How Companies Leverage Data for Competitive Advantage Through AI

Based on Google Cloud's AI Use Cases

1. Transforming Proprietary Data Resources

Spotify: Leveraged Dataflow for large-scale generation of ML podcast previews and plans to keep pushing the boundaries of what's possible with data engineering and data science to build better experiences for its customers and creators.

NewsCorp: Uses Vertex AI to help search data across 30,000 sources and 2.5 billion news articles updated daily.

Major League Baseball: Continues innovating its Statcast platform, so teams, broadcasters, and fans have access to live in-game insights.

Paramount: Currently relies on manual processes to create the essential metadata and video summaries used across its Paramount+ platform for showcasing content and creating personalized experiences for viewers. Text Bison on Vertex AI is now helping to streamline this process.

2. Enhancing Business Processes Through Data Intelligence

Jaguar TCS Racing: Is partnering with Google Cloud to use AI for real-time analysis of race car performance data, giving them a competitive edge in Formula E racing. This collaboration aims to improve its on-track decision-making and help secure the team's and drivers' wins and titles.

Contraktor: Developed a project to analyze contracts with AI. As a result, the company achieved a reduction of up to 75% in the time taken to analyze and review a contract, with the possibility of both reading and extracting relevant data from the documents.

Leading Insurance Company: Located in more than 50 countries, worked with Capgemini to enhance how specific business data is queried by senior executives using the "Intelligent Document Query Assistant." This solution responds to natural language questions and has significantly improved query response time and efficacy. Previously, the query accuracy rate was 70%, but accuracy is expected to increase to 95% by integrating the Google Cloud foundation model.

3. Applying AI to Scientific and Medical Research Data

Ordaōs: An AI-driven drug discovery leader, relies on its cloud computing capabilities to design, process, and analyze data for millions of protein structures, notably using Google Kubernetes Engine to achieve increased flexibility and easier scalability to take on new, larger AI projects.

Schrödinger: Uses Cloud GPUs to power AI models working on advanced drug discovery.

Superluminal Medicines: Uses Google Cloud's computing power to analyze multiple protein structures and integrate them into dynamic protein models for drug discovery, allowing for a more accurate representation of protein behavior and the design of more precise drug interventions.

4. Creating Personalized Customer Experiences

Etsy: Uses Vertex AI training to optimize its search recommendations and ads models, delivering better listing suggestions to buyers and helping sellers grow its businesses.

Target: Uses Google Cloud to power AI solutions on the Target app and Target.com, including personalized Target Circle offers and Starbucks at Drive Up, their curbside pickup solution.

Probrain: Offers personalized auditory stimulation training. By implementing cloud-based gen AI solutions, it's modernized services and reduced costs by approximately 89%. For the end consumer, this also resulted in savings of almost 50%.

Belk ECommerce: Is using generative AI to craft better product descriptions, a necessary yet time-consuming task for digital retailers that has often been done manually.

5. Improving Operational Decision-Making with Data

Red Interclinica: The Chilean hospital network, uses AI to make better decisions through data transformed into insights, as well as making medical care more accessible for its patients, while also reducing costs and generating more value for the organization.

Colombian Security Council: Developed a generative AI-based chatbot to improve data analysis and its chemical emergency management processes, allowing for quick responses to urgent situations.

BCG: Uses Google Cloud to provide a sales optimization tool that improves the effectiveness and impact of insurance advisors.

6. Developing Domain-Specific AI Frameworks

Tata Consultancy Services (TCS): Helps build persona-based AI agents on Google Cloud, contextualized with enterprise knowledge to accelerate software development.

Gamuda Berhad: A Malaysian infrastructure and property management company, has developed Bot Unify, a platform that democratizes generative AI to allow users access to Gemini models and RAG frameworks to provide faster information and insights during construction projects.

Full Fact: A UK-based nonprofit working in 18 countries to combat misinformation, is using generative AI to actively monitor news stories so that its 30 fact-checking partners can focus on specific statements and harmful information.

Key Takeaways

Organizations are leveraging AI with:

- Proprietary data assets

- Domain-specific expertise

- Unique business processes

- Custom AI frameworks and tools

Creating sustainable competitive advantages that are difficult for
competitors to replicate