

[G/HACK5]

<insert hack name here> <insert organization here>

<insert date>

[G/HACK5]

Welcome & Intros



< Lead Coach Name >

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What are gHacks?

gHacks are challenge based, hands-on workshops

Challenges describe high-level tasks and goals to be accomplished, not step-by-step instructions

Participants work in **teams of 3-5** to solve the challenges.

Each team is assisted by a **coach** for guidance and review of solutions









What is the story behind gHacks?

This is a **proven** modality

We initially **created this concept** at Microsoft in the CE organization and used it with **our customers**

Grew the catalog from 4 to **over 40 hacks**, contributed by **CEs** around the **world** and some **co-developed with customers**.

The **need** to bring this **model** to **Google Cloud** was clear



Why do we need gHacks?

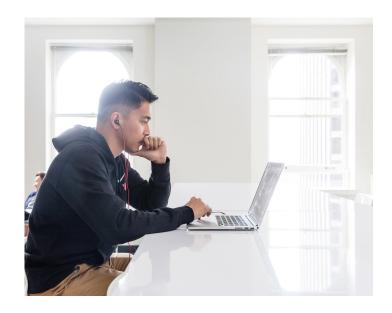
Without step-by-step instructions, **students** are forced to actively **think**, **search** and **discover** solutions

People **learn** and **retain** the most when they work in **teams**, make mistakes together and have the support and guidance of a **coach**

The challenges are an opportunity to showcase **our services** with **best practices** in an **end-to-end solution**

gHacks facilitate building of technical **credibility** and **trusted advisor** relationships with your **customers**.

gHacks can be **built together** with your **customer** to deliver **bespoke training** for a team that's about to embark on a **GCP pilot**.



How do we run gHacks?

We have a number of **gHacks** available in our **catalog** that can be used today

We look forward to **extending** the catalog with other CEs **contributing** new gHacks

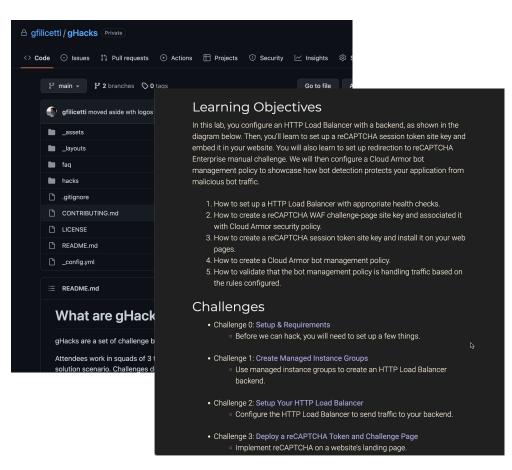
gHacks can be run in the **customer's environment**, kick starting **consumption** and leaving them with **working examples**.

Alternately, most **gHacks** are supported in the **CE Qwiklabs environment** so customers can use a standalone GCP environment.



What's it look like?

go/ghacks go/ghacks-repo go/ghacks-host go/ghacks-author



The current gHacks catalog

Available gHacks

MLOps on GCP

Demand Forecasting with Vertex Al

Cloud Armor + reCaptcha

Retail Data Analytics

gHacks in development

Media CDN - VOD at Scale

Software Delivery in GCP

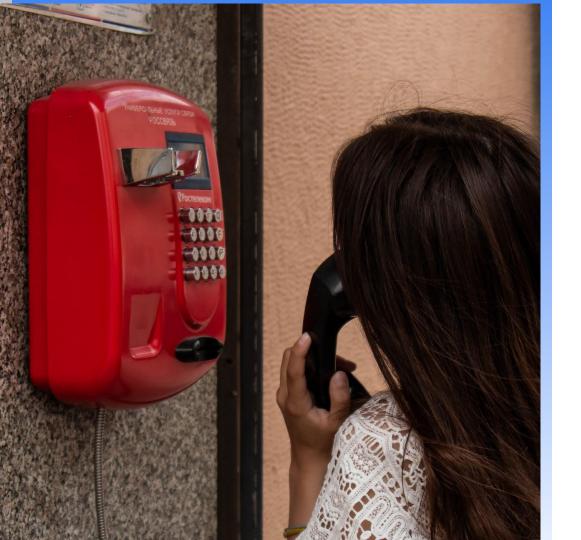
Google Analytics Optimization and Personalization

Customer Classification

Predictive Healthcare

Anthos Service Mesh Workshop





Call to Action

CEs: Got an idea? **Contribute** a new gHack to the catalog.

CEs & FSRs: Start hosting gHacks for your customers. This will unlock new workload opportunities and lead to quicker consumption revenue

CEs: Host a gHack for your own team for **internal enablement**.



Thank you.



Appendix

gHacks: The what, why and how

Dec 2022



Gino Filicetti Customer Engineer Media & Entertainment



Murat Eken
Customer Engineer
Amsterdam

gHacks: Learning Through Doing

Dec 2022

go/ghacks-pitch



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