



Why Google Cloud?

Isaac Hernández

Country Manager GOOGLE Cloud

May 8th, 2019

Google Cloud



Every industry is going digital.

By 2021,

Over 75% of midsize and large organizations will have adopted a multicloud and/or hybrid IT strategy*

By 2022,

Public cloud services will be essential for 90% of business innovation*

And by 2025...

The sum of the world's data is expected to swell more than 5 times its current size**

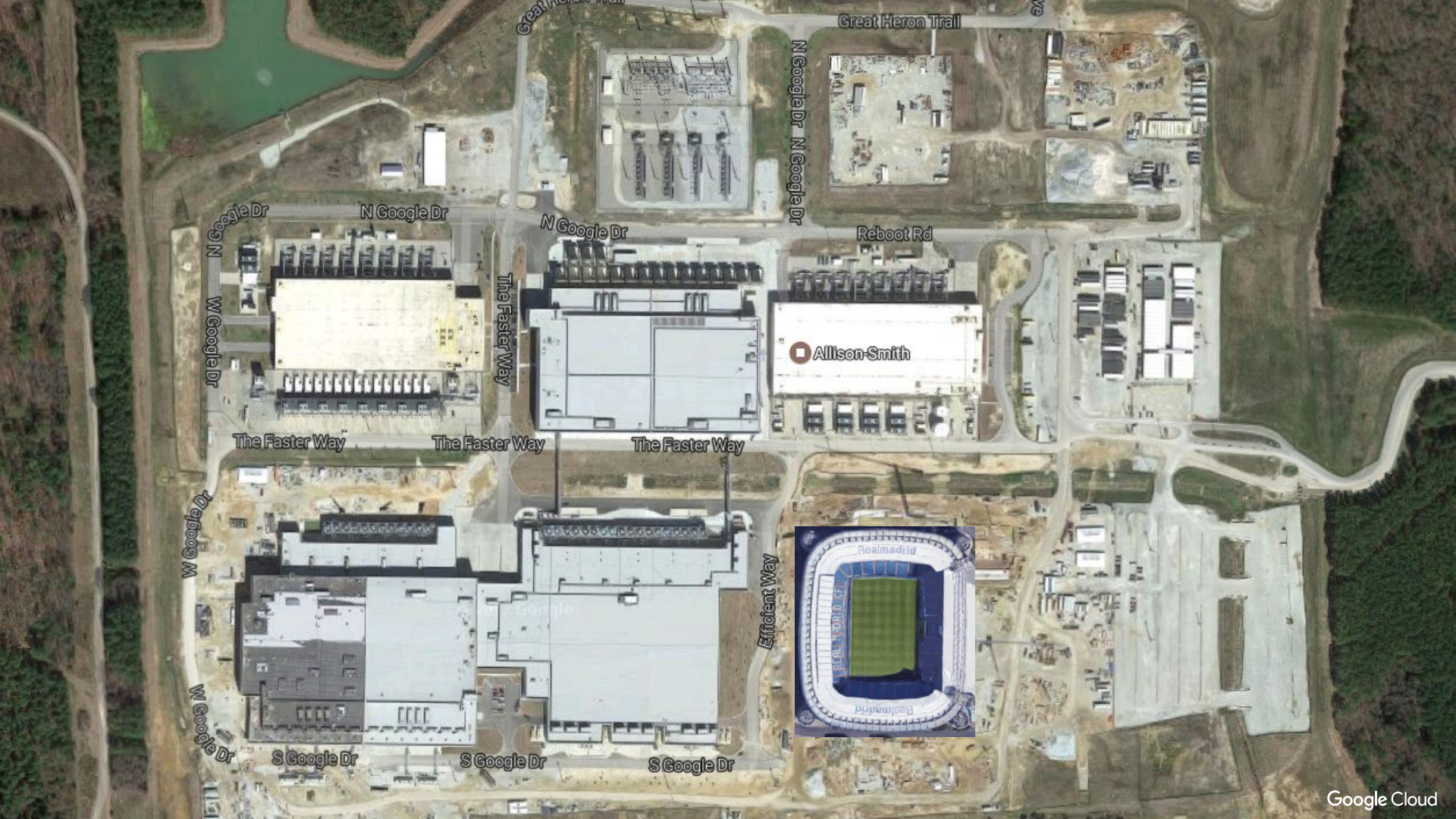


The image features a large, multi-story server room with rows of server racks and a complex network of cables. The Google logo is centered in the upper half of the image. Below the logo is a white search bar, and below that are two buttons: "Google Search" and "I'm Feeling Lucky".

Google

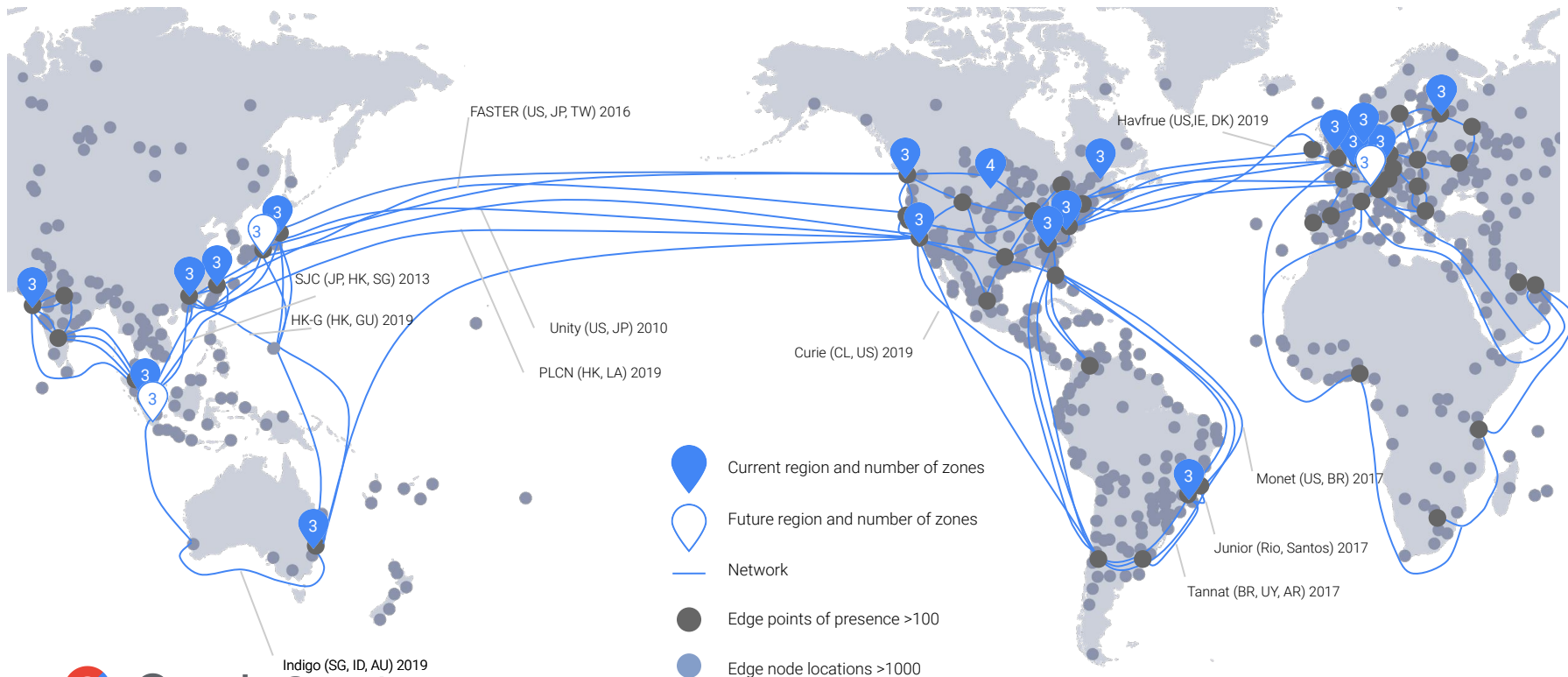
Google Search

I'm Feeling Lucky



Global network infrastructure

A privately-owned network, isolated from the public internet


























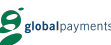
















































Google Cloud

8 services with
+1 billion users each



Google Cloud

Top enterprises on a journey with Google Cloud

	Retail	Healthcare & life sciences	Financial services	Media & entertainment	Gaming	Energy & manufacturing	Auto & transportation	SaaS
AMER								
								
								
EMEA								
								
								
JAPAC								
								
								

What makes Google Cloud different

- Best-in-class Security ➤ Protect systems, data, and users
- Hybrid & Multi-Cloud ➤ Enables choice
- Fully Managed No Ops ➤ Ease of use with serverless
- Embedded AI & ML ➤ Intelligence in everything
- Best of Google ➤ Bringing culture of innovation to customers and partners



Best-in-class security from device to data center

Secure by design

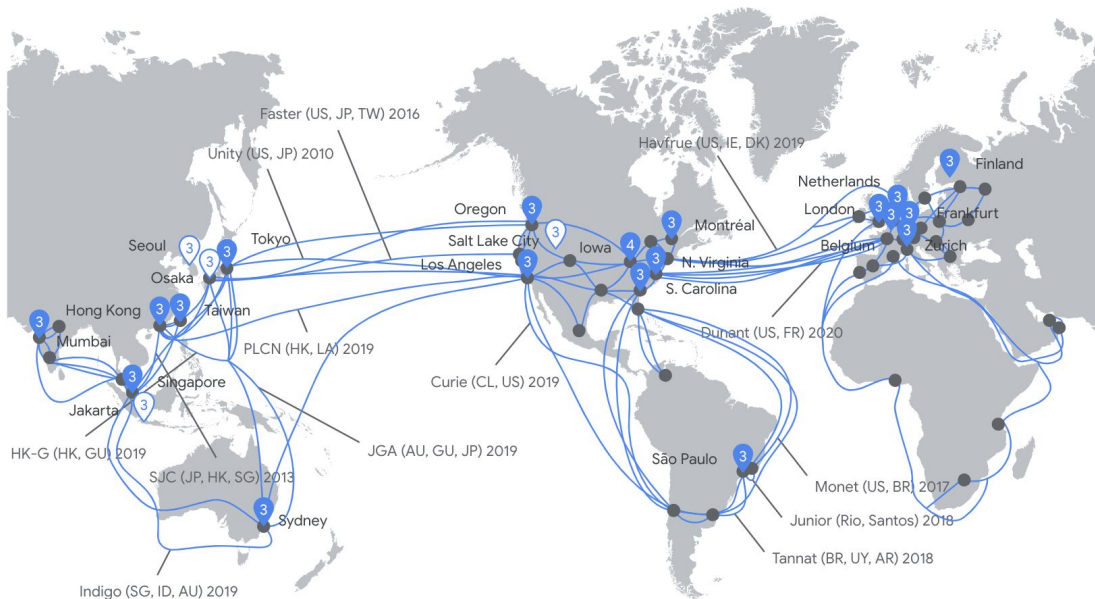
Largest privately managed network with 100,000+ miles of fiber optic cable - **2x** of AWS and Azure

Data protection

Redact sensitive data with **80+** predefined detectors, unlike AWS and Azure

Secure by default

Only cloud that encrypts data at rest
by default



Google is a **Leader**
in Public Cloud Platform Native Security



The Forrester Wave™: Public Cloud Platform Native Security, Q2 2018

Google Cloud provides compliance assurance by region and industry

Global	Americas		Europe, Middle East & Africa		Asia Pacific	
ISO 27001	USA	CFTC Rule 1.31(c)-(d)	Europe	Spain	Australia	Singapore
ISO 27017	HIPAA		GDPR	Esquema Nacional de Seguridad	Australian Privacy Principles	MTCS Tier 3
ISO 27018	HiTrust	FINRA Rule 4511(c)	EU Model Contract Clauses			
SOC 1	FedRAMP				Australian Prudential Regulatory Authority Standards	
SOC 2	FIPS 140-2	Canada	Privacy Shield	UK		
SOC 3	COPPA	Personal Information & Electronic Documents Act		NCSC Cloud Security Principles		
PCI DSS	FERPA		Germany		IRAP	
CSA STAR	NIST 800-53		BSI C5	NHS IG Toolkit		
MPAA	NIST 800-171		South Africa			
GxP	Sarbanes-Oxley	Argentina	POPI		Japan	
Independent Security Evaluators Audit	SEC Rule 17a-4(f)	Personal Data Protection Law			FISC	
					My Number Act	

Customer Proof: Best-in-class security



HSBC launched a Google Cloud-based analytics platform that meets data security requirements of **65+** countries, while enabling up to **10X faster financial crime analytics** and **20X faster calculation of a country's liquidity**



Ambra Health leverages Google Cloud's **automatic redaction of patient data** and **robust encryption** to enable their compliance team to verify global privacy requirements are met **in minutes, not months**



PayPal uses Google Cloud to build a software development and testing environment isolated from the public internet to **protect their source code**, while **accelerating development** and **reducing resource needs**

Hybrid & Multi-Cloud solutions to enable choice

Write once, run anywhere

Only Anthos enables **application deployment and management on-premises and across clouds** with 100% software solution and no hardware lock-in

Connect legacy applications across clouds

Google Cloud's Apigee API management platform enables enterprises to more easily connect legacy and modern workloads in **hybrid and multi-cloud environments**

Avoid lock-in with open source

#1 contributor to Cloud Native Computing Foundation and creator of **Kubernetes** - adopted by AWS and Azure



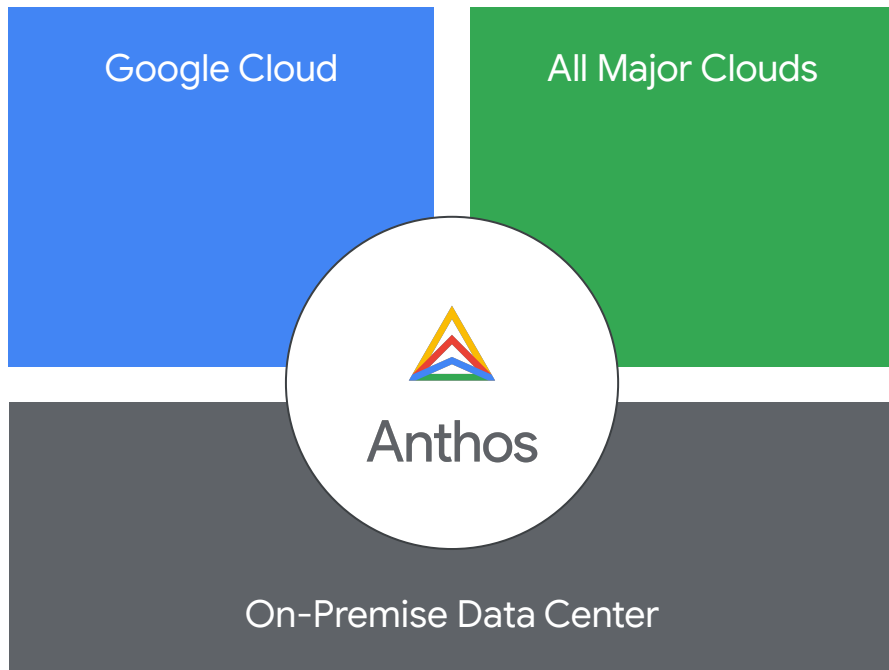
Anthos' multi-cloud capabilities are so far **unique** in the industry

Forbes, April 2019

Introducing Google Cloud's Anthos

Anthos lets you build and manage modern **hybrid and multi-cloud** applications without lock-in

Build once, to run anywhere, across your existing on-premise infrastructure and all major public cloud providers



Customer Proof: Hybrid & Multi-Cloud



KeyBank uses Anthos to orchestrate Kubernetes containers both on-premise and in the cloud to **accelerate development** and make systems **more secure and reliable**



Anthos gives Siemens a **unified management** view of their hybrid deployment while providing a **consistent platform** to run workloads **across environments**



Autodesk adopted Apigee API Management Platform as a fully managed service - interoperable with Autodesk's systems - **to process 33+ billion API calls annually**

Fully automated operations make cloud easy to use

Ease of use

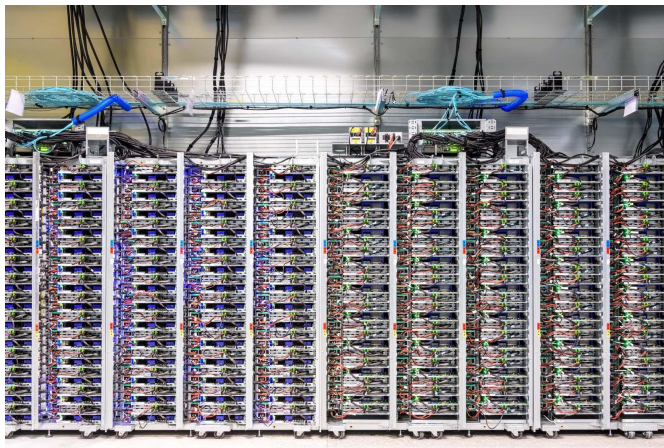
BigQuery **automatically scales** to thousands of cores in **seconds**. AWS and Azure need manual configuration

Click to deploy

GCP Marketplace offers Kubernetes applications that can be deployed **without writing a line of code**

Optimize spend

Automatic discounts and right-sizing deliver **35% savings on average** for compute workloads



Reference enterprise customers...were universally happy with the platform's **ease of use**, innovation pace, reliability, and cost

[The Forrester Wave™: Full-Stack Public Cloud Development Platforms, North America, Q2 2018](#)

Customer proof: Fully automated operations



Ocado, the world's largest online-only grocer, migrated its on-premise databases to BigQuery, delivering results **80x faster** for **33% less cost**



AkerBP monitors oil rig operations using Google Cloud Platform, streaming more than **one million time-series values every second** and **scaling up 10x** with ease



Two leading Stanford research labs used Google Cloud Platform to drive **50% reduction** in employee time spent on network hardware management, improving lab productivity



Advanced, embedded AI & ML capabilities

Democratize AI/ML

AutoML and BigQuery ML enable teams without data scientists to use AI/ML with capabilities **not offered by competitors**

Depth of AI/ML

Cloud Speech supports **120** language variants, more than AWS, Azure

Accelerate time to decision

Google TPUs **15-30x faster** than contemporary GPUs and CPUs



Very strong... AI/ML services are drawing increasing numbers of traditional enterprise customers.

[The Forrester Wave™: Full-Stack Public Cloud Development Platforms, North America, Q2 2018](#)

Customer proof: Advanced AI & ML



American Cancer Society uses Cloud ML Engine to identify novel patterns in digital pathology images for breast cancer, leading to **12x faster** image analysis and enabling researchers to analyze 1700+ images in **three months, not three years**



Airbus trained Tensorflow algorithms on Google Kubernetes Engine to recognize cloud cover, improving satellite image quality and **reducing error rates for detecting clouds from 11% to 3%**



eBay uses Cloud TPUs to achieve a **10x increase** in product image processing capacity over previous infrastructure. Teams can now train more accurate image recognition models **in a few days, instead of months**

Bringing best of Google to Cloud

We help build cultures of innovation & agility

Our **focus on transformation** poses exciting opportunities to evolve business' productivity and collaboration allowing employees to accomplish more

Best user-first products & services

Breadth of Google products to create **new user experiences** on Cloud

Industry experience

Technology led innovations in retail, media, health, transportation and other industries



Customer Proof: Best of Google



Broadcom adopted **Gmail**, shortening development cycles, while scaling up to support nearly 1000% revenue growth over ten years with just one administrator. Teams used **Google Translate** to communicate more seamlessly across **28 languages**



Go-Jek, an on-demand provider for transportation in Indonesia and valued at \$1B+, uses **Google Cloud** and **Google Maps** to optimize the routes of **1 million drivers** and to run their mobile apps, which have been downloaded **100+ million** times



American Financing uses **Google Contact Center AI**, integrated with its existing Vonage platform, **to intelligently route calls to the most skilled agents** and provide after-hours support without using a third party



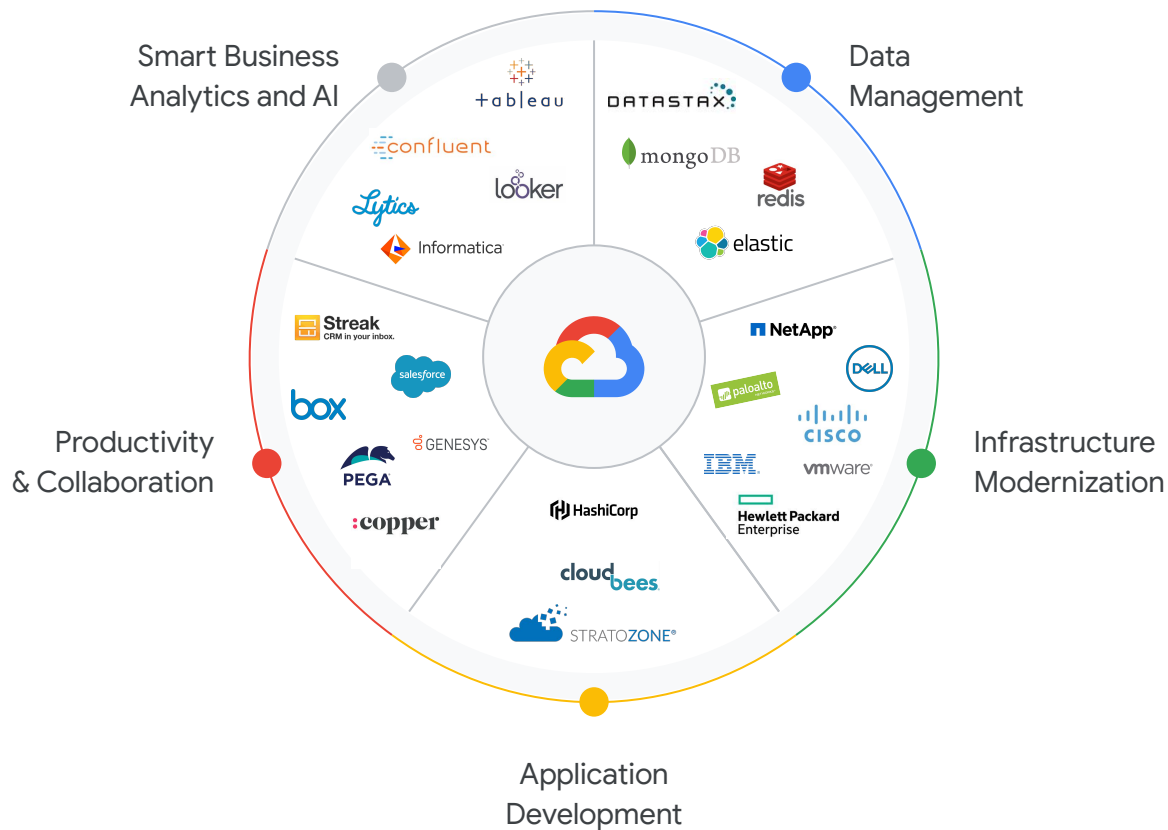
We co-develop industry-specific solutions with global and regional partners

Retail	Healthcare	Financial Services	Media & Entertainment	Manufacturing	Public Sector
SupplySight	Patient Connect	Fraud and Risk Analytics	Visual Intelligence	Visual Inspection	Opioids 360
Retail Smart Digital Store	Product Security Manager	Intelligent Customer Interactions	Speech Recognition	Connected Factory	Fleet Management
Customer Loyalty Platform	Empowering Care Teams	Quant Research	Natural Language Processing	Supply Chain Optimization	Contact Center/ Dialogue Flow
eCommerce Hosting	Population Health Analytics	Personalized Insurance	Video Search	Asset Management	Intelligent Mobility

Functional Solutions: Cloud for Marketing, Contact Center AI



And leverage our
broad ecosystem
of technology
partners to
deliver **best of
breed offerings**



Our unique services accelerate your transformation

Role-Based Learning

Develop talent and scale workforce fluency and adoption with hands-on training and robust certification standards

Technical Account Management

Build a roadmap for long-term success with dedicated program management and Google thought leaders



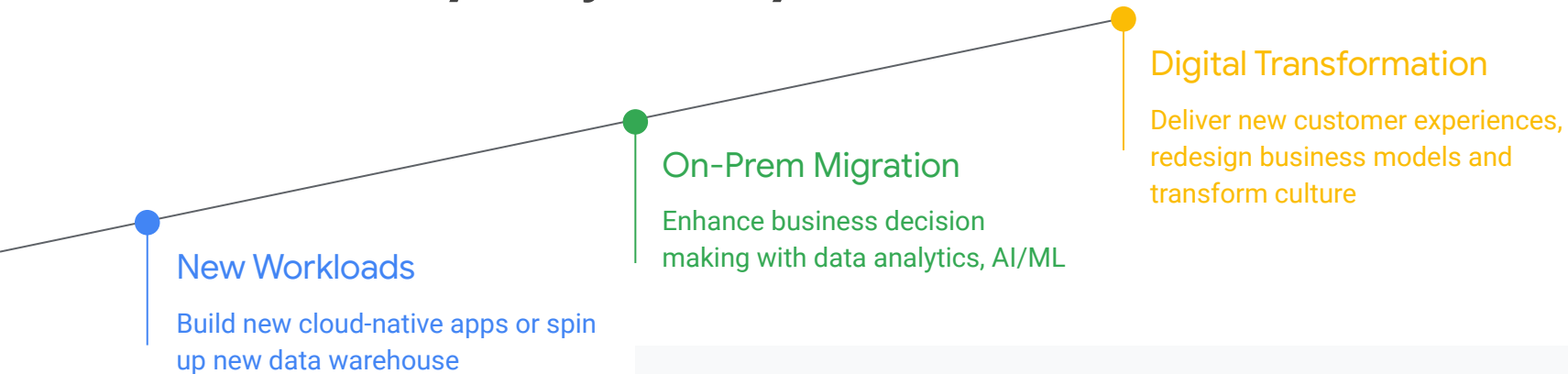
Consulting

Jumpstart your cloud journey with our proven practices - migration, data analytics, ML, app development, change & culture, security & trust

Engineer to Engineer Support

Maximize reliability with deep technical expertise fully vested in your operational success, available 24/7/365

Let's start your journey



Next Steps?

- 1
- 2
- 3



Thank you

Google Cloud



**In Google Cloud Next '19 San Francisco
something was announced...**

Google Cloud



Mauro Pazienza

Best Google Cloud Instructor EMEA

Google Cloud