

Lead Your Company Towards Data-Powered Innovation

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Google Cloud



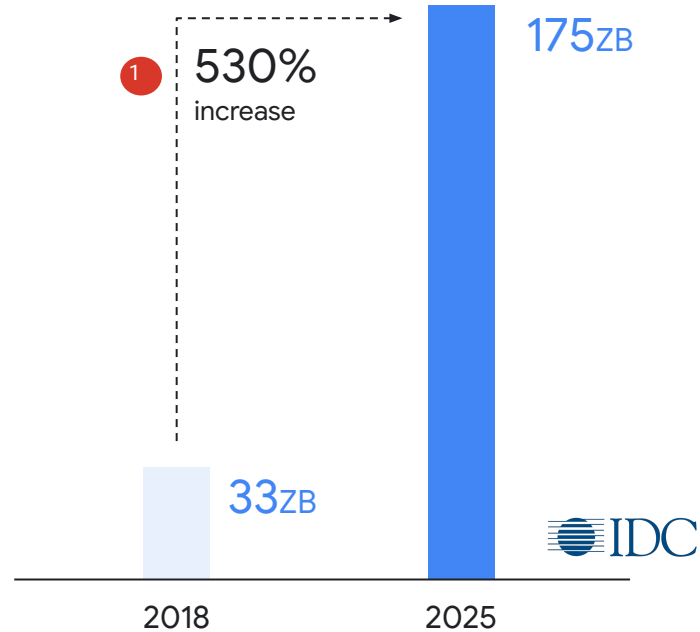


Key challenges that enterprises face



Data size

A 5x growth in enterprise data by 2025



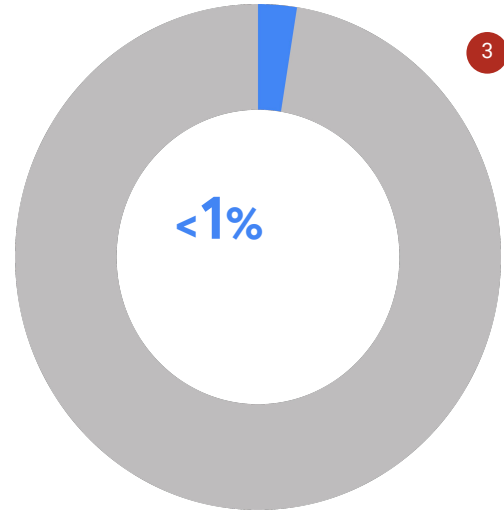
Streaming

By 2025, more than 25% of that data will be real time in nature



Unstructured data

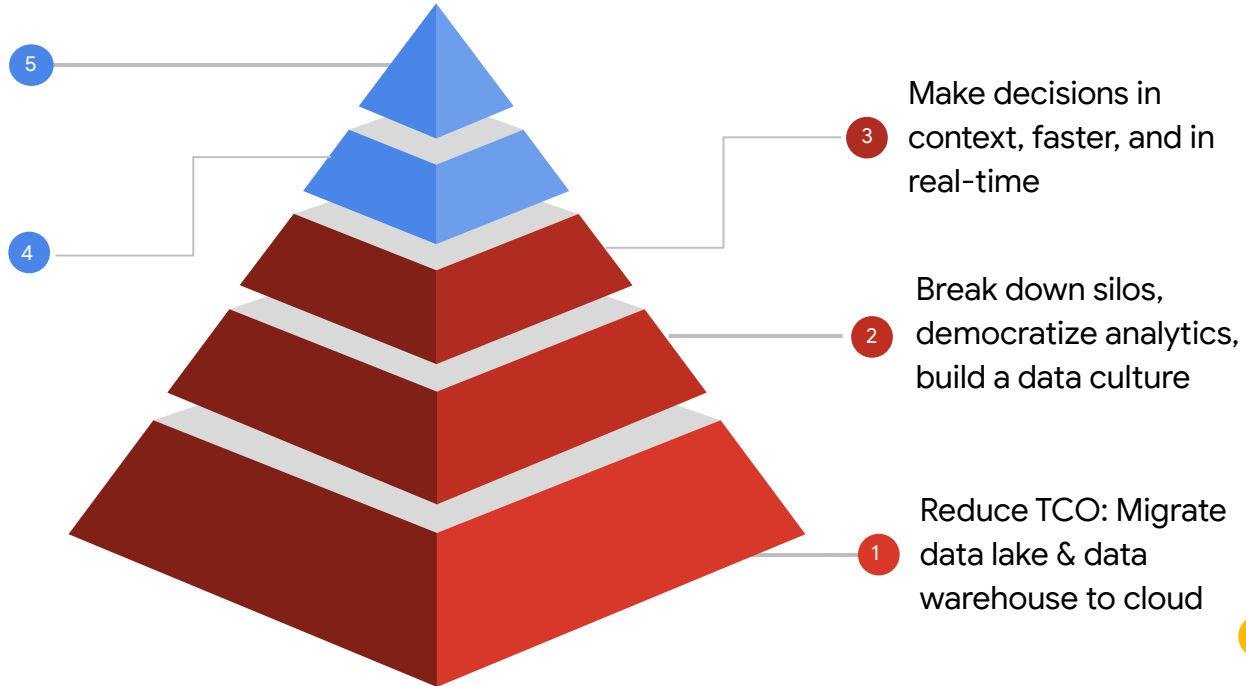
Less than 1% of unstructured data is analyzed or used at all



We have experience helping leaders bring about data-driven change

Empower data-driven innovation by building and operationalizing AI

Leapfrog with end-to-end packaged AI solutions





01

Simplify operations and lower
the cost of ownership



Traditional EDW implementations hinder business transformation



Cannot scale fast
enough to keep up with
data growth



Data is not fresh
or current enough



Data access
restrictions inhibit
collaboration



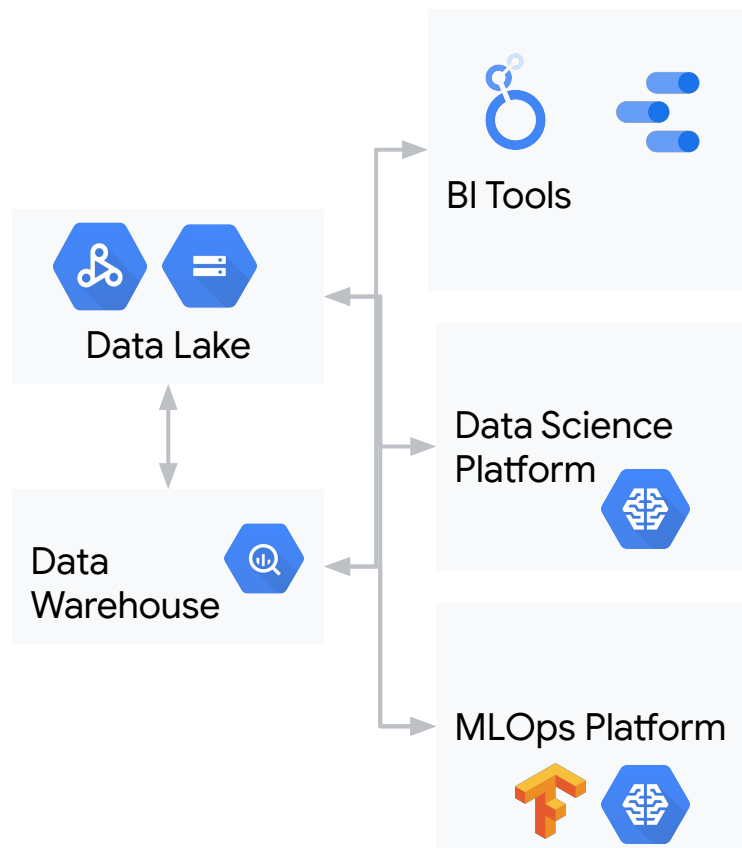
Expensive to purchase,
renew, and maintain
legacy systems



Does not support
machine learning
and AI initiatives



Data platforms
and roles are
converging and
need to
interoperate





02

Democratize data access and
build a data culture



Capture and store data for all business functions

Data silos

Centralized
data

SAP teradata.
ORACLE

You Tube LinkedIn

shopify servicenow

Jira Software INTERCOM

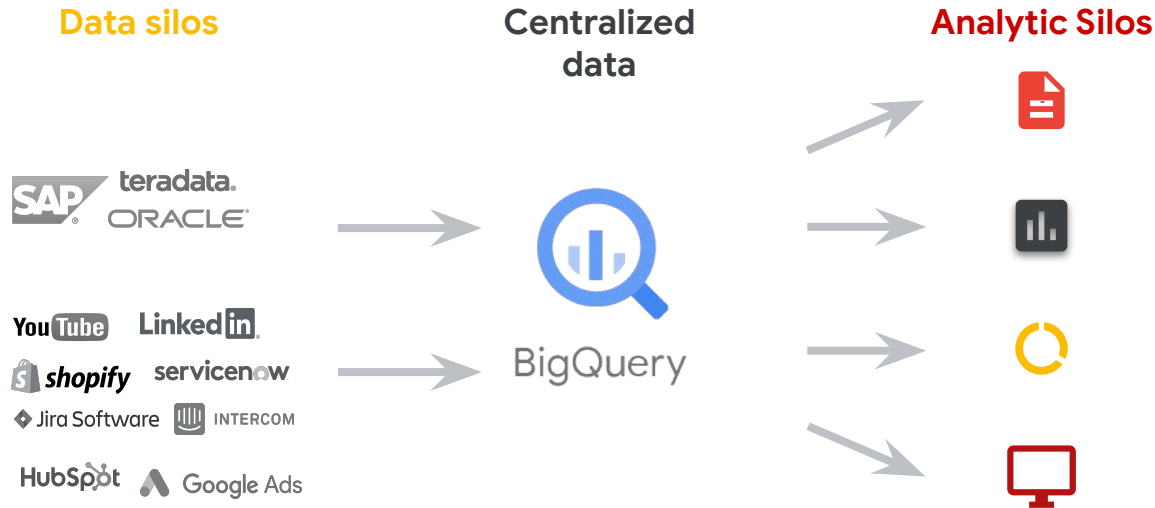
HubSpot Google Ads



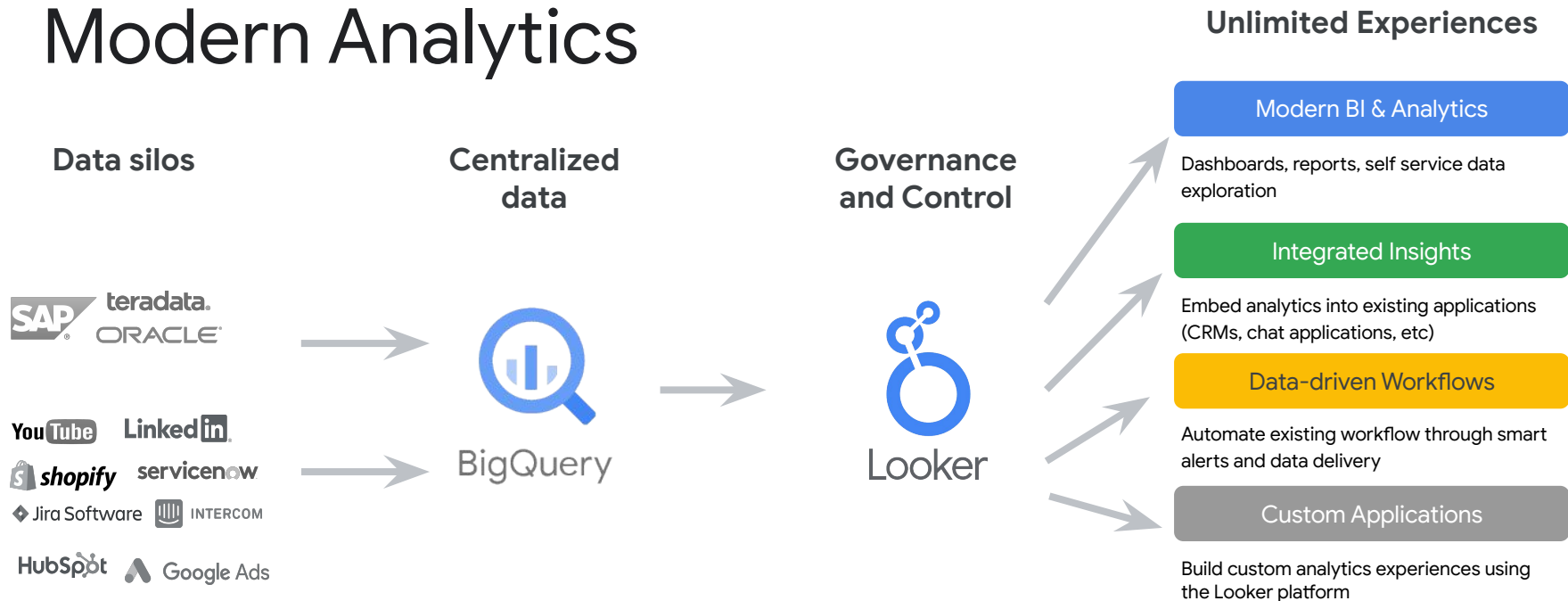
BigQuery



But, even with centralized data, many organizations continue to face analytic silos



Modern Warehouse with Modern Analytics





03

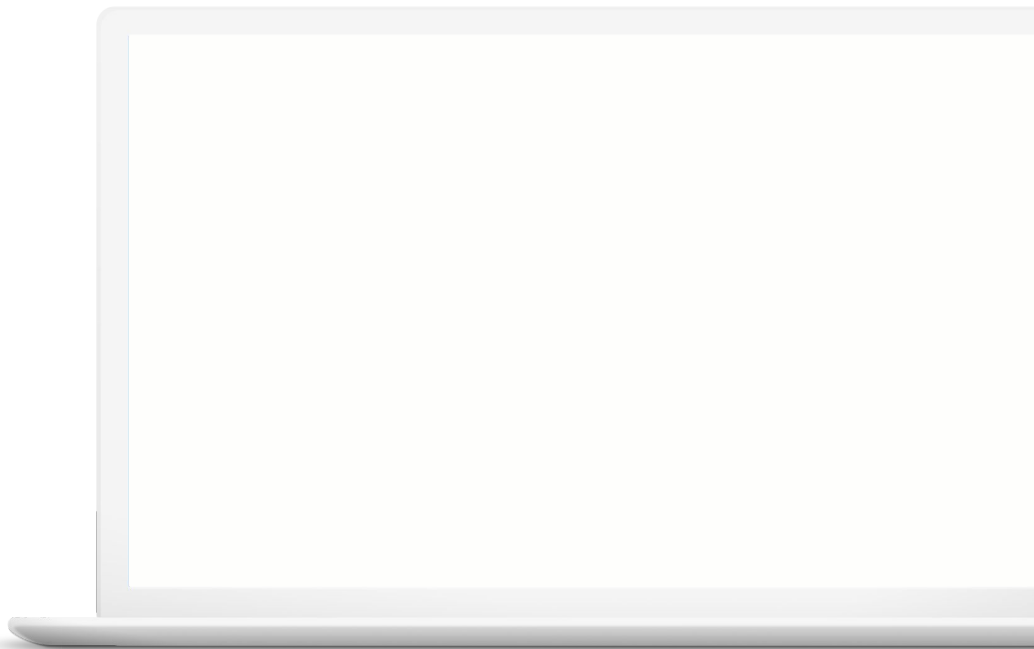
Make decisions in context,
faster, and with real-time AI



Analyze GIS data in BigQuery with familiar SQL

Accurate spatial analyses with
Geography data type over **GeoJSON**
and **WKT** formats

Support for core **GIS functions** –
measurements, transforms,
constructors, etc... – **using familiar SQL**



Real time is real value



E-commerce

Clickstream analysis and
dynamic user segmentation



Retail

Process point-of-sale
transactions for real-time
inventory positions



Mobile gaming

find the best Poké
Ball collectors



Manufacturing

IoT data analysis for
improving operational
efficiency



Stream data analytics on Google Cloud Platform

Ingest

1

Ingest and distribute data reliably



Cloud Pub/Sub



Transform/Enrich

2

Fast, correct computations quickly and simply



Cloud Dataflow



Analyze

3

Machine learning & data warehouse



BigQuery



Activate

4

Machine learning & business intelligence



Cloud AI



Looker



BigQuery ML for predictive analytics

1

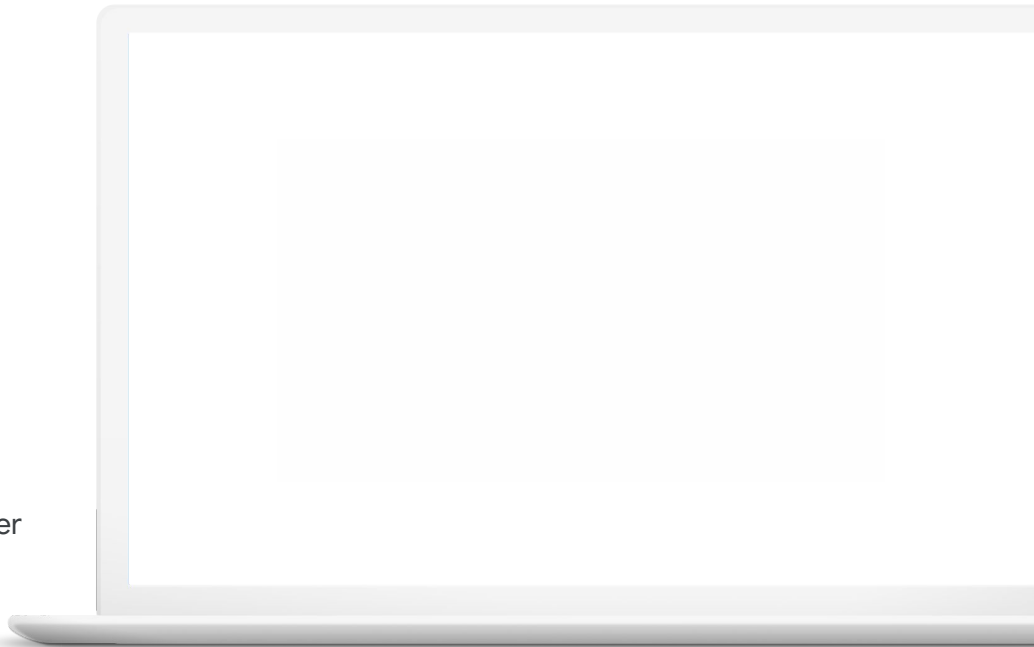
Execute ML initiatives without moving data from BigQuery

2

Iterate on models in SQL in BigQuery to increase development speed

3

Automate common ML tasks, and hyperparameter tuning



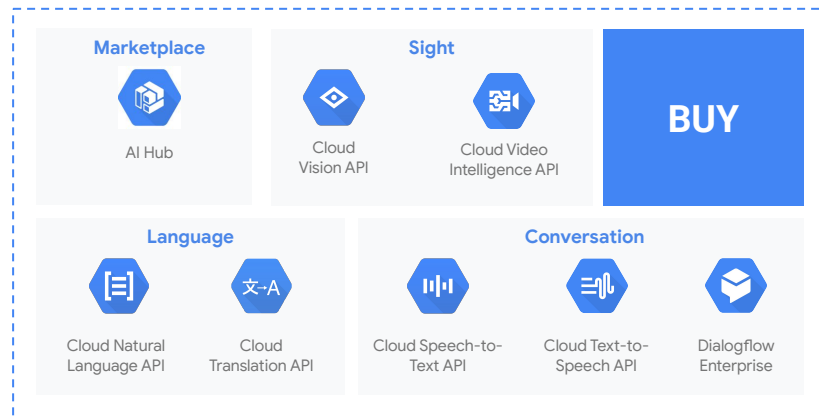
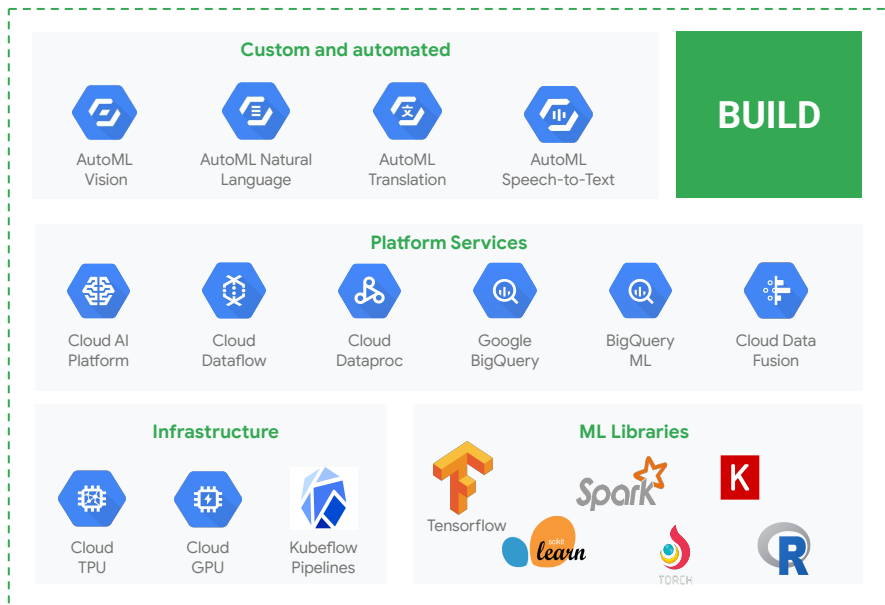


04

Leapfrog with end-to-end packaged AI solutions



Build or Buy?



AutoML Video

Enable powerful content discovery and engaging video experiences

VIDEO CLASSIFICATION



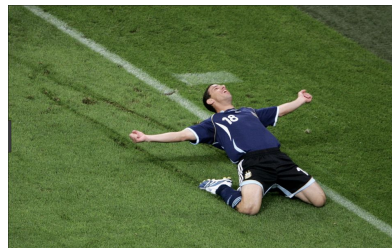
Predict labels on entire videos
(not segments within the
video)

SHOT CLASSIFICATION



Predict shot boundaries
inside a video, and predict
labels on each of those
shots

ACTION RECOGNITION



Use a 1-second sliding
window to predict actions,
e.g., goal celebration

BETA OBJECT TRACKING



Predict bounding boxes
and start/end tracks of
objects inside videos,
e.g., track a drifting car



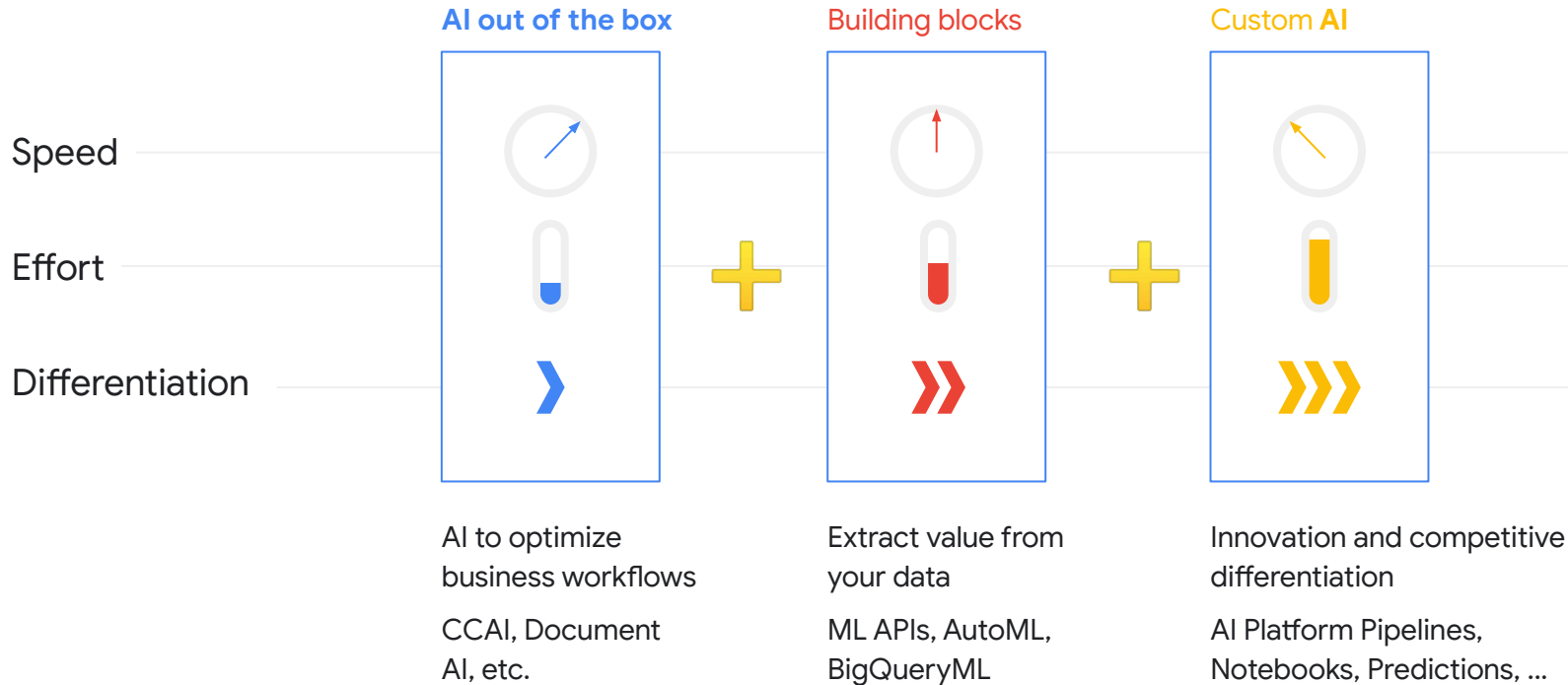


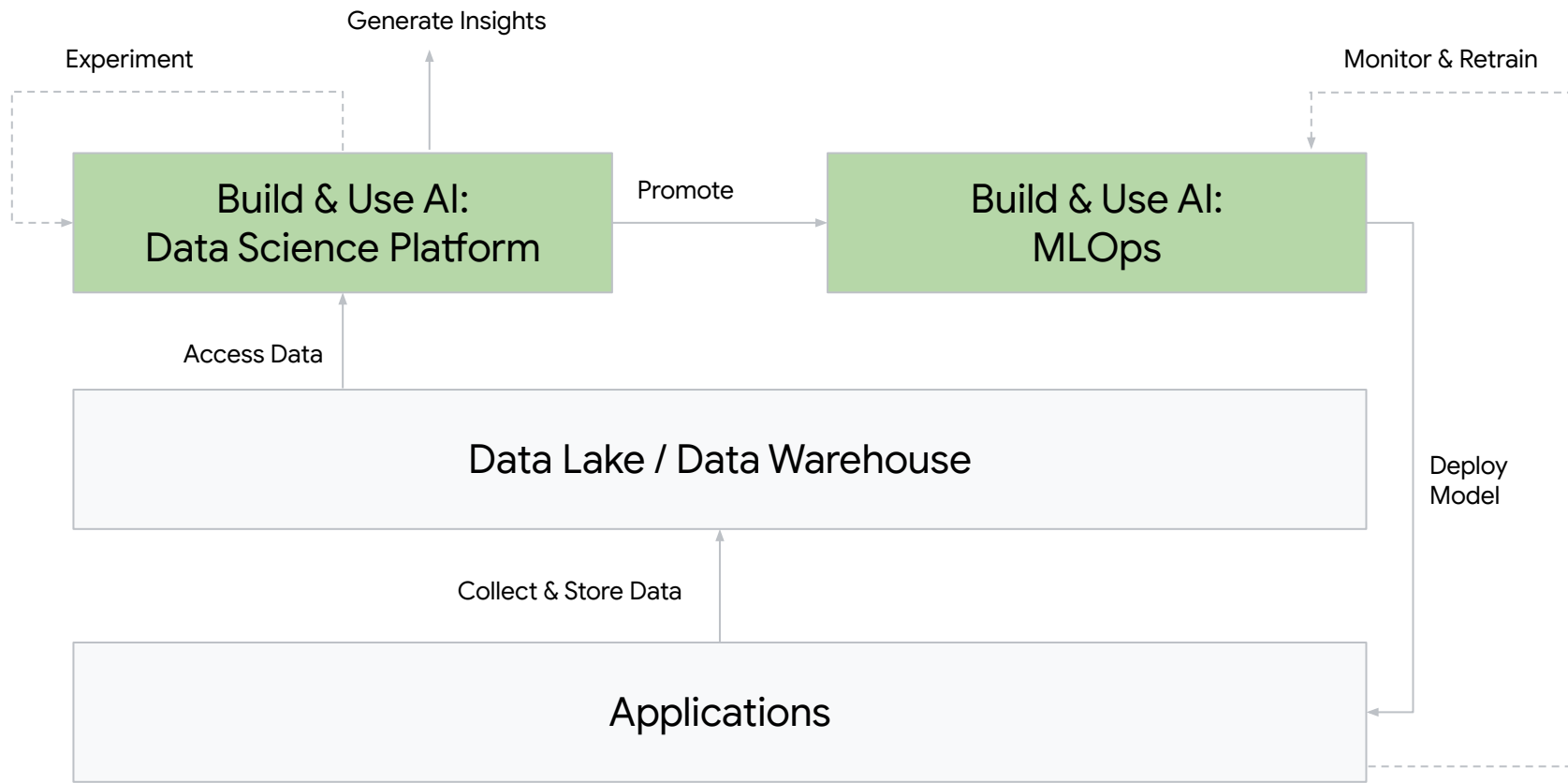
05

Empower data and ML teams
with scaled AI platforms



Build an AI portfolio of business use cases

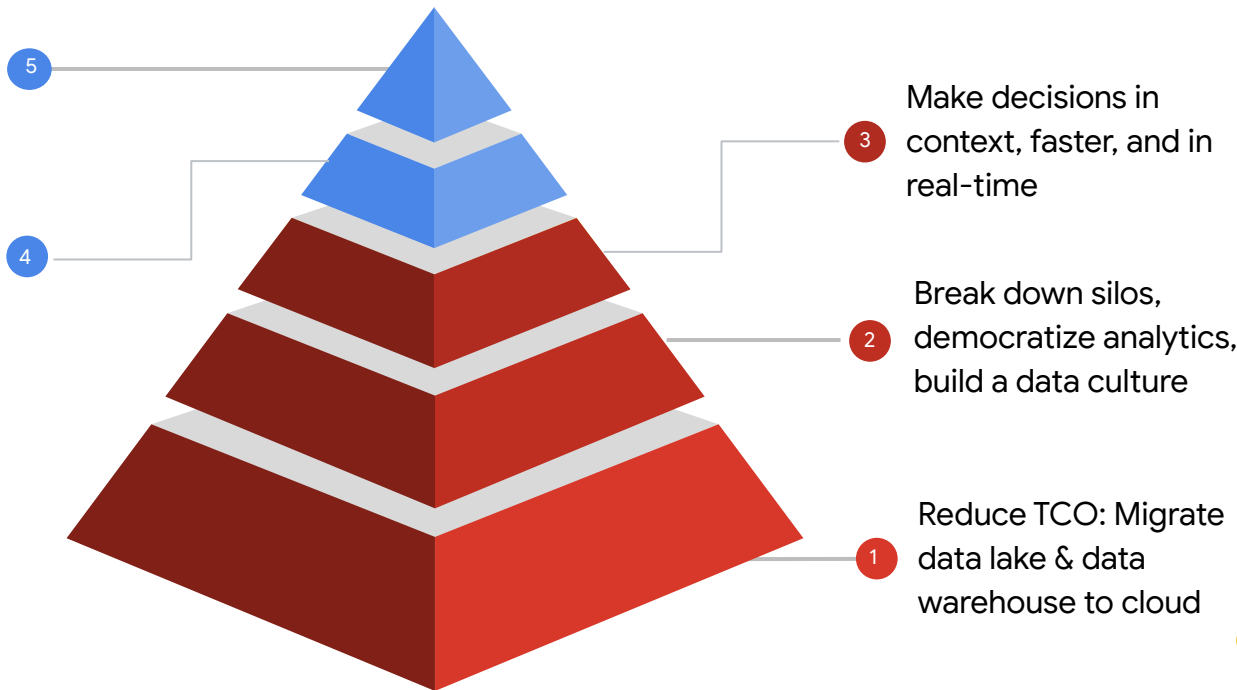




Google Cloud can help you derive value at every stage of this journey

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Thank you

