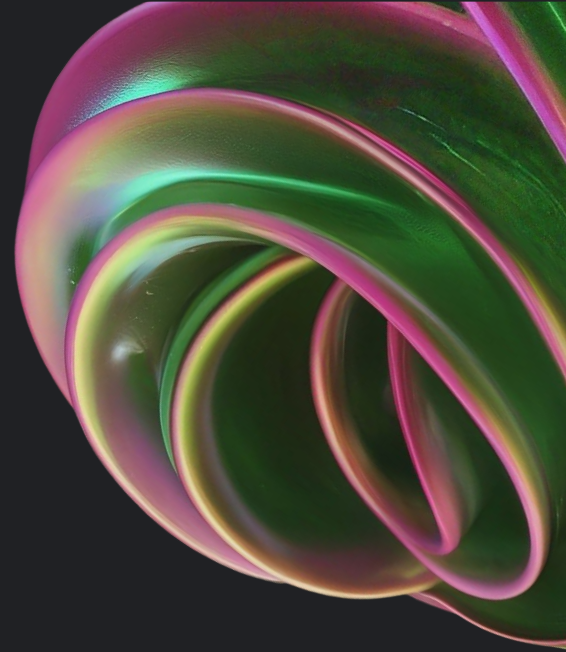# Why Google Cloud

The new way to cloud in the AI era

In the fast-evolving AI era, Google Cloud is the new way to cloud, empowering organizations to go from concept to impact — today. By fusing cutting-edge AI with powerful infrastructure, developer tools, data, security, and collaboration solutions, we help businesses solve problems in boldly creative ways and reimagine solutions to achieve the previously impossible.

Backed by a decade of Google's AI research and development, and fueled by the expertise of Google DeepMind, Google Cloud is uniquely positioned to help organizations worldwide build transformative gen AI experiences across critical areas of business.

We're the only cloud provider to combine AI-optimized infrastructure, a range of popular first-party, third-party, and open models, a platform to connect it all with organizations' enterprise truth,

and AI agents that make tasks easier and teams more efficient.

With our unified, open, and enterprise-ready AI technology stack, customers can access and customize leading foundation models, including Gemini, with an industry-leading context window of up to 2M tokens; build and ship gen AI applications with an integrated developer platform; boost productivity with AI agents; and even develop their own models using Google Cloud's cutting-edge AI Hypercomputer. What truly sets this experience apart is a foundation of trust: our industry-leading approach to grounding in enterprise truth helps minimize hallucinations in model responses, ensuring accurate, factual, and reliable results. Further, Google remains a leader in responsible AI and is committed to helping organizations build and use AI responsibly, guided by our AI principles.

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We're at a pivotal moment where businesses recognize AI as essential for transformation. Google Cloud has infused AI into everything we do, integrating it across five key product lines that our customers love and rely on today. These include:

A **Modern Infrastructure Cloud** to help businesses and governments build quickly, securely, and cost effectively with the next generation of infrastructure designed to meet specific workload and industry needs. Our infrastructure is optimized for AI, container-based applications, enterprise workloads, and distributed workloads. It offers high reliability, cost efficiency, performance, and is designed for sovereignty, scalability, and control.

A **Developer Cloud** to help accelerate application development with a streamlined developer experience, AI-powered tools, robust container management, and easy generative AI integration. Setting up and coding are simpler with Google Cloud's intuitive console, quickstart templates, and code agent. Deployments are faster using industry-leading Kubernetes scaling and serverless capabilities. Lastly, Vertex AI offers a comprehensive platform for developers to quickly and easily integrate generative AI into projects, including advanced models like Gemini and user-friendly tools like Vertex AI Agent Builder.

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A **Data Cloud** to help organizations connect all of their data with groundbreaking AI to unleash transformative insights, enabling customers to be as powerful and adaptable as the technology itself. Google offers a robust data platform that handles diverse workloads and storage environments, scales effortlessly, and protects sensitive information — all while accelerating innovation, enabling customers to unlock their full data potential.

A **Security Cloud**, so organizations can make Google part of their security team with Mandiant frontline experts, intel-driven security operations, and a secure cloud platform — supercharged by AI. Gemini in Google Security Operations reduces the time analysts spend on writing, running, refining security searches, and triaging complex cases, by 7X. [1]

A **Collaboration Cloud** to help teams of all sizes do their best work with AI-powered productivity tools. Google Workspace is the world's most popular productivity suite with more than 3 billion users and over 10 million paying customers. Gemini for Google Workspace is the only generative AI that combines organizations' unique enterprise data — like emails, documents, and meetings — and up-to-date real-world knowledge from Gemini, to deliver personalized assistance that helps teams bring their best work to life. Already, more than 1 million users and thousands of organizations have experienced how Gemini can increase productivity, creativity, and innovation.

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Organizations also benefit from operating their business on the same planet-scale infrastructure that powers many of Google's products used by billions — YouTube, Android, Workspace, Chrome, Maps, and of course, Search. Our footprint includes 40 regions, 121 zones, and 187 edge locations with service available in over 200 countries and territories, all connected by an extensive system of fiber-optic cables. We built this infrastructure for ourselves to deliver performance, reliability, scalability, and cost efficiency — advantages that extend to our customers as well.

We continue to see tremendous momentum across our technology portfolio and the millions of customers who work with Google Cloud:

- Leading organizations around the world including Kakao Brain, Grupo Boticário, Uber, Fox Sports, Bayer, Goldman Sachs, Verizon, Best Buy, Ford, Mercado Libre, Macquarie Bank, Forbes, and more choose Google Cloud as their trusted partner

- Our AI solutions for Cloud customers alone are being used by more than 2 million developers, and our enterprise AI platform — Vertex AI — was used by more than 1 million developers in Q2 '24[2]

- Nearly 90% of generative AI unicorns and more than 60% of funded gen AI startups are Google Cloud customers[3]

- Google Cloud is recognized as a Leader in 32 top industry analyst evaluations from 2023 to Sept '24[4]

- Our thriving Partner ecosystem includes over 100,000 partners in our Partner Advantage Program[5], with Global Systems Integrators committed to training over 200,000 professionals on Google Cloud's generative AI products

- Throughout 2023, we introduced thousands of product advances across Google Cloud[6]

These successes — from our millions of customers and expanding Partner ecosystem, to our industry leadership and rapid pace of innovation — all contribute to why Google Cloud is the fastest-growing cloud provider.[7]
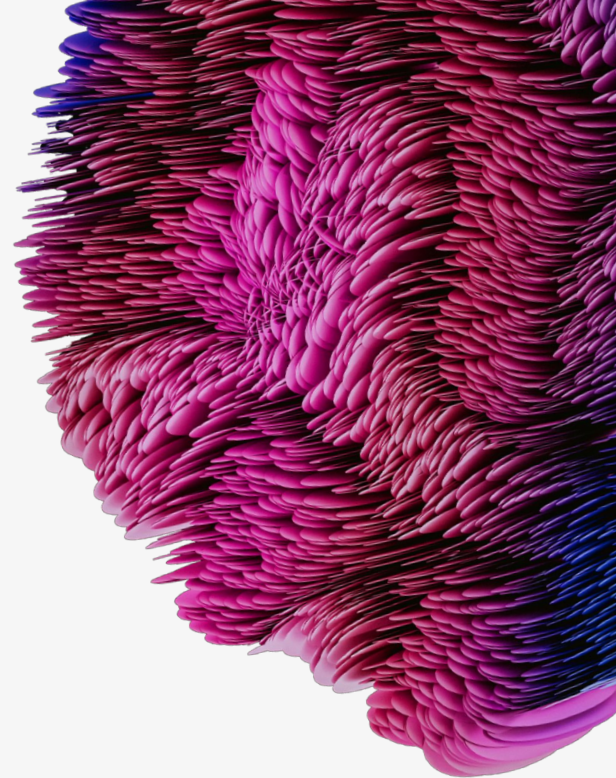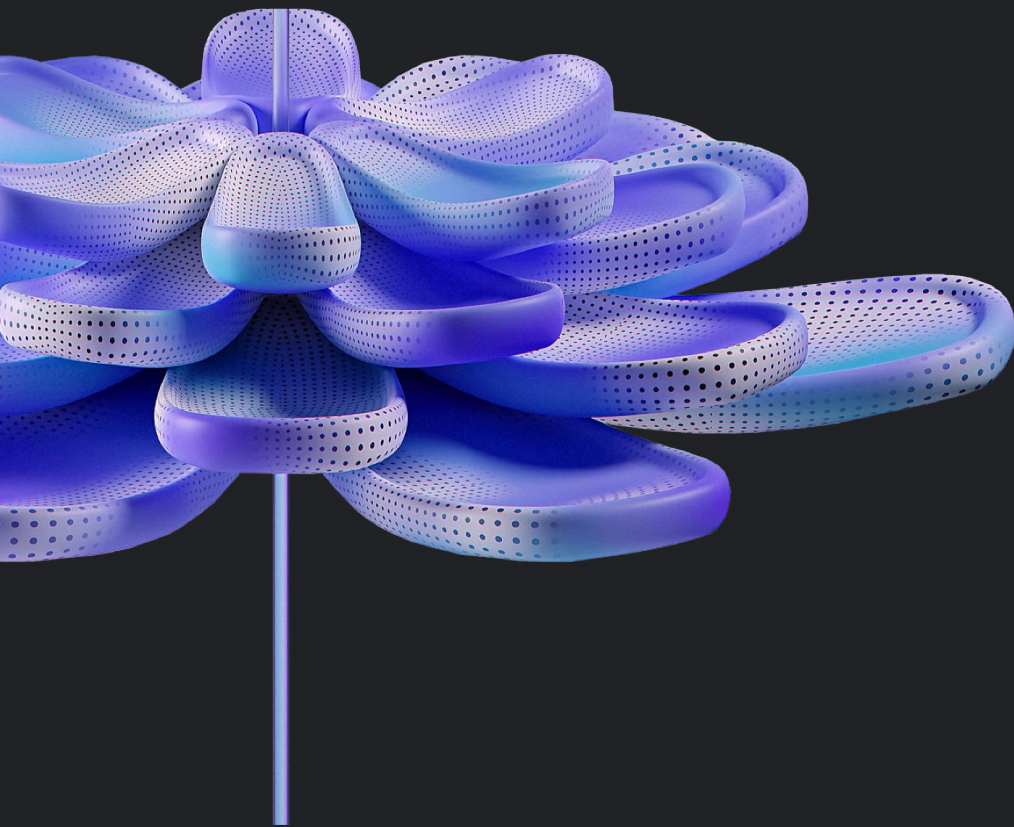
Google Cloud

Our mission

Google Cloud's mission is to accelerate every organization's ability to digitally transform its business and industry.

About Google Cloud

Google Cloud is the new way to the cloud, providing AI, infrastructure, developer, data, security, and collaboration tools built for today and tomorrow. Google Cloud offers a powerful, optimized AI stack with its own planet-scale infrastructure, custom-built chips, generative AI models and development platform, as well as AI-powered applications, to help organizations transform. Customers in more than 200 countries and territories turn to Google Cloud as their trusted technology partner.

Contact us

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