

Bell Partners with Google Cloud to Deliver Next-Generation Network Experiences for Canadians

Multi-year strategic partnership will modernize Bell's technology infrastructure and deliver a richer customer experience

Montréal and Sunnyvale, Calif., July 15, 2021 – Bell Canada and Google Cloud today announced a strategic partnership to power Bell's company-wide digital transformation, enhance its network and IT infrastructure, and enable a more sustainable future. This new, multi-year partnership will combine Bell's 5G network leadership with Google's expertise in multicloud, data analytics, and artificial intelligence (AI), to deliver next-generation experiences for Bell customers across Canada.

As a strategic technology partner, Google Cloud will enable Bell to drive operational efficiencies, increase network automation, and deliver richer customer experiences through the following initiatives:

- Shifting critical workloads to the cloud: By moving and modernizing IT infrastructure, network functions, and critical applications from on-premise to Google Cloud, Bell will be able to drive greater operational efficiencies and enable better application performance.
- Unlocking multicloud, next-generation network technology: With the combined power of Bell's 5G network and Anthos, Google Cloud's multicloud solution, Bell will deliver a consistent customer experience with greater automation and enhanced flexibility that scales with customer demand. The increased speed and bandwidth capacity of the Bell 5G network will support applications that can respond faster and handle greater volumes of data than previous generations of wireless technology.
- Leveraging the power of AI, data and analytics: Bell will leverage Google Cloud's expertise in AI and big data to gain unique insights through real-time network data analytics that will enhance the customer experience, improve service assurance, and assist with network capacity planning.
- Joining forces on a sustainable future: Bell and Google share a common goal to run more sustainable businesses. As the cleanest cloud in the industry, Google Cloud will contribute to Bell's target of achieving [carbon neutral operations by 2025](#), and reducing greenhouse gas emissions by 2030 in line with the Paris Climate Agreement.

"We're excited to partner with Google Cloud as part of our ongoing digital transformation and take Bell's 5G network leadership to the next level," said Mirko Bibic, CEO, BCE Inc. and Bell Canada. "Supporting Bell's goal to advance how Canadians connect with each other and the world, Google's proven expertise in cloud and leadership in sustainability will provide our customers with even faster, more reliable access to the best broadband network and communications services in Canada."

"The acceleration of 5G has created new opportunities for industry leaders like Bell to redefine their business and create richer customer experiences," said Thomas Kurian, CEO, Google Cloud. "We're proud to partner with Bell to support their transformational shift to the cloud, and power a better network experience for people and businesses across Canada."

As demands on mobile networks evolve and increase, Bell and Google Cloud will collaborate throughout the next decade on new innovations, including cloud solutions for enterprise customers and consumers powered by Google edge solutions, and enhanced customer service through automation and AI. In addition, the two companies will look at new ways to expand Bell's existing partnership with Google to evolve the network experience and introduction of next-generation services across residential, mobile, and more.

About Google Cloud

Google Cloud accelerates organizations' ability to digitally transform their business with the best infrastructure, platform, industry solutions and expertise. 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 200 countries and territories turn to Google Cloud as their trusted partner to solve their most critical business problems.

About Bell

Bell is Canada's largest communications company, providing advanced broadband wireless, Internet, TV and business communication services throughout the country. Bell Media is Canada's premier multimedia company with leading assets in television, radio, out of home and digital media. Founded in Montréal in 1880, Bell is wholly owned by BCE (TSX, NYSE: BCE). To learn more, please visit [Bell.ca](https://bell.ca) or [BCE.ca](https://bce.ca).

Through [Bell for Better](https://bell.ca/bellforbetter), we are investing to create a better today and a better tomorrow by supporting the social and economic prosperity of our communities with a commitment to the highest environmental, social and governance (ESG) standards. This includes the Bell Let's Talk initiative, which promotes Canadian mental health with national awareness and anti-stigma campaigns like Bell Let's Talk Day and significant Bell funding of community care and access, research and workplace leadership initiatives throughout the country. To learn more, please visit [Bell.ca/LetsTalk](https://bell.ca/LetsTalk).

<https://www.googlecloudpresscorner.com/2021-07-15-Bell-Partners-with-Google-Cloud-to-Deliver-Next-Generation-Network-Experiences-for-Canadians>