



Appier: Facilitating multinational team collaboration with instant translation powered by AI

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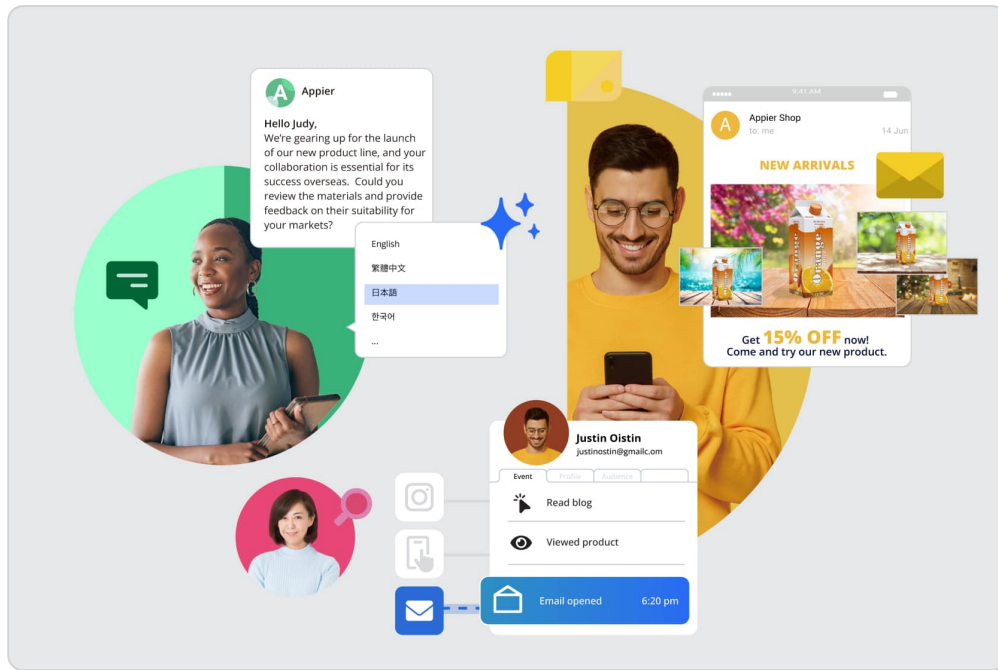
GOOGLE CLOUD RESULTS

- ✓ Enables instant translation feature integrated with team communication platform with [Translation AI](#)

Using the AI capabilities of Google Cloud to translate text swiftly, Appier can accelerate collaboration within its multilingual team.

Artificial intelligence (AI) is becoming indispensable to today's business operations. A [survey](#) conducted in 2024 shows that more than 80 percent of companies have adopted AI, with 92.1 percent of them reporting significant benefits from AI use.

However, the barriers to AI adoption are still high. According to the same survey, more than three quarters of business executives find implementing AI in their organizations challenging.



[Appier](#) is dedicated to democratizing AI to power business decision-making. Founded in 2012, the Taiwanese SaaS company provides AI-powered marketing and advertising solutions that are adaptable to a wide range of industries and markets. Its expertise in AI adoption has been proven by its rapid business expansion. Starting as a startup in Taiwan, Appier has evolved into a multinational company with 17 offices across Asia Pacific, the US, and Europe working with more than 1,800 global brands and agencies.

“We want to make AI solutions accessible for enterprises across industries to easily achieve their marketing goals,” says Chia-Yung Su, Chief Information Officer at Appier. “Our comprehensive AI SaaS solutions are constantly upgraded using the latest technologies. Integrating decision-making AI with generative AI in the advertising and marketing field is what gives us a competitive edge.”

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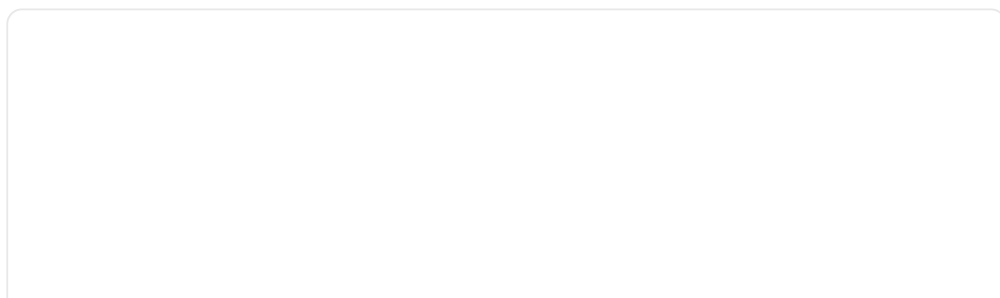
To provide industry-leading AI solutions, Appier is always seeking the best tools on the market for service and operations optimization. In March 2024, the SaaS provider wanted to leverage generative AI to facilitate communication within its multinational and multilingual team. After assessing different offerings, Appier chose to employ the AI solutions of [Google Cloud](#) for higher collaboration efficiency.

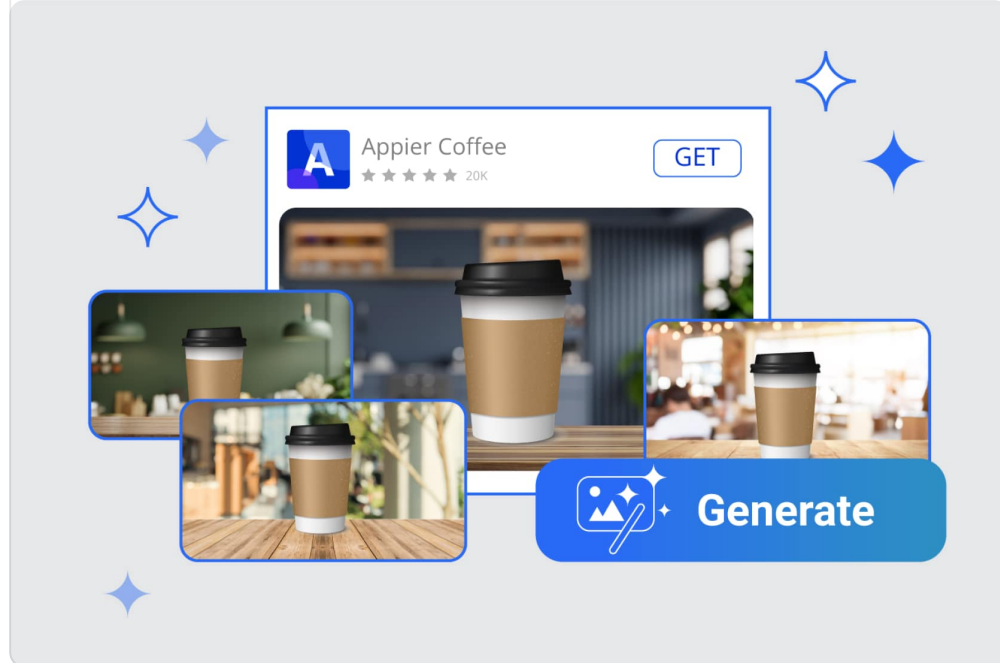
“We needed excellent generative AI capabilities to improve our internal collaboration,” explains Su. “Our assessment showed that the AI tools of Google Cloud performed well in generating quality translation. On top of that, they can be quickly put into production with minimal development effort.”



Streamlining multilingual team collaboration with Translation AI

Appier has 17 offices across Asia Pacific, the US, and Europe, which means that its employees speak many different languages and mostly use written messages for communication because of time differences. To ensure that they write and read messages correctly, Appier’s non-native English speaking employees highly rely on translation tools. Before adopting Google Cloud, they needed to copy-paste text between Appier’s team communication platform and the translation tool they used. Now, Appier has integrated [Translation AI](#) with its team communication platform through [Cloud Translation API](#), allowing its employees to instantly see translation along with the original text in the same window, greatly enhancing its multilingual team’s collaboration efficiency.





“Translation AI delivers a more accurate and natural translation in our business context, and the fact that it can be easily integrated with our team communication platform further enhances the benefits,” notes Su. “Our multinational team members can now easily exchange ideas in their respective mother tongues and realize better collaboration.”

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Chief Information Officer, Appier

Furthermore, Translation AI also helps Appier accelerate its development work. As all data in Google Cloud is encrypted and stored securely, Appier no longer needs to worry that its confidential information will be leaked through third-party translation platforms. With clear documentation, Appier’s engineers only spent a short time building the proof of concept of the built-in translation feature, allowing them to put more effort into optimizing user experience.



Enabling seamless team collaboration with generative AI

Su says, “The industry-leading AI capabilities of Google Cloud have helped us effectively improve our team collaboration. As AI technology evolves and the quality of the translation it generates improves, we’ll be able to further optimize the collaboration of our multilingual team and help our customers achieve excellent marketing results.”



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Founded in 2012, **Appier** is a SaaS company offering AI marketing and advertising solutions that are adaptable to a wide range of industries and markets. With a goal of democratizing AI to power business decision-making, Appier serves more than 1,800 enterprise customers and has 17 offices across Asia Pacific, the US, and Europe.

Industry: Software and Internet

Location: Taiwan

Products: [Translation AI](#)

About Google Cloud partner — [Cloud Ace](#)

[Cloud Ace](#) is a one-stop solution provider for businesses, and a Google Cloud partner. Their services include design, migration, operations, maintenance and training for cloud technologies.

GOOGLE CLOUD PARTNERS

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Modern Infrastructure Cloud	See all products	Application modernization	Google Cloud quickstarts	Become a Partner
Multicloud		Smart analytics		Events
Global infrastructure		Artificial Intelligence	Google Cloud Marketplace	Podcasts
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Analyst reports		Productivity & work transformation	Support	Press Corner
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