



Product Brochure

Unlock Deeper Insights: Google Cloud's BigQuery Omni

Harness the power of analytics across clouds with unprecedented flexibility and efficiency. In today's multi-cloud world, accessing and analyzing data scattered across various platforms presents a significant challenge. Google Cloud's BigQuery Omni revolutionizes your data strategy by providing a single pane of glass for analyzing data stored in Google Cloud, AWS, and Azure, **without moving the data**.

Key Features & Capabilities: * **Unified Analytics:** Query data residing in Google Cloud Storage, Amazon S3, and Azure Blob Storage using standard SQL, eliminating the need for complex ETL processes.

* **BigQuery's Proven Performance:** Leverage BigQuery's renowned speed, scalability, and cost-effectiveness for analyzing massive datasets, regardless of location.

* **Secure and Compliant:** Benefit from Google Cloud's robust security infrastructure and compliance certifications, ensuring the protection and governance of your data across clouds.

* **Pay-as-you-go Pricing:** Optimize costs with BigQuery's on-demand pricing model. Only pay for the queries you run, eliminating the need for dedicated infrastructure.

* **Integrated with Google Cloud Ecosystem:** Seamlessly integrates with other Google Cloud services like Data Studio for visualization, Vertex AI for machine learning, and Cloud Functions for automation.

Target Customers & Use Cases: BigQuery Omni is ideal for:

- * **Enterprises with multi-cloud deployments:** Gain a holistic view of your data landscape and unlock insights regardless of where your data resides.
- * **Data-driven organizations:** Accelerate data analysis and reduce the time it takes to generate actionable insights.
- * **Businesses seeking cost optimization:** Eliminate data movement costs and reduce infrastructure overhead.

Competitive Advantages & Unique Value Proposition: BigQuery Omni stands out from other multi-cloud analytics solutions by offering:

- * **Direct querying of data:** Avoid costly and time-consuming data replication.
- * **BigQuery's unparalleled performance:** Achieve faster query results compared to native cloud data warehousing solutions.
- * **A fully managed and serverless environment:** Focus on insights, not infrastructure management.

Key Metrics: * **Query latency:** Up to 5x faster query execution compared to traditional data warehousing solutions.

* **Cost savings:** Up to 50% reduction in data warehousing costs through pay-as-you-go pricing and elimination of data movement.

**Unlock the true potential of your data, regardless of its location. Contact

your Google Cloud representative today to learn more about BigQuery Omni.**