Press Kit

Hello from the Google Cloud Comms team! We hope this press kit is a helpful resource for you. If you have any questions, please reach out to press@google.com.

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Key Announcement Themes
• **AI-Optimized Platform**: Only Google Cloud offers an AI-optimized platform with leading price, performance and precision. It includes advanced infrastructure and databases, world-class models (and grounding for model responses with Google-quality search), a robust developer platform in Vertex AI including the broadest range of enterprise-ready tools to build multi-agent systems, and the most comprehensive portfolio of purpose-built agents. • **Open & Multi-Cloud Capabilities**: Google Cloud allows you to adopt AI agents while connecting them with your existing IT landscape including databases, document stores, and ISV applications, as well as interoperate with agents from other providers. You get value faster from your AI investments. • **Interoperability**: Google Cloud offers an enterprise ready AI platform, built for interoperability, which enables you to adopt AI deeply, while addressing evolving sovereignty, security, privacy, and regulatory requirements.

Start here ⬇️

- **Welcome to Google Cloud Next '25 | Thomas Kurian, CEO, Google Cloud**

Customer News

From startups to enterprises, new customers are announcing how Google Cloud is accelerating their technology transformations through the use of cloud and generative AI, including:

- **Ai2** is partnering with Google Cloud to make its portfolio of open AI models available in Vertex AI Model Garden to re-shape how regulated industries, the public sector, and leading enterprises deploy AI at global scale.
    - Visit the press release to learn more.

- **Ai2** to lead AI training and development for AI cancer models using Google Cloud's advanced and secure technology.
    - Visit the press release to learn more.

- **Freshfields** is deploying Google AI at scale, including rolling out Gemini with Google Workspace to employees and using Gemini to power *Dynamic Due Diligence*, the firm's proprietary tool that helps enhance legal reviews and due diligence processes.
    - Visit the press release to learn more.

- **Intuit** is using Google Cloud's Document AI and Gemini to simplify tax preparation for millions of TurboTax consumers this tax season, ultimately saving time and reducing errors.
    - Visit the press release to learn more.

- **Lloyds Banking Group** has taken a significant step in its strategic transformation by migrating its major platforms to Google Cloud, unlocking new opportunities to innovate with AI, enhancing the customer experience. (Full press release coming soon)

- **Manipal Hospitals** partners with Google Cloud to advance AI-driven digital healthcare across India.
    - Visit the press release to learn more.

- **Mattel** is leveraging Google Cloud to instantly identify key issues and trends, enhancing their data-driven decision-making.
    - Visit the press release to learn more.

- **The L'Oréal Groupe** is already focused on adopting gen AI (Imagen 3 and Veo 2) across its business to empower its people and partners to be more creative and agile than ever.
    - Visit the blog post to learn more.

- **Papa Johns** is using Google Cloud's AI, data analytics, and machine learning to create a simpler, positive customer experience both inside its restaurants and online.
    - Visit the press release to learn more.

- **Reddit** is using Gemini on Vertex AI to power "Reddit Answers," Reddit's AI powered conversation platform, helping improve its homepage experience.
    - Visit the press release to learn more.

- **Samsung** is integrating Gemini on Google Cloud into Ballie, its newest AI home companion robot, enabling more personalized and intelligent interactions for users.
    - Visit the press release to learn more.

- **Seattle Children's Hospital** used Google Cloud's gen AI to create Pathway Assistant, an AI-powered agent that improves clinicians' access to complex information and the latest evidence-based best practices needed to treat patients.
    - Visit the press release to learn more.

- **The Sphere** is partnering with Google Cloud to bring 'The Wizard of Oz' to life in 160k detail by leveraging Gemini to intelligently enhance and expand movie scenes, creating an immersive and visually groundbreaking experience for audiences.
    - Visit the press release to learn more.

- **Sutherland** and Google Cloud partner to deliver real-world AI solutions to businesses globally.
    - Visit the press release to learn more.

- **United Wholesale Mortgage** and Google Cloud are partnering to modernize mortgage lending with gen AI. With Gemini, underwriters are already increasing their capacity from underwriting six loans a day to 14.
    - Visit the press release to learn more.

- **Verizon** is using Google Cloud's Customer Engagement Suite to enhance its customer service for over 115 million connections with AI-powered tools, like the Personal Research Assistant which accurately answers 95% of questions, helping agents provide faster, more accurate, and personalized support.
    - Visit the press release to learn more.

Partner News

We are announcing new partnerships across our ecosystem with leading companies and rising AI startups. See below for a blog rounding up all these announcements.

- **Partner Announcements**
    - **Accenture** is announcing new offerings for AI agents, GDC, WAN, and mainframe modernization.
        - Visit the press release to learn more.

    - **Capgemini** is using Agentspace to build new agents for retail, financial services, and telco.
        - Visit the press release to learn more.

    - **Deloitte** is using Agentspace to create more than 100+ AI agents.
        - Visit the press release to learn more.

    - **KPMG** is using Agentspace to build customer solutions and to enhance work for its own employees.
        - Visit the press release to learn more.

- **Google Cloud Blog**
    - **Global startups are building the future of AI on Google Cloud |** Darren Mowry, Managing Director of Global Startups

        - Google Cloud is announcing exciting new startup customers, VC partnerships, and updates to the Google for Startups Cloud Program.
            - Visit the blog post to learn more.
    - **Building the industry's best agentic AI ecosystem with partners |** Kevin Ichhpurani, President, Global Partner Organization
        - Google Cloud is building the industry's best ecosystem to build, deploy, and sell AI agents. Updates include an open Agent2Agent interoperability protocol for AI agents to communicate across platforms, with support from more than 50 leading enterprise companies. We also introduced an AI Agent Marketplace, tools to power agents with enterprise data, and expert AI services.
        - Google Cloud is also increasing resources and incentives for partners, particularly in AI and Workspace, and announced the winners of its 2025 partner awards.
            - Visit the blog post to learn more.

AI Infrastructure News

- **Ironwood: The first Google TPU for the age of inference |** Amin Vahdat, VP & GM of ML, Systems, and Cloud AI
    - Google Cloud introduces Ironwood, its 7th-generation TPU, a powerful AI accelerator specifically designed to improve performance and scalability for inferencing.
    - This advancement will enable Google and its Cloud customers to develop and deploy more sophisticated inferential AI models at scale, powering the next wave of AI innovations.
        - Visit the blog post to learn more.

- **Introducing Ironwood TPUs and new innovations in AI Hypercomputer |** Mark Lohmeyer, VP of Compute and AI Infrastructure and George Elissaios, VP of Product Management for Compute Engine and AI Infrastructure
    - Google Cloud's AI Hypercomputer is enhanced with the launch of the inference-focused Ironwood TPU, alongside new software optimizations, networking innovations, and AI-optimized storage offerings.
    - These hardware and software improvements, including better cluster management and GKE inference capabilities, provide a more comprehensive and efficient AI infrastructure for training and serving models.
        - Visit the blog post to learn more.

- **Bringing Gemini and Google Agentspace to you on-premises |** Vithal Shirodkar, VP of Google Distributed Cloud
    - Google Cloud announces that Gemini models will be available on Google Distributed Cloud (GDC) starting public preview in Q3 2025, allowing organizations with strict on-premises requirements to access Google's latest AI technology. This brings benefits like million-token context analysis, multimodal capabilities, and the Gemini API for on-prem environments, enabling use cases such as personalized AI with RAG, automated information processing, and tailored AI agents while maintaining data control and addressing regulatory needs.
        - Visit the blog post to learn more.

- **Driving enterprise transformation with new compute innovations and offerings |** Nirav Mehta, Sr. Director of Product Management for Cloud Infrastructure Solutions and Salil Suri, Director of Product Management Google Compute Engine

    - Google Cloud is unveiling updates to its workload-optimized Compute Engine portfolio, including the new H4D VM for high performance computing, C4D, Z3, Z3 Metal, and GCVE node configurations.
        - Visit the blog post to learn more.

Networking News

- **Cloud WAN: Connect your global enterprise with a network built for the AI era |** Muninder Sambi, VP of Cloud Networking
    - Google has made its global network available to Cloud customers with the launch of Cloud WAN, a fully managed wide area network solution that connects global enterprises across multiple clouds and data centers.
    - Businesses gain high-performance connectivity with up to 40% performance improvements and cost savings, along with an open ecosystem for integrated security and network services.
        - Visit the blog post to learn more.

- **Google's AI-powered next-generation global network: Built for the Gemini era** | Bikash Koley, VP of Global Networking and Infrastructure
    - Google's global network has pushed the boundaries of network technology for the past 25 years. From enabling the early days of web search to powering AI workloads for Google Cloud customers, it makes Cloud WAN — and all of Google's AI-powered services — possible.
        - Visit the blog post to learn more.

Application Development News

- **Kubernetes, your AI superpower: How Google Kubernetes Engine powers AI innovation |** Gabe Monroy, VP of Cloud Runtimes
    - Google Kubernetes Engine (GKE) is receiving significant improvements to help platform teams succeed with AI, while leveraging their existing Kubernetes skills.
    - Key benefits include simplified AI cluster management, optimized AI model deployment, cost-effective inference, and improved resource efficiency, enabling seamless AI integration.
        - Visit the blog post to learn more.

- **Delivering an application-centric, AI-powered cloud for developers and operators |** Brad Calder, VP & GM of Google Cloud Platform
    - Google Cloud introduces an application-centric cloud experience where developers can design, observe, secure, and optimize at the application level - rather than only at the infrastructure level.
    - Also announcing expanded AI assistance across the Gemini Code Assist and Gemini Cloud Assist to help developers at every stage of the application development lifecycle.
        - Visit the blog post to learn more.

- **Introducing Firebase Studio and full-stack developer tools to build agentic AI apps** | Jeanine Banks, VP and GM of Developer X
    - Google Cloud introduces Firebase Studio, a cloud-based, agentic development environment with everything developers need to create production-quality, AI-powered apps. Firebase also gains new features and capabilities for Firebase App Hosting, Firebase Genkit and Firebase Data Connect.
        - Visit the blog post to learn more.

Cloud AI News

- **Vertex AI offers new ways to build and manage multi-agent ecosystems |** Saurabh Tiwary, VP of Cloud AI
    - Vertex AI introduces multiple enhancements allowing our customers to build agents with an open approach and deploy them with enterprise grade controls along with a new way to connect agents across the entire enterprise. This includes:
        - The Agent Development Kit (ADK) to make it easy to build, test, and operate agents in under 100 lines of code. ADK supports the Model Context Protocol (MCP) to ensure a simple, open, and interoperable mechanism to connect models to data and tools.
        - Agent2Agent, a new interoperability protocol that connects agents across the enterprise ecosystem giving them a common language to communicate – irrespective of which framework or vendor they are built on**.** Google Cloud is working closely with industry leaders like Salesforce, ServiceNow, and SAP to ensure successful communication between agents.
            - Visit the blog post to learn more.

- **Announcing the Agent2Agent Protocol (A2A): A new era of agent interoperability |** Rao Surapaneni, VP and GM, Todd Segal, Principal Engineer and Michael Vakoc, Product Manager
    - Google Cloud launches Agent2Agent (A2A), an open protocol for secure communication between diverse AI agents across enterprise platforms, developed with industry partners.
    - A2A empowers developers to build agents capable of connecting with any other agent built using the protocol and offers users the flexibility to combine agents from various providers. Critically, businesses benefit from a standardized method for managing their agents across diverse platforms and cloud environments.
        - Visit the blog post to learn more.

- **Vertex AI is now the only platform with generative media models across video, image, speech, and music |** Warren Barkley, Senior Director of Product Management
    - Vertex AI expands its generative media models with Lyria (text-to-music) and adds enhanced capabilities for Veo 2, Chirp 3, and Imagen 3, all with enterprise safety measures.
    - This makes Vertex AI the only platform to bring together generative media models across all modalities – video, image, speech, and music. This means you can build a complete, production ready asset starting from a text prompt, to an image, to a complete video asset with music and speech.
        - Visit the blog post to learn more.

- **Gemini 2.5 brings enhanced reasoning to enterprise use cases** | Jason Gelman, Director of Product Management for Vertex AI and Tulsee Doshi, Director of Product Management for Google DeepMind
    - Gemini 2.5 models are now thinking models, capable of reasoning before responding, resulting in dramatically improved performance that provides transparent step-by-step reasoning crucial for enterprise trust and compliance.
        - Visit the blog post to learn more.

- **Scale enterprise search and agent adoption with Google Agentspace |** Raj Pai, VP of Product Management, Cloud AI

    - Google Agentspace adds features and new expert agents to broaden accessibility and utility of AI for employees.
    - Businesses can now more easily create and deploy AI agents for complex tasks across their organizations while maintaining enterprise-level security.
        - Visit the blog post to learn more.

- **Transforming customer experiences with AI agents and the next generation Customer Engagement Suite |** Duncan Lennox, VP and GM of Applied AI
    - Google Cloud's next generation of its Customer Engagement Suite, will include human-like, high definition voices; the ability to understand emotions so agents can adapt better during conversation; streaming video support so virtual agents can interpret and respond to what they see in real-time through customer devices; and AI assistance to build custom agents in a no-code interface.
        - Visit the blog post to learn more.

Workspace News

- **New AI capabilities in Workspace to help every business drive results |** Yulie Kwon Kim, VP of Product, Google Workspace
    - Google Workspace is announcing new AI capabilities, including Workspace Flows for automation, audio features in Docs, and enhancements to Sheets, Meet, and Vids. These updates aim to make AI more accessible and integrated into everyday work, with a focus on improving productivity and streamlining workflows for businesses
        - Visit the blog post to learn more.

Data Analytics News

- **What's new for Data Analytics in the AI driven, autonomous and agentic era |** Yasmeen Ahmad, Managing Director of Data Analytics
    - Google Cloud announces several new innovations, including specialized agents for data roles, with our autonomous data to AI platform powered by BigQuery, alongside our unified, trusted, and conversational BI platform with Looker.
    - These announcements will help unlock insights for everyone, enabling the autonomous, real-time action that's critical for success.
        - Visit the blog post to learn more.

Database News

- **Google Cloud databases supercharge the AI developer experience** | Andi Gutmans, VP & GM of Databases
    - Google Cloud announces new database capabilities including; new generative AI capabilities in AlloyDB for PostgreSQL, expanded Oracle services, and a SQL Server modernization solution.
    - These announcements will help deliver an innovative and unified data and AI foundation, helping customers redefine their industries, tackle massive data challenges like migration, and drive groundbreaking innovation.
        - Visit the blog post to learn more.

Security News

- **Driving secure innovation with AI and Google Unified Security at Next '25 |** Brian Roddy, VP of Product Management and Peter Bailey, VP of Security Operations

- Google Cloud introduces Google Unified Security, an AI-powered platform for unified threat detection and response. New Gemini AI agents automate security analysis, alongside broad security portfolio enhancements.
    - Visit the blog post to learn more.