

The transformation cloud story

Organizations are looking to transform their business by inventing new ways to achieve their goals using the cloud. Google Cloud is the trusted innovation partner to accelerate digital transformation. To make digital transformation a reality in 2022, **organizations are asking themselves five key questions:**

01

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.



The data cloud: We help customers innovate faster with a unified and intelligent data platform.

02

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.



The 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.

03

Are we creating the best **hybrid workplace?**

The fundamental shift in how and where we work requires new, stronger connections and collaboration.



The collaboration cloud: We help customers transform how their people connect, create, and collaborate.

04

Do we know our **data, systems and users are secure?**

The rise of cybersecurity threats has every company rethinking its security posture.



The trusted cloud: We help customers protect what's important with advanced security tools.

05

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.



Sustainable technology: We help everyone build and work more sustainably.