**Google** Cloud

**AppDirect**

# Analytics Data Platform for AI

Organizations are being tasked with delivering transformational analytics and AI services that are safe, agile and scalable. To do so, data and analytics professionals should use modern AI and analytics foundations that emphasize value on reliability, trust and transparency.



**+25%**

Enterprise data volume is growing at +25% CAGR through 2026[1]

**55%**

of organizations reported avoiding gen AI use cases due to data-related concerns[2]

**19X**

Data-driven organizations are 19X more likely to be profitable vs. non-data driven enterprises[3]

## Reasons legacy data platforms leave enterprises unfit to capitalize on this data boom

- Siloed, ungoverned, **disparate** data environments
- Difficulty **illustrating ROI and** favorable **time-to-value**
- Concerns that AI **may increase cybersecurity** risks
- AI-skilled talent **scarcity and self-service barriers**

## Unlock the power of your data

Google Cloud provides an open and unified platform that brings AI to multi-modal data, empowering all users to become AI workers through AI-driven experiences

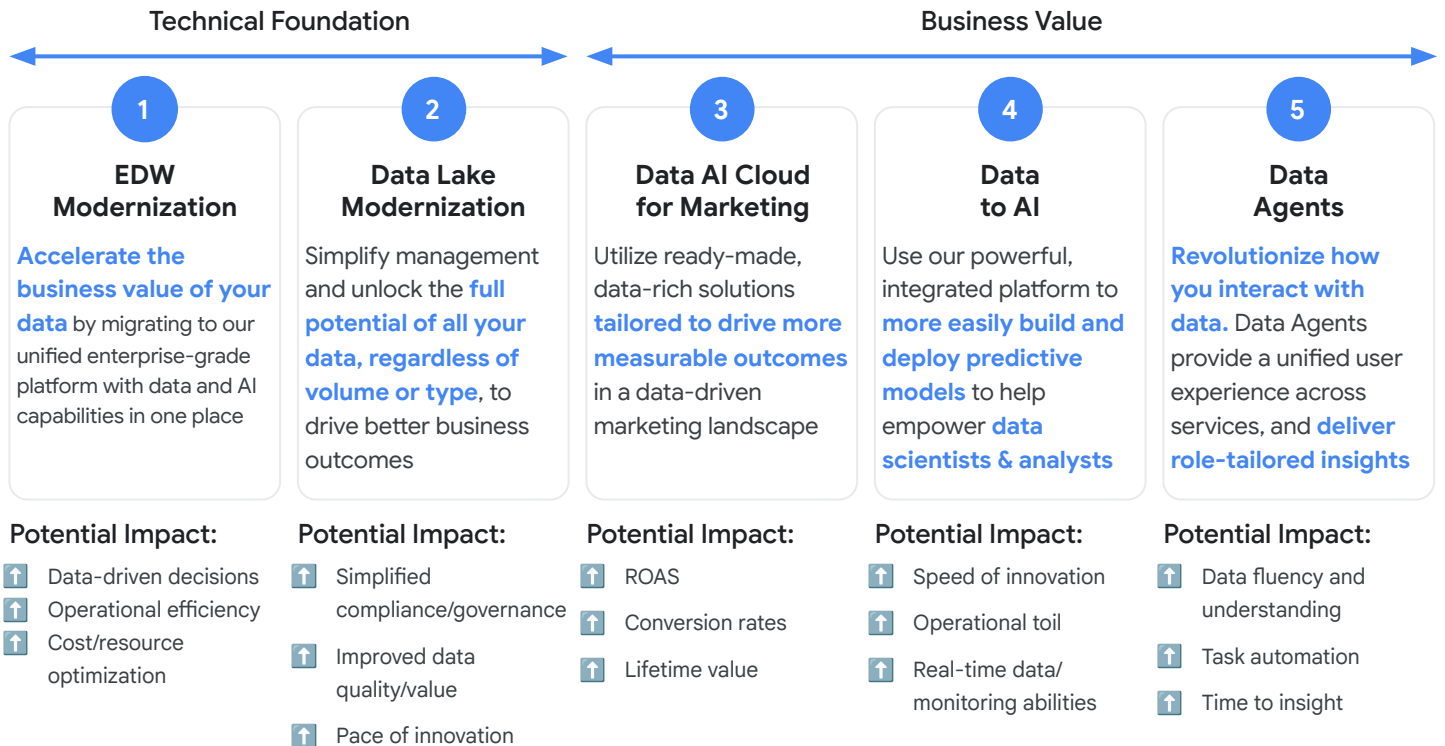| **priceline** | **vodafone** | **PUMA** | **THE HOME DEPOT** | **IPRally** |
|---|---|---|---|---|
| **EDW Modernization** | **Data Lake Modernization** | **Data AI Cloud for Marketing** | **Data to AI** | **Data Agents** |
| Integrated customer data to help make better decisions | Made data accessible to develop rich product insights | Leveraged ML capabilities to enhance marketing effectiveness | Developed personalized recommendations and streamlined processes | Built easily searchable database of millions of patents |

Google Cloud empowers customers with unified data management, democratized access to data & AI, and easy integration for AI-readiness.

# How can Google Cloud uniquely help

![AppDirect logo]

**Technical Foundation** — **Business Value**

### 1 — EDW Modernization

**Accelerate the business value of your data** by migrating to our unified enterprise-grade platform with data and AI capabilities in one place

### 2 — Data Lake Modernization

Simplify management and unlock the **full potential of all your data, regardless of volume or type,** to drive better business outcomes

### 3 — Data AI Cloud for Marketing

Utilize ready-made, data-rich solutions **tailored to drive more measurable outcomes** in a data-driven marketing landscape

### 4 — Data to AI

Use our powerful, integrated platform to **more easily build and deploy predictive models** to help empower **data scientists & analysts**

### 5 — Data Agents

**Revolutionize how you interact with data.** Data Agents provide a unified user experience across services, and **deliver role-tailored insights**

**Potential Impact:**
- ⬆ Data-driven decisions
- ⬆ Operational efficiency
- ⬆ Cost/resource optimization

**Potential Impact:**
- ⬆ Simplified compliance/governance
- ⬆ Improved data quality/value
- ⬆ Pace of innovation

**Potential Impact:**
- ⬆ ROAS
- ⬆ Conversion rates
- ⬆ Lifetime value

**Potential Impact:**
- ⬆ Speed of innovation
- ⬆ Operational toil
- ⬆ Real-time data/ monitoring abilities

**Potential Impact:**
- ⬆ Data fluency and understanding
- ⬆ Task automation
- ⬆ Time to insight

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Up to **54%** lower TCO vs. alternative EDW solutions[1]

Move from **development,** to **test** to **production** more seamlessly and at scale to drive positive ROI

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## At Google Cloud, we're helping customers:

### 1) Move Faster

Help to future-proof your business by gaining access to Google's own innovative technologies, models and tools; the **same ones used to power some of the worlds most-used products** and platforms

### 2) Reduce Costs

Google's high-performance computing infrastructure, and advanced Data AI platforms **help deliver more cost effective AI at scale**

### 3) Minimize Digital Risks

Leverage Google's **expertise in security and AI, along with our advanced tools and proven methodologies,** to innovate with confidence while protecting your data

**BlackRock.**

**Time Savings**
**80%** reduction in onboarding time. Data engineers **save additional 20 hours a month** to focus on strategic tasks.

Increased service revenue among connected customers by **20%**

Cut IT costs by **50%**

## Ready to start your journey?

**Contact Us** →