



Google Cloud
SUMMIT

台北



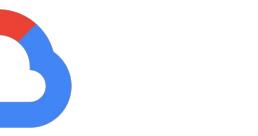


Google Cloud
SUMMIT

Kathy Lee

Country Director, North Asia
北亞地區總經理
Google Cloud





Google Cloud
SUMMIT

The cloud is
taking shape in
Taipei.



Recent milestones

4+ million G Suite
paying customers

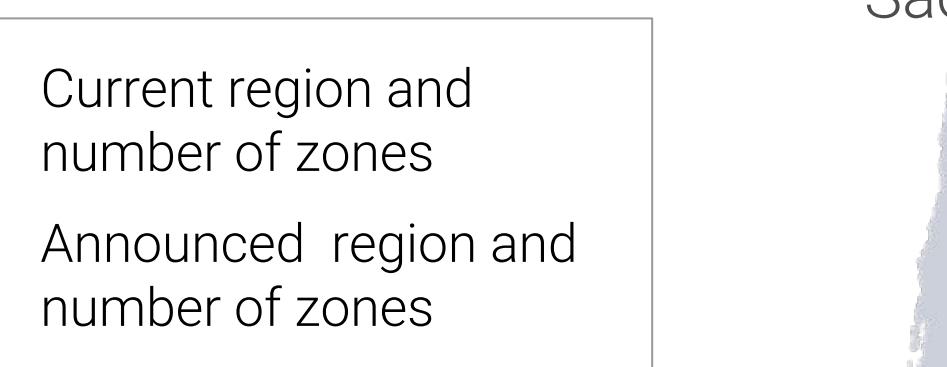
On average, Google
launches **4 billion** new
containers per week

New global partners
including **SAP, Cisco,**
and Salesforce

Google Cloud platform regions

18 current regions.

2 new regions coming.



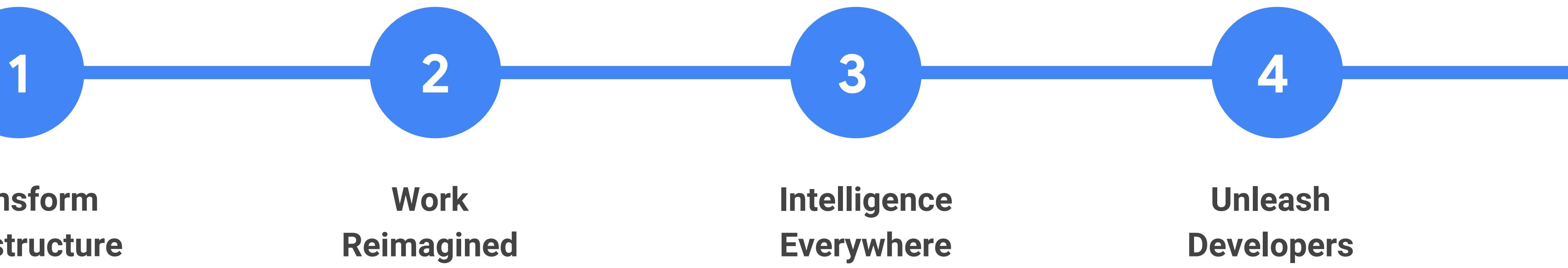
The global opportunity

3 billion smartphones

1.8 billion people shopping online

2.5 million terabytes of data collected a day

Google Cloud offers a holistic approach



Google Cloud Customers



admanGO

htc

b l u e b e l l



CASETiFY

GT
GROUP

KLOOK



aftership

NEXT
DIGITAL

SHOPLINE

Walgreens



FUJITSU

LG CNS

eBay

SONY

Coca-Cola

VELOSTRATA

SEGA
Interactive



Storelet



91APP

玉山銀行 E.SUN BANK

17 Media

carousell



PIXNET

YES STYLE

hotdog

PCCW Global

unity

HYPEBEAST



EventXtra

gatecoin

HONG KONG
MOVIE

SYMPHONY

UNIQLO

GOJEK

ANA

nielsen

INGE DATA

AIRBUS

SYMPHONY

Spotify



ANZ

hotmob

eats365

PHILIPS

EVERNOTE

TAXI
香港

mydoc

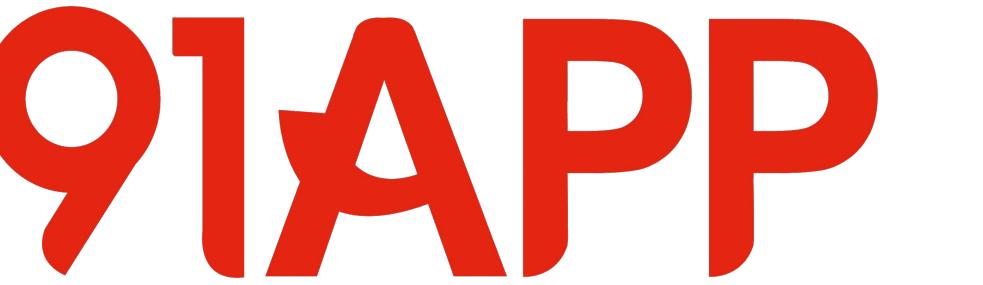
COLGATE-PALMOLIVE



Whirlpool
CORPORATION

PRESSLOGIC

Customers speaking today



carousell



財團法人
均一平台教育基金會

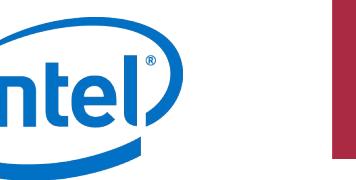
KKbox
GROUP



PIXNET



Google Cloud partners



Partner Sponsors

Platinum



iKala



vmware®

Gold

CITRIX®



MICROFUSION

 **MITAC**

 羽昇國際
WingWill Int'l Co. Ltd.

Silver

 Google Cloud

 **Cloud Ace™**

 **DXC.technology**

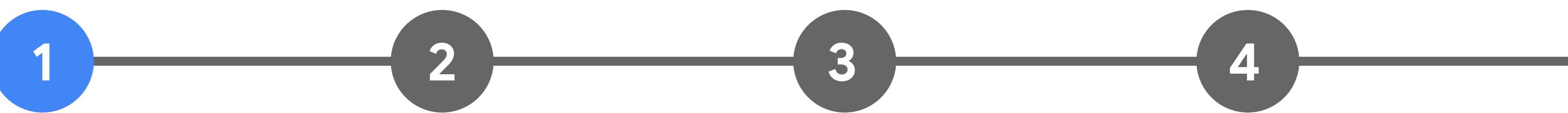


Google Cloud
SUMMIT

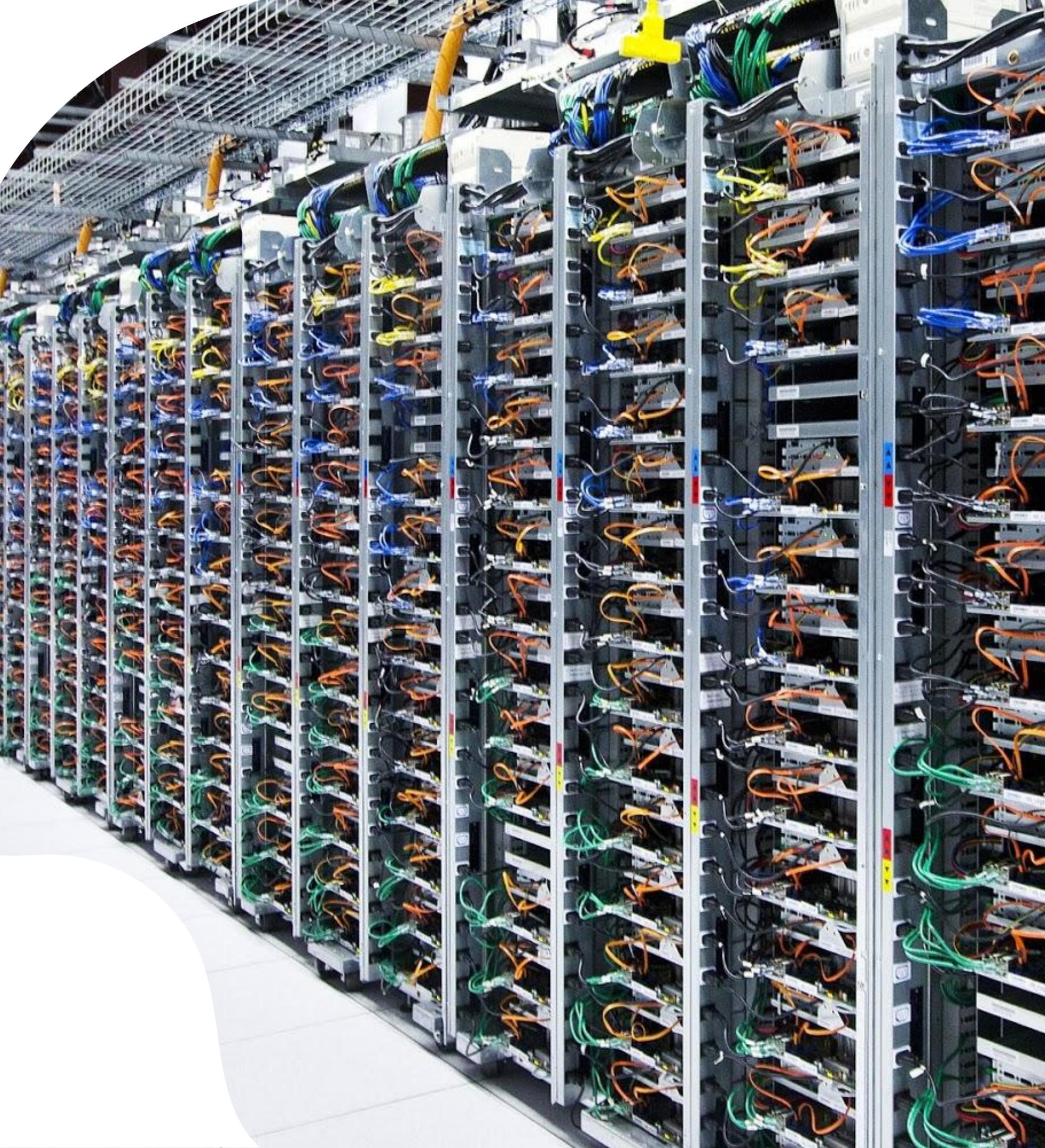
Jeff Jennings

VP, Customer Engineering Global Lead
Google Cloud 客戶工程全球領導部門副總裁
Google Cloud

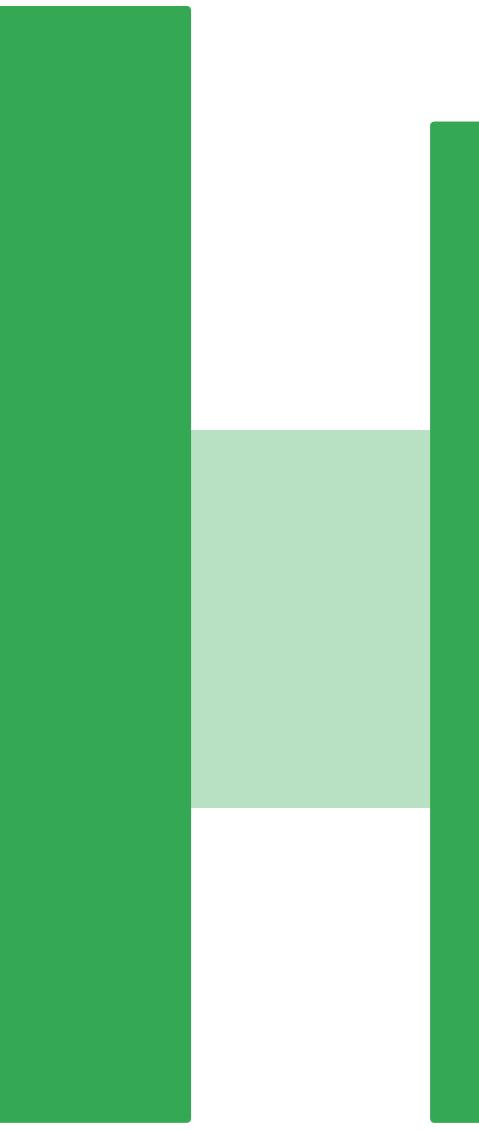




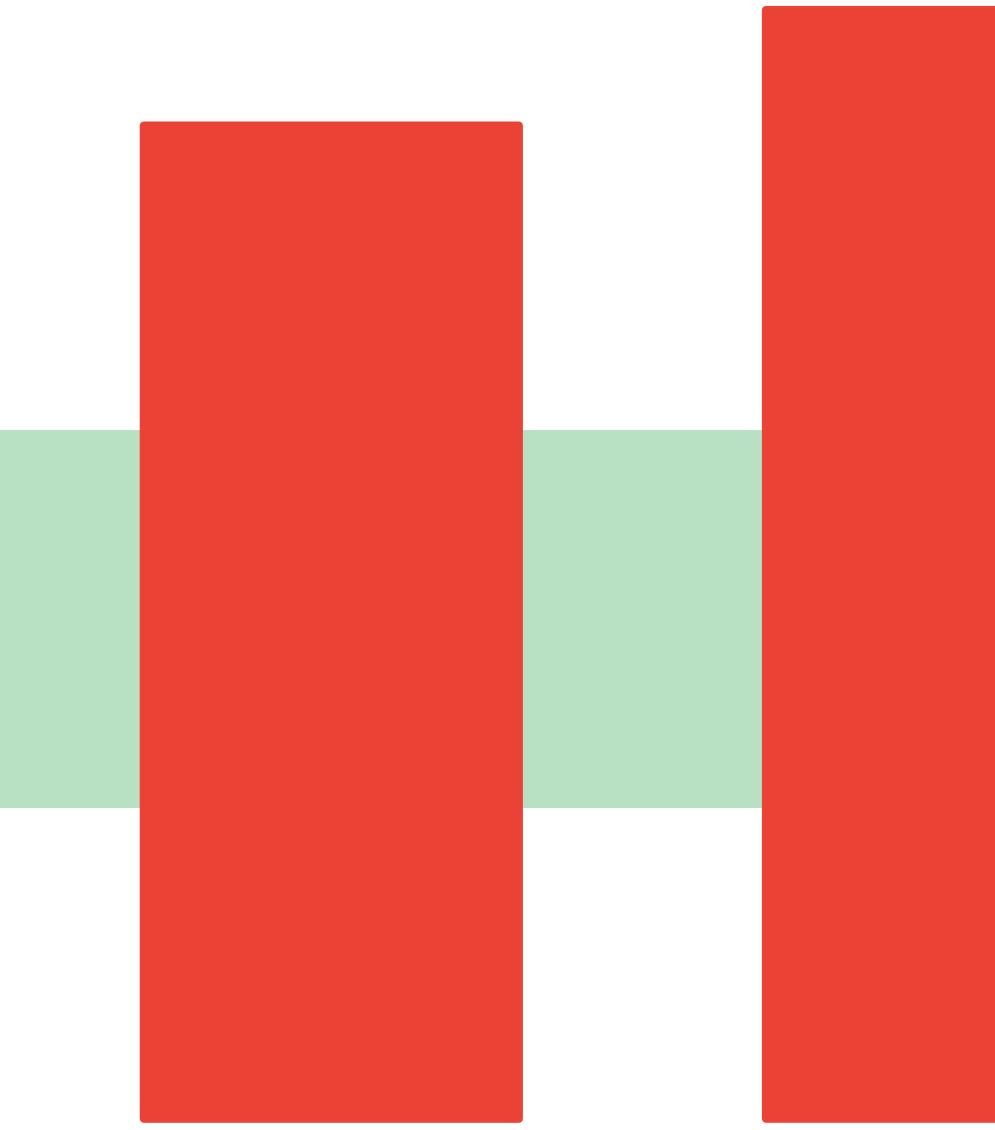
Transform Infrastructure



Server Cost
-15%

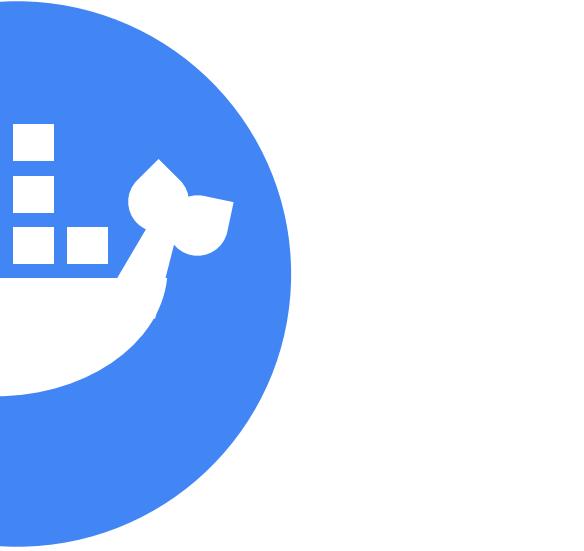


Admin Cost
+83%

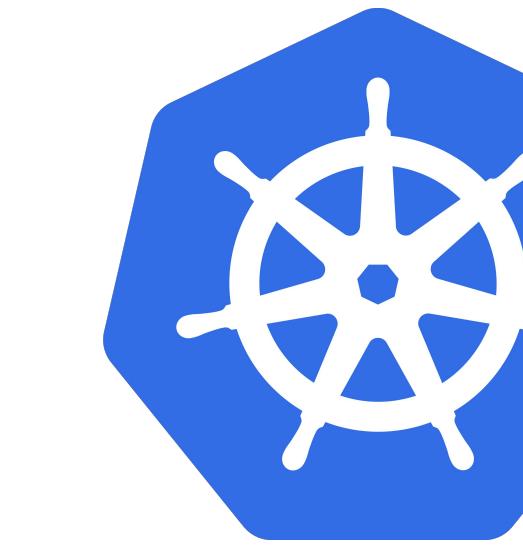


Open hybrid, multi-cloud

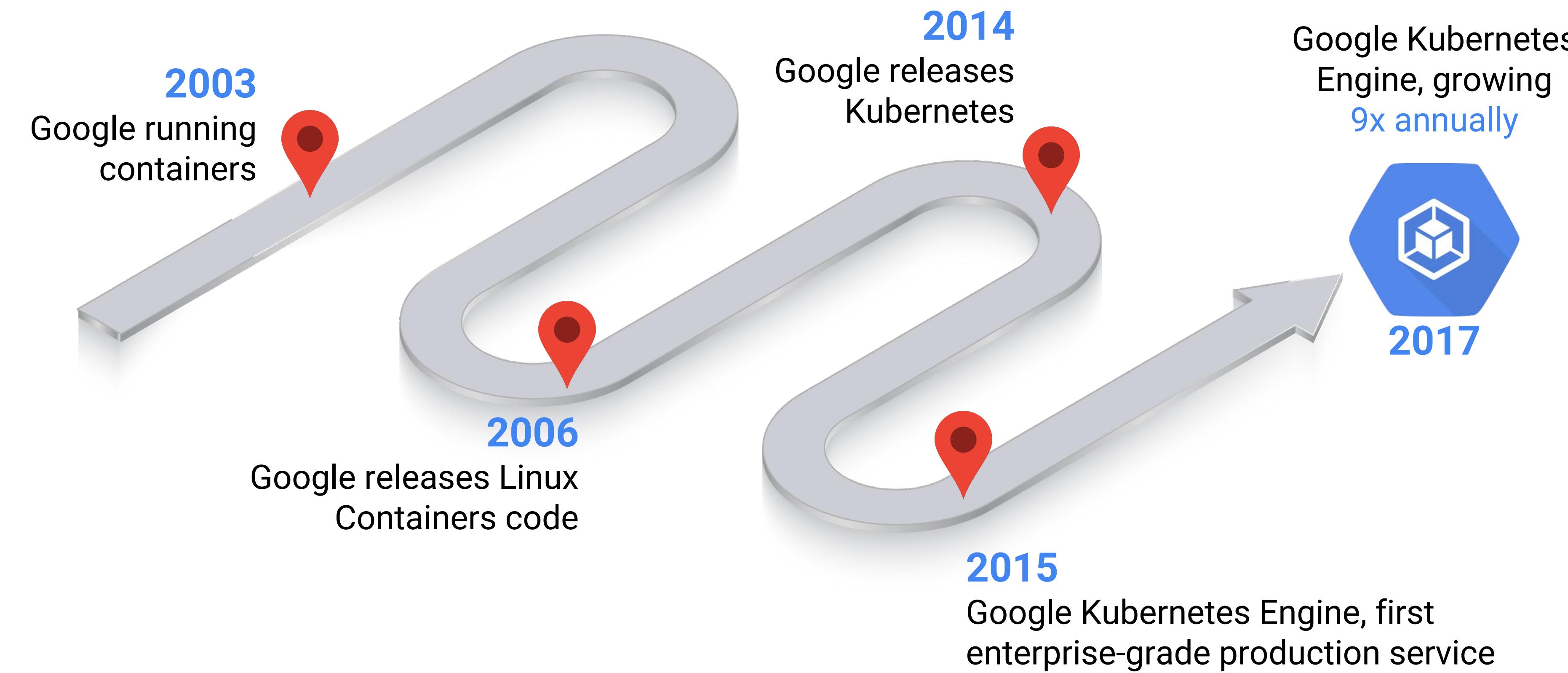
Consistent Deployment
Containers



Consistent Operation
Kubernetes



15 years of running Containers



GKE - managed Kubernetes

First class integration with other cloud services.

You configure containers and manage policies.

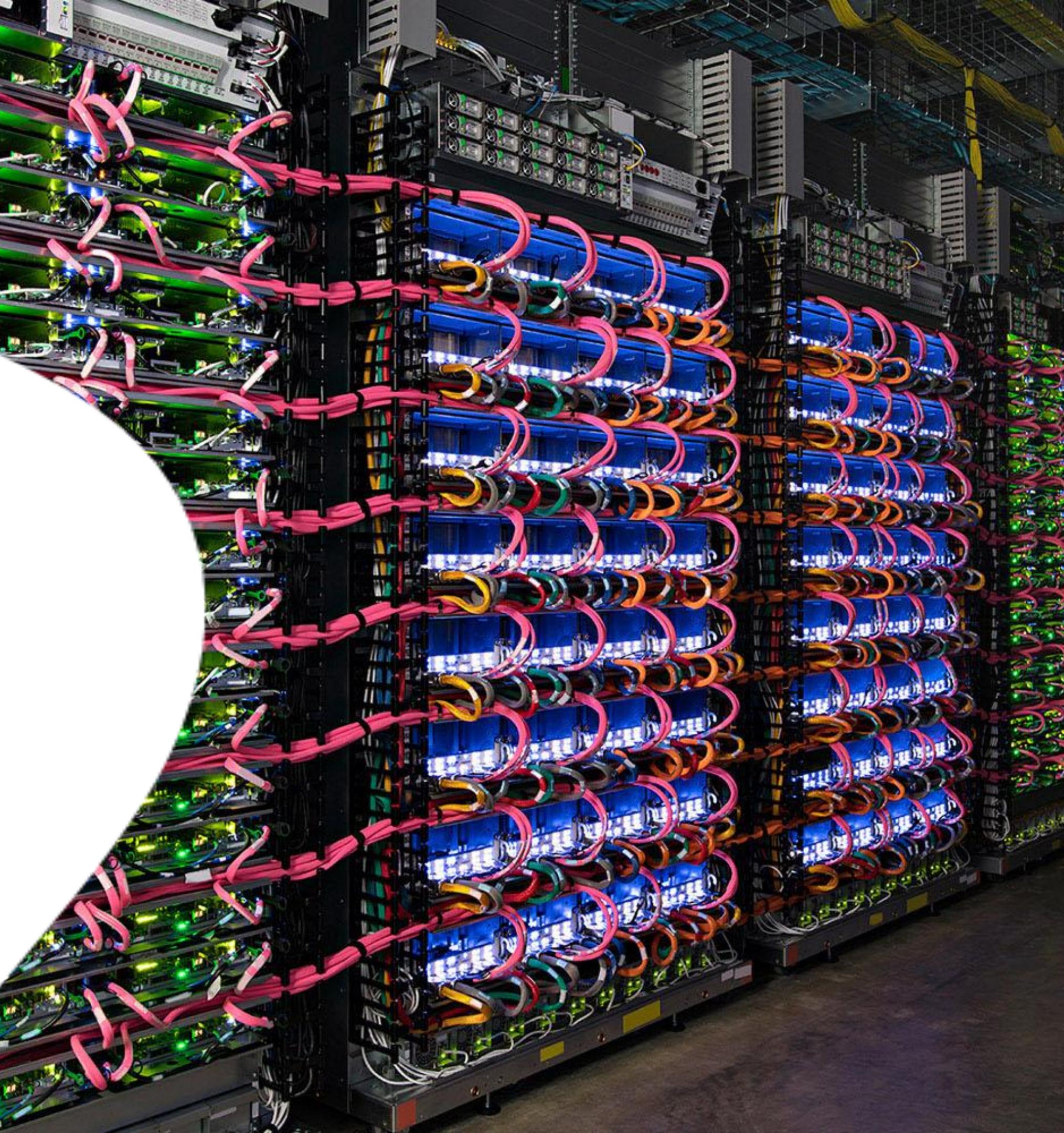
We do the rest.

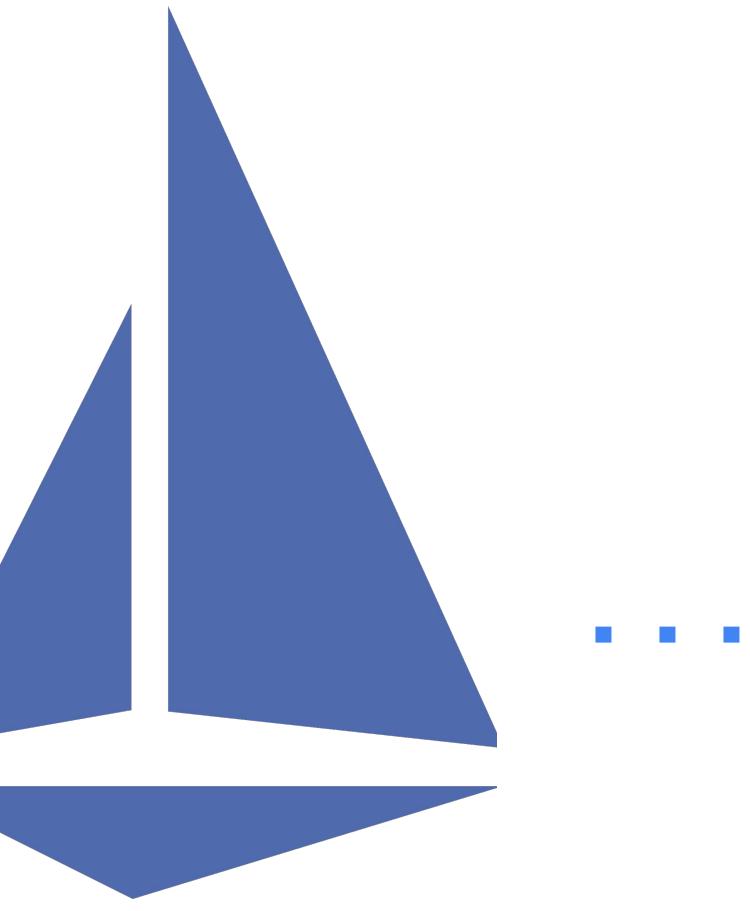


Kubernetes in your datacenter



GKE On-Prem



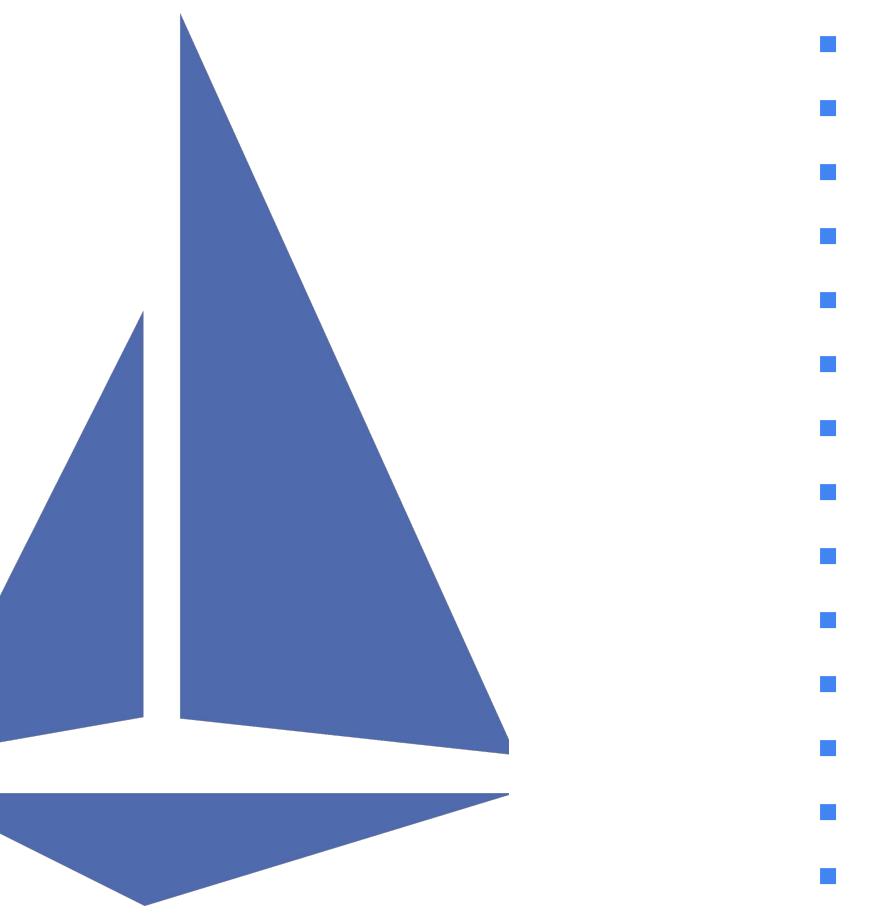


Istio

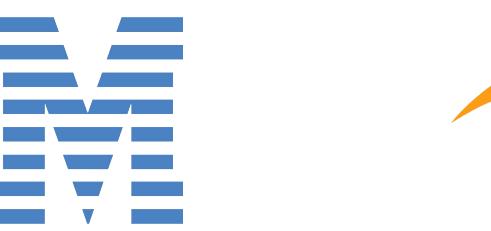
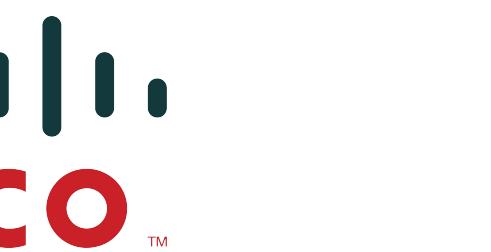
github.com/istio

- · · · · **Securing service communications**
- · · · · **Uniform application level observability**
- · · · · **Traffic management & operational agility**

New



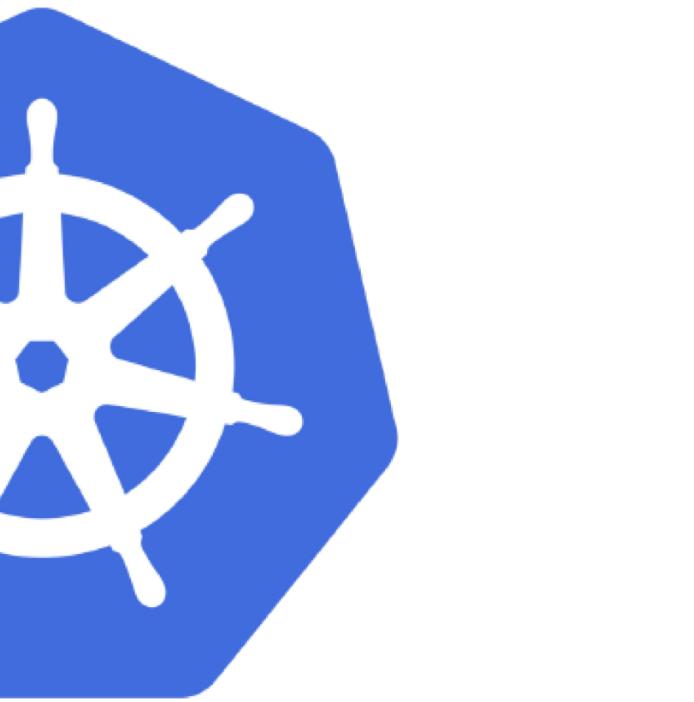
Istio



Open Source



Istio



Kubernetes



Cloud Services Platform



Google Kubernetes Engine



mastercard



Autotrader



“

Istio will connect and secure all our services, on-premise and in the cloud

**—Rick Clark,
SVP Enterprise Architecture
and Data Engineering**

“

Because of the increased visibility into our applications, when problems arise, the time taken to resolve them has been significantly reduced. Using Istio on K8 has given us the confidence that we can safely migrate our applications to the public cloud and increase the reliability, stability and performance of our platform.

**—Russell Warman,
Head of Infrastructure**



13 cloud
regions



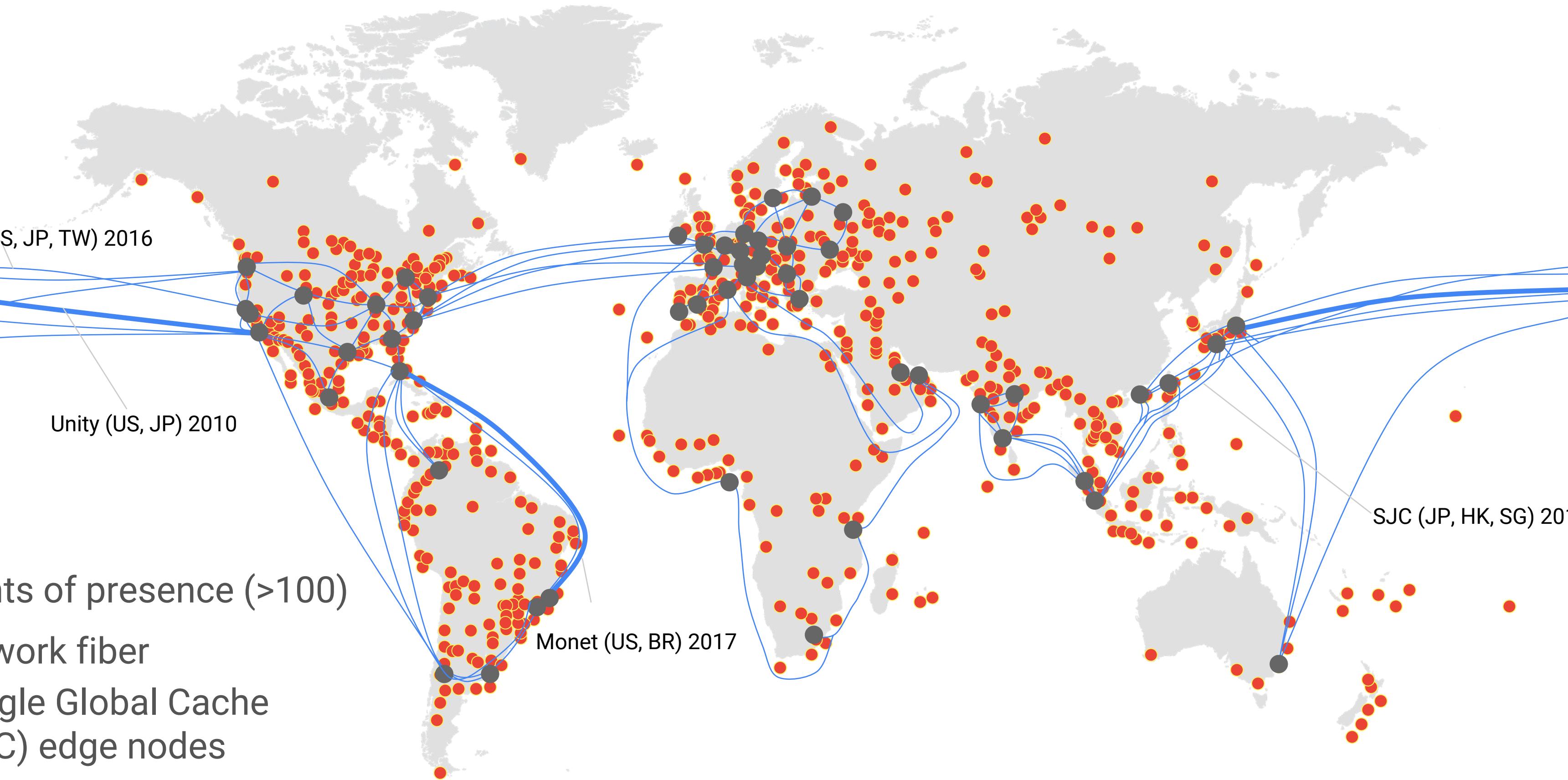
In **24**
months

18 cloud
regions
today

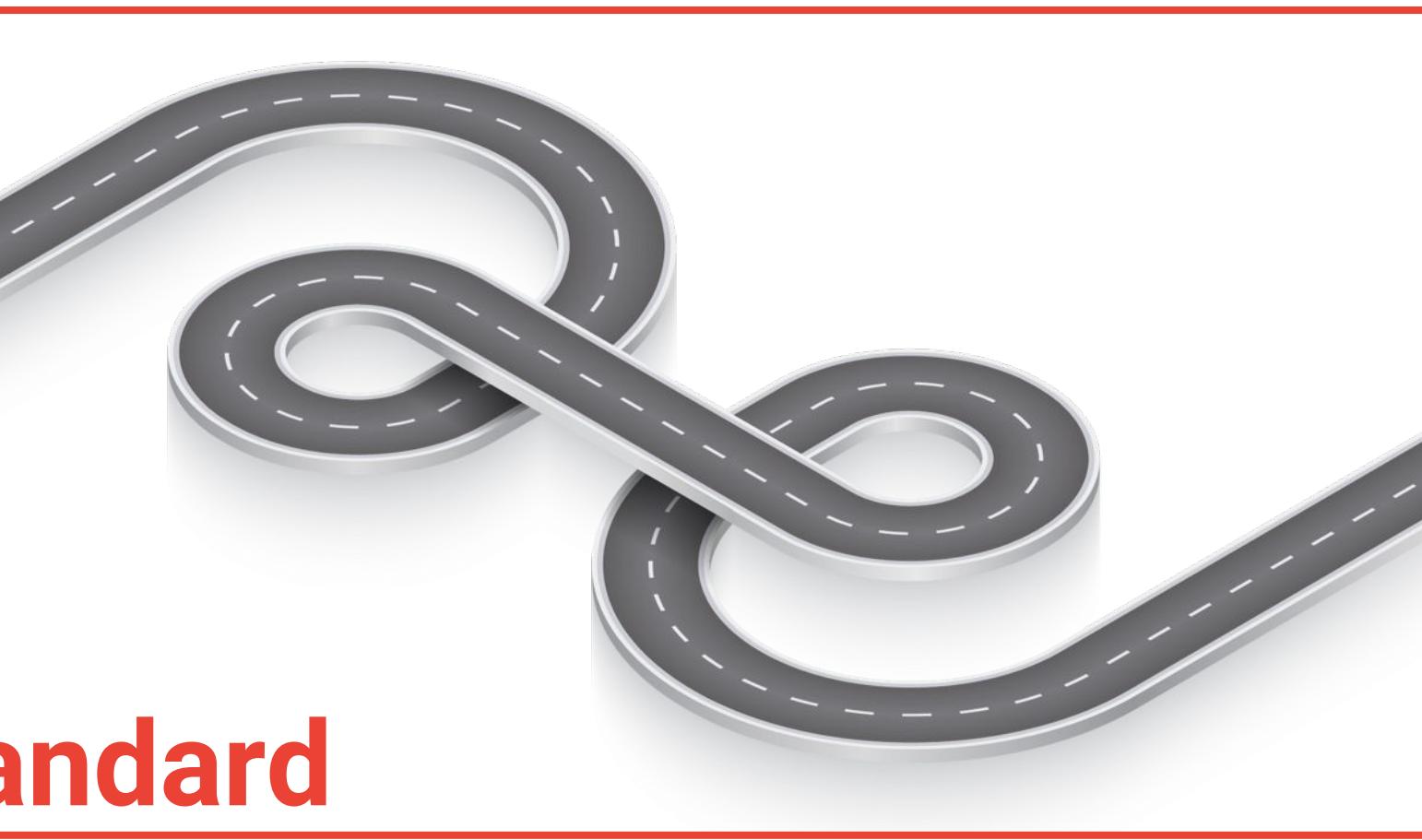


Google network

More than a collection
of data centers



Delivering choice with Network Service Tiers



Standard

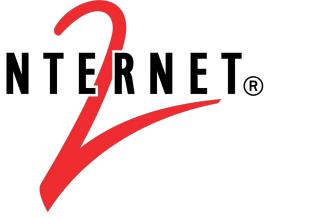
Get control over network costs, while still delivering performance comparable with other cloud providers.



Premium

Give users exceptional high performing network experience by using Google's global network.

Cloud Interconnect Partners



Deliver automatic protection at scale

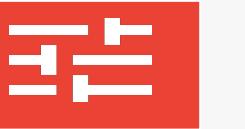
84%
of organisations hit by a
DDoS attack in 2016
86% of those more than
once²

We can absorb the largest attacks, which require the bandwidth needed to watch

- **500,000 YouTube videos**

at the same time in HD.

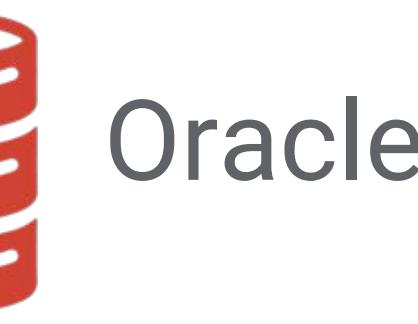
Protect Against Denial of Service

-  Mitigate infrastructure DDoS attacks
-  Defend against app level attacks
-  Allow or block traffic with predefined and custom rules



Cloud Armor





Oracle



accenture[>]



Simple, Seamless Migration



“

The key to keeping migration costs down is scaling effectively, and with Velostrata we can migrate large groups of workloads into GCP quickly and easily, keeping our labor costs low and success rates high.

—Jon Latshaw

VELOSTRATA





Google Cloud
SUMMIT

Bruce Lee

Chief Digital Officer
數位金融長暨副總經理
玉山銀行





玉山金控 E.SUN FHC



Google Cloud Platform X 玉山銀行應用分享

玉山銀行 李正國 數金長



金融數位轉型下，機器學習為什麼越來越重要

➤ 傳統行銷預測模型面臨的挑戰

Real-Time Decision



巨量資料考驗系統效能與效率



模型更新的速度要求提升



型 2 誤差造成機會流失風險



對客製化/個人化的期待提升



從行銷導向→顧客導向



以貸款做為案例，利用 Google 雲端平台與機器學習做預測

Data Collection

Organize & Analyze

Activate

數據蒐集整理

到達頁面
Landing Page

瀏覽行為
User Interaction

成交紀錄
Conversion History

建立機器學習模型

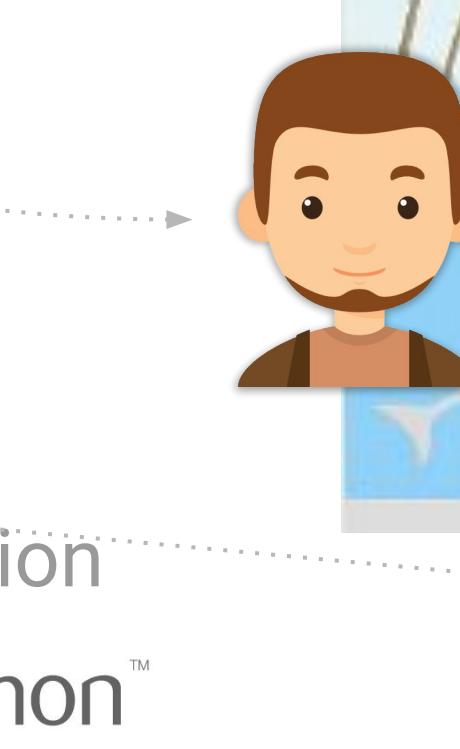
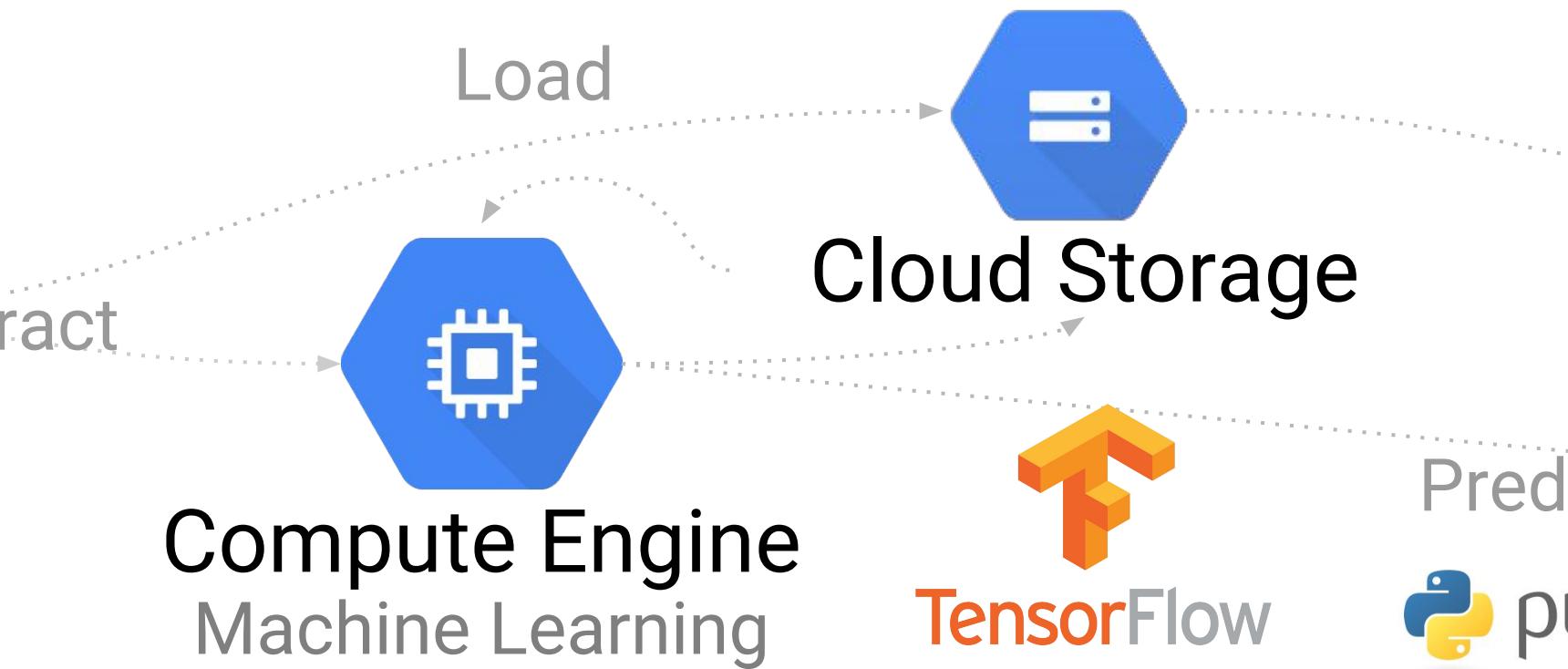
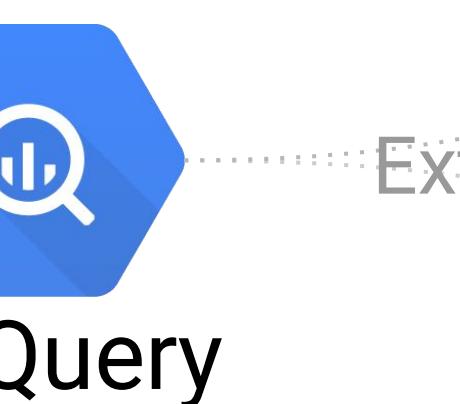
活躍可能性
Survival likelihood

瀏覽深度
Interaction depth

平均成交週期
Average conversion period

顧客獲得量身打造的方案

預估消費者為活躍購買者
的可能性
(活躍指數 P-Payer)





使用 Google Cloud Platform 應用於貸款推薦之成效



50%

轉換成本降低

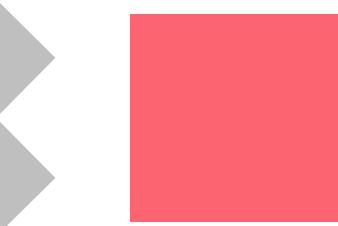
未來展望

智慧行銷



7.5X

轉換率提升



整合式金融顧問



延伸
更多相似受眾

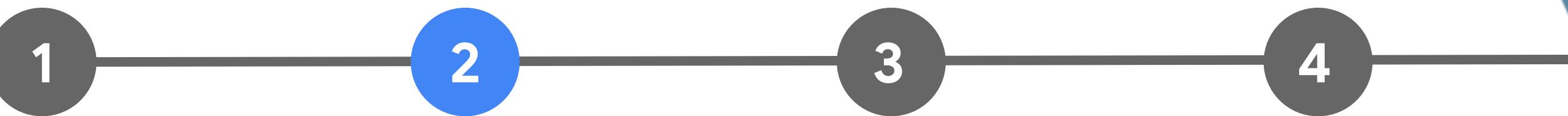


Google Cloud
SUMMIT

Yoshiki Sato

Technical Specialist Lead
Google Cloud 首席技術專員
Google Cloud





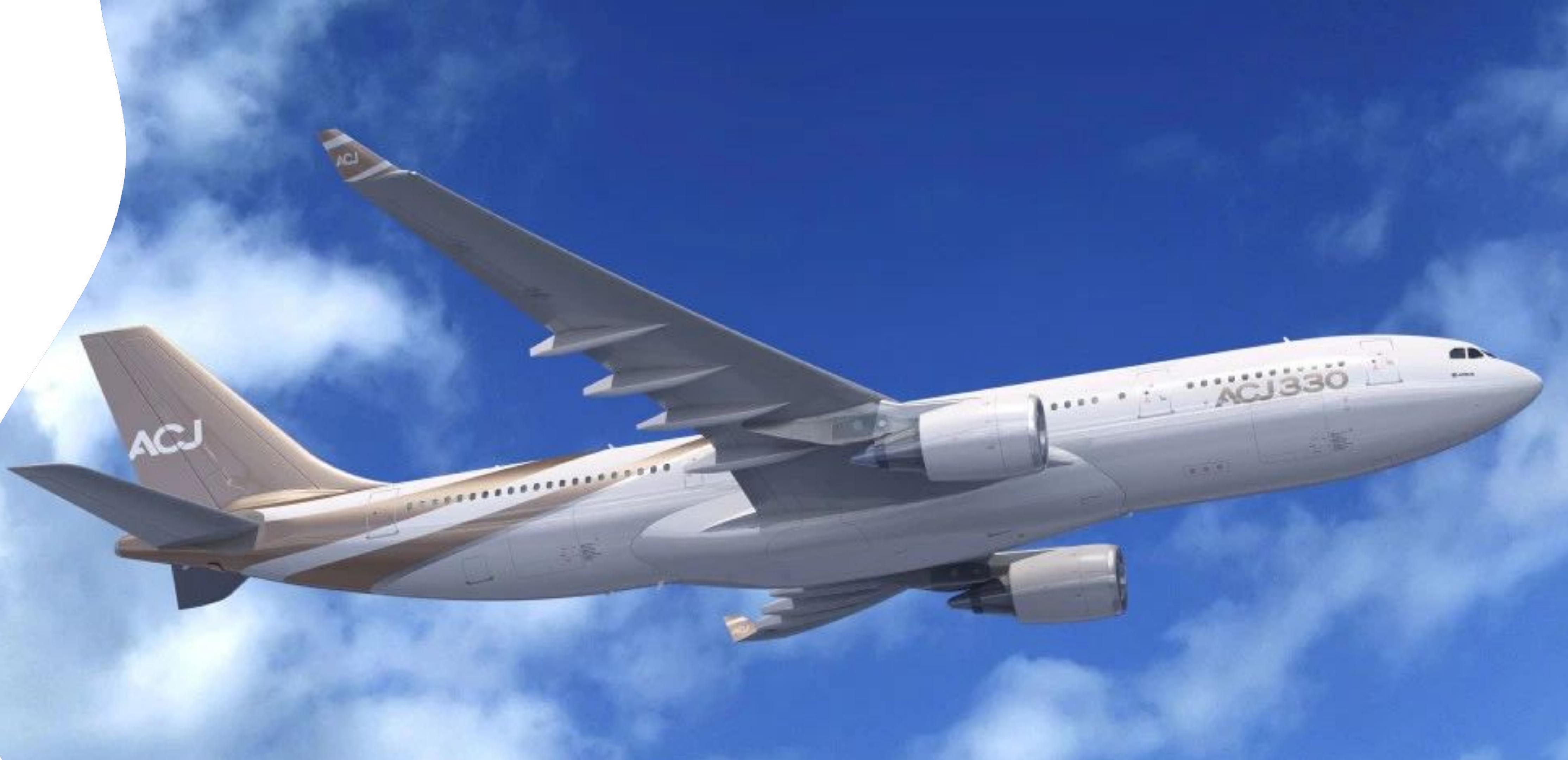
Work Reimagined

G Suite





Google Cloud



Far too long have companies struggled...

True collaboration is very challenging

Knowledge and insights are difficult to access

Common tasks are too repetitive



11 hrs / week

Reading and responding to emails

8 hrs / week

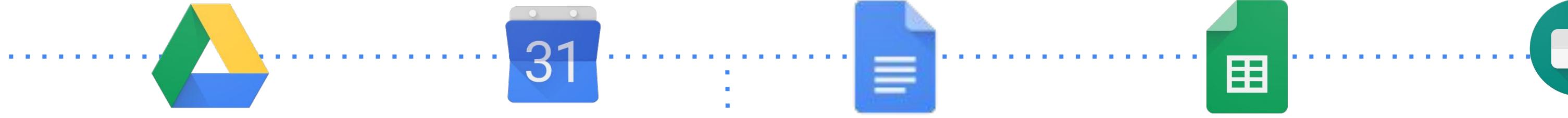
Searching for and consolidating info

It's time to reimagine work





**With G Suite, teams
can work faster,
more effectively,
and more securely
than ever before.**



G Suite

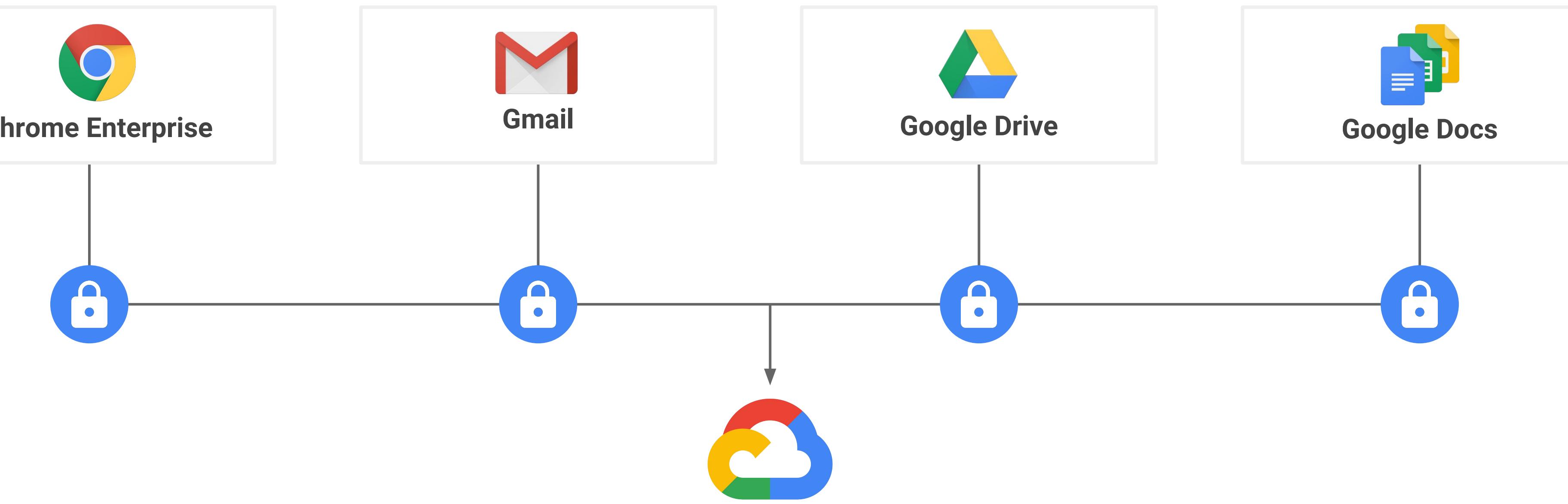
Secure

Smart

Simple

Secure

Cloud-native security
eliminates attack vectors

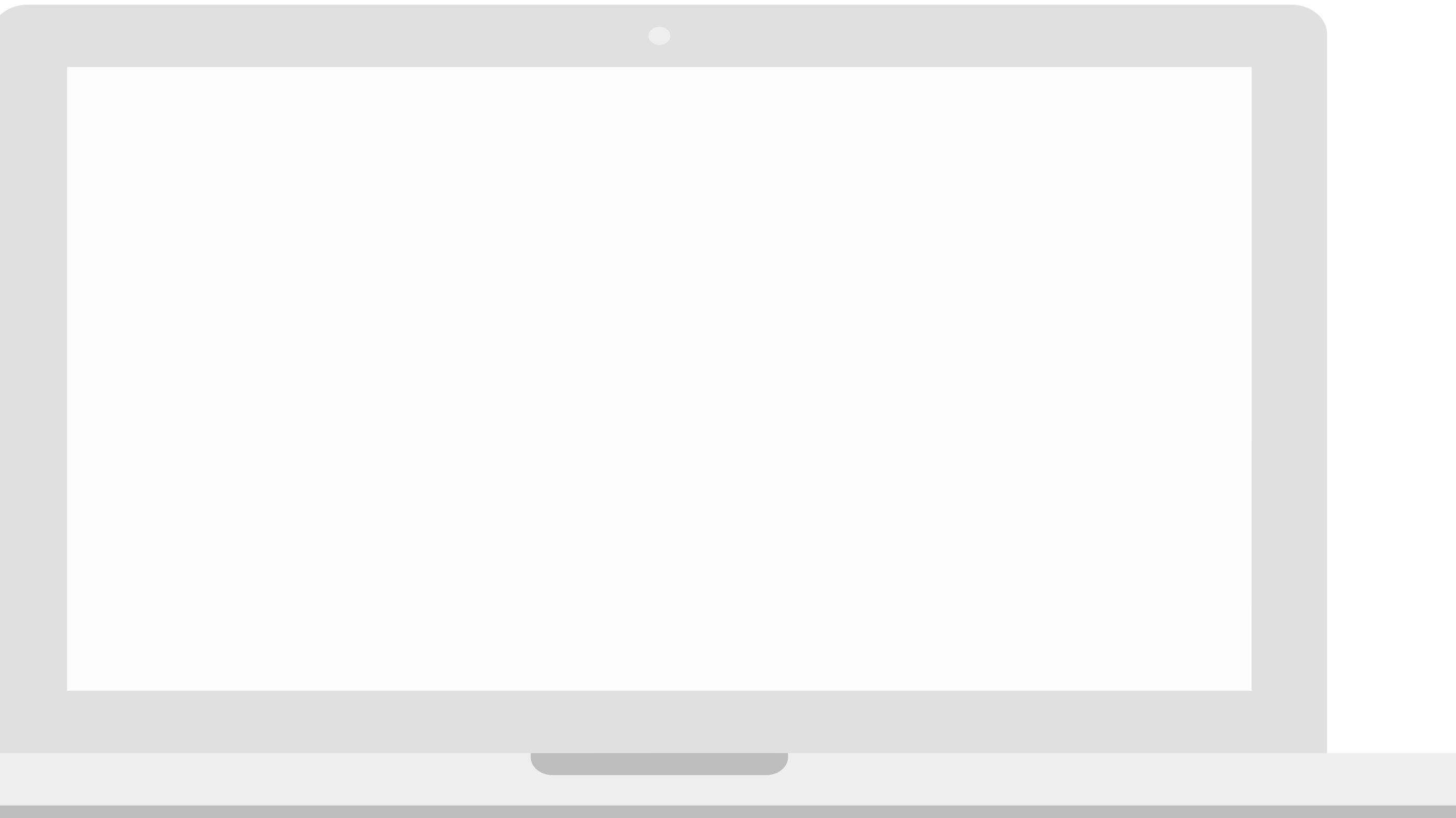


Encryption at rest and in transit

Mobile Device Management And Cloud Identity

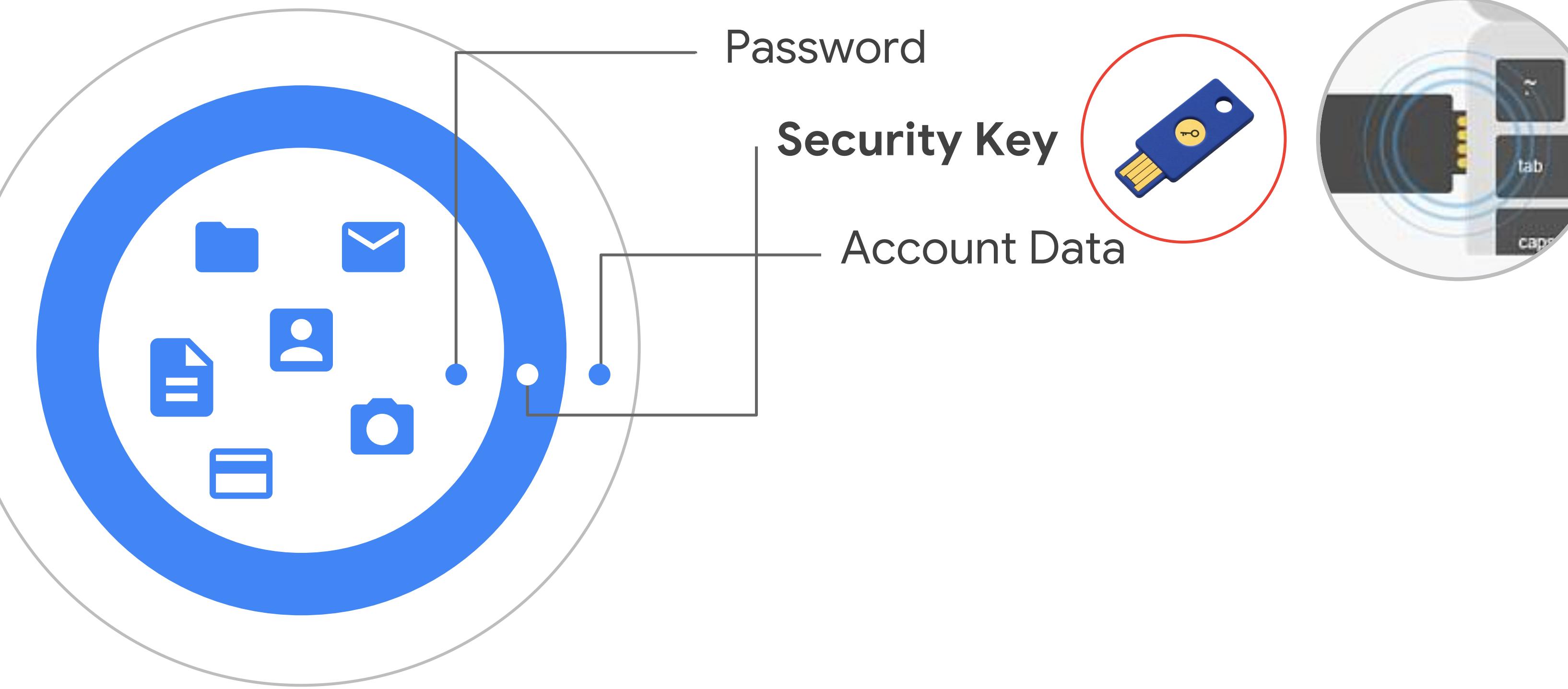
Secure

Full-stack security that's
self-administering



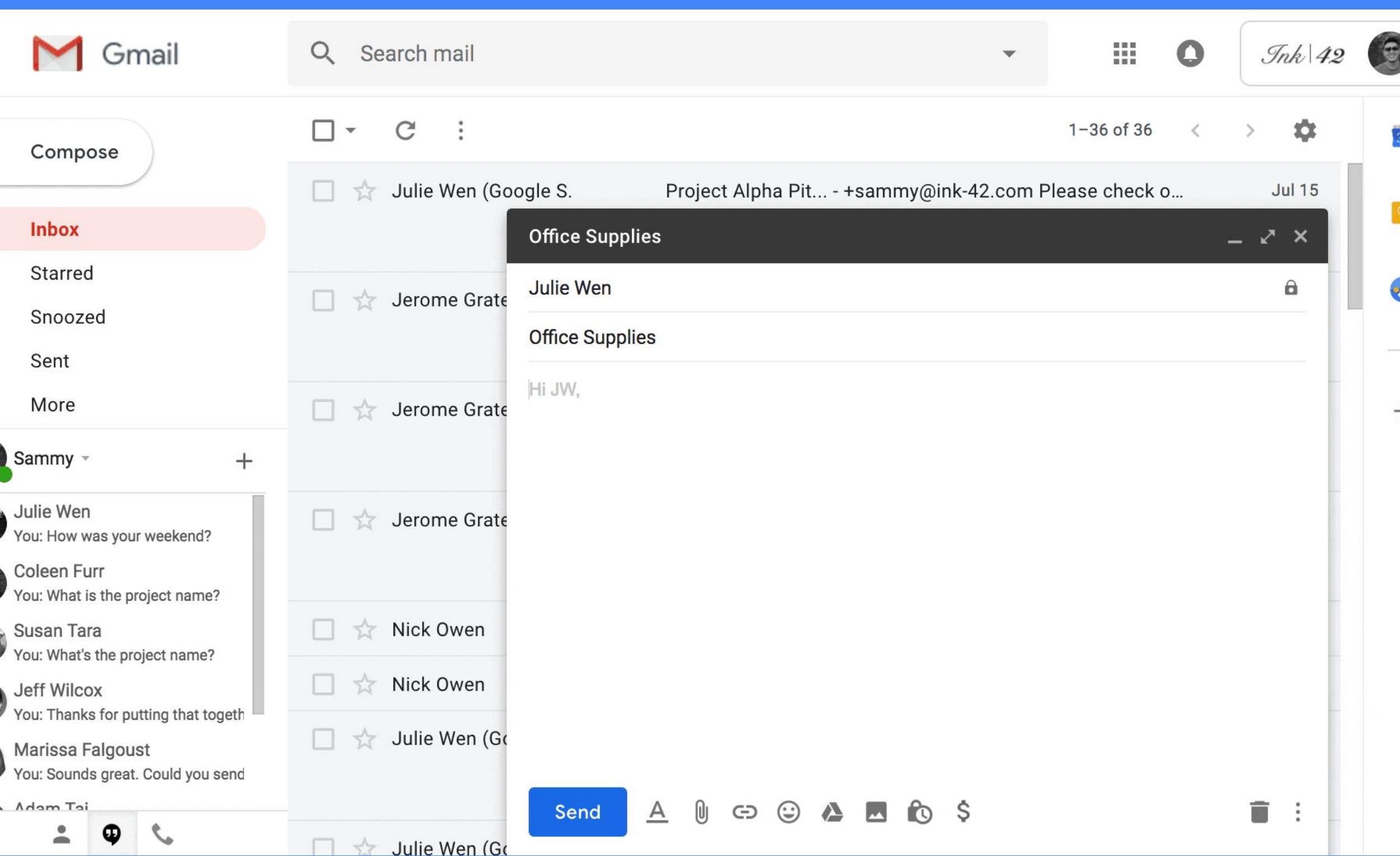
Secure

Stop phishing for
credentials with security keys



Smart

Reduce time spent on mundane tasks
Enable seamless collaboration
Break down content siloes



Simple

Simple to use

Simple to manage

Easy to deploy

“

Nielsen went live with G Suite to the entire company, in over 100 countries, over a single weekend.

nielsen
.....

Great Business Momentum



1.4BN
monthly active apps users



80M
students with an EDU license



4M
paying businesses

Simple

Simple to use

Simple to manage

Easy to deploy

74% of time spent in
Docs, Sheets and Slides
is collaborative work....



The image shows a tablet and a smartphone both displaying the same Google Slides presentation. The presentation has a slide outline table with three rows:

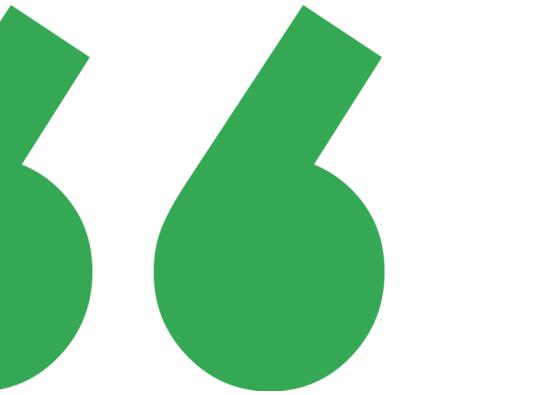
Slide number / title	Speaker notes	Visuals idea
Slide 1: Speaker introduction	Maria Romero, C	
Slide 2: Businesses are increasingly globalized	Natty Moon	
Slide 3: ... And increasingly complex		

At the top of the slide, there is contact information for Anna Jones, including her name, email (Anna.Jones@example.com), phone number (555-123-4567), and a link to her Google Profile. The slide also includes a "Working title", "Event title", "Presenter", and a "Summary" section.

AIRBUS

 Google Cloud

At Airbus we have decided to make a specific **investment in our people** by choosing the best digital tools on the market today for connecting people and **improving collaboration**.



Chrome OS and G Suite are enabling our employees to be their most productive whenever and wherever. It's fostered a **safer, more secure, and faster user experience** for both customers and employees.

Whirlpool
CORPORATION

G Suite is part of our efforts to change our culture, something we need to do to **attract and retain the next generation of talent**.

 **COLGATE-PALMOLIVE**

G Suite Demo





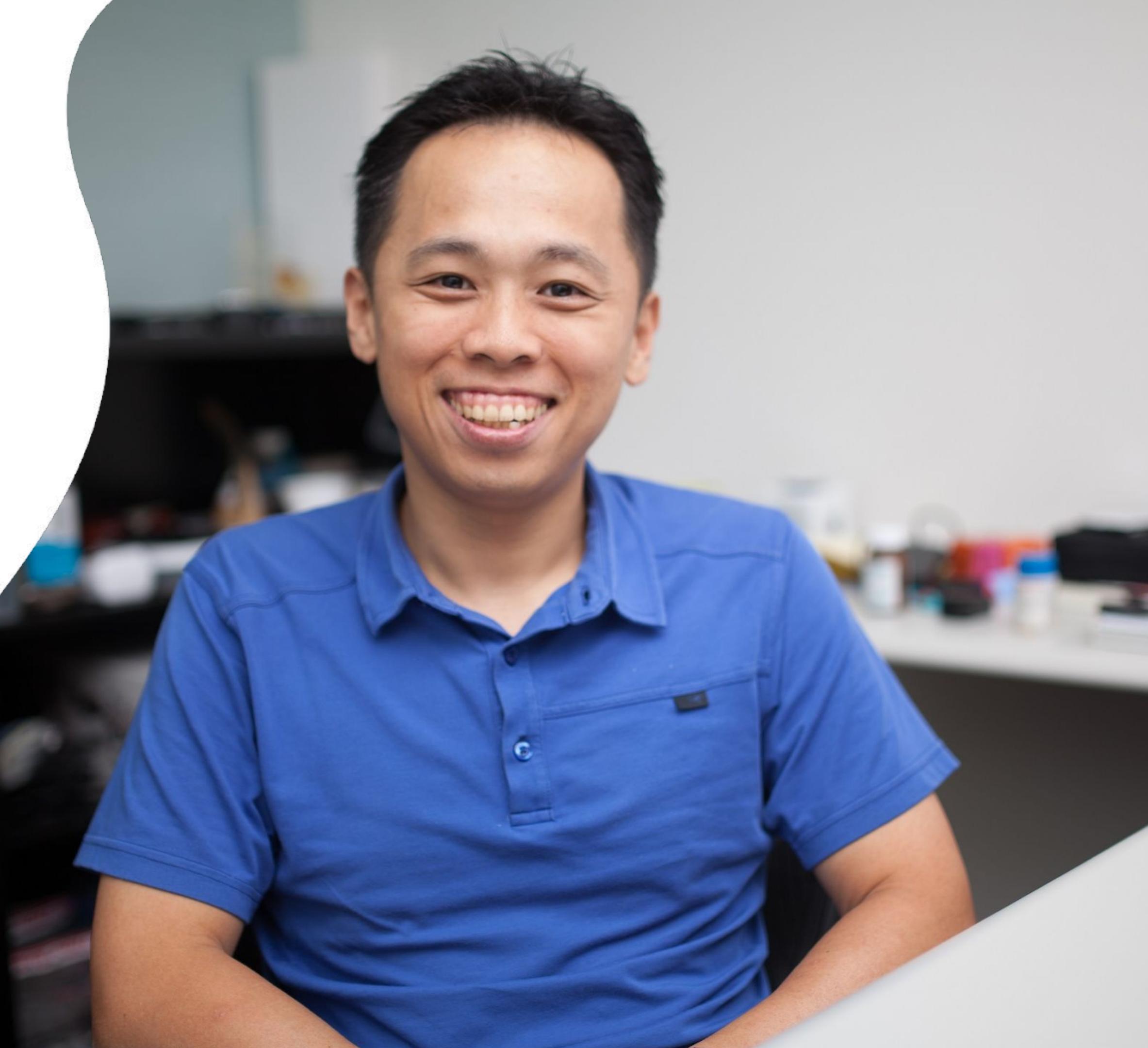
Google Cloud
SUMMIT

Eric Tsai

KKBOX International Director & KKStream President

KKBOX International 董事暨 KKStream 總裁

KKBOX Group





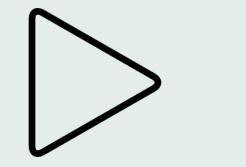
音樂服務

亞洲數位音樂領導品牌及最大音樂媒體
KKBOX/ UTAPASS / KKBOX Music Awards



娛樂展演

華語世界音樂娛樂活動發行領導品牌
KKLIVE/ KKTIX



影音服務

用最新最高品質的戲劇來豐富你每天的生活
KKTV



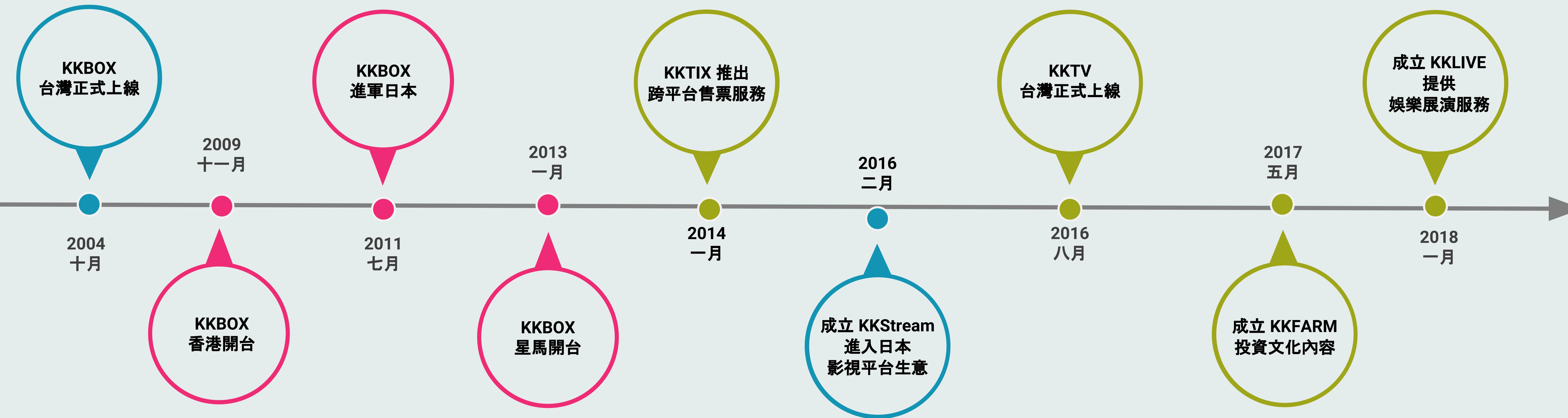
平台技術

用聰明和實惠的方法來傳遞客戶高價值的影視內容
KKStream/ VideoPass



文創投資

文化娛樂產業的天使投資，打造新時代創業家價值
KKFARM



使用 G Suite 的三大效益

- 700 位員工
橫跨 6 國的高效溝通
- 會議室空置率
降低 70% 以上
- 計畫採用 Jamboard
靈感創意交流零距離



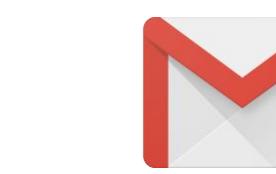
1

- 穩穩定與安全的郵件
與資料分享系統
- 節省：
60% 維運人力
30% 基礎建設費用



2

- 不斷更新的 AI 技術
簡化協同合作
- 資源專注於核心業務



3





Google Cloud
SUMMIT

Jeff Jennings

VP, Customer Engineering Global Lead
Google Cloud 客戶工程全球領導部門副總裁
Google Cloud





Intelligence everywhere



Find the signal in the noise



What's next: Applied AI



Photos



Translate



Sheets



Gmail



Slides



Calendar



Drive



**Powered by
Open Source**



TensorFlow

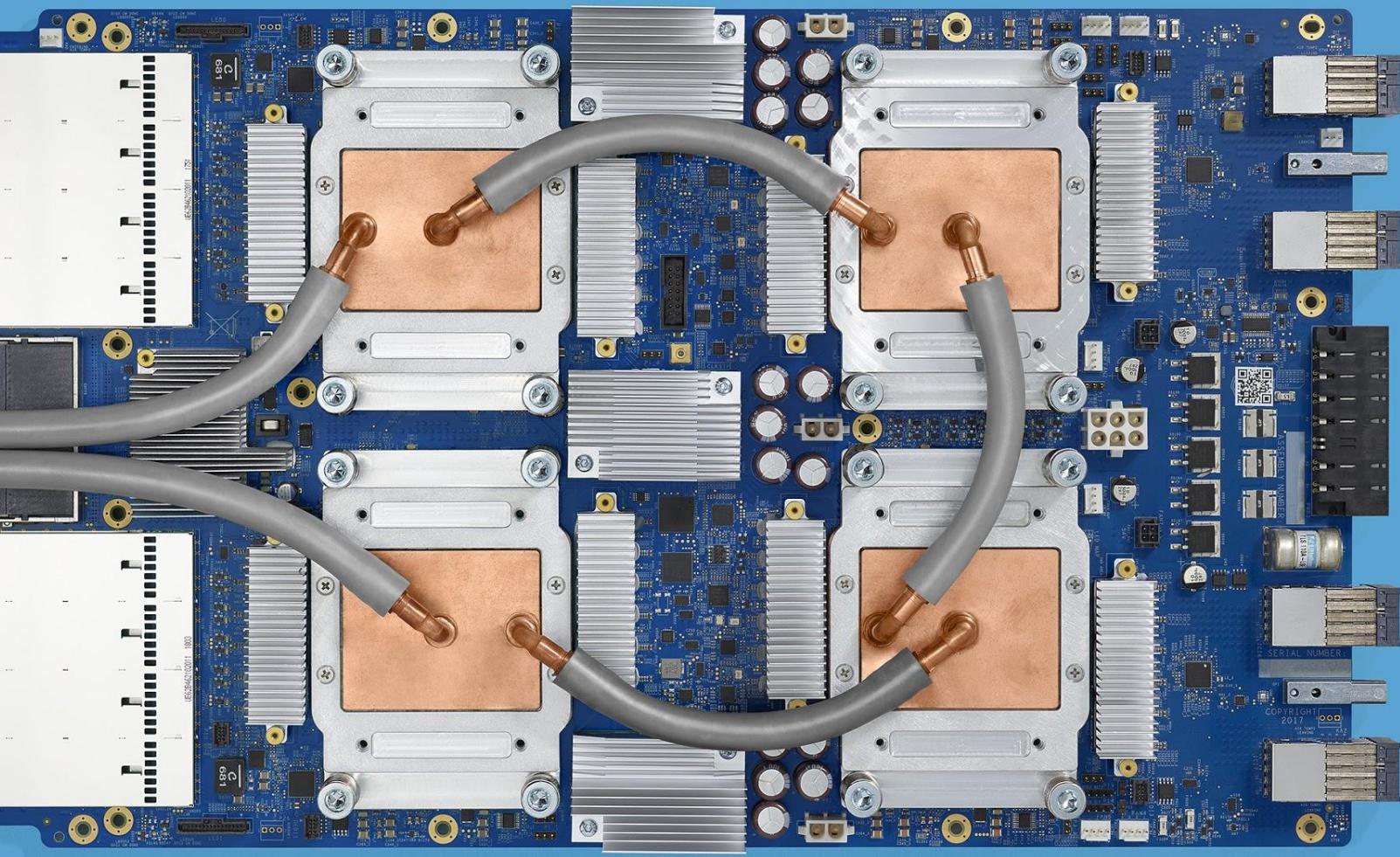
Hardware for AI

Tensor Processing Units (TPUs)

15x to 30x

Faster than conventional
methods

"This is roughly equivalent to fast-forwarding
technology about **seven years** into the future
(three generations of Moore's Law)."



Easy On-ramps

Automation

Bring AI to tools you
already know



Machine learning with Google

Use our models

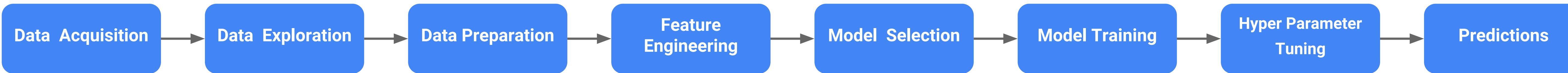
- Take advantage of Google's domain expertise
- No tools or AI expertise required



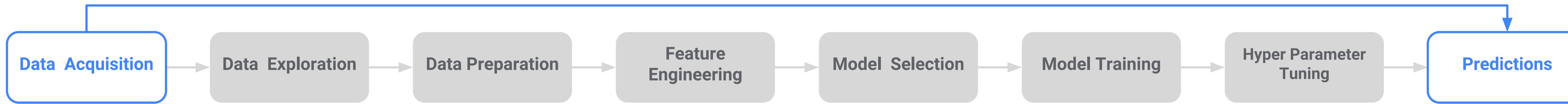
Train your own

- Build your own specialized domain expertise
- Use Google tools for building and training models

Traditional Machine Learning workflow



AutoML workflow



Cloud AutoML Demo





Google Cloud
SUMMIT

Markku Lepisto

Solutions Architect

Google Cloud 解決方案架構師

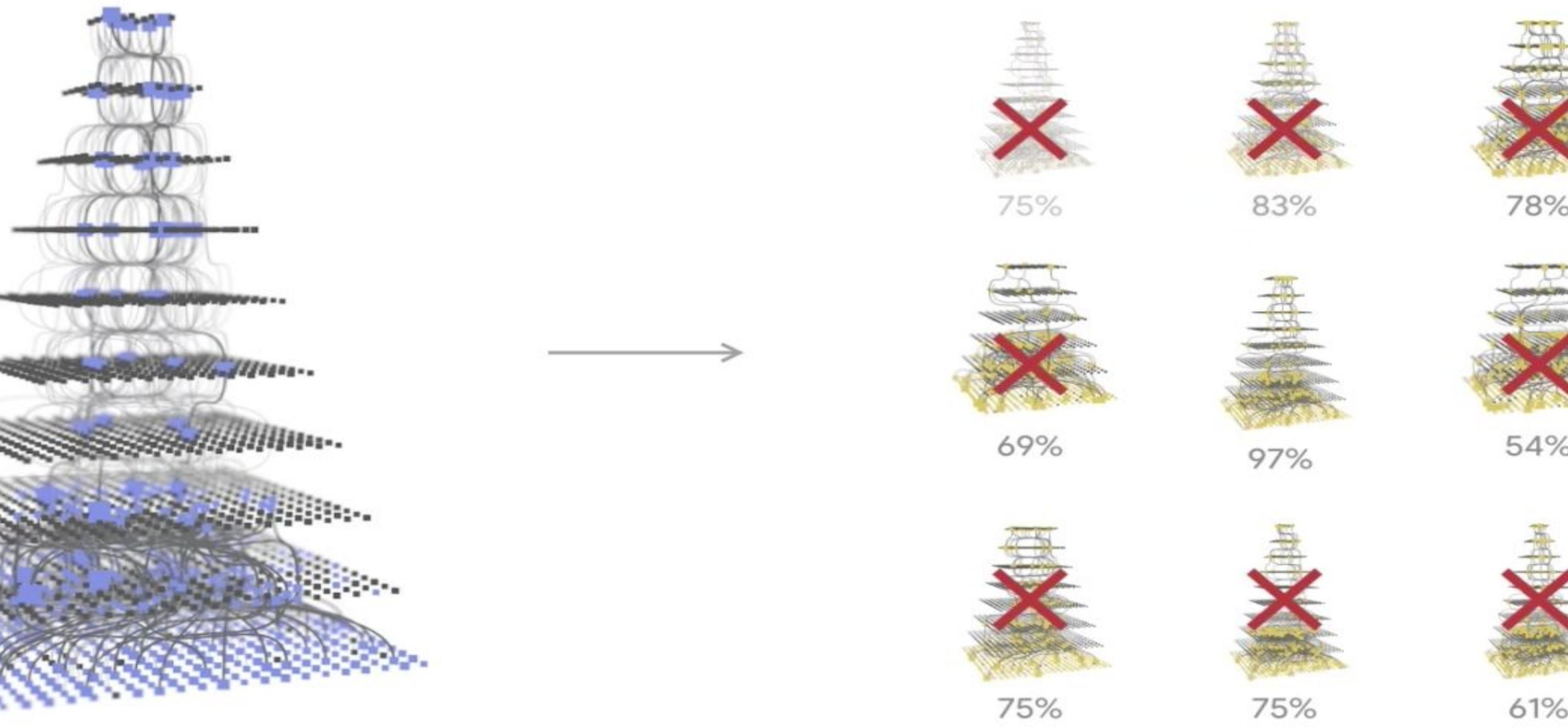
Google Cloud





AutoML

Learning to Learn





IMAGES TRAIN EVALUATE PREDICT



All images

2004

Type to filter images...



Labeled

2004



Unlabeled

0



Type to filter...



⋮

chao_fan

305

guo_tie

305

kuai_zi

329

lu_dou_tang

458

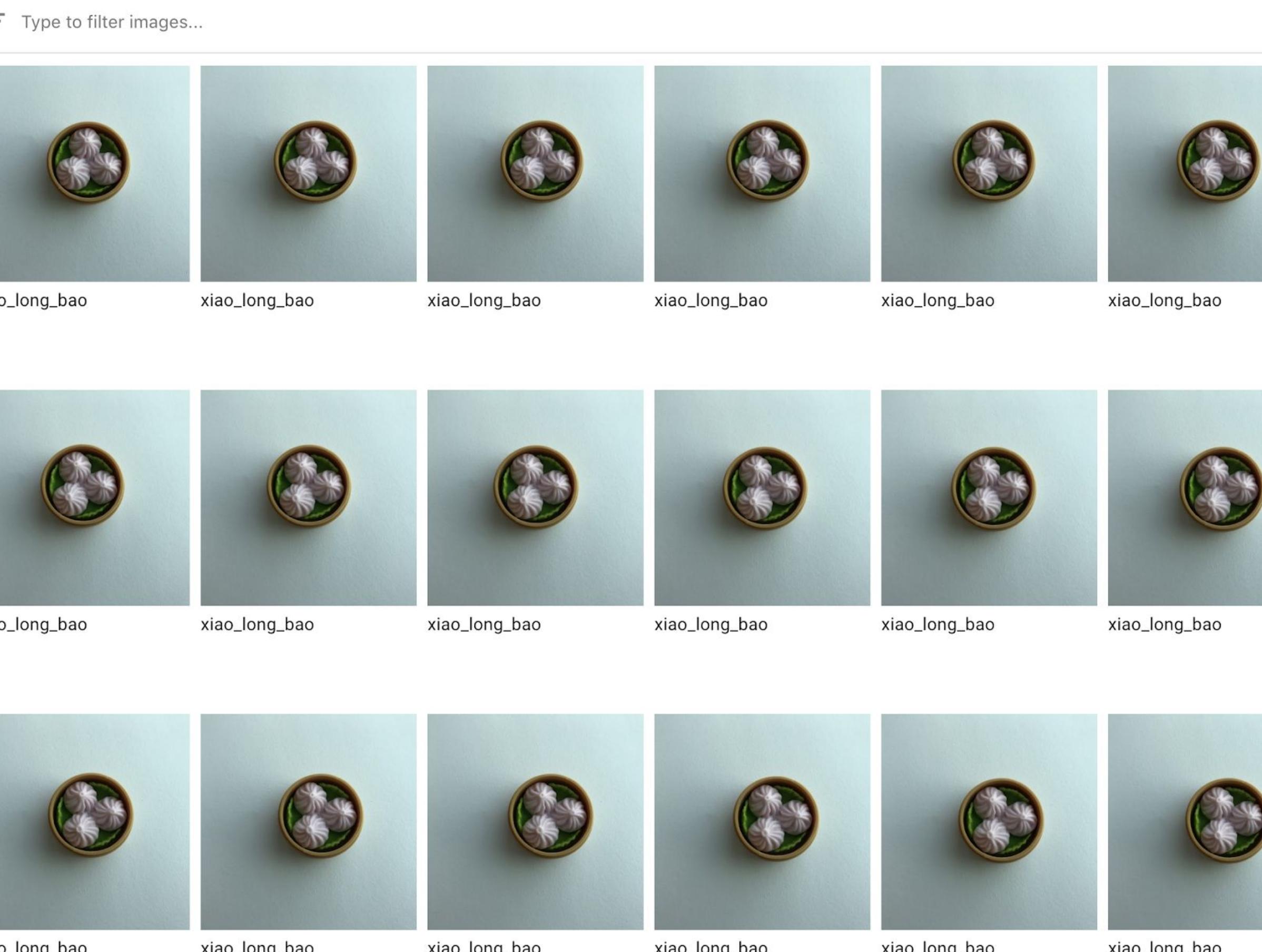
shao_mai

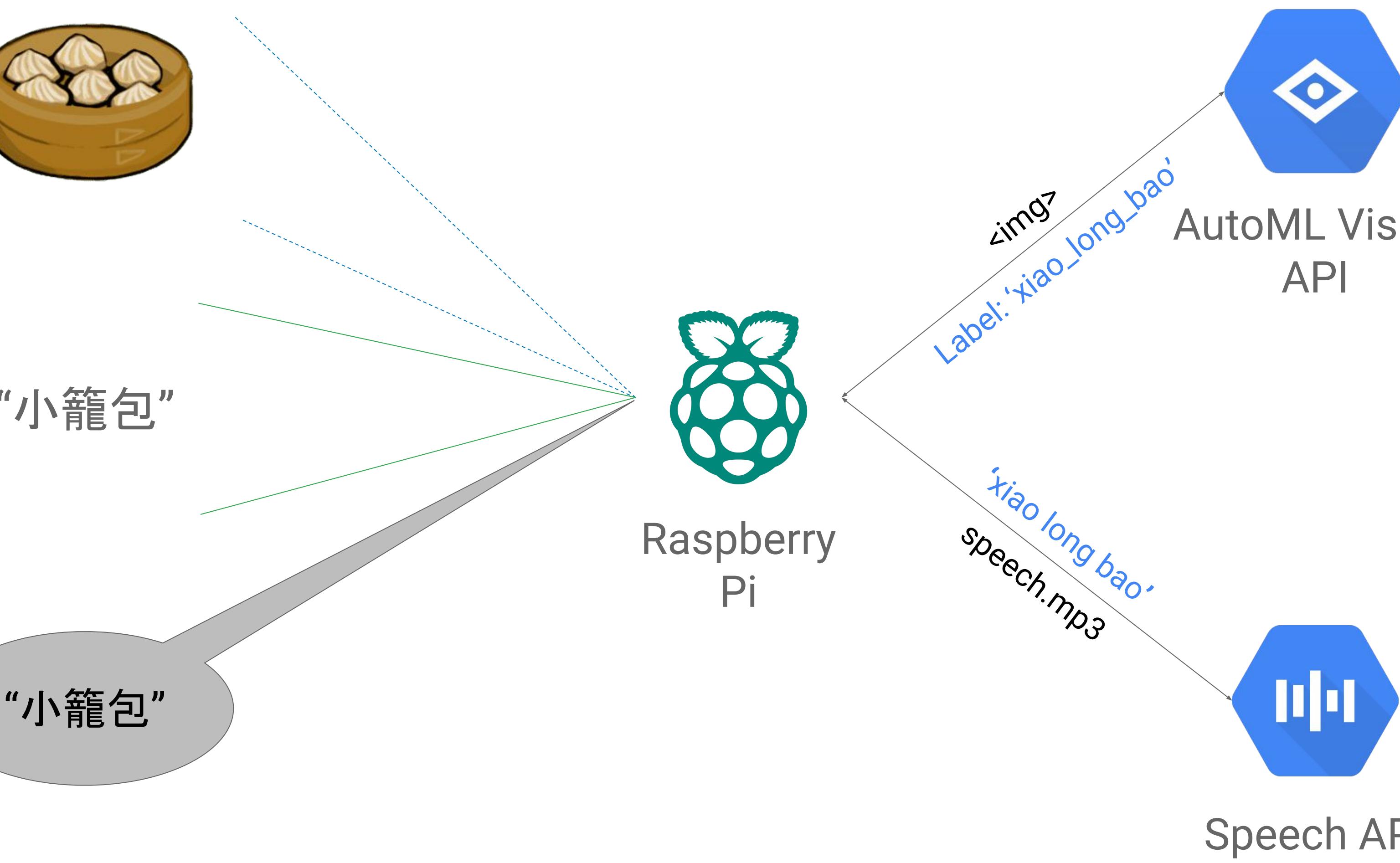
303

xiao_long_bao

304

Add label





Cloud AutoML Demo



Blazing fast



BigQuery ML

28+
Trillion rows

⋮

⋮

⋮

⋮

⋮

⋮

⋮

⋮

⋮

⋮

⋮

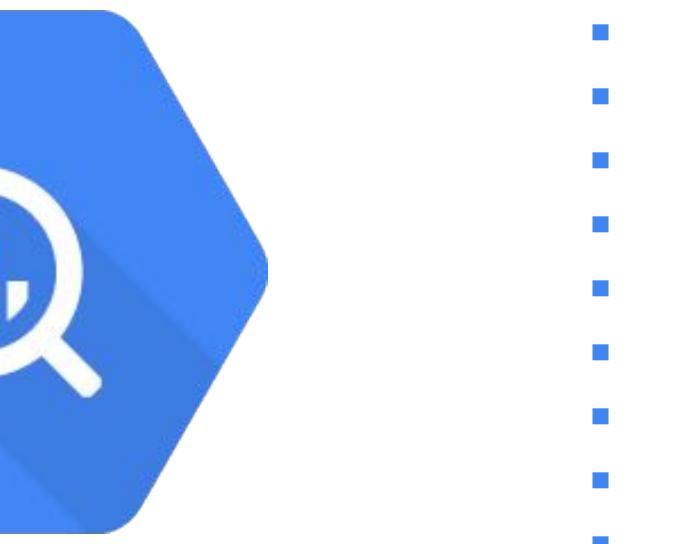
⋮

⋮

⋮



Blazing fast



BigQuery ML

Familiar

In-database

Fast

Blazing fast



BigQuery ML

**Simple
+ Useful**



Auto ML

**From everyday
things to every type
of thing**

*2020 IoT Units Installed Base by Category

Consumer

15,844,000,000

Business

9,302,000,000

Google Cloud IoT

Connected things that are learning



Connected things



ta



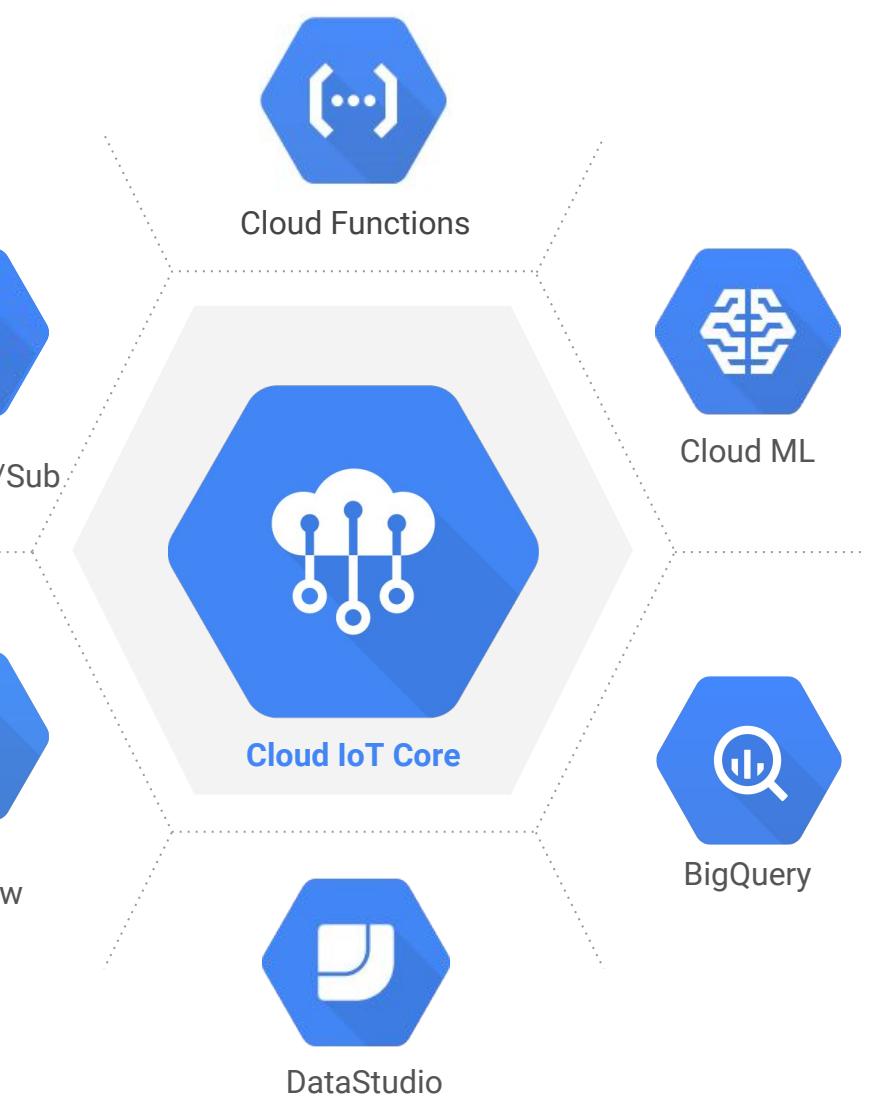
Machine learning

A new service in Google Cloud IoT

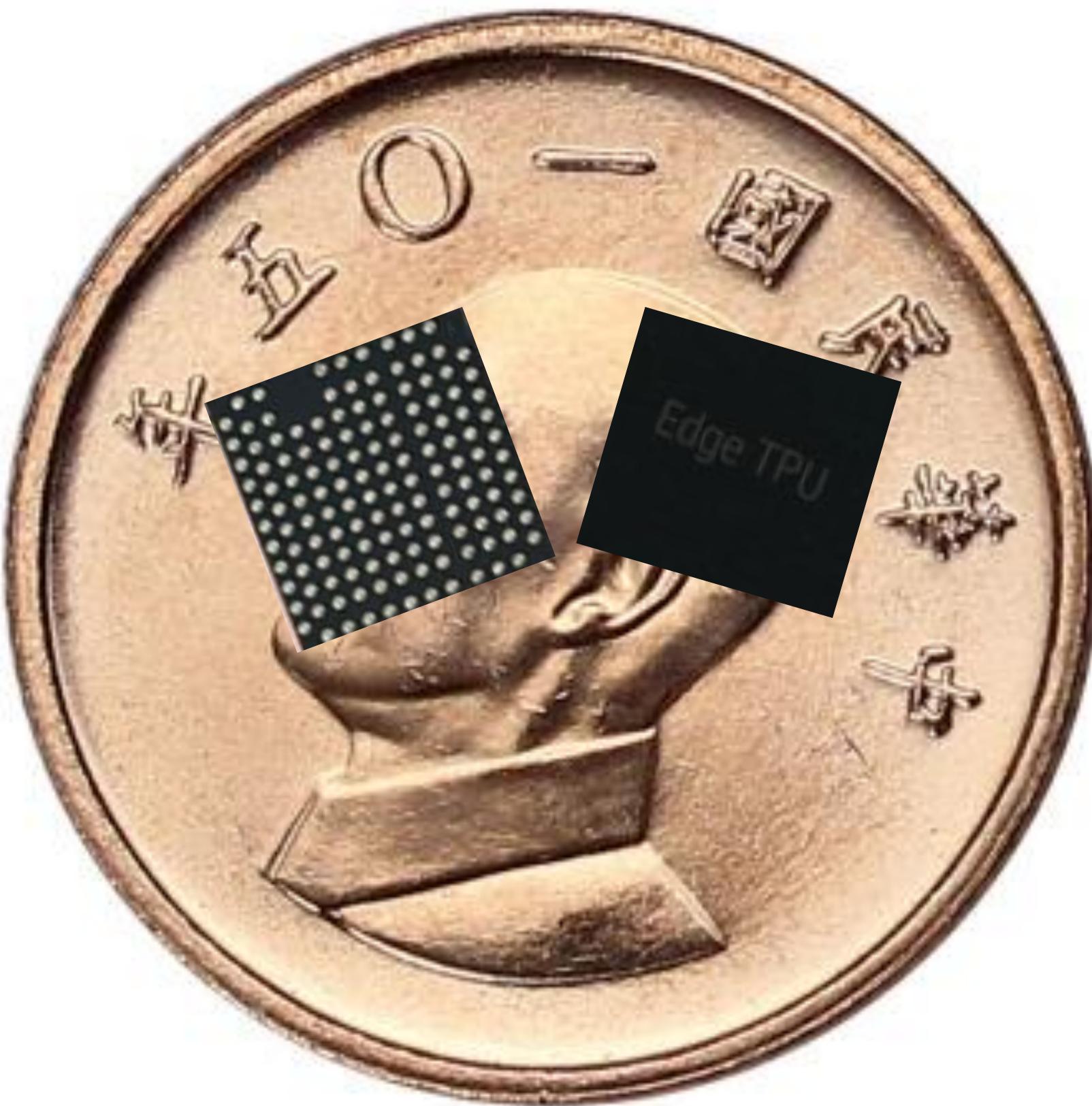
To bring intelligence in the moment



Devices



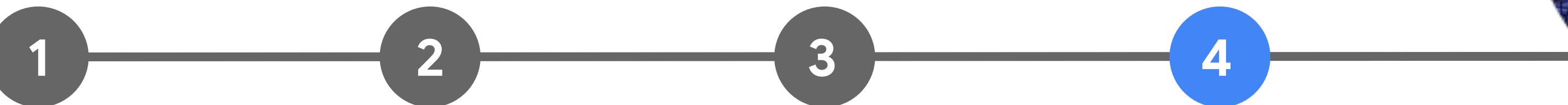
Applications





A wide-angle photograph of a large, complex offshore oil or gas platform situated in the middle of a vast, blue ocean. The platform has multiple levels, various mechanical structures, and a helipad. In the foreground, two smaller boats are visible: one on the left with two people, and another on the right with three people. A long, dark line of buoys stretches from the platform towards the bottom center of the frame. The sky is clear and blue.

Find meaning in your sea of data



**Unleash
developers**

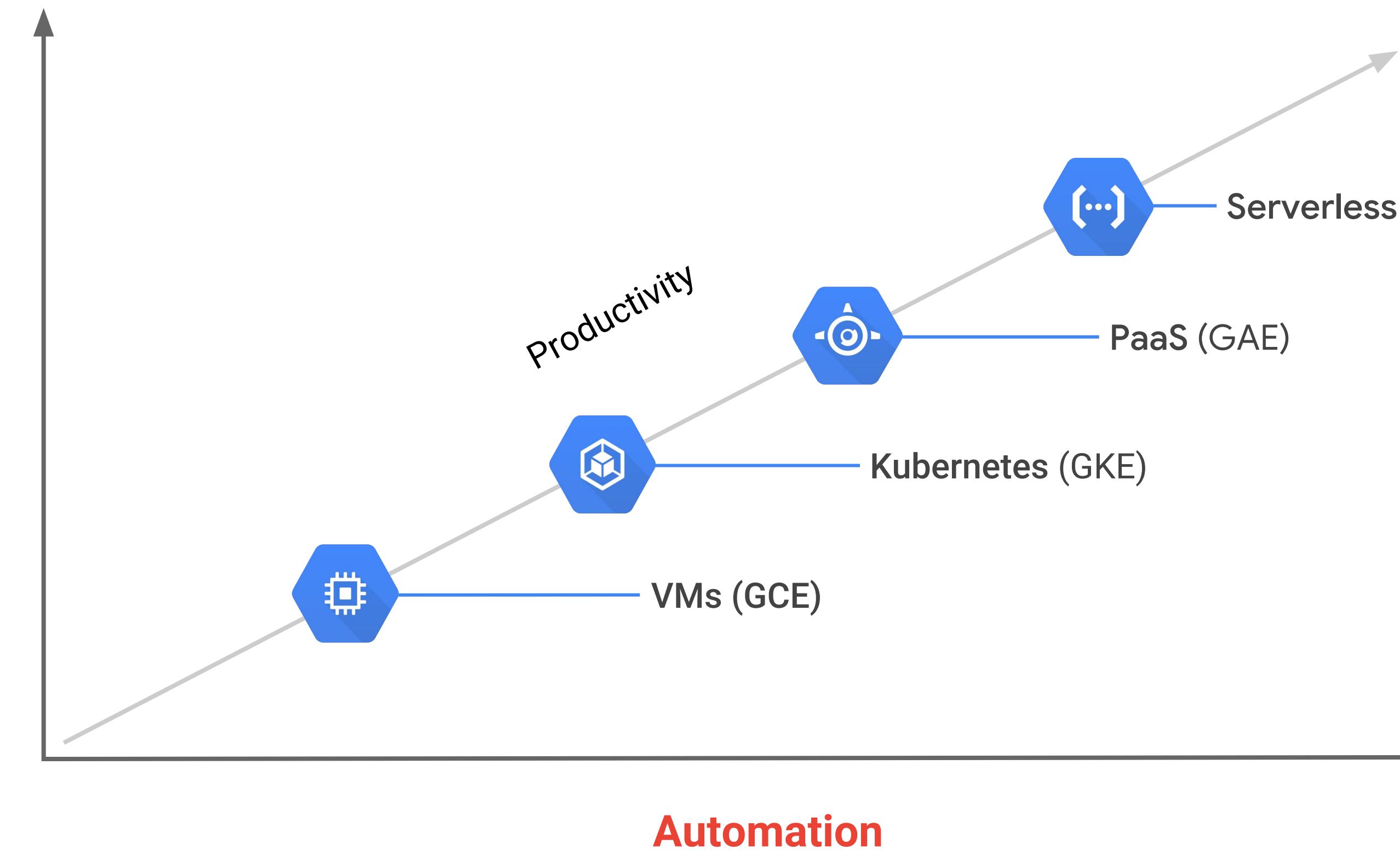


Go fast

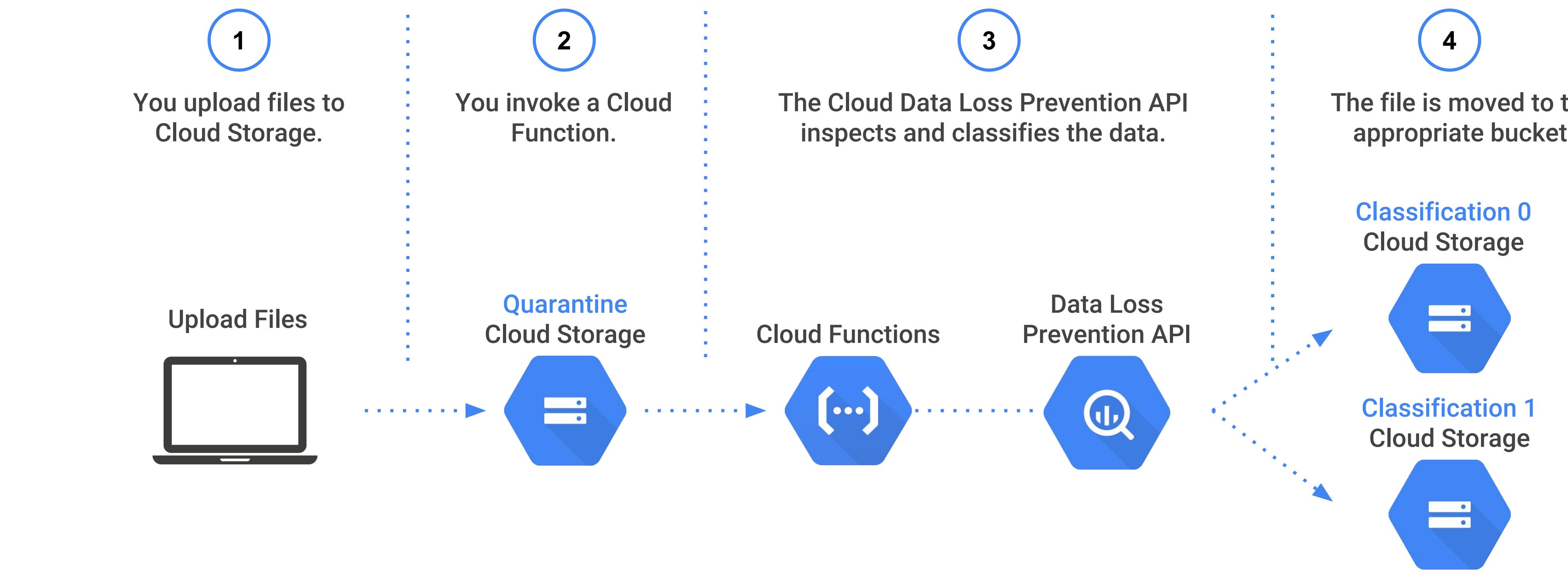
Use my existing apps

Give me choice

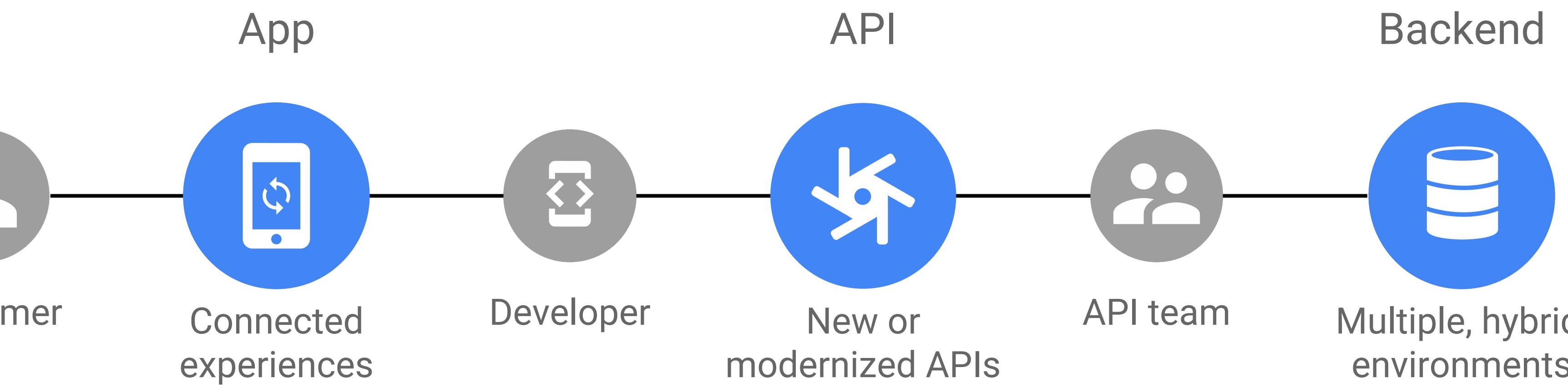
The path to productivity



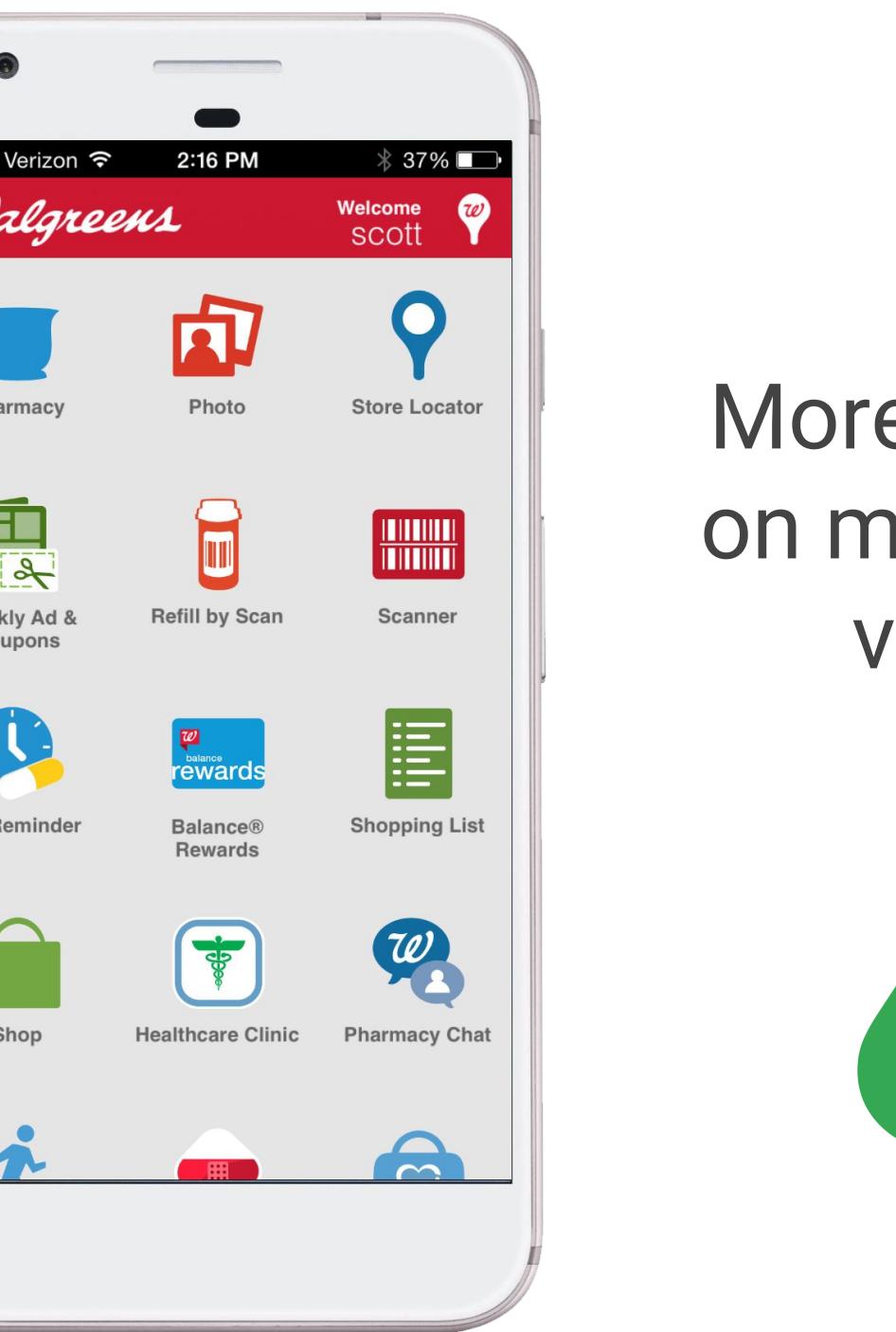
Google Cloud functions



APIs - getting your apps to play together



Walgreens



6x

More spend in store,
on mobile and online
vs. store-only

>1

Prescriptions/sec
filled from a mobile
device

40M

Patients access
using 3rd party apps

100+

Partners building on
these APIs

“

Walgreens used Apigee to help improve connectivity and convenience by combining digital and in-store experiences.

”

Knative

Open
source
project

Developed
with broad
community

Bring
serverless to
Kubernetes



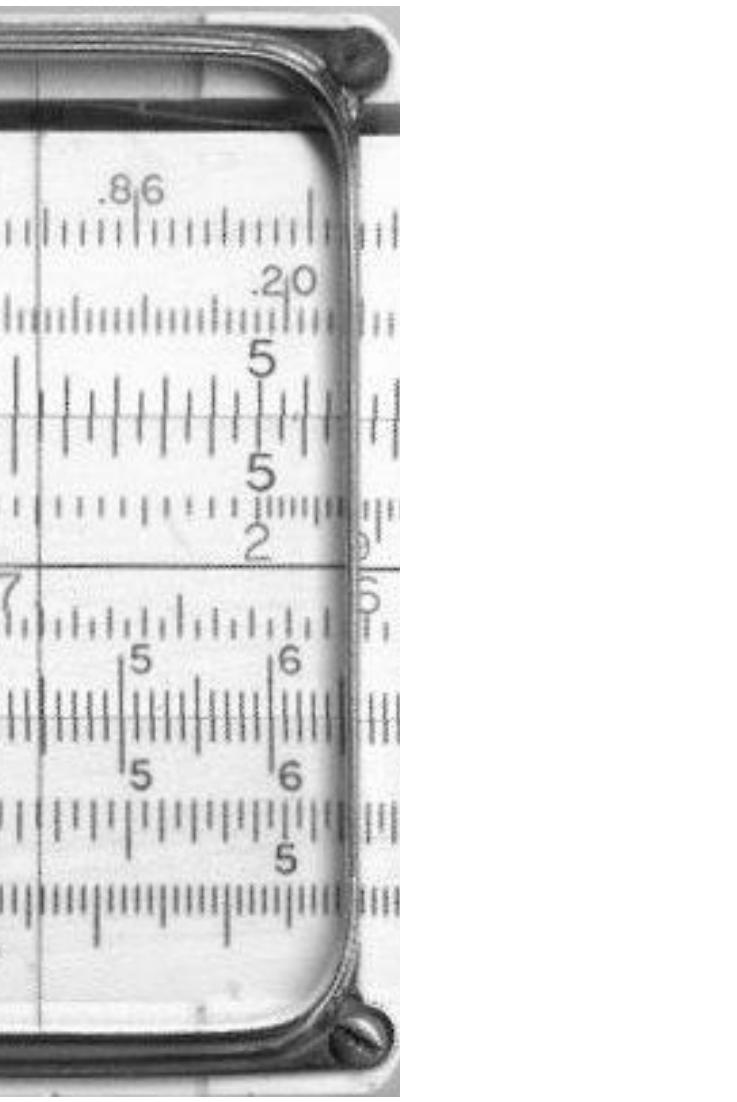
Google Cloud



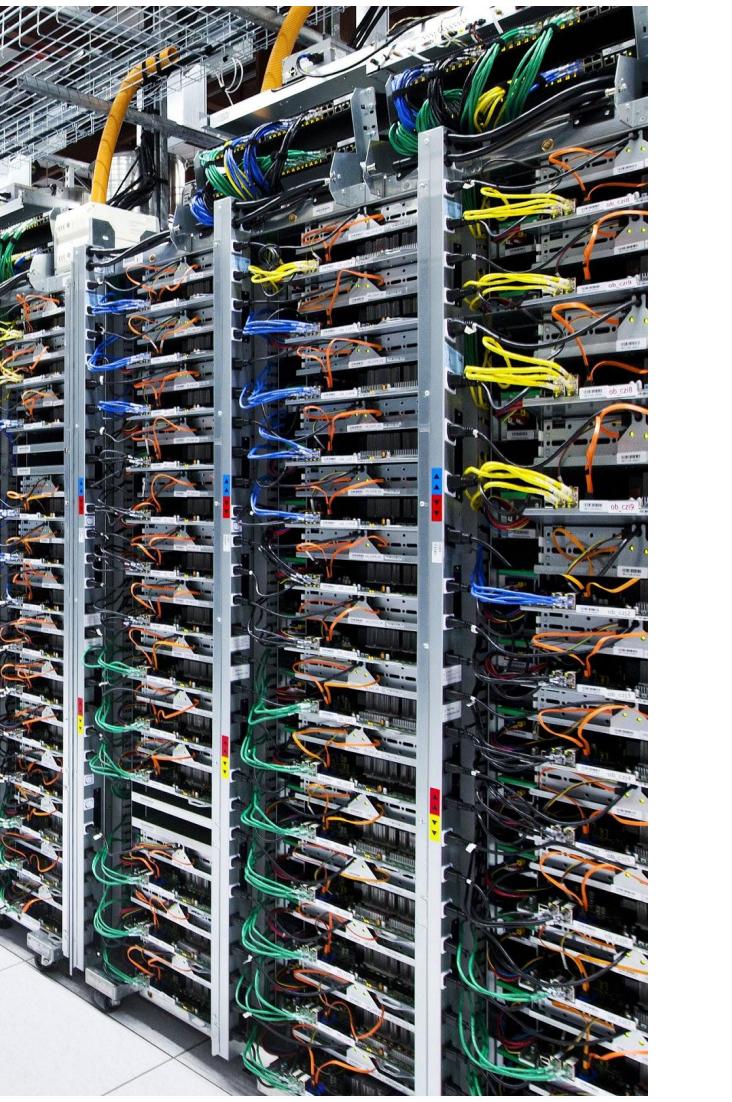
Google Kubernetes Engine
Serverless add-on



The Journey Continues



Analog



Digital



Quantum

The day ahead

Meet the Google Experts

Showcase

Partner Pavilion



Your QR code will
be scanned to
award points





Thank you
Taipei

 Google Cloud
SUMMIT