

BT Selects Google Cloud as Strategic Partner for Group-Wide Data and AI Transformation

-- Collaboration will involve BT using Google's enhanced data and AI capabilities at every level of its business to deliver personalised customer experiences and continue its commitment to creating societal value through responsible, inclusive, and sustainable tech

-- Google Cloud will support BT with a full spectrum of products and services, from secure cloud infrastructure to advanced machine learning tools

-- Access to Google Cloud's Site Reliability Engineering (SRE) experts will help drive the cultural change needed to enable BT to operate a data and AI platform in the cloud at scale

SUNNYVALE, Calif., and LONDON, March 10, 2022 [/PRNewswire/](#) -- Today, Google Cloud and BT announced a strategic, five-year partnership to accelerate BT's company-wide digital transformation. The collaboration will involve BT using a suite of Google Cloud products and services—including cloud infrastructure, machine learning (ML) and artificial intelligence (AI), data analytics, security, and API management—to deliver superior customer experiences, reduce costs and risk, and build new revenue streams.

BT is undertaking a massive digital transformation through its BT Digital unit, and this initiative includes creating a group-wide data and AI fabric as part of its cloud-first and AI-first strategy. Under the partnership, the two companies will help BT unlock hundreds of new business use-cases to strengthen its ambitions around digital offerings and creating hyper-personalised customer engagement.

BT's data transformation is centred around driving business outcomes and using AI and deep ML across the organisation to allow businesses and customers to make more data-led decisions, as well as creating deeper personalisation for customer offerings and new go-to-market propositions. This will also enable BT to have real-time network analytics to allow for a more enhanced customer service through predictive fault management and assurance.

In addition, Google's SRE team will partner with BT to foster a continuous delivery and "zero ops" autonomous operations culture to accelerate product development and continuous innovation as part of the new culture of working that BT calls "The Digital Way."

"Our partnership with Google is one of a series of strategic moves that BT Digital is taking to help accelerate BT's growth and digital transformation. This is a partnership that is deeper than just at the

technology level. It will help Digital as a whole supercharge BT and drive its return to growth," said Harmeen Mehta, Chief Digital and Innovation Officer, BT.

"We're proud to collaborate with one of the world's leading providers of communications services and play an integral part in its digital transformation journey," said Thomas Kurian, CEO at Google Cloud. *"By deploying our full cloud capabilities, and support from our SRE organisation, our goal in this partnership is to set up BT with the tools it needs for future growth and innovation."*

Google and BT have already started working together on adopting Google technology, and plan to complete the core migration of data by 2023.

About Google Cloud

Google Cloud accelerates every organisation's ability to digitally transform its business. We deliver enterprise-grade solutions that leverage Google's cutting-edge technology – all on the cleanest cloud in the industry. Customers in more than 200 countries and territories turn to Google Cloud as their trusted partner to enable growth and solve their most critical business problems.

About BT

BT Group is the UK's leading telecommunications and network provider and a leading provider of global communications services and solutions, serving customers in 180 countries. Its principal activities in the UK include the provision of fixed voice, mobile, broadband and TV (including Sport) and a range of products and services over converged fixed and mobile networks to consumer, business and public sector customers. For its global customers, BT provides managed services, security and network and IT infrastructure services to support their operations all over the world. BT consists of four customer-facing units: Consumer, Enterprise, Global and its wholly-owned subsidiary, Openreach, which provides access network services to over 650 communications provider customers who sell phone, broadband and Ethernet services to homes and businesses across the UK.

For the year ended 31 March 2021, BT Group's reported revenue was £21,331m with reported profit before taxation of £1,804m.

British Telecommunications plc is a wholly-owned subsidiary of BT Group plc and encompasses virtually all businesses and assets of the BT Group. BT Group plc is listed on the London Stock Exchange.

For more information, visit www.bt.com/about

SOURCE Google Cloud

For further information: press@google.com

<https://www.googlecloudpresscorner.com/2022-03-10-BT-Selects-Google-Cloud-as-Strategic-Partner-for-Group-Wide-Data-and-AI-Transformation>