Winning Data Analytics Opportunities in FY24

NORTHAM Google Cloud Sellers: This is a high level overview to help you identify, accelerate and win Data Analytics Sales opportunities in North America

Customer Challenges in Data Analytics

Building and implementing a data analytics strategy and platform can be a daunting task for businesses. A recent study by Harvard Business Review highlights the challenges that businesses face in delivering value from their massive amounts of data with on average less than 20% of companies getting advanced analytics and models going into production. Common challenges include:

- **Data silos:** Data is often siloed in different departments and systems, making it difficult to get a holistic view of the business. Data is then copied over and over again leading to compounding security and governance issues.
- **Data quality issues**: Data can be inaccurate, incomplete, or inconsistent, making it difficult to trust the results of data analysis.
- **Changing business priorities:** Business priorities can change quickly, making it difficult to develop and implement a long-term data analytics strategy.
- **Inability to provide access to data across the entire company:** Getting relevant data in the hands of business decision makers across the company requires a platform that can scale with an affordable cost structure. Legacy platforms failed at this due to limited hardware and software capabilities.
- **Scalability:** Data is flowing faster and in higher volume than ever before. Companies need to adapt to handle real-time information to take advantage of market opportunities

These challenges are not insurmountable, but they must be addressed in order for your customers to successfully build and implement a data analytics strategy. By understanding the challenges and partnering closely with Google cloud your customer can take steps to address them and increase their chances of success.

Solving these challenges with Google's Data Analytics Platform

Google Cloud's data analytics platform can help your customer address these challenges as well as help them get ready for the world of GenAI. Our platform's broad range of solutions including:

- **Data governance tools:** These tools help companies manage and govern their data, ensuring that it is accurate, reliable, and used in a way that is consistent with the company's privacy and security policies. Our unified platform can help companies discover duplicated data, understand the lineage of the assets as well as the quality of the underlying data.
- **Improve decision-making:** With Google Cloud's data analytics tools, they can gain insights from your data that they never thought possible. This information can help you make better decisions about their business, such as which products to sell, where to open new stores, and how to allocate their marketing budget.
- **Reduce costs and increase efficiency:** Google Cloud's data analytics solutions can help your customers dramatically reduce costs by leveraging Google's superior technology, scalability and security. Companies today have a wide variety of data including structured and unstructured and making sense of this can be difficult and costly. Our unified platform, powered by BigQuery, can process vast amounts of data quickly and cost effectively.

- **Solid data foundation for AI:** AI is on everyone's mind and a key to transforming your customers business with GenAI is having a data platform that you can trust, scales to meet the demand and is built with AI in mind from the ground up. Our data analytics platform is truly differentiated and allows you to bring AI to your data without copying, replicating or duplicating storage. We make integrating AI insights into your data easy and cost effective so you can focus on catching the AI wave and not the infrastructure.

- **Create conversational experiences with business data**: Google Cloud's data analytics solutions enable organizations to leverage the power of a unified platform to deliver conversational interactions with data, to extract insights without the need for data science skills.

How to Win More Opportunities with Data Analytics

If you want to win more opportunities and get them deployed quickly, you need to leverage tried and tested solutions that can be executed at scale with sales plays. We have curated learnings from across North America to help you:

1. **Identify your customers' business goals.** Leveraging Solution-Store can help you identify past purchases, press releases, job postings and customer challenges to help you prioritize which solutions to engage for your customer's business needs.
2. **Understand the packaged solutions.** Our product teams have created solutions to help your customers address common challenges with building a modern data platform. With your help we have curated assets in the form of sales playbooks to help you scale your selling. Leveraging the repeatable plays outlined in **this document** and presentation will help you access people, offers and programs to help you win.
3. **Subject matter experts.** You have direct access to business and technical experts who can help you pitch the solutions to your customers and run the sales plays jointly with your team.
4. **Resources to help you hunt.** We have created virtual and in-person events, demand generation emails and enabled our BDR team to help you uncover new opportunities at scale within your customer list
5. **Programs to help you accelerate.** We offer programs, often which are free to your customer, to help you engage your customer with the right resources so you can quickly move opportunities from Stage 1 to Stage 3.
6. **Curated partners who can help you deploy.** We have selected strategic ISV, GSI and RSI partners to help you deploy solutions within your customer environments. These partners are plugged into the solutions and sales plays, have been trained and even can leverage templated statements of work to allow for rapid execution.
7. **Leverage golden pitches, Demos and Decks.** In close partnership with product teams, NATT and Global solutions we have curated Golden Pitch decks for Data Analytics alongside compelling executive Golden Demo's and CE Golden Demo's - be sure to leverage these in your sales play content.

Solution: Data Platform for AI

Summary: Previously known as “Analytics Lakehouse " this solution area provides several use cases to help you win the core data analytics platform with your customer. This platform is built around the Bigquery Suite set of technologies.

Business challenge: A solid data analytics strategy is critical to drive successful business outcomes. CEOs, CIOs, and CDOs continually highlight the importance of becoming a more data-driven organization and aligning data analytics with business strategy.

Executing on these two areas is increasingly difficult if companies choose a wide variety of niche products that are not tightly integrated, scalable, cost-effective, or easy to manage, govern, and secure.

Solution: We provide a data platform built for AI to assist companies with digital transformation. The platform can migrate data from existing appliances, other cloud solutions, or unstructured stores. It is integrated, scalable, and cost-effective.

Use Case: EDW Migration

Summary: An Enterprise Data Warehouse (EDW) is a central repository of structured data used for decision-making. It stores data from a variety of sources, such as transaction systems, CRM systems, and ERP systems. The data is cleansed, transformed, and stored to make it easier to analyze and report on.

Over time, the amount of data stored in EDWs has grown exponentially. This has led to performance issues and a reduced ability to share and act on the data. To address these challenges, customers are moving their EDWs to the cloud and replacing old technologies with solutions that meet their current business needs.

Here are some of the benefits of moving an EDW to the cloud:

- **Increased scalability:** The cloud provides a scalable platform that can accommodate the growing amount of data. This will allow customers to make better decisions based on more data based on both 1st party and 3rd party datasets.
- **Improved price to performance:** The cloud can provide better price to performance than on-premises EDWs.
- **Advanced analytics**: A cloud EDW can allow a company access to advanced tooling and capabilities such as AI and ML to gain even more differentiated insights across their data estate.
- **Real-time insights:** A comprehensive cloud based solution allows users to get insights from their data in real time instead of waiting days for refreshed data.

By moving their EDWs to the cloud and replacing old technologies with solutions that meet their current business needs, customers can improve their ability to make informed decisions.

The next section gives you examples of common source technologies, how you should position our platform and resources available to help:

Teradata migration

Summary: Teradata is expensive and most installations are on-premise appliances that are being phased out. Customers face a tough choice on whether to stay with an end-of-life technology or move to BigQuery. Teradata is limited in its capabilities compared to BigQuery and is not integrated with Generative AI and machine learning. Teradata cannot scale as well as BigQuery and our performance is significantly better over large data sets.

Business benefits: Customers migrating from Teradata realize several business benefits:

- **Reduced cost** - Teradata installations often cost millions of dollars to acquire and specialized teams to support
- **Secure and scalable access to everyone** - Because Teradata is limited in its ability to scale, access to these resources are limited by design. This means your customers' business units often have to wait for IT resources to get access to data and new projects are limited by existing capacity and budget.

There are several internal and public customer case studies and references who have achieved the benefits of migrating from Teradata to BigQuery include:

- **Home Depot**: (Link) - THD's legacy Teradata warehouse contained 450 terabytes of data and was limited in the amount it could store due to hardware and licensing costs, by migrating to BigQuery they are able to:
    - Store and process 15 petabytes with less cost dramatically improving decision-making
    - Integrate new datasets like website clickstream and add years of historical data which has allowed them to build customized customer experiences.
    - Save significant money, stored 20x data and vastly outperforms the previous Teradata implementation:

	On-premises time	BigQuery time	Reduction %
Supply chain use case	8 hours	5 minutes	**99%**
Finance use case	14 days	3 days	**78%**
Customer order use case	9 hours	12 min	**98%**
Store performance dashboard use case	51 sec	2 sec	**96%**
Sales analysis use case	120 min	20 min	**83%**

- **Walmart:**(Link) Walmart migrated Teradata and Hadoop workloads to BigQuery:
    - Reducing processing time by 75%.
    - Can now close financial books in 3 days vs 5
    - Optimize Express Delivery routes and even predict produce waste.
    - Walmart can now leverage Google's data platform to power AI/ML, computer vision, inventory management, and customer service initiatives.

- **Paypal:**(Link) PayPal moved payments to the cloud:
    - Reducing the time to add new capacity from 3 months to hours.
    - Can now adjust for traffic changes without the cost of maintaining infrastructure, and

experienced significant cost savings for holiday provisioning.
    - Can now process over 1,000 payments per second during peak traffic times.
    - Platform provides access for 30 to 35 million users in the US without access to banking and millions of people around the world underserved by the financial community with plans to expand to a billion users a day.

Teradata migrations can be great opportunities and we recommend you follow this approach:

1. **Find your targets** - Start with the Teradata Migration Target dashboard to understand who might be using Teradata within your customer base
1. **Review the Teradata migration play** - [Check out this 5 minute quickstart] - This guide will quickly help you get up to speed. You can also review the Teradata migration site to gather details on relevant workshops, partners and assessment offerings for you to leverage.
2. **Engage an expert -** Ravi Bhaskaran is a GTM specialist focusing on Teradata migrations to Bigquery. Ravi can help you with your initial Teradata migration customer pitch, free assessment, workshops and proposals. Support from both GTM and NATT can be delivered via the http://goto.google.com/new-er process. Our Cloud Value Advisor team (CVA) with Joyeeta Banerjee can also help you build the business case for Teradata migrations.
3. **Understand the competition:** Customers may also be considering Teradata Vantage which allows for migration from on-premise to a hosted solution on GCP. If your customer wants to stay on Teradata's engine be sure to partner quickly with the Teradata team to win this workload on GCP with Teradata Vantage. Also be aware that Databricks and Snowflake are also aggressively pursuing these opportunities. If you find yourself in a competitive scenario for this workload, ask for help through the go/new-er process.
4. **Conduct a proof of concept** - We have identified several key partners, outlined in the sales playbook which will help you conduct an assessment and proof of concept. We have also constructed standard SOW's for your partners and have specialized PSO resources available to help you win.

Snowflake migration

Customers on AWS looking to get started with cloud data warehousing often choose Snowflake. Snowflake is easy to get started with and is multi-cloud. Customers who have had challenges with AWS Redshift have also moved to Snowflake. Snowflake is a VM-based data warehouse solution with limited AI/ML capabilities.

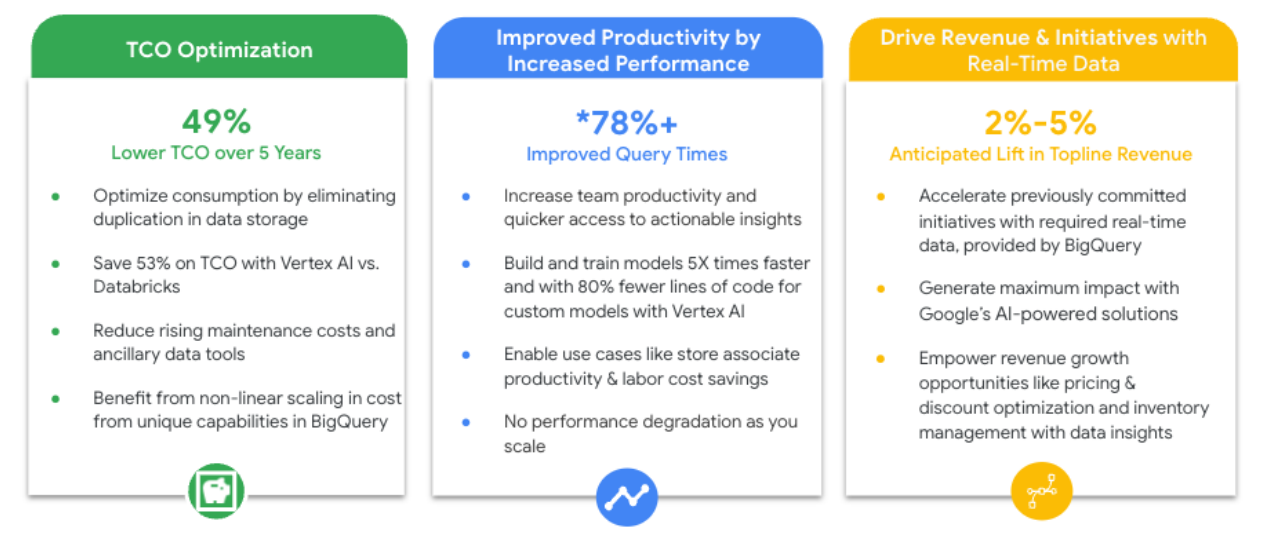
Snowflake customers are often pressured to pre-purchase credits and often run out of those credits leading to cost overrun and price predictability issues. If your customer is coming up for renewal or is not satisfied with the Snowflake solution you should offer a free migration assessment and for large opportunities a pre-funded Rapid Proof-of-Value engagement

Business benefits: Customers migrating from Snowflake realize several business benefits:

- **Reduced cost**: Customers experience an exponential cost growth after 18 months of Snowflake usage. We have consistently observed customers realizing lower cost and increased performance when migrating from Snowflake to BigQuery..
- **Machine learning:** With integrated SQL based Machine learning, BigQuery ML lets you create and run machine learning (ML) models by using GoogleSQL queries. It also lets you access LLMs and Cloud AI APIs to perform artificial intelligence (AI) tasks like text generation or machine translation.

There are several internal and public customer case studies and references who have achieved the benefits of migrating from Snowflake to BigQuery include:

- **Albertsons**: Albertsons was one of Snowflake's largest retail customers and was mentioned in several press releases and listed on their public website. This win is one of the largest Snowflake takeouts in GCP history and also represents a significant shift in our momentum against Azure. Albertsons was experiencing rapid cost growth from Snowflake without any measurable incremental business value. Moving from Snowflake to BQ, the customer is seeing:



- **Veoride**: Veo provides millions of shared bike and scooter rides in 50+ cities and universities across North America. The customer already had Snowflake but was looking for a platform for innovation that could help them improve their profitability. Innovation and cost optimization were the primary drivers customers decided to move to BQ from Snowflake. Account team focused on:
    - Showcasing eScooter companies usecases using BQ for geospatial , predictive demand planning

    - BQ Enterprise cost savings calculator & the improved performance on BQ
- **Trendyol [link]**: With the impact of COVID-19, Trendyol needed to be able to react quickly and cut off non-compliant products or suppliers to be able to meet sudden increase in demand. Trendyol chose BQ over Snowflake because of the following reasons:
    - Instant scalability. Given the variability in their analytical workload, this was a critical need so they could have capacity on demand to run the Monday morning reports.
    - Reduced operational costs. Since the retail business is seasonal, Trendyol needed to keep their costs low, in line with demand.
    - Uptime SLAs. Their analytical platform needed to be highly available to meet business needs, especially in these critical times. BigQuery now offers a 99.99% SLA.
    - Backup and recovery. This is important so the team can look back in time, in case there are errors in processing.
    - Security. This is a key requirement for them, since they need to restrict access to personally identifiable information (PII) and sensitive data depending on roles.
    - Ease of use. It was very important that business users could transition to the new cloud data warehouse platform without a learning curve and could be productive immediately.

To pursue Snowflake migration opportunities we recommend the following steps:

1. **Find your targets** - This site will help you find your Snowflake migration targets https://goto.google.com/snowflaketobq
2. **Review the Snowflake migration play** - Review this site: http://goto.google.com/edw-snowflake which provides details on how to engage no cost rapid assessments and partner offerings. Building a business case is essential in this step and Bigquery can be on average 50% of the cost and 2x the performance
3. **Engage an expert** - Shahzad Salim is a GTM specialist focusing on competitive migrations including Snowflake to Bigquery and he can help you build a business case assessment with our Rapid POV offering which helps you engage with a specialized partner knowledgeable in Snowflake and BQ to highlight the advantages of our platform. Ask for help through the http://goto.google.com/new-er process. Shazhad specializes in snowflake compete and migrations to BigQuery.
4. **Conduct a proof of concept** - There are several pre-vetted and qualified partners to help you conduct an assessment and proof of concept for snowflake compete and migrations to BigQuery.. We have also constructed standard SOW's for your partners and have specialized PSO resources available to help you win.
5. **Understand the competition:** Customers may also be considering Databricks which has pre-built integration with several AWS 1st party tools. We deliver 30~60% savings in TCO according to ESG study while delivering additional capabilities like ML and AI. We can migrate from AWS with free data ingestion up to 1TB as well as packaged programs to move large data volumes at very low rates.

Redshift migration

AWS Customers typically start with Redshift as their first cloud data platform but often run into cost, performance and scalability issues. Redshift has high operational cost, requires large numbers of services around it making it difficult to maintain.In addition, Redshift does not include ML and AI capabilities that require licensing other products, creating data duplication and governance overheads.If your customer is coming up for renewal or is not satisfied with the Redshift solution you should offer a free migration assessment.

There are several internal and public customer case studies and references who have achieved the benefits of migrating from Redshift to BigQuery include:

- **xxx**: (Link) - THD's legacy Teradata warehouse contained 450 terabytes of data and was limited in the amount it could store due to hardware and licensing costs, by migrating to BigQuery they are able to:
    - Store and process 15 petabytes with less cost dramatically improving decision-making
    - Integrate new datasets like website clickstream and add years of historical data which has allowed them to build customized customer experiences.
    - Save significant money, stored 20x data and vastly outperforms the previous Teradata implementation:

To pursue these opportunities we recommend you:

1. **Find your targets** - This site will help you find your Redshift migration targets: go/redshifttobq
2. **Review the Redshift migration play** - Review this site: go/edw-snowflake which provides details on how to engage no cost rapid assessments and partner offerings. Building a business case is essential in this step and Bigquery can be on average 50% of the cost and 2x the performance
3. **Engage an expert** - [Shahzad Salim](mailto:shazzy@google.com) is a GTM specialist focusing on competitive migrations including Redshift to Bigquery and he can help you build a business case assessment with our Rapid POV offering which helps you engage with a specialized partner knowledgeable in Redshift and BQ to highlight the advantages of our platform. Ask for help through the go/new-er process.
4. **Conduct a proof of concept** - We have identified several key partners which will help you conduct an assessment and proof of concept. We have also constructed standard SOW's for your partners and have specialized PSO resources available to help you win.
5. **Understand the competition:** Customers may also be considering Databricks which has pre-built integration with several AWS 1st party tools. We deliver 30~60% savings in TCO according to ESG study while delivering additional capabilities like ML and AI. We can migrate from AWS with free data ingestion up to 1TB as well as packaged programs to move large data volumes at very low rates.

Netezza migration

IBM has announced an end of life for Netezza customers offering the install base a migration path to IBM Cloud locking the customers into the IBM ecosystem which is limited in platform capabilities to support the volume, velocity and variance of data sets that customers have to contend with today.

Business benefits: Customers migrating from Netezza realize several business benefits:

- **Reduced cost** - Netezza installations and maintenance including associated legacy ETL and BI are often very expensive to maintain with specialized teams to support. Several independent analyses have found that Google can help customers realize significant TCO benefits.
- **Secure and scalable access to everyone** - Netezza has inherent limitations in its ability to scale - For Ex - adding infrastructure levers - storage, compute nodes etc take several weeks and require immense planning. This means your customers' business units often have to wait for IT resources to get access to data and new projects are limited by existing capacity and budget.

There are several internal and public customer case studies and references who have achieved the benefits of migrating from Netezza to BigQuery include:

- **Seattle Children's Hospital (SCH)**: SCH's legacy Netezza EDW contained 150 terabytes of data and was limited in the amount it could store due to hardware and licensing costs. In addition, due to the inability of Netezza to store unstructured data they had built a Cloudera/Hadoop ecosystem. SCH faced challenges such as no integrated data dictionary and/or catalog, lacked scalability, low compatibility with data science tools and high administrative costs.

  By migrating to BigQuery they are able to:

  - Facilitate One single unified data platform to join both Structured and Unstructured data
  - Retrospective, near-time & predictive analytics at scale
  - Monitor, Report and Optimize true Operating Cost
  - Help accelerate data innovation at lower cost.
  - Accessibility to more modern and open source tool sets
  - Enterprise grade AI Platform with growth towards GenAI
  - High degree of RTO and RPO
  - Low administrative cost

- **CVS Health:** CVS's Retail arm migrated their legacy Netezza environment and are now able to -
  - Enterprise grade AI Platform with growth towards GenAI
  - High degree of RTO and RPO
  - Ability to integrate different domains of data with customer, campaign data in cloud
  - Modernize business critical applications by facilitating real time streaming analytics.

Netezza migrations offer great opportunities and we recommend you follow this approach:

2. **Find your targets** - Start with the Netezza Migration Target dashboard to understand who might be using Netezza within your customer base
5. **Review the Netezza migration play** - [Check out this 2 minute quickstart] - This guide will quickly help you get up to speed. You can also review the Netezza migration site to gather details on relevant workshops, partners and assessment offerings for you to leverage.
6. **Engage an expert -** Ravi Bhaskaran is a GTM specialist focusing on Netezza migrations to Bigquery. Ravi can help you with your initial Netezza migration customer pitch, free assessment, workshops and proposals. Support from both GTM and NATT can be delivered via the http://goto.google.com/new-er

process. Our Cloud Value Advisor team (CVA) with Joyeeta Banerjee can also help you build the business case for Teradata migrations.

7. **Understand the competition:** Customers may be considering Netezza Cloud Pac which allows for migration from on-premise to a hosted solution on GCP. Also be aware that Databricks and Snowflake are also aggressively pursuing these opportunities. If you find yourself in a competitive scenario for this workload, ask for help through the go/new-er process.
8. **Conduct a proof of concept** - We have identified several key partners, outlined in the sales playbook which will help you conduct an assessment and proof of concept. We have also constructed standard SOW's for your partners and have specialized PSO resources available to help you win.

Use Case: Data Lake Migration

Summary: A data lake is a centralized repository that stores a vast amount of raw data in its native format. This data can be structured, semi-structured, or unstructured. Data lakes are often used to store large volumes of data that cannot be easily stored in traditional data warehouses.

Unlike data warehouses, which store data in a predefined format, data lakes do not require a schema. This allows for the storage of a wide variety of data, including log files, sensor data, social media feeds, and images.

Historically managing data lakes on premise and even in other clouds has been challenging, costly and delivering lower performance than the business demanded. Traditional vendors in this space include Cloudera, open source Hadoop, MapR or Hortonworks.

Business benefits: Customers migrating to our platform typically benefit from:

- **Reduced cost** - Moving from 1,000's of virtual machines and massive disks to Google Cloud platform with Dataproc and BigQuery can save millions for customers all while increasing performance by up to 10x..
- **Everyone can use the data** - Because of performance is hard to predict & queries can take hours access to the data lake is often tightly controlled and only available through batch processing
- **Extreme flexibility and low overhead** - On premise data lakes lack the ability to mix both warehouses and lakes so most customers are looking to move to cloud platforms. Our solution can help them open access to this data securely to everyone in the company.

There are several data lake platforms people migrate to GCP from. The next section gives you examples of common source technologies, how you should position our platform and resources available to help:

Cloudera & Hadoop Migration

Customers are looking to migrate their Hadoop and Cloudera workloads to the cloud to save money, reduce complexity, and take advantage of cloud scalability. They are moving away from Hadoop and Cloudera on-premise implementations due to:

- **Reduced Costs:** Public clouds offer more flexible pricing models, eliminating the need for upfront hardware investments and reducing ongoing maintenance costs.
- **Scalability and Agility**: Cloud platforms offer elastic scalability, allowing organizations to provision and scale resources on-demand to meet fluctuating data processing needs.
- **Enhanced Security and Compliance:** Cloud providers have robust security and compliance measures in place, reducing the risk of data breaches and regulatory non-compliance.
- **Access to Innovation:** Cloud platforms provide access to the latest features and innovations in data analytics, machine learning, and artificial intelligence.

Solution: We can significantly improve operational overhead, reduce costs, and improve overall performance by quickly migrating on-premise data lakes to Dataproc. Customers can then modernize this workload directly into BigQuery for the best-in-class analytics experience.

Here is the recommended steps for you to pursue an opportunity for hadoop or cloudera migration:

1. **Review the Data Lake modernization play** - Check out the GTM site on hadoop and cloudera migrations. We also have a 5 minute quick start (go/datalake-in-2-mins) and a full data lake modernization sales playbook (go/datalakeplaybook) to help you get started.
2. **Engage an expert -** Adnan Hasan is a GTM specialist focusing on data lake modernizations including migration of Hadoop and Cloudera to Bigquery Suite. Adnan Hasan can help you with your initial customer pitch, land the differentiated value propositions over competitive hadoop platforms such as Cloudera, MapR and Hortonworks. Adnan also supports assessments, workshops and proposals. Support from both GTM and NATT can be delivered via the go/new-er process.
3. **Understand the competition:** Customers may also be considering Cloudera Data Platform (CDP), a hosted solution on GCP, migrating to Amazon EMR or Databricks on AWS or Azure. Be aware that AWS, Azure, Databricks and even Snowflake are also aggressively pursuing these opportunities.If you find yourself in a competitive scenario for this workload ask for help through the go/new-er process and engage Adnan Hasan who is a GTM expert to help you with these projects.
4. **Conduct a POC or a Pilot** - We have enabled several key SI/GSI partners to help you conduct assessments, proof of concept or a rapid production pilot. We have also developed standard SOW's for your partners and have specialized PSO resources available to help you win.
5. **Proposals** - Customers can move quickly by lifting and shifting existing hadoop infrastructure to Google Cloud Dataproc (~40% saving over on-prem) and then modernizing over time to Bigquery Suite (BigQuery, Biglake and Dataple) save up-to 70-80% of the cost of running a Data Lake in Cloudera, and providing enhanced capability to reduce data silos, end-to-end governance and unifying analytics experience for all data personas in the enterprise.
6. **Leverage case studies** of customers who have migrated from Hadoop to Google Cloud Dataproc / Bigquery and use them in your presentation. Hadoop migration stories can be found [here]
    - [**Twitter]** - Migration from Hadoop to GCP] (https://big.corp.google.com/~jenningsc/gccustomerbook/2022/07/twitter-story.html)
    - [**Yahoo**](https://big.corp.google.com/~jenningsc/gccustomerbook/2022/08/yahoo-story.html)
    - [**Walmart**](https://big.corp.google.com/~jenningsc/gccustomerbook/2022/12/walmart-story.html)
    - [**True Fit**](https://big.corp.google.com/~jenningsc/gccustomerbook/2023/01/true-fit-story.html)

AWS Data Lake migration - (EMR, Athena, Glue, S3)

Customers who have deployed their data lakes on Amazon S3 with EMR and Glue as the processing engines have expressed dissatisfaction with the following:

- The complexity of data management processes
- The lack of platform-level security governance
- The excessive movement of data

These issues have resulted in increased overall platform operational costs, increased need for developer support, and a lack of data accessibility across siloed systems.

In contrast, GCP's data analytics platform can help solve the data silos problem with a unique multi-cloud storage API, end-to-end security and data lifecycle governance, and cost optimization by reducing excessive data movement. Customers who have migrated their data lakes from AWS to GCP have typically saved between 35% and 55% of their operational costs on AWS. Here is the recommended steps for you to pursue an AWS Data Lake takeout opportunity:

1. **Review the Data Lake modernization play** - Check out the GTM site for AWS data lake migrations](go/data-lake-modernization-site). We also have a 5 minute quick start (go/datalake-in-2-mins) and a full data lake modernization sales playbook (go/datalakeplaybook) to help you get started. The playbook provides complete guidance on sales execution and competitive positioning against AWS. We also have prefunded partner-led workshops, data assessments and RapidPOV offerings (go/emr-migration) to accelerate your AWS migration opportunities to GCP
2. **Engage an expert -** Adnan Hasan is a GTM specialist focusing on data lake, Hadoop and AWS EMr modernizations and migrations including migration of Azure and AWS complex workloads to BigQuery Suite. Adnan Hasan can help you with your initial customer pitch, assist in landing the differentiated value propositions over Amazon EMR, AWS Glue, Athena, S3. Support from both GTM and NATT can be delivered via the [go/new-er](https://goto.google.com/new-er) process.
3. **Understand the competition:** Customers may consider migrating from Amazon EMR to Databricks or Snowflake to solve the experience and complexity issues with native AWS offerings. Be aware that Databricks and Snowflake sellers are aggressively pursuing these opportunities. If you find yourself in a competitive scenario for this workload, ask for help through the [go/new-er](https://goto.google.com/new-er) process and engage Adnan Hasan.
4. **Conduct a POC or a Pilot** - We have enabled several key SI/GSI partners to help you conduct assessments, proof of concept or a rapid production pilot. We have also developed standard SOW's for your partners and have specialized PSO resources available to help you win.
5. **Proposals** - Customers can move quickly by lifting and shifting existing EMR workload to Google Cloud Dataproc (~25% saving over AWS) and then modernizing over time to Bigquery Suite (BigQuery, Biglake and Dataplex) save up-to 35-55%% of the cost of running a Data Lake on S3, and providing enhanced capability to reduce data silos, end-to-end governance and unifying analytics experience for all data personas in the enterprise.
6. **Leverage case studies** of customers who have migrated from AWS to Google Cloud Dataproc / Bigquery and use them in your presentation.

Use Case: Data Governance

Summary: Data governance is like the unsung hero of enterprise data warehousing. It's the thing that makes sure that all the data in the warehouse is accurate, consistent, and secure. Without strong data governance, it is difficult to trust the data in the warehouse, making it challenging to make good decisions based on analytics which is often referred to as the garbage-in, garbage-out issue.

Data governance is especially important for generative AI projects, which are becoming increasingly popular in enterprises. Generative AI models are trained on large amounts of data, so it's important to make sure that the data is high-quality and that it doesn't contain any biases. Data governance can help to ensure that the data used to train generative AI models is accurate, complete, and consistent.

Google Cloud's Dataplex offering is a great tool for managing and governing data on GCP. Dataplex makes it easy to create a data catalog, which is a searchable inventory of all the data assets in an organization. Dataplex also makes it easy to enforce data access policies, which helps to protect sensitive data. For data on-premise or in other clouds we recommend closely partnering with partners such as:

- Collibra - Collibra is a marketplace partner offering comprehensive data governance solutions for larger and more complex customers.
- Alation - Alation offerings are great for mid-market and customers looking for easy to get started data governance projects

Overall, data governance is an essential part of any enterprise data warehousing, data lake or generative AI project. We strongly recommend you include data governance as part of your discussion for EDW, Data Lake and Gen AI projects and follow these steps:

1. **Find your targets** - x
2. **Review the assets** - x
3. **Engage an expert** - x
4. **Engage your partner** - Hybrid will require Collibra or Alation
5. **Understand the why: x**

Use Case: Data Sharing

Summary: Data sharing is essential for modern enterprises, enabling them to break down data silos and reap benefits such as improved collaboration, enhanced decision-making, and accelerated innovation. Data sharing also allows companies to purchase 3rd party data from industry leading providers to help augment their analytics and drive new insights and innovation.

Generative AI projects also can benefit significantly from data sharing, as it provides access to a richer and more diverse set of data for training AI models.

Google Cloud's BigQuery Analytics Hub is a data sharing and collaboration platform that simplifies data sharing, enforces data governance policies, and accelerates data discovery. It also integrates with third-party data providers, enabling enterprises to purchase and integrate third-party data into their analytics workflows.

Overall, data sharing is a key enabler for modern enterprises, and Google Cloud's BigQuery Analytics Hub provides a comprehensive platform for managing and sharing data effectively.

Business benefits: Customers leveraging our Analytics hub typically benefit from:

- **Improved collaboration and decision-making:** BigQuery Analytics Hub makes it easy to share data with authorized users across the organization, fostering collaboration and enabling informed decision-making.
- **Enhanced data security and governance:** BigQuery Analytics Hub enforces data governance policies and ensures data access compliance, protecting sensitive data and mitigating risks.
- **Accelerated data discovery and analytics:** BigQuery Analytics Hub provides a self-service data catalog and seamless integration with data visualization tools, enabling users to quickly discover and analyze relevant data.
- **Reduced data costs:** BigQuery Analytics Hub optimizes data storage and usage, eliminating data duplication and unnecessary storage, leading to lower data storage costs.
- **Access to a wider range of data:** BigQuery Analytics Hub integrates with third-party data providers, enabling organizations to purchase and integrate external data into their analytics workflows, expanding their data landscape.
- **Enhanced innovation and competitive advantage:** By leveraging BigQuery Analytics Hub, organizations can gain deeper insights from their data, drive innovation, and gain a competitive edge.

To pursue data sharing opportunities and sales plays we advise you follow these steps:

1. **Find your targets** - Use this [site](https://goto.google.com/CloudBI Recommendations) to locate good business analytics targets
2. **Review the Advanced Analytics play** - Review this site: Analytics Hub Sales Play which provides details on how to engage analysts and business users to understand your customer landscape and build a next best business case.
3. **Engage an expert** - [Digby Norris] is a GTM specialist focusing on Advanced Analytics and can support the customer conversation to understand customers' strategic objectives and educate the customer on the value of Google's Data and AI Cloud. Ask for help through the [go/new-er](https://goto.google.com/new-er) process.
4. **Understand the data sharing/ data clean room use cases**. Solutions for Retail Media, Cross Advertising Effectiveness, Partner and Agency Measurement, Internal Data Collaboration, Campaign Planning, Optimization, Attribution.
5. **Conduct a EDW Workshop** - We have identified several key partners which will help you conduct a

discovery workshop and deliver hands-on workshops for the most common use cases including specific Analytics Hub sharing exercises.

6. Get clear on Data Sharing and Data Clean Rooms - review this deck for positioning and check with an expert on the latest available regarding Data Clean Rooms as we exit preview.
7. Review these RapidPOV offers from our Data Warehouse Modernization practice who specialize in data movement, data sharing, with these standard SOWs.
8. **Review the data clean room competitors:** AWS, Snowflake and offerings from partners like Habu.

Use Case: Data Movement

Summary: A state-of-the-art data movement strategy and technology set is important for enterprise data warehouse cloud implementations for several reasons:

- **Improved data quality and reliability**: A well-designed data movement strategy can help to ensure that data is moved from source systems to the cloud data warehouse accurately and completely. This can help to improve the quality and reliability of the data in the warehouse, which in turn can lead to better decision-making.
- **Reduced data latency:** A modern data movement solution can help to reduce the latency between source systems and the cloud data warehouse. This can be critical for applications that need to access up-to-date data, such as real-time analytics and fraud detection.
- **Increased data volume:** The amount of data that enterprises are collecting is growing exponentially. A scalable data movement solution can help to keep up with this increasing data volume and ensure that all of the data is stored in the cloud data warehouse.
- **Reduced data costs:** A cost-effective data movement solution can help to reduce the costs associated with moving data to the cloud. This is especially important for organizations that are moving large amounts of data.

Google Cloud Dataflow is a great solution for data movement in the cloud. It is a fully managed, serverless service that can be used to stream data into and out of the cloud data warehouse. Dataflow is highly scalable and can handle large volumes of data with low latency. Combined with Google Cloud Pub/Sub we are able to offer a real-time messaging service that can be used to publish and subscribe to data streams.

In addition to Dataflow and Pub/Sub, there are a number of other data movement solutions available from Google Cloud partners, such as FiveTran, Informatica, and Confluent. These solutions can provide additional features and functionality, such as data transformation and error handling.

To pursue data sharing opportunities and sales plays we advise you follow these steps:

1. **Find your targets** - x
1. **Review the assets** - x
2. **Engage an expert** - x
3. **Engage your partner** - Hybrid will require Collibra or Alation
4. **Understand the why: x**

Solution: Marketing Analytics

Summary - Sales play helps customers centralize their data on Bigquery, visualize with pre-built looker blocks, predict with pre-built machine learning models, activate across multiple channels such as Adobe marketing cloud, salesforce marketing or Google Ads and finally generate with Typeface or Jasper for Generative AI.

Business Value - 1st party data strategy done right can deliver up to 2x incremental revenue per engagement and 1.5x efficiency improvement per BCG study. Large majority of customers are also going through a change with third party cookie depreciation and EOL for Google Analytics customers. We can improve return on advertising spend (ROAS) by up to 30% in 90 days with this program which marketers are laser focused on.

To pursue marketing analytics opportunities and sales plays we advise you follow these steps:

1. **Find your targets** - Use this site to locate good marketing analytics targets in your customer base
2. **Review the Marketing Analytics play** - Review this site: Marketing Analytics Quickstart which provides details on how to engage with GBO on Large Ads customers and leverage our Marketing Analytics digital assessment survey to understand your customer and build a next best business case.
3. **Engage an expert** - [Taige Eoff](mailto:taige@google.com) is a GTM specialist focusing on Marketing Analytics and can help with your customer conversation, help you drive your customers strategic marketing analytics objectives, deeply understands the martech landscape and can help you deliver on the value of Google's Data and AI Cloud for Marketing. Ask for help through the [go/new-er](https://goto.google.com/new-er) process.
4. **Conduct a Marketing Analytics** - We have identified several key partners which will help you conduct a marketing analytics discovery workshop and deliver hands on 1P data strategy, ibqml workshop for 6 of the most common use cases from customer purchase propensity, CLTV and Segmentation Analytics and use cases like Content Generation and Social Listening using Gen AI for Marketing. We have also constructed standard SOW's for your partners and have specialized PSO resources available to help you win.
5. **Understand the competition:**

Use Case: Centralize your marketing data

This helps you migrate existing customer advertising data into Bigquery for analytics. This use case can also help you build a Customer 360 data store with 3rd parties such as Lytics and handle identity resolution with partners like Liveramp.

Use Case: Visualize your marketing results

We have pre-built looker blocks to help you visualize and report on your marketing data. This will help you securely distribute data across the organization and move away from emailed Excel reports to a centralized and trusted visualization layer.

Use Case: Predict where to best spend your marketing dollars

We have pre-built machine learning models to help your customer identify specific customer cohorts as well as build models to calculate customers at risk for Churn and Lifetime Value. These models will help your customer tune their advertising spend by better identifying who to target with their message

Use Case: Activate your campaigns across multiple channels

Once you know who to target you can activate with our partner solution called GrowthLoop. This offering, available in the marketplace, allows customers to quickly and easily send customer cohorts to a variety of advertising platforms including Adobe Marketing cloud, Salesforce Marketing and Google Ads.

Use Case: Generate new marketing campaigns with Gen AI

Customers are very interested in being able to generate new marketing messaging for activation across customer channels while ensuring this messaging and artwork complies to company standards. We have two partners, available via the marketplace, that can help you. Jasper is a light weight affordable solution focused on rich text creation while Typeface is a more expensive solution with deep capabilities on imagery.

Case Studies and customer references

Alaska airlines: Alaska Airlines partnered with Adswerve, its Google Marketing and Cloud Platform partner, to build a new marketing data warehouse in BigQuery, Google Cloud's data warehouse to consolidate their media data and activate across Google and other ads platforms.
Sea World:
Viking Cruises: Viking Cruises media unification drives 42%+ CPA improvements in added reach against CRM audiences.

Solution: Business Analytics

Summary - The business analytics solution provides real-time insights to data for line of business groups and persona, such as the Chief Revenue Officer (CRO), Chief Financial Officer (CFO), Vice President of Supply Chain, and Office of Sustainability or Carbon Reporting. The solution centralizes data from business transaction applications, such as SAP, Oracle, and Salesforce, as well as third-party datasets, such as weather and holiday data. The solution also provides pre-built Looker blocks and machine learning models to help users gain insights from their data.

In the present data-driven world, businesses of all sizes are accumulating massive amounts of data from various sources. This data has the potential to improve business insights, decision-making, and innovation. However, the sheer volume and complexity of this data can make it hard to analyze and extract useful insights. Additionally, source systems such as SAP, Salesforce, and Workday are optimized for transactional updates rather than industry-leading analytics that will lead to business transformation. This is where state-of-the-art line-of-business analytics come into play.

Business analytics provides a holistic and customized approach to data analysis that is tailored to the unique requirements of each business function. It uses sophisticated analytics techniques, like machine learning, artificial intelligence, and predictive modeling, to identify hidden patterns and insights in data. This allows businesses to make better decisions, improve operations, and gain a competitive advantage.

Solution: Customers can get near real time visibility on supply chain, financial and sales with 6X improvement in business insights and deploy the solution in less than 90 days leveraging Cortex framework from Google with pre-built integrations, access to 3rd party data sets, prebuilt visualization dashboards in Looker and ML models with Vertex AI.

Use Case: Supply Chain Insights

This use case allows you to migrate existing data from business transactional applications like SAP and Oracle into BigQuery. It can also merge third-party data sets, such as weather and holiday data. You can then use pre-built visualization and machine learning models to gain insights into demand forecasting, demand planning, and supply chain planning. These insights can be accessed through GenAI conversational experiences.

To pursue business analytics opportunities with this sales play we advise you to follow these steps:

1. **Find your targets** - Use this site to locate good business analytics targets
2. **Review the Business Analytics play** - Review this site: Business Analytics Quickstart which provides details on how to engage Chief of Supply Chain, CFO and CRO to understand your customer landscape and build a next best business case.
3. **Engage an expert** - [Sam Der-Kazaryan for East, Ramesh Lakshmanan (Lally) for Central, Shubha Hiremath for West regions] are GTM specialists focusing on Business Analytics and can support the customer conversation to understand customers' strategic objectives and educate the customer on the value of Google's Data and AI Cloud. Ask for help through the [go/new-er](https://goto.google.com/new-er) process.
4. **Conduct a Business Analytics workshop** - We have identified several key partners which will help you conduct an analytics discovery workshop and deliver hands-on workshops for the most common use cases on Supply Chain, Financial and Sales insights. We have also constructed standard SOW's for your partners and have specialized PSO resources available to help you win.
5. **Understand the competition:** Niche solution providers, Data platform providers like Snowflake and Databricks, Hyperscalers like Azure and AWS with solution accelerators are landing solutions with business stakeholders. Google Cloud Cortex framework is most matured with success stories in comparison to other data platform providers and hyperscalers.

Use Case: Financial Insights

We have pre-built looker blocks to help you visualize and report on your financial data. The use case helps the finance analysts and CFO organization with Vendor performance analysis, billing and pricing, accounts payable and receivables.

To pursue business analytics sales play with the financial insights use case with this sales play we advise you to follow these steps:

1. **Find your targets** - Use this site to locate good business analytics targets in your customer target list
2. **Review the Business Analytics play** - Review this site: Business Analytics Quickstart which provides details on how to engage Chief of Supply Chain, CFO and CRO to understand your customer landscape and build a next best business case.
3. **Engage an expert** - [Sam Der-Kazaryan for East, Ramesh Lakshmanan (Lally) for Central, Shubha Hiremath for West regions] are GTM specialists focusing on Business Analytics and can support the customer conversation to understand customers' strategic objectives and educate the customer on the value of Google's Data and AI Cloud. Ask for help through the [go/new-er](https://goto.google.com/new-er) process.
4. **Conduct a Business Analytics workshop** - We have identified several key partners which will help you conduct an analytics discovery workshop and deliver hands-on workshops for the most common use cases on Supply Chain, Financial and Sales insights. We have also constructed standard SOW's for your partners and have specialized PSO resources available to help you win.
5. **Understand the competition:** Niche solution providers, Data platform providers like Snowflake and Databricks, Hyperscalers like Azure and AWS with solution accelerators are landing solutions with business stakeholders. Google Cloud Cortex framework is most matured with success stories in comparison to other data platform providers and hyperscalers.

Use Case: Sales Insights

We have prebuilt Looker reports and connectors with salesforce and SAP to provide customer insights, sales insights and marketing insights to understand existing customer relationships, sales pipeline and conversion, sales performance and delivery performance

To pursue business analytics opportunities we advise you to consider the following steps -

1. **Find your targets** - Use this [site](https://goto.google.com/businessanalyticsrecommendation) to locate good business analytics targets
2. **Review the Business Analytics play** - Review this site: Business Analytics Quickstart which provides details on how to engage Chief of Supply Chain, CFO and CRO to understand your customer landscape and build a next best business case.
3. **Engage an expert** - [`Sam Der-Kazaryan` for East, `Ramesh Lakshmanan (Lally)` for Central, `Shubha Hiremath` for West regions] are GTM specialists focusing on Business Analytics and can support the customer conversation to understand customers' strategic objectives and educate the customer on the value of Google's Data and AI Cloud. Ask for help through the [go/new-er](https://goto.google.com/new-er) process.
4. **Conduct a Business Analytics workshop** - We have identified several key partners which will help you conduct an analytics discovery workshop and deliver hands-on workshops for the most common use cases on Supply Chain, Financial and Sales insights. We have also constructed standard SOW's for your partners and have specialized PSO resources available to help you win.
5. **Understand the competition:** Niche solution providers, Data platform providers like Snowflake and Databricks, Hyperscalers like Azure and AWS with solution accelerators are landing solutions with business stakeholders. Google Cloud Cortex framework is most matured with success stories in comparison to other data platform providers and hyperscalers.

Use Case: Sustainability and carbon reporting

Sustainability analytics and Carbon reporting is the process of tracking and measuring an organization's greenhouse gas (GHG) emissions and is becoming increasingly important for businesses across North America. Driven by new laws and regulations, such as the Canadian Net-Zero Emissions by 2050 target and the United States' recently enacted Inflation Reduction Act. Companies are facing growing pressure to reduce their carbon footprint and demonstrate their commitment to environmental sustainability.

Traditional carbon reporting methods, often based on manual data collection and spreadsheets, are becoming increasingly inefficient and costly to maintain. Manual data entry is prone to errors and inconsistencies, making it difficult to ensure the accuracy and reliability of carbon reports. Moreover, spreadsheets lack the scalability and flexibility needed to handle complex data sets and evolving reporting requirements.

Solution: Sustainability Insights with BigQuery, Watershed and select partners

Modern carbon reporting solutions such as Watershed which is based on Google Cloud's BigQuery platform, offer a more efficient, cost-effective, and scalable approach to carbon reporting. The combined solution with BigQuery enables organizations to consolidate and analyze data from multiple sources, including energy bills, utility data, and operational records. This centralized approach eliminates the need for manual data entry and ensures data consistency and accuracy.

Adopting a modern carbon reporting solution based on Google BigQuery can provide businesses with several significant benefits, including:

- **Enhanced data accuracy and reliability:** Centralized data collection and analysis eliminate manual data entry errors, ensuring the accuracy and reliability of carbon reports.
- **Reduced reporting costs:** Automated data collection and analysis significantly reduce the time and labor required for carbon reporting, leading to cost savings.
- **Improved decision-making**: Deeper insights into carbon emissions enable organizations to identify emission reduction opportunities and make data-driven decisions to improve their environmental performance.
- **Enhanced transparency and accountability:** Accurate and transparent carbon reporting demonstrates an organization's commitment to environmental sustainability and can improve stakeholder confidence.
- **Compliance with regulations:** Modern carbon reporting solutions help organizations meet evolving carbon reporting requirements and stay compliant with environmental regulations.

To pursue business analytics opportunities we advise you to consider the following steps -

1. **Find your targets** - Use this [site](https://goto.google.com/businessanalyticsrecommendation) to locate good business analytics targets
2. **Review the Business Analytics play** - Review this site: Business Analytics Quickstart which provides details on how to engage Chief of Supply Chain, CFO and CRO to understand your customer landscape and build a next best business case.
3. **Engage an expert** - Shubha Hiremath and Denise Pearl are specialists focusing on sustainability and carbon reporting solutions and can support the customer conversation to understand customers' strategic objectives and educate the customer on the value of Google's Data and AI Cloud. Ask for help through the [go/new-er](https://goto.google.com/new-er) process.
4. **Conduct a Carbon Reporting workshop** - We have identified several key partners which will help you conduct an analytics discovery workshop and deliver hands-on workshops for the most common use

cases on Supply Chain, Financial and Sales insights. We have also constructed standard SOW's for your partners and have specialized PSO resources available to help you win.

5. **Pick the right partners**:
    - ISV's:
        - Watershed - xyz
        - Geotab
    - Services partners:
        - PwC - xyz
        - Cloudsufi
6. **Understand the competition:** Niche solution providers, Data platform providers like Snowflake and Databricks, Hyperscalers like Azure and AWS with solution accelerators are landing solutions with business stakeholders. Google Cloud Cortex framework is most matured with success stories in comparison to other data platform providers and hyperscalers.

Use Case: Manufacturing Analytics

Summary: Digitizing factories and implementing high-value analytics and AI-based solutions is one of the highest priorities for manufacturing customers. However, many manufacturers are struggling to move beyond pilots into large-scale rollouts. This is due to a number of challenges, including:

- The complexity of connecting and integrating machines with the cloud
- The need to clean, normalize, and structure factory data
- The lack of expertise in data analytics and AI

Solution: To address these challenges, Google has launched a first-party solution called the Manufacturing Data Engine (MDE). MDE is a cloud-based platform that makes it easy for manufacturers to connect, collect, and analyze factory data. MDE includes a number of features that help manufacturers overcome the challenges of digitization, including:

- A pre-built connector library that makes it easy to connect to a wide range of machines
- A data preparation engine that cleans, normalizes, and structures factory data
- A variety of analytics and AI tools that help manufacturers gain insights from their data

MDE is a powerful tool that can help manufacturers digitize their factories and implement high-value analytics and AI-based solutions. By making it easy to connect, collect, and analyze factory data, MDE can help manufacturers improve efficiency, productivity, and quality. The Manufacturing Analytics powered by MDE brings innovation and a solid value proposition for discrete and continuous manufacturing by:

- **Solving connectivity b/w machine and multi-dimensional data-sets**
- **Heterogene control layer & cloud:** Supports 250+ industrial control dialects & standard protocols
- **Contextualization of data:** Innovative approach to contextualize the data streams with Ops & dimensional metadata
- **Self-service analytical data insights:** Based on provided MDE LookML for Looker, an innovation-leading analytic apps
- **Templatable AI optimizations:** Leveraging existing, prebuilt, high-level ML APIs to simplify AI adoption and providing templates to build, templatize, and integrate custom-developed ML models built on the Vertex AI platform.

Digitizing factories and implementing high-value analytics and AI-based solutions is a complex and challenging undertaking, but it is one that can deliver significant benefits to manufacturers. By using a solution like MDE, manufacturers can overcome the challenges of digitization and achieve their digital transformation goals.

Key Personas: Ideal Customer Profile (ICP) for this solution are Core Manufacturers (Industrial, Process Mfg, Logistics) and CPG players. Few additional attributes to consider are as follows:

- Size select or enterprise (high priority), or corporate (FSR/CE/Individual seller picks)
- Strong cloud vision, not hesitant about cloud adoption
- Ideally GCP spender status (greenfield only for FSR/CE/Individual seller picks)
- Has factory operations, either discrete or process manufacturing

To pursue Manufacturing Analytics powered by MDE opportunities we advise you to consider the following steps -

1. **Find your targets** - Use this [site](https://goto.google.com/businessanalyticsrecommendation) to locate good business analytics targets. Ideal Customer Profile (ICP) for this solution are Core Manufacturers

(Industrial, Process Mfg, Logistics) & CPG players. Few additional attributes to consider are as follows:
    - Size select or enterprise (high priority), or corporate (FSR/CE/Individual seller picks)
    - Strong cloud vision, not hesitant about cloud adoption
    - Ideally GCP spender status (greenfield only for FSR/CE/Individual seller picks)
    - Has factory operations, either discrete or process manufacturing
2. **Review the Business Analytics play** - Review this site: Business Analytics Quickstart which provides details on how to engage **Factory / Plant General Manager, Quality Manager and Engineering leadership** to understand your customer landscape and build a next best business case.
3. **Engage an expert** [Sam Der-Kazaryan for East, Ramesh Lakshmanan (Lally) for Central, Shubha Hiremath for West regions] are GTM specialists focusing on Manufacturing Analytics powered by MDE and can support the customer conversation to understand customers' strategic objectives and educate the customer on the value of Google's MDE solutions. Ask for help through the [go/new-er](https://goto.google.com/new-er) process.
4. **Conduct a Manufacturing Analytics powered by MDE workshop** - We have identified several key partners which will help you conduct an analytics discovery workshop and deliver hands-on workshops for the most common use cases in Manufacturing operations (Quality Inspection, Predictive maintenance, etc). We have also constructed standard SOW's for your partners and have specialized PSO resources available to help you win.
5. **Understand the competition:** Niche solution providers, Data platform providers like Snowflake and Databricks, Hyperscalers like Azure and AWS with solution accelerators are landing solutions with business stakeholders.

Use Case: HR Analytics - In incubation

Summary: HR analytics provides powerful insights into workforce data, enabling organizations to gain a deeper understanding of their employees and make informed decisions. However, traditional HR analytics tools often fall short in addressing the complexities of today's workforce. Advanced analytics, powered by machine learning, artificial intelligence, and predictive modeling with Google BigQuery, offers a more sophisticated approach to HR analytics, enabling organizations to extract deeper insights and make more impactful decisions.

Here are some of the key reasons why HR needs advanced analytics:

- **Uncover Hidden Patterns and Trends:** Advanced analytics can identify patterns and trends in employee data that may not be visible with traditional analytics methods. This can help organizations to identify potential problems early on, such as high turnover rates or declining employee engagement.
- **Predict Employee Behavio**r: Advanced analytics can be used to predict employee behavior, such as the likelihood of an employee leaving the organization or the potential for performance issues. This predictive capability can help organizations to take proactive measures to address these issues and retain top talent.
- **Personalize HR Interventions**: Advanced analytics can be used to personalize HR interventions to specific employees. For example, an organization can use advanced analytics to identify employees who would benefit from additional training or mentorship.
- **Optimize Talent Acquisition and Development**: Advanced analytics can be used to optimize talent acquisition and development strategies. For example, an organization can use advanced analytics to identify the skills and experience that are most likely to lead to success in specific roles.
- **Enhance Workforce Planning and Decision-Making**: Advanced analytics can be used to enhance workforce planning and decision-making. For example, an organization can use advanced analytics to forecast future staffing needs and make informed decisions about resource allocation.
- **Measure the Impact of HR Programs**: Advanced analytics can be used to measure the impact of HR programs on employee behavior and organizational outcomes. This can help organizations to justify the investment in HR programs and make data-driven decisions about program design and implementation.

Overall, advanced analytics is essential for HR to make data-driven decisions, optimize workforce performance, and drive continuous improvement. By embracing advanced analytics, HR can become a strategic partner in achieving organizational success.

Solution: We have prebuilt Looker reports and connectors with salesforce and SAP to provide customer insights, sales insights and marketing insights to understand existing customer relationships, sales pipeline and conversion, sales performance and delivery performance

To pursue business analytics opportunities we advise you to consider the following steps -

1. **Find your targets** - Use this [site](https://goto.google.com/businessanalyticsrecommendation) to locate good business analytics targets
2. **Review the Business Analytics play** - Review this site: Business Analytics Quickstart which provides details on how to engage Chief of Supply Chain, CFO and CRO to understand your customer landscape and build a next best business case.
3. **Engage an expert** - [Sam Der-Kazaryan Ramesh Lakshmanan (Lally) Shubha Hiremath] are GTM specialists focusing on Business Analytics and can support the customer conversation to understand customers' strategic objectives and educate the customer on the value of Google's Data and AI Cloud. Ask for help through the [go/new-er](https://goto.google.com/new-er) process.

4. **Conduct a Business Analytics workshop** - We have identified several key partners which will help you conduct an analytics discovery workshop and deliver hands-on workshops for the most common use cases on Supply Chain, Financial and Sales insights. We have also constructed standard SOW's for your partners and have specialized PSO resources available to help you win.
5. **Understand the competition:** Niche solution providers, Data platform providers like Snowflake and Databricks, Hyperscalers like Azure and AWS with solution accelerators are landing solutions with business stakeholders. Google Cloud Cortex framework is most matured with success stories in comparison to other data platform providers and hyperscalers.

Solution: Advanced Analytics

Summary - Sales play helps advanced analytics users and data scientists with tools and seamless UI experiences with Colab Enterprise, BQ studio and Vertex AI to perform in depth data analysis, predictive and generative models and decision automation capabilities.

Business challenge: Customers are challenged with bad UI experiences, availability of highly skilled resources, integration of multiple tool sets to perform advanced analytics resulting in productivity gaps, compromised data decision making and lack of predictive and forecasting abilities.

Solution: Customers can now build predictive and generative experiences without in depth AI skill sets, multiple choice of tools for seamless experience driving productivity, automation and data driven decisions.

Use Case: Duet & Generative AI

Summary: In today's data-driven world, businesses are constantly seeking innovative solutions to extract deeper insights from their vast troves of information. Google Duet AI, a generative AI solution integrated with Google Cloud's BigQuery data warehouse, offers a transformative approach to data analysis, empowering enterprise customers to unlock new levels of productivity and business value.

Duet AI seamlessly integrates with BigQuery, enabling users to interact with their data using natural language commands and queries. This intuitive interface simplifies complex data analysis tasks, making it accessible to a wider range of users, including those with limited technical expertise. With Duet AI, users can effortlessly explore data, ask questions, and generate insights, accelerating the discovery process and fostering collaboration across the organization.

Duet AI also enhances BigQuery's capabilities by providing advanced features such as code generation and error detection. By automatically generating SQL code based on natural language prompts, Duet AI streamlines data analysis tasks, reducing the need for manual coding and eliminating common syntax errors. This feature empowers users to focus on the business questions they need to answer, rather than the technical details of data manipulation.

Solution: Google Duet AI empowers Enterprise data warehousing and BigQuery customers to:

- **Accelerate data discovery and analysis:** Duet AI's natural language interface and AI-powered features significantly reduce the time and effort required to explore, analyze, and extract insights from data.
- **Democratize data access and analysis:** Duet AI makes data analysis more accessible to users of all technical skill levels, enabling broader participation in data-driven decision-making.
- **Enhance data quality and reliability:** Duet AI's error detection and code generation capabilities help to ensure data accuracy and consistency, improving the quality of analyses and insights.
- **Improve productivity and collaboration:** Duet AI streamlines data analysis workflows, reducing manual effort and fostering collaboration across teams.
- **Unlock new business opportunities:** By enabling deeper insights and faster discovery, Duet AI empowers businesses to identify new opportunities, optimize operations, and gain a competitive edge.

To pursue Duet AI opportunities we advise you to consider the following steps -

1. **Find your targets** - Use this site to locate good Duet AI targets
2. **Review the Advanced Analytics play** - Review this site: Duet AI Quickstart which provides details on

how to engage data scientists and business users to understand your customer landscape and build a next best business case.

3. **Engage an expert** - Kate Ting is a GTM specialist focusing on Advanced Analytics and can support the customer conversation to understand customers' strategic objectives and educate the customer on the value of Google's Data and AI Cloud. Ask for help through the go/new-er process.
4. **Conduct an Advanced Analytics workshop** - We have identified several key partners which will help you conduct a discovery workshop and deliver hands-on workshops for the most common use cases. We have also constructed standard SOW's for your partners and have specialized PSO resources available to help you win.
5. **Understand the competition:** Niche solution providers, Data platform providers like Snowflake and Databricks, Hyperscalers like Azure and AWS are landing solutions.

Use Case: Spark on GCP

Summary: This helps you migrate existing Apache Spark platforms such as open source and Databricks into Dataproc and BigQuery. Apache Spark, a distributed, in-memory data processing engine, has emerged as a compelling choice for enterprise data warehousing workloads due to its exceptional performance, scalability, and versatility. Its popularity has soared as organizations grapple with the ever-increasing volume, velocity, and variety of data they generate and collect.

Businesses are employing Spark for a wide range of data warehousing applications, including:

- **Data ingestion and transformation**: Spark's ability to rapidly process large datasets makes it ideal for ingesting and transforming data from diverse sources, such as transactional systems, social media feeds, and sensor networks.
- **Data quality and cleansing:** Spark's rich data manipulation and cleansing capabilities enable organizations to identify and correct data errors and inconsistencies, ensuring the quality and reliability of their data warehouse.
- **Machine learning and predictive analytics**: Spark's integration with machine learning libraries like TensorFlow and PySpark makes it a powerful tool for developing and deploying predictive models, enabling businesses to uncover hidden patterns and gain a competitive edge.

Solution: Google Cloud's state-of-the-art serverless Spark offering provides significant advantages:

- **Reduced cost** - Our cloud solution eliminates the need for infrastructure provisioning and management, simplifying operations and reducing costs.
- **Increased scale** - Google Cloud's high-performance infrastructure and network enable Spark to process data at unprecedented speeds, accelerating data analysis and insights generation.
- **Simplified operations:** Google Cloud's managed services, such as Dataproc and Dataflow, streamline the deployment and management of Spark clusters, reducing operational overhead and freeing up IT staff to focus on strategic initiatives.
- **Access to innovation:** Google Cloud continuously updates its Spark offerings with the latest features and capabilities, ensuring that businesses have access to the cutting edge of data processing technology.

Overall, Apache Spark, particularly Google Cloud's serverless Spark offering, has revolutionized enterprise data warehousing, providing businesses with the performance, scalability, and versatility they need to extract maximum value from their data and achieve their strategic goals.

Customer Wins: The RapidPOV program offers a structured, proven, and accelerated framework to show value to the customer. It cuts through a lot of operational hurdles (no SOW, MSA, DAF needed) thereby increasing our chances of success. Due to the RapidPOV, this customer has a working prototype using GCP 1st party services that met their requirements, is on track to a "Count of Win," and is trained on our native services and favoring OSS over proprietary.

According to our customer Statsig, migration from Databricks to BigQuery was worth it because it simplified workflows, saved money, and enabled products to be shipped faster. Previously, Statsig was dedicating a lot of time to optimizing and tuning Databricks clusters. BigQuery + Dataproc unlocked new real-time features, leading to fresher data for their customers.

We have multiple customers who achieved 50% TCO savings after migrating to 1P GCP services.

To pursue Spark on GCP opportunities we advise you to consider the following steps -

1. **Find your targets** - Use this site to locate good Spark migration targets.
2. **Review the Advanced Analytics play** - Review this site: Spark on GCP Quickstart which provides details on how to engage data scientists and business users to understand your customer landscape and build a next best business case.
3. **Engage an expert** - Kate Ting is a GTM specialist focusing on Advanced Analytics and can support the customer conversation to understand customers' strategic objectives and educate the customer on the value of Google's Data and AI Cloud. Ask for help through the go/new-er process.
4. **Conduct an Advanced Analytics workshop or RapidPOV** - We have identified several key partners which will help you conduct a discovery workshop and deliver a hands-on workshop or a free, low-effort RapidPOV for the most common use cases. We have also constructed standard SOW's for your partners and have specialized PSO resources available to help you win.
5. **Understand the competition:** Niche solution providers, data platform providers like Snowflake and Databricks, and hyperscalers like Azure and AWS are landing solutions.

Use Case: SAS Modernization

Summary: This helps you migrate existing SAS platforms into Dataproc, Serverless Spark, Looker & BigQuery for advanced analytics. SAS, which stands for Statistical Analysis System, is a software suite developed by SAS Institute for data analysis and business intelligence. It is a commonly used platform for statistical analysis, predictive modeling, and data management. However, SAS is considered a legacy system due to several factors:

- **Age**: SAS was first released in 1976, making it one of the oldest and most mature data analytics platforms. While SAS has evolved over the years, it still retains some of its original architecture and codebase.
- **On-premises deployment**: SAS is traditionally deployed on-premises, requiring organizations to purchase and maintain hardware and software. This can be costly and time-consuming, especially for large organizations with complex IT environments.
- **Limited scalability**: SAS can be difficult to scale to handle large and rapidly growing data volumes. This can be a significant limitation for organizations that are dealing with increasing amounts of data.
- **Ease of use:** SAS has a reputation for being difficult to learn and use, requiring specialized training and expertise. This can make it challenging for non-technical users to access and analyze data.
- **Integration with other services:** SAS does not integrate well with other cloud services, such as AI and machine learning platforms. This can make it difficult to combine data analysis with other tasks, such as developing and deploying AI models.
- **Cost:** SAS can be expensive to license and maintain, especially for large organizations with complex data needs.

To pursue SAS modernization and migration opportunities we advise you to consider the following steps -

1. **Find your targets** - Use this site to locate good SAS migration targets
2. **Review the Advanced Analytics play** - Review this site: SAS Modernization Quickstart which provides details on how to engage data scientists and business users to understand your customer landscape and build a next best business case.
3. **Engage an expert** - Kate Ting is a GTM specialist focusing on Advanced Analytics and can support the customer conversation to understand customers' strategic objectives and educate the customer on the value of Google's Data and AI Cloud. Ask for help through the go/new-er process.
4. **Conduct an Advanced Analytics workshop** - We have identified several key partners which will help you conduct a discovery workshop and deliver hands-on workshops for the most common use cases. We have also constructed standard SOW's for your partners and have specialized PSO resources available to help you win.
5. **Understand the competition:** Niche solution providers, Data platform providers like Snowflake and Databricks, Hyperscalers like Azure and AWS are landing solutions.

Solution: Modern BI

Summary - In today's data-driven world, organizations are increasingly recognizing the importance of modern business intelligence (BI) and visualization tools for making informed decisions, driving operational excellence, and gaining a competitive edge. These tools enable companies to transform their vast amounts of data into actionable insights that can be easily understood and communicated across the organization.

Modern BI and visualization tools offer a range of unique benefits, including:

- **Self-service data exploration and analysis:** Modern BI tools empower users of all technical skill levels to explore, analyze, and visualize data without relying on IT specialists. This self-service approach democratizes data access and enables faster decision-making.
- **Interactive data visualizations:** Advanced data visualization techniques, such as interactive dashboards and charts, make data more engaging and easier to understand. These visualizations help users identify patterns, trends, and anomalies in data, leading to deeper insights.
- **Real-time data insights:** Modern BI tools can connect to real-time data sources, enabling organizations to monitor business performance and make informed decisions in the moment.
- **Integration with other business systems:** Modern BI tools integrate with various business systems, such as ERP and CRM, providing a holistic view of an organization's data.

Solution: Google Cloud Looker is a leading modern BI platform that offers a range of unique benefits, including:

- **Data exploration and modeling:** Looker's LookML data modeling language provides a consistent and governed way to define and explore data across different sources.
- **Self-service data discovery:** The Looker suite meets the needs of casual users all the way up to demanding enterprise analytics experts. Looker's intuitive interface and drag-and-drop functionality empower users to create and share data visualizations without coding.
- **Embedded analytics:** Looker's embeddable capabilities enable organizations to integrate BI functionality into their applications and data products.
- **Centralized governance:** Looker's centralized governance features ensure data consistency and security across the organization.

A semantic layer plays a crucial role in BI strategies and architectures by providing a unified view of data from disparate sources. It abstracts away the complexities of data structures and terminology, allowing users to explore and analyze data without understanding the underlying technical details. This semantic layer simplifies data access, reduces the risk of errors, and facilitates collaboration across teams. Our solution stands out as an innovative way to deliver CI/CD and change management to the BI world.

Use Case: Cloud Business Intelligence

Summary: Migrating from Tableau or Power BI to Looker and implementing new BI initiatives on the Looker platform can bring a range of significant business benefits to organizations. Looker's unique data modeling language, LookML, and its centralized governance capabilities offer several advantages over Tableau and Power BI, making it a compelling choice for organizations seeking to enhance their data analytics capabilities.

Solution: Utilize our solution and sales play to rapidly assess your client's existing BI strategy and align it with our Google Cloud Looker offerings. Migrations can save a substantial amount of money and help resolve the ungoverned BI issues that are typical in Tableau, PowerBI, or Qlik deployments.

To pursue business analytics opportunities we advise you to consider the following steps -

9. **Find your targets** - Use this [site](https://goto.google.com/CloudBI Recommendations) to locate good business analytics targets
10. **Review the Advanced Analytics play** - Review this site: Cloud BI Quickstart which provides details on how to engage analysts and business users to understand your customer landscape and build a next best business case.
11. **Engage an expert** - [Digby Norris] is a GTM specialist focusing on Advanced Analytics and can support the customer conversation to understand customers' strategic objectives and educate the customer on the value of Google's Data and AI Cloud. Ask for help through the [go/new-er](https://goto.google.com/new-er) process.
12. **Conduct a Cloud BI workshop** - We have identified several key partners which will help you conduct a discovery workshop and deliver hands-on workshops for the most common use cases. We have also constructed standard SOW's for your partners and have specialized PSO resources available to help you win.
13. **Understand the competition:** Niche solution providers, Data platform providers like Snowflake and Databricks, Hyperscalers like Azure and AWS are landing solutions.

Use Case: Embedded Analytics | Data Monetization with Looker

Summary: Data monetization is an increasingly influential business model that extends beyond basic data sharing. Companies are bridging organizations, suppliers, and customers with data as a product, enriched with GenAI capabilities, context, and actionable insights.

Embedded analytics addresses this opportunity and offers a means to build AI-driven data products and realize the value of data monetization.

According to HBR (2022), companies that treat data as a product can significantly reduce the time required to implement new use cases by up to 90%. Additionally, Gartner predicts that by 2026, more than a quarter of Fortune 500 CDAOs will be responsible for at least one data and analytics-based product that becomes a top earner.

Solution: Looker is a trusted vendor for agile development of embedded analytics applications. Looker Embed is a comprehensive embedded BI platform that helps companies of all sizes embed BI capabilities into their applications. With Looker, it is easy to integrate GenAI solutions to deliver high value analytic experience.

The business benefits for embedded BI with Looker includes:

- **Increase customer engagement:** By providing customers with easy access to data and insights, embedded BI can help them to get more value from their product or application. This can lead to increased user satisfaction and retention.
- **Faster Time-to-Market Data product**: Leveraging Google's best in class semantic layer for BI allows companies to version the BI experience and include it as part of their software delivery process.
- **Reduce development costs:** Looker's in-database architecture delivers real-time insights to apps and reduces data silos. Built-in governance and security capabilities reduce software development and maintenance costs, leading to improved profitability.
- **Gain a competitive advantage:** Customer-focused embedded analytics can help companies differentiate themselves, acquire and retain customers, develop their brand, and generate new revenue streams. This can lead to increased market share and revenue. Internal use cases for embedded analytics can help companies optimize costs.

Embedded Analytics by Segments:

- **Traditional Enterprises (Bottom-up Approach):** Traditional enterprises typically start their embedded analytics journey with the goal of improving decision-making and reducing costs. They do this by making data and analytics more accessible within day-to-day operational applications. Over time, they may build advanced data products that are external-facing. Typical artifacts/demand signals include operational analytics, transactional analytics, in-app/in-context analytics, and embedded analytics within internal apps. Examples of customers for embedded analytics include Drizzly and IBI Case Studies

- **Digital Natives (Top-Down Approach):** Digital Natives have high potential for embedded analytics use cases as they strive to build data driven products. Data owner is responsible to deliver revenue generating analytics products in a B2B (Typically, a direct data monetization) or B2C (Typically an indirect data monetization) fashion. These external facing analytic applications (PBL) require full product life-scycle management and operating business model. Examples of customers in this space include Park Mobile and PBL Case Studies

- **SaaS Providers and ISVs:** Embedded BI (business intelligence) is becoming increasingly important for customers as well as SaaS (Software as a Service) and ISV (Independent Software Vendor) providers. By embedding BI capabilities directly into their applications, these companies can provide their customers and users with a more valuable, user-friendly and guided analytics experience. Wix | UI Path Typical artifacts/demand signals: AI driven insights for their core data products, **OEM** Looker into their tech-stack, layered subscription model based analytics offering, deliver high value data/insights to customers via mobile app/web,

To pursue looker **embedded opportunities** we advise you to consider the following steps -

1. **Find your targets** - First read the E-Book to gain insights into key use cases and persona for embedded analytics solutions. Use this discovery deck to locate good targets for embedded use cases.
2. **Review the Advanced Analytics play** - Review this site: Embedded Analytics Quickstart and Data Monetization with Looker which provides details on how to engage data product owners and business users to understand your customer landscape and build a next best business case for embedded BI.
3. **Engage an expert** - [Jignesh Mehta] is a GTM specialist focusing on embedded analytics (data monetization with Looker) and can support the customer conversation to understand customers' strategic objectives and educate the customer on the value of Looker's embedded capabilities. Ask for help through the [go/new-er](https://goto.google.com/new-er) process (select use case: embedded analytics). Provide feedback on customer win/loss experience.
4. **Conduct an Embedded Analytics workshop** - We have identified several key partners which will help you conduct an embedded analytics and data monetization strategy session (discovery workshop) and deliver technical hands-on workshops for the most common use cases. We have also constructed standard SOW's for your partners and have specialized PSO resources available to help you win.
5. **Understand the competition:** Tableau and Power BI have data monetization sales play while there exists niche players such as Sisense and Domo. Use these compete battle cards for the opportunity. Leverage: Embedded BI/Data Monetization CheatSheet

Data Analytics Regional Growth Plan

1. Top accounts - defend and grow

Summary: Ensure top DA spender accounts are growing above xx% YoY

Execution Plan:

- Review top 5 accounts per subregion by FY23 revenue in collaboration with sub regional sales leadership. (~65 or approximately x% of FY23 revenue)
- Build Data Analytics account plan section to ensure / derisk FY24 growth goals with account teams and sub regional CE's.
    - Review the impact of existing workloads on FY24 revenue and understand gap to xx% growth goal
    - Create revenue opportunities to track and accelerate growth opportunities per account
    - Build out pursuit coverage model to drive revenue opportunities to workloads
    - Document blockers and investment to accelerate revenue growth

Roles and responsibilities:

- Solution GTM, SR Leadership, DASS Spender: Lead identification of top accounts and build initial plan with sub regional sales leadership. Track and support regionally to ensure success on a monthly basis
- Account team: Identify priority workloads and revenue opportunities for execution
- Account team + Solution GTM & NATT: Joint collaboration between selected account teams (FSR / CE) and Solution GTM & NATT to build DA section of account plan
- Sub regional sales leadership: sponsor the review of the top 5 DA accounts in the subregion, review the plan and findings in Q1

Success Metrics (KPI3):

- Gap plan documented for all ~65 top DA accounts
- ~65 top DA accounts generate x%+ of FY24 revenue

2. Accelerate top opportunities and workloads

Summary: Identify and accelerate top data analytics opportunity and workload pipeline through programmatic offers, practice enabled partners and PSO

Execution Plan:

- Identification of top opps and workloads with subregional sales leadership, DASS and Solution GTM
- Update next steps and close plan for each item and determine available offers, incentives or programs for acceleration

Roles and Responsibilities:

- X
- Y

- z

Success Metrics (KPI2):

- Reduction in time to deployment: Measure the time it takes to move analytics workloads from opportunity/workload to workload stage 4.2.

3. Drive new customer acquisition

Summary: Creation and execution of scale campaigns to build new data analytics customers

Execution Plan:

- x
- y
- z

Roles and responsibilities:

- Z
- Y
- z

Success Metrics (KPI1):

- Generate $x in stage 1,2 new revenue opportunities (rev opps created in FY24 tagged with data analytics solution/sales play)

Appendix

Industry goals and strategies mapped to solutions and sales plays

Industry	Goals	Strategies	Data Analytics Solutions
Retail	Enhance customer experience	Provide unique customer experiences	Reimagine Customer Experience Marketing Analytics
		Develop or expand Membership / subscriptions or rewards	Reimagine Customer Experience Marketing Analytics
		Provide superior customer service	Reimagine Customer Experience Marketing Analytics
		Meet demand for increased delivery	Supply chain analytics Data platform for AI
	Improve Profit Margins	Meet demand for increased delivery	Supply chain analytics Data platform for AI
		Improve supply chain efficiency	Advanced Supply chain analytics with Cortex
		Optimize Operations	Data platform for AI
	Drive Revenue growth	Grow Omnichannel sales	Advanced analytics for Sales with Cortex Marketing Analytics
		Provide seamless experience across channels	Reimagine Customer Experience
	Mitigate risks across the company	Develop Cyber resilience	
		Manage Operational Risk	
		Incorporate ESG and sustainability initiatives	Sustainability with Bigquery and GCP