

Google Cloud Demonstrates Enterprise Customer Momentum at Next '20: OnAir

Deutsche Bank, Goldman Sachs, Renault, Verizon, and many other leading global brands showcase how they are building and innovating with Google Cloud

Sunnyvale, CA, July 14, 2020 – Google Cloud today demonstrated the success of its go-to-market strategy, highlighting several new customer wins, interviews, and Q&As at Google Cloud Next '20: OnAir—the company's virtual event that kicked off today. The nine-week event features business and technical sessions, industry insights, and guest speakers, and can be found at <https://cloud.withgoogle.com/next/sf>.

Companies around the world are turning to Google Cloud to help them digitally transform, streamline new business processes, and reinvent core business models. Earlier this year, we announced major partnerships with [Activision Blizzard](#), [AT&T](#), [HCA](#), [Lloyds Banking Group](#), [Lufthansa](#), [MLB](#), [Sabre](#), [Wayfair](#), and many others. At Next '20: OnAir, dozens of leading global brands will showcase how they are partnering with Google Cloud, including:

- Carrefour: The leading French grocer is working with Google Cloud to develop an assortment recommendation tool to enable the company to provide a more personalized selection at the store level, giving store managers the autonomy to influence inventory needs. The tool also gives headquarters visibility into merchandising decisions by each of its franchises. [Watch](#) this film, shown at Next '20: OnAir, to learn more about how Carrefour is transforming its business.
- Deutsche Bank: One of the largest banks in the world, Deutsche Bank is forming a strategic partnership with Google Cloud to accelerate its transition to the cloud and modernize its IT architecture—while also working together to create the next generation of technology-based financial products for clients. Read the [press release](#) to learn more about the partnership.
- FOX Sports: The umbrella entity of FOX Corporation's wide array of multi-platform, U.S.-based sports assets is working with Google Cloud to automate one of the most manual processes in media and entertainment—logging, discovering, and storing video assets. With Google Cloud's video search and advanced machine-learning capabilities, FOX Sports will unlock the value of its vast sports content archive in a more effective way. To learn more, read the [press release](#).
- Goldman Sachs: One of the world's leading global investment banking, securities and investment management firms, Goldman Sachs is working with Google Cloud to innovate and solve problems for its clients as quickly as possible. [Hear](#) from Goldman CIO George Lee as part of Thomas Kurian's opening keynote on Tuesday, July 14, at 9 a.m. Pacific Time as part of Next '20: OnAir.
- Groupe Renault: The French-based automotive giant is teaming up with Google Cloud to accelerate the digitization of its production facilities and supply chain. The carmaker will leverage Google's strength in machine learning and AI to create new industrial solutions as part of its Industry 4.0 transformation. Read the [press release](#) and [watch](#) Renault's Alliance Global Director Eric Marchiol in "Industry Insights: Addressing the 'New Normal' in Manufacturing" on Tuesday, July 14 at 9:00am PT as part of Next '20: OnAir.
- Lendlease: The international property and infrastructure group is working with Google Cloud as its primary cloud partner to launch Podium, the company's new property lifecycle platform. Google

Cloud provides Lendlease with the ability to deploy changes securely, and at speed, enabling the digitally focused company to improve the products and services it provides to teams and customers. Read the [press release](#) to learn more.

- ShareChat: India's largest Indic-language social media platform is fully migrating its infrastructure to Google Cloud. The move is enabling the platform to scale its business, improve efficiency, reduce costs, and enhance the overall performance of the app that serves more than 60 million monthly active users in 15 different Indian languages. To learn more, read the [press release](#).
- Telefónica: One of the largest telecommunications service providers in the world, Telefónica is partnering with Google Cloud to foster the country's digital transformation and advance 5G mobile edge computing. Telefónica's infrastructure, combined with Google Cloud's mobile edge platform, will deliver reliable and value-added 5G services to Spanish businesses and consumers. To learn more, read the [press release](#) or [watch](#) the video.
- UNC "Heroes Health" Initiative: The University of North Carolina is announcing the availability of the "Heroes Health" Initiative, built on [Google Cloud's implementation of the FDA's open-source MyStudies platform](#), to support healthcare workers' mental health. Google Cloud is also providing free credits from the [academic research credits program](#) to allow the app to scale based on demand. To learn more, read the [blog](#).
- Verizon: Verizon is piloting Google Cloud Contact Center Artificial Intelligence (AI) to deliver more intuitive customer support through natural-language recognition, faster processing, and real-time customer service agent assistance. With Google Cloud Contact Center AI, Verizon is helping customers quickly find the answers to their questions while enabling agents to better assist with customer requests. To learn more, [read](#) the press release or [watch](#) this video.

"The shift to digital is rapidly accelerating, and many organizations are using this critical moment to modernize so they can pivot quickly, optimize costs, and prepare for the future," said Thomas Kurian, CEO at Google Cloud. "Our mission is to accelerate our customers' ability to digitally transform and reimagine their businesses through data-powered innovation. We're honored to see organizations across every industry place their trust in Google Cloud, as we partner to solve real-world business problems."

Google Cloud will also be unveiling a number of new product innovations at Next '20: OnAir, including:

- [Multi-cloud analytics](#): BigQuery Omni, powered by Anthos, is a new, flexible multi-cloud analytics solution that lets customers cost-effectively access and securely analyze data across Google Cloud, Amazon Web Services (AWS) and Azure (coming soon). With BigQuery Omni, enterprises will have the flexibility they need to break down data silos and create actionable business insights, from a single user interface, all without having to pay expensive egress fees for moving data across other cloud providers to Google Cloud.
- [Real-time encryption in-use](#): Confidential VMs, now in Beta, is the first product in Google Cloud's Confidential Computing portfolio. Customers can run workloads in Google Cloud while ensuring the data is encrypted not only at rest and in transit, but while it's being processed as well. This in turn helps remove cloud adoption barriers for customers in highly regulated industries.
- [New features for compliance requirements](#): Assured Workloads for Government will offer customers the ability to easily and quickly create controlled environments where U.S. data location and personnel access controls are automatically enforced in any of its U.S. cloud regions.

To tune-in to Next '20: OnAir, visit <https://cloud.withgoogle.com/next/sf>.

About Google Cloud

Google Cloud provides organizations with leading infrastructure, platform capabilities and industry solutions.

We deliver enterprise-grade cloud solutions that leverage Google's cutting-edge technology to help companies operate more efficiently and adapt to changing needs, giving customers a foundation for the future. Customers in more than 150 countries turn to Google Cloud as their trusted partner to solve their most critical business problems.

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