Google Cloud Announces Plans for First Cloud Region in Sweden to Drive Sustainable Business Transformation

New cloud region will provide Swedish companies & customers with clean, sustainable infrastructure to drive innovation and growth

Stockholm, Sweden, Oct 11, 2022 — Today, Google Cloud announced that it is bringing its first cloud region to Sweden to support the country's sustainable, digital transformation and meet growing demand for cloud services locally and around the world. The new cloud region will help bring innovations from across Google closer to our local customers and provide them with a platform that enables organizations to operate in a more resource efficient way.

The Sweden cloud region will give Swedish businesses the choice to keep their data onshore, retain data sovereignty and drive their digital transformation efforts locally with speed, security and sustainability at the core. Like all our cloud regions, the Sweden region will be matched by 100% renewable energy annually and in accordance with Google's global commitment, will aim to operate on 24/7 carbon-free energy by 2030, thus providing local customers with clean, sustainable infrastructure to power their businesses and technology.

"The new cloud region is a key example of Google's growing investment in Sweden and reinforces our commitment to supporting sustainable digitization across the region," said Eva Fors, Managing Director, Nordics at Google Cloud. "We recognise that businesses are looking to technology to help drive efficiencies and to operate as cost effectively as possible. Whether it's getting smarter about the use of data, or having the flexibility of an open-platform that can adapt to changing market and regulatory conditions, the cloud region will provide our customers with the tools they need to optimize their resources and transform their businesses."

With 35 regions and 106 zones currently in operation around the world, Google Cloud's global network of cloud regions is the foundation of the infrastructure it is building to support customers of all sizes and across industries. From retail and media & entertainment to financial services, healthcare and the public sector, leading organizations come to Google Cloud as their trusted innovation partner to address five key areas:

- **Understanding and using data:** Google Cloud helps customers become smarter and make better decisions with a unified data platform. We help customers reduce complexity and combine unstructured and structured data — wherever it resides — to quickly and easily produce valuable insights.
- **Establishing an open foundation for growth**: When customers move to Google Cloud, they get a flexible, secure and open platform that evolves with their organization. Our commitment to multicloud, hybrid cloud, and open source offers organizations the freedom of choice, allowing their developers to build faster and more intuitively.
- **Creating a collaborative environment:** In today's hybrid work environment, Google Cloud provides the tools needed to transform how people connect, create, and collaborate.
- **Securing systems and users:** As every company rethinks its security posture, we help customers protect their data using the same infrastructure and security services that Google uses for its own operations.
- **Building a cleaner, more sustainable future:** Google has been carbon neutral since 2007, and we are working toward an ambitious goal to operate entirely on carbon-free energy by 2030. Today, when customers run on Google Cloud — the cleanest cloud in the industry — their workloads are already matched with 100% renewable energy. We help customers decarbonize their applications and infrastructure with technologies like Carbon Footprint and Active Assist. Since 2013, Google has executed eight power purchase agreements in Sweden to-date, resulting in more than 700MW of carbon-free energy added to the grid.

Google Cloud regions such as the one coming to Sweden and others already in place around the world, provide storage and services for Google Cloud customers that range from small, medium and large businesses to public sector entities and other organizations that want to leverage cloud services. Each Google Cloud region brings high-performance, low-latency services and products to local and multinational organizations alike. Meanwhile, Google data centers process requests for all of Google's services (such as YouTube, Search, Gmail and Google Docs).

When the Sweden cloud region opens, local customers will benefit from key controls that enable them to maintain low latency and the highest security, data residency, and compliance standards, including specific data storage requirements. Further details, including where the cloud region will be located, will be determined in the months ahead.

What our customers have to say

Allison Kirkby, Telia Company President and CEO, said: "Telia's purpose is to reinvent better connected living. And, as the

leader in digital communication services to Sweden, the Nordics and the Baltics, we take responsibility for ensuring our customers can rely on and trust the connectivity that enables them to live their lives to the fullest. The establishment of a new Google Cloud region here in Sweden will therefore support Telia's purpose and commitment to being the most trusted provider of connectivity services to Swedish individuals, households and enterprises."

"The financial services industry is undergoing rapid change and Google Cloud is an important partner in SEB's technological transformation, enabling us to be scalable, efficient, and secure. The new Cloud region will help accelerate our Cloud journey within the regulatory framework, and strengthen our relationship with our clients, partners and suppliers. This will help ensure that we can continue to be a trusted partner for our customers – today and for generations to come," said Petra Ålund, Head of Technology and Member of the Group Executive Committee, SEB.

"As a cutting edge technology company, Spotify values its partnership with Google Cloud as an important part of our ongoing growth and innovation journey. Having our infrastructure managed for us streamlines our ability to concentrate on what's important to our users and give them the experiences they know and love about Spotify," explained Tyson Singer, Vice President of Technology and Platforms, Spotify. "As a global business, based in Sweden, we are pleased to see continued investment in Scandinavia, and Sweden in particular, and with it the continued and important progress of sustainability in the infrastructure world."

"For many years, Einride has been focused on its mission to create a more resilient road freight industry. With the help of its partnership with Google Cloud, which has a vision for sustainable cloud computing, our vision for sustainable freight has been complimented well on a global scale. We see this new cloud region as an important milestone for the region and one that will help to power our own innovation, as we continue to transform the freight industry," commented Ellen Kugelberg, Chief Product Officer, Einride.

"As the 2021 Google Cloud Global Services Partner of the Year, we look forward to teaming with Google in the new cloud region in Sweden to deliver even greater value for our joint clients. Swedish businesses are reinventing their futures across the cloud continuum; and there is a growing demand for data sovereignty in a fast and secure framework, which this new cloud region will help enable. The combination of Google's innovation with Accenture's delivery and industry expertise makes it possible to accelerate transformation at scale, while building a cloud-first infrastructure that meets our clients' sustainability goals," said Mattias Lewrén, Nordic Cloud First Lead, Accenture.

"Tietoevry as the largest tech company in the Nordics is committed with Google Cloud to jointly democratize data innovation in the Nordic countries with safe and compliant cloud solutions and help customers on their cloud journey. This announcement is just the start of our common efforts to scale digital sovereignty for the Nordic and Swedish companies, organizations and citizens," said Johan Torstensson, Managing Director, Tietoevry Connect.

"Our partnership with Google Cloud further advances our ambition to provide data-driven omni-channel customer experiences. As a Swedish company, we welcome the investment in our home market, as this cloud region aligns with our aim to achieve net-zero by 2040, and will also contribute to accelerate sustainable digital transformation in the region," said Alan Boehme, Chief Technology Officer, H&M Group.

Learn more about our global cloud infrastructure, including new and upcoming regions.

About Google Cloud
Google Cloud accelerates every organization'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.

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