



Introducing Google Cloud Platform

Google Cloud Platform



Google Cloud Platform

Agenda

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Why Google Cloud Platform?

2

Google's Network Infrastructure

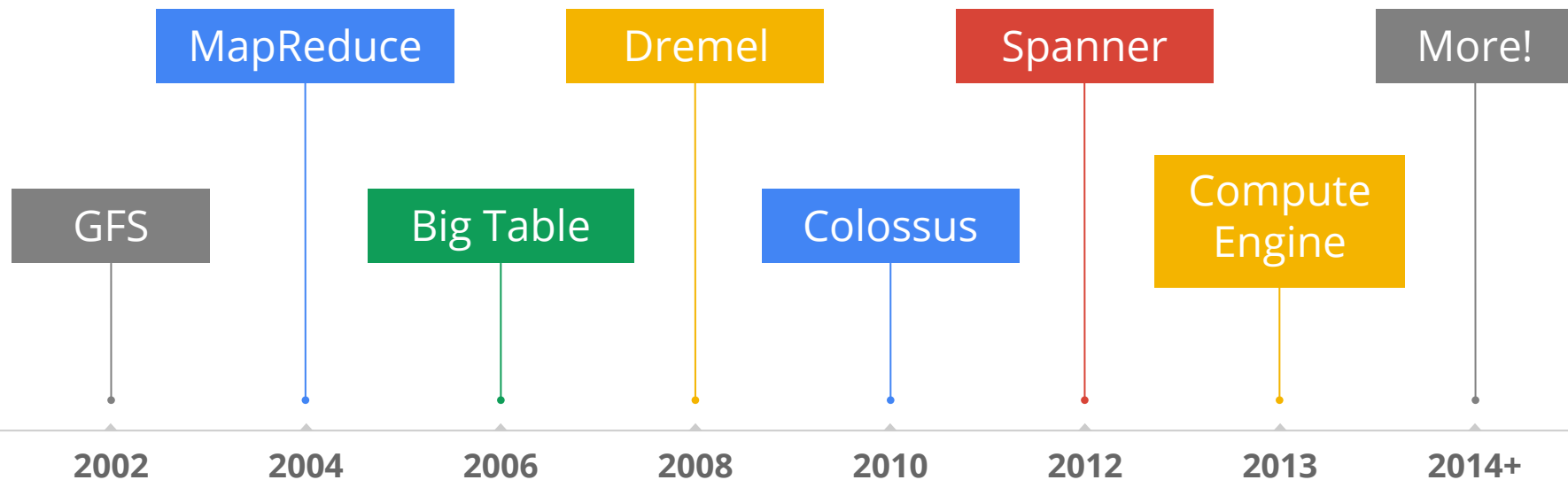



For the past **15 years**, Google has been building the most powerful infrastructure **on the planet**.

Why Google Cloud Platform?

Google Cloud Platform enables developers to **build**, **test** and **deploy** applications on Google's *highly-scalable, secure, and reliable* infrastructure. Choose from **computing**, **storage** and **application** services for your *web, mobile and backend* solutions.

Google Innovation - Driving Technology Forward





"Google's **commitment** to using **renewable** energy as much as possible has set the bar for the industry."

Greenpeace

Developing our infrastructure while respecting our ecosystem

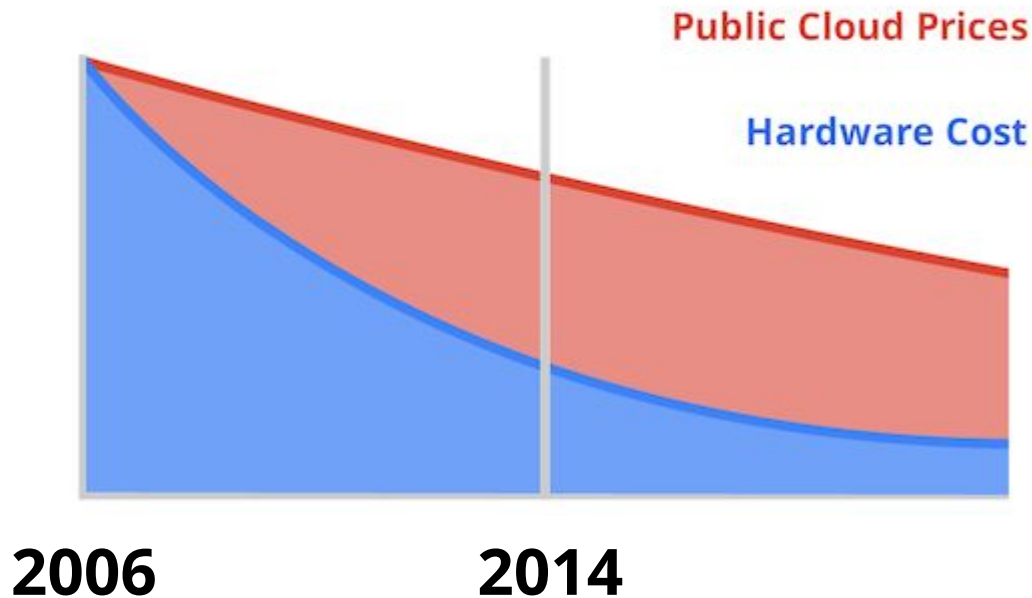
- Pioneering data center efficiency
- Financed over 250 Megawatts of new wind power
- First data centers to receive ISO 14001 certification
- 100% carbon neutral

Affordable On-Demand Prices & a Commitment to **Moore's Law**

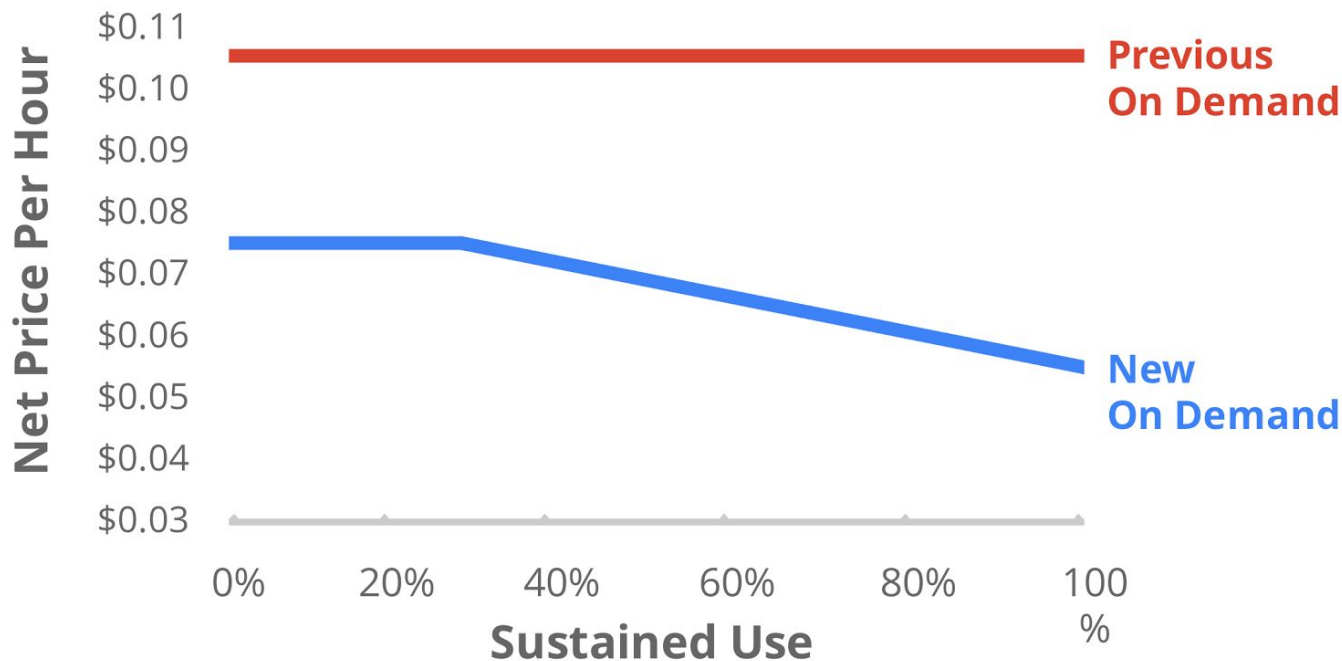


Cloud Pricing Is Not Following Moore's Law

- Public cloud prices have fallen 6-8% annually
- Hardware prices have fallen 20-30% annually
- Google introduced measures to optimize pricing:
 - Sub-Hour Billing
 - Sustained-Use Discounts



Sustained-use Discounts Based on Moore's Law



Sustained-use discounts **automatically** reward users who run VMs for over **25%** of any calendar month
Try the [online pricing calculator](#) to help estimate your costs

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Data Centers

Google operates an extensive deployment of high-efficiency backend **data centers** used for **computation** and backend **storage**

Backbone

Google has built a **global, meshed backbone network** to interconnect their data centers and to deliver traffic to their Edge points of presence (POPs)

Points of Presence

70+ edge **points of presence** in **33** countries interconnected via Google's backbone network

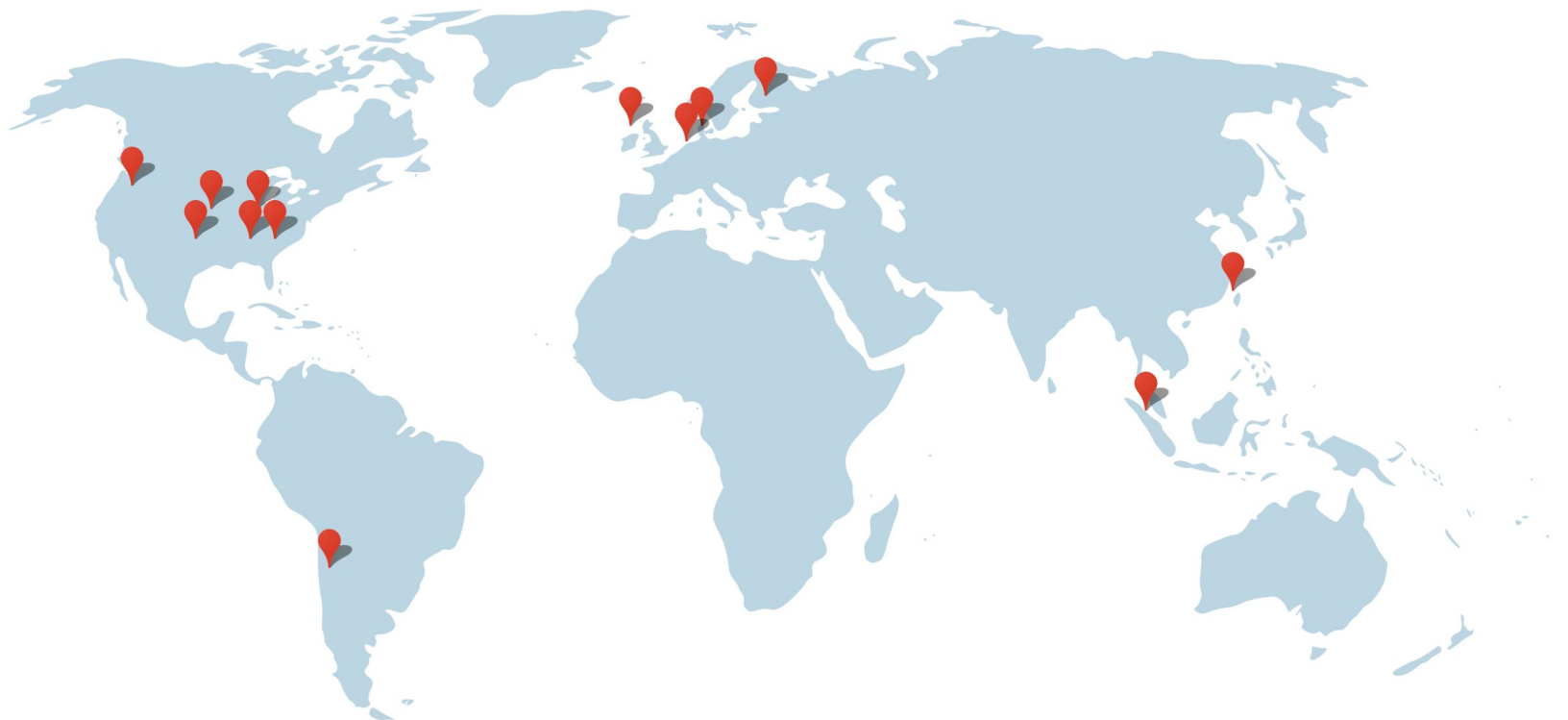
Edge Caching

Google runs an **edge caching platform** on top of their network infrastructure. The caching platform also has elements within ISP and access networks

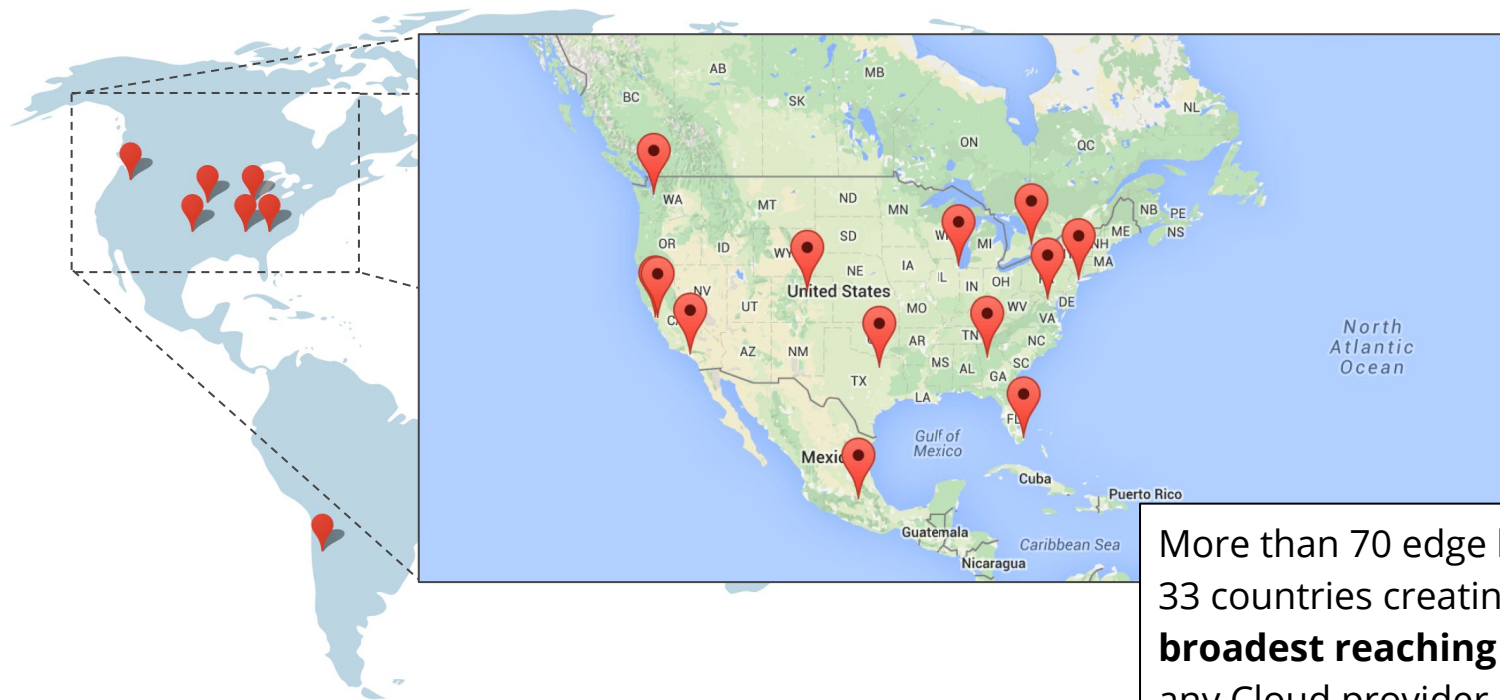
A Network That Spans the Globe



Global Data Centers



Edge Points of Presence



More than 70 edge locations in 33 countries creating the **broadest reaching network** of any Cloud provider

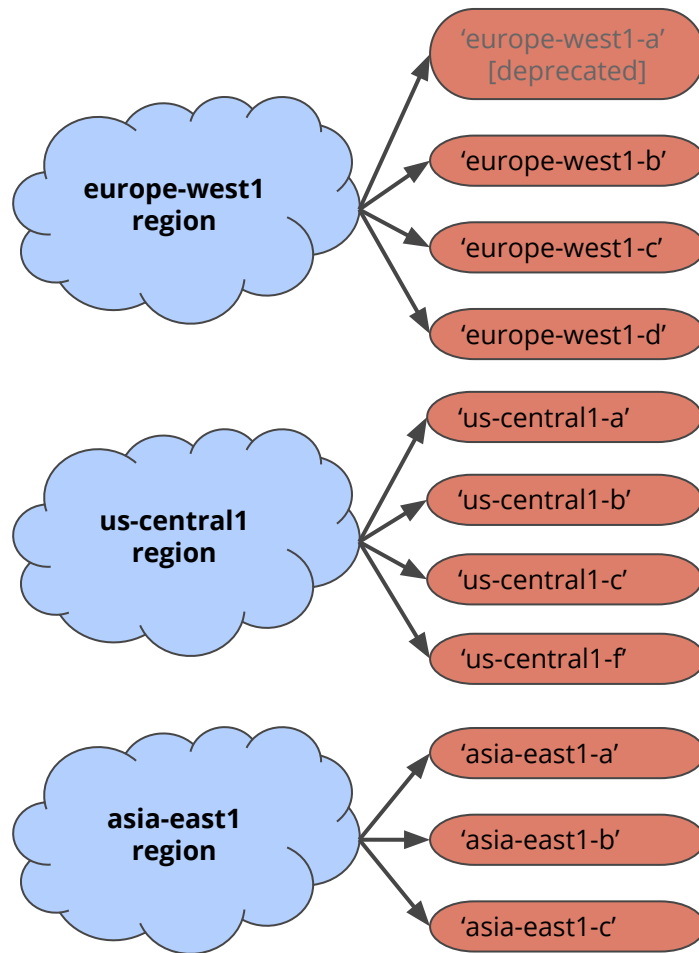
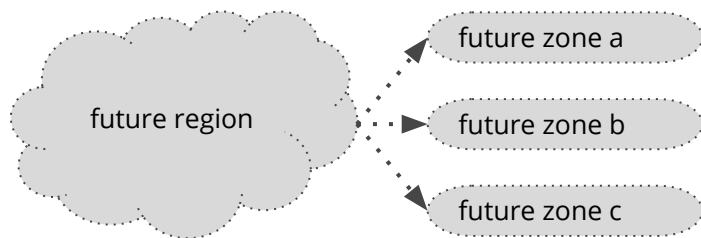
Zones and Regions

Regions

Are **collections** of zones

Zones

An **isolated** location within a region



Resources

- Data Centers
<https://www.google.com/about/datacenters/>
- Google's Approach to IT Security
<https://cloud.google.com/files/Google-CommonSecurity-WhitePaper-v1.4.pdf>
- Why Google Cloud Platform?
<https://cloud.google.com/why-google/>
- Pricing philosophy
<https://cloud.google.com/pricing/philosophy/>
- Pricing
<https://cloud.google.com/pricing/>



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