America

Partner: Looker

About

A better recipe for modern analytics

As a pioneer in meal kit delivery, Blue Apron creates incredible home cooking experiences by sending recipes, high-quality ingredients, and instructions to customers. Since ingredients must be sourced at the right time, quality, and price, Blue Apron needed a better analytics platform to make faster business decisions about food inventory.

Enter

Looker and **Google BigQuery** to build a data exploration platform with lightning-fast queries, **BigQuery Data Transfer Service** to provide actionable analytics from marketing data, **Cloud Dataproc** for data cleansing and transformation, and **BigQuery** integration with **G Suite** to bring data into **Sheets** for further distribution and analysis.

Outcome

- Enables near real-time business decisions to better manage food inventory and delivery
- Helps improve customer service and optimize business processes with faster insights
- Reduces costs while reclaiming up to a week of engineering time a month

Read the Story

Retail & Consumer Goods

Technology

Google Cloud

GO-JEK

We receive a lot of data and billions of events per day across multiple products. Using Google Cloud Platform has enabled us to capture and analyze this data to identify new opportunities and areas for improvement.

Ajey Gore, Group Chief Technology Officer, GO-JEK

Region: APAC

About

Technology that scales to support a fast-growing company

Growing from 100 to more than 2,000 employees in a short time period, GO-JEK needed to support its rapid growth and automate key processes in order to deliver the availability and stability required to provide the best possible customer service.

Enter

Google Compute Engine to create high-performance, scalable virtual machines to power hundreds of back-end services that provide everything from ride services and food delivery to tickets and shopping, **BigQuery** to analyze massive amounts of data, and **Maps** integration for user route planning and ride selection.

Outcome

- Supports hundreds of thousands of concurrent transactions and more than 100 million internal API calls per second
- Generates up to 4TB of data per day, delivers response times of 50 milliseconds, and achieves nearly 100% payment success rates

Read the Story

Technology

SMART PARKING

With Google Cloud Machine Learning Engine, we could gain the ability to identify trends across every customer parking site and make recommendations to operators. For example, we could provide data-driven insight and advice to operators about how to adjust their parking spot time limits and guidance about how to transform throughput and convenience while increasing revenue.

John Heard, Chief Technology Officer, Smart Parking

Region: APAC

About

A smarter system for a smarter city

Smart Parking's end-to-end smart parking management service deployed over 50,000 sensors worldwide to support parking systems. Understanding the importance of better tapping into the much larger ecosystem that it worked within, the company wanted to integrate with smart city developments. To do this, the company needed a platform that would enable it to address a broad range of complex and interrelated interactions.

Enter

GCP upon which the company deployed the SmartCloud platform, which enables cities to manage and react to information from a connected network of IoT devices, in just 4 months. **Cloud Dataflow** and **BigQuery** to provide processing and manage analytics, **Cloud Pub/Sub** to provide real-time messaging, **Cloud Functions** to enable a serverless environment to deliver streaming data, **Cloud IoT Core** to connect, manage and ingest data from devices, **Cloud IAM** to control access to information, and **Cloud ML** to identify trends.

Outcome

- Reduces IoT installation and operational support by more than 50%
- Democratizes data access and use across the organization

Read the Story

Technology

Travel & Transportation

Google Cloud

As an airline born of the joining of two well-established airline holding companies, we have the unique opportunity to reinvent ourselves with digital technologies and tools that change not just our culture but how we do things. We have big aspirations and Google Cloud can help us stay innovative and competitive.

Dirk John, SVP Digital & IT, LATAM Airlines

LATAM AIRLINES

Region: South America

Partner: Soluciones Orión

About

Soaring high with improved operations and collaboration

LATAM Airlines was formed in 2012 by the merger of Chile's LAN Airlines and Brazil's TAM Airlines. LATAM manages 321 aircrafts and flies to 137 destinations in 25 countries. The airline needed to increase connectivity and collaboration and add speed and efficiency to its operations.

Enter

G Suite, **GCP**, and **Chrome** to advance collaboration and workflow efficiency, and inject innovative, time-saving features such as voice dictation and real-time translation into workplace technology.

Outcome

- Saves time with more efficient cross-team communications and collaboration
- Improves effectiveness with new automation features, advanced analytics and better cost management
- Speeds time to market and gains cloud-based flexibility

Travel & Transportation

Since working with Google Cloud TPUs, we've been extremely impressed with their speed—what could normally take days can now take hours. Deep learning is fast becoming the backbone of the software running self-driving cars. Cloud TPUs help us move quickly by incorporating the latest navigation-related data from our fleet of vehicles and the latest algorithmic advances from the research community.

Anantha Kancherla, Head of Software, Self-Driving Level 5, Lyft

Region: North America

About

Accelerating vehicle innovation with deep learning

As the popularity of ride sharing services rises in increasingly connected, smarter cities, innovation with practices such as deep learning will set one brand apart from the next. Lyft saw an opportunity to use deep learning to consistently improve software in self-driving cars. The transportation services company also needed more stable production operations to keep up with the fast pace of innovation.

Enter

Cloud TPUs to quickly incorporate the latest navigation-related data from vehicles with the latest algorithmic advances from the research community and **Cloud Spanner** to provide massive scalability for production operations.

Outcome

- Increases pace of deep learning acceleration, from days to hours
- Provides a massively scalable, resilient datastore for HA production operations

Travel & Transportation

Additional Industries

Google Cloud

Cognite Data Platform powered by Google Cloud makes it possible to monitor more than a million time-series values streaming from our assets in the North Sea every second. And it can scale to 10 times that with ease. We are liberating industrial data at scale and challenging how we work and collaborate.

Kjartan Nesse, Digital Crew Lead, Aker BP

AkerBP

Region: EMEA

Partner: Cognite

About

Leveraging massive data for a leading E&P company

As the world's leading digital exploration and production (E&P) company, Aker BP is widely recognized for sharing data. Each asset operated by Aker BP has up to 100,000 equipment tags generating enormous amounts of data from industrial sensors, combined with a wide range of other data sources, including seismic, industry databases, 3D models, processes, documents, drawings, reports, and images. Aker BP is collaborating with Cognite to make industrial data a strategic resource and to use data-driven insights to digitize the E&P value chain and make operations safer for people and the environment.

Enter

Cognite to leverage **GCP** offerings to develop an industrial IoT data platform managing data at massive scales and provide Aker BP staff and partners with access to real-time insights, machine learning capabilities, and more secure data sharing.

Outcome

- Streams 1M+ time-series events per second and handles millions of documents
- Disrupts business models and shifts company to a data-driven strategy that improves decisions, process, and safety

Read the Story

Additional Industries

Etsy

Moving to Google Cloud Platform was a transformational change for Etsy. We believe that it positions us well for growth by allowing us to focus on strategic initiatives, enhance site performance, and improve engineering efficiency. Google's infrastructure also enables us to better prioritize technologies like machine learning to personalize the user experience on Etsy.

Mike Fisher, Chief Technology Officer, Etsy

Region: Global

About

Fast, flexible infrastructure for a more sustainable marketplace

Etsy has built a global marketplace "where creativity lives and thrives because it's powered by people." With a high demand for compute power and sustainability an essential company value, the unique and creative goods marketplace wanted to invest strategically in infrastructure, while continuing to build features faster and reach its goal to use 100% renewable electricity by 2020.

Enter

Compute Engine, **Kubernetes Engine**, **BigQuery**, **Cloud Vision API**, and **Cloud Natural Language API** to enhance buyer experience and site performance, improve engineering efficiency, and create an overall better, more lucrative marketplace for sellers.

Outcome

- Supports the mission to *Keep Commerce Human*, within and outside of the company
- Maintains a solid DevOps alignment between GCP and Etsy engineers

Read More

Additional Industries

With a full stack of innovative cloud-based technology offerings, Google Cloud is a key component of our digital transformation.

Michael Lysaght, CTO, Weight Watchers International, Inc.

Region: Global

About

Full-scale digital and workplace transformation

In a culture of increased emphasis on wellness, people paradoxically are becoming less and less healthy. Weight Watchers aims to address this "wellness paradox," starting with transforming its workplace to enable greater collaboration and provide an enhanced digital experience for members. The company's journey to the cloud is key to its transformation into a technology experience company, which will enable connected lives of meaning for people, families, and communities.

Enter

GCP, **G Suite**, and **Chromeboxes** for the cloud-based infrastructure, collaboration, and productivity that will support the digital transformation Weight Watchers is undertaking.

Outcome

- Integrates and unifies teams, technology, and the member experience to create greater impact
- Provides greater agility and mobility for faster delivery of new innovations, increasing personalization and meeting members where they are

Additional Industries

Thank you

Thank you for taking the time to learn about our customers and the revolutionary work they're doing with cloud technologies. They're proud of the successes they've had and the results they've achieved, and so are we.

Visit us at **https://cloud.google.com/customers/** to learn more about the creative and cool ways Google Cloud customers are using our solutions.

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