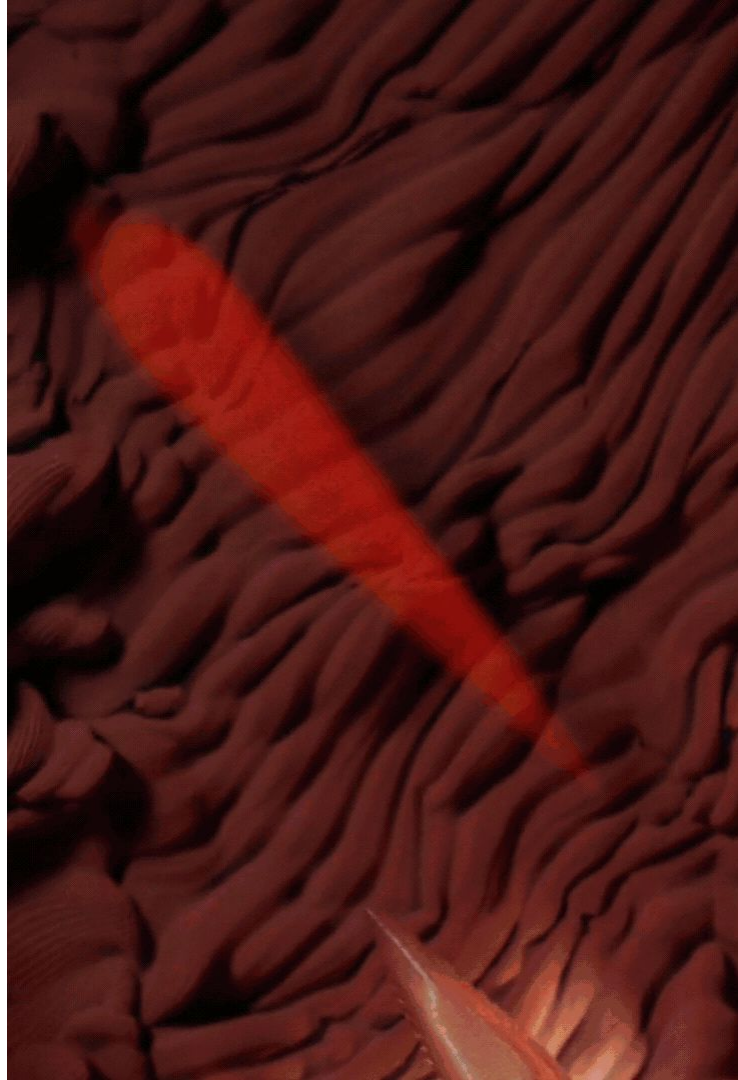


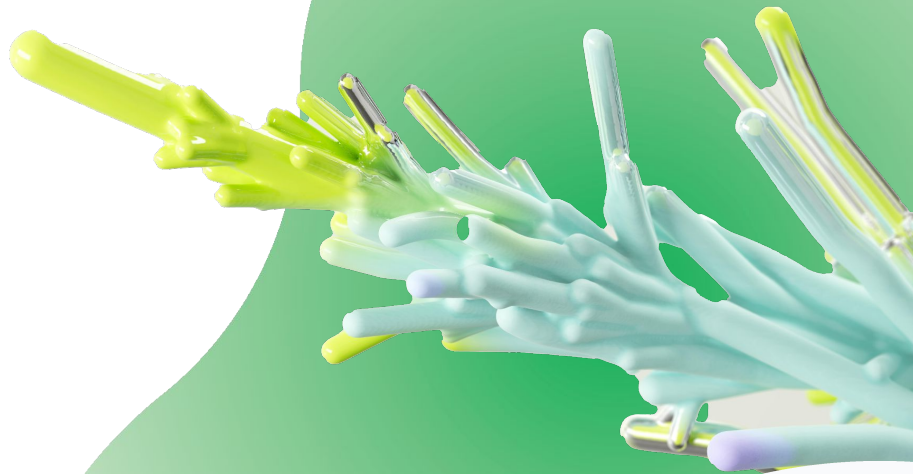


Generative AI Executive Brief

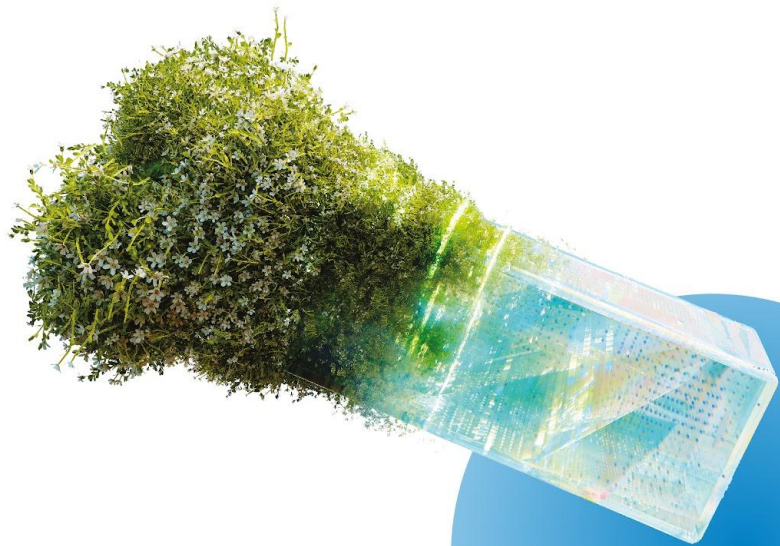


Agenda

- 01 The Opportunity
- 02 Google's Rise in GenAI
- 03 Google in Action
- 04 Why Google?
- 05 Working with us



01 The Opportunity



Generative AI will change the world as we know it

"Artificial Intelligence (AI) Will Be the Biggest Technological Shift We See in Our Lifetimes...It is more profound than, I dunno, electricity or fire."

~ Sundar Pichai



"Generative AI is the key to solving some of the world's biggest problems, such as climate change, poverty, and disease. It has the potential to make the world a better place for everyone."

~ Mark Zuckerberg



"Generative AI is the most powerful tool for creativity that has ever been created. It has the potential to unleash a new era of human innovation"

~ Elon Musk



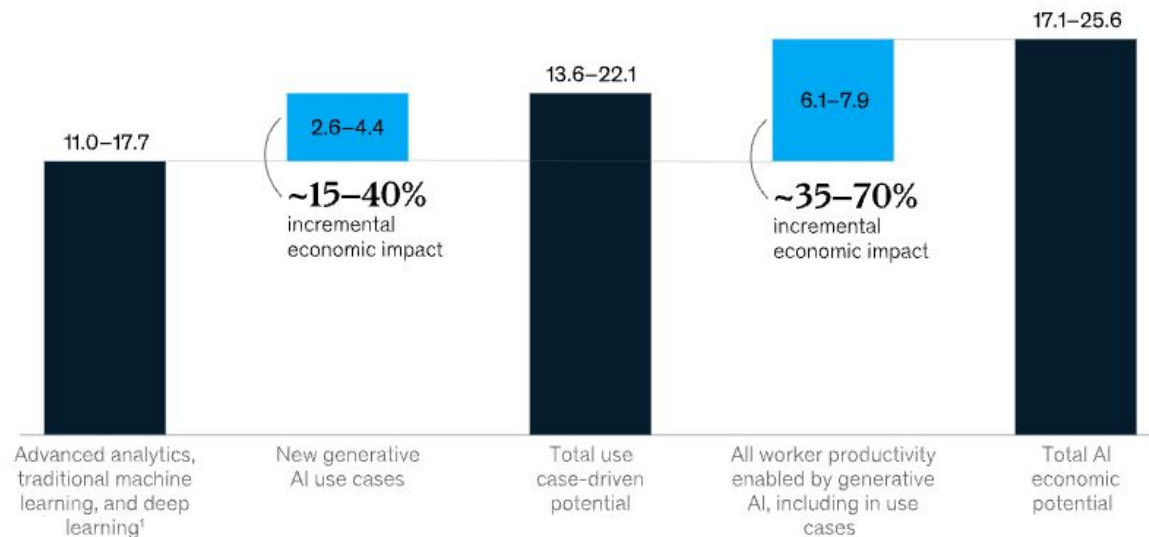
"The rapid advancement of AI will cut the work week to 3.5 days, enable people to live to 100, and make cancer a thing of the past."

~ Jamie Dimon



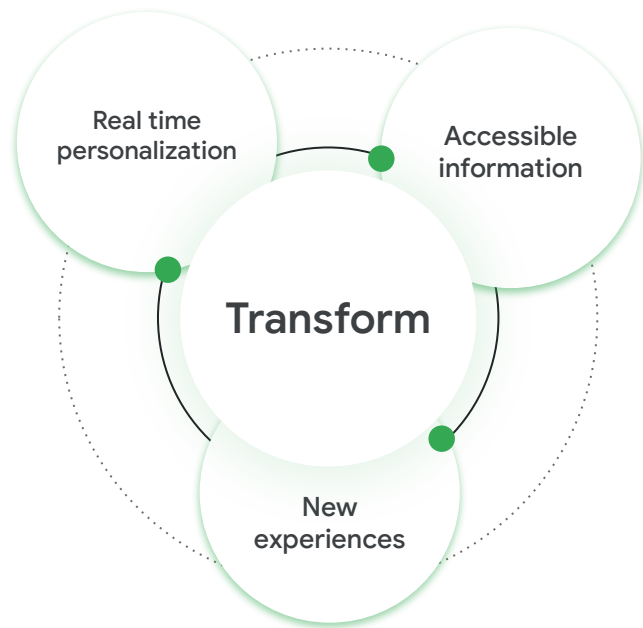
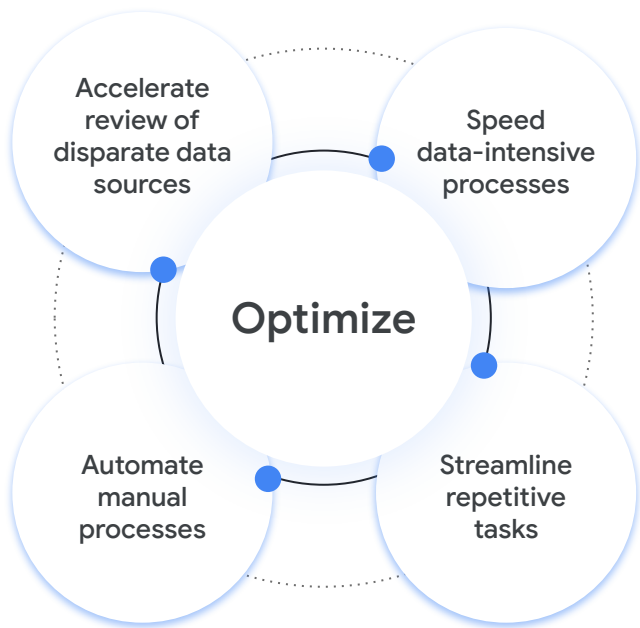
Generative AI could create additional value potential above what could be unlocked by other AI and analytics

AI's potential impact on the global economy, \$ trillion

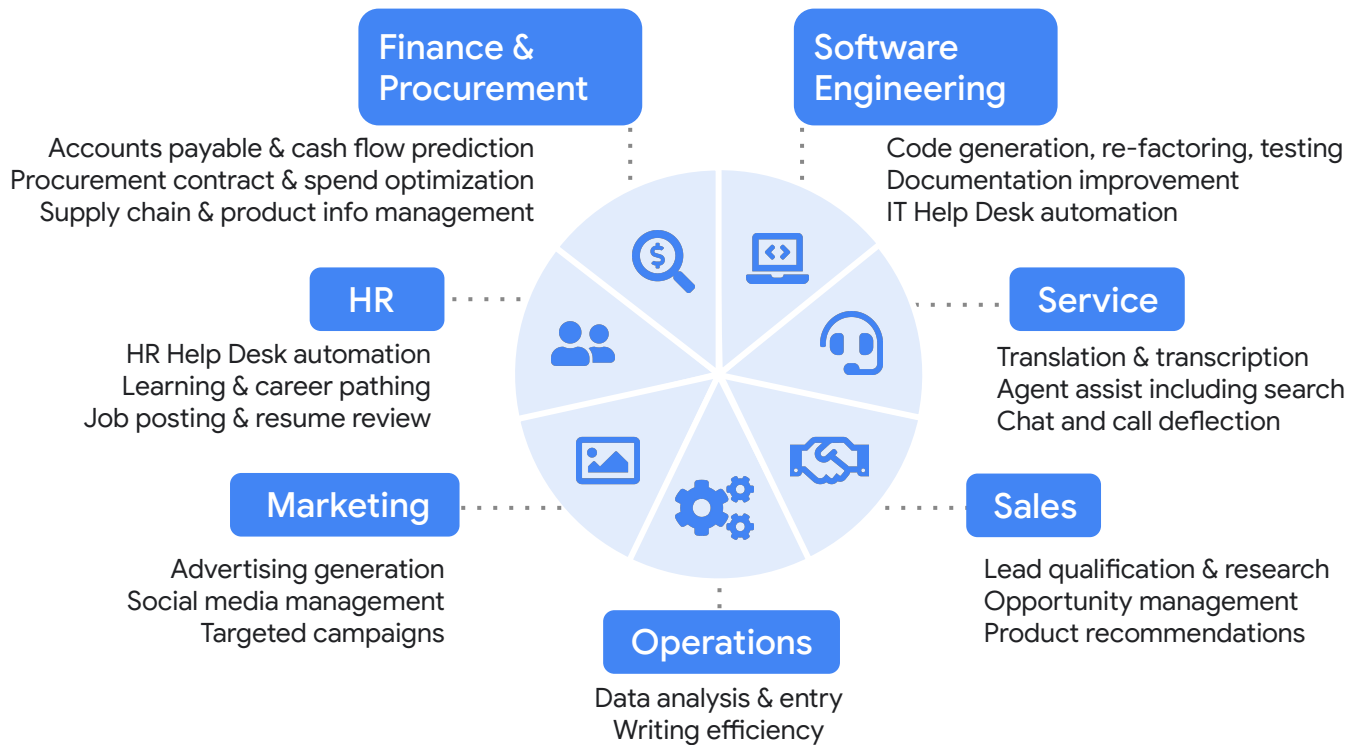


¹Updated use case estimates from "Notes from the AI frontier: Applications and value of deep learning," McKinsey Global Institute, April 17, 2018.

Gen AI can be applied to re-shape processes and experiences



Generative AI to improve internal efficiency



Generative AI for Customer Engagement

Public Website Concierge

Personal Shopper
(Conversational Commerce)

Call Center Automation

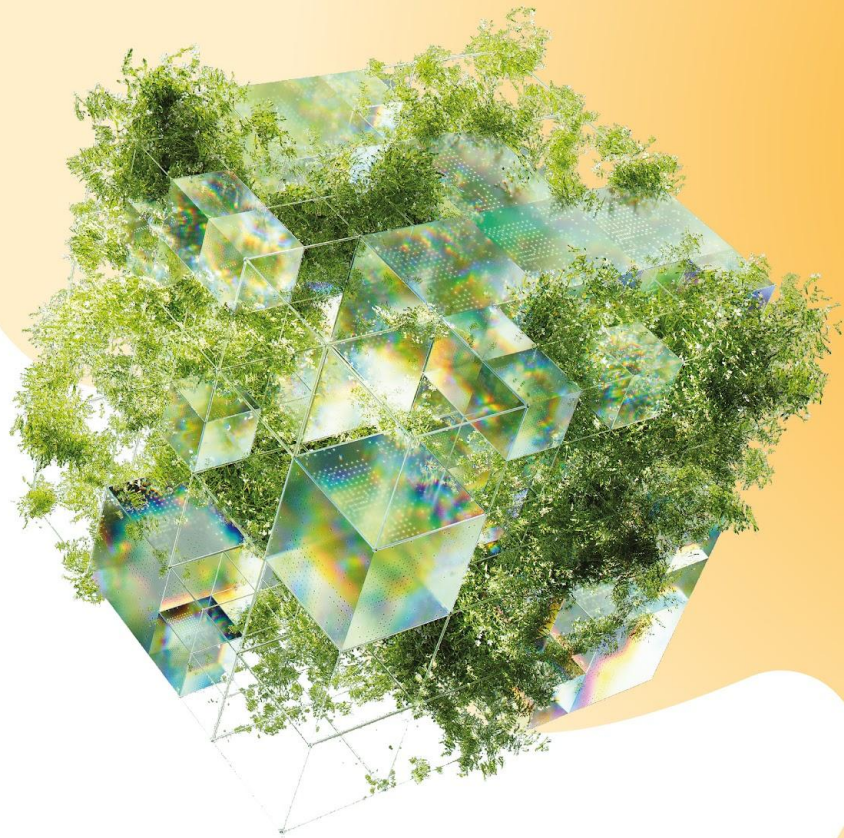
Digital Customer Service
(Web, Mobile, Call Center, Store)

Advertising Creative

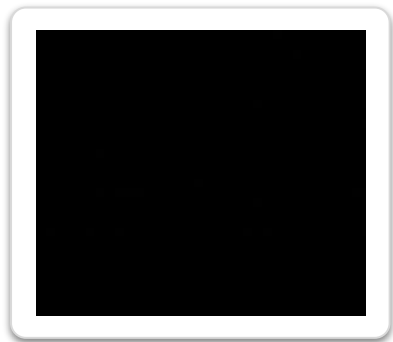
Merchandising & Catalog
Maintenance

02

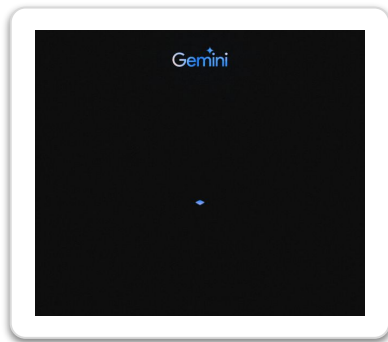
Google's Rise in GenAI



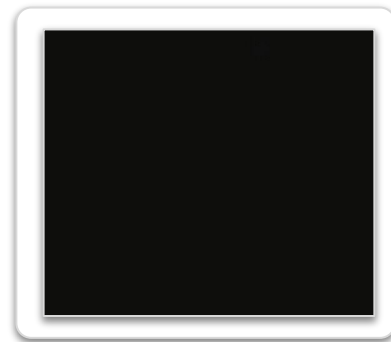
Gemini marks the next phase on our journey to making AI more helpful for everyone



Natively Multi-modal
including text, code, images,
audio and video

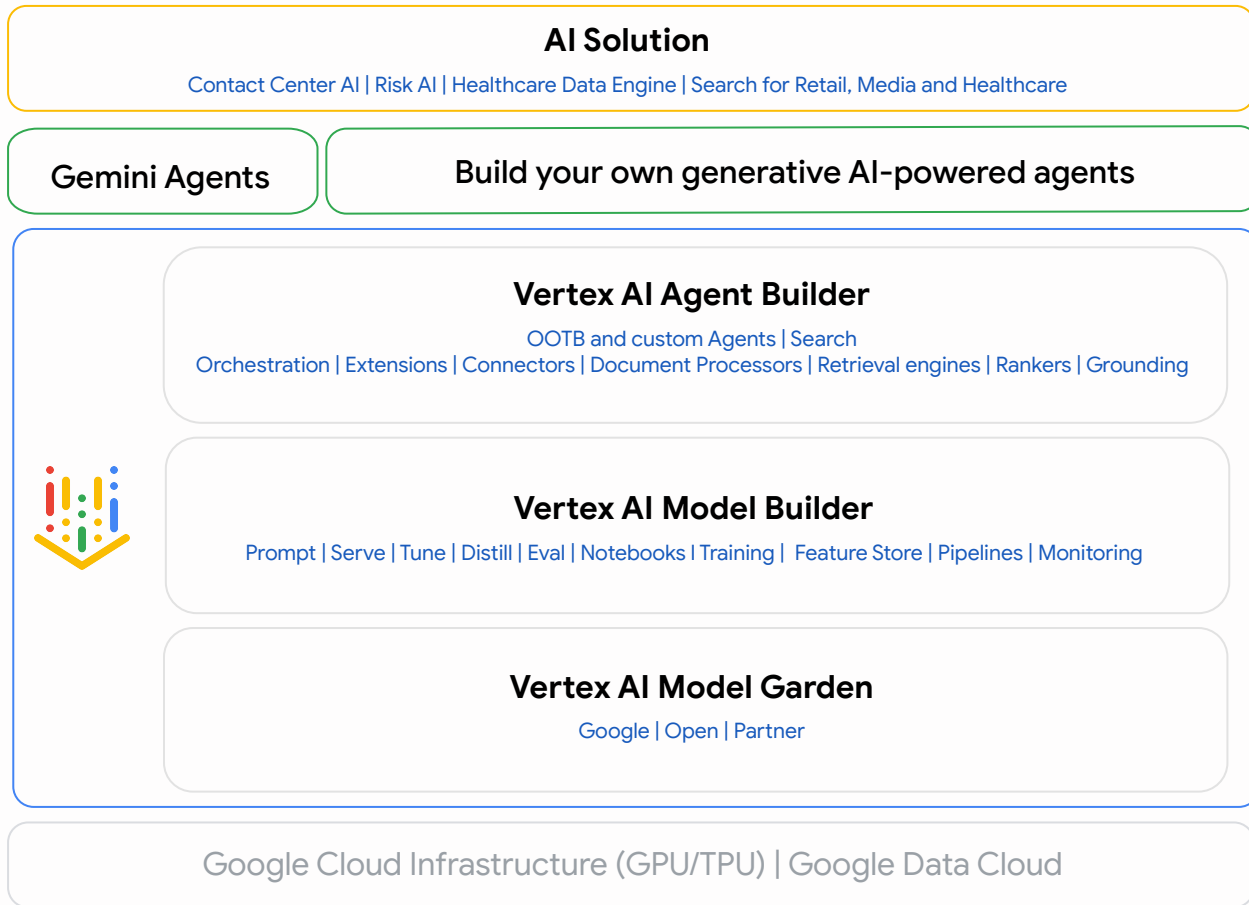


Better understanding
and reasoning across
modalities



Expanded context
window
(up to 1 Million Tokens)

Google Cloud AI



130+ enterprise-ready foundation models in Vertex AI Model Garden



Gemini Foundation Models	Gemini 1.0 Pro		Gemini 1.5 Pro		Gemini 1.0 Ultra	
Google Foundation Models	PaLM 2	Imagen	Chirp	Codey	Embeddings	
Google Task Specific Models	Speech-to-Text, Text-to-Speech, Natural Language, Translation, Doc AI OCR, Occupancy analytics, Vision, Video Intelligence					
Google Domain Specific Models	MedLM Life Science and Healthcare		Sec-PaLM Cybersecurity			
Partner & Open Ecosystem	Llama 2 Code Llama, Falcon, Claude 2 Pre-announce, MISTRAL AI, Gemma					

- **Choice and flexibility** with Google, open source, and third-party foundation models
- **Multiple modalities** to match every use case
- **Multiple model sizes** to match cost and efficacy needs
- **Domain-specific models** for specialized industries
- Enterprise ready with **safety, security, and responsibility**
- Decrease time to value with **fully integrated platform**

What is Gemini for Vertex AI Search & Conversation?

Search

- **Gemini** is now **available to** power **Search summarization** and **answer generation features** for more robust grounding, accurate citations and satisfying answers!

Conversation

- **Gemini** is now **available** as a customer's choice in model sector **for Infobot** providing dynamic interactions with users that support advanced reasoning and multimodal interactions!



Discover

- Google foundation models
- Partner and OSS foundation models



Tune

- Prompt design
- Supervised tuning
- RLHF & distillation



Augment

- Grounding
- RAG
- Extensions
- Function calling



Deploy

- Evaluate
- Manage
- Monitor

Model Garden

Enterprise Readiness



Data governance and privacy

Your Data is Your Data

We can not access your data ever without your permission

We will not train our models on your data



Security & compliance

VPC Security Controls

Customer Managed

Encryption Keys

Access
Transparency



Reliability and sustainability

Infra is fast and cost-effective

Scaleable across ML/GenAI workloads

Optimized for running large models

Low carbon footprint



Responsible AI and indemnity

AI Principles

Safety guardrails

Content filters

Recitation checks

Indemnify LLM inputs

It takes more than just a model to drive business value with GenAI

Google Cloud delivers a
**differentiated, vertically
integrated** GenAI portfolio



Super scalable AI infrastructure



Access to world class, state of the art models



Platform to develop and deploy production ready applications

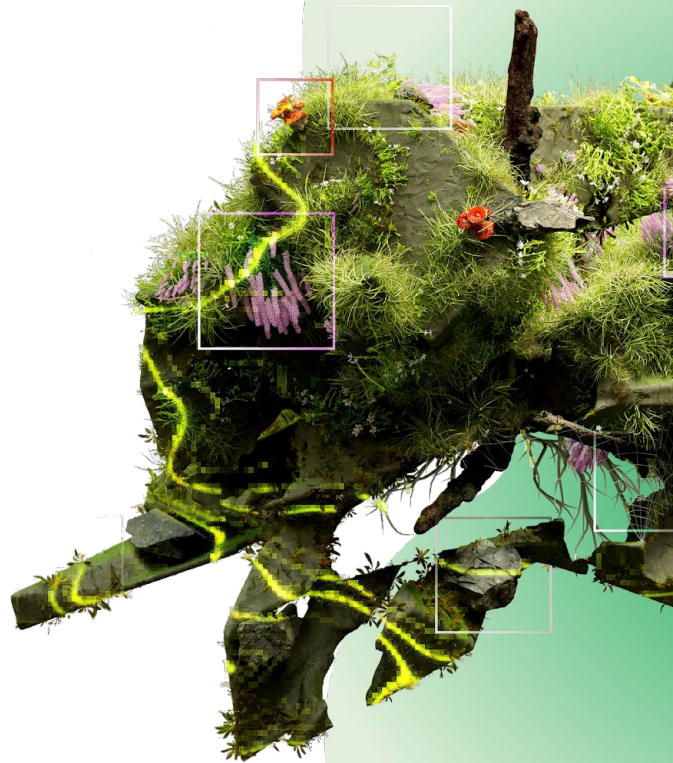


AI powered solutions to assist everyone in their day to day work

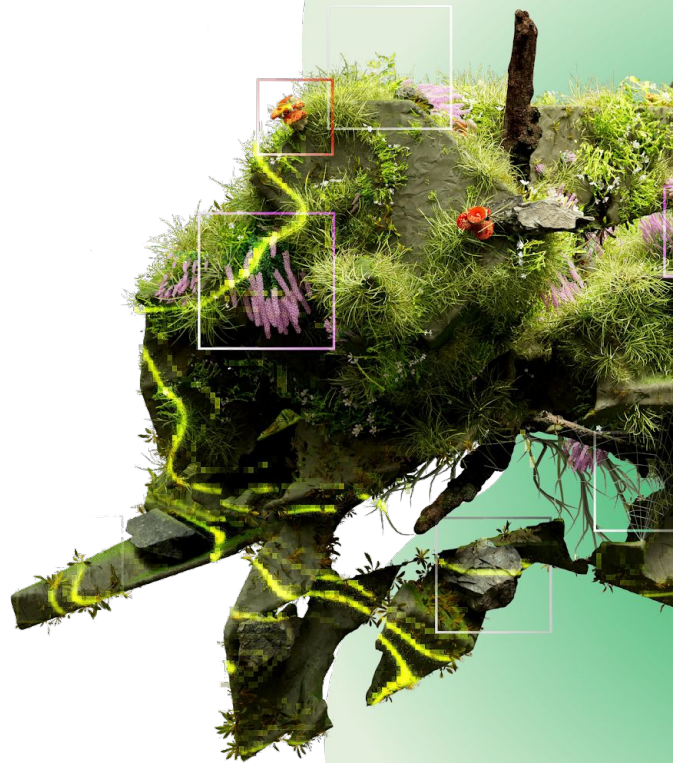


Broad ecosystem of partners at every level of the stack

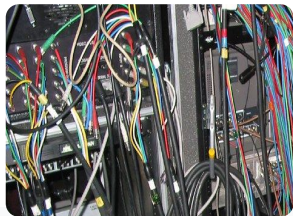
03 Google in Action



04 Why Google?



How Google can uniquely help you



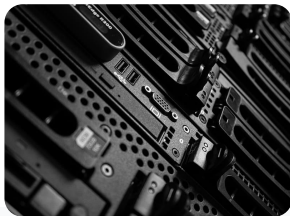
Unlocking disparate data sources

Your data is your biggest competitive advantage. We can unlock it, make it ready for gen AI.



Ensuring security, compliance, and privacy

You maintain full control of your data.
We have a deep commitment to responsible AI, with our 7 principles.



Reducing cost and complexity

Google empowers people to remove complexity and drive scale through "digital first."



Driving innovation and efficiency

We focus on human innovation and creativity, allowing you to scale for what you want to be famous for.



It's a journey, not once-off

We were born digital.
We invented the core gen AI technologies.
AI is embedded in all we do.



It's a journey, not once-off

We were born digital.
We invented the core gen AI technologies.
AI is embedded in all we do.

ESTÉE LAUDER

 BROADCOM

 accenture

 SAP

 HSBC

 FOX SPORTS

 Wendy's

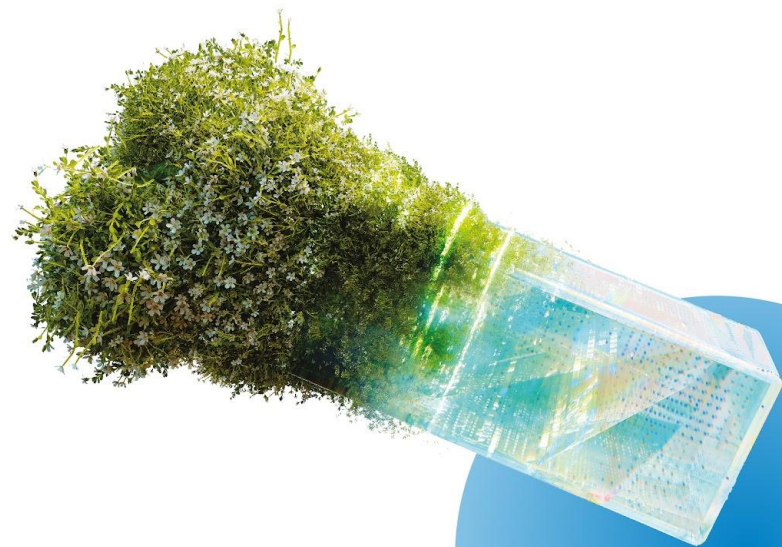
 HCA Healthcare

 ING

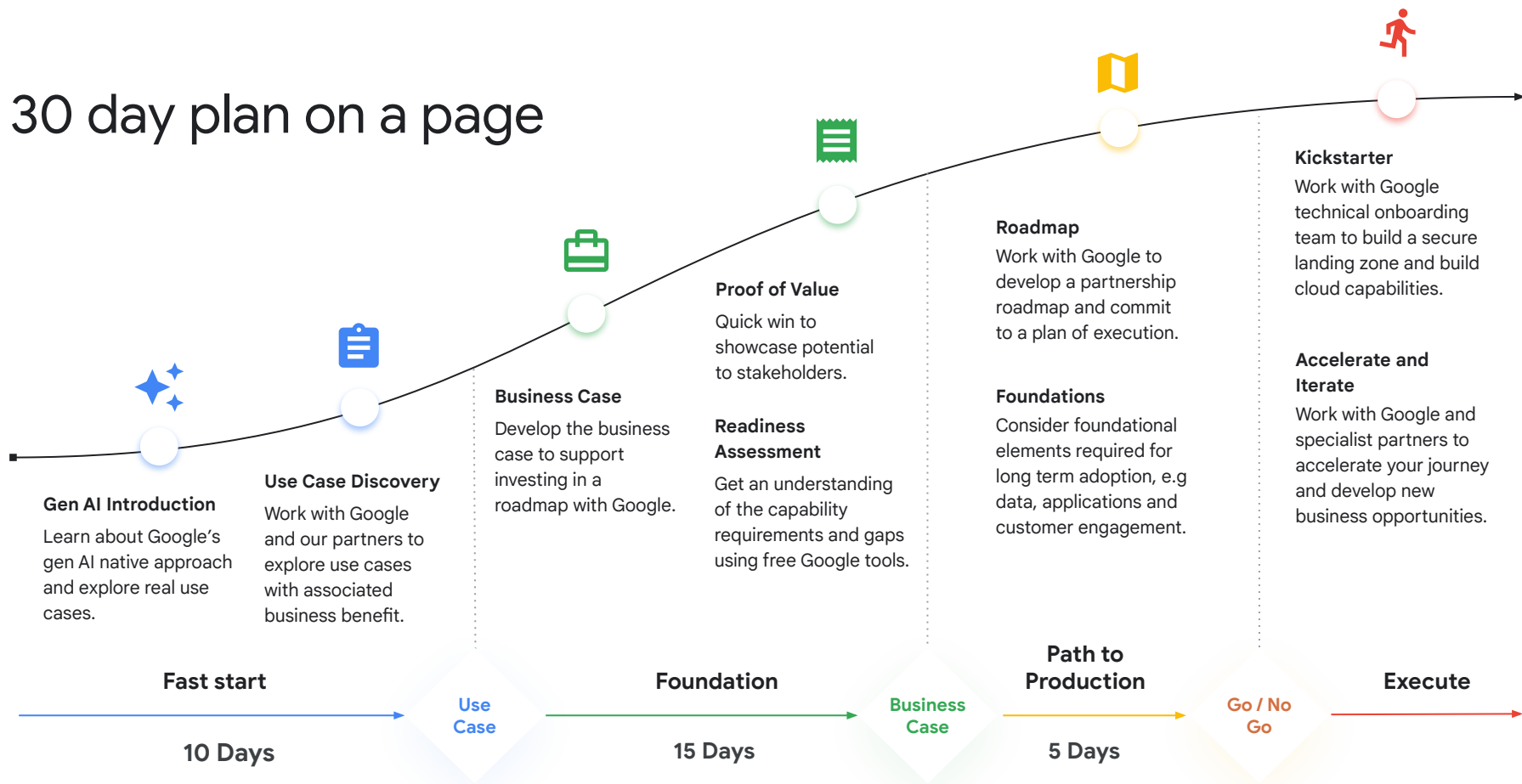
 character.ai

 HCL

05 Working with us



30 day plan on a page





Thank you