

Transformation cloud message map

How to use this document:

This message map adapts the transformation cloud narrative into a digestible summary and reference guide for everyone in Cloud to use to tell our story, for the field to use with customers/prospects, and for leaders to use for briefings and presentations. The information in here may be used to inform marketing copy. We also have pre-approved marketing copy in our long-form narrative [here](#).

Content

→ Google Cloud mission statement

→ Top 3 messages in 2022

→ Top business metrics

→ Elevator pitch

→ External industry trends & 5 key customer questions

→ How Google Cloud addresses key customer questions

→ Cloud differentiators & innovation

→ Top recent innovations

→ Key customer examples

→ Google heritage

→ Google Cloud customer empathy attributes

Mission statement

Our mission is to accelerate every organization's ability to digitally transform its business.

Top 3 messages in 2022

01

We bring the innovation of Google to customers.

Google Cloud brings together innovations from across Google to deliver some of the industry's leading cloud technologies built on global infrastructure that delivers high levels of performance and availability.

02

We make it easy to build fast and optimize costs.

Google Cloud's user-friendly and intuitive platform is purpose-built to help customers create best-in-class apps and get them to market faster, all while optimizing resources with built-in cost management tools and services.

03

We offer highly tailored industry solutions.

Millions of organizations turn to Google Cloud as their trusted innovation partner because of its commitment to creating AI-powered, industry-focused solutions and services for every sector, from telco to healthcare, retail to government.

Top business metrics



Growth & scale

- Revenues were \$6.3 billion for Q2 2022, up 36% year-over-year.¹
- Achieved 3x expansion of sales organization from 2019 to 2021.²
- 11+ products on average per customer as of Q4 '21.³
- Customer spend through channel partners on GCP more than doubled from 2020 to 2021.⁴



Innovation

- 34 Cloud regions, 103 zones, and 146 network edge locations are available in more than 200 countries and territories.⁵
- Investments in 19 subsea cables globally.⁶
- More than 2,000 new Cloud products and feature releases in 2021.⁷
- 55+ renewable energy project locations.⁸
- More than 5M developer trainings completed since 2018.⁹



Industry leadership

- >65% growth in the number of deals over \$1 billion from 2020 to 2021.¹⁰
- >80% growth in total deal volume for Google Cloud Platform from 2020 to 2021.¹¹
- Number of customers spending >\$1M through the marketplace increased by 6X from 2020 to 2021.¹²
- Number of active certifications within our top Global Systems Integrators more than doubled from 2020 to 2021.¹³

¹ [Source](#), Cloud Internal Data, January 2022

⁴ [Source](#), Cloud External Data, January 2022

⁷ [Source](#), Cloud Internal Data, January 2022

¹⁰ [Source](#), Cloud Internal Data, January 2022

² [Source](#), Cloud External Data, January 2022.

⁵ [Source](#), Cloud External Data, January 2022

⁸ [Source](#), Cloud Internal Data, January 2022.

¹¹ [Source](#), Cloud Internal Data, January 2022

³ [Source](#), Cloud External Data, January 2022.

⁶ [Source](#), Cloud External Data, January 2022

⁹ [Source](#), Cloud Internal Data, January 2022.

¹² [Source](#), Cloud Internal Data, January 2022

¹³ [Source](#), Cloud Internal Data, January 2022

Elevator pitch



Digital transformation is more than “lifting and shifting” old IT infrastructure to the cloud for cost savings and convenience. As we look ahead, reinventing the future means changing not only where business is done, but how it is done. It requires maximizing the benefits of the cloud and building an environment that enables every person, process, and technology to bring the highest level of innovation to the business.

At Google Cloud, we’re committed to building solutions with our customers’ needs in mind by bringing together innovations from across Google to deliver cloud technologies that are easy to use, cost effective, and backed by Google’s unique scale and deep experience in consumer products and ecosystems. Customers can trust that they’re running their business on secure, sustainable infrastructure that delivers high levels of performance and availability.

And, with some of the industry’s most powerful data, AI, and collaboration offerings, we enable teams to develop apps faster, connect people everywhere, and make smarter business decisions. For all of these reasons and more, millions of organizations across every sector build their transformation cloud and meet their business challenges head-on with Google Cloud.

Elevator pitch (continued)

Customers choose Google Cloud for three reasons:

01

We bring the innovation of Google to customers.

Customers choose us because we bring together innovations from across Google to deliver some of the industry's leading cloud technologies built on global infrastructure that delivers high levels of performance and availability. Looking ahead, every company must become a tech company or get disrupted. This is why we partner closely with organizations to help them become the best tech company in their industry, and build a transformation cloud that accelerates their innovation through [data democratization](#), [app and infrastructure](#) modernization, [people connections](#), and [trusted transactions](#)—all on the [industry's cleanest cloud](#). The result is an organization that can take advantage of all the benefits of cloud computing to drive innovation, generate new revenue streams, and adapt quickly to market changes and customer needs.

02

We make it easy to build fast and optimize costs.

Organizations who want to build quickly and keep costs under control use Google Cloud's hassle-free infrastructure to get to market faster for less money. Developers choose to work with us because of our user-friendly and intuitive platform, tools, and deep focus on automation, which make it simple to ship applications with speed. Organizations can also be confident they are optimizing resources with our easy-to-use cost management tools and services. We offer the [best price-performance](#) for scale-out workloads, enable developers to run their applications at up to [45% lower cost](#), and help customers save [up to 30% over three years](#) compared to other clouds.

03

We offer highly tailored industry solutions.

Leading organizations in more than 200 countries and territories choose Google Cloud because we are committed to creating AI-powered, industry-focused solutions and services to meet specific sector needs. From startups looking to improve [product discovery in retail](#), to established enterprises looking to [gain a unified view of healthcare data](#) or [detect bank fraud in real time](#), Google Cloud's engineers and architects have built solutions to enable growth and help industry leaders solve their most critical business problems.

On its own, any one of these things are helpful to our customers. Together, they are transformative.

External industry trends & 5 key customer questions

Today organizations are looking for innovation that will serve as their foundation for growth—to make their core processes more efficient, to reach and better serve their customers, and to build skills that accelerate their ability to transform. They are looking for partners to help them make digital transformation a reality, and they are asking themselves **five key questions**:



Are we the best at understanding and using data?

Organizations want to deliver more value from their data so they can drive innovation and maintain a competitive edge.

- Today, organizations need to unify data across streams, lakes, warehouses, and databases so they can quickly and easily break down data silos, generate real-time insights, and make better business decisions—thus reducing cost and inefficiencies.
- By leveraging open source and open technologies, organizations can quickly and easily build data-driven applications while running them for global scale and availability.
- A unified data platform enables companies to use AI to create targeted industry solutions and drive better business outcomes such as predictive maintenance, personalized customer service, real-time automated inventory management, and much more.



Do we have the best technology infrastructure?

Organizations are looking for a cloud platform that will serve as their foundation for growth, with the flexibility to innovate securely and adapt quickly based on market needs.

- Companies are looking to update legacy software applications, blend a mix of technologies and solutions from different vendors, and use new and existing computing in forms that work best for them.
- Many organizations are taking a multicloud approach—a combination of clouds and open source software, rather than relying on a single cloud provider—and need the flexibility to run powerful apps on and off premises.
- Organizations are seeking technology solutions that help them innovate faster to maintain a competitive advantage and easily adapt to new regulatory standards.
- Organizations want to minimize infrastructure costs and risk, while maximizing performance and availability.



Are we creating the best hybrid workplace? The fundamental shift in how and where we work requires new, stronger connections and collaboration.

- Many interactions that once took place in person have been digitized. This change requires more intentional connections and collaboration.
- Information and frontline workers across regions and industries must have the ability to connect, create, and collaborate securely from anywhere, and on any device.
- This new hybrid work environment needs to support a mix of in-person and remote interactions, including immersive digital and mobile experiences.



Do we know our data, systems, and users are secure? The rise of cybersecurity threats has every company rethinking its security posture.

- The digital world is seeing increasingly more severe security issues. Rethinking a security posture means finding ways to identify and protect everything from people and customers to data and transactions—in a fast-changing environment.
- Organizations see the cloud as more secure than on-premises, and they want to make it simple for employees and customers to access services.
- They want to create better visibility to detect, investigate, and remediate threats at global scale.



Are we creating a more sustainable future through products and services that minimize environmental impact? Organizations are prioritizing sustainability as a critical, board-level topic.

- Organizations are now called upon to help create a cleaner, more sustainable world and they need new technologies that help them make consistent progress.
- [IDC estimates](#) that cloud computing could save a billion metric tons of CO2 emissions by 2024. Companies are moving to the cloud and expecting sustainable infrastructure to power their business.
- The largest corporations have the opportunity to lead the way in helping the world reduce its emissions and operate on carbon-free energy at all times.

How Google Cloud addresses key customer questions



Data cloud:

We help customers innovate faster with a unified and intelligent data platform

- Google's data cloud is the most complete and unified data and AI solution provider in the market.
- Google's data cloud [leads the way](#) with respect to speed, scale, security, and reliability.
- Google's data cloud is more open and standards-based. Best-in-class integration with open source standards and APIs ensures portability and extensibility to prevent lock-in.
- Industry-leading AI and machine learning is built into Google's data cloud. At Google, AI is in our DNA. With Google's data cloud, all organizations can now access the same AI technology that Google uses.



Open infrastructure cloud:

We give customers the freedom to securely innovate and scale from on-premises, to edge, to cloud on an easy, transformative, and open platform.

- Together with our partners, we make your cloud modernization easy with multicloud support, intuitive migration tools, and the most automated and scalable container services so developers can spend more time building experiences that customers love.
- We offer transformative infrastructure with AI and ML capabilities to drive faster innovation, while meeting the most stringent security, sovereignty, and compliance needs.
- Our planet-scale, distributed infrastructure is based on open standards. This ensures we are giving customers the choice and freedom to change, while providing them the highest level of price-performance.



Collaboration cloud:

We help customers transform how their people connect, create, and collaborate.

- Only Google Workspace brings together communication and collaboration apps loved by billions of people—Gmail, Chat, Calendar, Drive, Docs, Sheets, Meet, and more—into a people-first experience powered by Google AI.
- Workspace uniquely addresses the needs of hybrid work by delivering personalized experiences that help employees achieve more with intelligent apps for work.
- Because of users' broad familiarity with Google Workspace tools (more than 3 billion users), organizations can easily onboard new employees, from the front lines to the back office and everywhere in between.



Trusted cloud:

We help customers protect what's important with advanced security tools.

- At Google Cloud, we help customers protect their data using the same infrastructure and security services Google uses for our own operations, defending against the toughest threats.
- Google keeps more people safe online than anyone else in the world. We pioneered the Zero Trust model at the core of our services and operations, and enable our customers to do the same with our solutions.
- Our automated cloud-scale threat detection and response platform gives customers the ability to take advantage of enhanced security on our cloud and other clouds.



Sustainable technology:

We help everyone build and work more sustainably.

- Sustainability has been a core value at Google since the beginning. We proudly operate the cleanest cloud in the industry, with the smartest data centers that are [2X as energy efficient](#) as a typical enterprise data center. Moving to Google Cloud can dramatically decrease a customer's IT-related carbon footprint.
- Google has been carbon neutral since 2007 and we've set a revolutionary goal to run our business 24/7 on carbon-free energy everywhere by 2030.
- We partner with customers to decarbonize their digital apps and infrastructure with our sustainable technology and solutions.

Differentiators & innovation



Data cloud:

With Google Cloud you can...

- Fuel data-driven transformation quickly, securely, and at scale—all with AI built in.
- Unlike Microsoft Azure Synapse and AWS Redshift, [BigQuery](#) provides analytics across clouds without moving your data, lowering egress costs.
- Unlike Snowflake, you can build and train ML models across distributed datasets.
- Unlike Snowflake, you can gain insights with real-time and predictive analytics for incredibly large volumes (petabytes) of data, securely and at global scale with BigQuery (BQ can process over 110 terabytes of data per second at peak).¹³
- Unlike Snowflake and Databricks, you can use [Vertex AI](#)¹⁴ to easily integrate data engineering capabilities directly into your data science environment to drive 5X ML model development and experimentation, with 80% fewer lines of code.
- Unlike AWS or Azure databases, you can build applications based on relational data models with unlimited scale, strong consistency, and up to 99.999% availability. Competitors use multiple solutions to achieve this scale and reliability.
- AlloyDB is 2X faster than AWS' comparable PostgreSQL-compatible service for transactional workloads.



Open infrastructure cloud:

With Google Cloud you can...

- Partner with the first and only cloud provider with a clear multicloud strategy. This enables you to easily auto-scale multicloud infrastructure 10X greater than on other public clouds with GKE, and run up to 15,000 node clusters.
- Train and run machine learning models faster than ever before on the [world's largest publicly available](#) ML hub with Cloud TPU v4.
- Rely on a [planet-scale network](#) that offers 3X the throughput at half the administration cost of any other cloud provider¹⁵, spanning 34 cloud regions, 103 zones, 147 network edge locations, and available in more than 200 countries and territories, all interconnected with 19 subsea cables.
- Run on the most price-performant compute power with Tau Virtual Machines, which offer [more than 40% better](#) price-performance compared to other leading public cloud vendors.
- Gain more predictability in pricing compared to any leading cloud with Spot VMs, which can [reduce Compute Engine costs by up to 91%](#) and guarantee at least 60% off.



Collaboration cloud:

With Google Workspace you can...

- Get an integrated collaboration hub that includes email alongside chat, files, video meetings, and apps.
- Ensure secure collaboration with a built-in, not bolt-on, approach to [security](#) with cloud architecture that delivers automatic updates to protect against threats.
- Leverage Google's consumer presence to accelerate adoption and boost productivity. More than 3 billion users already know and love Google Workspace. Businesses that adopt Google Workspace are more likely to report greater productivity, innovation, and increasing revenue than businesses that adopt Microsoft 365.¹⁶
- Get a cloud-first, zero trust security model for mixed environments with Work Safer, a program that brings together Workspace, BeyondCorp Enterprise, and Titan Security Keys to protect against cyberattacks, all in one package.



Trusted cloud:

With Google Cloud you can...

- Protect your users and your brand with frictionless anti-fraud and anti-bot technology. Our [user protection services](#) safeguard over 5 million websites.
- Benefit from security that's directly engineered into services such as [BeyondCorp Enterprise](#), [Automatic DLP](#), and [Confidential Computing](#).
- Leverage the unique insights of Google experts through the [Google Cybersecurity Action Team](#) to shape your security from implementation through responding to a major incident.
- Meet your local requirements for data security, privacy, and digital sovereignty, without compromising on functionality or innovation.



Sustainable technology:

With Google Cloud you can...

- Take advantage of the fact Google matches 100% of the electricity that powers your cloud workloads with renewable energy. This helps to mitigate the annual operational carbon footprint of your digital applications and infrastructure.
- Easily build and work sustainably with tools from our Carbon Sense suite that help to measure, report, and reduce your cloud carbon emissions ([Carbon Footprint](#)) and automatically recommend carbon reduction actions ([Active Assist](#)).
- Give your business insights to increase climate resilience with [Earth Engine](#), [BigQuery](#), Maps, and Google Cloud compute and AI tools that predict climate risk, increase supply chain visibility, and help you source materials responsibly.

¹³[Source](#), Cloud Internal Data, December 2021.

¹⁴[Source](#), Cloud Internal Data, May 2021.

¹⁵[Cockroach Labs report](#), 2021.

¹⁶Report: [Google Workspace vs. Microsoft 365, Impact on Business](#), March 2022

Top recent innovations



Data cloud:

- [AlloyDB](#) (May)
- [BigLake](#) (April)
- [Spanner Change Streams](#) (April)
- [Looker & Data Studio](#) (April)
- [Vertex AI Registry](#) (April)
- [Database Migration](#) (April)



Open infrastructure cloud:

- [Tau VM T2A Arm-based chips](#) (July)
- [ML cluster powered by TPU v4 Pods](#) (May)
- [Immersive Stream for XR](#) (May)
- [Media CDN](#) (April)
- [Google Distributed Cloud Edge](#) (March)
- [Cloud Functions 2nd Gen](#) (Feb)



Collaboration cloud:

- [Sovereign Controls for Google Workspace](#) (May)
- [AI innovations in Google Workspace](#) (May)
- [Updates to Meet, Chat, and Spaces](#) (March)
- [Expanded smart canvas innovations](#) (Feb)
- [Google Workspace Essentials Starter](#) (Feb)



Trusted cloud:

- [Assured Open Source Software](#) (May)
- [reCAPTCHA Enterprise Account Defender](#) (April)
- [Data Loss Prevention for BigQuery](#) (April)
- [Intent to acquire Mandiant](#) (March)
- [Assured Workloads for EU](#) (Feb)
- [Simplify Acquisition](#) (Jan)



Sustainable technology:

- [ML hub w/ Cloud TPU v4](#) (May)
- [4 new carbon-free energy projects](#) (April)
- [Climate Innovation Challenge](#) (April)
- [Carbon Sense suite & Active Assist](#) (Feb)
- [Tracemark Sustainable Sourcing](#) (Jan)

Key customer examples: traditional leaders



- [BV](#) (Brazil) is using Google Cloud's data analytics and AI to reimagine the customer experience, expand the use of open banking platforms, create new digital products, and reinvent the bank's data science model.
- [Ford](#) (U.S.) is using Google Cloud's AI/ML and analytics to reinvent the connected vehicle experience, along with technology from Google Maps, Play, and Assistant.
- [UPS](#) (U.S.) is using Google Cloud's data analytics and AI/ML to improve its supply chain efficiency across customers and business partners, and bolster its customer service across online channels worldwide.



- [CME Group](#) (U.S.) is working with Google Cloud to move its entire operations to the cloud and transform how the global derivatives market operates.
- [Groupe Renault](#) (France) migrated its infrastructure to Google Cloud to improve its supply chain, and is leveraging AI to create new industrial solutions.
- [Siemens Energy](#) (Germany) is using Google Cloud to shift its global network of data centers into the cloud, bringing its company-wide SAP systems into a future-proof cloud environment with the industry's cleanest cloud.



- [CommonSpirit Health](#) (U.S.) rolled out Google Workspace across more than 1,000 care sites and 140 hospitals in 21 states to enhance communication and collaboration across its organization.
- [Hackensack Meridian Health](#) (U.S.) migrated to Workspace and is one of the first health systems in the world to use Chrome OS devices across clinical and business environments.
- [Roche](#) (Switzerland) saw a more than 600% increase in Google Meet meetings within days of transitioning tens of thousands of employees.



- [Commerzbank](#) (Germany) is using Google Cloud's Certificate Authority Service to verify workload identity and eliminate threats.
- [Lendlease](#) (Australia) is partnering with Google Cloud to achieve a stronger cybersecurity posture across the organization.
- [Banorte](#) (Mexico) is using Google Cloud to improve its hyper-personalization offerings through AI, developing applications for open banking, cloud training services for its staff, and increased cybersecurity efforts for its clients.



- [Carrefour](#) (France) developed a recommendation tool that helps reduce waste and influence inventory needs.
- [SC Johnson](#) (US) partnered with Google Cloud to develop the OFF!Cast Mosquito Forecast, a new predictive model of when and where mosquito populations are emerging nationwide.
- [Unilever](#) (UK) uses Google Earth Engine & Cloud to better detect deforestation and prioritize areas of forests or habitats.

Key customer examples: digital natives



- [Niantic Labs](#) (U.S.) uses 5,000 Spanner nodes and thousands of GKE nodes to run their “Pokemon Go” service at any given time, supporting millions of players.
- [Spotify](#) (Sweden) relies on Google Cloud data analytics solutions to deliver the best audio service to more than 365 million users around the world.
- [Wayfair](#) (U.S.) uses Spanner and Cloud SQL to support their DBaaS platform, increasing their support NPS by 28.52% and tool offering NPS by 41.22%.



- [PayPal](#) (U.S.) has an SAP/HANA scale-out environment supporting 40 million business transactions daily and 200 billion records touched in 30 seconds.
- [Sharechat](#) (India) is using Google Cloud to connect 250 million active users in 15 different Indian languages.
- [Revolut](#) (UK) is using Google Cloud to scale at speed with rapid, automated deployments while maintaining stability and security.



- [Canva](#) (US) is using Workspace to deliver a collaborative environment to support a rapidly expanding international workforce, keeping them connected during a continued period of growth.
- [Mercado Libre](#) (Argentina) uses Google Workspace to improve collaboration and integration between distributed teams.
- [Shopify](#) (Canada) relies on the security, flexibility, and reliability of Google Meet to help keep their workforce of 5,000 connected as they work to support merchants around the world.



- [Cue Health](#) (U.S.) is using Google Cloud’s AI/ML and privacy solutions to add variant sequencing, tracking, and predictive capabilities to its platform.
- [GoTo Group](#) (Indonesia) relies on Google Cloud’s secure solutions to serve more than 2 million drivers and 100 million monthly users.
- [Unico](#) (Brazil) is working with Google Cloud to develop new solutions for data protection.



- [Etsy](#) (U.S.) migrated to Google Cloud in record time and is speeding up innovation to meet sustainability goals.
- [Rightmove](#) (UK) is using Google Cloud to run workloads in the places that have the most carbon-free energy supply.
- [Snap](#) (U.S.) is collaborating with Google to make carbon-free energy data and carbon considerations more useful for users.

Google heritage

- Google was founded in 1998 with the mission to organize the world's information and make it more accessible. Since then, we built tremendous expertise and capacity for innovation that we now bring to bear on what organizations want and need. This includes some of the fastest, most reliable cloud infrastructure on the planet.
- Google's global footprint includes more than [70 offices in 50 different countries](#), [21 data centers](#), and the largest privately managed network with fiber optic cable spanning hundreds of thousands of miles.
- Big data, artificial intelligence, machine learning, cloud-native security, sustainability, and a commitment to open source are in our DNA. Google is the birthplace of pioneering technology that has fundamentally impacted and defined every area of modern computing for the past two decades, from search to storage, natural language processing to DevOps. As a leader in corporate sustainability, Google is committed to operating on 24/7 carbon-free energy by 2030 and providing our customers with clean, sustainable infrastructure to power their businesses.
- As a part of Google, Google Cloud is grounded in a history of innovation and a culture of helpfulness. Our mission at Google Cloud is to accelerate every organization's ability to digitally transform its business.
- Today, the relentless search for better answers continues to be at the core of everything we do. Google makes hundreds of products used by billions of people across the globe, from YouTube and Android, Gmail and Maps, and of course, Google Search. We are committed to significantly improving the lives of as many people as possible through highly ambitious technological innovations, and empowering people to use our technology to benefit others.

Google Cloud customer empathy attributes

Customers are at the heart of everything we do—we are their trusted partner in co-creating the future. As an organization, we are committed to listening to our customers to learn from them, aligning across the organization to win together, delivering results for customers quickly, and being accountable for their success.

Customer empathy begins with empathy for every individual and is grounded in our **four attributes**:



Humility

We listen deeply to customers and each other so that we continuously improve and amaze the world.



Unity

We amplify trust by assuming positive intent, communicating transparently, and showing consistency in our words and actions.



Speed

We prioritize momentum over perfection and have a tenacious drive to help our customers move fast.



Ownership

We take responsibility for our customers' goals, and we empower our teams to do the same.