

# 601 real-world Google Cloud AI use cases



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# AI is here, AI is everywhere: Top companies, governments, researchers, and startups are already enhancing their work with Google's AI solutions.

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Exactly a year ago, we first published this list during Google Cloud Next 24. It numbered 101 entries.

It felt like a lot at the time, and served as a showcase of how much momentum both Google and the industry were seeing around generative AI adoption. In the brief period of gen AI being widely available, organizations of all sizes had begun experimenting with it and putting it into production across their work and across the world, doing so at [a speed rarely seen with new technology](#).

What a difference a year makes. Our list has grown by 6X. And still, that's just scratching the surface of what's becoming possible with AI across the enterprise.

Many of these use cases are coming to life this week at [Google Cloud Next 25](#), as we join with these customers and partners and thousands more in Las Vegas and virtually around the globe.

To name just a few: Wendy's, Papa John's pizza, and Uber are all managing orders faster, whether that's at the drive-thru or through their app with

predictive AI tools. Mercedes Benz and General Motors have enhanced in-vehicle services while Samsung's newest phones and even its in-home robot, Ballie, have more responsive features thanks to AI. Financial institutions like Citi, Deutsche Bank, and Intesa Sanpaolo are providing new services securely, monitoring markets faster, and combatting fraud in novel ways.

Given the incredible pace of innovation and progress we continue to see, we are confident that AI will grow beyond even our imagination as our customers continue to challenge us to design, build, deploy, and create value.

Hopefully you find something here that will propel our own AI endeavors together.

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*The list is organized by 11 major industry groups, and within those, six agent types: Customer, Employee, Creative, Code, Data, and Security. There are 280 new entries, denoted with an asterisk (\*) before the organization's name.*

## Automotive & Logistics





## ***Customer Agents***

- **Continental** is using Google's data and AI technologies to develop automotive solutions that are safe, efficient, and user-focused. One of the initial outcomes of this partnership is the integration of Google Cloud's conversational AI technologies into Continental's Smart Cockpit HPC, an in-vehicle speech-command solution.
- **General Motors'** OnStar has been augmented with new AI features, including a virtual assistant powered by Google Cloud's conversational AI technologies that are better able to recognize the speaker's intent.
- **\*MercedesBenz** is providing conversational search and navigation in the new CLA series cars using Google Cloud's industry-tuned Automotive AI Agent.
- **Mercedes Benz** is infusing e-commerce capabilities into its online storefront with a gen AI-powered smart sales assistant.
- **PODS** worked with the advertising agency Tombras to create the "World's Smartest Billboard" using Gemini — a campaign on its trucks that could adapt to each neighborhood in New York City, changing in real-time based on data. It hit all 299 neighborhoods in just 29 hours, creating more than 6,000 unique headlines.

- **UPS Capital** launched DeliveryDefense Address Confidence, which uses machine learning and UPS data to provide a confidence score for shippers to help them determine the likelihood of a successful delivery.
- **Volkswagen of America** built a virtual assistant in the myVW app, where drivers can explore their owners' manuals and ask questions, such as, "How do I change a flat tire?" or "What does this digital cockpit indicator light mean?" Users can also use Gemini's multimodal capabilities to see helpful information and context on indicator lights simply by pointing their smartphone cameras at the dashboard.



## ***Employee Agents***

- **704 Apps** creates applications serving the last-mile transportation segment, connecting thousands of drivers and passengers every day. During trips, the audio content of conversations between car occupants is sent to Gemini, which measures the emotional "temperature." Specific words such as "robbery", "assault", "kidnapping", among others, can be classified as hostile by the tool, generating alerts to anticipate risky situations before they happen.
- **Oxa**, a developer of software for autonomous vehicles, uses Gemini for Google Workspace to build campaign templates for metrics reporting, write social posts in order to make marketing processes more efficient, create job descriptions, and proofread content across all teams, saving time and resources.

- **\*Rivian** uses Google Workspace with Gemini to enhance communication and collaboration across tech and marketing teams, resulting in faster, higher quality work.
- **Toyota** implemented an AI platform using Google Cloud's AI infrastructure to enable factory workers to develop and deploy machine learning models. This led to a reduction of over 10,000 man-hours per year and increased efficiency and productivity.
- **Uber** is using AI agents to help employees be more productive, save time, and be even more effective at work. For customer service representatives, the company launched new tools that summarize communications with users and can even surface context from previous interactions, so front-line staff can be more helpful and effective.
- **\*Uber** also uses Google Workspace with Gemini to save time on repetitive tasks, free up developers for higher-value work, reduce their agency spending, and to enhance employee retention.



## ***Code Agents***

- **\*Renault Group's Ampere**, an EV and software subsidiary created in 2023, is using an enterprise version of Gemini Code Assist, built for teams of developers and able to understand a company's code base, standards, and conventions.



## ***Data Agents***

- **BMW Group**, in collaboration with Monkeyway, developed the AI solution SORDI.ai to optimize industrial planning processes and supply chains with gen AI. This involves scanning assets and using Vertex AI to create 3D models that act as digital twins that perform thousands of simulations to optimize distribution efficiency.
- **Dematic** is using the multimodal features in Vertex AI and Gemini to build end-to-end fulfillment solutions for both ecommerce and omnichannel retailers.
- **Geotab**, a global leader in telematics, uses BigQuery and Vertex AI to analyze billions of data points per day from over 4.6 million vehicles. This enables real-time insights for fleet optimization, driver safety, transportation decarbonization, and macro-scale transportation analytics to drive safer and more sustainable cities.
- **Kinaxis** is building data-driven supply chain solutions to address logistics use cases including scenario modeling, planning, operations management, and automation.
- **\*Nuro**, an autonomous driving company, uses vector search in AlloyDB to enable their vehicles to accurately classify objects encountered on the road.
- **\*Picterra**, which calls itself a search engine for the physical world, adopted Google Kubernetes Engine to power its platform, providing the ability to quickly scale to meet the demands of geospatial AI workloads. With GKE,

Picterra can model the terrain of entire countries quickly, even at ultra-high resolutions.

- **Prewave**, a supply chain risk intelligence platform, utilizes Google Cloud's AI services to provide end-to-end risk monitoring and ESG risk detection for businesses. This enables companies to gain transparency deep into their supply chains, ensuring resilience, sustainability, and compliance with regulations like the European CSDDD.
- **\*TruckHouse** specializes in expedition vehicles and speeds inventory tracking with Gemini in Sheets so they can spend more time in the great outdoors.
- **UPS** is building a digital twin of its entire distribution network, so both workers and customers can see where their packages are at any time.
- **Woven – Toyota**'s investment in the future of mobility — is partnering with Google to leverage vast amounts of data and AI to enable autonomous driving, supported by thousands of ML workloads on Google Cloud's AI Hypercomputer. This has resulted in 50% total-cost-of-ownership savings to support automated driving.



# Business & Professional Services



*Business & Professional Services*



## ***Customer Agents***

- **\*Accenture** is transforming customer support at a major retailer by offering convenient self-service options through virtual assistants, enhancing the overall customer experience.
- **\*Capgemini** is using Google Cloud to build AI agents that help optimize the ecommerce experience by helping retailers accept customer orders through new revenue channels and accelerate the order-to-cash process for digital stores.
- **\*Deloitte** offers a “Care Finder” agent, built with Google Cloud, as part of its Agent Fleet. The agent helps care seekers find in-network providers —

often in less than a minute — significantly faster than the average call time of five to eight minutes.

- **Ferret.ai** uses AI to offer insights about the backgrounds of people in a user's personal and professional network, providing a curated relationship intelligence and monitoring solution for its users — increasingly important services in a world of growing reputational risks.
- **\*Intuit**, the makers of TurboTax, integrated Google Cloud's visual recognition platform, Doc AI, and Gemini models into Intuit's proprietary GenOS. This will expand the capabilities of Intuit's "done-for-you" autofill of tax returns across the ten most common U.S. tax forms (variations of the 1099 and 1040 forms), helping users save time and boosting accuracy.
- **\*Stax AI**, which aims to revolutionize retirement planning with AI, uses MongoDB Atlas and Vertex AI to automate its manual processes and transform massive volumes of trust accounting data in minutes.
- **Sutherland**, a leading digital transformation company, is focused on bringing together human expertise and AI, including boosting its client-facing teams by automatically surfacing suggested responses and automating insights in real time.
- **\*Wagestream**, a financial wellbeing platform for employee benefits, is using Gemini models to handle more than 80% of its internal customer inquiries, including questions about payment dates, balances, and more.
- **\*WealthAPI**, the leading provider of wealth management interfaces in Germany, uses Gemini and DataStax Astra DB to deliver next-gen financial insights in real time to millions of customers for personalized guidance at scale.



## ***Employee Agents***

- **Allegis Group**, a global leader in talent solutions, partnered with TEKsystems to implement AI models to streamline its recruitment process, including automating tasks such as updating candidate profiles, generating job descriptions, and analyzing recruiter-candidate interactions. The implementation resulted in significant improvements in recruiter efficiency and a reduction in technical debt.
- **\*BCG** uses Google Cloud to provide a sales optimization tool that improves the effectiveness and impact of insurance advisors.
- **Cintas** is using Vertex AI Search to develop an internal knowledge center for customer service and sales teams to easily find key information.
- **\*Beyond** is a technology consultancy that guides their clients through transformational journeys to unlock the potential of AI and cloud-based technology. Google Workspace with Gemini helps them reduce the time from project brief to project kickoff from months to weeks, and the time for first drafts of RFI responses from days to minutes.
- **Dun & Bradstreet**, a business research and intelligence service, built an email-generation tool with Gemini that helps sellers create tailored, personalized communications to prospects and customers for its research services. The company also developed intelligent search capabilities to help users with complex queries like, "Find me all the companies in this area with a high ESG rating."

- **\*Cognizant** used Vertex AI and Gemini built an AI agent to help legal teams draft contracts, assign risk scores and make recommendations for ways to optimize operational impact.
- **\*Equifax** adopted Google Workspace, launching a strategic change management campaign to ensure a smooth transition across more than 20 countries in one weekend. Workspace's suite of Gemini-powered tools for communication, collaboration, and productivity offered a comprehensive and user-friendly solution that could be easily embraced by Equifax employees at all levels.
- **\*Finnt**, part of the Google for Startups Cloud AI Accelerator, provides AI automation solutions for corporate finance teams, helping to cut accounting procedures time by 90%, boost accuracy, and unlock unique insights.
- **Flashpoint** is improving efficiency and productivity across its workforce, using Google Workspace to communicate and collaborate more effectively, maximize ROI, and increase employee satisfaction, so they can dedicate more time to keeping customers secure.
- **Fluna**, a Brazilian digital services company, has automated the analysis and drafting of legal agreements using Vertex AI, Document AI, and Gemini 1.5 Pro, achieving an accuracy of 92% in data extraction while ensuring security and reliability for sensitive information.
- **\*FreshFields**, a global law firm, will roll out Gemini with Google Workspace across its practice and will also create groundbreaking AI products and bespoke AI agents to transform processes in the highly regulated legal industry.

- **\*Joe the Architect**, a 25-person architecture firm, catches up on long email chains with Gemini in Gmail to keep track of client needs across dozens of conversations.
- **\*KPMG** is building Google AI into their newly formed KPMG Law firm, as well as driving AI transformation within the banking industry, and the company is also implementing Agentspace to enhance its own workplace operations.
- **L+R**, a design and technology agency, leverages Gemini for Google Workspace to elevate performance and precision, streamlining workflows and empowering its team to achieve more impactful results.
- **Monks** used Google Gemini to help Hatch build a personalized ad campaign. The campaign delivered an 80% improved click-through rate, 46% more engaged site visitors, and a 31% improved cost-per-purchase over other campaigns. On top of this, by using AI the team was able to deliver the campaign much more efficiently, reducing time to investment by 50% and costs by 97%.
- **Own Your Brand** founder Lauren Magenta uses Google Workspace to run her business and Gemini for Google Workspace is transforming how she manages enrollment. Gemini helps her quickly draft personalized emails to potential clients in her own voice.
- **Randstad**, a large HR services and talent provider, is using Gemini for Workspace across its organization to transform its work culture, leading to a more culturally diverse and inclusive workplace that's seen a double-digit reduction in sick days.
- **\*Sulamérica** adopted Google Workspace a decade ago to make collaboration among employees more agile, intuitive, and fluid. The

insurance company recently started using Gemini in Workspace, making it available to 1,250 employees to increase operational efficiency, security, and productivity.

- **\*UKG**, an HR and workforce management solutions provider, enhances the workplace experience with UKG Bryte AI, a trusted conversational agent built with Google Cloud that enables HR administrators and people managers to request information about company policies, business insights, and more.



## ***Creative Agents***

- **Agoda** is a digital travel platform that helps travelers see the world for less with its great value deals on a global network of over 4.5M hotels and holiday properties worldwide, plus flights, activities, and more. They're now testing Imagen and Veo on Vertex AI to create visuals, allowing Agoda teams to generate unique images of travel destinations which would then be used to generate videos.
- **\*Kraft Heinz** is using Google's media generation models, Imagen and Veo, on Vertex AI, speeding up campaign creations from eight weeks to eight hours.
- **\*Quom**, a financial inclusion specialist in Mexico, has developed AI-powered conversational agents that optimize and personalize user and customer support.

- **\*Salesrun**, the world's first dedicated sales activity suite, sees Google Cloud gen AI as an alternative for analyzing information related to purchasing habits, enabling the optimization of cash flow and boosting sales for its retail customers.
- **\*Thoughtworks** is a global technology consultancy that helps businesses use technology to solve problems and innovate. They use Google Workspace with Gemini to improve internal and external communication across their company, including in non-native languages — from emails to documents and blogs.
- **\*Yazi** turns to Google Workspace with Gemini to accelerate marketing efforts so they can launch products faster; their dev teams also use it to write and deploy more code.



## ***Code Agents***

- **Capgemini** has been using Code Assist to improve software engineering productivity, quality, security, and developer experience, with early results showing workload gains for coding and more stable code quality.
- **\*Tata Consultancy Services (TCS)** helps build persona-based AI agents on Google Cloud, contextualized with enterprise knowledge to accelerate software development.



# ***Data Agents***

- **\*The Colombian Security Council** developed a generative AI-based chatbot to improve data analysis and its chemical emergency management processes, allowing for quick responses to urgent situations.
- **\*Contraktor** developed a project to analyze contracts with AI. As a result, the company achieved a reduction of up to 75% in the time taken to analyze and review a contract, with the possibility of both reading and extracting relevant data from the documents.
- **Gamuda Berhad**, a Malaysian infrastructure and property management company, has developed Bot Unify, a platform that democratizes generative AI to allow users access to Gemini models and RAG frameworks to provide faster information and insights during construction projects.
- **\*Habi**, a Colombian real estate company, has implemented AI solutions to streamline and automate the management and verification of physical and digital documents. This improved validation operations and increased the efficiency and adaptability of employees.
- **\*HCLTech**, an industry-leading global technology company, launched HCLTech Insight — a manufacturing quality AI agent that helps predict and eliminate different types of defects on manufacturing using Vertex AI, Google Cloud's Cortex Framework, and the Manufacturing Data Engine platform.
- **IPRally** built a custom machine-learning platform that uses natural language processing on the text of more than 120 million global patent

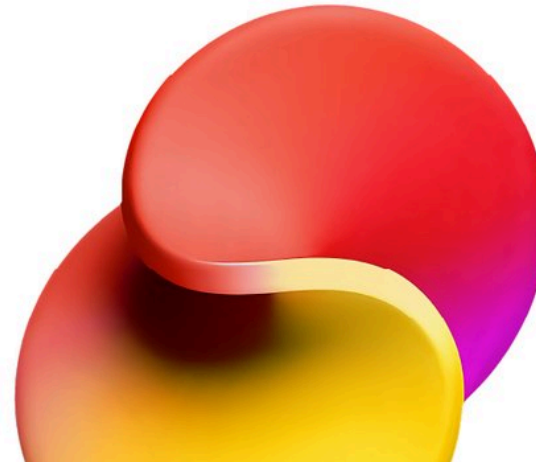


documents, creating an accurate, easily searchable database that adds more than 200,000 new sources a week.

- **Ipsos** built a data analysis tool for its teams of market researchers, eliminating the need for time-consuming requests to data analysts. The tool is powered by Gemini 1.5 Pro and Flash models, as well as Grounding with Google Search, to enhance real-world accuracy from contemporaneous search information.
- **Juganu**, a SaaS provider for smart cities and smart stores, is working with Google Cloud to automate and digitize the physical store. The company has begun developing digital twins that give retailers virtual eyes in the store to help automate routine tasks, improve efficiency, and deliver better customer experiences.
- **\*Nowports** is harnessing the power of AI to revolutionize logistics and stand out from the competition. By analyzing key operational information, they aim to accurately predict market behavior, optimizing their entire supply chain.
- **\*Servicios Orienta**, a Mexican personal wellness and organizational efficiency company, has adopted AI-based solutions to analyze large volumes of data, interpret results, and provide recommendations that enhance the customer experience.
- **Workday** is using natural language processing in Vertex AI Search and Conversation to make data insights more accessible for technical and non-technical users alike.
- **\*Zenpli**, a digital identity partner for other businesses, leverages the multimodal capabilities of the models available in Vertex AI to provide its clients with a radically enhanced experience: a 90% faster onboarding

process with contracts, a 50% reduction in costs thanks to AI-powered automation, and superior data quality that ensures regulatory compliance.

## Financial Services



*Financial Services*



### ***Customer Agents***

- **\*Albo** is revolutionizing customer service and financial education in Mexico through AI. The neobank has managed to optimize its processes to provide faster and more efficient responses, as well as offering educational tools to users with limited access to traditional financial services.
- **\*Apex Fintech Solutions** is leveraging Google Cloud to power seamless access, frictionless investing, and investor education at scale. Using BigQuery, Looker, Google Kubernetes Engine, Apex is enhancing

accessibility to financial insights while laying the groundwork for AI-driven innovation.

- **\*Banco Covalto** in Mexico is transforming its operations with gen AI to streamline processes and enhance customer experience, reducing credit approval response times by more than 90%.
- **\*Bud Financial** uses its Financial LLM, powered by Gemini models, to provide personalized answers to customer queries and automate banking tasks, such as moving money between accounts to avoid overdrafts.
- **\*Contabilizei** is improving customer service in Brazilian financial services with “The Concierge,” its AI solution powered by Vertex AI. Using tools like Vertex AI Search and Model Garden, the platform delivers fast, personalized responses.
- **\*Discover Financial** has created the Discover Virtual Assistant, powered by generative AI, that can assist customers directly and provide additional information to Discover service agents, delivering smoother, more efficient, and more satisfying interactions to customers around the world — in whatever channel they prefer.
- **\*Figure**, a fintech offering home equity lines of credit, leverages Gemini’s multimodal models to create AI-powered chatbots that help streamline, simplify, and accelerate lending experiences for both consumers and employees.
- **Fundwell** helps businesses secure the funding they need to grow with speed and confidence. Utilizing Google Cloud, Fundwell simplifies the customer journey by analyzing financial health with AI to match businesses with their ideal funding solution.

- **ING Bank** aims to offer a superior customer experience and has developed a gen AI chatbot for workers to enhance self-service capabilities and improve answer quality on customer queries.
- **\*Safe Rate**, a digital mortgage lender, is using Gemini models to create an AI mortgage agent that includes gen AI chat features like “Beat this Rate” and “Refinance Me;” these help borrowers quickly compare different rates and get personalized quotes in under 30 seconds.
- **Scotiabank** is using Gemini and Vertex AI to create a more personal and predictive banking experience for its clients, including powering its award winning chatbot, which continues to elevate the bank's digital offerings and highlights the value of AI technology to enhance the digital client experience.
- **\*SEB**, a Nordic corporate bank, has support from Bain & Company to develop an AI agent for the wealth management division. The agent, built with Google Cloud, enhances end-customer conversations with suggested responses and generates call summaries, helping to increase efficiency by 15%.
- **\*United Wholesale Mortgage** is transforming the mortgage experience with Vertex AI, Gemini, and BigQuery, already more than doubling underwriter productivity in just nine months, resulting in shorter loan close times for 50,000 brokers and their clients.
- **\*Wayfair** automates its product catalog enrichment and now updates product attributes 5x faster, achieving significant operational cost savings.



# ***Employee Agents***

- **\*ATB Financial**, a leading financial institution in Alberta, Canada, has successfully deployed Google Workspace with Gemini to its more than 5,000 team members, allowing them to automate routine tasks, access information quickly, and collaborate more effectively, all while ensuring data is secure and trustworthy.
- **\*Banco BV** implemented Agentspace, enabling its employees to use gen AI technologies for research, assistance, and operations across several of its critical systems, in a secure and compliant manner.
- **\*Banco Rendimento**, a currency exchange market, is using Vertex AI and other solutions to create a service that enables sending international transfers through WhatsApp, delivering 24/7 service without requiring a representative to complete the transaction.
- **Banestes**, a Brazilian bank, used Gemini in Google Workspace to streamline work dynamics, such as accelerating credit analysis by simplifying balance sheet reviews and boosting productivity in marketing and legal departments.
- **Bank of New York Mellon** built a virtual assistant to help employees find relevant information and answers to their questions.
- **Citi** uses Vertex AI to deliver gen AI capabilities across the company, fueling generative AI initiatives related to developer toolkits, document processing, and digitization capabilities to empower customer servicing teams.

- **\*Cotality** is using Gemini to provide data-driven insights for more than 1.5 million property professionals across the entire real estate management ecosystem. Cotality (formerly known as CoreLogic) has incorporated AI features and automations into its industry solutions such as MLSTouch for real estate agents, TOTAL for Mobile for the home appraiser, and the newly launched Araya, its property data and insights platform. It's also using Gemini and Vertex AI to bring operational efficiency to the company's internal operations.
- **Commerzbank**, a leading German bank, implemented an AI agent powered by Gemini 1.5 Pro to automate the documentation of client calls, freeing up its financial advisors from tedious manual processes; a significant reduction in processing time allowed advisors to focus on higher-value activities like building client relationships and providing personalized advice.
- **\*DBS**, a leading Asian financial services group, is reducing customer call handling times by 20% with Customer Engagement Suite.
- **\*Deutsche Bank** has created DB Lumina, an AI-powered research tool that accelerates the time it takes financial analysts to create research reports and notes. Work that used to take hours or even days can now be completed in a matter of minutes, all while maintaining data privacy requirements for the highly regulated financial sector.
- **Discover Financial** helps its 10,000 contact center representatives to search and synthesize information across detailed policies and procedures during calls.
- **FinQuery**, a fintech company, is using Gemini for Google Workspace as a valuable productivity and collaboration tool to help in brainstorming

sessions, draft emails 20% faster, manage complex cross-organizational project plans, and aid engineering teams with debugging code and evaluating new monitoring tools.

- **Five Sigma** created an AI engine which frees up human claims handlers to focus on areas where a human touch is valuable, like complex decision-making and empathic customer service. This has led to an 80% reduction in errors, a 25% increase in adjustor's productivity, and a 10% reduction in claims cycle processing time.
- **\*Generali** utilizes Vertex AI and Google Cloud solutions to enable salespeople to access policy information instantly through natural language queries.
- **HDFC ERGO**, India's leading non-life insurance company, built a pair of insurance "superapps" for the Indian market. On the 1Up app, the insurer leverages Vertex AI to give insurance agents context-sensitive "nudges" through different scenarios to facilitate the customer onboarding experience.
- **HDFC ERGO** also runs advanced data insight from BigQuery through Vertex AI to drive highly personalized offerings for consumers in specific geographical locations.
- **Hiscox** used BigQuery and Vertex AI to create the first AI-enhanced lead underwriting model for insurers, automating and accelerating the quoting for complex risks from three days down to a few minutes.
- **Loadsure** utilizes Google Cloud's Document AI and Gemini AI to automate insurance claims processing, extracting data from various documents and classifying them with high accuracy. This has led to faster processing

times, increased accuracy, and improved customer satisfaction by settling claims in near real-time.

- **\*Multimodal**, part of the Google for Startups Cloud AI Accelerator, automates complex financial services workflows with multimodal AI agents that can process documents, query databases, power chatbots, make decisions, and generate reports.
- **OSTTRA** chose Google Workspace to boost teamwork, and Gemini is now helping automate tasks like writing proposals and generating interview questions, using features like “Help me write” to save employees time and increase productivity.
- **\*Pinnacol Assurance**, Colorado’s largest worker’s compensation carrier, leans on Gemini to accelerate repetitive tasks, such as creating questions for client interviews and digging deeper into insurance claims, with 96% of surveyed employees reporting time savings
- **ROSHN Group**, one of Saudi Arabia’s leading property developers has built RoshnAI, an internal assistant that leverages a combination of AI model that include Gemini 1.5 Pro and Flash to generate valuable insights from ROSHN's internal data sources for its employees.
- **Symphony**, the communications platform for the financial services industry, uses Vertex AI to help finance and trading teams collaborate across multiple asset classes.
- **Tributei** was founded in 2019 to simplify the complex tax assessment processes for Brazil’s state VAT. ML resources help Tributei simplify not only tax assessments but also tax management tasks, with performance improved by 400%. This initiative has already helped 19,000 companies



automate and audit VAT-related transactions, spotting more than BRL 15 million in tax overcharges.

- **The Trumble Insurance Agency** is using Gemini for Google Workspace to significantly improve its creativity and the value that it delivers to its clients with enhanced efficiency, productivity, and creativity.
- **\*wealth.com** built a platform that simplifies estate planning while equipping financial advisors with powerful tools to visualize and manage complex plans. Its new AI-powered Ester chat agent helps accurately and securely extract information from complex and lengthy planning documents, like trusts and wills.



## ***Code Agents***

- **\*CME Group**, which operates the Chicago Mercantile Exchange, says most developers using Gemini Code Assist report a productivity gain of at least 10.5 hours a month.
- **Commerzbank** is enhancing developer efficiency through Code Assist's robust security and compliance features.
- **Regnology**, a provider of regulatory reporting services, built its Ticket-to-Code Writer tool with Gemini 1.5 Pro to automate the conversion of bug tickets into actionable code, significantly streamlining the software development process.

- **ROSHN Group** is using Gemini Code Assist and Cloud Assist to increase the productivity of its engineers who are working on its unique real estate shopping website and app; shortly after launch, the organization was able to register 45,000 new users and conduct 9,400 completed purchases digitally.



## ***Data Agents***

- \***CERC**, Brazil's first and largest cloud-native financial market infrastructure, built its IT on Google Cloud from the outset, allowing CERC to be more agile, flexible, and secure. CERC now processes 100,000 transactions per second with its infrastructure on Google Cloud.
- \***Ci Banco** leverages Google Cloud technologies across more than 50 projects, including a document management system powered by Vertex AI. This system has optimized the document review process for their trust authorization procedures, reducing the time from one week to less than two hours.
- \***Citadel Securities**, a top financial institution, is now able to facilitate market data modeling and training, with a 20% price and performance improvement using Google Cloud TPUs.
- **CME Group** is building a first-of-its-kind cloud-based commodities trading platform with AI tools built-in, offering CME's trading customers access to deeper insights and smarter trades as well as rapid experimentation on new trading strategies that won't interrupt existing trade flows.

- **Digits** developing next-gen accounting software for startups and small businesses. Using AI-driven bookkeeping, expense management, and financial analysis, Digits enables business owners to achieve financial clarity and focus on growth.
- **\*Dojo** is enabling millions of secure, reliable, and ultra-fast payment experiences daily, empowering businesses to serve more customers. Dojo is leveraging Google Cloud gen AI services like Looker and Gemini models to explore innovative use cases that offer more intuitive, natural ways to engage with payment data.
- **Generali Italia**, Italy's largest insurance provider, used Vertex AI to build a model evaluation pipeline that helps ML teams quickly evaluate performance and deploy models.
- **\*Hiperstream** is using Gemini to analyze specific information and automatically categorize it, resulting in a 200% increase in the performance of data flows and communications for its financial and B2B customers.
- **Intesa Sanpaolo** built its Democratic Data Lab using data analytics and AI to enable its risk management team to keep up with the rapid changes and complexity of modern financial markets. By democratizing access to data, the Democratic Data Lab is empowering other departments across the bank to have more oversight and control of risks.
- **\*Kredito**, a Chilean fintech pioneer in online lending, created an AI-based risk assessment model that improved the prediction of payment behaviors and helped clients access working capital more quickly.
- **Macquarie** in Australia has been using predictive AI to clean and unify 100% of its data, so teams can then draw insights using gen AI tools in

Vertex AI, removing roadblocks and reducing the noise to drive better results for employees and customers.

- **MSCI**, a leading publisher of market indices and data, uses machine learning with Vertex AI, BigQuery, and Cloud Run to enrich its datasets to help clients gain insights into around 1 million asset locations to help manage climate-related risks.
- **Snowdrop** leverages Google Cloud's AI and geospatial data, including Google Places and Vertex AI, to enrich transactional data for financial institutions. This automation has led to a 40% improvement in data accuracy, a 15% increase in merchant-to-transaction matching, and the ability to process over 2.1 billion transactions monthly while scaling globally.
- **SURA** Investments, the largest asset manager in Latin America, developed an AI-based analysis model for employees that allows them to better understand customer needs and improve customer experience and satisfaction.
- **Syte**'s AI-driven property platform allows the retrieval of all relevant characteristic data on properties and its development, expansion, and conversion potential in real-time, making it easy to identify sites and buildings for re-densification.

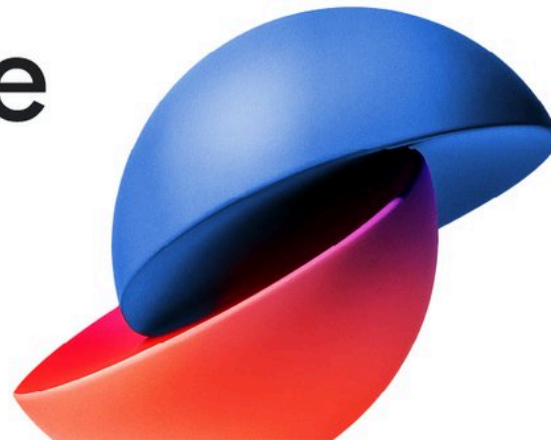


## ***Security Agents***

- **\*Airwallex**, an Australian multinational fintech company, detects and manages fraud in real time in a scalable, always-available environment, powered by Vertex AI, Google Kubernetes Engine, and GitLab.
- **Apex Fintech Services** is using Gemini in Security to accelerate the writing of complex threat detections from hours to a matter of seconds.
- **BBVA** uses AI in Google SecOps to detect, investigate, and respond to security threats with more accuracy, speed, and scale. The platform now surfaces critical security data in seconds, when it previously took minutes or even hours, and delivers highly automated responses.
- **\*Bradesco**, one of the largest financial institutions in Latin America, has been using Google Cloud AI to detect suspicious activity and combat money laundering more effectively and efficiently — and was one of the early adopters worldwide of Google Cloud’s Anti Money Laundering AI.
- **Charles Schwab** has integrated its own intelligence into the AI-powered Google SecOps, so analysts can better prioritize work and respond to threats.
- **\*Cloudwalk**, a Brazilian fintech unicorn that currently serves more than one million customers with payment solutions, uses Google Cloud infrastructure and AI services to build anti-fraud and credit analysis models. This allowed the fintech to close 2023 with a profit of \$22.3 million, showing 200% growth in its commercial base.
- **Credem**, a 114-year-old Italian financial institution, uses AI to enhance security for online users, offer products tailored to customer needs, and predict software malfunctions, achieving significant results in a short time.

- **\*Dun & Bradstreet** is using Security Command Center to centralize monitoring of AI security threats alongside their other cloud security findings.
- **Fiserv**, a developer of financial services technology, can now summarize threats, find answers, and detect, validate, and respond to security events faster with the Gemini in Security Operations platform.
- **\*Resistant AI** is building AI-powered solutions to combat fraud in financial services documentation and workflows with the help of Google Cloud. These solutions can expedite background checks, reduce fraud losses, and speed up underwriting and claims processing processes.

# Healthcare & Life Sciences



*Healthcare & Life Sciences*



## ***Customer Agents***

- **Bennie Health** uses Vertex AI to power its innovative employee health benefits platform, providing actionable insights and streamlining data management in order to enhance efficiency and decision-making for employees and HR teams.
- \***Clivi**, a Mexican health startup, has created a gen AI platform with Google Cloud that enables personalized and continuous monitoring of its patients to offer tailored responses, improve the volume and capacity of care, and reduce complications.
- \***Family Vision Care** of Ponca City uses Gemini in Gmail to easily explain medical terms in patient emails and to improve accessibility.
- **Freenome** is creating diagnostic tests that will help detect life-threatening diseases like cancer in the earliest, most-treatable stages — combining the latest in science and AI with the ease of a standard blood draw.
- **Genial Care**, a Latin American healthcare network, is a reference in innovative care for children with Autism Spectrum Disorder and their families. By investing in Vertex AI, the company has improved the quality of records of sessions involving atypical children and their families, allowing caregivers to fully monitor the work carried out.
- **Orby** is combining AI and neurotechnology, applying complex mathematical models, Google Cloud's IT resources, and Gemini to create a "digital brain." This solution supports patients' rehabilitation, helping them to recover lost motor skills and reduce their pain.



# ***Employee Agents***

- **American Addiction Centers** was able to reduce employee onboarding from three days to 12 hours using Gemini for Google Workspace, and is now exploring how to streamline tasks like generating safety checklists for medical staff, saving valuable time and improving patient care.
- **\*Asepha**, part of the Google for Startups Cloud AI Accelerator, is building fully autonomous AI pharmacists to help automate manual work.
- **Bayer** is building a radiology platform that will assist radiologists with data analysis, intelligent search, and document creation that meet healthcare requirements needed for regulatory approval.
- **BenchSci** develops generative AI solutions empowering scientists to understand complex connections in biological research, saving them time and financial resources and ultimately bringing new medicine to patients faster.
- **\*Better Habits** uses Google Workspace with Gemini to reduce the time spent developing communication plans, allowing them to focus on delivering high-quality wellness workshops.
- **Certify OS** is automating credentialing, licensing, and monitoring of medical providers for healthcare networks, relieving the burden of time-consuming and often siloed information.
- **Click Therapeutics** develops prescription digital therapeutics designed to treat disease. Its Clinical Operations team leverages Gemini for Google Workspace to transform complex operations data into actionable insights



so they can quickly pinpoint ways to streamline the patient experience in clinical trials.

- Mark Cuban's **Cost Plus Drugs** widely uses Gemini for Google Workspace, estimating that employees are saving an average five hours per week just with AI capabilities in Gmail. Gemini is also streamlining time-consuming, manual processes through uses like AI-generated transcriptions and auto-formatting of pharmaceutical lab results or FDA compliance documentation.
- **Covered California**, the state's healthcare marketplace, is using Document AI to help improve the consumer and employee experience by automating parts of the documentation and verification process when residents apply for coverage.
- **Cradle**, a biotech startup, is using Google Cloud's generative AI technology to design proteins for drug discovery, food production, and chemical manufacturing. By leveraging TPUs and Google's security infrastructure, the company accelerates R&D processes for pharmaceutical and chemical companies while protecting sensitive intellectual property.
- **CytoReason** uses AI to create computational disease models that map human diseases, tissue by tissue and cell by cell, to help pharma companies shorten clinical trials and reduce the high costs of drug development. CytoReason has been able to reduce query time from two minutes to 10 seconds.
- **Dasa**, the largest medical diagnostics company in Brazil, is helping physicians detect relevant findings in test results more quickly.
- **DaVita** is developing dozens of AI models to transform kidney care, including analyzing medical records, uncovering critical patient insights,

and reducing errors. AI enables physicians to focus on personalized care, resulting in significant improvements in healthcare delivery.

- **Hackensack Meridian Health** has developed a clinical decision-making tool that analyzes large patient data sets to identify patterns and trends. These insights can be used to help providers make better decisions about patient care.
- **HCA Healthcare** is testing Cati, a virtual AI caregiver assistant that helps to ensure continuity of care when one caregiver shift ends and another begins. The healthcare network operator is also using gen AI to improve workflows on time-consuming tasks, such as clinical documentation, so physicians and nurses can focus more on patient care.
- **Hemominas**, Brazil's largest blood bank, partnered with Xertica to develop an omnichannel chatbot for donor search and scheduling, streamlining processes and enhancing efficiency. The AI solution has the potential to save half-a-million lives annually by attracting more donors and optimizing blood supply management.
- **Highmark Health** is building an intelligence system equipped with AI to deliver valuable analytics and insights to healthcare workers, patients, and members, powered by Google Cloud's Healthcare Data Engine.
- **\*PwC** uses AI agent technology, powered by Google Cloud, to help oncology clinics to streamline administrative work so that doctors can better optimize the time they spend with patients.
- **Sami Saúde** uses Gemini for Google Workspace to automate repetitive tasks, empowering care providers and accelerating access to care. This has resulted in a 13% increase in productivity, 100% of patient summaries being

generated by AI, and more accurate diagnoses for improved patient outcomes.

- **\*Seattle Children's Hospital** is pioneering a new approach to clinical care with its Pathway Assistance solution, which makes thousands of pages of clinical guidelines instantly searchable by pediatricians.
- **\*Straloo** uses Gemini to innovate the diagnostic approach in its digital rehabilitation platform, helping doctors and physical therapists prescribe appropriate treatments for those suffering from knee and back pain.
- **\*Ubie**, a healthcare-focused startup founded in Japan, is using Gemini models — fine-tuned on Vertex AI — to power its AI-powered physician assistance tools.
- **\*Ufonia** helps physicians deliver care by using Google Cloud's full AI stack alongside its own clinical evidence to automate routine clinical consultations with patients, transforming the experience for both patients and clinicians.
- **WellSky** is integrating Google Cloud's healthcare and Vertex AI capabilities to reduce the time spent completing documentation outside work hours.
- **\*Wipro** is supporting a national healthcare provider in using Google Cloud's AI agent technology to develop and adjust contracts, helping to optimize and accelerate a historically complex and time-consuming task while improving accuracy.



## ***Data Agents***

- **\*Amigo Tech** launched Amigo Intelligence, a platform based on Google AI technologies that automates medical processes, reduces costs, and improves the efficiency of clinics and practices. The solution includes tools like anamnesis automation, advanced exam analysis, and a medical AI chatbot, transforming healthcare management.
- **Apollo Hospitals** in India partnered with Google Health to build screening models for tuberculosis and breast cancer, helping an extremely limited population of radiologists cover more patients at risk, scaling to 3 million screenings in a matter of years.
- **ARC Innovation at Sheba Medical Center** is using Google Cloud's AI tools, including Looker Studio and BigQuery ML, to create healthcare solutions that improve critical clinical decisions during the treatment of ovarian cancer.
- **Auransa**, an emerging clinical-stage biopharma company, has created a proprietary AI platform to derive a differentiated pipeline of novel drugs.
- **\*Autoscience**, a startup building AI agents to aid in scientific research, is using Google Cloud infrastructure and resources through the Google for Startups Cloud Program as it begins to build and market its products.
- **\*Bayer** built a data agent that uses gen AI in BigQuery to predict flu outbreaks. It combines Google Search trends and internal data for real-time, location-specific healthcare planning.
- Bayer and Google also announced a collaboration to drive early drug discovery that will apply AI-specialized Tensor Processing Units (TPUs) to help accelerate and scale Bayer's quantum chemistry calculations.

- **\*Beep Saúde**, the largest home health company in Brazil, implemented an AI-powered last-mile dynamic routing system with Google Maps to optimize its operations and manage a 10% cancellation volume. The company also uses AI to speed up the processing of medical orders, aiming to reduce costs and increase efficiency to boost its expansion plans in Brazil.
- **\*Bliss Health** is transforming the insurance market with a digital channel for brokers, integrated with Google Cloud and technologies like Dialogflow and Gemini Pro. The solution has reduced its service-level agreement from four hours to seconds in transactional queries, improved operational efficiency, and eliminated bureaucracy, helping to speed up business closure.
- **\*CerebraAI**, part of the Google for Startups Cloud AI Accelerator, is developing AI solutions that are essential in emergency medicine, including a gen AI tool for rapid stroke detection in non-contrast CT scans.
- **\*Chopo/Grupo Proa**, a Mexican medical diagnostics company, leverages generative AI to integrate patient and physician data, obtaining a complete view that optimizes decision-making. This initiative has enabled a considerable reduction in acquisition costs and an increase in sales.
- **Elanco**, a leader in animal health, has implemented a gen AI framework supporting critical business processes, such as Pharmacovigilance, Customer Orders, and Clinical Insights. The framework, powered by Vertex AI and Gemini, has resulted in an estimated ROI of \$1.9 million since launching last year.
- **Fairtility** is using Google Cloud's AI capabilities to enhance IVF outcomes worldwide. By leveraging AI and machine learning within Google Cloud,

Fairtility analyzes embryo images and related data to identify embryos with the highest potential for successful implantation, increasing the likelihood of pregnancy for patients undergoing IVF.

- **Ginkgo Bioworks** is building a next-generation AI platform for biological engineering and biosecurity, including pioneering new AI models for biological engineering applications that are powered by Vertex AI.
- **Mayo Clinic** has given thousands of its scientific researchers access to 50 petabytes worth of clinical data through Vertex AI Search, accelerating information retrieval across multiple languages.
- **Mendel** has built a clinical AI system designed to consolidate the longstanding silos in medical data into a knowledge base of holistic patient journeys, boosting patient recruitment for new therapies and clinical trials.
- **\*The National Institutes of Health (NIH)**, the U.S. government's healthcare and research agency, uses Google Cloud as part of STRIDES, the Science and Technology Research Infrastructure for Discovery, Experimentation, and Sustainability. The initiative provides easy access to high-value NIH datasets and a wide range of Google Cloud services, including compute resources, data storage and analytics, and cutting-edge AI and ML capabilities to accelerate biomedical research.
- **\*Neomed**, a Brazilian healthcare startup, works in the diagnosis of cardiovascular diseases, assisting clinics and hospitals in the management of data and reports of graphical exams. Its AI-based solution reduces the time for electrocardiogram reports to around two minutes.
- **Nextnet** uses Gemini and Vertex AI to uncover novel insights and knowledge for life sciences and pharmaceutical research, enabling

researchers to analyze biomedical data and identify hidden relationships in scientific literature.

- **Ordaōs**, an AI-driven drug discovery leader, relies on its cloud computing capabilities to design, process, and analyze data for millions of protein structures, notably using Google Kubernetes Engine to achieve increased flexibility and easier scalability to take on new, larger AI projects.
- **\*Probrain** offers personalized auditory stimulation training. By implementing cloud-based gen AI solutions, it's modernized services and reduced costs by approximately 89%. For the end consumer, this also resulted in savings of almost 50%.
- **\*Red Interclinica**, the Chilean hospital network, uses AI to make better decisions through data transformed into insights, as well as making medical care more accessible for its patients, while also reducing costs and generating more value for the organization.
- **\*Schrödinger** uses Cloud GPUs to power AI models working on advanced drug discovery.
- **Superluminal Medicines** uses Google Cloud's computing power to analyze multiple protein structures and integrate them into dynamic protein models for drug discovery, allowing for a more accurate representation of protein behavior and the design of more precise drug interventions.



## ***Security Agents***

- **apree health** uses Google Workspace to implement a Zero Trust security solution with granular access controls and device management, centralizing its data access and protecting sensitive patient data while quickly migrating nearly 1,000 users from its previous collaboration solution.
- **Pfizer** can now aggregate cybersecurity data sources, cutting analysis times from days to seconds.

## Hospitality & Travel



*Hospitality & Travel*



## ***Customer Agents***

- **Alaska Airlines** is developing natural language search, providing travelers with a conversational experience powered by AI that's akin to interacting



with a knowledgeable travel agent. This chatbot aims to streamline travel booking, enhance customer experience, and reinforce brand identity.

- **\*Gymshark**, a leading UK fitness community and gymwear brand, is using BigQuery, Looker, Dataflow, and Vertex AI to build a unified data platform that enhances customer insights and delivers personalized fitness experiences at scale.'
- **HomeToGo**, a vacation-rental app, created AI Sunny, a new AI-powered travel assistant that supports guests while booking, and has plans to build it into Super AI Sunny, an end-to-end smart travel companion.
- **Hotelplan Suisse** built a chatbot trained on the business's travel expertise to answer customer inquiries in real-time, and, following that success, it plans to use gen AI to create travel content.
- **IHG Hotels & Resorts** is building a gen AI-powered chatbot to help guests easily plan their next vacation directly in the IHG One Rewards mobile app.
- **Mustard** uses proprietary computer vision and AI technology to unlock exceptional, personalized coaching experiences for every golfer and baseball pitcher who wants to level up, all with the ease of a straightforward mobile app.
- **Mystifly** is a Singapore-based travel tech company that has developed Mystic, a chatbot built on Google Cloud's conversational and generative AI platforms; it offers users self-serve options that reduce the need for direct agent support, improving efficiency and customer satisfaction.
- **\*The Papa John's** pizza chain is using BigQuery, Vertex AI, and Gemini models to build predictive tools that can better anticipate customers orders in the app, as well as an enhanced loyalty program and more personalized

marketing offers. There are also plans to build an AI-powered chatbot to help handle orders.

- **Priceline**'s Trip Intelligence suite features one of the travel industry's most comprehensive array of AI tools, including more than 30 new features to dramatically streamline the travel planning and booking process.
- **Sabre** Travel AI has developed an AI agent that personalizes offers, optimizes revenue management, and streamlines operations for travel companies; this has led to improved customer experiences and increased revenue while fostering growth for Sabre's partners.
- **Six Flags** theme parks has built an industry-first digital assistant who can answer guests' questions and help them plan their whole day. Six Flags will also apply Google Cloud's capabilities in AI, analytics, and infrastructure to offer improved operations, personalization, and customer experiences across Six Flags' diverse portfolio of parks.
- **\*Studiosus Reisen**, a German travel company, worked with **happtiq** and **Solid Cloud** to migrate its 40-year old on-premise system and SAP workloads to Google Cloud to enable real-time reservations, increasing its conversion rates by 40%.
- **Technogym** leverages Vertex AI and Model Garden to power Technogym Coach, an AI-driven virtual trainer that creates hyper-personalized fitness programs. This increased user engagement and motivation, improved fitness outcomes, and delivered a more personalized and effective training experience.
- **trivago**'s new "Smart AI Search" is an advanced free-text search functionality, powered by Vertex AI Search, that allows users to search for

hotels using natural language, making it easier and more personalized to find the ideal accommodations.



## ***Employee Agents***

- **Attache** leverages Gemini for Google Workspace to streamline various tasks, such as analyzing historical data, which helped achieve an 80% reduction in calls from new arrivals, leading to happier customers and smoother stays.
- **\*loveholidays** saved 20% of their customer service cost per year after deploying Customer Engagement Suite.
- **\*Sweets and Meats BBQ** finds local events for its food trucks with help from Gemini in Sheets, easily generating a weekly schedule in seconds.



## ***Creative Agents***

- **Curb Free** with Cory Lee, a popular "wheelchair travel site," shares accessible travel guides, and brainstorms new content ideas with Gemini in Docs to keep giving readers fresh and valuable info.
- **\*Japan Airlines** partnered with Pencil, a generative AI platform, to create new tourism spots that will broadcast in-flight and via YouTube Ads; JAL

has been working with Jellyfish and Pencil, both owned by the Brandtech Group, to experiment with AI video using Google's Veo 2.

- **Radisson Hotel Group** personalized its advertising at scale, in collaboration with Accenture, using Vertex AI and Gemini models. By training them on extensive datasets stored in BigQuery, its ad teams saw productivity rise around 50% while revenue increased from AI-powered campaigns by more than 20%.
- **\*Three Fold Noodles + Dumpling** drafts social media posts with Gemini in Docs to stay active online without compromising on quality time in the kitchen.



## ***Data Agents***

- **\*BrushBuck Wildlife Tours** tracks seasonal animal movements with help from Gemini in Sheets so every visitor has a chance to marvel at Wyoming's wildlife.
- **\*Fitz's Bottling Company** has been selling root beer since 1947 and now uses Gemini in Sheets to quickly pull together and format inventory information, helping them continue the success of the world's first root beer microbrewery.
- **\*Hog Island Oyster** simplifies sales analysis with Gemini in Sheets, creating reports on oyster sales by type, size, and quantity with a single prompt.

- **\*Latam Airlines** is leveraging Google Cloud AI to automate data management and governance, enhancing customer experience. By using generative AI, the airline optimized processes like table classification and metadata management, resulting in reduced time and costs.
- **\*Studiosus Reisen** worked with **happtiq** to use Vertex AI to build a custom AI model to automatically classify and filter security alerts, reducing the manual effort to active security concerns for travelers by 75%

## Manufacturing Industrial & Electronics



*Manufacturing, Industrial & Electronics*



### ***Customer Agents***

- **Motorola's** Moto AI leverages Gemini and Imagen to help smartphone users unlock new levels of productivity, creativity, and enjoyment with

features such as conversation summaries, notification digests, image creation, and natural language search — all with reliable responses grounded in Google Search.

- **Oppo/OnePlus** is incorporating Gemini models and Google Cloud AI into its phones to deliver innovative customer experiences, including news and audio recording summaries, AI toolbox, and more.
- **Samsung** is deploying Gemini Pro and Imagen 2 to its Galaxy S24 smartphones so users can take advantage of amazing features like text summarization, organization, and magical image editing.
- **\*Samsung** is using Google's generative AI technology for Ballie — its exciting new home companion robot. Ballie will be able to engage in natural, conversational interactions to help users manage home environments, including adjusting lighting, greeting people at the door, personalizing schedules, setting reminders, and more.
- **ScottsMiracle-Gro** built an AI agent on Vertex AI to provide tailored gardening advice and product recommendations for consumers.



## ***Employee Agents***

- **AES**, a global energy company, uses gen AI agents built with Vertex AI and Anthropic's Claude models to automate and streamline its energy safety audits. This has resulted in a 99% reduction in audit costs, a time reduction from 14 days to one hour, and an increase of 10-20% in accuracy.

- **\*Copel**, a major Brazilian electric utility company, has developed an AI agent with Gemini Pro 1.5 that interacts with the company's on-premises SAP ERP system, allowing employees to ask a variety of questions using natural language.
- **Enpal**, working with Google Cloud partner dida, automated part of its solar panels sales process. By automating the generation of quotes for prospective solar panel customers, including assessing roof size and the number of panels required, Enpal reduced the time required by 87.5%, from 120 minutes to 15 minutes.
- **\*Honeywell**, an almost 120-year-old manufacturing company, has already incorporated Gemini into building automation products and is now applying AI to transform how its engineers manage product lifecycles.
- **Hydro Ottawa** uses Gemini for Google Workspace to help employees automate daily tasks and collaborate more efficiently. This has resulted in better and more cost-effective services for its customers.
- **Plenitude** leverages Google Cloud's Optical Character Recognition and Gemini Flash models to automate customer onboarding, extracting data from energy bills and verifying IDs with Document AI. This has resulted in faster onboarding, reduced fraud, and significant time savings in ID verification.
- **Robert Bosch**, the world's largest automotive supplier, revolutionizes marketing through gen AI-powered solutions, streamlining processes, optimizing resource allocation, and maximizing efficiency across 100+ decentralized departments.
- **Suzano**, the world's largest pulp manufacturer and a leader in sustainable bioeconomics, worked with Google Cloud and Sauter to develop an AI

agent powered by Gemini Pro to translate natural language questions into SQL code to query SAP Materials data on BigQuery. This has resulted in a 95% reduction in the time required for queries among the 50,000 employees using the data.

- **Trimble**, a maker of software and hardware for products ranging from satellites to drones and monitors of many kinds, is leveraging Gemini for Google Workspace's advanced capabilities so employees can enhance productivity; the company has streamlined workflows, including efficient document search, concise summaries, and code generation, all within a secure and collaborative environment.



## ***Creative Agents***

- **\*Ace Sign Co.** uses Gemini in Slides to mock-up designs in seconds, not hours, giving them more time and flexibility to dream big on each design — as they've been doing since 1887.
- **\*Cottrell Boatbuilding** writes high-quality social posts with help from Gemini in Docs, winning back time to focus on the craft they've honed for 40+ years.
- **\*Empresas Lipigas**, a leading gas sales and distribution company in Chile, is using Google Cloud's AI to build a cloud-based model that will streamline the creation of proposals for their bulk clients, resulting in faster response times and taking into account the specific needs of each project and current regulations.





## ***Code Agents***

- **\*Broadcom**, a leading provider of semiconductors and security solutions, is using an enterprise version of Gemini Code Assist, built for teams of developers and agents and able to understand a company's code base, standards, and conventions. [CODE]
- **\*Far Eastern New Century (FENC)** worked with Microfusion to streamline cross-border operations using Google Cloud VMware Engine to deliver 99% system availability and 20% higher scalability and build AI assistants with Vertex AI and Gemini that have increased FENC's operational efficiency by 30% to 40%.
- **\*Sumitomo Rubber Industries** worked with **Kyocera** to deploy Cloud Workstations, which now natively includes gen AI capabilities through Gemini Code Assist, to drastically reduce development tasks from months to minutes — accelerating software development and time to market.



## ***Data Agents***

- **Bayer Crop Science** has developed Climate FieldView, a comprehensive agricultural platform with more than 250 layers of data and billions of data points; AI-powered recommendations allow farmers to design and monitor

their fields for greater yields and efficient fertilization, with the added benefit of reduced carbon emissions.

- **\*Capital Energy**, a 100% renewable electricity company, is using Vertex AI and Fortinet technologies to apply AI to energy management. The company has accelerated decision-making, maximized the value of its assets, and reduced operating costs — all while strengthening enterprise security — to take sustainable energy to new heights.
- **\*Casa Dos Ventos**, a Brazilian wind energy company, is using Vertex AI to automate processes like document analysis and image data extraction, as well as accelerating information searches in large document repositories and providing its employees with a platform that provides fast and relevant answers when consulted. In addition, Casa dos Ventos has automated the creation of project instruction files.
- **COI Energy** is facilitating equitable green energy by leveraging advanced AI technologies to identify underutilized energy capacity, what it calls “kW for Good,” which businesses can then provide to low-income households. This offers businesses tax deductions while creating a more climate-friendly economy for all.
- **Elia Group**, an energy transmission provider in Northern Europe, is using Vertex AI to build an “eCO2grid” that measures and forecasts the CO2 intensity of its electricity generation, with the aim of reducing greenhouse emissions.
- **\*Guardian Bikes** specializes in kid's bikes with safer brakes, and uses Gemini in Sheets to easily query and organize the massive amounts of data its factory produces.

- **Ingrid Capacity**, an alternative energy supplier, uses AI combined with scenario modeling to forecast energy markets and infrastructure build-up, improving the precision of its predictions. This AI-powered forecasting has increased the total output of its asset trading operations.
- **\*Physical Intelligence**, a startup developing general-purpose AI for robots, recently partnered with Google Cloud to support its foundational model development, using Google Cloud's secure and scalable AI infrastructure.
- **\*Solestial** optimizes production of their space-stable solar cells by tracking manufacturing data with Gemini in Sheets — bringing the future of energy a step closer to liftoff.
- **Southern California Edison** is using geospatial capabilities and AI to improve infrastructure planning and monitoring, generate new insights, and create regional resilience for communities facing climate challenges today and tomorrow.
- **Zebra Technologies**, maker of industry-specialized mobile computing devices, is using Gemini to deliver on-device AI capabilities that drive better work and customer experiences, including advanced analytics and AI-driven insights for retail workers so they can make in-the-moment decisions to prevent low stock or inventory shrinkage.



## ***Security Agents***

- **\*TSMC**, one of the world's leading chip producers, protects its data for mission-critical workloads.

## Media, Marketing & Gaming

*Media, Marketing & Gaming*



### ***Customer Agents***

- **Dataïads** helps brands maximize the ROI of their ad spend by increasing conversion rates and average order value. It is currently evaluating Vertex AI's ability to industrialize AI models it uses to distribute traffic and generate product descriptions and images.
- **Formula E** can now summarize a two-hour long race commentary into a 2-minute podcast in any language, incorporating driver data and ongoing seasonal storylines.

- **Globant**'s Advance Video Search helps audiences find the content they need, with best-quality results. Using multimodal search in Gemini models, Globant can access specific frames within a full catalog of assets, which optimizes time and cost of operations, thus improving content monetization and boosting user engagement.
- \***Globo**, Latin America's largest media company, created a recommendations experience inside its streaming platform that more than doubled their click-through-play rate on videos.
- The **Golden State Warriors** consolidated all of its data into a unified data foundation in BigQuery, so the franchise can then use Vertex AI to build a content recommendation engine to bring relevant, personalized content to fans, including real-time game highlights, scores and stats, and alerts about the latest ticket sales or other entertainment events.
- \***Spotify** has partnered with Google Cloud to cost effectively handle massive scale through BigQuery, harnessing enormous amounts of data to deliver personalized experiences to more 675 million users worldwide; Gemini also supported last year's custom Wrapped podcasts.
- **US News** saw a double-digit impact in key metrics like click-through rate, time spent on page, and traffic volume to its pages after implementing Vertex AI Search.
- \***Vertical Hoops**, a youth basketball league, uses the summarizing power of Gemini in Gmail to communicate more effectively with coaches and parents, letting founder Jason Shea shoot back to the court faster.
- \***YouTube** achieved a 75% reduction in calls abandoned while waiting to speak to a representative using Customer Engagement Suite.



## ***Employee Agents***

- **\*Adwise**, a Dutch marketing agency, relies on Google Workspace with Gemini to improve how they connect with clients; they outline new documents, summarize existing documents, and reply to emails (“With a simple prompt, Gemini responds in my tone of voice...”).
- England’s **Football Association** is training Vertex AI on the FA's historical and current scouting reports so they can be transformed into concise summaries, helping national teams discover future talent.
- **\*Globe Telecom** integrates Gemini into Google Chat and Meet to improve its internal operations and employee experience. In Chat, Gemini powers an AI chatbot called "Ask Globe" that allows employees to quickly find information from various sources, while in Meet Gemini provides live transcriptions, summaries, and action items.
- **\*Gold Bond** is an advertising company that provides branded merchandise and printed materials to organizations across a broad range of industries. Google Workspace with Gemini allows them to automate workflows and speed up processes, from contract reviews to adding complex formulas in Sheets.
- The **Golden State Warriors** are using Google Workspace to automate tedious tasks that take 20 or 30 minutes and instead spend that time on the experience for its fans and staff.
- **\*GrowthLoop** helps marketers and AI agents build smarter, more personalized campaigns, providing tools that optimize the power of

BigQuery data to automate audience building, suggest optimal targeting, and create custom attributes.

- The **Los Angeles Rams** are utilizing AI across the board, from content analysis to player scouting.
- **Sprinklr** built Sprinklr AI+ into its unified customer experience management platform, giving brands gen AI capabilities for customer service, insights, social media management, and marketing that have enterprise-grade governance, security, and data privacy built-in.
- **Thomson Reuters** added Gemini Pro to its suite of large language models approved for employee use; with its 2-million-token context window, Gemini makes some tasks as much as 10-times faster to process and can process entire documents in context.
- **Vimeo** teams collaborate seamlessly and boost productivity with AI-powered tools in Google Meet and Docs, Sheets, and Slides. By automating note-taking and generating summaries, Gemini lets Vimeo employees focus on collaboration and creative thinking, leading to more efficient and accurate work.
- **Warner Bros. Discovery** built an AI captioning tool with Vertex AI, delivering a 50% reduction in overall costs and an 80% reduction in the time it takes to manually caption a file without the use of machine learning.



## ***Creative Agents***

- \***Adobe** is incorporating Imagen 3 and Veo 2 models into its suite of products for creative professionals, beginning with Adobe Express and Project Concepts.
- \*The **American Cornhole League** uses Gemini in Drive to select clips and write social media captions for its broadcast footage, turning an hours' long task into a single prompt.
- \***Bending Spoons** integrated Imagen 3 into its Remini app to launch a new AI filter that transforms user photos into cartoon animals, processing 60 million photos a day for delighted users.
- \***Bloomberg Connects** helps create immersive audio guides with Gemini, enhancing museum accessibility for visually impaired visitors.
- \***Boyter Island SRL** uses Google Workspace with Gemini to overcome writer's block to improve their creative process.
- \***Brandtech Group** built Pencil, a gen AI platform for brands to create ads, predict performance, and optimize active campaigns.
- \***CAMB.AI**, part of the Google for Startups Cloud AI Accelerator, enables storytelling in every language with foundational AI.
- **Canva** is using Vertex AI to power its Magic Design for Video, helping users skip tedious editing steps while creating shareable and engaging videos in a matter of seconds.
- \***Captions**, a next generation storytelling startup, recently released its integration with Veo 2, making it easy for users to add B-roll content to its talking videos.
- **Connected-Stories** is a creative management platform leveraging gen AI to transform digital content creation, personalization, and real-time



optimization. Using Imagen and Gemini on Vertex AI, the platform simplifies workflows, democratizes access to data-driven creatives, and scales advertising campaigns efficiently.

- **\*Editora Abril**, a major Brazilian publisher and printer, relies on a content recommendation model created with Vertex AI, which helped achieve a 52% chance of clicks on recommended articles, strengthening its relationship with readers.
- **Globo**, the largest media group in Latin America, is using Google Cloud AI to hyper-personalize content for its streaming users, and create a better experience for spectators.
- **Hour One** migrated its workloads to high-performance Cloud GPUs, powering faster video content generation, better image quality, and more sophisticated AI models, improving inference speed by 1.8x and reducing inference costs by 28%.
- **\*Instreamatic**, part of the Google for Startups AI cloud accelerator, helps businesses maximize the potential of existing creative assets using its AI to create hundreds of hyper-personalized video and audio ad variations in minutes.
- **\*Lately**, part of the Google for Startups Cloud AI Accelerator, manages social media with gen AI to drive measurable engagement and ROI for businesses of all shapes, sizes, and sectors.
- **Lightricks** is developing content creation tools, including its flagship products Facetune2, Videoleap and Photoleap. Leveraging the remarkable performance and ample memory capacity of Google Cloud TPU v5p, Lightricks successfully trained its generative text-to-video model without impacting the user experience.

- **Major League Baseball** continues to innovate its Statcast platform, so teams, broadcasters, and fans have access to live in-game insights.
- **MWM**, the company behind powerful creativity tools, such as edjing for professional DJs, is exploring advances with Gemini and Vertex AI with the aim of further driving exceptional content delivery in its family of creativity apps.
- **Paramount** currently relies on manual processes to create the essential metadata and video summaries used across its Paramount+ platform for showcasing content and creating personalized experiences for viewers. Text Bison on Vertex AI is now helping to streamline this process.
- **\*Photoroom**, a French startup that provides gen AI photo-editing and design capabilities to consumers and businesses, used Veo 2 and Imagen 3 to improve the quality of its offering and accelerate its development.
- **\*Premier Martial Arts** uses Gemini in Docs to create promotional material in minutes, instead of hours, and spend more time helping their young students build skill and confidence.
- **\*Sphere**, the giant globe-shaped performance and experience venue in Las Vegas, is working with Google Cloud and Google Deepmind to reimagine the Wizard of Oz for a new generation, using a specialized version of the Veo 2 video generation model to bring the film to life on a whole new scale.
- **Square Enix** is using customer data to develop AI-optimized marketing assets to keep its gamers engaged by sharing personalized emails suited to each player's preferences, leading to a 20% increase in email opens and a 10% increased retention rate.

- **\*Synthesia**, a startup that operates an AI video platform, is using Google Cloud to build the next generation of advanced AI models that replicate realistic human likenesses and voice. The startup is also using Gemini models to handle complex vision and language-based tasks with speed and accuracy.
- **Thoughtworks** has created a new way to plan enterprise marketing events with Gemini. It enables organizations to plan personalized events in minutes, rather than weeks, emphasizing creating a variety of events that resonate deeply with customers.
- **\*Udio**, an AI music generator, uses Google Cloud TPUs to help train its models for music generation and serve its rapidly growing customer base.
- **\*Wondercraft**, an AI-powered content studio that helps users create engaging audio ads, podcasts and more, is using Gemini models to power many of its core functionalities and will soon release a new Veo 2 integration.
- **WPP** will integrate Google Cloud's gen AI capabilities into its intelligent marketing operating system, called WPP Open, which empowers its people and clients to deliver new levels of personalization, creativity, and efficiency. This includes the use of Gemini 1.5 Pro models to supercharge both the accuracy and speed of content performance predictions.
- **\*ZMO AI**, a personalization engine, is using Google Cloud to build quick mobile solutions for viral video trends.



# ***Data Agents***

- **\*Formula E** developed its Driver Agent, an AI tool powered by Vertex AI and Gemini. The Driver Agent is designed to analyze extensive multimodal data generated during racing and provide actionable insights to drivers.
- **Jaguar TCS Racing** is partnering with Google Cloud to use AI for real-time analysis of race car performance data, giving them a competitive edge in Formula E racing. This collaboration aims to improve its on-track decision-making and help secure the team's and drivers' wins and titles.
- **McLaren Racing** is using Google AI to get up-to-the-millisecond insights during races and training to gain a competitive edge.
- **NewsCorp** uses Vertex AI to help search data across 30,000 sources and 2.5 billion news articles updated daily.
- **Spotify** leveraged Dataflow for large-scale generation of ML podcast previews and plans to keep pushing the boundaries of what's possible with data engineering and data science to build better experiences for its customers and creators.
- **\*The United Daily News Group** in Taiwan worked with Merkle to develop a new AI model using Vertex AI — creating and training an AI model in just eight months that can deliver more accurate ad targeting, increasing clickthrough rate as much as four times in some categories.



# Public Sector & Nonprofits

*Public Sector & Nonprofits*



## ***Customer Agents***

- **\*Alma**, part of the Google for Startups Cloud AI Accelerator, provides personalized application support, including fast document processing with AI, to simplify US immigration for top global talent.
- **Beyond 12** developed an AI-powered conversational coach with the help of Gemini 1.0 Pro. It is designed to serve first-generation college students from under-resourced communities. The AI tool interacts with students, knows their history and goals, answers questions, and evaluates their progress in a personalized way, without comparing them to others.
- **Bower**, a Swedish startup, has created an app to gamify recycling, offering rewards to users across the Nordics and UK; they've integrated generative

AI into the service so users can more easily identify and input recyclable goods into the app.

- **CareerVillage** is building an app called Coach to empower job seekers, especially underrepresented youth, in their career preparedness; already featuring 35 career development activities, the aim is to have more than 100 by next year.
- The **Central Texas Regional Mobility Authority** is using Vertex AI to modernize transportation operations for a smoother, more efficient journey.
- **Justicia Lab** is developing an AI-powered assistant that will simplify legal processes for asylum seekers and immigrants; by uploading a picture from a legal letter or document, users can extract valuable information and then receive personalized guidance and next steps.
- The **Minnesota Division of Driver and Vehicle Services** helps non-English speakers get licenses and other services with two-way, real-time translation.
- **mRelief** has built an SMS-accessible AI chatbot to simplify the application process for the SNAP food assistance program in the U.S., featuring easy-to-understand eligibility information and direct assistance within minutes rather than days.
- \*The **State of Nevada** is using AI agents to speed up unemployment claim appeals.
- The **New York State Department of Motor Vehicles** is transforming the driver service experience with AI to enable greater efficiency and accessibility within the DMV, directly benefiting the public it serves.

- **Pepperdine University** has students and faculty who speak many languages, and with Gemini in Google Meet, they can benefit from real-time translated captioning and notes.
- **The Qatari Ministry of Labour** has launched "Ouqoul," an AI-powered platform designed to connect expatriate university graduates with job opportunities in the private sector. This platform streamlines the hiring process by integrating AI-driven candidate matching with ministry services for contract authentication and work permit issuance.
- **\*Studyhall AI**, which graduated from the Google UK Growth Accelerator program, has built a mobile application that uses Gemini models to help coach students on reading, writing, and exam prep.
- **Sullivan County, New York**, is utilizing gen AI to enhance citizen interactions. Despite being one of the state's smallest counties, it has become one of the first to deploy Vertex AI to augment a constituent chatbot tool; launched in under three months with minimal staff, the bot empowers residents with increased transparency and direct communication.
- **Tabiya** has built a conversational interface, Compass, that helps young people find employment opportunities; the platform asks questions and requests information, drawing out skills and experiences and matching those to appropriate roles.
- The **Var department** in southern France has created a team of AI experts to build AI solutions across its public service operations to see how it can make the government more responsive, efficient, and citizen-centric.



## ***Employee Agents***

- **Bayes Impact** builds AI products to support nonprofits, and its flagship product, CaseAI, is a digital case manager that integrates with an NGO's current system to add smart features to draft action plans tailored to a beneficiary's unique history; caseworkers have saved 25 hours of work per week on average.
- **\*Can Do Canines** is a nonprofit that provides no-cost service dogs to persons with disabilities. The team uses Gemini in Gmail for help drafting emails, giving them more time to devote to their life-changing mission.
- **\*The Chef Ann Foundation** summarizes conversations with Gemini in Meet to track important info from the farmers, vendors, and school districts that help the team get healthy foods in schools nationwide.
- **Climate Ride**, an environmental and cycling fundraising organizations, uses Google Workspace for Nonprofits to collaborate remotely and automate tasks, enabling its five-person team to work more efficiently towards its mission. This increased efficiency translates to more time and resources dedicated to combating climate change.
- **\*CodePath** supports the next generation of engineering leaders from low-income and underrepresented communities. They use Gemini in Workspace to accelerate grant writing and recruiting so they can deepen the impact of their work.
- **The Dutch Bamboo Foundation** uses Gemini for Google Workspace to streamline everything from fundraising to research, enabling a single



person to run the nonprofit effectively. This allows the founder to work strategically and maximize limited resources, ultimately advancing its mission to combat climate change

- **\*Erika's Lighthouse** relies on Google Workspace with Gemini to create life-saving mental health programs for school communities worldwide. They use Gemini to automate repetitive tasks and accelerate content creation, from summarizing meeting takeaways to populating tables in Sheets to organize data.
- **\*The Fulton Theatre** cuts grant-writing time in half by using Gemini in Docs to fill in routine information, helping the team focus on growing the theatre and putting on shows that bring communities together.
- **\*The Good Earth Farm**, an animal sanctuary and event space, keeps its community updated on their favorite animals with newsletters co-written by Gemini in Docs.
- **\*Indigenous Made**'s cofounders improve their coordination of indigenous art markets by using suggestions from Gemini in Gmail to kick-start email responses.
- **\*The Mississippi Farm to School Network**, a nutrition education nonprofit, uses Gemini in Docs to proofread and organize the grant proposals that make its educational mission possible.
- **Opportunity@Work** is applying gen AI to scale a suite of software tools and APIs that help employers identify “STAR” job candidates — “skilled through alternative routes” such as community college, military service, and on-the-job experience — helping fill roles in a tight market and expand opportunities.

- **\*The Red Barn**, a nonprofit that teaches children with disabilities how to work with horses, uses Gemini in Docs to help write grant proposals that allow more children to benefit from equine-assisted therapy.
- **\*Nonprofit Studio Be** empowers artists in New Orleans. Founder Brandan "BMike" Odums uses Gemini in Gmail to summarize and respond to hundreds of weekly emails, so he can focus more time on supporting young artists.
- **\*Uniformed Services University** trains the U.S. military's medical personnel and prepares them professionally and technically for the future of digital medicine. Using Google Workspace with Gemini, they were able to support new ways of working, with 88% of pilot users reporting being more effective as what they do overall, including the acceleration of HR, academic, and proposal writing processes.
- The **U.S. Air Force** built a new proof-of-concept portal for searching, browsing, and reading e-published PDFs — all within a 90-day deadline, leveraging the prebuilt tools and speed of Vertex AI Search and Conversation.
- The **U.S. Dept. of Veterans Affairs** is using AI at the edge to improve cancer detection for service members and veterans. The Augmented Reality Microscope (ARM) is deployed at remote military treatment facilities around the world. The prototype device is helping pathologists find cancer faster and with better accuracy.
- The **U.S. Patent and Trademark Office** has improved the quality and efficiency of its patent and trademark examination process by implementing AI-driven technologies.

- **Understood.org** is using Gemini for Google Workspace to improve efficiency and communication across departments, streamlining tasks like document summarization and email writing.
- **\*The Wilmington Ballet** continues its mission of empowering students through dance with grant proposals drafted by Gemini in Docs, giving the team more time to spend nurturing the next generation of dancers.
- **YDUQS**, a Brazilian education company, uses Vertex AI to automate the screening of cover letters for student admissions, resulting in a 90% success rate and a 4-second average response time. This streamlined enrollment process has enabled YDUQS to save approximately BRL 1.5 million since adoption.



## ***Creative Agents***

- **\*The Rhythm Foundation** secures funding for its free concerts with pitch decks made using Gemini in Slides, cutting the time to a first draft from hours to minutes.
- **The World Bank** is developing a tool to extract key information from research literature on the causal impact of development interventions, with the ultimate goal to empower decision-makers to allocate \$220 billion in annual aid and trillions in annual impact investing more effectively.
- **\*Wild Hearts Idaho**, a leadership program for girls, uses Gemini in Docs to write social media captions that promote its programs and help more girls

find themselves in outdoor adventures.



## ***Data Agents***

- \*The **Air Force Research Laboratory**, which helps power the innovation arm of the United States Air Force, embraced the Google Cloud ecosystem to accelerate scientific discovery, streamline operations, and address national security challenges.
- **The Asteroid Institute** is using AI to discover hidden asteroids in existing astronomical data. This is a major focus for astronomers researching the evolution of the Solar System, investors and businesses hoping to fly missions to asteroids, and for all who want to prevent future large asteroid impacts on Earth.
- \*The **Belo Horizonte Municipal Finance Office** used AI to analyze service descriptions in invoices and assess the correctness of classifications made by the taxpayer, impacting the tax rate. Greater accuracy and efficiency has led to improved tax collections.
- \***Brazil's Ministry of Education** was facing challenges in improving the user experience of one of its mission-critical systems, SIMEC, where the ministry distributes public education policies to more than one million users. In mid-2022, SIMEC was migrated to Google Cloud ending the system's unreliability, automating processes, and reducing the number of support calls from users.

- **Broward County, Florida**, is using geospatial capabilities and AI to improve infrastructure planning and monitoring, generate new insights, and create regional resilience for communities facing climate challenges today and tomorrow.
- \***CNI**, Brazil's **National Confederation of Industry**, is using big data, machine learning, natural language processing, and AI technologies to better understand industrial demands, as well as individual skills and the calibration of the training portfolio of the confederation's educational institutions.
- \***Colombia's Ministry of Information and Communications Technologies** uses AI and data analysis to improve the oversight, inspection, and quality control of the country's telecommunications services. They have successfully optimized processes, increased productivity, and created a more transparent and efficient ecosystem.
- **Full Fact**, a UK-based nonprofit working in 18 countries to combat misinformation, is now using gen AI to actively monitor stories so its 30 fact-checking partner organizations can focus on addressing specific claims and harmful information.
- **Fullstory**, a digital behavioral data platform, is building the ability to analyze and summarize user behavior on a site to create more informed and enriching chatbot experiences; responses are more relevant and accurate, ultimately improving virtual agent performance and customer experience.
- \*The **Israel Antiquities Authority** worked with CommIT to modernize its data systems with Google Cloud using NetApp and VMware to migrate and back up 1 petabyte of archaeological data. The Israel Antiquities Authority

also trained modern research models, powered by Gemini, to help researchers quickly find and access what they are looking for.

- **Materiom**, a startup researching zero-waste, bio-based alternatives to fossil-fuel-made products like plastics, is creating a gen AI tool that enables entrepreneurs to develop novel compostable materials with broad applications; AI enables faster research and information gathering to speed up the development process.
- **NOAA** and **USAID** are among the U.S. government agencies using Google Cloud AI to unlock critical data insights to streamline operations and improve mission outcomes — all with an emphasis on responsible AI.
- **OroraTech**, a space-based wildfire detection company, leverages Google Cloud's global infrastructure and Vertex AI to enhance the speed and accuracy of its Wildfire Solution. This solution helps customers worldwide monitor forests, detect wildfires early, and protect over 1.6 million km<sup>2</sup> of forest.
- \***Prodam** is the state-run company in São Paulo responsible for providing IT and data services to other agencies. It is investing in a project to standardize processes with AI, making for faster and more accurate deliveries and ensuring greater efficiency in the public service of São Paulo.
- \*The **Rio De Janeiro City Data Office**, founded by the mayor, proposed data integration and the development of projects using AI, like monitoring suspicious vandalism using computer vision in city tunnels.
- \***Serpro**, a federalized company that provides IT solutions to the Brazilian government, adopted Google Distributed Cloud to meet strict national regulations and the highest security standards for its government cloud.

The technology offers the option of physical isolation to ensure local residency of information with access restrictions.



## ***Security Agents***

- \*The **Minas Gerais State Government** is using Vertex AI in the State Secretariat for the Environment and Sustainable Development (Semad) to implement an AI solution that will both speed up and make the processing of environmental infraction notices in the state more efficient.
- \*The **Government of Singapore** uses Google Cloud Web Risk, which employs AI to proactively flag unsafe websites and protect its residents online, disrupting thousands of harmful sites so far.

A graphic featuring several blue, faceted, geometric shapes resembling crystals or ice, arranged in a cluster on the right side of the slide.

# Retail

*Retail*



## ***Customer Agents***

- **\*Allegro**, the largest ecommerce player of European origin, enables millions of real-time, personalized conversations with AI-powered omnichannel orchestration with Google Cloud and GrowthLoop.
- **Best Buy** is using Gemini to launch a generative AI-powered virtual assistant this summer that can troubleshoot product issues, reschedule order deliveries, manage Geek Squad subscriptions, and more; in-store and digital customer-service associates are also gaining gen AI tools to better serve customers anywhere they need help.
- **\*Big Sur AI** now offers its AI-powered personalization platform for retail and e-commerce customers on Google Cloud Marketplace.
- **BrainLogic** uses Anthropic's Claude models on Vertex AI to power Zapia, a personal AI assistant that caters to the Latin American market's preference for conversational commerce. Zapia supports millions of users with product discovery, local business searches, and purchase assistance, resulting in over 90% positive user feedback.
- **Cainz**, a Japanese home improvement chain, is creating an autonomous, next-generation store where advanced AI technologies, including generative AI, merge the best of online and offline shopping to deliver a faster, seamless consumer experience.
- **Carrefour Taiwan**'s AI Sommelier, a conversational AI service integrated into its app, helps customers select wines based on their preferences. Powered by Gemini models, the AI leverages a vast wine database to



provide personalized recommendations, seamlessly integrating online and offline shopping.

- **Dunelm** has partnered with Google Cloud to enhance its online shopping experience with a new gen AI-driven product discovery solution. This has shown significant improvements in a number of key areas, including reduced search friction, helping customers find the products they are looking for.
- **Eezee** found Gemini models to be the most reliable option for building its Southeast Asian B2B platform that connects small businesses with suppliers of industrial and construction materials.
- **Etsy** uses Vertex AI training to optimize its search recommendations and ads models, delivering better listing suggestions to buyers and helping sellers grow its businesses.
- **GroupBy**, an ecommerce service provider, developed an AI-first Search and Discovery Platform powered by Vertex AI Search for Retail. This solution is meticulously designed to optimize revenue, strengthen brand loyalty, and drive sales growth for B2C and B2B retailers.
- \*The **Home Depot** built Magic Apron, an AI agent that offers expert guidance 24/7, providing detailed how-to instructions, product recommendations, and review summaries to make home improvement easier.
- \***Lowe's** is revolutionizing product discovery with Vertex AI Search to generate dynamic product recommendations and address customers' complex search queries.

- **Magalu**, one of Brazil's largest retailers, has put customer service at the center of its AI strategy, including using Vertex AI to create "Lu's Brain" to power an interactive conversational agent for Lu, Magalu's popular brand persona (the 3D bot has more than 14 million followers between TikTok and Instagram).
- **Mercado Libre** has incorporated semantic search into its digital shopping platforms, using AI embeddings from the Vertex AI Agent Builder, which greatly improved product recommendations and discoverability for more than 200 million consumers across Latin America.
- **\*Mercari** dramatically improves the user experience for both buyers and sellers on its ecommerce marketplace with Vertex AI and Weights & Biases.
- **Target** uses Google Cloud to power AI solutions on the Target app and Target.com, including personalized Target Circle offers and Starbucks at Drive Up, its curbside pickup solution.
- **Tokopedia**, an Indonesian ecommerce leader, is using Vertex AI to improve data quality, increasing unique products being sold by 5%.
- **\*Vody**, part of the Google for Startups Cloud AI Accelerator, builds fine-tuned multimodal AI models for retail, helping to improve search experiences, personalize recommendations, and enhance customer engagement.
- **Wendy's** FreshAI pairs Gemini's conversational AI capability with audio and visual elements to create a deeply personalized and tailored experience that is consistent and enjoyable for Wendy's customers by freeing workers to focus on excellent service and meal preparation — marking the next evolution in the quick-serve restaurants.



## ***Employee Agents***

- **\*3 Farm Daughters**, a family-owned pasta company, writes social media posts with help from Gemini in Docs, making it easier for the three sisters-turned-cofounders to balance family life with running a business.
- **\*Arpalus** developed an app that can instantly analyze the physical shelf and notify employees about actions to take to improve it. Powered by patented computer vision and AR technology, the app now integrates Google Cloud's gen AI to expand its vision capabilities, transforming images into 3D models for even more powerful and accurate product recognition.
- **Atlas**, an operating system for restaurants, is using AI to improve operational efficiency, drive sales, and surface customer insights for food and beverage brands across Singapore.
- **Best Buy** can generate conversation summaries in real time using Contact Center AI, allowing live agents to give their full attention to understanding and supporting customers; the result is a 30-to-90-second reduction in average call time and after-call work. Both customers and agents have cited improved satisfaction.
- **\*BLK & Bold**, a premium coffee company simplifies and speeds the tedious task of budgeting by asking Gemini in Sheets for help creating tables and importing data.
- **Camanchaca**, a Chilean seafood company, took only six weeks to develop Elon, a virtual assistant that aims to provide more efficient customer service

through digital channels, enhancing Camanchaca's customer interactions.

- **\*Custard Stand Chili** co-founder Angie Cowger refines her emails with Gemini in Gmail to communicate effectively with retailers and share her family's hot dog chili nationwide.
- **Etsy's** customer support team uses Gemini in Sheets to reduce the time spent analyzing customer feedback from hours to minutes, enabling them to quickly identify trends and improve customer interactions.
- **\*Grupo Nutresa**, a leader in processed foods in Colombia and Latin America, is using Gemini for Google Workspace to streamline its processes, optimize decision-making, and increase productivity, thus driving innovation.
- The **Home Depot** has built an application called Sidekick, which helps store associates manage inventory and keep shelves stocked; notably, vision models help associates prioritize which actions to take.
- **Just Salad** uses Gemini for Google Workspace to streamline communication and enhance efficiency by summarizing emails and meetings, allowing employees to focus on product development, customer service, and other tasks that contribute to the company's growth.
- **McDonald's** will leverage data, AI, and edge technologies across its thousands of restaurants to implement innovation faster and to enhance employee and customer experiences.
- **Miinto** uses Vertex AI Vision to identify and merge duplicate product listings, improving the customer experience and reducing operational costs. This AI-powered solution has resulted in a 40% increase in

efficiency, a 20% improvement in conversion rates, and significant cost savings.

- **\*Momentum Climbing Gym** uses Gemini in Meet to summarize conversations with their team members nationwide, keeping everyone on the same page as they reach for new heights.
- **\*Mood Fabrics** compares vendor proposals with Gemini in Gmail, making sure to never miss a detail while managing relations with 600+ vendors worldwide.
- **\*Cattlemen at Morgan Ranch**, a worldwide Wagyu beef supplier, carve lengthy email writing down to just minutes with Gemini in Gmail, getting them back in the saddle faster.
- **\*Natura**, a Brazilian cosmetics company, migrated 20,000 employees in more than 10 countries to Google Workspace, and was one of the first to pilot the Gemini side panel. The beauty leader also eliminated more than 17 hours of manual work per week with AppSheet, giving the finance team more time to focus on high-value analysis and planning.
- **\*Nuts.com** uses Gemini in Meet's live translation to communicate with suppliers worldwide and source the high-quality nuts they've provided since 1929.
- **\*oogiebear**, a business specializing in baby breathing care products, uses Gemini in Gmail to quickly respond to customers and vendors, helping cofounder Dr. Nina Farzin juggle her dual roles of CEO and mom of three.
- **Schwarz Group**, Europe's largest retailer (including Lidl and Kaufland), is partnering with Google to enhance workplace productivity and security. They will use Google Workspace with client-side encryption through

Schwarz Digits' Cloud STACKIT, ensuring data sovereignty and maximizing security for their 575,000 employees.

- **Sports Basement**'s customer service team is using Gemini in Google Workspace to reduce the time spent writing emails by 30-35%. This means faster response times, happier employees, and higher quality customer interactions.
- **Trace One**, a product lifecycle management provider for retail and CPG companies, began using Vertex AI to automatically extract information from complex documents in order to create up-to-date product summaries and data sheets, covering different industry and regulatory standards.
- **Victoria's Secret** is testing AI-powered agents to help its in-store associates find information about product availability, inventory, and fitting and sizing tips, so they can better tailor recommendations to customers.
- **Woolworths**, the leading retailer in Australia, boosts employees' confidence in communications with "Help me write" across Google Workspace products for more than 10,000 administrative employees.
- Woolworths is also using Gemini to create next-generation promotions, as well as for quickly assisting customer service reps in summarizing all previous customer interactions in real time.



## ***Creative Agents***

- **Adore Me** marketers write differentiated product descriptions, a tedious task which used to take 30-40 hours a month, in one hour thanks to Gemini for Google Workspace.
- **Belk ECommerce** is using gen AI to craft better product descriptions, a necessary yet time-consuming task for digital retailers that was often previously done manually.
- **\*Bison Coolers'** 12-person team punch above their weight by using Gemini in Docs to write product descriptions that help keep their small business thriving.
- **Carrefour** used Vertex AI to deploy Carrefour Marketing Studio in just five weeks — an innovative solution to streamline the creation of dynamic campaigns across various social networks. In just a few clicks, marketers can build ultra-personalized campaigns to deliver customers advertising that they care about.
- **\*Cia.Hering**, a Brazilian textile and retail company, used Google Cloud to implement AI-powered image search, which allows its customers to find desired clothing using a photo as a reference, and the Herica chatbot, which can personalize messages and answer questions. This implementation resulted in a 16% increase in click-through rates, and a 122% higher average purchase.
- **\*Comoferta.com** uses Gemini and Vertex AI, to revolutionize the way Brazilian consumers compare supermarket prices. The application, which recognizes products from photos of shelves using computer vision and OCR, analyzes and compares prices in different stores, displaying the results in an organized way so that users can save on their purchases.

- **\*Delgado Guitars**, a family business selling handcrafted guitars, uses Gemini in Gmail to send timely and personalized responses making it easier to keep sharing the family's three generations of experience with musicians worldwide.
- **\*Down the Road Spice Co.** uses Gemini in Slides to create designs promoting its spice blends, helping the family-owned business share their multi-generational recipes with the world.
- The **Estee Lauder Companies** utilizes Google Cloud AI, including Gemini, to power its language assistant, Ella. This tool allows brand leaders to generate various creative content, translate languages, and summarize meetings, enhancing productivity and customer experience.
- **\*Farmatodo**, a Colombian chain of self-service pharmacies, uses generative AI to personalize product recommendations for customers, and automate internal processes that were previously carried out manually.
- **\*Grupo Pão De Açúcar**, one of the largest retail groups in South America, adopted Vertex AI to improve sales forecasting for more than 700 stores with a portfolio of over 60,000 products in stock. This approach has generated gains in sustainability, customer satisfaction, and profitability.
- **\*Grupo Casas Bahia** is reinforcing its ecommerce and search experience with AI tools for the Brazilian market. Using Retail Search and Recommendations AI, product searches are now much more aligned with customer desires, resulting in a 28% increase in revenue per app user.
- **\*L'Oreal Groupe** uses Veo 2 and Imagen 3 as a creative partner, enabling teams to generate diverse, cinematic shots in less time, producing hundreds of new qualitative videos across 20 more countries and languages while upholding its "trustworthy AI" values.



- \***Levi's** is using AI models to help marketing teams with the first drafts for content generation and translations, while everything still has a human in the loop.
- \***Mondelez** quickly generates visuals with Imagen for global brands like Oreo and Cadbury, supporting campaigns in more than 150 countries, with the goal of achieving 25% increase in ROI from generatively created content.
- **Procter & Gamble** used Imagen to develop an internal gen AI platform to accelerate the creation of photo-realistic images and creative assets, giving marketing teams more time to focus on high-level planning and delivering superior experiences for its consumers.
- **Puma** is using Imagen to customize product photos on its website, saving time and ensuring they are locally relevant across markets; PUMA India has already seen a 10% increase in click through rate.
- \***T&C Surf Design** in Hawaii writes radio copy with Gemini in Docs to help share the good vibes of 50+ years on the waves.
- \***The United Nations Population Fund** has found Google Workspace with Gemini to be “a superpowered writing assistant,” where it can help a country director get the tone and formality right in an email to a government official, or a non-English speaker get their message across the way they want to.
- \***Wisconsin Cheese Mart** uses Gemini in Docs to quickly write online product descriptions that inform a growing online customer base without taking time away from the hands-on in-store experience.



## ***Code Agents***

- **Leroy Merlin**, a global home improvement retailer, developed its Pull Request Analyzer using Vertex AI. This gen AI solution summarizes code changes, helping developers understand projects faster and improve code review efficiency.
- **L'Oreal** developed an AI agent using LangChain and Cloud Run to provide text-to-text and text-to-image generation capabilities. This AI agent streamlines processes and enables faster development and deployment of gen AI applications, saving the company time and money.
- **Wayfair** piloted Code Assist, and those developers with the code agent were able to set up their environments 55 percent faster than before; there was also a 48 percent increase in code performance during unit testing, and 60 percent of developers reported that they were able to focus on more satisfying work.



## ***Data Agents***

- **\*Backcountry** has reduced the burden of managing and maintaining infrastructure while providing a strong, secure, and scalable data foundation to deliver advanced gen AI capabilities in the future. The retailer relies on BigQuery and Looker for all of its data analytics, providing daily

reports and insights that inform decision-making across the entire organization.

- **Coop** uses Vertex AI Forecast to predict product demand and optimize inventory levels in its distribution centers. This AI-powered forecasting has resulted in a 43% improvement in forecasting accuracy, leading to reduced food waste and improved sustainability.
- The **Estee Lauder Companies** leverages BigQuery to efficiently analyze data and improve operational efficiency.
- **Fortenova Group**, one of Croatia's leading food and retail companies, created an AI inventory helper that provides grocery store managers with fresh insights to help them place more accurate orders for perishables like fruits and vegetables, reducing food waste while boosting profits.
- \***GPC**, the **Genuine Parts Company**, implemented a pilot program utilizing Google Distributed Cloud in one of their Atlanta stores. This modern, distributed infrastructure approach, infused with AI, provided GPC with the agility and flexibility they needed to accelerate their development cycles and streamline store infrastructure management and operations.
- \***Gordon Food Services**, the largest family-operated food distribution company in North America, is transforming decision-making across the organization with AI agents connected to their enterprise data, including Google Workspace and Salesforce, to simplify insight discovery and even recommend next steps.
- \***Hunkemöller**, a leading Dutch intimate apparel brand, worked with Devoteam to develop a single, scalable modern data stack on Google Cloud that enables internal development and building advanced AI solutions.

- **\*Jacobsen Salt Co.** uses Gemini in Sheets to organize the constantly-changing environmental data needed to produce high-quality, hand-harvested sea salt.
- **\*Kindred Post** — a gift shop and community space in Juneau, Alaska — forecasts inventory needs for tourist season with an intricate tracker made by Gemini in Sheets.
- **Mercado Libre** uses Vector Search and embeddings in Vertex AI to reshape online shopping by providing precise results that best match a user's query.
- **NotCo**, a Chilean food tech company, partnered with Eleven Solutions to develop a conversational AI chatbot, powered by Gemini; the chatbot has revolutionized data access, allowing employees to instantly query their SAP system and gain real-time insights for faster, data-driven decision-making.
- **Revionics'** intelligent retail pricing platform has incorporated gen AI to turn big data into smarter pricing decisions. Revionics built a new chat-based AI agent that can help customers understand system configuration and optimization and dive deeper into data on the factors influencing pricing.
- **Shopify**, the leading ecommerce platform for online merchants, completely transformed its data infrastructure to bring together all of its data and connect it with the latest groundbreaking data and AI technologies to deliver powerful business intelligence and AI insights.
- **Spoon Guru** uses Vertex AI to process up to 14 billion data points a day, including pack labels, ingredients, nutritional values, allergens, and other metadata, so retailers and consumers can better determine a product's suitability for any given health, nutrition or lifestyle diet.

- **Tchibo**, a major European coffee and e-commerce company, uses Vertex AI and BigQuery to optimize its demand forecasting. This AI-powered solution, known as DEMON, generates over 6 million predictions daily, allowing Tchibo to manage warehouse supplies efficiently, reduce logistics costs, and improve product availability.
- \***Unilever** created digitized distribution trade processes using BigQuery. Using in-depth analytics, Unilever can now process 75,000 orders daily and reach millions of retailers in emerging markets.
- \***The Village Store** simplifies accounting for its two-person team with Gemini in Sheets, so they can get back to the hands-on work of running an old-town general store.
- \***The Woobles** tracks inventory of its beginner crochet kits faster with Gemini in Sheets, easily putting together forecasts and run rates to make sure every Wooble finds a home.
- \***Woodward Throwbacks**, a furniture company that uses reclaimed wood, tracks projects with help from Gemini in Sheets, creating monthly or project-based trackers suited to the team's needs with a single prompt.



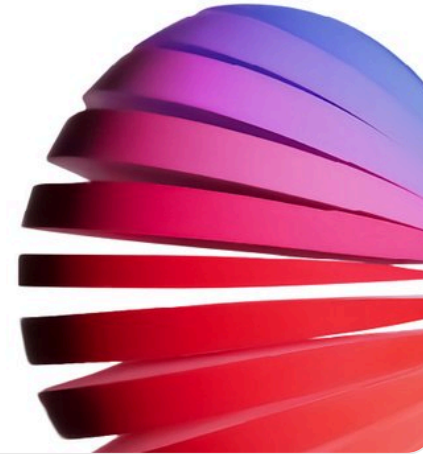
## ***Security***

- \***Dunelm**, a leading UK furnishings retailer, integrated Google Security Operations with Google security partner Acora, to create a comprehensive

risk profile and modernized its security operations to deliver adaptive, agile, highly automated defense against even the most sophisticated threats.

- \***Etsy** deployed AI-powered Google Security Operations to simplify log management and ingestion, accelerated detection creation and review, and improved incident response capabilities.
- **Grupo Boticário**, one of the largest beauty retail and cosmetics companies in Brazil, employs real-time security models to prevent fraud and to detect and respond to issues.
- \***ManTech**, a defense contracting firm that provides technology services to the U.S. government, launched an advanced Google Workspace practice for secure AI-driven innovation, allowing the organizations they support to “test drive the latest in generative AI and Google Workspace...”
- \***Pernambucanas**, a Brazilian retailer operating in more than 340 cities, improves fraud detection through its solutions created with AI. Using Google Cloud’s OCR technology, the company has reduced manual document evaluation by 80% and improves data collection through the analysis and processing of customer photos.

# Technology



*Technology*



## ***Customer Agents***

- **Abstrakt** uses Vertex AI to enhance contact center customer experiences by transcribing calls and evaluating sentiment in real-time. This empowers call center workers to have more effective conversations, resolve issues faster, and provide a better customer experience.
- **ADT** is building a customer agent to help its millions of customers select, order, and set up their home security.
- **AUI's** Apollo AI agent empowers businesses to create complex, multi-step conversational experiences for its customers. This neuro-symbolic AI agent integrates with existing systems and tools, ensuring accurate, transparent, and compliant interactions.

- **BMC** partnered with Google Cloud to bring the power of Vertex AI and Llama 3.1 to its BMC Helix platform, which has significantly boosted accuracy for conversational AI and AIOps recommendations, giving BMC customers access to cutting-edge AI solutions tailored to their needs.
- **Character.ai** built its realistic conversational chat platform using the full stack of Google Cloud AI services, including for model training and daily operations, allowing it to manage terabytes of conversations each day without interruption.
- **\*Flockx** lifts people out of loneliness by connecting individuals with events, communities, and like-minded people using collaborative AI agent technology, built with Google Cloud and Elastic.
- **Gojek**, an Indonesia-based super app, launched "Dira by GoTo AI," a Bahasa Indonesia AI-powered voice assistant integrated into its GoPay service, allowing customers to use voice command to eliminate typing and scrolling, and complete tasks like bill payments and money transfers with fewer steps.
- **Hand Talk** uses AI to translate spoken and written Portuguese into Brazilian sign language using a virtual character named Hugo; the embedded AI translates the oral language into ASL gloss, then converts the gloss into signs, enabling communication and education for deaf individuals and their families.
- **Moveo.AI** uses Vertex AI to train and deploy custom AI models for creating AI-powered customer experience agents. This has resulted in faster model development, improved customer engagement, increased revenue, and reduced customer churn for Moveo.AI's clients.



- **Personal AI** offers a “personal language model” using only the data of one individual or brand and allowing them to control and own how it is used. Built on your own data, facts, and opinions, it creates a responsive and interactive messaging experience that helps people be more productive and deepen relationships.
- **Quora** developed Poe, its own generative AI platform for people to discover and chat with AI-powered bots, including Gemini, Anthropic’s Claude, Meta’s Llama, and Mistral’s Large 2 — many of which are hosted on Google Cloud’s purpose-built AI infrastructure.
- **\*Reddit** has launched Reddit Answers, its new conversation platform, which uses gen AI built with Gemini and Vertex AI that’s grounded in Reddit’s vast repository of information. Additionally, Reddit is using Vertex AI Search to improve its homepage experience.
- **\*Simular**, part of the Google for Startups Cloud AI Accelerator, is creating personal AI agents that can use computers like a human.
- **Snap** has deployed the multimodal capability of Gemini within its “My AI” chatbot and has since seen over 2.5-times as much engagement within Snapping to My AI in the United States.
- **Twilio**, a leading customer engagement platform, delivers the data, communication, and AI tools businesses need to create personalized customer experiences at scale.



## ***Employee Agents***

- **2bots** offers technology solutions, such as chatbots and virtual agents, built with Google Cloud's AI solutions; these intelligent chatbots and content generation tools are transforming the way companies interact with their customers.
- **Augment** is building an AI personal assistant that offers enhanced note-taking and collects information across your apps, including calendar, email, texts, and social media, so users can more quickly and easily find personal information and keep their lives organized.
- **Box** has integrated Vertex AI to build new gen AI features that help customers more efficiently process and analyze data stored in the Box Content Cloud, including deep-learning-based malware detection, timely alerts about unusual activity, and content classification that can automatically protect data.
- **\*Causal's** mission is to simplify financial planning for startups. Wanting to boost performance and maximize its time and talent, Causal used Gemini to build a generative AI-powered setup wizard that helps users connect their data, analyze patterns, and generate financial models in just five minutes.
- **Clodura.ai** built a sales co-pilot using Vertex AI that analyzes organizational data to help B2B sellers close deals; the Vertex platform led to 71% less technical debt, 12-times faster app delivery, and resulted in significant customer growth.
- **Devoteam** is investing in AI by obtaining 4,000 Gemini Enterprise licenses to enhance productivity and collaboration, with the aim of becoming a leader in AI innovation and strengthening its ability to guide customers in their own AI journeys.

- **Fireflies.ai** can transcribe, summarize, and analyze meetings, recordings, and other voice conversations to save time and improve collaboration and information sharing across teams.
- **Glean** builds on Vertex AI and BigQuery to deliver powerful, unified enterprise search across all workplace applications, websites, and data sources used within an enterprise, helping users find exactly what you need and discover the information you need to do their best work.
- **LiveX AI** delivers AI Agents that swiftly enhance product education, boost customer conversion, reduce churn, and provide personalized customer support, with the goal of offering everyone a seamless VIP experience across their customer journey.
- **Lytehouse** provides instant video intelligence for any CCTV camera, enabling businesses to extract security, operational, and business insights from their video data by having multimodal gen AI agents monitor their cameras 24/7 — acting as coworkers for their business.
- \***Maqqie**, a Dutch startup, worked with **Rappit** to transform the future of HR recruitment, harnessing the power Vertex AI and its pretrained models to pinpoint the best candidates from its pool of 43,000 profiles, increasing revenue and retention.
- **Quantum Metric** has introduced Felix AI, powered by Gemini Pro, to simplify digital analytics and decision-making. Felix AI automatically summarizes a user's web or mobile session and consolidates the moments that matter most into short, readable summaries for customer service workers.
- \***Rubrik**, a cybersecurity company, is leveraging knowledge agents in AgentSpace to develop deeper customer insights and prepare for impactful

sales interactions.

- **\*Salesforce** is working with Google Cloud to create AI agents that work across both platforms using the newly launched Agent2Agent (A2) open protocol.
- **\*SAP** is using Vertex AI and Gemini in its the SAP Business Technology Platform, so business users now have new opportunities to gain actionable insights from their data using natural, everyday language.
- **\*ServiceNow** CRM works with Customer Engagement Suite, helping automate and personalize customer interactions across systems.
- **TransCrypts** leverages Llama on Google Cloud to bring its AI-powered copilot, Castello, to thousands of customers in a matter of days. The performance and cost-efficiency of TPUs allow them to deploy these advanced models at lightning speed, handling complex workloads that would otherwise be out of reach.
- **Typeface** uses gen AI to allow brands to create captivating content that deeply engages customers at scale, improving operational efficiency while retaining branding consistency and control.
- **WebFX** uses Gemini in Google Workspace to brainstorm content, write emails, and plan projects in order to save time and improve the quality of work.



## ***Creative Agents***

- **\*Bewe**, a Colombian digital transformation platform for small and medium-sized enterprises, has created an assistant with Google Cloud's generative AI that helps businesses in the region improve customer management and loyalty, increasing conversions and user satisfaction.
- **\*Birdie.ai** Transforms customer feedback into insights for companies, with generative AI providing the support they need to take action. With this technology, the company has saved 3.5X more per text processed, and reduced data analysis time.
- **Bosch Digital**, one of Europe's leading technology and services companies, is leveraging Gemini models to make deeper connections with its global audiences: many business units have begun localizing marketing content for a diverse range of markets and demographics — saving time and costs.
- **ClearObject**, a developer of visual AI services, is using Gemini for Google Workspace to boost both external and internal content creation, exemplified by its marketing team crafting a targeted LinkedIn strategy with Gemini's assistance.
- **\*fal** is a generative media platform for developers, accelerating the inference of gen AI models to improve the speed in which content is generated. The fal team is working with Google Cloud to integrate its Veo 2 technology, empowering its users to create videos with realistic motion and high-quality output.
- **Higgsfield.ai** built a number of text-to-video apps for consumers, including Diffuse 2.0, which can combine users' photos, videos, and texts through AI models to create more realistic avatars.

- **\*Hunty**, a Colombian HR startup, automated, scaled, and streamlined its hiring processes with generative AI solutions, helping clients improve candidate interviews and selections, and facilitating hiring.
- **Jasper** trains its suite of creativity-, writing-, and marketing-focused AI models on Google's AI infrastructure, delivering on-brand, data-optimized assets faster and at scale to teams large and small.
- **\*Nerdmonster** used Vision AI and Vertex AI to analyze and categorize images and videos published on consumers' digital channels. Now, the retail intelligence provider can then identify objects, scenes, emotions, and texts, generating insights that help large retail chains and franchises optimize campaigns and identify opportunities.
- **\*Pix Force** is part of the visual inspection sector and is investing in gen AI to collaborate on around 80% of document reading services. The company reduced the time to read documents and personal authorizations from three days to 15 minutes.
- **\*Scaleup** has created an AI-based technology that transcribes video lessons and generates subtitles in up to seven languages. This innovation improved content absorption and reduced student dropout rates before the end of the course by 17%.
- **\*Trakto** has launched a platform that uses generative AI to automate ad creation at scale. The initiative allows for quick text generation and text-to-speech conversion, providing customers with a complete and scalable marketing solution. Brazil, Technology.
- **\*Typeface** enables users to automate marketing workloads and across teams with its Arc Agent, which supports marketers with campaign

performance, creative content creation updates, and audience optimization.

- **Urmobo**, a mobile-device management platform, created a virtual agent, Odin, that significantly improved user experience and reduced support tickets by enabling clients to interact with the platform using natural language.



## ***Code Agents***

- **accessiBe** develops technological solutions that help businesses do the very best they can to tackle web accessibility. Google Cloud AI helps accessiBe streamline its development process, reducing time-to-deploy by 5X; accessiBe's solutions, accessWidget and accessFlow, run on a 100% serverless environment and improve the accessibility of over 23,000 business websites
- \***Ai2**'s full portfolio of open AI models are accessible on Vertex AI Model Garden.
- \***Anyscale**'s Ray compute engine has made it easier for developers to scale the most complex workloads such as multimodal data processing, model training, and inference across traditional and generative AI. Ray is built using GPUs and TPUs on Google Cloud, offering greater AI infrastructure flexibility to users.

- **\*Anysphere**, the startup behind the AI-powered code editor Cursor, is now using Anthropic's Claude models on Google Cloud to scale its AI coding assistant to more developers.
- **Arize AI** leverages Google Cloud technologies like Google Kubernetes Engine and BigQuery to scale its AI observability and LLM evaluation platform, enabling businesses to effectively manage and deploy AI applications. As a result, Arize AI has experienced significant growth and is able to support the increasing demand for its platform.
- **\*Box** is already leveraging Gemini 2.5 to deliver more sophisticated, higher-value applications.
- **\*Canonical** collaborated with Google Cloud to optimize Ubuntu as a trusted, AI-ready infrastructure, designed for sovereignty, scalability, and control, serving a range of data-intensive use cases.
- **Cognizant** uses Gemini and Vertex AI to assist in software development, improving code quality and developer productivity. By integrating Gemini into its internal operations and platforms, Cognizant aims to enhance insights, optimize processes, and improve user experiences.
- **\*Crew AI** is providing agent-building frameworks in Vertex AI, so organizations can streamline workflows across industries with powerful AI agents.
- **\*HydroX AI**, part of the Google for Startups Cloud AI Accelerator, automate risk evaluation and compliance for gen AI models, helping to prevent unintended consequences and harmful behaviors so businesses can fully harness AI potential without sacrificing safety.



- **\*Instalily**, part of the Google for Startups Cloud AI Accelerator, is building a vertical AI agent platform that can build and operate entire teams of specialized AI agents that help automate B2B workflows across various departments.
- **\*Kahuna Labs**, part of the Google for Startups Cloud AI Accelerator, is building the industry's first AI platform purpose-built for technical product support.
- **Labelbox** has built a fully managed AI model evaluation solution directly integrated into the Vertex AI platform, allowing Google Cloud users to seamlessly launch human evaluation jobs and set specific criteria for evaluation, such as question-answering and summarization; this eases and accelerates the ability to deploy human-in-the-loop AI systems with higher levels of trust and authority.
- **Linear**, a product development platform, built Similar Issues, a feature that uses AI to detect and prevent duplicate or overlapping tickets and ensures cleaner and more accurate data representation.
- **Magic** is building a developer platform with a 100-million-token context window, so organizations can upload extremely large code bases and more easily query and build on them using gen AI assistance.
- **Meta** has partnered with Google Cloud to offer its Llama models on Vertex AI. The Llama models prioritize accessibility, efficiency, and privacy, with a focus on responsible innovation and system-level safety.
- **\*NetApp** allows organizations to build AI agents with AgentSpace directly on their existing NetApp data — no data duplication required.

- **Pinecone** provides infrastructure for developers to build accurate, secure, and scalable AI applications, allowing companies to easily ground gen AI apps in their proprietary data for use in AI search, retrieval-augmented generation, coding agents, and more.
- **Quantiphi** saw developer productivity gains of more than 30% during its Code Assist pilot.
- **Replit** developers will get access to Google Cloud infrastructure, services, and foundation models via Ghostwriter, Replit's software development AI, while Google Cloud and Workspace developers will get access to Replit's collaborative code editing platform.
- **\*Safe Superintelligence** is partnering with Google Cloud to use its TPUs to accelerate its research and development efforts toward building a safe, superintelligent AI.
- **Snorkel AI**, an AI application development company, uses Google Cloud to deploy Snorkel Flow, a data-centric platform that accelerates AI application development by up to 100 times. This platform makes AI development easy by reducing AI development time, labeling data in minutes, and adapting to data changes without manual relabeling.
- **Turing** is customizing Gemini Code Assist on its private codebase, empowering its developers with highly personalized and contextually relevant coding suggestions that have increased productivity by around 30% and made day-to-day coding more enjoyable.
- **Weights & Biases**, a creator of AI tools for developers, created W&B Weave, a lightweight toolkit to track, evaluate, and debug gen AI applications built with Gemini, so teams can confidently go from demo to production.

- **\*Writer** builds and trains over 17 large language models that scale up to 70 billion parameters for custom AI models using Google Cloud and NVIDIA.



## ***Data Agents***

- **180 Seguros** is powering its data management platform for employees with Google Cloud AI and BigQuery to improve operational metric tracking, allowing for 3X faster query times.
- **Addy AI** is helping mortgage lenders and banks automate their lending processes with custom AI models trained on Vertex AI. For example, the platform can extract loan opportunity details from lengthy email threads with numerous attachments.
- **\*Agromai** uses a unified platform, powered by Google Cloud, to provide financial institutions and insurers with highly accurate risk analysis of agricultural plots. Using AI models, the company has realized significant performance gains and can now classify up to 10 million hectares per day.
- AI21 Labs has partnered with Google Cloud to bring the power of the Jamba 1.5 Model Family to Vertex AI. This integration offers enterprises models designed to excel in high-demand tasks like summarization, reasoning, and creative content generation.
- **\*Aluga Mais** uses Vertex AI to analyze data and create a financial profile of its customers, checking civil and criminal proceedings, financial behavior, and income to the bureaucracy of the rental market in Brazil. With

Document AI and BigQuery, the startup has also reduced the time for registration analysis from 90 minutes to just 24 seconds.

- **Anthropic** has partnered with Google Cloud to offer its Claude models on Vertex AI Model Garden. This provides organizations with more model options for intelligence, speed, and cost-efficiency.
- **\*Arquivei**, which helps manage electronic tax documents quickly and securely, uses Google Cloud gen AI to discover insights and relevant data from a large volume of accounting data, as well as gaining the ability to convert tax reports into insights.
- **\*Atlantia.ai**, a Mexican startup, is using Vertex AI and Vertex AI Search to build a platform allowing users to compare product offers in real-time based on preferences and location.
- **Birdie.ai** specializes in customer feedback analytics that provides actionable insights to companies. Using Gemini 1.5 Flash and Vertex AI, Birdie achieved a 9% improvement in model accuracy to attain a 96% accuracy rate while reducing the processed unit costs by 15%.
- **Bosch SDS**, which supplies technology and services globally, has integrated sustainability into its core operations. Using Google Cloud Kubernetes, BigQuery, and Firebase to manage and scale solutions, build an AI-based cognition engine, and provide real-time alerts, Bosch SDS reduced energy costs by 12%, improved indoor comfort, and better usage of renewable energy.
- **Climate Engine** and **Robeco** are using AI and geospatial technologies with their scientific expertise and investment knowledge to inform how publicly traded companies' actions impact biodiversity.

- **\*Cohesity** is integrating with Agentspace to provide employees with greater data discovery for better decision-making, while also increasing security.
- **Collato**'s Vertex AI-powered assistant allows users to instantly transform raw information, including audio recordings, text, and images, into structured, polished documents, enabling users to create documents, such as requirements documents and user research summaries, in a matter of seconds.
- **Contextual** is working with Google Cloud to offer enterprises fully customizable, trustworthy, privacy-aware AI grounded in internal knowledge bases.
- **\*Elastic**, a leading search analytics company, partnered with Google Cloud to help SREs and SecOps use gen AI to interpret log messages and errors, optimize code, write reports, and even identify and execute a runbook.
- **\*Eon.io**, a startup focused on instant cloud backups and autonomous posture management, has begun working with Google Cloud through its partnership with Lightspeed Capital, adding new AI search capabilities to its platform.
- **Essential AI**, a developer of enterprise AI solutions, is using Google Cloud's AI-optimized TPU v5p accelerator chips to train its own AI models.
- **fileAI** leverages proprietary AI to automate the processing of any file end-to-end directly into any system without manual intervention. Built for finance, logistics, and insurance teams, fileAI's AI workflows unlock unstructured data in 90% less time, saving users up to 80% in costs.

- **\*Guane**, a company dedicated to process automation and data analysis, uses generative AI to extract data from legal and logistical documents, and to customize solutions according to each client's needs.
- **\*Hebbia**, the AI platform for knowledge work, has integrated Gemini models into its Matrix platform, which helps organizations build AI agents capable of working across all of their data.
- **Hugging Face** is collaborating with Google across open science, open source, cloud, and hardware to enable companies to build their own AI with the latest open models from Hugging Face and Google Cloud hardware and software.
- **\*Humanizadas** specializes in data intelligence for companies and used Gemini to automate the classification of online comments as toxic or those that identify people; it also optimized the extraction of information from PDFs. These have reduced the time required for these operational processes by 95%.
- **\*Infosys**, a global leader in next-generation digital services and consulting, optimizes digital marketplaces for a leading consumer brand manufacturer on Google Cloud, providing actionable insights on inventory planning, promotions, and product descriptions.
- **Inteligencia AI** is using AI models to research novel new drugs, relying on Google Cloud's AI-optimized infrastructure to deliver scalable research that is accurate and transparent to meet the stringent needs of medicine.
- **Kakao Brain**, part of Korean technology company Kakao Group, has built a large-scale AI language model that is the largest Korean language-specific LLM in the market, with 66 billion parameters. The company also developed a text-to-image generator called Karlo.

- **Mistral AI** has partnered with Google Cloud to offer its range of models — including Codestral for code generation and Mistral Large 24.11 for complex tasks like agentic workflows — on Vertex AI.
- **Naologic** utilizes AI to integrate with and optimize a company's existing platforms, automating business processes and generating unique source code for each customer. This results in improved query response times, enhanced scalability, and the ability to build customized RAG applications with reduced engineering effort.
- \***NVIDIA** is offering Google Distributed Cloud with Gemini on its NVIDIA Blackwell processors, along with NVIDIA Confidential Computing, making AI available at the edge in new ways for regulated industries and countries.
- \***OpenText** offers its managed services on Google Cloud, enabling users to quickly find fast, accurate answers to inquiries that span a broad set of business domains, such as DevOps, customer service, and content management.
- \***Oracle** has now integrated the full range of Oracle Database services, running on OCI, with BigQuery, Gemini, and Vertex AI.
- **Persistent Systems** has developed FinSight, a tool for analyzing financial documents Form 10-K or investment prospecta, allowing users to query the documents using natural language facilitated on Gemini models.
- \***StarCloud**, part of the Google for Startups Cloud AI Accelerator, wants to transform the paradigm of hyperscale data centers, enabling the future of AI by providing the largest training clusters on data centers in space.
- \***Story**, a purpose-built intellectual property blockchain, is working with Google Cloud to use its Web3 services and infrastructure to bring new

capabilities to developers on its platform.

- **\*SuperSign**'s platform facilitates digital contract signing processes with Gemini, as well as creating solutions focused on contract summaries and comparisons, opening up new opportunities in the market.
- **\*Teradata** helps analyze, categorize, and summarize customer inquiries or complaints by using Google Cloud's multimodal capabilities to process text and voice data, identify key trends, and uncover actionable insights to enhance customer loyalty.
- **\*ThoughtSpot** uses its AI agent — Spotter — to empower customers to do deep data analysis using autonomous analytics capabilities and an AI-powered chat interface.
- **\*Zippedi**, a Chilean data capture platform, uses Google Cloud's gen AI to power its robots and deliver real-time insights to its customers. These AI-powered robots store and process information to generate insights that optimize decision-making.



## ***Security Agents***

- **Anjuna Security**, a leader in Confidential Computing, is partnering with Google Cloud to enable the secure and trustworthy use of enterprise AI workloads in the cloud. Leveraging Confidential VMs on C3 machines with Intel TDX technology, the solution ensures that data, code and models



remain protected at all times — even during processing — eliminating risks of unauthorized access and tampering.

- **AppOmni** harnesses the diverse capabilities of Vertex AI in its gen AI-powered security companion, AskOmni, to provide deeper intelligent contextual security assessments to help customers manage SaaS security more efficiently.
- **Behavox** is using Google Cloud technology and LLMs to provide industry-leading regulatory compliance and front office solutions for financial institutions globally.
- **Broadcom** is modernizing its infrastructure and building a scalable and secure platform for growth, including SymantecAI, powered by Vertex AI, to provide better security monitoring and Zero Trust protection.
- **Exabeam** has built a gen AI copilot for security analysts into its New-Scale Security Operations Platform.
- **NetRise** developed Trace to provide software supply chain security by introducing AI-powered intent-driven searches; these allow users to search their assets based on the underlying motives or purposes behind the code and configurations, rather than solely relying on signature-based methods.
- **NewPush**, a cybersecurity company, uses Google Workspace to significantly improve efficiency and security. Gemini automates time-consuming tasks like threat research and content creation, saving analysts 12 hours a week, allowing employees to focus on more strategic work.
- **Palo Alto Networks** is using Gemini to create a grounded AI assistant for 24/7 security platform support in order to improve agent efficiency and

response time; grounding the assistant in organizational data and security protocols has greatly improved the accuracy of responses.

- Palo Alto Networks's Cortex XSIAM, its AI-driven security operations platform, is built on more than a decade of expertise in machine learning models and the most comprehensive, rich, and diverse data store in the industry.
- **\*Rapid7** worked with Ask AI to implement Gemini models for more efficient cybersecurity support, delivering a 30% decrease in case handling times and a 35% increase in agent capacity for better customer experiences.
- **Securiti AI** has pioneered AI risk management and security with its Data + AI Command Center, a centralized platform that enables the safe use of data and gen AI, providing unified data intelligence, controls, and orchestration across hybrid multicloud environments.
- **\*Spot AI**, a video AI startup, transforms passive security cameras into AI agents for improving security, safety, and operations in industries like manufacturing, retail, hospitals, construction and more. The team is using Google Cloud to power Iris — its new interface for building custom video AI agents.
- **\*Thales** is developing a global Security Operation Centre platform based on Google Cloud cybersecurity technologies and expertise, including Google Security Operations platform, VirusTotal, and Mandiant Threat Intelligence, all powered by gen AI.
- **Transparently.AI**'s Manipulation Risk Analyzer generates highly accurate risk reports for any organization — and for any financial year — within seconds, using AI algorithms to dig deep into large financial data sets, unearthing accounting red flags that the human eye might miss.

- **\*Unico**, a Brazilian technology company that validates people's real identities to ensure data privacy, puts Google Cloud's AI technologies at the core of some of its data protection solutions to help manage scale and security.
- **Wiz**, an Israeli cloud security startup, helps security teams empower its data teams to deploy more useful AI applications faster and more responsibly; the startup created a Vertex AI integration that helps monitor and manage the security risks associated with running AI models.



# Telecommunication

*Telecommunications*



## ***Customer Agents***

- **Bell Canada** has built customizable contact center solutions for its business customers that offer AI-powered agents to address callers, and Agent Assist, which listens when a human agent is on, offering suggestions and sentiment analysis. AI has contributed \$20 million in savings across customer operations.
- **Telecom Italia (TIM)** implemented a Google-powered voice agent to address many customer calls, increasing efficiency by 20%.



## ***Employee Agents***

- **TELUS** has democratized access to AI across the organization, creating a sandbox of internal gen AI tools with built-in privacy and security controls. Whether analyzing complex reports and legal documents, improving field operations, or troubleshooting IT issues, more than 50,000 TELUS team members regularly use AI in their daily tasks and report saving an average of 40 minutes per process.
- **\*TIM Brasil** uses Google Cloud gen AI to transcribe audio of calls made for customer service, and then classify, summarize, and qualify the customer's demand with increasing precision. The solution assists agents with their work and provides feedback to the team on best practices
- **Verizon** is using gen AI to help teams in network operations and customer experience get the answers they need faster.

- **Vodafone** uses Vertex AI to search and understand specific commercial terms and conditions across more than 10,000 contracts with more than 800 communications operators.
- **\*Vodafone** also worked with Quantexa to provide clear customer insights and actionable decision intelligence with a 360-customer view for improved service experiences, built on Google Cloud and Quantexa's Decision Intelligence platform.



## ***Code Agents***

- **Nokia** leverages Vertex AI and Gemini 1.5 Pro to enhance its Network as Code platform, enabling developers to create 5G applications faster with enriched AI capabilities. This collaboration targets various industries, starting with healthcare, to improve telehealth experiences and promote innovation within Google Cloud's developer community.



## ***Data Agents***

- **BT Group** is taking advantage of AI to deliver democratization of data for enhanced customer experience and security. Getting things done faster and with greater productivity has become a steady state.

- **Cox 2M**, the commercial IoT division of Cox Communications, has reduced the time to insights for non-technical users by 88% with natural-language chat and gen AI using Gemini and ThoughtSpot.
- **Orange** operates in 26 countries where local data must be kept in each country. They are using AI on Google Distributed Cloud to improve network performance and deliver super-responsive translation capabilities. Watch session to learn more.



## ***Security Agents***

- **\*Vertiv** is detecting 3x the number of cyber events and closing investigations 50% faster by using the AI-powered Google Security Operations platform.
- **\*Vodafone** used Vertex AI along with open-source tools and Google Cloud's security foundation to establish a robust, data-driven AI security governance layer that serves more than 50,000 internal customers.

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