



The SMB AI Playbook: Driving Real Value in EMEA

2025

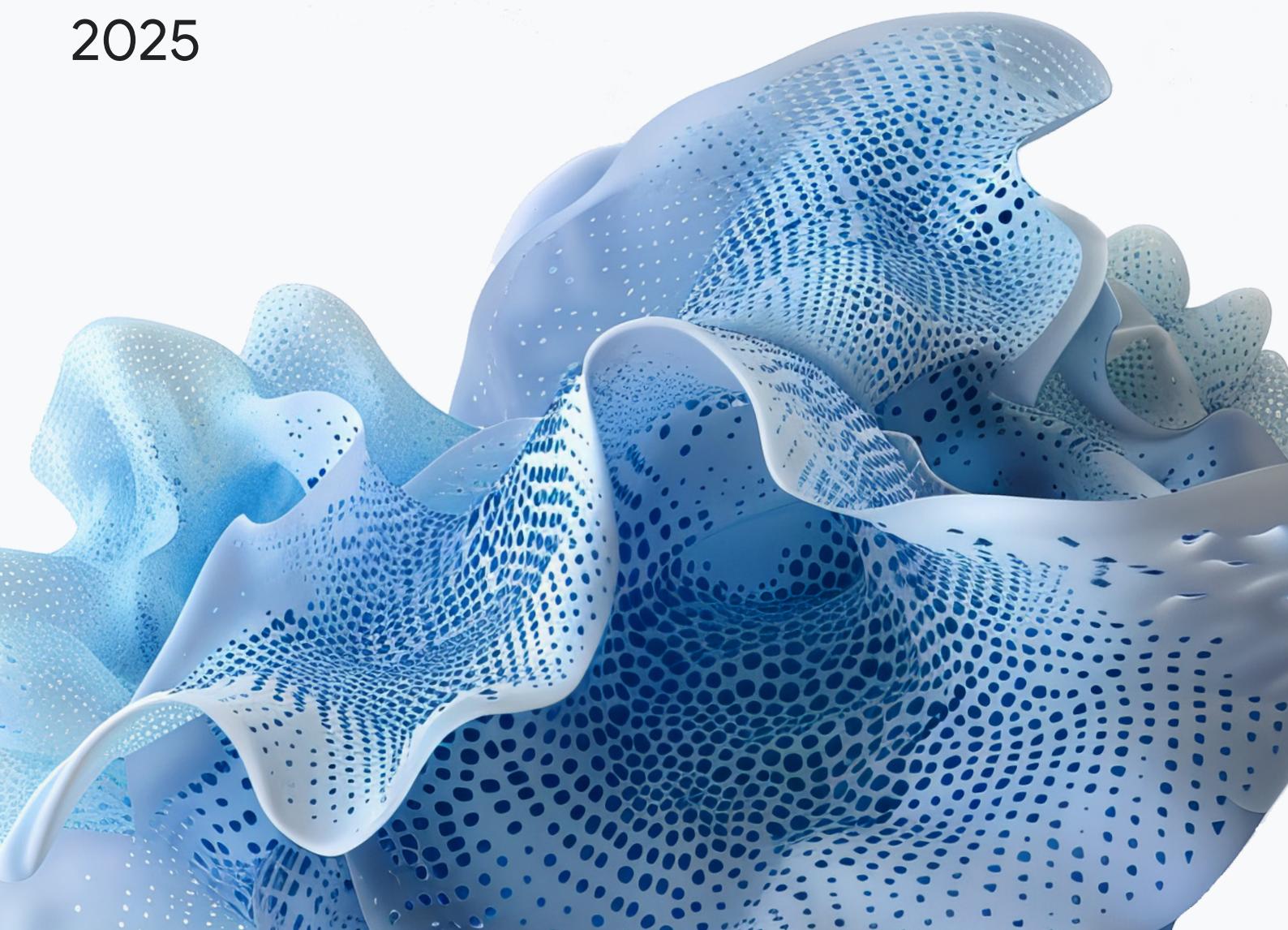




Table of contents

| | |
|---|----|
| Introduction | 01 |
| Macro Trends | 02 |
| How businesses are using AI across EMEA today | 03 |
| Practical Playbook & Roadmap for Small and Medium Businesses | 04 |
| Get Started with Google Cloud today | 05 |
| Methodology | 06 |
| Appendix | 07 |



01

Introduction

01

02

03

04

05

06

07



The Age of AI-driven Transformation

Whether you see Artificial Intelligence (AI) as the next general-purpose technology or just another innovation cycle, one thing is clear: it's already shaping the way we live and work in profound ways.

Across industries, from logistics and manufacturing to customer care and energy efficiency, AI is transforming how businesses operate. Its potential is massive:

AI is projected to contribute \$13-\$19 trillion to global GDP by 2030¹

It could impact up to 40% of all working hours globally, redefining roles across nearly every sector²

At the same time, an estimated 12 million net new jobs are expected to be created globally as a result of AI-driven innovation³

“

“What’s exciting is the potential to address the chronic tech talent challenge facing SMBs. AI-powered low-code platforms and AI agents are coming together, to enable orgs without big technical teams. That’s a powerful shift that lets more organisations innovate, personalise, and compete on a global stage”



Ori Weinroth
EMEA Director of Cloud Marketing, Google Cloud





EMEA: Full of Potential, Ready to Scale

While EMEA's progress toward scaled adoption lags global frontrunners, businesses are deep in the process of exploring what AI can do for them.

In a 2025 survey, 31% of smaller European companies reported having scaled at least one generative AI initiative.

Given Europe's high concentration of smaller businesses, a significant opportunity looms to accelerate reach and scale.

European companies are spending 45-70% less on external AI services than similarly sized U.S. firms - a gap across industries which suggests a likely acceleration will take place as the technology demystifies.

In the Middle East, 47% of business leaders say they are exploring or adopting AI. In Africa, over 40% of organizations have run generative AI pilots. In both regions, most activity is in early-stage experimentation rather than scaled deployment.

The latent potential will be released as companies progress beyond experimentation. With the right guidance and the right support, EMEA businesses will shift from pilot mode to scale.



A Region Ready for Action

Despite the slower start, the opportunity in EMEA is huge. AI is projected to contribute over \$2.5 trillion to the region's GDP by 2030 - equivalent to approximately 10% of EMEA's 2024 GDP.

Across the region, the conditions for scaled AI adoption are converging:

- **Shared Sector Strength:** From German manufacturing plants using AI for predictive maintenance, to Gulf-based telecoms deploying AI chatbots, to African banks using AI for fraud detection - EMEA's industries are applying AI to real operational challenges, with lessons increasingly flowing across borders.⁴
- **A Growing Talent and Innovation Network:** The AI talent pool is expanding - 77% of EU AI professionals are active in key sectors, and developer communities in Lagos, Nairobi, and Cairo are thriving.⁴ In parallel, regional initiatives like the UAE's MBZUAI and pan-African upskilling programs are helping to build a shared, future-ready workforce.
- **Infrastructure Momentum:** Europe's AI gigafactories, Gulf smart cities like NEOM and Hub71, and new data centers across southern and eastern Africa are all contributing to a more connected, AI-ready cloud and compute ecosystem, supporting cross-regional scale and innovation.
- **A Commitment to Responsible AI:** From the EU AI Act to national frameworks in the UAE and AI ethics charters emerging in Africa, a shared regional commitment to trusted, transparent AI is helping businesses build with confidence across jurisdictions.

Taken together, these developments signal a region that isn't just building capacity, but laying the foundation for sustained scale. With the right tools, partners, and guidance, organisations across EMEA can turn AI momentum into measurable business value.

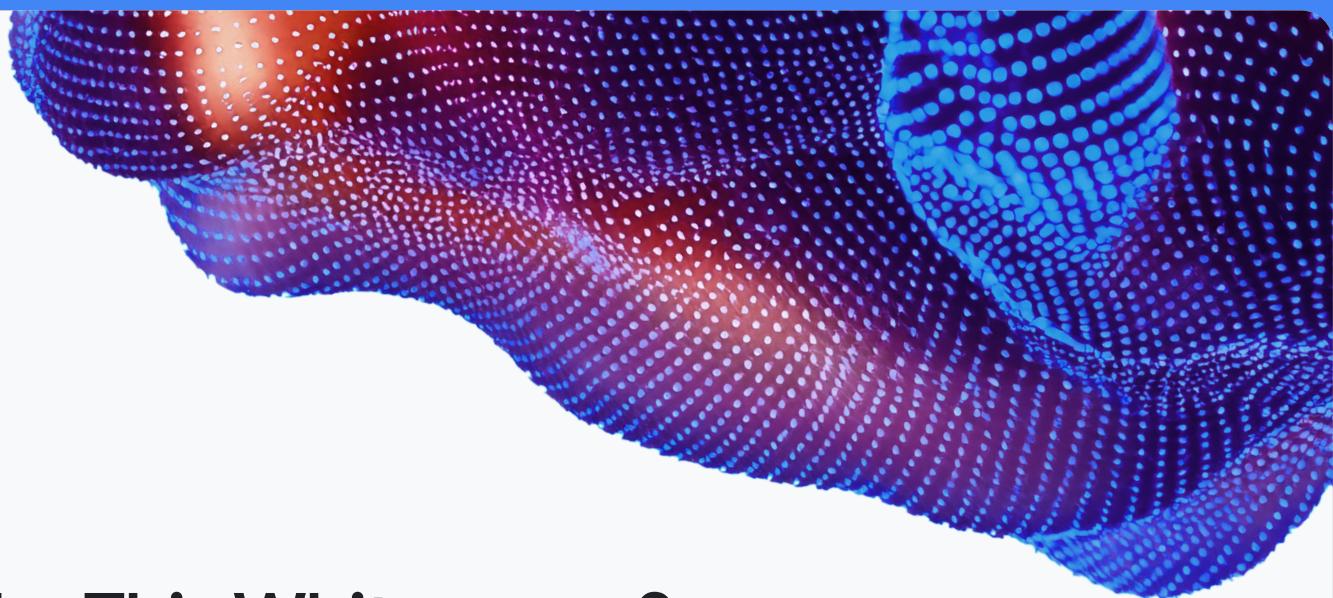
“

To those thinking about AI I would say: get started. It doesn't matter where you are on the journey - that's your starting point. AI will bring value to you, your team, and your business. The reality is that to stay current and competitive, businesses need to be somewhere on the journey to adopting AI. AI is a huge opportunity for all of us, and for SMBs to bridge the gap of scale. AI technology is leveling the playing field for those that choose to embrace it.”



PJ Dwyer
Managing Director EMEA
SMB, Google Cloud





Why This Whitepaper?

To accelerate that shift from exploration to execution, this whitepaper offers a practical guide specifically built for small and medium-sized businesses (SMBs) across EMEA.

Inside, we spotlight:

Key adoption trends shaping business priorities and investment

Real AI use cases currently deployed in the region

A structured playbook to help companies define their AI approach, prioritise use cases, and get started with confidence

It draws on interviews with business owners and leaders, actionable use cases, and expert insights to help businesses make informed, practical decisions.

The goal of this whitepaper is to help EMEA's businesses not just ride the AI shift, but thrive in it. In particular, we hope and aim to support Small and Medium-sized businesses on their AI transformation journey.

“

“AI has come a long way. It used to be that you could only train one model for one specific task, but now the use cases are so much broader. Generative AI is more versatile and easier to access, which is especially important for SMBs that might not have a lot of resources. What I also see with Google Cloud solutions is flexibility. Customers don't want to be locked into a technology or platform, and Google Cloud gives them options. Whether it's integrations with open-source frameworks or third-party tools, it's about meeting people where they are and giving them space to grow.”



Elise Landman
EMEA Customer Engineer,
Google Cloud

Google Cloud's Commitment

At Google Cloud, we believe AI should be both powerful and accessible to all: from early stage businesses to mature enterprises. With flexible tools, a robust ecosystem, and cutting-edge models, we're here to support your boldest ideas.

Our extensive network of local partners works hand in hand with customers to ensure we meet their unique and evolving needs, acting as the trusted counterpart on the journey to AI deployment. In this paper, we'll also share more about the role these partners play in enabling real-world AI adoption.

Beyond the tools, we're committed to working alongside businesses to help them tap into the power of AI and build for the future, one solution at a time.

“

We work with a diverse and talented group of partners to offer value-led solutions to businesses. Google Cloud partners help us to deliver at incredible scale. Based all over the world, and with a variety of specialisms, partners help us to cover the varied needs of every growing business. While we provide the technology, partners are on the ground 24/7 defining new use cases and generating value for customers.”



Simon Wallace
Head of SMB Partner Sales,
EMEA, Google Cloud





02

Macro Trends



01

02

03

04

05

06

07

Overview of the market

Across industries and across EMEA, businesses are proving that when innovation is made accessible, they can move fast, solve real problems, and unlock meaningful growth.

In this section, we explore the top trends shaping how SMBs are using AI today and where they are headed next. Drawing on insights from our interviews and real-world use cases, these trends reflect what matters most: solutions that are flexible, practical, impactful, and deliver a clear return on investment.

Businesses are not waiting for AI to be perfect. Instead, they're building for it now by leaning into their operational agility, tapping into evolving partner ecosystems, and demanding greater reliability and inclusivity in how AI is designed and deployed.





These six trends, which we will dive into in depth, reflect the real-world priorities, challenges, and breakthroughs we've observed across EMEA:

Trend 01

Good Data, Better Outcomes: Strong and secure data foundations remain critical

The success of AI depends on the quality of the data behind it. Businesses are focused on making their data accurate, structured, secure, and ready to drive smart decisions to leverage the full power of AI.

Trend 02

Smart Spending: Balancing performance with predictable costs.

With growing confidence in AI's potential, businesses across EMEA are investing in solutions that deliver strong performance while maintaining predictable costs.

Trend 03

Thriving Through Change: Flexibility is key to adoption

AI tools must work seamlessly with existing platforms and workflows. Businesses value solutions that are open, flexible, and easy to plug into the systems they already use.

Trend 04

Agility: Rapid moves from ideas into action

In a fast moving market, the ability to move and make decisions quickly matters. With modular tools becoming more accessible and resources often limited, businesses are focusing on quick-win applications that allow them to test, refine, and scale solutions faster.

Trend 05

AI for All: Access and impact become ubiquitous

As AI tools become more user-friendly, non-technical teams can drive innovation. Businesses are embracing solutions that are accessible and solve the day-to-day challenges.

Trend 06

Designed for Use: Simple interfaces accelerate adoption

The shift to natural language interfaces across emerging AI capabilities has contributed to increased accessibility for both product builders and users.

Trend 01

02 03 04 05 06

Good Data, Better Outcomes: Strong and Secure Data Foundations Remain Critical

A frequently discussed hurdle in AI adoption is the availability of quality data. Decentralized operations, resource capacity, legacy systems and security can create challenges actioning comprehensive data management strategies.

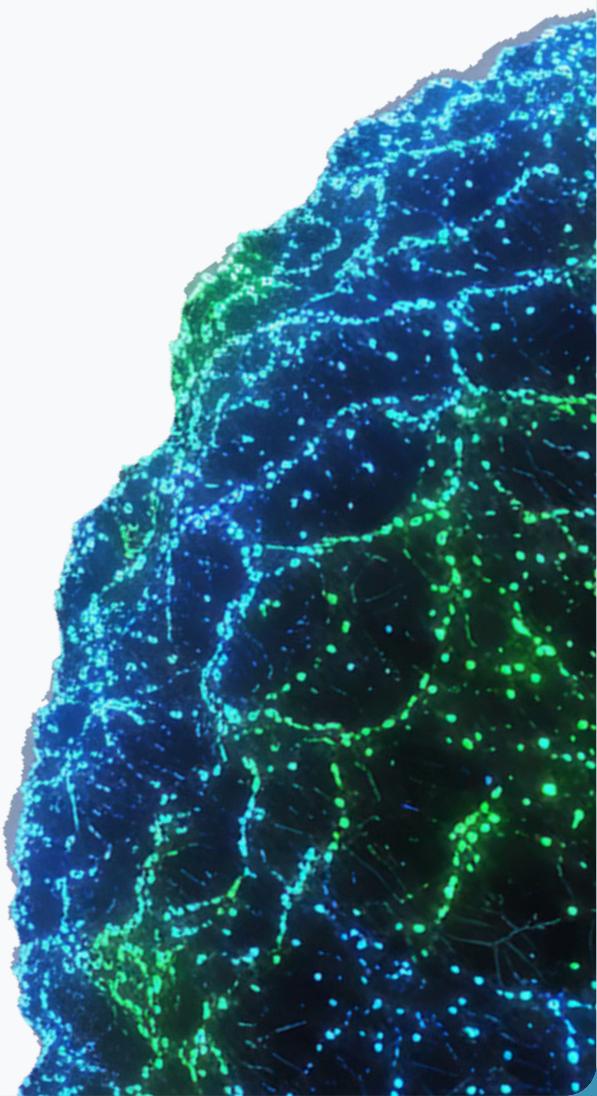
Market context

Access to clean, comprehensive, securely stored data sets is critical to driving the accuracy and overall value of AI solutions.

SMBs note that a lack of resources and expertise is impacting their ability to push forward data-driven operations.⁸

With clean data being fundamental to the ability of AI to deliver, small Machine Learning (ML) models are increasingly being used to clean and categorise unstructured data, making it easier than ever to build and improve effective data infrastructure.

In tandem, the development and release of comprehensive data management regulations to keep customer data safe is bringing secure, ethical data practices front-of-mind for business leaders.⁹



Trend 01

02 03 04 05 06

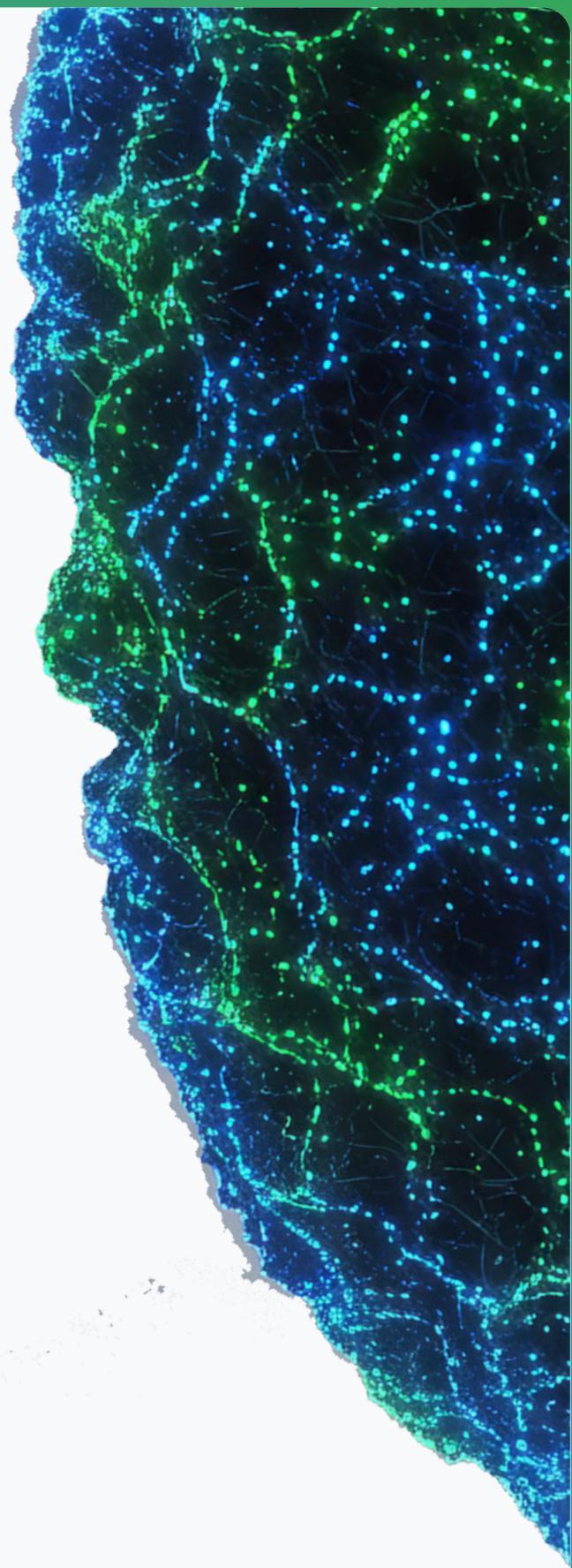
Customer Voices

Business leaders acknowledged that cleaning and making sense of complex data sets is often a time-consuming hurdle on the path to AI maturity. However, it's a necessary step - one that many are now addressing by using AI and modern data platforms to ensure their models run efficiently and deliver reliable results.

"We have recently completed a major project to centralize and structure our data into a data warehouse, built entirely with Google Cloud technologies. It started with a conversation about machine learning, but we quickly realized that without a strong data foundation, nothing else would be possible."

**Dimitar Mitkov**

Head of AI Development and Adoption, Economedia



Trend 01

02 03 04 05 06

How Google Cloud is supporting efficient and secure data management

Google's data management platform leverages machine learning capabilities to effectively clean, categorize, store and visualise unstructured data securely through a variety of applications.

BigQuery ML

Uses a range of SQL tools to filter, enrich and structure data prior to feeding into ML models at scale, enabling businesses to expand data use and possible use cases.

Vertex AI

The end-to-end ML platform offers a variety of tools for each stage of the data lifecycle including preprocessing models and automated workflows for data re-processing, training and evaluation.

Looker

Generates interactive reports using engaging, out-of-the-box data visualizations for increased accessibility of real-time insights.

Dataflow ML

Permits the creation of dataflow pipelines, complex data transformation and extensive integration with a range of data storage platforms.¹⁰

Security Command Center

Delivers and supports users in maintaining security across their entire AI and data stack, from vulnerability and threat detection to audit management and compliance dashboards.¹¹

Looking to the future

As businesses look to expand their use of AI and begin to build forward looking deployment strategies, effective data management and preprocessing is the single most critical enabler to ensure the success of ML models.



Smart Spending: Balancing Performance with Predictable Costs

In today's highly competitive market, businesses are prioritizing AI solutions that deliver strong performance while offering transparent, controllable pricing.

Market context

Increased confidence in the positive impacts of AI on revenue growth, elevated customer experience and improved productivity are driving significant investments and an openness to new opportunities.¹²

However, the opportunity cost of any investment is high, and smaller technology teams can find it difficult to prioritise resource allocation to research, procure and build AI solutions.

In a market where time and money are high-value commodities, leaders need to be persuaded of the value of their investments and feel protected from spiralling processing fees they do not have margin to absorb.

To meet these expectations, AI providers must deliver high-performance tools that are cost-efficient, easy to adopt, and supported by transparent pricing models.

Customer Voices

In interviews, businesses emphasised the importance of choosing AI solutions that offer strong performance with predictable, controllable pricing. Many highlighted the need to monitor costs closely, especially for high-volume or long-running use cases, while still maintaining speed and accuracy:



“Our AI agents run intense analyses for hours at a time, so we need a solution that balances intelligence, speed, and price. Gemini models help us keep performance high without costs spiraling out of control.”



Adam Wangrat
Lead Engineer, Neural Alpha





01

Trend 02

03

04

05

06

How Google Cloud is supporting businesses on the journey

Google Cloud helps businesses manage costs across the AI journey with transparent pricing, cost-effective products, and powerful management tools that maximise value at every stage:

Transparent Cloud Estimation

Google Cloud's interactive pricing calculator allows businesses to estimate costs before committing.¹³

Flexible, Pay-As-You-Go Billing

With on-demand billing and optional committed use discounts, businesses only pay for what they use. This ensures alignment with real-time needs and budgets.¹⁴

Google Workspace with Gemini

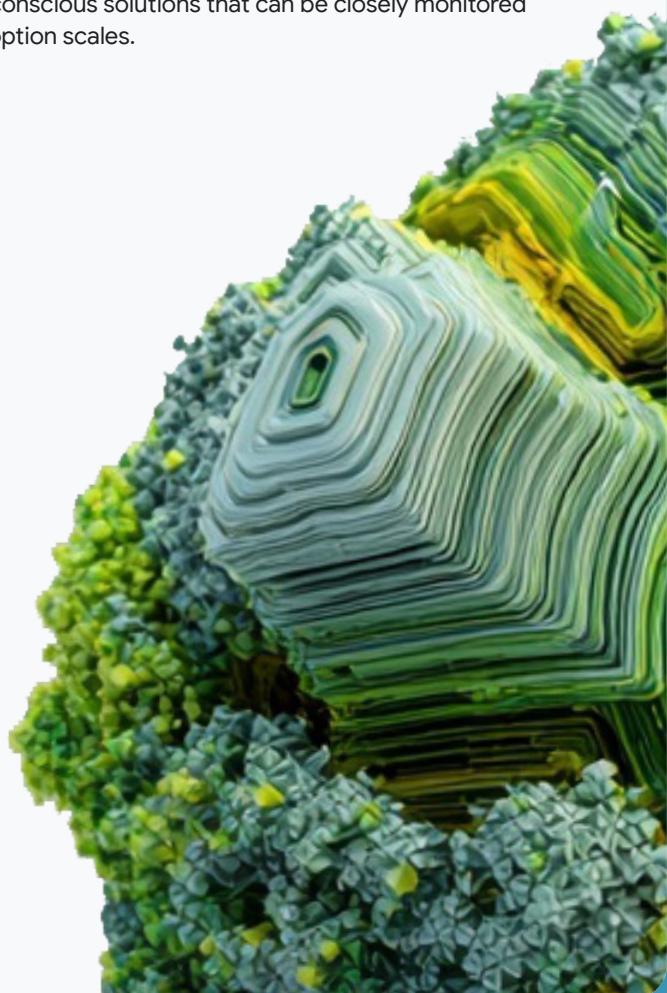
Gemini is included at no extra cost with all Google Workspace plans, giving users immediate access to generative AI tools for content creation, communication, and collaboration without breaking the bank.

Google Cloud Cost Management Tools

Provide users with a clear, detailed view of their cloud spending. Businesses can set budgets, monitor usage in real-time, and receive proactive alerts to help prevent overspending.¹⁵

Looking to the future

As businesses become increasingly confident with using AI for a range of business practices, nailing the balance of performance and cost is critical for AI providers to stand out in a busy market. Organisations across EMEA will continue to need to prioritise efficient, cost-conscious solutions that can be closely monitored as adoption scales.



Thriving Through Change: Flexibility is Key to Adoption

AI technology is evolving and improving so rapidly that flexibility is a key decision in the buyer's journey, as well as a key enabler that allows them to mix and match with open source and custom software as needed.

Market context

AI solution providers are releasing new, more advanced products daily, creating stronger use cases and greater efficiencies. For SMBs, identifying the right products at the right time is critical to the success of their AI strategies and deployment.

Businesses are proactive in their adoption of AI, positively seeking new capabilities and identifying potential areas for further augmentation.

As a result, flexibility in AI tools and platforms is high priority, with platform-agnostic and multi-platform enabled products granting organisations the ultimate ability to adapt through fast paced technological change.

Customer Voices

Our conversations with business leaders revealed that many organisations are taking a "mix and match" approach: intentionally designing AI architecture that allows them to plug in the best tools available, when they become available. As AI tools evolve rapidly, businesses are prioritising adaptability over rigidity to stay ahead of the curve.



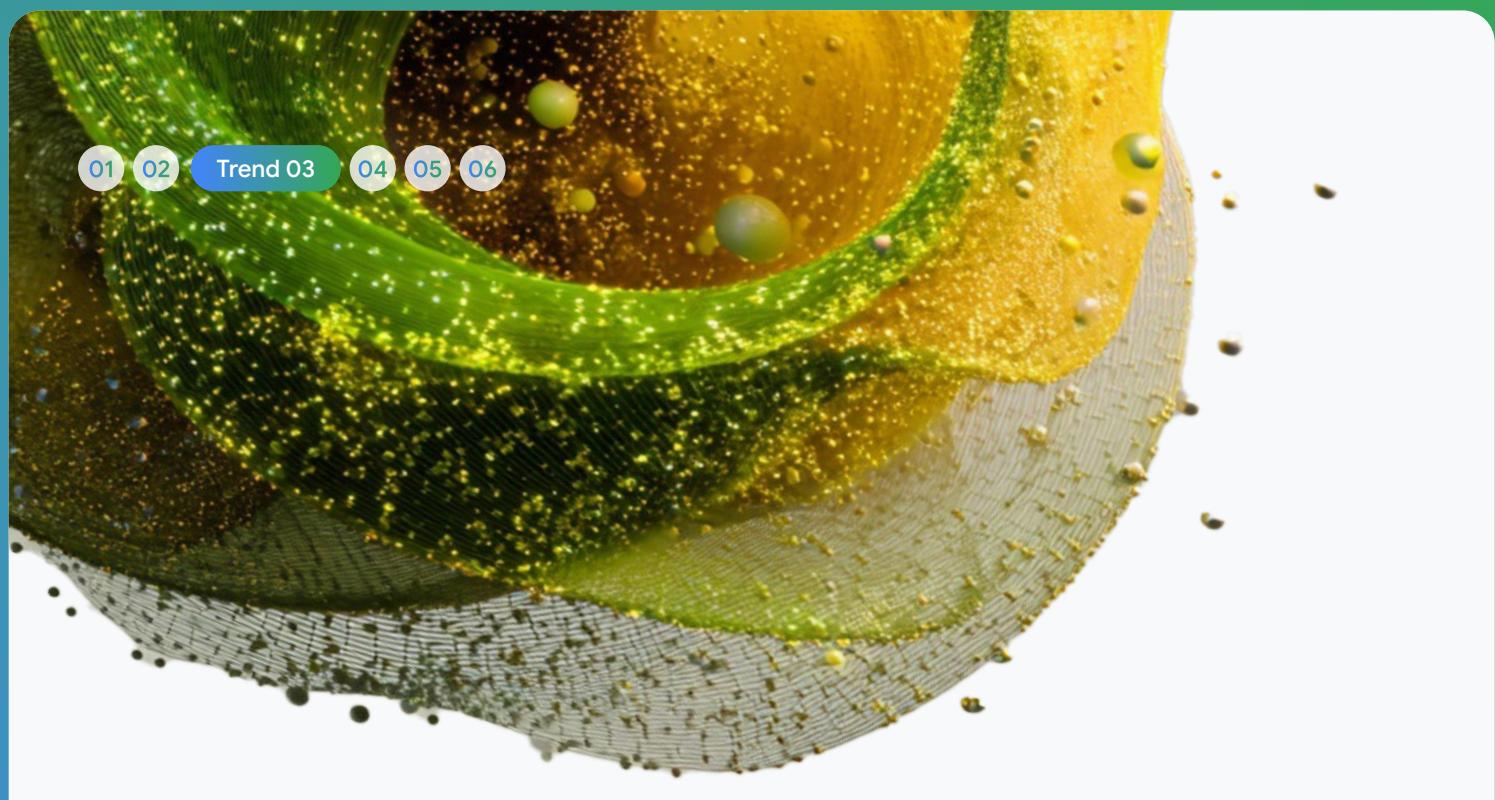
"By the time we identify an AI-related challenge - whether business or operational - the market has already released a solution we can leverage. We've built our tech stack so we can swap models or services as needed. Being modular lets us move faster and stay current"



Ramón Ferraz
CEO, Billionhands



01 02 Trend 03 04 05 06



How Google Cloud is Driving Flexibility

Google Cloud permits third-party partners and organisations to co-create, build, and deploy new AI solutions using their platform. This means businesses can work with a variety of vendors, or build tools themselves to create flexible, bespoke AI driven capabilities. Organisations are free to connect models and adopt the newest technologies without the hurdle of vendor lock-in committing them to solutions that no longer meet their needs.¹⁶

Google Cloud's flexible platform and open standards are built to prevent vendor lock-in and give organisations the freedom to experiment across languages, platforms and cloud providers.¹⁷

Multicloud Solutions

Google's multicloud solutions are allowing users to deploy from a consistent platform, regardless of where the new models reside.

Vertex AI Model Garden

Contains a collection of over 200 AI foundation models, which include first-party models, but also partner models and open models, giving customers a variety of choices.

Vertex AI Agent Builder

A stack of solutions to develop AI agents, supporting native integrations to Google AI models, but also third-party models, open models, as well as various frameworks.

Google Cloud's Data Warehouse

Permits users to manage data at an incredible scale across clouds, pulling real-time dashboards and in depth analysis from a variety of data sources.¹⁸

Looking to the future

As businesses continue to scale their AI architecture, flexibility is critical to dynamic, agile adoption. The vast and varied AI agent networks of the future will require organisations to be at ease working with a variety of products on one platform. Businesses early in their AI journeys should look to building strong AI foundations, enabling scalable and diverse deployments.



Agility: Rapid Moves from Ideas to Action

For many businesses across EMEA, agility is becoming a strategic priority rather than a luxury. As they look to adopt AI, these organisations are focusing on use cases that offer rapid time to market and enable fast iteration.

Market context

As AI adoption matures, the ability to test and scale technology quickly is becoming a core competitive differentiator. Across EMEA, organisations are increasingly prioritising use cases that deliver fast, visible results and are favoring speed to market over long, complex implementation cycles.

For example, in Western Europe, early AI adopters are seeing tangible results - some reporting ROI within 3 to 12 months. What's most notable is how quickly many of these businesses are moving from idea to pilot, and from pilot to production - often in a matter of weeks.¹⁹

Customer Voices

Leaders across EMEA confirm that they are embracing AI with urgency and focus. Our interviews reveal a common pattern: teams are not just adopting AI, they are getting to work fast. Whether launching internal assistants or deploying customer-facing agents, businesses are turning ideas into operational solutions at speed.



“We only started building in March, but we’re moving fast because the company is willing to adapt. Just a short while ago, no one was working with AI. Now we’re training models, deploying on Vertex, and integrating everything from BigQuery to pipelines in a single environment. It’s streamlined, less manual, and allows us to act quickly when new opportunities emerge.”



Nadera Al Areqi
Data & AI Engineer,
Gina Tricot



01 02 03

Trend 04

05 06

How Google Cloud Supports Business Agility

Google Cloud supports businesses' need for speed with tools that are flexible, modular, and built for immediate use. Developers can now pick up and deploy a variety of capabilities as quickly as they are needed using accelerator tools and modular solutions.

Gemini

Gemini enables businesses to quickly build AI-powered tools such as internal knowledge assistants or customer chatbots with minimal setup. Its natural language interface makes it accessible beyond technical teams, accelerating experimentation and reducing the time from idea to deployment.

Model Garden on Vertex AI

Provides a library of ML models ready to be customised and deployed built by both Google and trusted partners, allowing users to jumpstart projects and build at pace.²⁰

Google Cloud's ecosystem, including BigQuery, Vertex AI, and Looker, offers modular tools that can be adopted gradually. These services integrate with many existing systems and workflows, allowing teams to experiment and scale quickly without major upfront changes. Businesses can start with targeted use cases and expand as their needs evolve.

Looking to the future

For businesses already exploring AI, there is a critical window to scale what's working and build on early wins. To capitalize on this opportunity, businesses need to test early, learn quickly, and move confidently. With the right mindset and the right technology, agility becomes more than a strength – it becomes a strategy for long-term growth. For EMEA's businesses, that strategy is already within reach.



AI for All: Access and Impact Become Ubiquitous

Recent developments in AI have improved accessibility for businesses, especially for those without large technical teams, through intuitive interfaces, lower implementation barriers, and more widely available tools.²¹

Market context

The development of low-code and no-code platforms has dramatically increased the capabilities of non-technical employees and relieved the burden on technical employees, driving down costs and time spent.²²

For many businesses with limited technical resources but growing technology needs, these tools are lowering the barriers to entry and making it easier to experiment with AI across functions like customer service, operations, and predictive analytics.



Customer Voices

The business leaders in our study noted how the increased accessibility of AI platforms had opened doors for their employees and expanded product development capabilities. Business leaders are innovating, building and deploying new products leveraging AI with minimal barriers to entry.

“

“Our internal tech teams are actively using AI to generate code, test ideas, and accelerate delivery, all without compromising on quality. We’re working across multiple LLMs and IDEs to find the right fit for each task. Beyond development, we’re also applying AI in scheduling, legal review, sales, marketing, and customer service. The availability of today’s AI tools means we don’t need deep technical specialization to experiment broadly – the key is making sure we’re using AI in the right way.”



Sébastien Monnier
Founder, Tersea



01 02 03 04 Trend 05 06

How Google Cloud is Driving Accessibility

There are many examples of organisations using Google Cloud's AI infrastructure to build accessible AI platforms for employees.²³

Code agents such as Gemini Code Assist and Vertex AI Agent Builder empower established businesses to accelerate software development, driving increased productivity among less technically experienced employees.²⁴

Gemini Code Assist

Leverages Gemini 2.5 with a variety of capabilities to support programming including a code aware chat interface, automatic code completion and the ability to generate and transform full functions at point of request.²⁵

Gemini Cloud Assist

Supports users by granting real-time understanding of their cloud environment, improving management of applications across their lifecycle.²⁶

Vertex AI Agent Builder

Facilitates the creation of multi-agent experiences by allowing users to design agents and workflows, leveraging a variety of tools to simplify the outlining, creation and deployment of agents into production environments.²⁷

Google Cloud offers a variety of solutions designed for different target personas, and different levels of technical expertise. For business users, Google Cloud offers easy to use, out-of-the-box solutions like Vertex AI Search, that

require little technical understanding. For technical users and developers, there are a variety of tools that meet any level of customization needed, like Vertex AI RAG Engine.

Looking to the future

Business leaders should continue to drive the AI agenda and instill confidence in their employees to experiment with AI and enhance their capabilities.

The increase in low-code and no-code solutions will continue to inspire businesses to be open minded about what AI can do without skill-gaps and high resource costs limiting potential.



Designed for Use: Simple interfaces accelerate adoption

The shift to natural language interfaces across emerging AI capabilities landing in the market has also contributed to increased accessibility.

Market context

The growth in natural language interfaces (i.e. conversational) and AI assistants is allowing employees to access, experiment and drive efficiencies in their own workflows.²⁸

As tools become more responsive to natural language prompts, employees are shifting from operating software to instructing technology.

Simple prompts initiate processes that assess the requests, consider the tools needed to approach the task, and then create and implement a plan to meet the original employee request.²⁹

Customer Voices

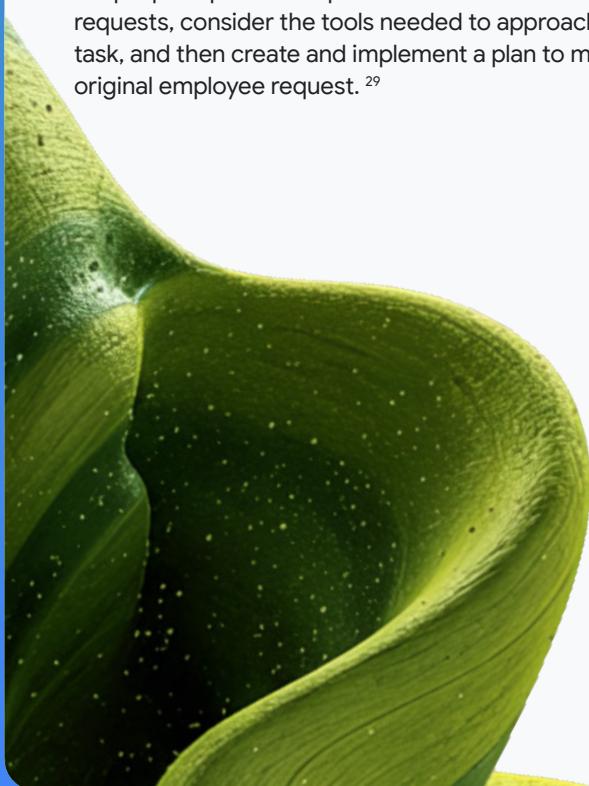
Businesses have commented extensively on how easy they find engagement with Google Cloud products to self-build and augment their workflows, including stakeholders from non-technical backgrounds.

“

“Once we were up and running on Google Cloud, we realized we could do nearly everything on the platform. I love that we can simply layer an LLM on top and interact with it in plain English. Even as a non-technical founder, it has been relatively straightforward to work with cloud-based data”



Anne Stephens
Founder, Key Three Data





01 02 03 04 05

Trend 06

How Google Cloud is driving accessible user interfaces:

Google's Natural Language AI capabilities allow users to circumvent the traditional need for code to leverage the potential of new technologies and potential efficiencies.

The ability to interact with and simply develop models that can take instruction via natural language is significantly extending the scope of what AI means for businesses.

Natural Language API

Pre-trained models that can be easily added to existing applications to enable natural language understanding

Gemini in Vertex AI

Gemini can understand almost any input and generate any output according to the nature of prompts and supplied information.³⁰

Dialogflow

Allows developers to create conversational AI that interacts with lifelike tone and accuracy which can be deployed cross-business and scaled with ease.³¹

Looking to the future

By adopting conversational models, businesses can make a technologist out of any member of staff. As businesses become increasingly AI-driven, it is critical that business leaders actively engage their employees in how they can drive innovations through natural language.



03

How businesses are using AI across EMEA today

01

02

03

04

05

06

07



Introduction

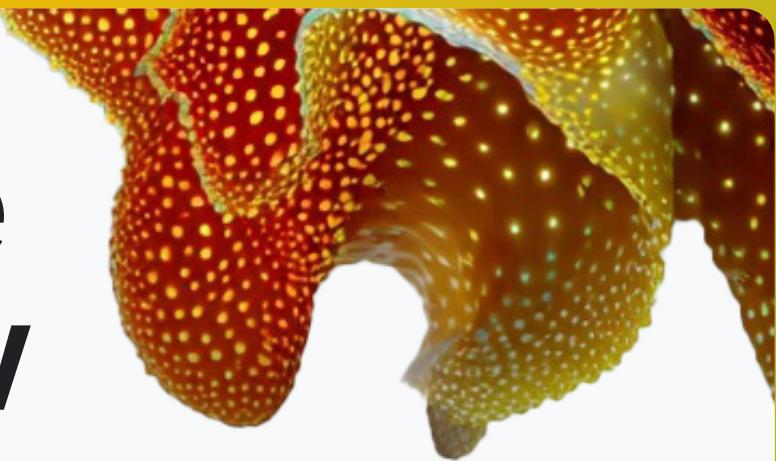
The trends shaping AI adoption across EMEA are not theoretical: we are seeing them play out across industries. What we heard in interviews and observed through real-world deployments is that when AI is made accessible, practical, and focused on outcomes, even non-digital native businesses can move fast and create real value.

In this section, we explore how the six trends articulated above are being translated into action. From marketing and customer service to supply chain and finance, organizations are using AI to solve business challenges, automate work, and unlock new forms of insight and efficiency.

We've organized these use cases by business function to show where AI is already driving tangible impact. Each use case outlines the specific workflow it supports and the business outcome it enables, with select examples brought to life by real-world insights from EMEA business leaders.



Use case overview



Function 1: Business Strategy

USE CASE #1

Automated Performance Monitoring & Reporting

- Impacted Internal Workflow:** Business Performance & KPIs
- Impact:** Improve internal efficiency; Enhance decision-making

AI-powered analytics tools are being used to automatically generate performance dashboards and insight reports that highlight key metrics such as growth trends, anomalies, and operational performance indicators. By using machine learning to detect patterns and surface real-time insights, these tools help business leaders monitor performance more effectively and make faster, data-driven decisions.

USE CASE #3

Sentiment Analysis from Public Data

- Impacted Internal Workflow:** Market & Competitive Intelligence
- Impact:** Increase revenue; Improve internal efficiency; Enhance decision-making

AI-driven data analysis is being leveraged to surface insights on nuanced and complex market sentiments. By analyzing large volumes of online content such as news articles, blogs, and forums, AI tools are successfully indicating sentiment shifts, emerging risks, and public perception trends related to competitors, industries, and specific companies. This helps leaders to strategically prioritize investments into new products and use cases.

USE CASE #2

Peer Benchmarking & ESG Scoring

- Impacted Internal Workflow:** Market & Competitive Intelligence
- Impact:** Improve internal efficiency; Enhance decision-making

To understand adherence to Environmental, Social, and Governance (ESG) standards in relation to the wider market, businesses are using AI to analyze internal and external data sources to benchmark organizations against peers on ESG criteria and business performance metrics. By using AI, businesses benefit from fast, data-driven comparisons with little strain on existing resources.

“

“We’re using BigQuery to analyse public data sources like the GDELT news dataset to extract sentiment trends across markets and industries. It helps us pick up on emerging ESG risks or shifts in public perception that don’t show up in traditional reporting. Combined with Gemini, we can turn that data into useful insights for our clients.”



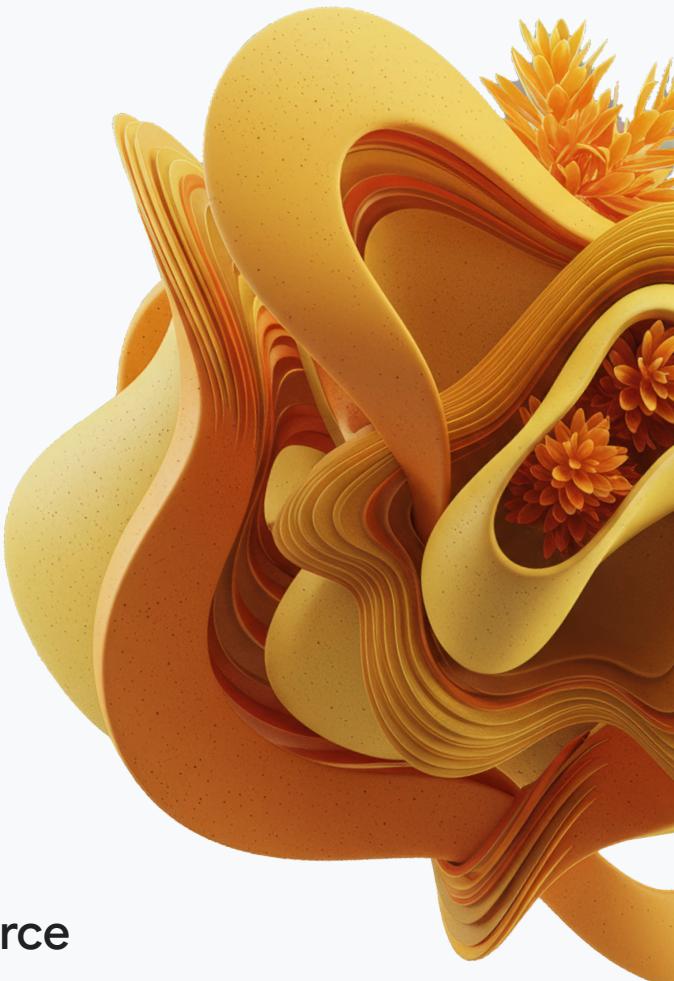
Adam Wangrat
Lead Engineer, Neural Alpha

USE CASE #4

Intelligent Pricing Optimization

- Impacted Internal Workflow:** Pricing & Markdown Execution
- Impact:** Increase revenue; Enhance decision-making

AI-powered pricing tools are helping businesses dynamically adjust pricing strategies based on real-time insights. By analyzing factors such as product availability, customer demand, competitive benchmarks, and historical performance, these models recommend pricing adjustments that balance growth with profitability. This allows leadership teams to make faster, data-driven decisions that improve margins, adapt to market shifts, and align pricing with broader business goals.



Function 2: Sales & Digital Commerce

USE CASE #5

Multi-Lingual Product Descriptions

- Impacted Internal Workflow:** Product Information Management
- Impact:** Improve internal efficiency; Improve customer experience

Generative AI models, such as large language models (LLMs), are helping businesses rapidly create and scale descriptive content across multiple languages and regions. By tailoring product or service descriptions to local preferences and languages, businesses can ensure consistency in messaging while accelerating content deployment. This is particularly valuable for organizations managing large product catalogs or expanding into new markets where localization is key to engagement and conversion.

USE CASE #6

Tagging for Products or Digital Assets

- Impacted Internal Workflow:** Product Information Management
- Impact:** Improve internal efficiency; Improve customer experience

Businesses are leveraging AI models to automatically generate relevant tags for products, services, or digital content to improve classification, organization, and searchability across platforms. By enhancing metadata and content structure, businesses streamline catalog management, enable more accurate filtering, and reduce manual effort. This enables improved internal efficiency and drives a better customer experience for users navigating complex inventories or digital offerings.

USE CASE #7

Personalized Product Recommendations

- Impacted Internal Workflow:** Website Conversion Optimization

- Impact:** Increase revenue; Improve customer experience

Recommendation engines powered by machine learning are helping businesses deliver personalized product suggestions in real time. By analyzing browsing behavior, preferences, and historical data, these tools surface tailored suggestions in real time. This level of personalization helps guide users toward relevant content, services, and offerings more effectively, increasing the likelihood of conversion and boosting satisfaction.

USE CASE #9

Customer Value Prediction

- Impacted Internal Workflow:** Renewals, Upsell & Expansion

- Impact:** Improve internal efficiency; Increase revenue

Predictive AI models analyze customer behavior patterns, engagement signals, and historical data to assess the likelihood of churn or growth. These insights help sales and customer success teams prioritize accounts, proactively manage retention, and identify customers most likely to renew, upgrade, or expand.

USE CASE #8

Loyalty Program Personalization

- Impacted Internal Workflow:** Loyalty & Customer Account Integration

- Impact:** Increase revenue; Improve customer experience

AI-powered analytics personalize loyalty programs by tailoring rewards and offers based on individual user behavior and engagement history. By dynamically optimizing incentives and messaging, businesses deliver more relevant experiences that strengthen relationships, build retention, and drive repeat engagement.





Function 3: Marketing

USE CASE #10

SEO Optimization for Campaign Performance

-  **Impacted Internal Workflow:** Campaign and Promotion Management
-  **Impact:** Increase revenue; Improve internal efficiency

AI-powered content optimization tools support businesses with enhancing product descriptions and metadata to improve visibility in search engine results. By identifying high-impact keywords, phrases, and taglines, these tools boost the discoverability of campaigns and product listings, thereby driving higher traffic, increasing impression rates, and improving overall engagement in digital marketing efforts.

USE CASE #11

Media Mix and Budget Optimization

-  **Impacted Internal Workflow:** Advertising & Media Buying
-  **Impact:** Increase revenue; Improve internal efficiency

Advanced analytics tools enable marketers to develop more effective strategies by analyzing historical campaign performance, audience engagement, and sales data. These models recommend optimal media mix and budget allocations across channels, and continuously adjust spend based on real-time results, seasonal trends, and shifting customer behavior. The result is smarter budget use and improved ROI across marketing efforts.

USE CASE #12

Real-Time Campaign Monitoring

- Impacted Internal Workflow: Campaign and Promotion Management
- Impact: Improve internal efficiency; Accelerate innovation or time-to-market

Real-time marketing solutions allow teams to dynamically track digital signals to detect emerging opportunities and threats as they happen. Unlike traditional campaign planning, these solutions focus on active monitoring and agile response. By surfacing actionable insights in real time, marketers can launch relevant messaging quickly, ensuring they align with fast-moving audience interests and viral moments.

USE CASE #13

Marketing Content Generation

- Impacted Internal Workflow: Content & Creative Development
- Impact: Improve internal efficiency; Accelerate innovation or time-to-market; Drive cost efficiency

Generative AI tools are helping businesses produce both visual and written marketing campaign assets like ad copy and promotional graphics, email copy, and product descriptions and imagery at scale. By streamlining content creation, these tools reduce time spent on traditional design and copywriting cycles, accelerate time-to-market, and decrease the cost spent on content generation. This enables marketing teams to launch more personalized campaigns faster and at greater scale.

“

Gemini is at the core of what we're building at Billionhands. Our entire platform is composed of specialized Agents that interact directly with foundational models through API calls. We're also developing our own models, such as one that autonomously responds to real-time trends by assembling and launching marketing campaigns across programmatic channels.”



Ramón Ferraz
CEO, Billionhands



Function 4: Customer Experience & Support

USE CASE #14

Dynamic Ticket Triage

- Impacted Internal Workflow:** Customer Issue Resolution & Service Requests
- Impact:** Improve internal efficiency; Improve customer experience

Customer service and technology support teams are using AI to classify and route incoming customer inquiries based on intent, urgency and topic to the appropriate team or queue, driving significant efficiencies in ticket management and supporting quicker, more seamless resolutions for the customer.



USE CASE #15

AI-Assisted Customer Email Support

- Impacted Internal Workflow:** Customer Issue Resolution & Service Requests
- Impact:** Improve internal efficiency; Improve customer experience

Natural language tools help teams draft, translate, and refine customer support emails, ensuring faster response times, consistent tone, and a higher standard of service. These solutions make it easier to communicate with diverse and global customer bases, improving the overall support experience while reducing manual effort.



“For assisting customers, we use the Google Cloud Platform (GCP), Vertex AI, Vertex Search and Gemini to deliver accurate and context-aware answers to customers. The solution combines chatbot automation with human-in-the-loop capabilities, which allows agents to draw on CRM data, tone preferences, and interaction history to provide highly personalized replies. This has resulted in 15-20% reduction in email handling time, along with noticeable improvements in customer satisfaction and response quality.”



Sébastien Monnier
Founder, Tersea

USE CASE #16

No-touch Customer Assistance

 **Impacted Internal Workflow:** Customer Issue Resolution & Service Requests

 **Impact:** Improve internal efficiency; Improve customer experience

AI agents are used to autonomously generate and send replies to common customer queries by pulling answers from ticket history, knowledge bases, or FAQs. These tools operate with minimal to no human intervention and are typically used for high-volume, repetitive inquiries to reduce queue times and free up human agents for more complex issues.

USE CASE #17

Educational Content Creation

 **Impacted Internal Workflow:** Customer Education & Enablement

 **Impact:** Improve customer experience

AI solutions are helping businesses generate onboarding guides, help articles, how-to videos and instructional content by drawing from existing documentation, product data, or past support interactions. These solutions improve customer enablement and self-service by making it easier for users to understand and engage with the products and services offered by the business.

USE CASE #18

Call Transcription and Support Evaluation

 **Impacted Internal Workflow:** Experience Feedback & Quality Monitoring

 **Impact:** Improve internal efficiency; Improve customer experience

Natural Language tools are being used by businesses to transcribe and analyze customer calls to assess service quality, detect compliance issues and improve coaching of human agents. This allows organisations to maintain quality customer service and consistency across customer service personnel.

USE CASE #19

Automated Analysis of Customer Feedback

 **Impacted Internal Workflow:** Experience Feedback & Quality Monitoring

 **Impact:** Improve internal efficiency; Improve customer experience

Businesses are leveraging AI tools to analyze open-ended feedback from surveys, reviews, and forms to surface common pain points, feature requests, and sentiment trends. Insights are automatically summarized and visualized, enabling product and customer teams to act quickly to improve and evolve services.

USE CASE #20

Text-to-Speech UX/UI

 **Impacted Internal Workflow:** Accessibility

 **Impact:** Improve customer experience

Text-to-speech solutions powered by AI are helping organizations make written content available in audio format. This improves accessibility for users with visual impairments or different content preferences, while also enabling new formats such as voice assistants, podcasts, or mobile audio experiences.



“We ran a project to enable text-to-speech through Google Cloud’s API for our paywalled content, so clients can now listen to articles instead of reading them. It’s mainly about increasing accessibility and visibility, making it easier for people to engage with the content, whether they’re commuting, driving, or just prefer listening over reading.”



Dimitar Mitkov

Head of AI Development and Adoption, Economedia

Function 5: Product, Service, and Solution Development

USE CASE #21

Automated Product Requirements Document (PRD) Creation

Impacted Internal Workflow: User Research & Requirements Gathering

Impact: Improve internal efficiency

Businesses are using generative AI to automatically generate internal requirement documentation for new products, services, or initiatives. By turning structured inputs or natural language prompts into clearly formatted briefs or requirement outlines, these tools help teams clarify scope, align cross-functional stakeholders, and reduce time spent on manual drafting. This supports faster planning cycles from launching new service offerings to developing physical products or digital tools.

USE CASE #23

Code generation

Impacted Internal Workflow: Software Development & Engineering

Impact: Improve internal efficiency; Accelerate innovation or time-to-market

Natural Language code assistants are supporting technical teams by converting natural language inputs into code across a variety of programming languages. By interpreting feature descriptions, logic flows, or task instructions, these tools help accelerate development, reduce manual effort, and support faster delivery of digital solutions. This enables teams to focus more on problem-solving and less on boilerplate coding, particularly across industries that build or maintain software tools.

USE CASE #22

Technical Requirement Generation

Impacted Internal Workflow: User Research & Requirements Gathering

Impact: Improve internal efficiency; Enhance decision-making; Accelerate innovation or time-to-market

Generative AI models, such as large language models (LLMs), are helping businesses translate high-level product goals or business needs into clear, structured technical requirements. By analyzing strategic inputs, user stories, or functional descriptions, these tools generate documentation that guides product development teams. This accelerates planning, improves cross-functional alignment, and supports more efficient execution across solution development workflows.



USE CASE #24

Code Review Automation

- Impacted Internal Workflow:** Software Development & Engineering
- Impact:** Improve internal efficiency; Accelerate innovation or time-to-market

During the web development phase, LLM-based code reviewers are being integrated into developer workflows to automatically scan pull-requests and flag potential issues before human review. These tools proactively assess logic, syntax, code quality, and adherence to standards. By reducing manual reviews from senior engineers and standardising quality checks, the review process is accelerated, preventing critical bugs from reaching production.



“

We built an AI code review workflow using the Gemini API because it was the clearest way to see results fast. Developers have the ability to get AI analysis done before human inspection, automatically assessing logic, syntax, standards, and flagging issues. After using prompt engineering and context techniques to reduce noise, 54-57% of developer feedback showed meaningful improvements. This success has given us the confidence to expand our AI adoption, and we're now also trying the Gemini CLI as a coding agent.”



Kostiantyn Illienko
Head of Engineering,
Tranzzo

USE CASE #25

Website and Application Development

- Impacted Internal Workflow:** Software Development & Engineering
- Impact:** Improve internal efficiency, Improve customer experience

To build, enhance, and deliver high quality digital offerings and an online presence, businesses are using AI-augmented solutions to create websites and applications with ease. Developers can prototype, generate and run digital user experiences in agentic development environments, using AI optimized templates as a launchpad. This dramatically increases time to market for digital offerings, helping businesses expand their user touchpoints at pace.



USE CASE #26

Production Monitoring and Bug Detection

- Impacted Internal Workflow:** Software Development & Engineering
- Impact:** Improve internal efficiency; Accelerate innovation or time-to-market

Once code is deployed or integrated to production, anomaly detection and AI Ops platforms are used to monitor behaviour, analyze logs, and detect anomalies that indicate bugs before users report them. These help to trace errors back to specific code commits or modules, and even suggest or auto-generate potential fixes. This enables faster triaging, reduces downtime, and improves customer experience by decreasing time-to-resolution for critical defects.

USE CASE #27

Technical Documentation Generator

- Impacted Internal Workflow:** Technical Documentation and Knowledge Sharing
- Impact:** Improve internal efficiency

Generative AI models are helping engineering teams create and maintain up-to-date technical documentation by analyzing code, comments, version histories, and development workflows. These tools generate clear explanations, inline documentation, or API references, reducing the manual effort required to document changes. This supports knowledge sharing across teams, improves onboarding, and helps prevent gaps caused by outdated or missing documentation.





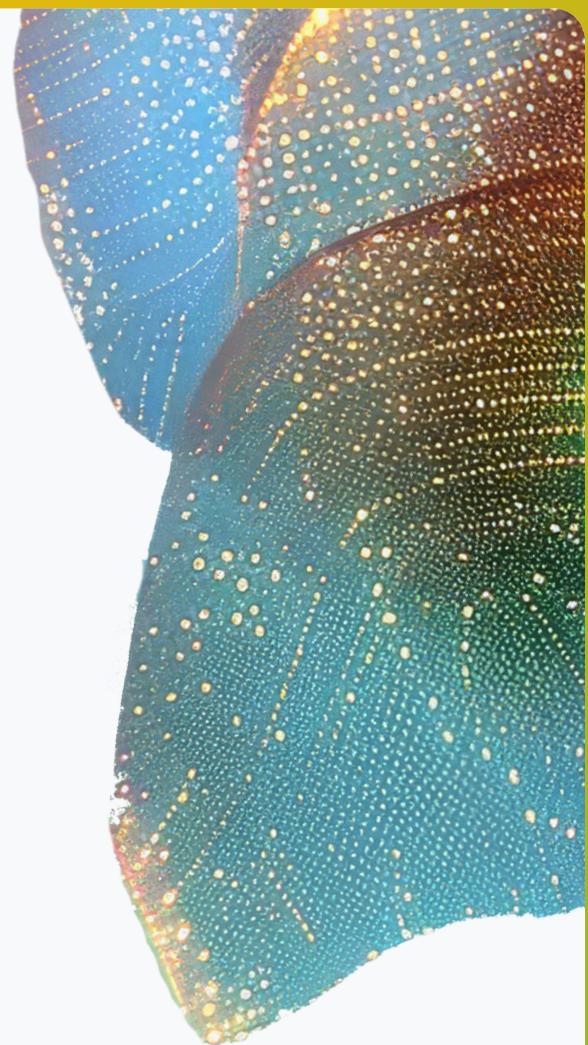
Function 6: Data & Analytics

USE CASE #28

File Processing & Data Extraction

- Impacted Internal Workflow:** Data Collection and Pipeline Management
- Impact:** Improve internal efficiency

Businesses are leveraging AI tools to extract structured data from unstructured sources such as PDFs, scanned documents, text files, and images. These solutions leverage natural language processing (NLP), optical character recognition (OCR), and pattern recognition to identify, classify, and convert relevant information into standardized formats. The extracted data can then be ingested into data pipelines, enabling downstream use in analytics, reporting, machine learning models, and other data-based activities. This reduces manual entry, accelerates processing time, and increases overall data accuracy and accessibility, especially for businesses with limited primary data or access to clean data sources.



USE CASE #29

Natural Language Data Querying

- Impacted Internal Workflow:** CX Analytics & Insights
- Impact:** Improve internal efficiency; Enhance decision-making

Natural language interfaces powered by machine learning enable business managers to explore company, customer, and market data more efficiently. By allowing users to ask questions in plain language, these systems validate intent, retain context, and generate relevant follow-up queries to deliver precise insights. This improves the speed and accessibility of data analysis, supporting faster and more informed decision-making across teams.

USE CASE #30

Automated Data Governance

- Impacted Internal Workflow:** Data Quality & Security
- Impact:** Improve internal efficiency

AI can help automate the classification of sensitive data, monitor data usage, and enforce access control policies. This ensures that data is managed in a compliant and secure manner.

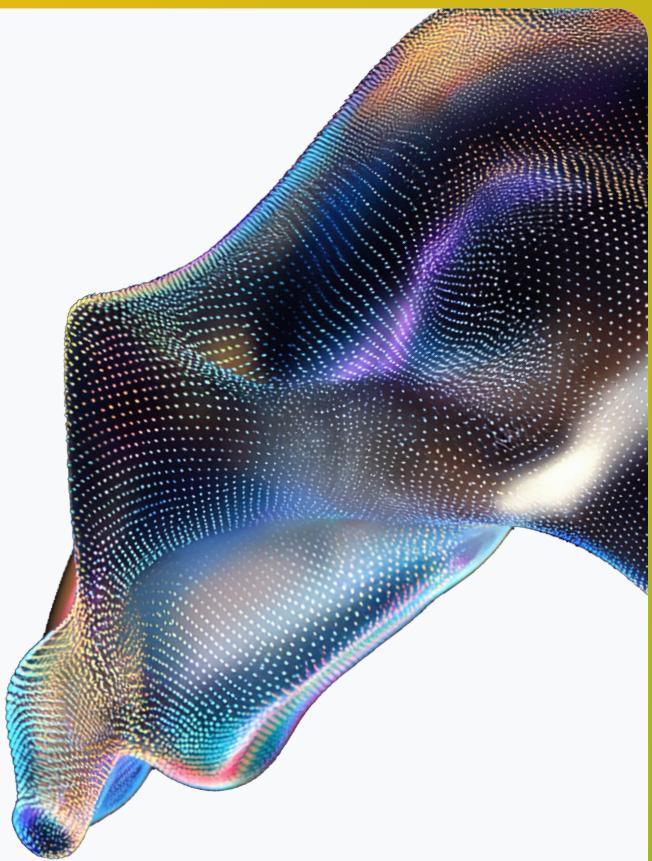
Function 7: Inventory, Procurement, and Logistics

USE CASE #31

Inventory Categorization & Segmentation

- Impacted Internal Workflow: Assortment Planning
- Impact: Improve internal efficiency

Machine learning models are being used to automatically categorize inventory based on product attributes, usage patterns, and operational requirements. These tools support more efficient planning by enabling better segmentation across storage, shipping, and restocking processes. By aligning classification with logistics priorities such as turnover rate, demand variability, or handling needs, teams can improve inventory organization, reduce fulfillment complexity, and optimize supply chain workflows.



USE CASE #32

Real-Time Inventory Management

- Impacted Internal Workflow: Stock Monitoring
- Impact: Improve internal efficiency

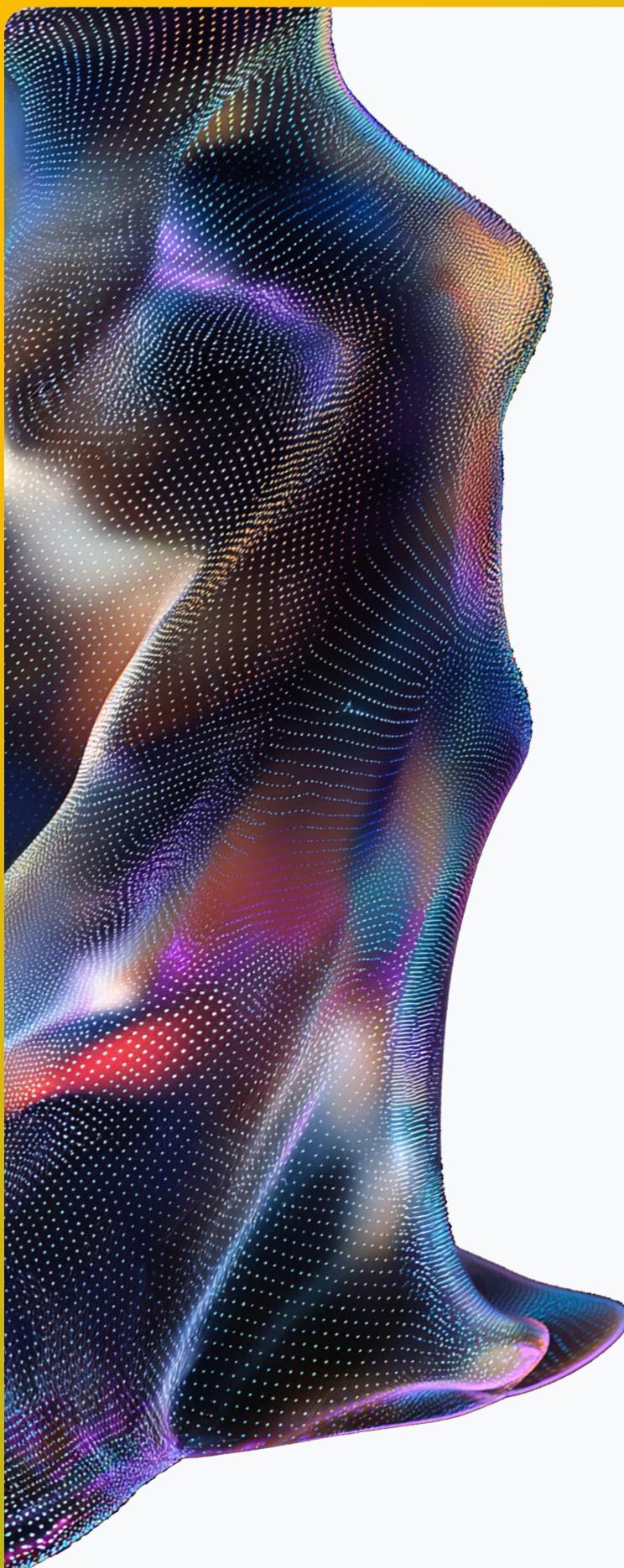
Inventory management platforms powered by machine learning are helping businesses monitor stock levels and product movement in real time. These platforms aggregate data from sales transactions, warehouse systems, and demand forecasts to provide a dynamic view of current inventory levels across locations. This enables teams to make faster, more accurate restocking decisions.

“

Using Google Cloud tools, we've built a scalable platform that brings together data from across the business, including inventory data and marketing and trend insights. We use Data Catalog and Dataflow to organize and process departmental datasets, which are then centralised in BigQuery. The platform continuously monitors this data, allowing us to run daily forecasting models with Vertex AI Notebooks and Cloud Functions. This enables us to anticipate inventory demand more accurately and respond faster to changing conditions across our stores.”



Nadera Al Areqi
Data & AI Engineer,
Gina Tricot

**USE CASE #33****Inventory Forecasting & Optimization**

 **Impacted Internal Workflow:** Stock Monitoring

 **Impact:** Improve internal efficiency

Predictive analytics tools are helping organizations anticipate inventory needs and optimize restocking strategies across warehouses, distribution centers, or service locations. By analyzing historical usage patterns, lead times, seasonality, and external variables, these models generate accurate demand forecasts and recommend ideal replenishment schedules. This helps reduce excess inventory, avoid stockouts, and improve working capital efficiency while supporting smoother, more responsive operations across supply chains.

USE CASE #34**Intelligent Location Forecasting for Store Expansion**

 **Impacted Internal Workflow:** Store Growth & Expansion Planning

 **Impact:** Improve internal efficiency; Enhance decision-making

AI-powered analytics agents are helping businesses anticipate demand and location dynamics for new retail locations by ingesting past data from stores in comparable markets and areas. This is helping organisations accurately formulate scaling strategies, making highly informed decisions on new plots and related stock levels, mitigating the traditional risks of opening new physical locations.



USE CASE #35

Automated Purchase Order Processing

- ↗ **Impacted Internal Workflow:** Purchase Order Management
- ✓ **Impact:** Improve internal efficiency

Procurement tools leveraging AI are streamlining purchase order management by automating key tasks such as request generation, data validation, and invoice reconciliation. Fed data from both internal and supplier systems, AI workflows significantly reduce manual effort and accelerate the overall purchase cycle. This allows teams to operate more efficiently, maintain better vendor relationships, and reallocate time toward strategic sourcing and decision-making.

USE CASE #37

Vendor Selection

- ↗ **Impacted Internal Workflow:** Vendor Evaluation & Strategic Sourcing
- ✓ **Impact:** Improve internal efficiency; Drive cost efficiency

To streamline vendor selection processes, businesses are using AI to support vendor analysis practices. By collecting data on reviews, capabilities, price, etc., solutions can rate and compare vendors across a range of specialisms, helping organisations understand if they have secured the best value exchange available in the market.

USE CASE #36

Returns Forecasting

- ↗ **Impacted Internal Workflow:** Reverse Logistics & Shrink Control
- ✓ **Impact:** Improve internal efficiency; Drive cost efficiency

Predictive analytics tools are being used to estimate volumes and timing of returns or service reversals with greater accuracy. By analyzing patterns in user behavior, transaction history, and service-level data, these models improve planning across logistics, fulfillment, and operations teams. This leads to more efficient reverse workflows, reduced processing costs, and improved resource planning across supply chain and fulfillment teams.



Function 8: Finance & Accounting

USE CASE #38

Automated Financial Reconciliation

Impacted Internal Workflow: Transaction & Ledger Management

Impact: Improve internal efficiency

Automated reconciliation tools are streamlining financial operations by matching and verifying transactions across systems such as invoices, payments, and ledger entries. By reducing manual effort and improving accuracy, these solutions help finance teams close books more efficiently and maintain greater confidence in their financial reporting.

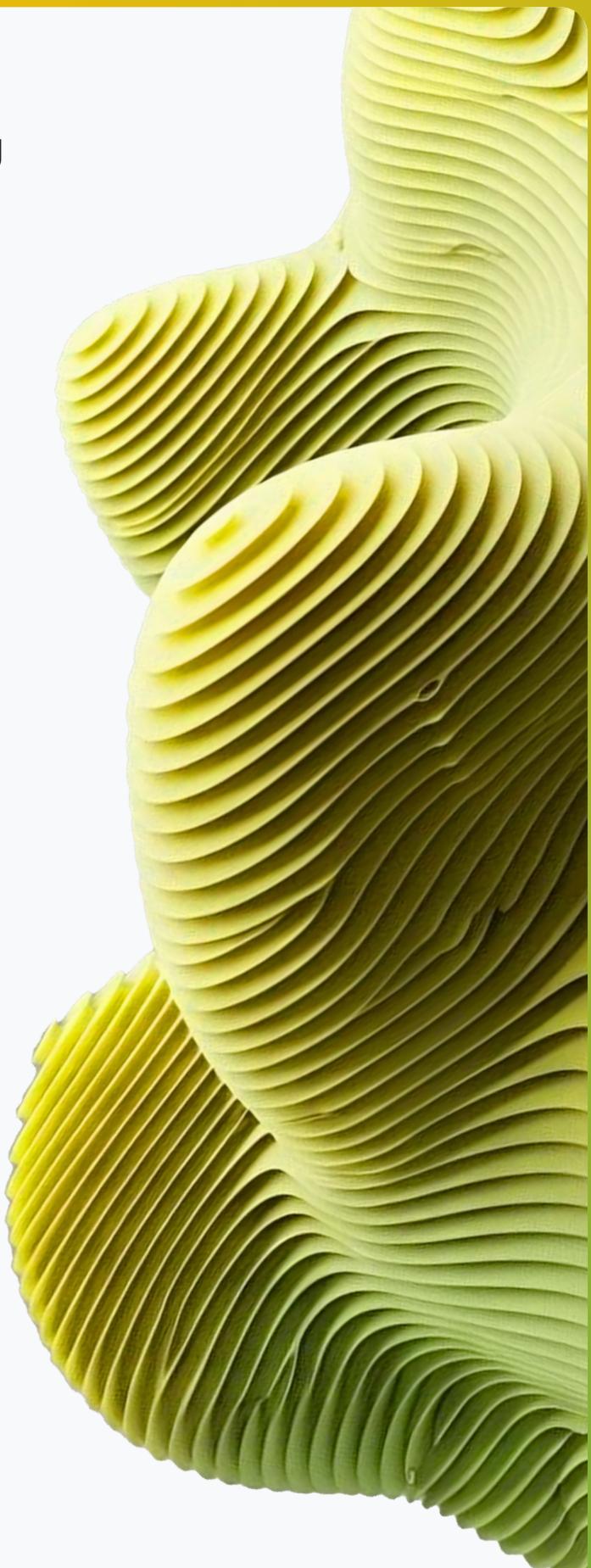
USE CASE #39

Automated Invoice Reconciliation

Impacted Internal Workflow: Payments & Receivables Management

Impact: Improve internal efficiency

Invoice processing tools powered by machine learning enable businesses to automatically compare supplier invoices with corresponding purchase orders and receipts. By detecting discrepancies early, these solutions streamline the accounts payable workflow, reduce manual review, and accelerate vendor payment cycles. This improves both accuracy and operational efficiency in financial management.



Function 9: Legal, Risk, Security, Compliance

USE CASE #40

Contract Review Automation

- Impacted Internal Workflow: Contract & Lease Review
- Impact: Improve internal efficiency; Enhance decision-making

Natural language models are being leveraged to streamline contract review by identifying, classifying, and summarizing key clauses, obligations, and risk indicators. By analyzing the structure and language of legal documents, these tools reduce manual effort, accelerate review cycles, and support more consistent compliance across teams responsible for legal, procurement, or vendor management.

USE CASE #42

Contract Clustering & Summarization

- Impacted Internal Workflow: Contract & Lease Review
- Impact: Improve internal efficiency; Enhance decision-making

Machine learning models are helping organizations organize and interpret contract data at scale by automatically grouping documents based on shared attributes such as term length, region, client type, or clause structure. These clusters are then summarized to highlight key themes and deviations, enabling faster insights across legal, procurement, and finance teams. By surfacing patterns and anomalies across thousands of contracts, these tools streamline reporting, support risk assessment, and reduce the manual effort involved in portfolio-level contract analysis.

USE CASE #41

Natural Language Contract Queries

- Impacted Internal Workflow: Contract & Lease Review
- Impact: Improve internal efficiency; Enhance decision-making

Generative AI models are helping businesses extract information from large volumes of contracts by enabling natural language search and question-answering. By analyzing extensive language and document inputs, these tools allow users to ask plain-language questions and quickly surface relevant clauses, terms, or timelines. This reduces manual review time, increases access to critical information, and supports faster decision-making across legal, procurement, and operations teams.





USE CASE #43

Customer Viability Forecasting

Impacted Internal Workflow: Risk Management & Insurance

Impact: Improve internal efficiency; Drive cost efficiency

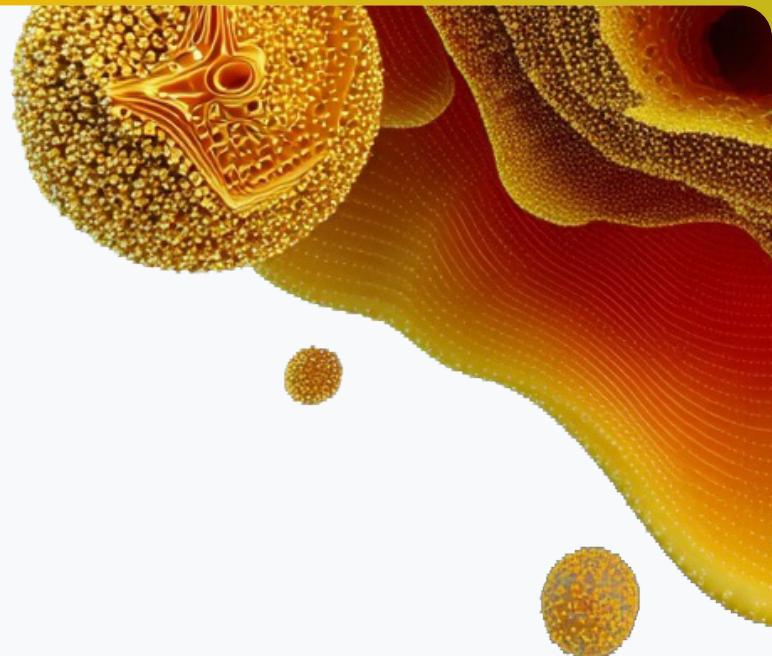
Predictive AI and clustering models are helping businesses assess risk by determining whether customers or partners are likely to meet financial or contractual obligations. By analyzing risk factors like payment behavior, credit signals, and engagement patterns, these tools generate forward-looking insights into account health, and organise customer portfolios intelligently. This allows finance, sales, and customer success teams to make more informed decisions about pricing and renewals strategies, ultimately improving revenue predictability, reducing exposure to default or churn, and driving more personalized and effective account management strategies.



"We use Gemini 2.5 Pro to analyse upcoming lease renewals by feeding it a combination of sales performance data and business indicators. For each tenant due to renew within the next year, Gemini evaluates how their business is performing and generates recommendations on whether we should maintain or increase rent. This gives our team a more data-driven, consistent approach to pricing decisions."



Carlos Guinea
Head of Innovation,
Castellana Properties



USE CASE #44

Vulnerability Assessments

Impacted Internal Workflow: Security Operations

Impact: Improve internal efficiency; Enhance decision-making

AI-powered platforms leveraging machine learning models and rule-based scanning algorithms are being used by businesses to automatically assess digital environments for known vulnerabilities. These tools analyse configuration, codebase, and network infrastructure amongst other things, generating real-time dashboards that highlight high-risk areas. This helps security teams prioritise remediation efforts and address weaknesses before they are exploited.

USE CASE #45

Threat Detection

Impacted Internal Workflow: Security Operations

Impact: Improve internal efficiency

Using machine learning, neural networks, and anomaly detection models, AI continuously monitors systems for suspicious behaviour or irregular data patterns. When potential threats are identified, the system flags them for further investigation and may suggest automated mitigation steps, helping security teams respond quickly to active risks. This is particularly valuable for businesses with large volumes of personal and customer data to secure.



USE CASE #46

Real-Time Regulatory Compliance Monitoring

- Impacted Internal Workflow: Compliance
- Impact: Improve internal efficiency; Enhance decision making

To keep pace with changing regulatory environments, AI is supporting businesses in maintaining adherence to new legislation. LLMs scan new documents released by regulators, flag relevant changes to compliance teams, and compare them against existing business practices. This creates a real-time, end-to-end view of compliance status with recommended next steps which significantly reduces manual review work.

USE CASE #47

Streamlined Audit Preparation

- Impacted Internal Workflow: Compliance
- Impact: Improve internal efficiency; Drive cost efficiency

AI audit agents are used to create comprehensive, verifiable evidence reports aligned to specific compliance frameworks. This supports compliance teams in demonstrating governance activities and meeting regulatory practices, eliminating the need for extensive evidence gathering and preparation by human staff.





USE CASE #48

Workforce Forecasting

-  **Impacted Internal Workflow:** Resource Allocation
-  **Impact:** Improve internal efficiency; Drive cost efficiency

Machine learning-based workforce planning tools are helping organizations forecast staffing needs in fulfillment and logistics environments with greater precision. By analyzing historical volume trends, operational workflows, and seasonal patterns, these models project workload demands and recommend optimized staffing plans. This enables teams to reduce overstaffing and under-resourcing, minimize delays, and ensure smoother operations across functions (warehouses, retail outfits, distribution hubs etc).

USE CASE #49

AI Assistant for Knowledge Work

-  **Impacted Internal Workflow:** Back-Office Efficiency & Ops
-  **Impact:** Improve internal efficiency

LLM-powered assistants help teams search company knowledge, summarize documents and meetings, draft emails and reports, and automate routine back-office tasks. By connecting to approved data sources (Drive, CRM, wikis) with guardrails, assistants reduce time spent finding information and improve consistency of outputs across teams.

USE CASE #50

Article or Document Summarization

-  **Impacted Internal Workflow:** Back-Office Efficiency & Ops
-  **Impact:** Improve internal efficiency

Generative AI models are helping teams distill long-form content into concise, readable summaries. By analysing document structure and key themes, these tools produce consistent summaries that improve content discovery and reduce manual editing. This supports faster information consumption and enables teams to repurpose content across platforms and audiences.

USE CASE #51

Cross-Language Team Communication

-  **Impacted Internal Workflow:** Back-Office Efficiency & Ops
-  **Impact:** Improve internal efficiency

Businesses are leveraging natural language models to translate and adapt internal emails, documents, and team communications across multiple languages, fully removing language barriers and improving global collaboration.



“Using Gemini, language is no longer a barrier for our company. Whether it's back office staff, sales teams, or colleagues across Europe and Asia, our employees can now translate communications effortlessly and accurately. It's saved time for our teams and improved collaboration across the board.”



Niklas Hakasson

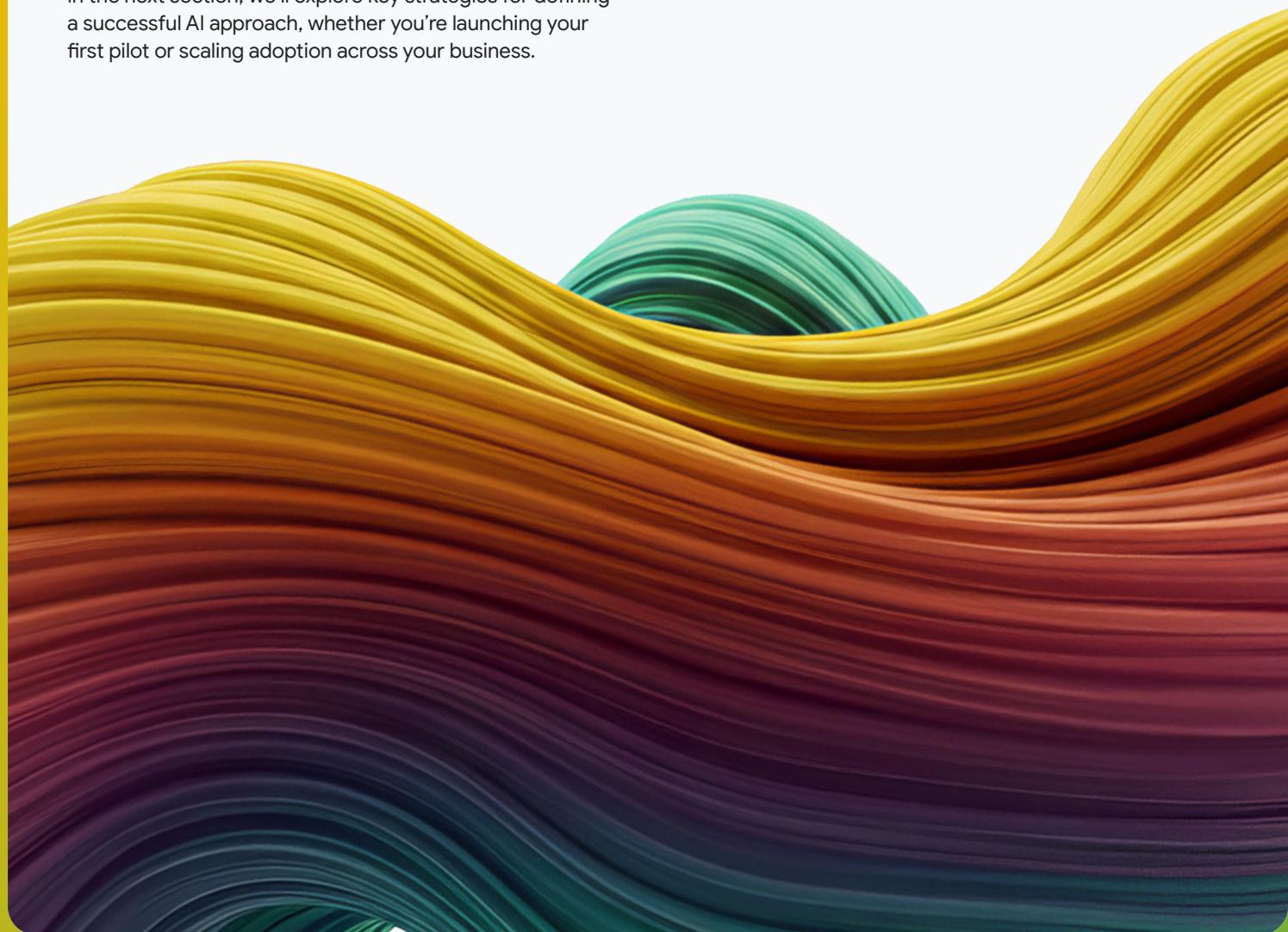
Business Development Manager & Partner, INF Import



Use Cases: Conclusion

Businesses across EMEA are already proving that AI can deliver tangible benefits, from streamlining operations and improving customer engagement to accelerating decision-making and boosting productivity. These use cases show how AI is no longer out of reach, but a practical tool for solving everyday business challenges when applied with purpose and clarity.

Now you may be asking: "How do I get started?" In the next section, we'll explore key strategies for defining a successful AI approach, whether you're launching your first pilot or scaling adoption across your business.



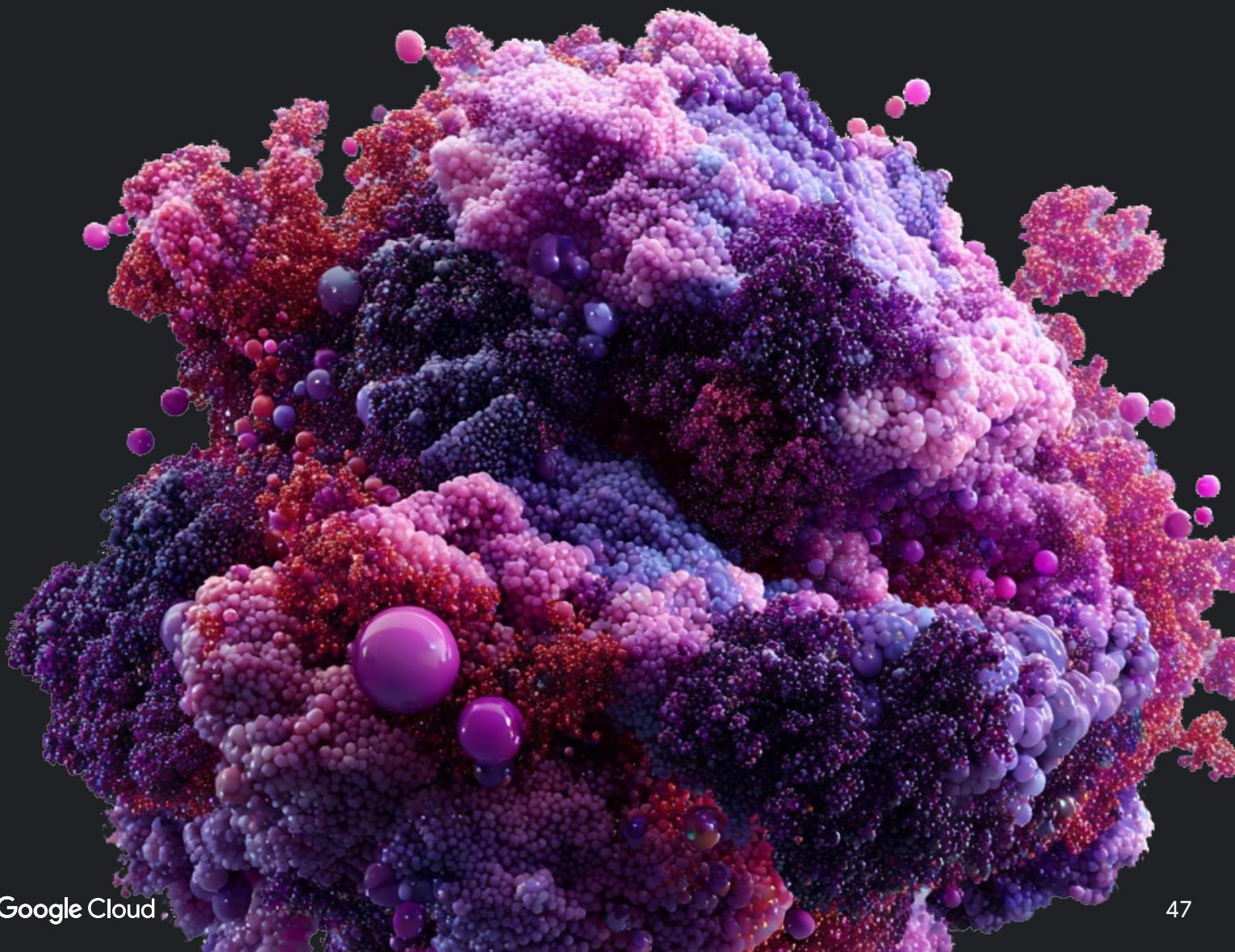


04

Practical Playbook & Roadmap

for Small and Medium
Sized Businesses

- 01
- 02
- 03
- 04
- 05
- 06
- 07



01 Start Smart: The Importance of a Solid Foundation for AI Adoption

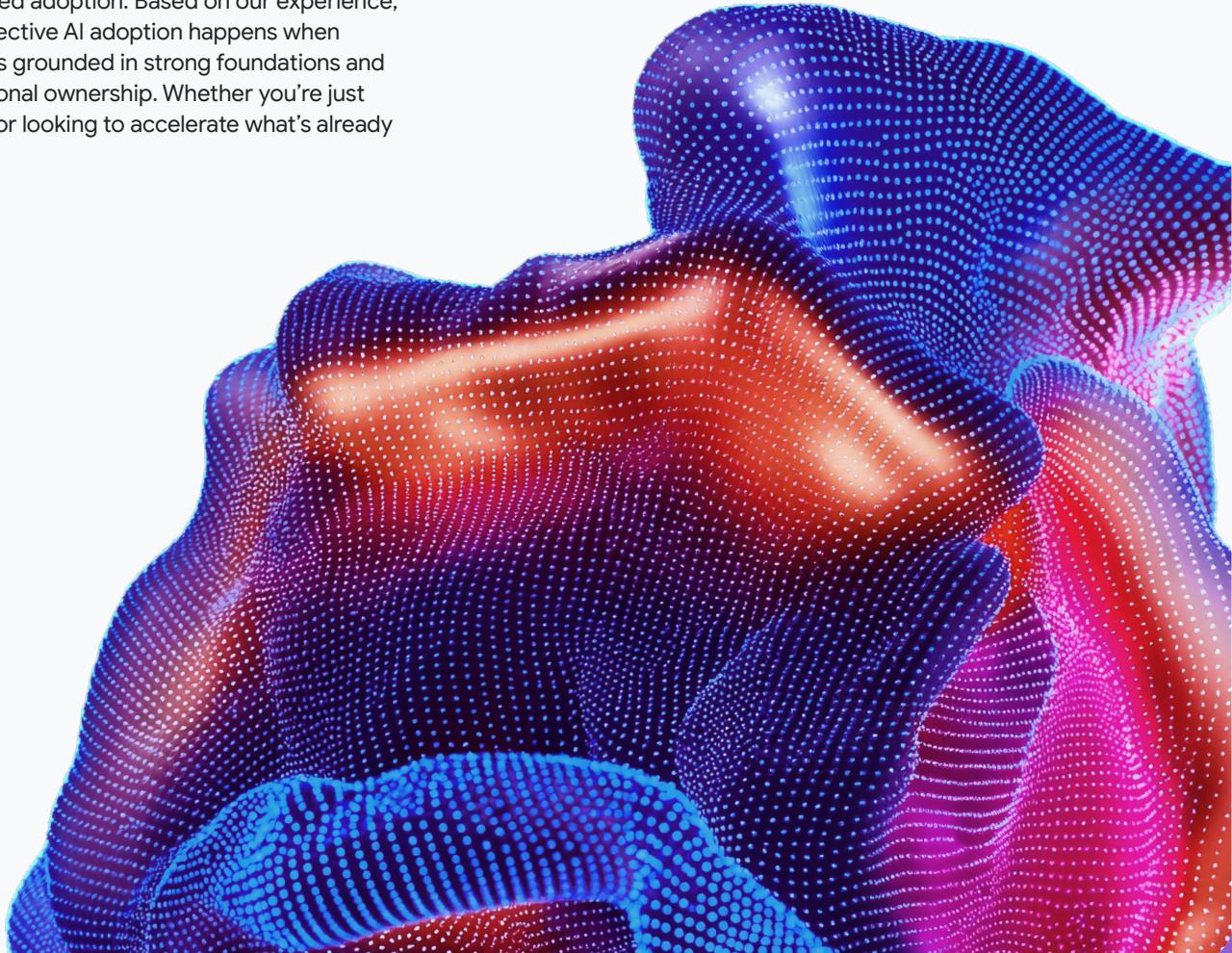
By now, it's clear that AI holds real promise for all types of businesses. However, the path to success isn't about chasing trends or deploying tools in isolation. Making AI work requires a thoughtful, phased approach that starts with the right foundation.

Many businesses are seeing real impact by starting small and scaling smart. The most successful ones begin with clear goals, a focused set of use cases, and a realistic understanding of where they are today. Setting this foundation allows AI to deliver not just short-term wins, but long-term value, and helps companies move seamlessly from experimentation to transformation.

At Google Cloud, we've helped thousands of businesses on this journey, guiding them from first pilots to scaled adoption. Based on our experience, the most effective AI adoption happens when technology is grounded in strong foundations and cross-functional ownership. Whether you're just starting out or looking to accelerate what's already

in motion, our AI solutions are built to meet you where you are, with tools that scale, integrate easily, and deliver value quickly.

In the next section, we'll walk you through how to apply this mindset to your business, starting with how to assess where you are today and where AI can deliver the biggest impact.





02 From Assessment to Action: Building a Focused AI Strategy

Before selecting AI tools or launching pilots, it's important to understand where your business stands today across technology, data, people, and strategy. A focused AI readiness assessment helps businesses define a clear starting point.

Assess and Define your Starting Point

Our AI Adoption Framework provides a structured lens to guide this process. It outlines six key themes that help businesses evaluate their current capabilities and identify where to focus next:

- **Learn:** Do your employees have access to AI knowledge and training they need to engage meaningfully with the tools?
- **Lead:** Is there clear leadership sponsorship, with shared goals and ownership of AI initiatives across teams?
- **Access:** Can employees access the right data, models, and platforms to explore and build AI solutions?
- **Scale:** Are your tools, workflows, and infrastructure set up to support repeatable, scalable AI deployments?
- **Secure:** Are your data governance, privacy, and risk practices strong enough to support responsible AI use?
- **Automate:** Where do repetitive or manual workflows exist today that AI could help streamline or eliminate?

These themes provide a practical diagnostic to guide internal conversations. They help clarify not just technical maturity, but also organizational readiness.

Translate Readiness into Strategy

Once you've evaluated your AI readiness, the next step is translating that insight into focused, actionable strategy. This stage isn't about executing immediately. Instead, it's about narrowing in on the most promising opportunities, aligning on what success looks like, and setting up your business for confident, scalable AI adoption.

Here are some key steps that will help businesses move from evaluation to planning:

1 Understand Your Data & Infrastructure Stack

Using what you've uncovered during the AI readiness assessment as your starting point, evaluate your current data foundation. Map out where your business collects, stores, and integrates data, and where gaps or silos exist. Consider:

- Are your data sources centralized or fragmented?



- Are tools like BigQuery, Looker, or other analytics platforms already in place?
- How is data quality maintained, and who owns it?

This step ensures any future AI efforts are built on a reliable and scalable foundation.

If the data foundations aren't strong, assess options for cleaning, streamlining and storing your data to make it useful. AI tools can help with this!

2 Identify High-Impact Business Inefficiencies

With a clearer picture of your infrastructure, the next step is identifying where AI can have the greatest impact on your day-to-day operations by gathering internal perspectives to pinpoint where AI can add the most value.

Diagnostic tools, stakeholder interviews, and cross-functional workshops can help uncover:

- Manual, repetitive workflows (e.g., document processing, ticket triage)
- Bottlenecks in decision-making (e.g., slow access to insights, lack of forecasting)
- Gaps in customer experience (e.g., long response times, inconsistent personalization)

Look for opportunities that align to strategic objectives and can drive the greatest return on investment.

3 Define Success & Objectives

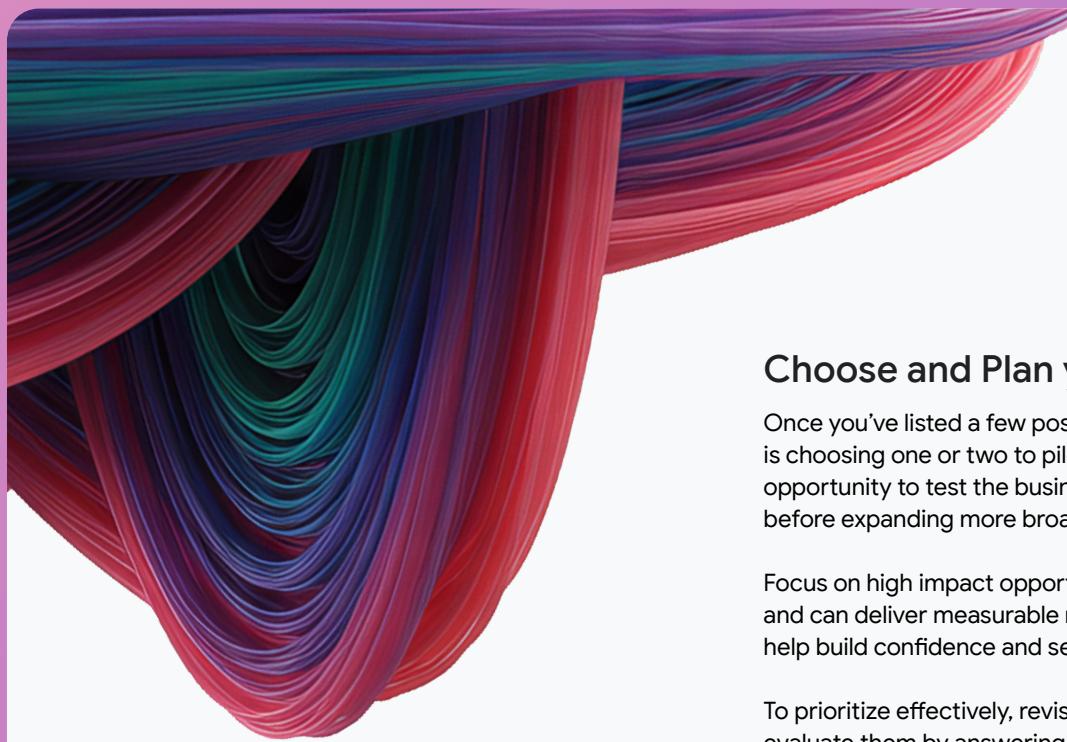
Based on the business inefficiencies you uncovered, focus on one to two key measurable outcomes you hope to drive.

Define clear success criteria and KPIs such as:

- Reduction in manual processing time
- Uplift in conversion, retention, or productivity metrics
- Improved forecast accuracy or decision speed

Link these outcomes directly to broader business goals, whether it's scaling into new markets, reducing operating costs, or freeing up your team to focus on higher-value work.

To support your planning, we've compiled a [practical repository of AI-focused KPIs](#) and some broader Machine Learning [measures for success](#).^{32, 33}



Identify and Evaluate Potential Use Cases

Once you've identified where your business faces meaningful inefficiencies and aligned on measurable outcomes, the next step is pinpointing which use cases are best suited for AI.

Map each business challenge to a potential AI-powered opportunity. For example:

- If your team is overwhelmed by repetitive customer inquiries, that may point to a use case around **automated customer support using conversational AI**.
- If your team is spending hours consolidating reports, that could lead to an **AI-enabled reporting automation** use case.
- If your marketing messages feel generic, there may be a chance to **personalize marketing content using AI**.

The goal is to clarify the problem you're solving and match it to the highest-value AI application.

Tip: If you're not sure where to start, browse our curated AI use cases in section 3 to explore examples already delivering results for businesses like yours.

Choose and Plan your First Pilots

Once you've listed a few possible use cases, the next step is choosing one or two to pilot. Pilots provide you with an opportunity to test the business value of AI on a smaller scale before expanding more broadly.

Focus on high impact opportunities that are relatively low risk and can deliver measurable results quickly. These early wins help build confidence and secure buy-in across the business.

To prioritize effectively, revisit your short list of use cases and evaluate them by answering three simple questions:

- **Is it worth solving? (Desirability)**

Does this solve a real pain point for customers or employees? Will fixing this challenge drive outcomes for my prioritized business goals (e.g., save time, improve customer experience, or drive revenue)?

- **Can we get started now? (Feasibility)**

Do we have the data, systems, or tools we'd need to build this, or could we get there without major lift?

- **Will it pay off in the long run? (Viability)**

If this works, can we expand it across teams or processes? Will it continue delivering value over time?

You can rate each use case as High / Medium / Low across those three questions and use that to pick one or two strong candidates for your pilots. Ideally, the ones you choose will demonstrate a fast time-to-value, low complexity, and clear alignment to business goals.

Once your pilot is selected, bring in cross-functional stakeholders early. Involve representatives from IT, operations, sales, customer experience, executive leadership, and any other business functions that would provide meaningful input as you're getting started. Pilots that have buy-in from across the business are most likely to succeed and scale.

Lastly, make sure your pilots are set up to measure impact. Revisit the success metrics you identified earlier and ensure that reporting mechanisms are in place to track progress from day one.



03 Your Trusted Partner: Leveraging Google Cloud Across the AI Journey

As you begin putting your AI plans into motion, the tools you choose will make all the difference. In section 3, we explored dozens of real-world AI use cases already delivering value for businesses. Here, we focus on how Google Cloud solutions support those same goals. Each category below highlights where Google Cloud AI is being used to solve real challenges for businesses across EMEA and deliver measurable business outcomes.

1 Automate Everyday Work

Google Cloud offers tools that help reduce manual effort in back-office tasks, from processing documents to translating internal content, so teams have more time to focus on strategic work.

Google Cloud Tools:

- **Document AI:** Automatically reads and extracts information from diverse documents—including PDFs, images, forms, invoices, bank statements, and more.
- **Translation AI:** Translates a variety of media and materials, including documents, support emails, and marketing content.³⁴
- **Vision AI / Natural Language AI:** Image, text, and speech recognition to detect sentiment, classify documents, and summarize content.
- **Gemini APIs:** Can be integrated into a variety of business tools to automate repetitive tasks.
- **Gemini Enterprise:** Provides a single, secure platform to build, manage, and adopt AI agents at scale and unlock the potential of individuals, teams, and entire businesses.
- **NotebookLM:** An AI-powered research and writing tool that helps you summarize and extract information across dense and complex sources.

2 Empower Smarter Business Decisions

From dashboards to demand forecasts, Google Cloud makes it easier to analyze data, spot patterns, and inform key decisions across your business.

Google Cloud Tools:

- **BigQuery:** Automates the entire data lifecycle with tools to store, clean, validate and analyze structured and unstructured data.
- **Looker:** Business intelligence platform to explore, analyze, visualize, and share company data, enabling better business decisions. It features a LookML modeling language for defining data and business rules, a Looker Studio component for creating reports and dashboards, and integrations with other Google Cloud services.
- **Vertex AI:** Contains a suite of tools that help you build and leverage machine learning models to predict outcomes like sales numbers, inventory needs, or forecast customer behavior. Use pre-trained models from the Vertex AI Model Garden, or build your own custom models using Vertex AI Model Builder.



3 Personalize and Improve Customer Experience

With tools for conversational AI, real-time translation, and recommended systems, Google Cloud enables businesses to deliver tailored, responsive experiences that build loyalty.

Google Cloud Tools:

- **Customer Engagement Suite:** Improve processes within customer service centers. The suite includes:
- **Conversational Agents:** for AI-powered customer support and case routing
- **Agent Assist:** for providing customer care representatives with AI-powered tools like smart reply, live translation and summarization
- **Conversational Insights:** for analyzing real-time data across customer operations using AI.
- **Translation AI:** Provides real-time multilingual support and communication
- **Vertex AI + Gemini APIs:** Build and deploy custom AI models to generate personalized recommendations, offers, or content based on user behaviour

4 Build Custom AI to Differentiate and Scale

Google Cloud provides end-to-end platforms for developing, deploying, and managing AI models tailored to your business.

Google Tools:

- **Vertex AI:** Full-stack platform that lets you train, deploy, and manage machine learning models
- **AutoML:** No-code tool within Vertex AI that allows non-technical users to train high-performing models using their own structured or unstructured data
- **Vertex AI Pipelines + Model Monitoring:** Tools that help automate model training and deployment workflows while tracking performance and ensuring compliance over time

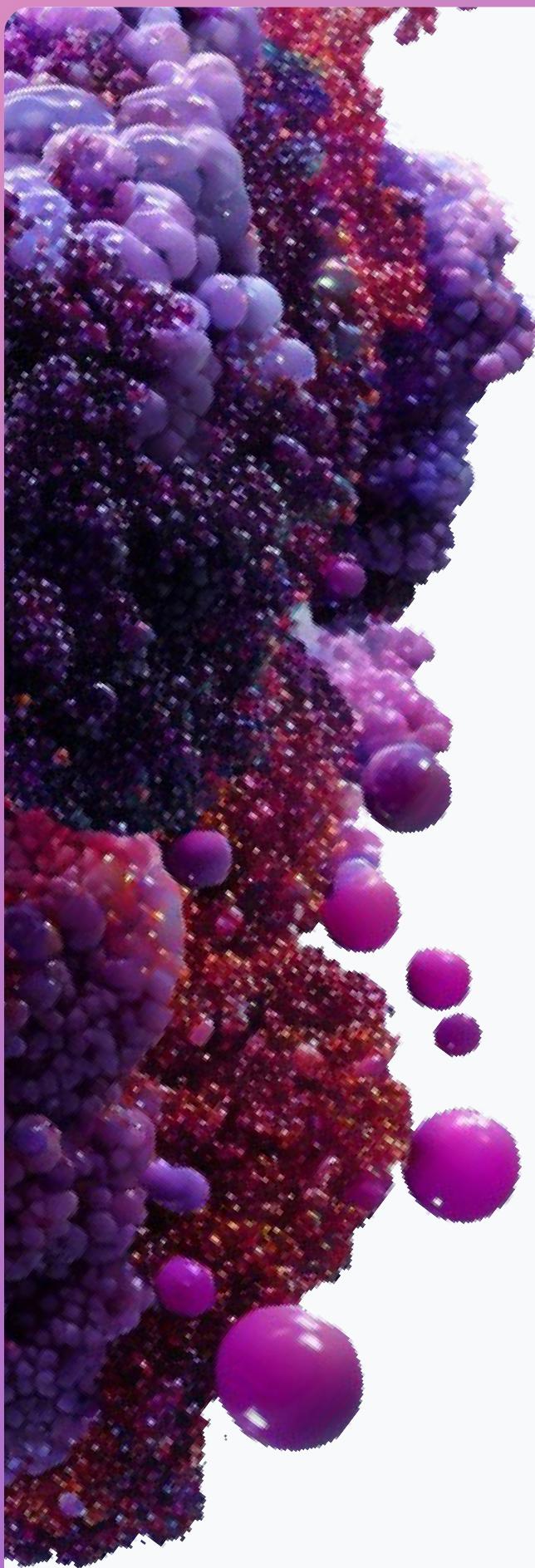
5 Make AI Work Across the Business

Google Cloud brings generative AI into the everyday tools your teams already use, from emails and videos to code and cloud consoles, so everyone can benefit from smarter, faster work.

Google Tools:

- **Gemini:** Google's most capable and general model, built to be multimodal and optimized for three different sizes: Ultra, Pro and Nano. Browse all Gemini for Google Cloud products.
- **Gemini for Google Workspace:** AI assistant built into Gmail, Docs, Sheets, and Slides to help write content, summarize information, and boost productivity
- **Gemini Cloud Assist:** AI assistant built into the Google Cloud console which helps manage cloud applications, create, optimize, and troubleshoot resources and manage security configurations.
- **Gemini Code Assist:** Embedded AI assistant in development environments to generate, debug, and explain code
- **Veo:** generate new videos from a text prompt or an image prompt that you provide in the Google Cloud console or send in a request to the Vertex AI API.
- **Imagen:** Image generative AI capabilities to application developers on Vertex.





Beyond the Technology: How Google Cloud Partners Help Businesses Succeed with AI

At Google Cloud, we know that delivering powerful AI tools is just one part of the equation. True transformation takes more than technology - it takes partnership. We also know we can't do it alone.

That's why we work closely with an ecosystem of trusted partners across EMEA who bring Google Cloud AI solutions to life for businesses every day. These partners combine deep local knowledge with technical expertise and on-the-ground implementation experience, helping organisations move from idea, to pilot, to scaled deployment.

Whether you're just starting out or looking to scale what's already working, Google Cloud partners help ensure that AI drives value and solves your greatest pain points every step of the way.

What partners bring to the table

- **Strategic Support:** Helping you identify the right use cases, define success metrics, and build a roadmap tailored to your business
- **Localised Knowledge:** Bringing cultural, linguistic, regulatory, and market-specific context to every solution to ensure relevance and effectiveness in your region
- **Technical Expertise:** Assisting with everything from data readiness to building and integrating AI solutions using Google Cloud tools
- **On-the-Ground Enablement:** Offering training, change management, and deployment support tailored to your teams and workflows
- **Ongoing Optimisation:** Monitoring outcomes, refining models, and helping your solutions scale sustainably over time



04 Building for the Future: Four Keys to Long-Term AI Success

Once the first AI pilots are complete, the real work begins. Sustained success comes not from deploying more tools, but from embedding AI into how your business learns, measures, and grows. Here are four considerations as you move from early pilots to broader adoption:

Prove and Scale What Works

Use your pilot results to demonstrate impact and gain momentum. Capture clear before-and-after metrics to show what changed and share those outcomes across teams. This creates internal alignment and builds support for scaling successful use cases into new functions and regions.

Make Measurement a Habit

Many businesses struggle to quantify the impact of AI. Establish KPIs early and revisit them often. Set up simple processes to track time saved, error reduction, customer engagement, or cost impact over time. Use dashboards or reporting tools to keep this visible and actionable.

Upskill Your Teams, Not Just Your Tech

AI tools are only as useful as the people using them. Provide your teams with accessible training and resources so they can build confidence and start experimenting in their own roles. To support this, we offer [free courses](#) and [certifications](#) designed specifically for growing businesses.

Build a Foundation of Trust

As adoption grows, so does the need for strong data governance and responsible practices. Set clear standards around privacy, transparency, and model oversight. Responsible AI is not just a safeguard; it's a prerequisite for sustained adoption and long-term business value.

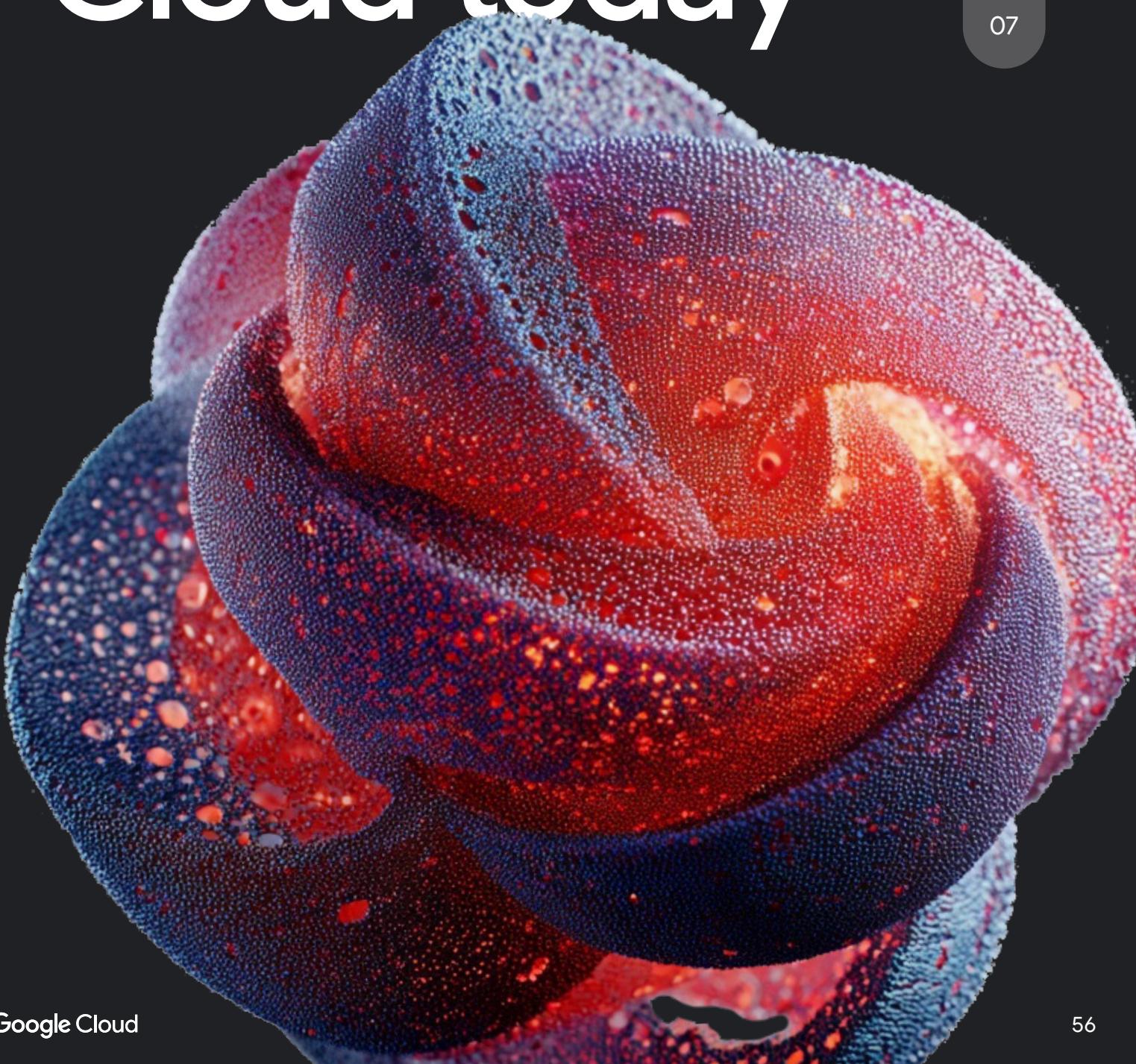




05

Get Started with Google Cloud today

- 01
- 02
- 03
- 04
- 05
- 06
- 07





Accelerate your AI journey with Google Cloud

Book your AI planning session with a Google Cloud expert.

Get Started

Explore prebuilt solutions tailored to common use cases

Browse Solutions

Discover how the world's leading organizations are using AI.

Read more real world use cases

Learn how other businesses are driving impact with Gemini, Vertex AI, and other Google Cloud products.

See Customer Stories

Choose from thousands of EMEA-based Google partners to get started on your AI journey today.

Find a Partner

Have questions? Our team is here to help.

Get in touch



06

Methodology

- 01
- 02
- 03
- 04
- 05
- 06
- 07





Who we mean by “small and medium-sized businesses”

For this report, our focus is on **established businesses** with less than \$500 million in annual revenue that were not founded with digital technology at the core of their product, service, or business model.

This means large enterprises, AI-native startups and/or technology-first firms were excluded. What these businesses have in common is more traditional operational models, leaner tech teams, and a need to balance innovation with efficiency. These businesses span a wide range of industries.

EMEA Focus

We centered this research on **businesses across Europe, the Middle East, and Africa (EMEA)**, a region defined by economic diversity, local innovation, and a growing appetite for digital transformation.

Research Approach

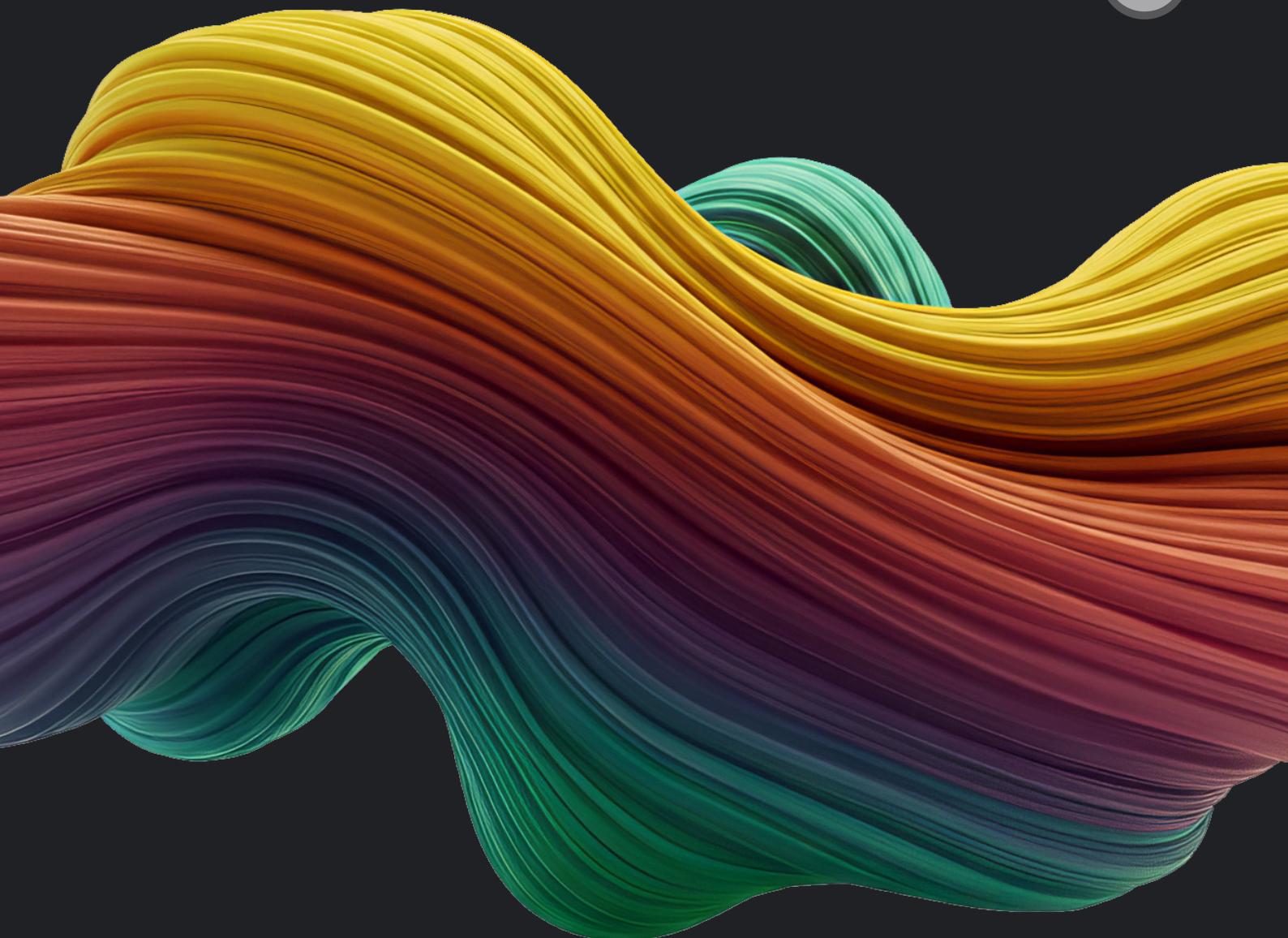
This report draws from a combination of primary research, expert input, and secondary market research validation. We conducted market-wide qualitative interviews with business leaders across sectors and levels of AI maturity, exploring real-world use cases in the region, adoption strategies, and perceived barriers. We then worked closely with Accenture experts in the EMEA AI space to validate findings and contextualize trends based on their work with clients across the geographies. To support and triangulate these insights, we also conducted extensive secondary research, reviewing both industry benchmarks and relevant third-party studies.



07

Appendix

- 01
- 02
- 03
- 04
- 05
- 06
- 07





Glossary

Industry Terminology

Application Programming Interface (API): Software programmes that facilitate access to data and computing resources. They support developers in integrating specialised tools and services with their own applications.³⁵

AI Assistant(s): Digital “helpers” that assist users with tasks by responding to prompts, providing information and performing simple tasks.³⁶

Chatbots: Applications using natural language understanding, processing and machine learning to have human-like conversations.³⁷

Conversational Models: Models that enable computers to understand human language and processes for action or response.

EMEA: Refers to the market segment inclusive of Europe, the Middle East and Africa.³⁸

Impact Levers: In this report we note a series of impact levers when discussing industry use cases:

Increase revenue: Improve overall income from additional sales

Drive cost efficiency: Cut expenditure on time and resources through streamlined activity

Improve customer experience: Elevate user interfaces and touchpoints to keep customers coming back

Improve internal efficiency: Reduce workflow duplication and hours spent on tasks

Enhance decision-making: Data informed decision making to improve accuracy and strategic direction

Accelerate innovation or time-to-market: Reduce time spent on new product development

Integrated Development Environment (IDE): A software application that provides comprehensive facilities for software development.

Large Language Models (LLMs): AI models that are trained on large datasets, enabling these models to complete more complex tasks for example text and image generation.³⁹

Low-code/No-code: Software that minimises or fully removes the need for users to write manual code. It uses a mix of drag and drop visual development environments, automated tools and prebuilt models to build applications.⁴⁰

Natural Language: Machine Learning capability that can extract information from and understand text.⁴¹

Open Source: Code that can be used or changed by anyone.⁴²

Open Standards: Allow users to create compatible products that can integrate with existing software, directly or through APIs.⁴³

ROI: Return on Investment, used to evaluate the profitability of a project or investment.⁴⁴

SQL: Structured Query Language, describes data operations that allow the user to ask questions and request insights from structured data.⁴⁵

Ticket Triage: Evaluation of support tickets for assignment to relevant teams and prioritization.

Unstructured Data: Data that is not organised and does not sit in a predefined data model.⁴⁶

Vendor Lock-In: When a user is committed to a single vendor for a service due to high switching costs.⁴⁷



Google Cloud Products

AutoML: Platform enabling developers to train models, even if they have limited machine learning experience.⁴⁸

BigQuery: Fully managed, large-scale, low-cost data warehouse. Data can be simply analyzed using SQL and built in machine learning.⁴⁹

Contact Center AI: Customer experience platform for answering queries and augmentation of human agents.⁵⁰

Dataflow ML: Allows the user to use Machine Learning models to perform either local or remote inference pipelines from data ingestion to deployment.⁵¹

Dialogflow: Facilitates development of lifelike conversational AI interfaces which can be scaled across multiple business functions.⁵²

Document AI: Automates data extraction from structured and unstructured documents.⁵³

Gemini: Defines a variety of generative AI-powered assistance, often integrated with other Google products.⁵⁴

Gemini Cloud Assist: Provides an up-to-date view of users' current cloud environment improving visibility and application management.⁵⁵

Gemini Code Assist: AI assistance for each stage of the software development lifecycle, providing a variety of contextualised responses to user prompts while writing code.⁵⁶

Gemini for Google Workspace: AI embedded in workspace apps, can be used for email drafting, document revision and many more activities within your eligible Google Workspace subscriptions.⁵⁷

Gemini Enterprise: Advanced agentic platform that brings the best of Google AI to every employee, for every workflow. It empowers teams to discover, create, share, and run AI agents—all in one secure environment.⁵⁸

Google Cloud's Data Warehouse: System used to analyse and create reports based on data from multiple sources.⁵⁹

Looker: Visualisation tool for data presentation and analysis.⁶⁰

Model Garden on Vertex: Library of ML models primed for customisation and deployment by developers.⁶¹

Multicloud solutions: Solutions that incorporate more than one cloud provider, granting users the ability to pick and choose from multiple vendors.⁶²

Security Command Center: A suite of tools provided by Google Cloud to secure the entire AI stack, from threat detection to audit support.⁶³

Translation AI: Natural Language translation for a variety of media in 189 languages, powered by Gemini.⁶⁴

Vertex AI: A machine learning platform that enables the training and deployment of AI applications.⁶⁵

Vertex AI Agent Builder: Supports the development of multi-agent workflows by building on existing agent processes.⁶⁶

Vertex AI Workbench: Development environment covering the data science workflow end-to-end.⁶⁷

Vertex AI Pipelines: Serverless capability to monitor and manage ML systems and workflows.⁶⁸

Vision AI: Advanced models to analyse images, documents and videos.⁶⁹



Citations

- ¹ McKinsey, 2018 / IDC, 2024
- ² A new era of generative AI for everyone | Accenture (2023)
- ³ Generative AI and the Future of Work in America | McKinsey (2023)
- ⁴ European Firms Must Accelerate AI Adoption to Close Productivity Gap | Accenture (2025)
- ⁵ Time to place our bets: Europe's AI opportunity | McKinsey (2024)
- ⁶ The State of AI, Global Survey | McKinsey (2025)
- ⁷ Time to place our bets: Europe's AI opportunity | McKinsey , The potential impact of Artificial Intelligence in the Middle East | PWC, Artificial Intelligence in African Economic Development Potential and Challenges to Overcome | ECA (2024)
- ⁸ 2025 Planning Insights: Skills and Resource Shortages Impede AI Adoption and Data Program Success | Precisely (2025)
- ⁹ Compliance is evolving - Is your resilience ready? | TechRadar (2025)
- ¹⁰ Transform and Clean your Data with Dataprep | Google Cloud 2025
- ¹¹ Security Command Center | Google Cloud (2025)
- ¹² Smb-trends-report-6th-edition | Salesforce (2024)
- ¹³ Pricing Overview | Google Cloud (2025)
- ¹⁴ Google Workspace with Gemini - Business / Enterprise | Google Workspace Admin Help (2025)
- ¹⁵ Pricing Overview | Google Cloud (2025)
- ¹⁶ Build, deploy, and promote AI agents through Google Cloud's AI agent ecosystem | Google Cloud Blog (2024)
- ¹⁷ Google Cloud Partnering Principles | Google Cloud (2025)
- ¹⁸ Drive transformation with Google's multicloud solutions | Google Cloud (2025)
- ¹⁹ AI adoption is finally driving ROI for B2B teams in the UK and EU | ITPro. (2025)
- ²⁰ Model Garden on Vertex AI | Google Cloud (2025)
- ²¹ Democratization Of AI: Balancing Efficiency, Accessibility And Ethics | Forbes (2025)
- ²² Gartner Forecasts Worldwide Low-Code Development Technologies Market to Grow 20% in 2023 | Gartner (2022)
- ²³ Real-world gen AI use cases from the world's leading organizations | Google Cloud Blog (2025)
- ²⁴ Google Cloud AI Trends | Google Cloud (2025)
- ²⁵ Gemini Code Assist: AI-first coding in your natural language | Google (2025)
- ²⁶ Gemini Cloud Assist: AI-assisted cloud operations and management | Google Cloud (2025)
- ²⁷ Vertex AI Agent Builder | Google Cloud (2025)
- ²⁸ Technology Trends 2025 | Technology Vision | Accenture (2025)
- ²⁹ Accenture Technology Vision 2025 | Accenture (2025)
- ³⁰ Cloud Natural Language | Google Cloud (2025)
- ³¹ Conversational Agents and Dialogflow | Google Cloud (2025)
- ³² KPIs for gen AI: Measuring your AI success | Google Cloud Blog (2024)
- ³³ Machine Learning, Measures for Success | Google Developers (2025)
- ³⁴ Cloud Translation | Google Cloud (2025)
- ³⁵ Introduction to APIs in Google Cloud | Google Cloud Skills Boost (2025)
- ³⁶ What are AI agents? Definition, examples, and types | Google Cloud (2025)
- ³⁷ AI Chatbot | Google Cloud (2025)
- ³⁸ Cloud Data Processing Addendum | Google Cloud (2025)
- ³⁹ LLMOps: What it is and how it works | Google Cloud (2025)
- ⁴⁰ Low-code app development guide | Google Cloud (2025)
- ⁴¹ What is Natural Language Processing? | Google Cloud (2025)
- ⁴² Make use of open standards | GOV.UK (2021)
- ⁴³ Make use of open standards | GOV.UK (2021)
- ⁴⁴ Return on Investment: Meaning and Formulas | Salesforce (2024)
- ⁴⁵ Introduction to SQL for BigQuery and Cloud SQL | Google Cloud Skills Boost (2025)
- ⁴⁶ Google Cloud Data Management Solutions - Unstructured data storage | Google Cloud Skills Boost (2025)
- ⁴⁷ What is vendor lock-in? | Vendor lock-in and cloud computing | Cloudflare (2025)
- ⁴⁸ AutoML Solutions - Train models without ML expertise | Google Cloud (2025)
- ⁴⁹ BigQuery - Google Cloud Platform Console Help (2025)
- ⁵⁰ Contact Center as a Service | Google Cloud (2025)
- ⁵¹ About Dataflow ML | Google Cloud (2025)
- ⁵² Conversational Agents and Dialogflow | Google Cloud (2025)
- ⁵³ Document AI | Google Cloud (2025)
- ⁵⁴ Gemini for Google Cloud overview (2025)
- ⁵⁵ Gemini Cloud Assist: AI-assisted cloud operations and management | Google Cloud (2025)
- ⁵⁶ Gemini Code Assist Standard and Enterprise overview | Gemini for Google Cloud (2025)
- ⁵⁷ Get started with Google Workspace with Gemini - Business / Enterprise | Gmail Help (2025)
- ⁵⁸ What is Gemini Enterprise? | Google Cloud (2025)
- ⁵⁹ What is a Data Warehouse? | Google Cloud (2025)
- ⁶⁰ Looker introduction | Google Cloud (2025)
- ⁶¹ Model Garden on Vertex AI | Google Cloud (2025)
- ⁶² What Is Multicloud? Definition and benefits | Google Cloud (2025)
- ⁶³ Security Command Center | Google Cloud (2025)
- ⁶⁴ Cloud Translation | Google Cloud (2025)
- ⁶⁵ Introduction to Vertex AI | Google Cloud (2025)
- ⁶⁶ Vertex AI Agent Builder | Google Cloud (2025)
- ⁶⁷ Introduction to Vertex AI Workbench | Google Cloud (2025)
- ⁶⁸ Introduction to Vertex AI Pipelines | Google Cloud (2025)
- ⁶⁹ Vision AI: Image and visual AI tools | Google Cloud (2025)