

CARSOME Group Consolidates Cloud Infrastructure, Shifts Data- and AI-Driven Innovation Into High Gear with Google Cloud and Searce

With Google Cloud as its new preferred cloud provider, CARSOME aims to deliver more dynamic and differentiated car transaction and ownership experiences to drive its next phase of growth

Kuala Lumpur, Malaysia, April 3, 2025 – [CARSOME Group Inc.](#) (CARSOME), [Google Cloud](#), and [Searce](#) today announced a multi-year collaboration to fuel CARSOME's continued expansion and growth in the markets where it operates. The collaboration will use Google Cloud's [industry-leading](#) platform services across modern infrastructure, cybersecurity, data analytics, and generative AI (gen AI) to further enhance the car transaction and ownership experience for consumers and used car dealers, thereby solidifying CARSOME's position as Southeast Asia's leading integrated car e-commerce platform.

Kjetil Rohde Jakobsen, Group Chief Technology Officer, CARSOME Group, said: "At CARSOME, we've been digitizing the used car industry with the help of advanced technologies since 2015. With our business continuing to experience significant growth, we saw an opportunity to strengthen our digital foundation to better support our expanding operations and drive even greater efficiencies. Shifting from a multicloud environment to Google Cloud not only helps us realize cost savings due to its infrastructure's better price-performance; it also allows us to access secure-by-design, full stack capabilities across data analytics and AI. This will enable our teams to deliver more dynamic and differentiated solutions and experiences for CARSOME customers and partners across the region, from car listings and discovery, to financing and transacting, to after-sales support."

Accelerating growth with a unified and secure cloud operating model

In 2024, CARSOME [surpassed 500,000 cars sold](#) since its inception – of which, 150,000 were sold in 2023 alone. To support its accelerated [growth trajectory](#), CARSOME will tap Searce's technical consultancy and implementation expertise to make its strategic shift to a unified cloud operating model. This involves migrating the applications and databases that underpin CARSOME's core operations and ancillary services to Google Cloud's [workload-optimized infrastructure](#) for deeper integration and facilitating continuous software improvements using Google Cloud's [developer-friendly tools](#).

The transition to a [modern infrastructure cloud](#) will ultimately increase the scale and velocity at which CARSOME delivers new and enhanced services through its digital applications (e.g., the [CARSOME](#) consumer app, [CARSOME CARagent](#), [CARSOME CARdealer](#)), refurbishment facilities, inspection centers, and experience centers to better serve used car buyers, sellers, and dealers. To strengthen its security posture, uphold compliance requirements, and reinforce customer trust, CARSOME is leveraging Google Cloud's built-in data access controls and [Security Command Center](#) for advanced threat detection and response across its consolidated cloud systems.

Yash Thakker, Director, Solutions Consulting, Asia Pacific, Searce, said: "We're proud to be facilitating CARSOME's cloud consolidation, which will optimize its cloud spend by as much as 30%. These cost savings can then be redeployed toward other strategic innovation initiatives that deliver top-line growth for the business, such as the potential development of next-generation [conversational AI agents](#) that autonomously and effectively handle common customer queries for relevant information, freeing up CARSOME's customer support staff to address more complex issues. With a full team of [certified in-house experts](#), Searce is well-positioned to support companies' full-scale infrastructure migration to Google Cloud and the technical implementation of cutting-edge Google Cloud AI solutions."

Driving innovation at scale with unified enterprise data and AI platforms

In addition to accelerated software development cycles and projected cost savings, CARSOME's move to Google Cloud will give its teams access to granular insights that enable improved business decision-making and hyper-personalized customer engagement. This is the result of CARSOME's first-party data being warehoused on Google Cloud's [BigQuery](#) platform, integrated with Google Cloud's [Looker](#) platform for business intelligence and [Google Marketing Platform](#).

Through native integrations between BigQuery and Google Cloud's [Vertex AI](#) platform, CARSOME can [centrally process and stream data in all formats](#) (i.e., structured and unstructured) to enhance the performance of its existing AI applications, which include:

- A proprietary pricing engine that predicts a car's realistic and optimal value based on model, age, mileage, and a range of

- other factors, ensuring used car buyers and sellers get the best deals
- A photo analysis system that automatically masks car plate numbers, preserving customer privacy and streamlining the [inspection process](#) that ensures pre-owned cars meet safety and quality standards before they can be refurbished and sold
- A gen AI-powered contact center solution that automatically evaluates customer interactions and provides targeted recommendations to improve customer service agent performance

CARSOME is also taking advantage of BigQuery and [Vertex AI Agent Builder](#) to embed [semantic search](#) capabilities into its internal tools. This will enable employees across departments and functions to intuitively extract relevant information from CARSOME's vast and continuously expanding enterprise knowledge base. With gen AI turning information retrieval tasks that take hours into quick searches or conversational exploration, marketing and product teams, for instance, can more easily create educational content and enhanced solutions to address the evolving needs of car buyers and sellers.

Serene Sia, Country Director, Malaysia and Singapore, Google Cloud, said: "By running its business on [fully managed](#) Google Cloud infrastructure that scales reliably to handle the increasing performance needs of any application, CARSOME can expand its operations with confidence, from increasing its penetration in existing markets, to expanding its inventory of pre-owned vehicles, to streamlining the movement of vehicles between inspection centers, refurbishment facilities, and customers. Together with Searce, we look forward to completing CARSOME's cloud consolidation and advancing its innovation roadmap, which includes harnessing gen AI and [agentic AI](#) to create more personalized and seamless car transaction and ownership experiences, delivering new engines of growth for its business."

About CARSOME

CARSOME is Southeast Asia's largest integrated car e-commerce platform. With operations across Malaysia, Indonesia, Thailand, and Singapore, CARSOME aims to digitize the region's used car industry by reshaping and elevating the car transaction and ownership experience.

Together with subsidiary brands iCar Asia, WapCar, CarTimes, and CARSOME Capital, CARSOME provides end-to-end solutions to consumers and used car dealers across the decision funnel, from car content consumption, car inspection, and ownership transfer to financing and other ancillary services, promising to bring trust, transparency, and choice to our customers.

CARSOME Academy, an accredited automotive training institution, further enhances the ecosystem by equipping future talent with industry-relevant skills, ensuring a steady pipeline of qualified professionals in the automotive sector.

For more information, please visit www.carsome.com.

About Google Cloud

Google Cloud is the new way to the cloud, providing AI, infrastructure, developer, data, security, and collaboration tools built for today and tomorrow. Google Cloud offers a powerful, fully integrated and optimized AI stack with its own planet-scale infrastructure, custom-built chips, generative AI models and development platform, as well as AI-powered applications, to help organizations transform. Customers in more than 200 countries and territories turn to Google Cloud as their trusted technology partner.

About Searce

Searce is an AI-powered, engineering-led modern tech consultancy that empowers clients to "futurify" by delivering real business outcomes. Over the last 20 years, Searce has been a trusted technology partner for more than 3,000 clients across retail; travel, transport and logistics (TTL); financial services; healthcare; and other industries. Driven by an engineering excellence mindset, Searce cares most about delivering intelligent, impactful, and futuristic business outcomes. They specialize in modernizing clients' business processes, infrastructure, and applications (improving, automating, and transforming) with their full scope of AI, data analytics, cloud, and software engineering expertise. They pride themselves in having customers for life and solving for better at each iteration.

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