The Gemini effect:

Increase business value with Google AI

Google Cloud Next 25

Matt Maggs

Director, Google Workspace EMEA North, Google

The AI Effect on the Future of Work

The magic of **Gen AI** captured the world's imagination.

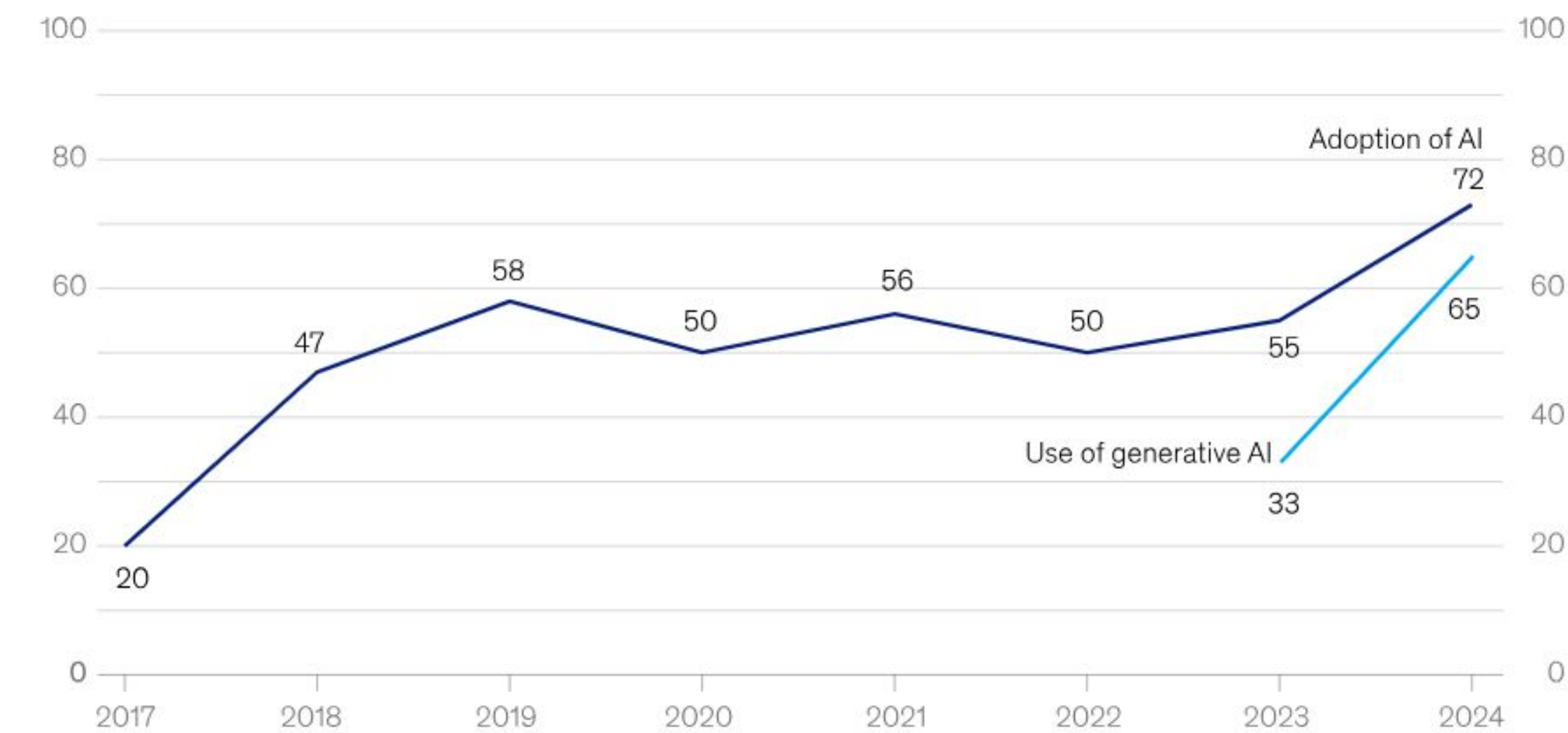Today, organizations are looking to turn that excitement into **employee productivity**.

Gen AI is rapidly being adopted

AI adoption worldwide has increased dramatically in the past year, after years of little meaningful change.

Organizations that have adopted AI in at least 1 business function,[1] % of respondents

[1]In 2017, the definition for AI adoption was using AI in a core part of the organization's business or at scale. In 2018 and 2019, the definition was embedding at least 1 AI capability in business processes or products. Since 2020, the definition has been that the organization has adopted AI in at least 1 function.
Source: McKinsey Global Survey on AI, 1,363 participants at all levels of the organization, Feb 22–Mar 5, 2024
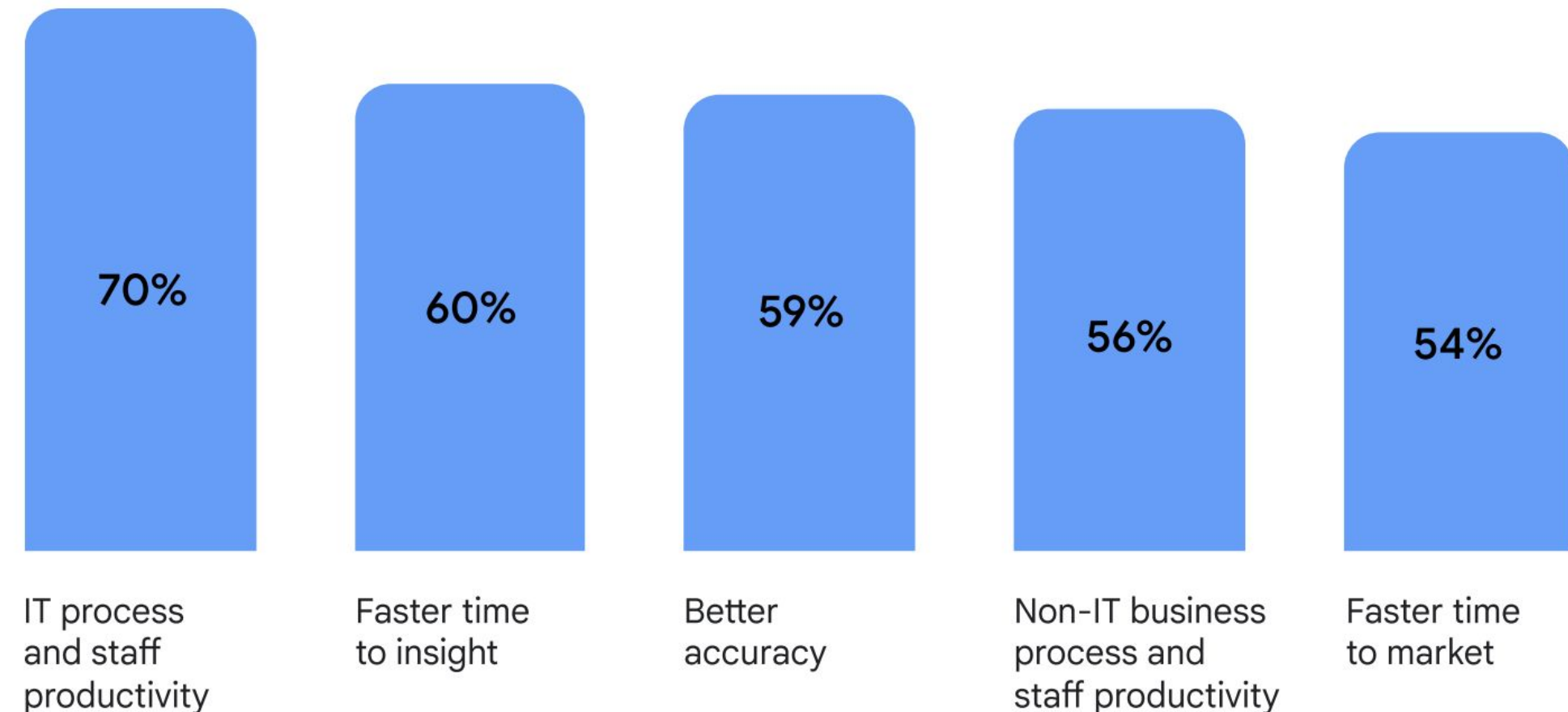
McKinsey & Company

AI is fundamental to the future of work

> Of organizations who report productivity gains, nearly half (45%) estimate **employee productivity has at least doubled** as a result of gen AI in production.

Productivity improvements resulting from gen AI

70%	60%	59%	56%	54%
IT process and staff productivity	Faster time to insight	Better accuracy	Non-IT business process and staff productivity	Faster time to market

Now is the time to move from...
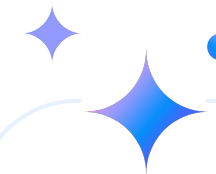
...to breakthrough productivity gains

Ideation, experimentation, and proof of concepts with AI

Isolated usage for simple tasks that drive marginal incremental gains

Restricted access with a small cohort of power users

Engagement that reshapes how we learn, create, collaborate, and access information

AI agents to support more sophisticated tasks and workflows

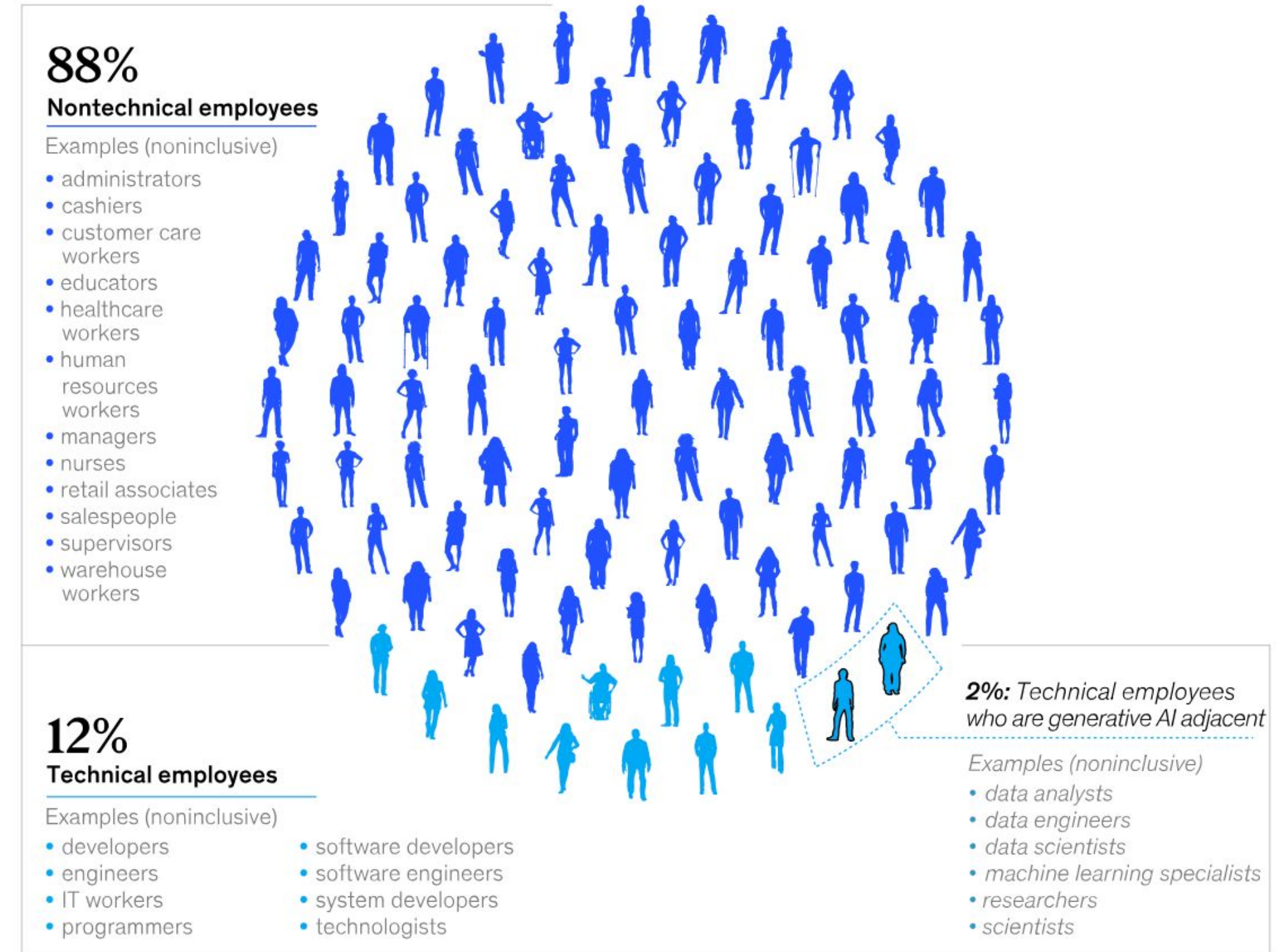Widespread access to accelerate employee productivity

Don't preselect users based on their profile

"Value with Gemini can come from unexpected places"

Gemini

Workers who use generative AI as part of their jobs comprise a much larger group than those who hold traditionally technical roles.

Share of workers, by category, %

88%
Nontechnical employees

Examples (noninclusive)
- administrators
- cashiers
- customer care workers
- educators
- healthcare workers
- human resources workers
- managers
- nurses
- retail associates
- salespeople
- supervisors
- warehouse workers

2%: *Technical employees who are generative AI adjacent*

Examples (noninclusive)
- *data analysts*
- *data engineers*
- *data scientists*
- *machine learning specialists*
- *researchers*
- *scientists*

12%
Technical employees

Examples (noninclusive)
- developers
- engineers
- IT workers
- programmers
- software developers
- software engineers
- system developers
- technologists

Source: McKinsey Talent Trends Survey, subsample of workers from Canada, UK, and US who are currently employed (n = 9,684); data collected July 28–Aug 15, 2023

McKinsey & Company

Source: McKinsey The human side of generative AI: Creating a path to productivity

High impact use cases for Google Workspace with Gemini

Sales, Marketing, and Customer Service

$ Sales

Help increase seller productivity

Gemini can quickly generate high quality sales materials, help nurture leads with personalized content, summarize meeting notes, and create RFP responses to help progress sales opportunities more quickly to accelerate revenue.

Marketing

Efficient content creation

Gemini can save marketers time and money by drafting copy and creating new images. It helps generate campaign briefs, project plans and trackers, and create presentations quickly to facilitate ideation and collaboration.

Customer Service

Better customer service

Gemini can help reduce response times by helping customer service agents more successfully and quickly generate answers to questions. Real-time translations helps remove language proficiency barriers in video call interactions.

Workspace includes the best of Google AI

Unlock a suite of AI-first applications within your workflow
— without the need to purchase any add-ons.

Gemini Advanced
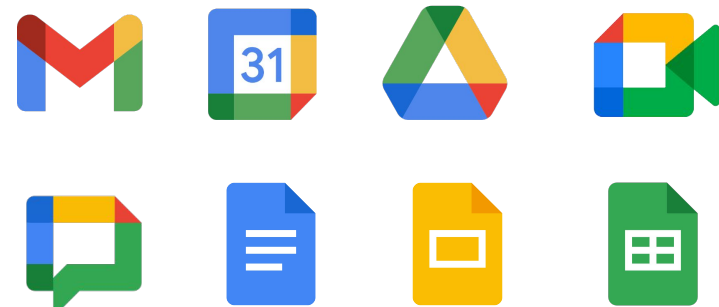
Powerful models

Integrated AI across Workspace

Gemini

Google Vids

NotebookLM Plus

Innovative new AI products

One productivity hub
for all of your work with a suite of
AI-first applications

Google Workspace brings everything your team needs together in one platform — simplifying communication, streamlining collaboration, and helping them achieve more, together.

Powered by the best of Google AI

Make research and learning with AI easy
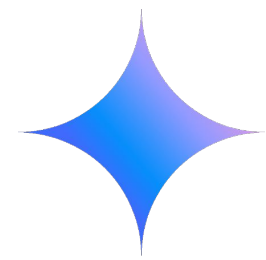
Find, share, and manage files easily
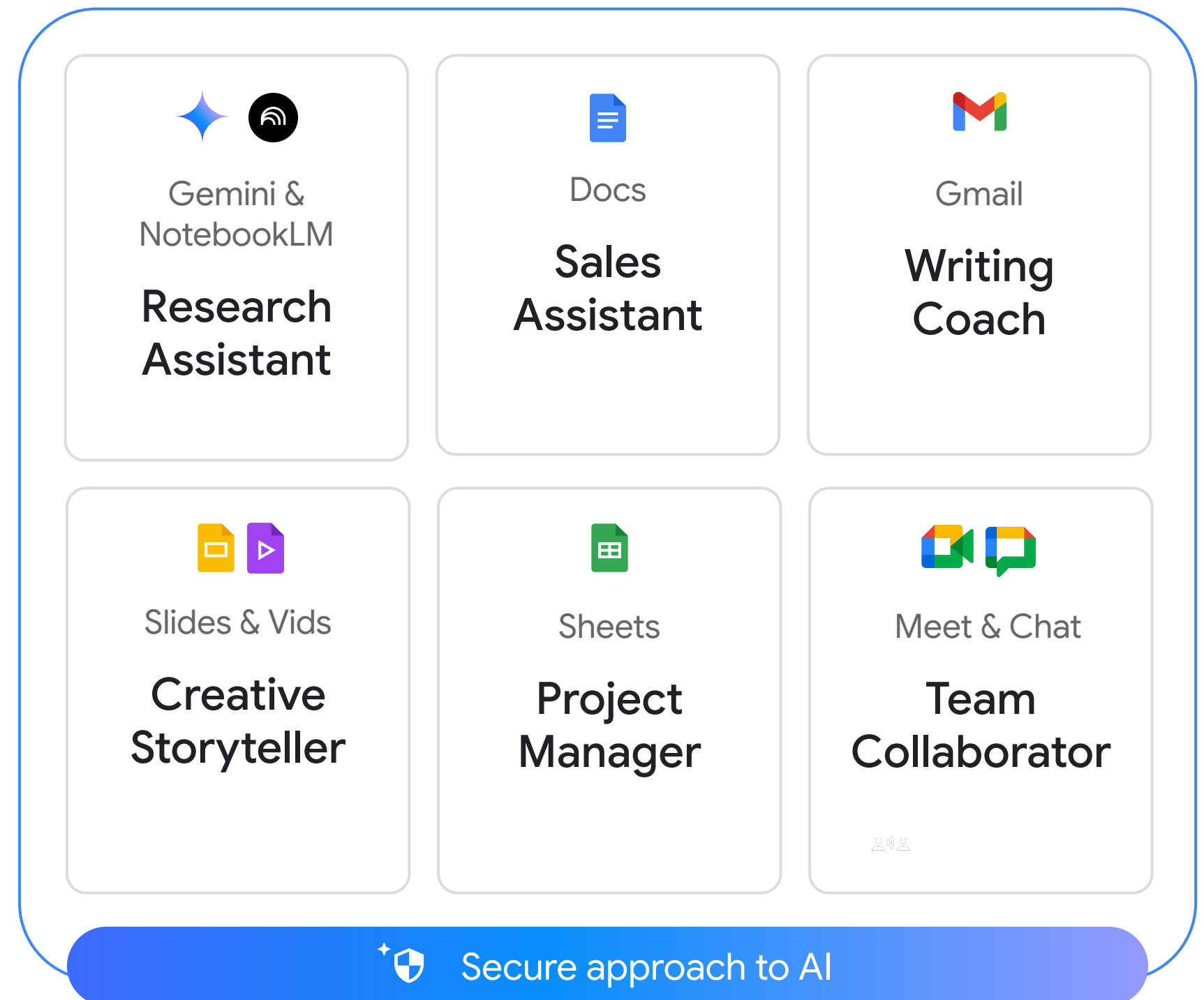
Collaborate and co-edit in real time

Connect instantly, from any device

Stay on top of things

Google Workspace with Gemini is your AI-powered assistant at work

Gemini & NotebookLM	Docs	Gmail
Research Assistant	**Sales Assistant**	**Writing Coach**

Slides & Vids	Sheets	Meet & Chat
Creative Storyteller	**Project Manager**	**Team Collaborator**

Secure approach to AI
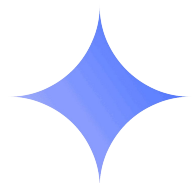
Gemini app

Chat with Gemini to kickstart
brainstorming and planning, or
tackle complex projects like
research and coding

Gems

AI experts to help with repeatable or specialized tasks

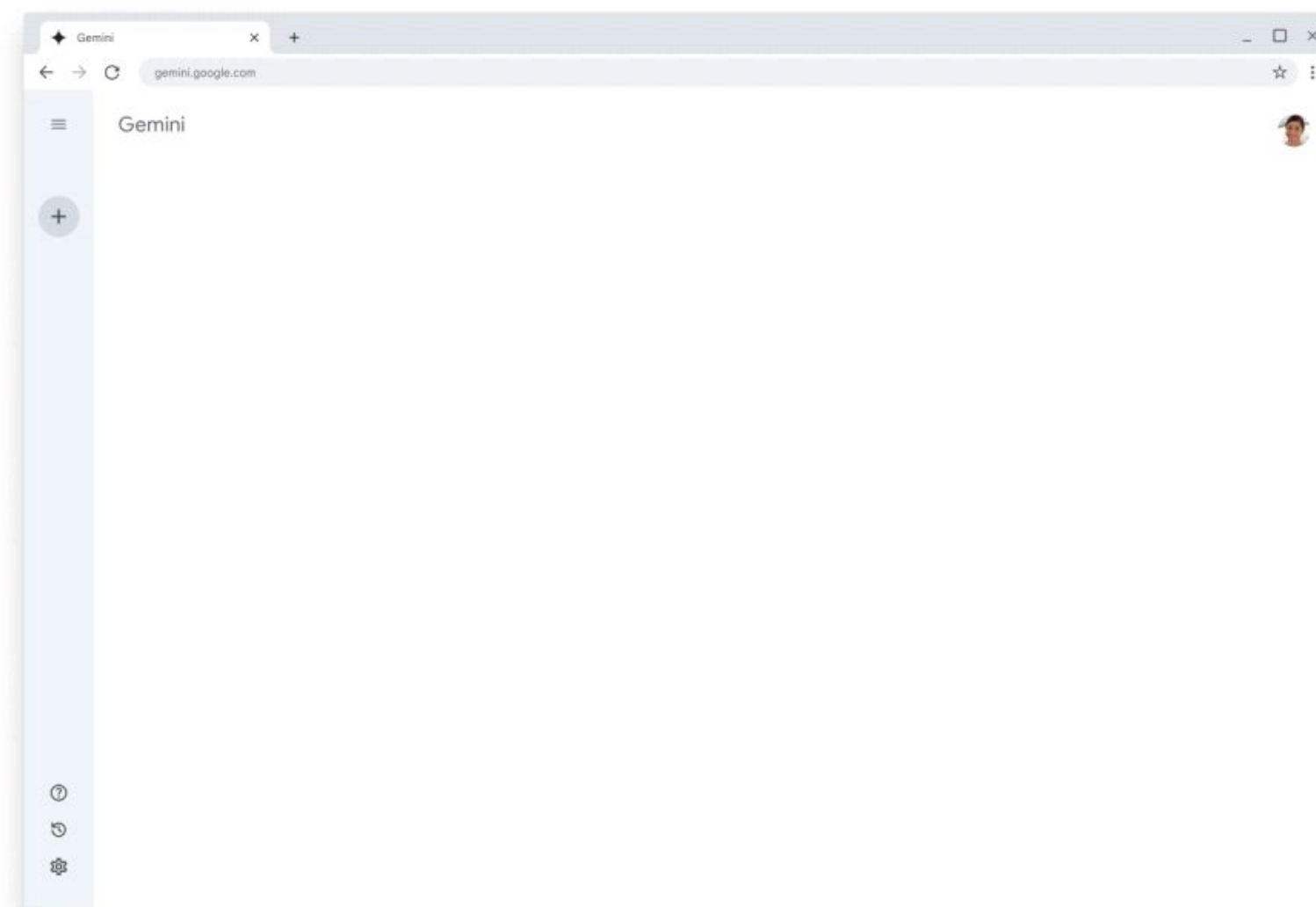Get started with prebuilt Gems or build your own with custom instructions and knowledge
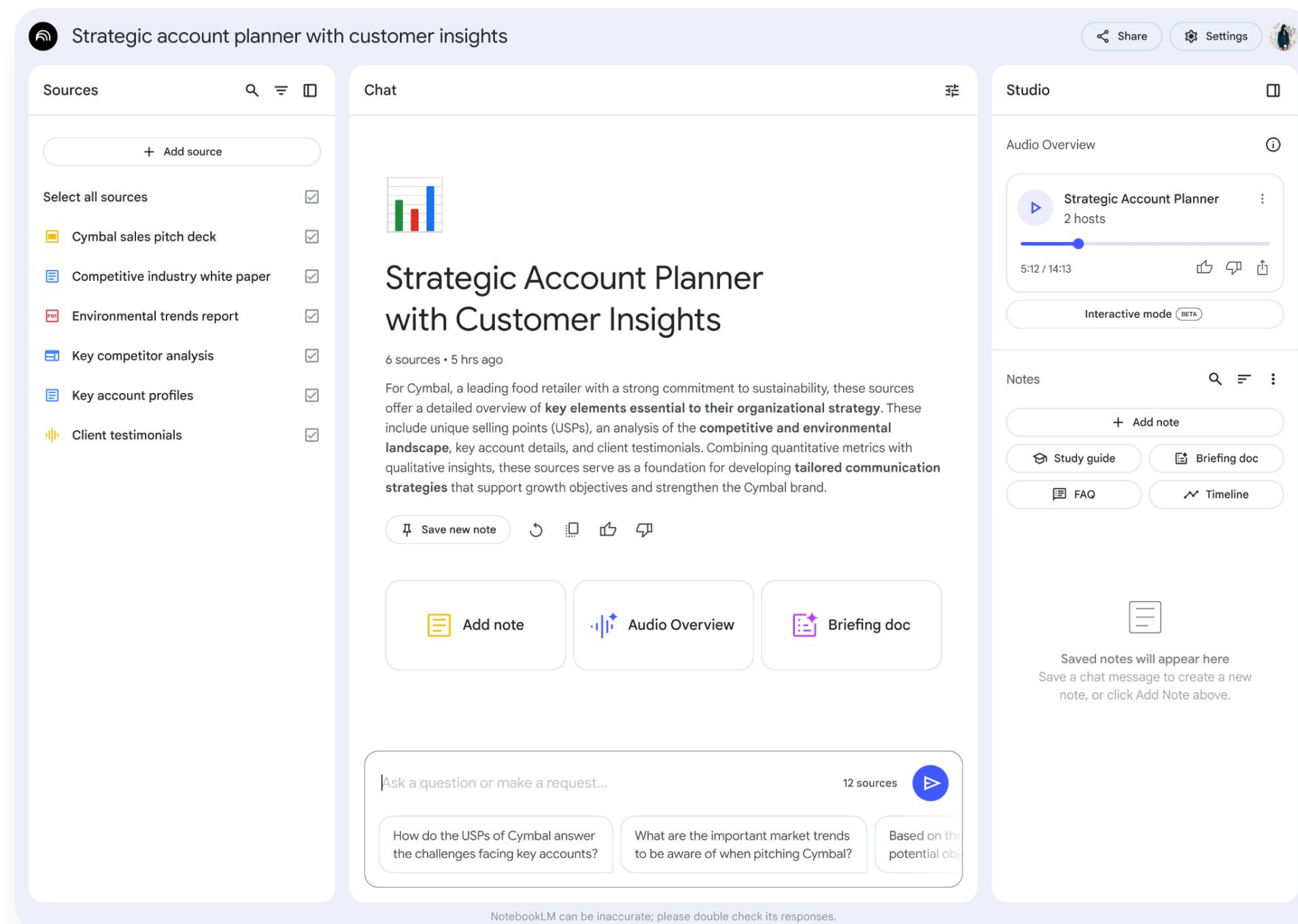
NotebookLM

Upload sources to get instant insights and Audio Overviews

Share customized notebooks with your team to accelerate knowledge sharing

Google Vids

Gemini can help you create a video from a simple prompt, generating a storyboard, imagery, AI voiceovers, and more
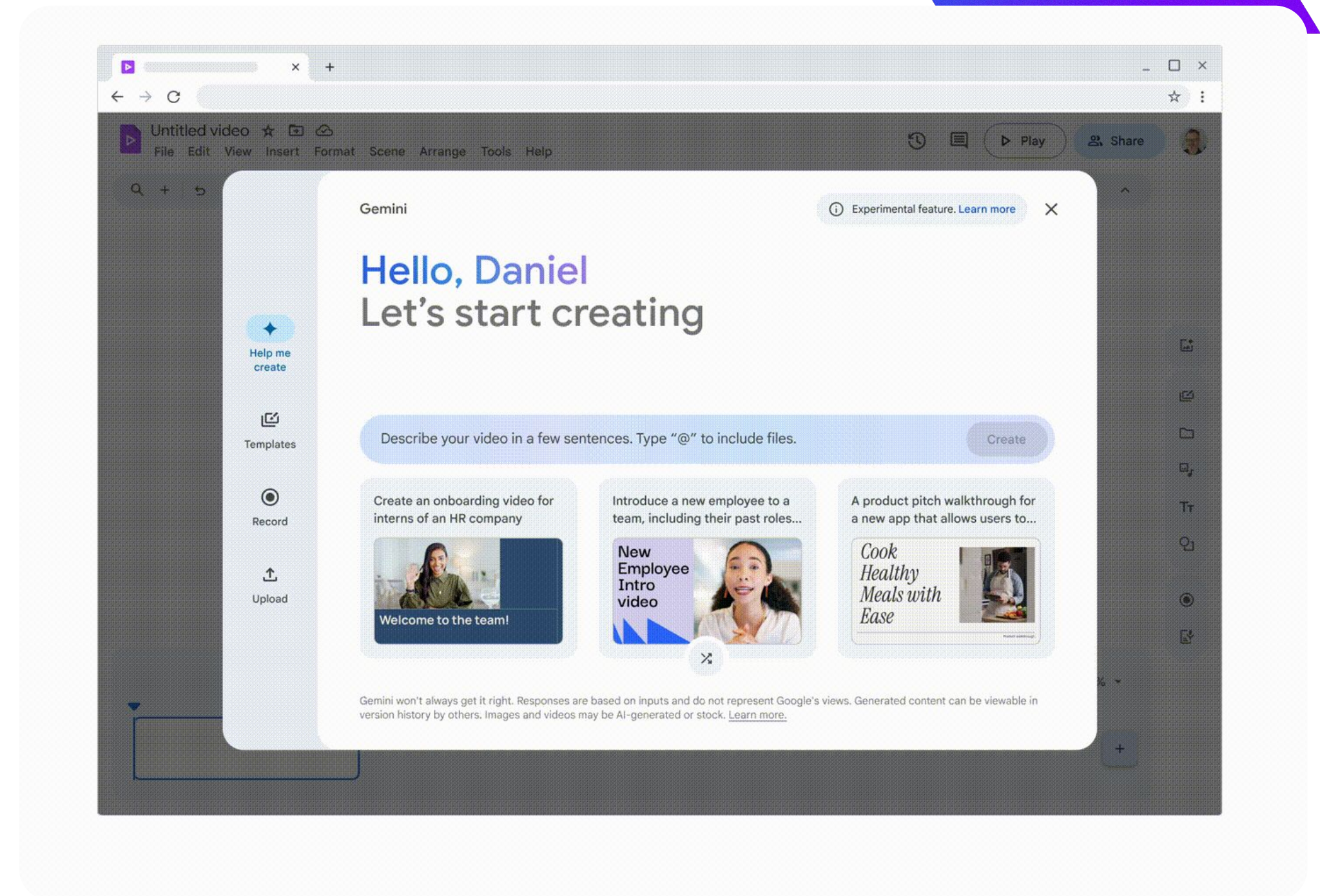
Teams are more connected on Google Workspace

30% improvement in collaboration

Google Workspace fosters a culture of collaboration and community, on the go to help your organization be more effective.[1]

"The value of Workspace is collaboration and the stability of the system. We're an organization that works 24/7. It's the most reliable and collaborative system that we have."

Google Workspace Customer

[1]The Total Economic Impact[TM] of Google Workspace, January 2024, commissioned study conducted by Forrester Consulting

Proprietary

AI in Google Workspace delivers tangible results

Save 105 mins per week on average with Gemini[1]

With features and capabilities like Gemini, Help Me Write, auto-complete, and streamlined app development, AI in Workspace helps users work smarter and faster.

[1]Based on surveys with >3K users who piloted Gemini for Google Workspace

"There are two kinds of companies: those that are great at AI and everybody else."

Mark Cuban,
Founder

MARK CUBAN
CostPlus
DRUG COMPANY

Discussion Panel

Aspi
Havewala

**AVP, Infrastructure
and User Experience,
Verizon**

David
Abitbol

**AI Lead,
Revolut**

Jeff
Kendrick

**Senior Director,
End User Engineering,
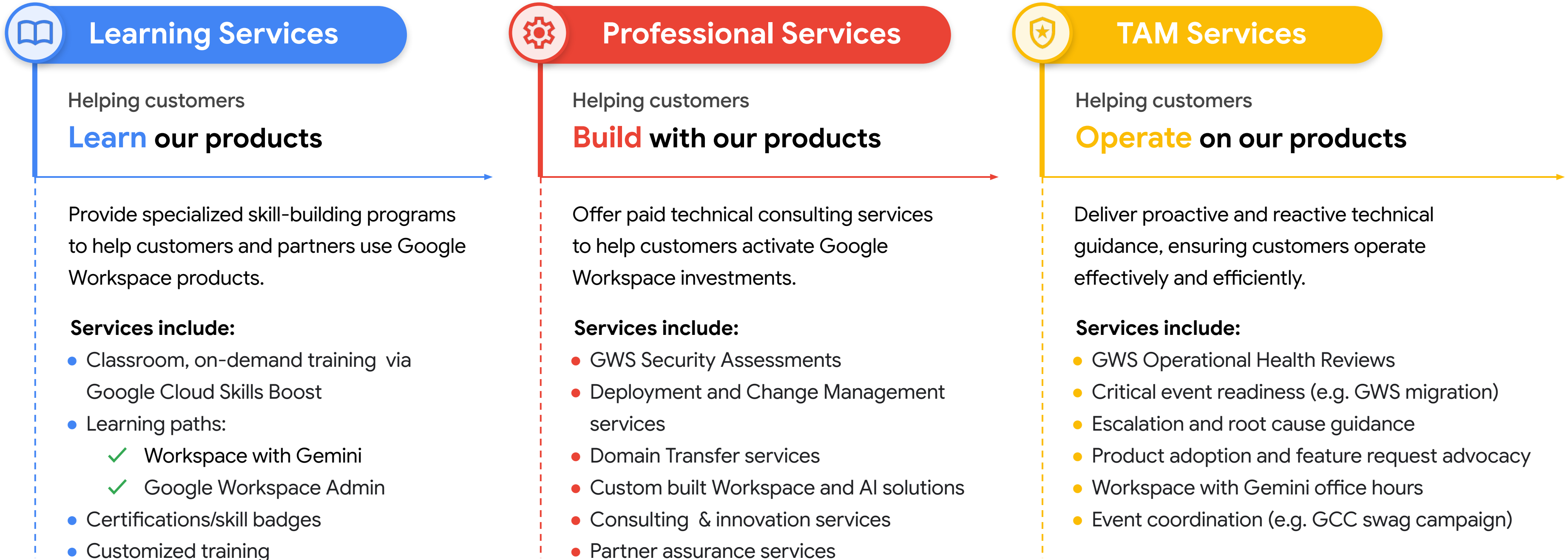Docusign**

Want to learn more about Google AI?

Join us at Gen AI at Work in a city near you!

Google Cloud Consulting:
your guide to unlocking more value with Google Workspace

Google Cloud Consulting and **our partners** collaborate to align services and technologies to meet customer requirements and goals, ensuring a successful digital transformation and adoption journey and a positive customer experience

Learning Services	Professional Services	TAM Services

Learning Services

Helping customers
Learn our products

Provide specialized skill-building programs to help customers and partners use Google Workspace products.

Services include:
- Classroom, on-demand training via Google Cloud Skills Boost
- Learning paths:
  - ✓ Workspace with Gemini
  - ✓ Google Workspace Admin
- Certifications/skill badges
- Customized training

Professional Services

Helping customers
Build with our products

Offer paid technical consulting services to help customers activate Google Workspace investments.

Services include:
- GWS Security Assessments
- Deployment and Change Management services
- Domain Transfer services
- Custom built Workspace and AI solutions
- Consulting & innovation services
- Partner assurance services

TAM Services

Helping customers
Operate on our products

Deliver proactive and reactive technical guidance, ensuring customers operate effectively and efficiently.

Services include:
- GWS Operational Health Reviews
- Critical event readiness (e.g. GWS migration)
- Escalation and root cause guidance
- Product adoption and feature request advocacy
- Workspace with Gemini office hours
- Event coordination (e.g. GCC swag campaign)

Your feedback is greatly appreciated!

Complete the session survey in the mobile app

Thank you