

Our mission

Accelerate transformation with
Google's leading, AI-powered
Cloud technology

2025: We've entered a new era of helpful AI...

An AI agent is a software system that **gets things done on behalf of users**. It shows reasoning, planning, and memory, and has a level of autonomy to make decisions, learn, and adapt. We're seeing organizations build increasingly sophisticated AI agents to accomplish things like:

Deliver highly personalized customer experiences by understanding customer needs and taking action to resolve those needs	→	Customer agents
Help employees be more productive and work better together	→	Employee agents
Supercharge the design and creative process by generating content, assisting with writing, personalization, campaigns, ect.	→	Creative agents
Perform complex data analysis and unlock new ways to find and act on meaningful signals from data	→	Data agents
Accelerate software development with AI-enabled code generation and coding assistance	→	Code agents
Strengthen security posture by mitigating attacks or increasing the speed of investigation	→	Security agents

...and it's fundamentally **transforming** how organizations across industries operate.



Retail & Consumer Goods

Digital experiences
Customer support
Marketing optim.

**BEST
BUY**

Etsy



Walmart

Wendy's



Healthcare & Life Sciences

Disease diagnosis
Drug discovery
Clinical support



HCA
Healthcare

Davita

GINKGO
BIOWORKS



manipalhospitals
LIFE'S ON



Financial Services

Risk assessment
Customer service
Middle office optim.

BNY

DISCOVER

GENERALI

MACQUARIE

Scotiabank



Media & Entertainment

Content creation
Personalization
Ad optimization



glance

globo



Telecom

Customer experience
Regulatory compliance
Network operations

Bell
oppo

orange™

TELUS

Telkomsel

verizon

vodafone



Manufacturing & Logistics

Predictive maint.
Quality control
Supply chain mgmt.
Enhanced efficiency

CATHAY
Ford

GE APPLIANCES

LG AI Research

mahindra^{Rise}

TOYOTA

United States Steel



Technology & Innovation

Foundation models
Chatbots
Intelligent assistants

ANTHROPIC
character.ai

essential AI

gojek

Jasper

paloalto^{NETWORKS}

Key customer challenges:

01

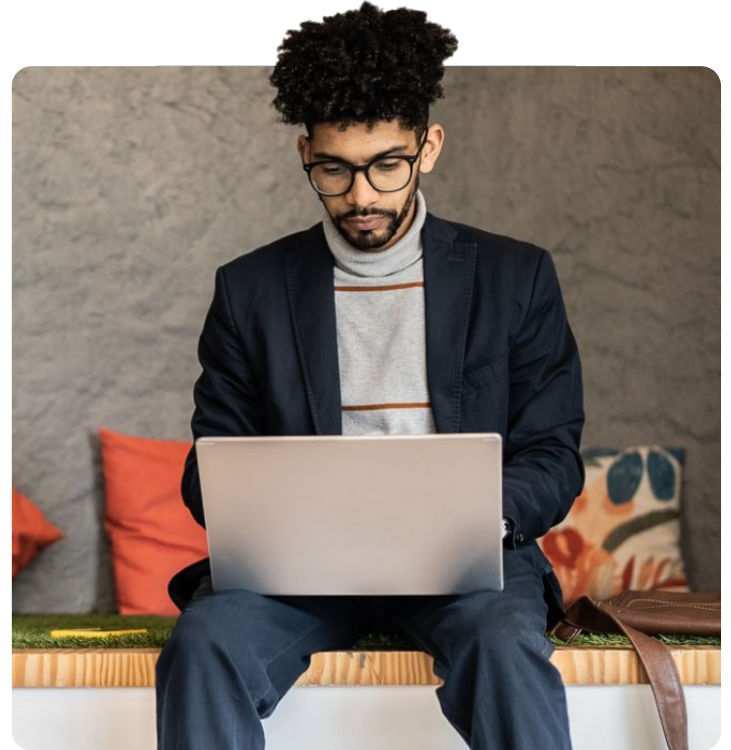
Maximizing business impact with AI agents and apps

02

Scaling AI projects reliably and cost effectively

03

Safeguarding sensitive information when using 3P AI models



Benefit from Google's deep AI expertise and continuous advancements from Google DeepMind



Leverage our deep AI expertise from delivering AI products and experiences to billions of consumers worldwide



Stay at the cutting-edge with access to **Google DeepMind's** rigorously tested AI breakthroughs

Google's unified AI stack



Integrated Gemini assistants

[Gemini for Google Cloud](#) | [Gemini for Google Workspace](#)



AI Applications and Agents

[Google purpose-built](#) | [Customer built](#)



Google Agentspace

[Enterprise Search](#) | [NotebookLM](#) | [Agent Gallery](#)



Vertex AI

[Model Garden](#) | [Model Builder](#) | [Agent Builder](#)



Data

[Multimodal](#) | [Vector Search](#) | [AI Insights](#) | [Data Science](#)



Models

[Gemini](#) | [Imagen](#) | [Veo](#) | [Partner](#) | [Open](#)



AI Hypercomputer

[Performance-optimized hardware](#) | [Open software](#) | [Flexible consumption](#)

RFP
Accelerator



by AI Hub Services

Business Services to scale Cloud GTM

PitchHub



Slide
Decks



1-Pagers



Customer
Journey Maps



EBCs



QBRs



Demos



Videos



Design &
Editing

ProposalHub



Request for
Proposal (RFP)



Request for
Information (RFI)



Unsolicited
Proposals



Questionnaires
(DDQ, VSQ)

Challenges

Understanding customer context

Identifying business benefits / offerings

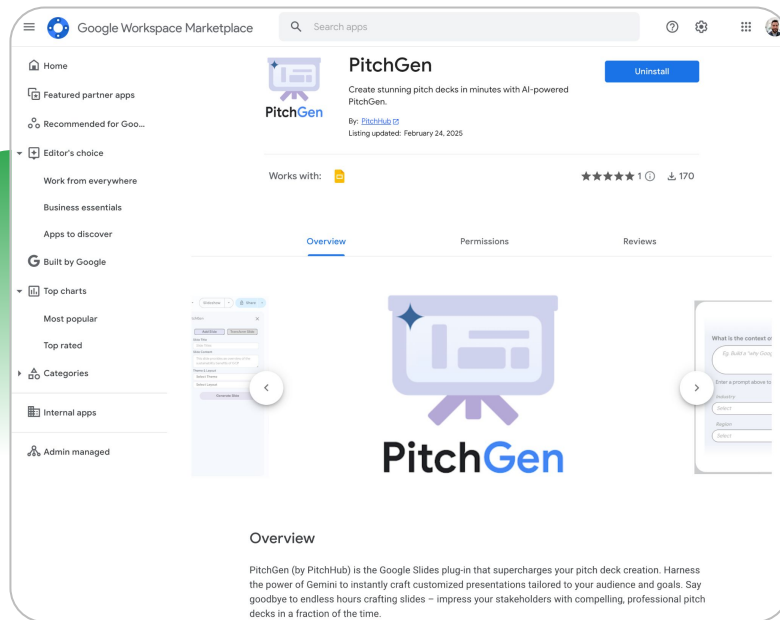
Structuring a cohesive narrative

Scattered and outdated information

Unprofessional design

Solution

Unlock your productivity with **PitchGen**, available in Google Workspace Marketplace.



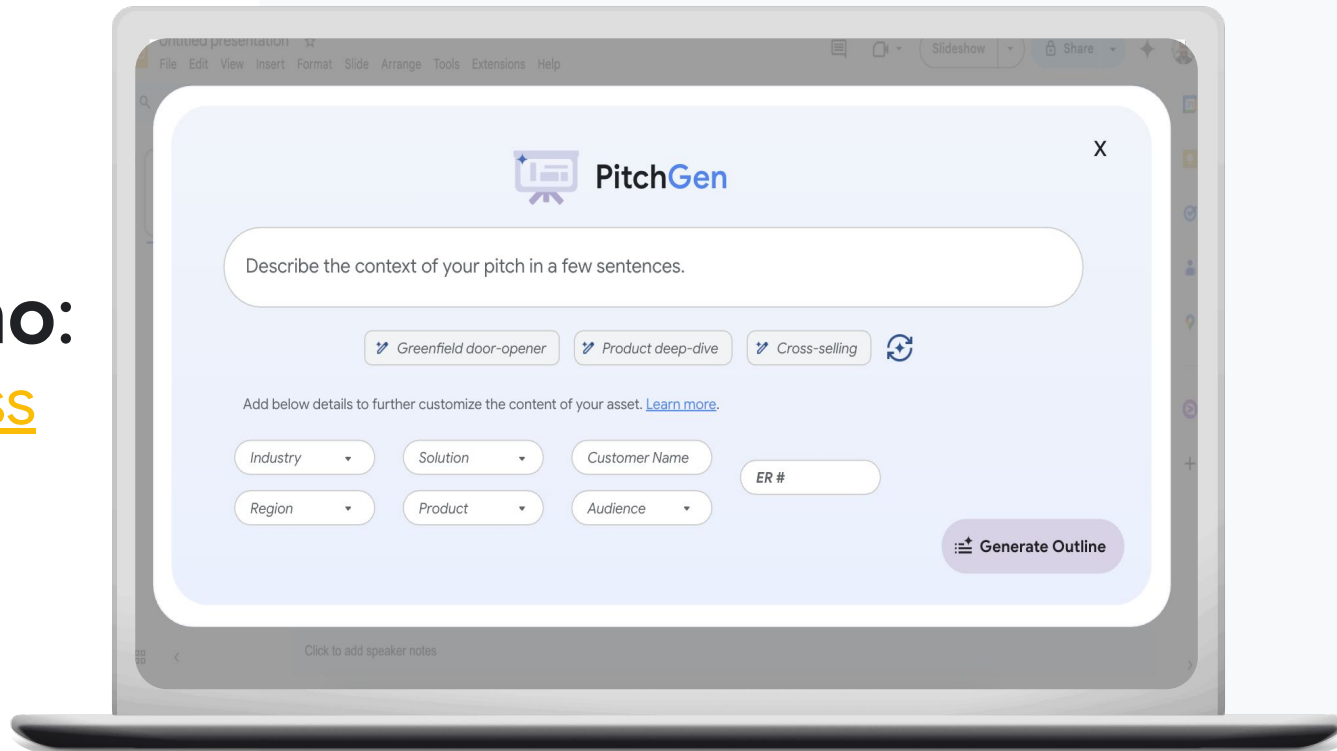
PitchGen supercharges sales

- Generating full sales presentations
- Searching for best-in-class assets in natural language
- Crafting tailored narratives for your opportunities
- Automating tasks like translation
- Transforming slide visuals in a few clicks
- Personalizing content for specific audiences



Demo:

Access



Impact in Cloud GTM

950+

Presentations
generated

\$4.6B

Pipeline
covered

700+

Accounts
supported

>99%

Seller
satisfaction

Productivity increase



Cut slide creation time by automating content search & retrieval, reducing deck creation time by **>20%**

Tailored content



Localization with in-tool translation, as well as industry and persona-based features, scales customization

Enhanced quality



Personalized deck outlines and cohesive narratives boost content completeness by **>30%**

**<5
min.**

to generate the first draft
of a presentation

Business Services to scale Cloud GTM

PitchHub



Slide
Decks



1-Pagers



Customer
Journey Maps



EBCs



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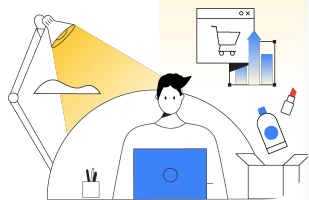
Questionnaires
(DDQ, VSQ)

Challenges

Responding to RFPs used to be a time-consuming and manually intensive process for sales teams, involving tight customer deadlines.

Solution

Supercharge your proposal responses with **RFP Accelerator**.



Built on Vertex AI and Gemini, this tool delivers an initial proposal response almost instantly, grounded in your Enterprise truth,

ProposalHub sources:

- 45,000+ Q&As, past proposal responses, trusted domains (eg. cloud.google.com)

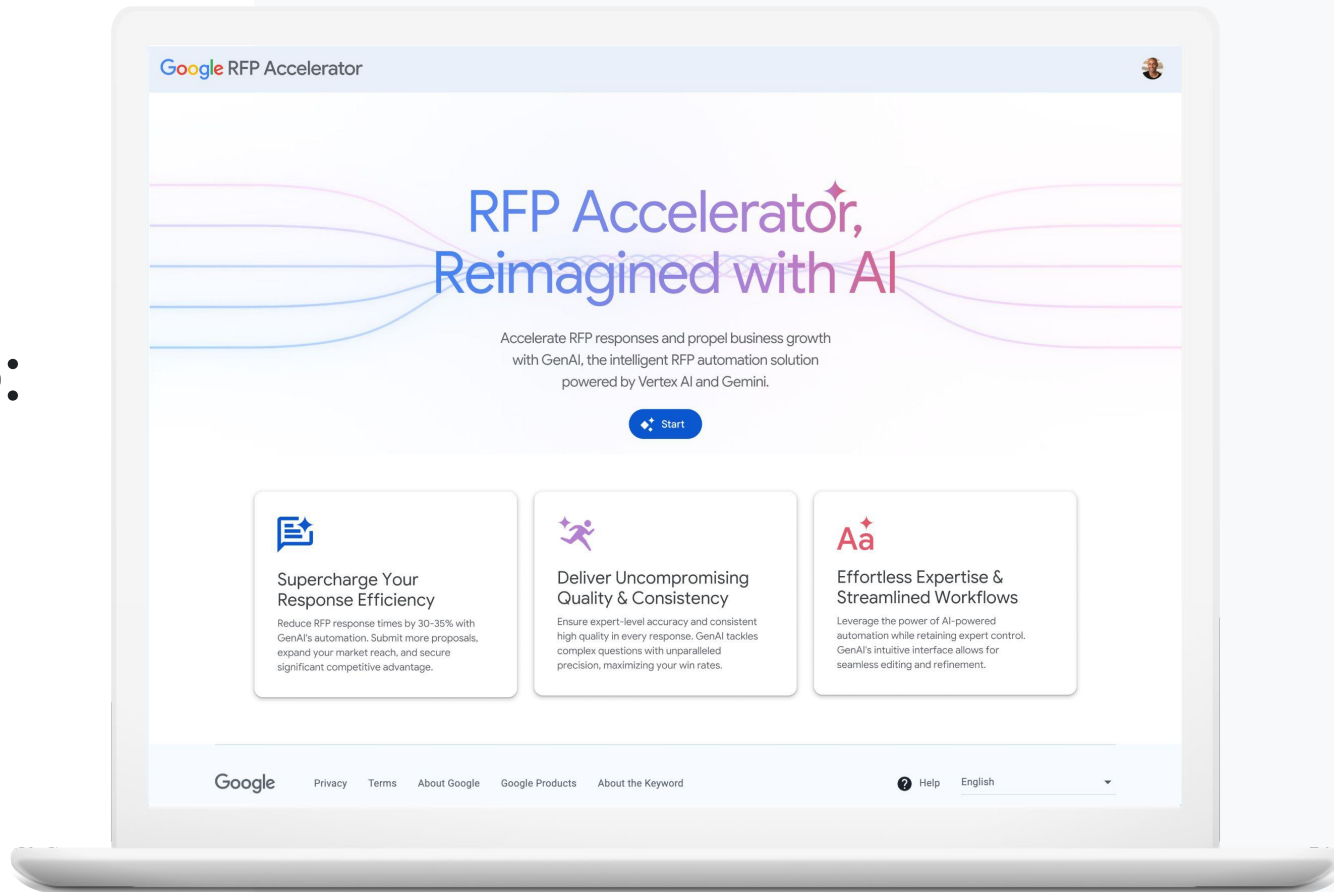
RFP Accelerator boosts productivity

- Automating proposal responses
- Extracting questions and generating dependency maps
- Ranking data across enterprise repositories
- Self-evaluation to improve model accuracy
- AI-translation to meet your customer requirements
- Grounded on your Enterprise truth



Demo:

Access



Impact in Cloud GTM: 5X ROI

140K+

Questions
accelerated

89%

Model Accuracy
(customer-ready answers)

1,100+

Accounts
supported globally

99.5%

Seller
satisfaction

Deliver quickly



Accelerate sales cycles,
reducing time to
respond to RFPs by

50%

Deliver more with less



Scale business with new
services and capacity to
increase proposal
coverage by **2x**

Deliver accurately



Consistent and accurate
responses, grounded in
enterprise truth to
ensure compliance

5x ROI

within first year

Thank you