

AI AGENTS

CASE STUDIES

A thought leadership series by Cyber Gear



Cyber  Gear
www.cyber-gear.ai

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If you have seen the
AI bandwagon, you have missed it.
You have to be on it!



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Founder - Cyber Gear



AI is here. AI is everywhere.

With the rise of generative AI becoming publicly accessible, companies of all sizes have started actively exploring its potential and integrating it into their daily operations.

Global brands and leading organizations — from L'Oréal and McDonald's to Bloomberg, Jaguar, Etsy, Agoda, Warner Bros., and more — are leveraging AI to solve real business challenges across marketing, design, customer service, scientific research, and manufacturing. Today, AI is dramatically expanding what's possible for businesses.

Sounds like an AI commercial, right?
But nope — we're just staying ahead of the curve and keeping up with the latest news.



Retail & Consumer Goods



Best Buy is using Gemini to launch a generative AI-powered virtual assistant this summer that can

troubleshoot product issues, reschedule order deliveries, manage Geek Squad subscriptions, and more; in-store and digital customer-service associates are also gaining gen-AI tools to better serve customers anywhere they need help.



BrainLogic uses Anthropic's Claude models on Google Cloud Vertex AI to power Zapia,

a personal AI assistant that caters to the Latin American market's preference for conversational commerce. Zapia supports millions of users with product discovery, local business searches, and purchase assistance, resulting in over 90% positive user feedback.

The logo for Cainz, featuring the word "CAINZ" in a bold, green, sans-serif font. A thick green horizontal line is positioned directly beneath the letters.

Cainz, a Japanese home improvement chain, is creating an autonomous, next-generation store

where advanced AI technologies, including generative AI, merge the best of online and offline shopping to deliver a faster, seamless consumer experience.

The Carrefour logo, consisting of the word "Carrefour" in blue, the Chinese characters "家乐福" in blue, and a stylized blue and red arrow icon pointing to the right.

Carrefour Taiwan's AI Sommelier, a conversational AI integrated into its app, helps customers select

wines based on their preferences. Powered by Gemini models, the AI leverages a vast wine database to provide personalized recommendations, seamlessly integrating online and offline shopping.

The Dunelm logo, featuring the word "Dunelm" in a green, sans-serif font. A green outline of a house with a chimney is positioned above the letter "m".

Dunelm has partnered with Google Cloud to enhance its online shopping experience with a new

gen AI-driven product discovery solution. This has shown significant improvements in a number of key areas, including reduced search friction, helping customers find the products they are looking for.



Etsy uses Vertex AI training to optimize their search recommendations and ads models,

delivering better listing suggestions to buyers and helping sellers grow their businesses.



GroupBy, an ecommerce service provider, developed an AI-first Search and Discovery Platform

powered by Vertex AI Search for Retail. This solution is meticulously designed to optimize revenue, strengthen brand loyalty, and drive sales growth for B2C and B2B retailers.



Magalu, one of Brazil's largest retailers, has put customer service at the center of its AI strategy,

including using Vertex AI to create "Lu's Brain" to power an interactive conversational agent for Lu, Magalu's popular brand persona (the 3D bot has more than 14 million followers between TikTok and Instagram).



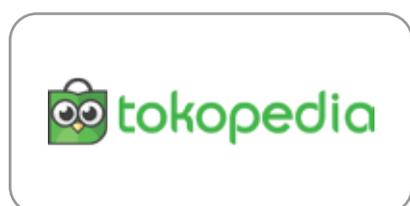
Mercado Libre has incorporated semantic search into its digital shopping platforms,

using AI embeddings from the Vertex AI Agent Builder, which greatly improved product recommendations and discoverability for more than 200 million consumers across Latin America.



Target uses Google Cloud to power AI solutions on the Target app and Target.com, including personalized

Target Circle offers and Starbucks at Drive Up, their curbside pickup solution.



Tokopedia, an Indonesian ecommerce leader, is using Vertex AI to improve data quality,

Target Circle offers and Starbucks at Drive Up, their curbside pickup solution.



Wendy's FreshAI pairs Gemini's conversational AI capability with audio and visual elements to

create a deeply personalized and tailored experience that is consistent and enjoyable for Wendy's customers by freeing workers to focus on excellent service and meal preparation – marking the next evolution in the quick-serve restaurants.



PEPSICO

PepsiCo used AI to perfect the shape and flavor of Cheetos, leading to a 15% market

penetration increase.





Automotive & Logistics



Continental is using Google's data and AI technologies to develop automotive solutions that are safe,

efficient, and user-focused. One of the initial outcomes of this partnership is the integration of Google Cloud's Conversational AI technologies into Continental's Smart Cockpit HPC, an in-vehicle speech-command solution.



General Motors' OnStar has been augmented with new AI features, including a virtual assistant

powered by Google Cloud's conversational AI technologies that are better able to recognize the speaker's intent.



Mercedes Benz will infuse e-commerce capabilities into its online storefront with a genAI

powered by Google Cloud's conversational AI technologies that are better able to recognize the speaker's intent.



PODS worked with the advertising agency Tombras to create the "World's Smartest Billboard"

using Gemini – a campaign on its trucks that could adapt to each neighborhood in New York City, changing in real-time based on data. It hit all 299 neighborhoods in just 29 hours, creating more than 6,000 unique headlines.



UPS Capital launched Delivery Defense Address Confidence, which uses machine learning and

UPS data to provide a confidence score for shippers to help them determine the likelihood of a successful delivery.



Volkswagen of America built a virtual assistant in the myVW app, where drivers can explore their

owners' manuals and ask questions, such as, "How do I change a flat tire?" or "What does this digital cockpit indicator light mean?" Users can also use Gemini's multimodal capabilities to see helpful information and context on indicator lights simply by pointing their smartphone cameras at the dashboard.



BMW employs AI in assembly for quality assurance, saving over \$1M annually.





Healthcare & Life Sciences



Bennie

Bennie Health uses Vertex AI to power its innovative employee health benefits platform, providing

actionable insights and streamlining data management in order to enhance efficiency and decision-making for employees and HR teams.



Freenome

Freenome is creating diagnostic tests that will help detect life-threatening diseases like cancer

in the earliest, most-treatable stages – combining the latest in science and AI with the ease of a standard blood draw.



**genial
care**

Genial Care, a Latin American healthcare network, is a reference leader in innovative care for children

with actionable insights and streamlining data management in order to enhance efficiency and decision-making for employees and HR teams.



Orby is combining AI and neurotechnology, applying complex mathematical models,

Google Cloud's IT resources, and Gemini to create a "digital brain." This solution supports patients' rehabilitation, helping them to recover lost motor skills and reduce their pain.





Financial Services



Fundwell, helps businesses secure the funding they need to grow with speed and confidence.

Utilizing Google Cloud, Fundwell simplifies the customer journey by analyzing financial health with AI to match businesses with their ideal funding solution.



ING Bank aims to offer a superior customer experience and has developed a gen-AI chatbot for

workers to enhance self-service capabilities and improve answer quality on customer queries.



Scotiabank is using Gemini and Vertex AI to deliver a more personalized, predictive banking

experience, powering its award-winning chatbot and enhancing its digital services with AI.

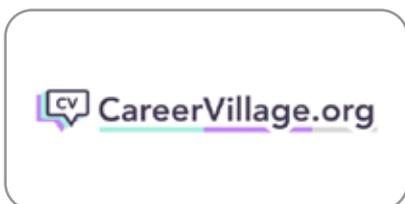


Public Sector & Nonprofits



Bower, a Swedish startup, has created an app to gamify recycling, offering rewards to users across the

Nordics and UK, and they've integrated generative AI to so users can more easily identify and input recyclable goods into the app.



CareerVillage is building an app called Coach to empower job seekers, especially underrepresented youth,

in their career preparedness; already featuring 35 career development activities, the aim is to have more than 100 by next year.



The **Central Texas Regional Mobility Authority** is using Vertex AI to modernize transportation

operations for a smoother, more efficient journey.

The logo for Justicia Lab, featuring the word "JUSTICIA" in dark blue and "LAB" in pink, both in a bold, sans-serif font.

Justicia Lab is developing an AI-powered assistant that will simplify legal processes for asylum

seekers and immigrants; by uploading a picture from a legal letter or document, users can extract valuable information and then receive personalized guidance and next steps.

The logo for the Ministry of Labour in Qatar, featuring the text "وزارة العمل" in Arabic, "Ministry of Labour" in English, and "دولة قطر • State of Qatar" in Arabic and English, alongside a red emblem with a sailboat and palm trees.

The **Ministry of Labour in Qatar** has launched "Ouqoul," an AI-powered platform designed to connect

expatriate university graduates with job opportunities in the private sector. This platform streamlines the hiring process by integrating AI-driven candidate matching with ministry services for contract authentication and work permit issuance.

The logo for the Minnesota Division of Driver and Vehicle Services, featuring a circular emblem with a yellow star and a blue border, followed by the text "DVS Driver & Vehicle Services" in blue.

The **Minnesota Division of Driver and Vehicle Services** helps non-English speakers get licenses

and other services with two-way real-time translation.

The logo for mRelief, featuring the word "mRelief" in white, lowercase letters inside a blue speech bubble shape.

mRelief has built an SMS-accessible AI chatbot to simplify the application process for the SNAP

food assistance program in the U.S., featuring easy-to-understand eligibility information and direct assistance within minutes rather than days.



The **New York State Department of Motor Vehicles** is transforming the driver service experience with

AI to enable greater efficiency and accessibility within the DMV, directly benefiting the public they serve.



Pepperdine University has students and faculty who speak many languages, and with Gemini in Google

Meet, they can benefit from real-time translated captioning and notes.



Sullivan County, New York, is utilizing gen AI to enhance citizen interactions. Despite being one of the

state's smallest counties, they have become one of the first to deploy Vertex AI to augment a constituent chatbot tool; launch in under three months with minimal staff, the bot empowers residents with increased transparency and direct communication.



Tabiya has built a conversational interface, Compass, that helps young people find employment opportunities;

the platform asks questions and requests information, drawing out skills and experiences and matching those to appropriate roles.



The **Var department** in southern France has built a team of AI experts to build AI solutions across its public

service operations to see how it can make the government more responsive, efficient, and citizen-centric.



Dubai Humanitarian is using an AI bot developed by Cyber Gear and powered by ChatGPT to capture the

demographics of website visitors. The Bot also handles all customer enquiries based on continuous learning.



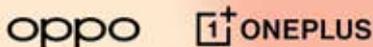


Manufacturing, Industrial & Electronics



Motorola's Moto AI leverages Gemini and Imagen to help smartphone users unlock new levels of productivity,

creativity, and enjoyment with features such as conversation summaries, notification digests, image creation, and natural language search – all with reliable responses grounded in Google Search.



Oppo/OnePlus is incorporating Gemini models and Google Cloud AI into their phones to deliver innovative

customer experiences, including news and audio recording summaries, AI toolbox, and more.

The Samsung logo is displayed in a blue, sans-serif font within a white rounded rectangular box.

Samsung is deploying Gemini Pro and Imagen 2 to their Galaxy S24 smartphones so users can take

advantage of amazing features like text summarization, organization, and magical image editing.

The Scotts Miracle-Gro logo features the brand name in a green, serif font with a small green leaf icon above the 'i' in 'Miracle', all contained within a white rounded rectangular box.

ScottsMiracle-Gro built an AI agent on Vertex AI to provide tailored gardening advice and product

recommendations for consumers.

The Wited logo consists of a colorful icon of four dots (blue, yellow, pink, and orange) arranged in a square pattern, followed by the word 'wited' in a bold, black, sans-serif font, all within a white rounded rectangular box.

Wited a learning platform focused on empowering grade-school students in Latin America, used Gemini and

Vertex AI to power Max AI, their 24/7 smart robot that helps students improve their learning and prepare for their next challenges.





Media, Marketing & Gaming



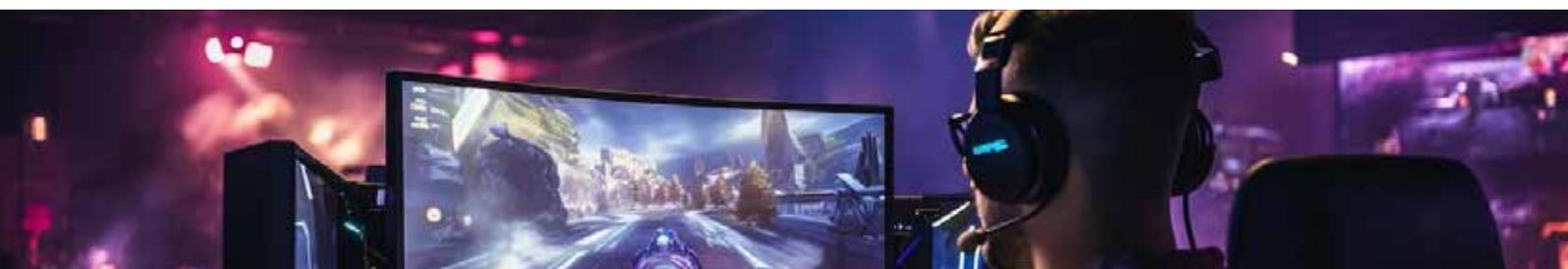
Press Release Network, a global press release distribution and media monitoring service is using

bloggingagent.ai for creating news content and publishing on partner news sites and social media accounts.



Dataiads helps brands maximize the ROI of their ad spend by increasing conversion rates and average order

value. It is currently evaluating Vertex AI's ability to industrialize AI models it uses to distribute traffic and generate product descriptions and images.



The logo for Formula E, featuring the word "FORMULA" in a blue, stylized, sans-serif font, followed by a blue "E" that has a white outline and a blue shadow effect.

Formula E can now summarize a two-hour long race commentary into a 2-minute podcast in any language,

incorporating driver data and ongoing seasonal storylines.

The logo for Globant, consisting of the word "Globant" in a bold, black, sans-serif font, followed by a yellow right-pointing arrowhead.

Globant's Advance Video Search helps audiences find the content they need, with best-quality results.

Using multimodal search in Gemini models, Globant can access specific frames within a full catalog of assets, which optimizes time and cost of operations, thus improving content monetization and boosting user engagement.



The **Golden State Warriors** are using AI to improve the fan experience content in their Chase

Center app.





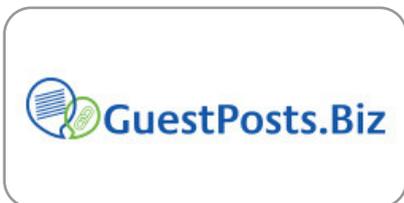
US News saw a double-digit impact in key metrics like click-through rate, time spent on page, and traffic

volume to its pages after implementing Vertex AI Search.



Netflix uses AI algorithms to analyze viewing habits and provide personalized content

recommendations, accounting for 80% of content watched.



GuestPosts.biz, a backlinks and guest posts marketplace is using bloggingagent.ai to create

SEO-friendly content and publish on partner blogs to increase brand awareness and drive traffic.



RategG.ai, Cyber-Gear.ai has created RatedG.ai as a platform for watching AI-generated

Movies and Videos.



Hospitality & Travel



Alaska Airlines is developing natural language search, providing travelers with a conversational

experience powered by AI that's akin to interacting with a knowledgeable travel agent. This chatbot aims to streamline travel booking, enhance customer experience, and reinforce brand identity.



HomeToGo, a vacation-rental app, created AI Sunny, a new AI-powered travel assistant that supports

guests while booking, and has plans to build it into Super AI Sunny, an end-to-end smart travel companion.



Hotelplan Suisse built a chatbot trained on the business's travel expertise to answer customer



IHG HOTELS &
RESORTS

IHG Hotels & Resorts is building a generative AI-powered chatbot to help guests easily plan their next

vacation directly in the IHG One Rewards mobile app.



MUSTARD

Mustard uses proprietary computer vision and AI technology to unlock exceptional, personalized coaching

experiences for every golfer and baseball pitcher who wants to level up, all with the ease of a straightforward mobile app.



MYSTIFLY

Mystifly is a Singapore-based travel tech company that has developed Mystic, a chatbot built on Google

Cloud's conversational and generative AI platforms; it offers users self-serve options that reduce the need for direct agent support, improving efficiency and customer satisfaction.



priceline

Priceline's Trip Intelligence suite features one of the travel industry's most comprehensive array of AI tools,

including more than 30 new features to dramatically streamline the travel planning and booking process.



Six Flags theme parks has built an industry-first digital assistant who can answer guests' questions

and help them plan their whole day. Six Flags will also apply Google Cloud's capabilities in AI, analytics, and infrastructure to offer improved operations, personalization, and customer experiences across Six Flags' diverse portfolio of parks.



Technogym leverages Vertex AI and Model Garden to power Technogym Coach, an AI-driven virtual trainer

that creates hyper-personalized fitness programs. This increased user engagement and motivation, improved fitness outcomes, and delivered a more personalized and effective training experience.



trivago's new "Smart AI Search" is an advanced free-text search functionality powered by Vertex

AI Search that allows users to search for hotels using natural language, making it easier and more personalized to find the ideal accommodations.



Technology



Abstrakt uses Google Cloud's Vertex AI to enhance contact center customer experiences by transcribing

calls and evaluating sentiment in real-time. This empowers call center workers to have more effective conversations, resolve issues faster, and provide a better customer experience.



ADT is building a customer agent to help its millions of customers select, order, and set up their home security.



AUI's Apollo AI agent empowers businesses to create complex, multi-step conversational

experiences for their customers. This neuro-symbolic AI agent integrates with existing systems and tools, ensuring accurate, transparent, and compliant interactions.



BMC partnered with Google Cloud to bring the power of Vertex AI and Llama 3.1 to its BMC Helix platform,

which has significantly boosted accuracy for conversational AI and AIOps recommendations, giving BMC customers access to cutting-edge AI solutions tailored to their needs.

character.ai

Character.ai built its realistic conversational chat platform using the full stack of Google Cloud AI services,

including for model training and daily operations, allowing it to manage terabytes of conversations each day without interruption.



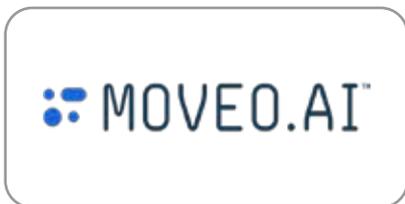
Gojek, an Indonesia-based super app, launched "Dira by GoTo AI," a Bahasa Indonesia AI-powered voice assistant

integrated into their GoPay service, allowing customers to use voice command to eliminate typing and scrolling, and complete tasks like bill payments and money transfers with fewer steps.



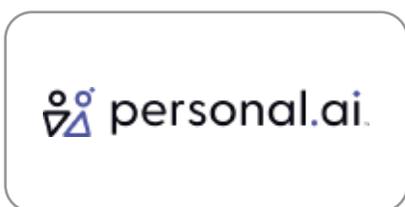
Hand Talk uses AI to translate spoken and written Portuguese into Brazilian sign language using a virtual character

named Hugo. The AI translates the oral language into gloss, then converts the gloss into signs, enabling communication and education for deaf individuals and their families.



Moveo.AI uses Vertex AI to train and deploy custom AI models for creating AI-powered customer experience

agents. This has resulted in faster model development, improved customer engagement, increased revenue, and reduced customer churn for Moveo.AI's clients.



Personal AI offers a “personal language model” using only the data of one individual or brand and allowing

them to control and own how it is used. Built on your own data, facts, and opinions, it creates a responsive and interactive messaging experience that helps people be more productive and deepen relationships.

The Quora logo is displayed in a red serif font within a rounded rectangular border.

Quora developed Poe, its own generative AI platform for people to discover and chat with AI-powered

bots, including Gemini, Anthropic's Claude, Meta's Llama, and Mistral's Large 2 – many of which are hosted on Google Cloud's purpose-built AI infrastructure.

The Sabre logo is displayed in a red italicized sans-serif font within a rounded rectangular border.

Sabre Travel AI has developed an AI agent that personalizes offers, optimizes revenue management,

and streamlines operations for travel companies; this has led to improved customer experiences and increased revenue, while fostering growth for Sabre's partners.

The Snapchat logo, featuring a yellow ghost icon and the word "snapchat" in a lowercase sans-serif font, is displayed within a rounded rectangular border.

Snap has deployed the multimodal capability of Gemini within its "My AI" chatbot and has since seen

over 2.5-times as much engagement within Snapping to My AI in the United States.

The Twilio logo, featuring a red speech mark icon and the word "twilio" in a lowercase sans-serif font, is displayed within a rounded rectangular border.

Twilio, a leading customer engagement platform, delivers the data, communication, and AI tools

businesses need to create personalized customer experiences at scale.



Telecommunications



Telecom Italia (TIM) implemented a Google-powered voice agent to address many customer calls,

increasing efficiency by 20%.





Business & Professional Services



Ferret.ai uses AI to offer insights about the backgrounds of people in a user's personal and professional

network, providing a curated relationship intelligence and monitoring solution for its users – increasingly important services in a world of ever-increasing reputational risks.



Sutherland, a leading digital transformation company, is focused on bringing together human expertise

and AI, including boosting its client-facing teams by automatically surfacing suggested responses and automating insights in real time.



Financial Services



Banestes, a Brazilian bank, used Gemini in Google Workspace to streamline work dynamics, such as

accelerating credit analysis by simplifying balance sheet reviews and boosting productivity in marketing and legal departments.



Bank of New York Mellon built a virtual assistant to help employees find relevant information and answers

to their questions.



Citi will use Google Cloud's Vertex AI platform to deliver generative AI capabilities across the company,

fueling generative AI initiatives related to developer tool-kits, document processing, and digitization capabilities to empower customer servicing teams.



Commerzbank, a leading German bank, implemented an AI agent powered by Gemini 1.5 Pro to

automate the documentation of client calls, freeing up their financial advisors from tedious manual processes; a significant reduction in processing time allowed advisors to focus on higher-value activities like building client relationships and providing personalized advice.



Discover Financial helps their 10,000 contact center representatives to search and synthesize information

across detailed policies and procedures during calls.



FinQuery, a fintech company, is using Gemini for Google Workspace as a valuable productivity and

collaboration tool, including in brainstorming sessions, drafting emails 20% faster, managing complex cross organizational project plans, and aiding engineering teams with debugging code and evaluating new monitoring tools.



Five Sigma created an AI engine which frees up human claims handlers to focus on areas where a

human touch is valuable—like complex decision-making and empathetic customer service. This has led to an 80% reduction in errors, a 25% increase in adjuster's productivity, and a 10% reduction in claims cycle processing time.



HDFC ERGO, India's leading non-life insurance company, built a pair of insurance "superapps" for the

Indian market. On the 1Up app, the insurer leverages Vertex AI to give insurance agents context-sensitive "nudges" through different scenarios to facilitate the customer onboarding experience.



Hiscox used BigQuery and Vertex AI to create the first AI-enhanced lead underwriting model for

insurers, automating and accelerating the quoting for complex risks from three days down to a few minutes.



Loadsure utilizes Google Cloud's Document AI and Gemini AI to automate insurance claims

processing, extracting data from various documents and classifying them with high accuracy. This has led to faster processing times, increased accuracy, and improved customer satisfaction by settling claims in near real-time.



OSTTRA chose Google Workspace to boost teamwork, and Gemini is now helping automate tasks like

writing proposals and generating interview questions, using features like Help Me Write to save employees time and increase productivity.



Pennymac, a leading US-based national mortgage lender, is using Gemini across several teams

including HR, where Gemini in Docs, Sheets, Slides and Gmail is helping them accelerate recruiting, hiring, and new employee onboarding.



ROSHN Group, one of Saudi Arabia's leading property developers has built RoshnAI,

an internal assistant that leverages a combination of AI models that includes Gemini 1.5 Pro and Flash to generate valuable insights from ROSHN's internal data sources for its employees.



Symphony, the communications platform for the financial services industry, uses Vertex AI to help

finance and trading teams collaborate across multiple asset classes.



Tributei was founded in 2019 to simplify the complex tax assessment processes for Brazil's

state VAT. ML resources help Tributei simplify not only tax assessments but also tax management tasks, with performance improved by 400%. This initiative has already helped 19,000 companies automate and audit VAT-related transactions, spotting more than BRL 15 million in tax overcharges.



The **Trumble Insurance Agency** is using Gemini for Google Workspace to significantly improve

their creativity and the value that they deliver to their clients with enhanced efficiency, productivity, and creativity.





Healthcare & Life Sciences



American Addiction Centers

was able to reduce employee onboarding from 3 days to 12 hours

using Gemini for Google Workspace, and is now exploring how to streamline tasks like generating safety checklists for medical staff, saving valuable time and improving patient care.



Bayer is building a radiology platform that will assist radiologists with data analysis, intelligent

search, and to create documents that meet healthcare requirements needed for regulatory approval.



BenchSci develops generative AI solutions empowering scientists to understand complex connections

in biological research, saving them time and financial resources and ultimately bringing new medicine to patients faster.



Certify OS is automating credentialing, licensing, and monitoring of medical providers for

healthcare networks, relieving the burden of time-consuming and often siloed information.



Click Therapeutics develops prescription digital therapeutics designed to treat disease.

Their Clinical Operations team leverages Gemini for Google Workspace to transform complex operations data into actionable insights; so they can quickly pinpoint ways to streamline the patient experience in clinical trials.



Mark Cuban's **Cost Plus Drugs** widely uses Gemini for Google Workspace, estimating that

employees are saving an average five hours per week just with AI capabilities in Gmail.

Gemini is also streamlining time-consuming, manual processes through uses like AI-generated transcriptions and auto-formatting of pharmaceutical lab results or FDA compliance



Covered California, the state's healthcare marketplace, is using Document AI to help improve the

consumer and employee experience by automating parts of the documentation and verification process when residents apply for coverage.



Cradle, a biotech startup, is using Google Cloud's generative AI technology to design proteins for

drug discovery, food production, and chemical manufacturing. By leveraging TPUs and Google's security infrastructure, the company accelerates R&D processes for pharmaceutical and chemical companies while protecting sensitive intellectual property.



CytoReason uses AI to create computational disease models that map human diseases,

tissue by tissue and cell by cell, to help pharma companies shorten clinical trials and reduce the high costs of drug development. CytoReason has been able to reduce query time from two minutes to 10 seconds.

The logo for Dasa, featuring the word "DASA" in a bold, blue, sans-serif font, enclosed within a rounded rectangular border.

Dasa, the largest medical diagnostics company in Brazil, is helping physicians detect relevant

findings in test results more quickly.

The logo for DaVita, featuring the word "DaVita" in a blue, sans-serif font with a yellow star above the 'i', enclosed within a rounded rectangular border.

DaVita is developing dozens of AI models to transform kidney care, including analyzing medical

records, uncovering critical patient insights, and reducing errors. AI enables physicians to focus on personalized care, resulting in significant improvements in healthcare delivery.

The logo for Hackensack Meridian Health, featuring a stylized blue and white geometric pattern on the left and the text "Hackensack Meridian Health" in a blue, sans-serif font on the right, enclosed within a rounded rectangular border.

Hackensack Meridian Health has developed a clinical decision making tool that analyzes large

patient data sets to identify patterns and trends. These insights can be used to help providers make better decisions about patient care.



HCA Healthcare is testing Cati, a virtual AI caregiver assistant that helps to ensure continuity of care

when one caregiver shift ends and another begins. They are also using gen AI to improve workflows on time-consuming tasks, such as clinical documentation, so physicians and nurses can focus more on patient care.



Hemominas, Brazil's largest blood bank, partnered with Xertica to develop an omnichannel chatbot

for donor search and scheduling, streamlining processes and enhancing efficiency. The AI solution has the potential to save half-a-million lives annually by attracting more donors and optimizing blood supply management.



Highmark Health is building an intelligence system equipped with AI to deliver valuable analytics and

insights to healthcare workers, patients, and members, powered by Google Cloud's Healthcare Data Engine.

The logo for Sami Saude, featuring the word "sami" in a red, lowercase, cursive font, enclosed within a rounded rectangular border.

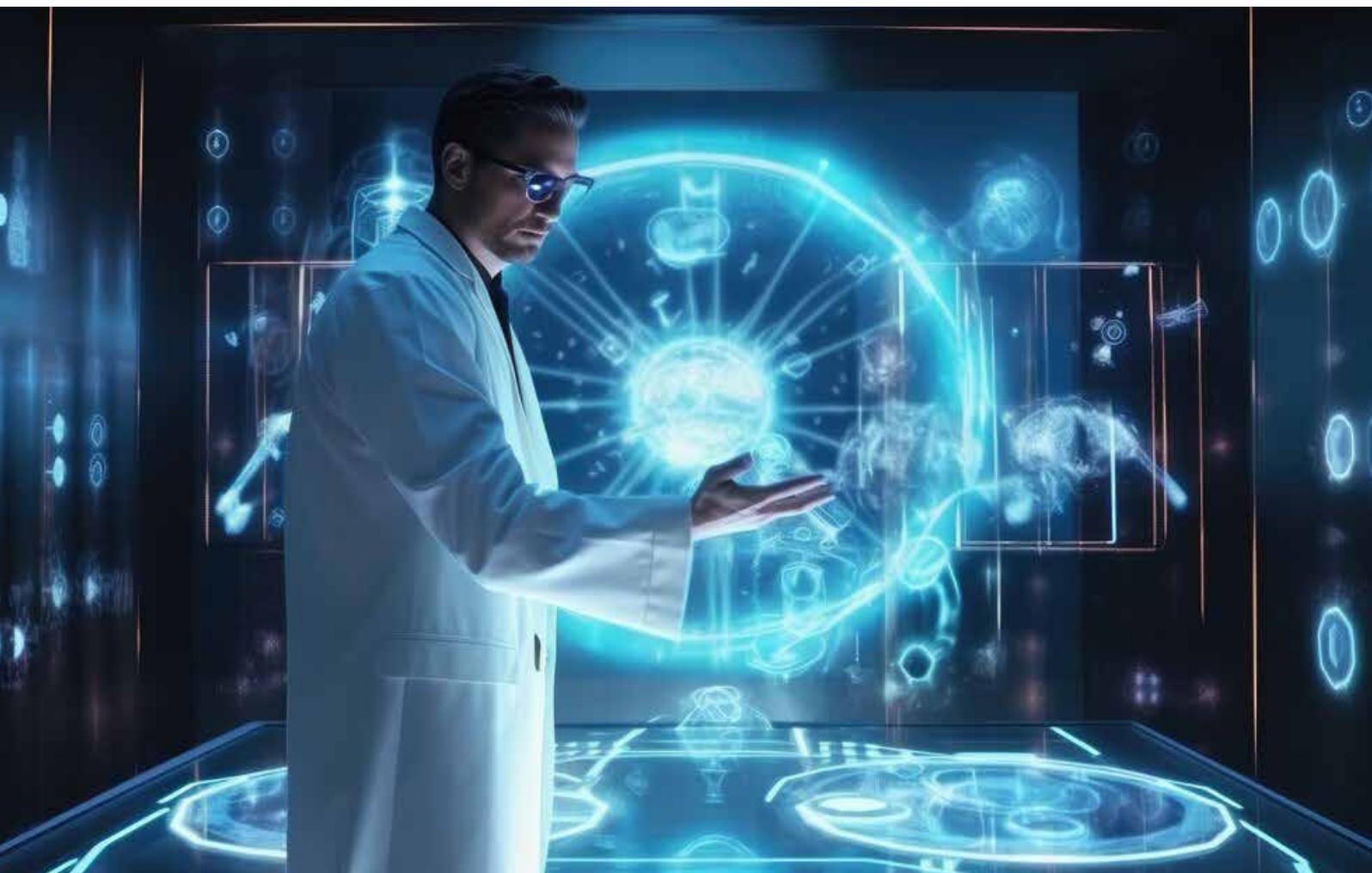
Sami Saude uses Gemini for Google Workspace to automate repetitive tasks, empowering care

providers and accelerating access to care. This has resulted in a 13% increase in productivity, 100% of patient summaries being generated by AI, and more accurate diagnoses for improved patient outcomes.

The logo for WellSky, featuring a stylized mountain range in shades of blue and orange to the left of the word "WellSky" in a blue, sans-serif font, all enclosed within a rounded rectangular border.

WellSky is integrating Google Cloud's healthcare and Vertex AI capabilities to reduce the time

spent completing documentation outside work hours.





Manufacturing & Industrial



AES, a global energy company, uses gen-AI agents built with Google Cloud Vertex AI and

Anthropic's Claude models to automate and streamline their energy safety audits. This has resulted in a 99% reduction in audit costs, a time reduction from 14 days to one hour, and an increase of 10-20% in accuracy.



Avery Dennison empowered their employees with generative AI translation tools to enable

secure, flexible, and borderless collaboration for enhanced productivity to drive growth.



Copel, a leading Brazilian energy company, transformed data access with Google Cloud AI and Cortex

Framework, enabling employees to extract real-time insights from SAP ERP using natural language queries, boosting decision-making and productivity.



Enpal, working with Google Cloud partner dida, automated part of its solar panels sales process.

By automating the generation of quotes for prospective solar panel customers, including assessing roof size and the number of panels required, Enpal reduced the time required by 87.5%, from 120 minutes to 15 minutes.



Hydro Ottawa uses Gemini for Google Workspace to help employees automate daily tasks

and collaborate more efficiently. This has resulted in better and more cost-effective services for their customers.



Plenitude leverages Google Cloud's Optical Character Recognition and Gemini Flash models to

automate customer onboarding, extracting data from energy bills and verifying IDs with Document AI. This has resulted in faster onboarding, reduced fraud, and significant time savings in ID verification.



Robert Bosch, the world's largest automotive supplier, revolutionizes marketing through gen AI-powered

solutions, streamlining processes, optimizing resource allocation, and maximizing efficiency across 100+ decentralized departments.



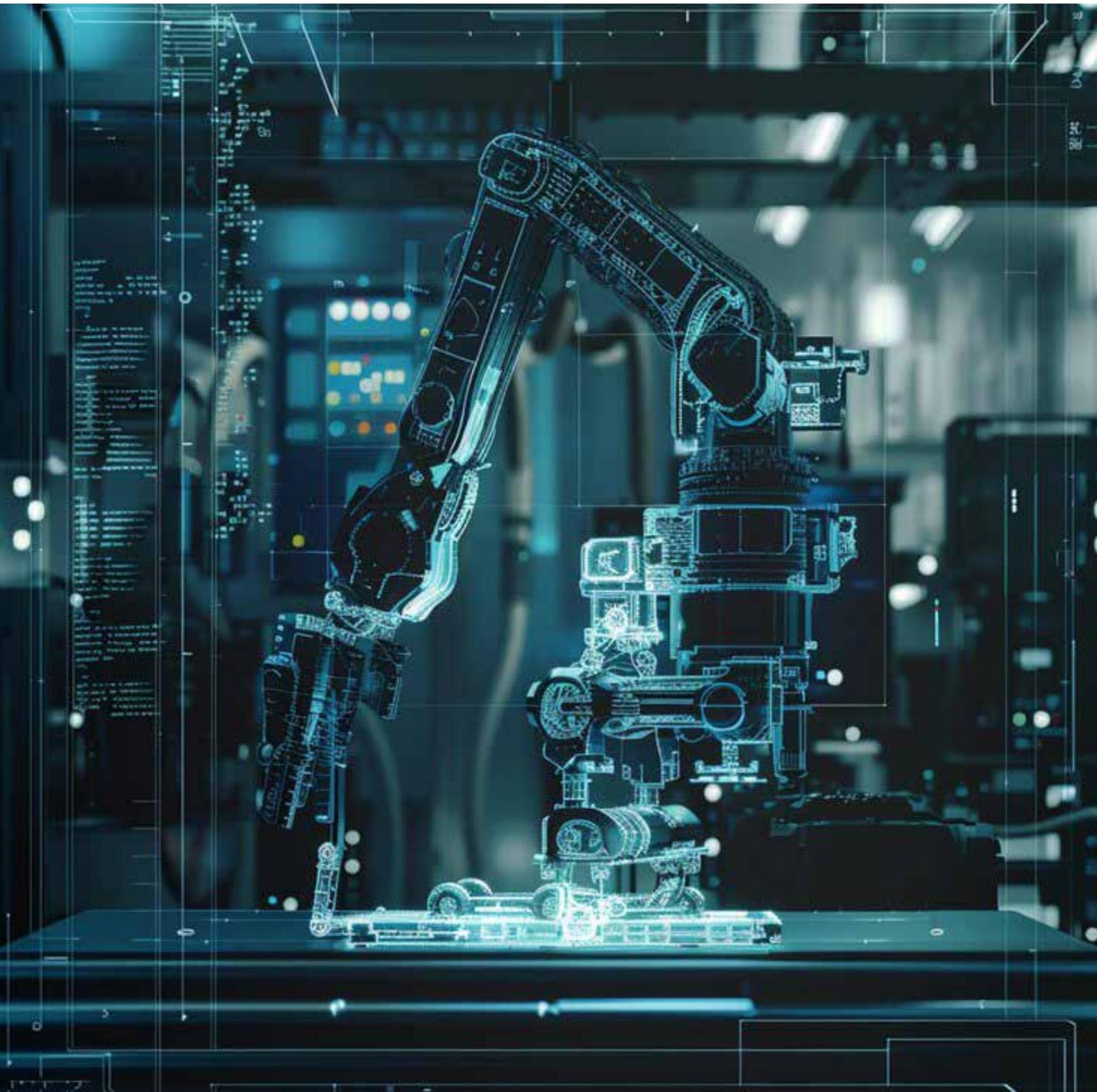
Suzano, the world's largest pulp manufacturer and a leader in sustainable bioeconomics, worked

with Google Cloud and Sauter to develop an AI agent powered by Gemini Pro to translate natural language questions into SQL code to query SAP Materials data on BigQuery. This has resulted in a 95% reduction in the time required for queries among the 50,000 employees using the data.



Trimble, a maker of software and hardware for products ranging from satellites to drones and

monitors of many kinds, is leveraging Gemini for Google Workspace's advanced capabilities so employees can enhance productivity; they've streamlined workflows, including efficient document search, concise summaries, and code generation, all within a secure and collaborative environment.





Public Sector & Nonprofits



Bayes Impact builds AI products to support nonprofits, and its flagship product, CaseAI, is a digital case

manager that integrates with an NGO's current system to add smart features to draft action plans tailored to a beneficiary's unique history; caseworkers have saved 25 hours of work per week on average.



Climate Ride, an environmental and cycling fundraising organizations, uses Google Workspace for

Nonprofits to collaborate remotely and automate tasks, enabling their five-person team to work more efficiently towards their mission. This increased efficiency translates to more time and resources dedicated to combating climate change.



The **Dutch Bamboo Foundation** uses Gemini for Google Workspace to streamline everything from

fundraising to research, enabling a single person to effectively run the nonprofit. This allows the founder to work strategically and maximize limited resources, ultimately advancing their mission to combat climate change.



Opportunity@Work is applying gen AI to scale a suite of software tools and APIs that help employers

Nonprofits to collaborate remotely and automate tasks, enabling their five-person team to work more efficiently towards their mission. This increased efficiency translates to more time and resources dedicated to combating climate change.



The **U.S. Air Force** built a new proof-of-concept portal for searching, browsing, and reading

e-published PDFs — all within a 90-day deadline that leveraged the prebuilt tools and speed of Vertex AI Search and Conversation.



The **U.S. Dept. of Veterans Affairs** is using AI at the edge to improve cancer detection for service members

and veterans. The Augmented Reality Microscope (ARM) is deployed at remote military treatment facilities around the world. The prototype device is helping pathologists find cancer faster and with better accuracy.



The **U.S. Patent and Trademark Office** has improved the quality and efficiency of their patent and

trademark examination process by implementing AI-driven technologies.



Understood.org is using Gemini for Google Workspace to improve efficiency and communication

across departments, streamlining tasks like document summarization and email writing.



YDUQS, a Brazilian education company, uses Vertex AI to automate the screening of cover letters for

student admissions, resulting in a 90% success rate and a 4-second average response time. This streamlined enrollment process has enabled YDUQS to save approximately BRL 1.5 million since adoption.





Dubai Government



Dubai is one of the earliest cities to identify the potential of AI and implement its use cases.



AI in Customer Services

Dubai's government uses AI-powered chatbots and virtual assistants to

resolve up to 80% of citizen queries. These tools enhance service delivery by cutting response times and boosting satisfaction. AI also supports self-service options and multilingual support.



Personalized Healthcare

The Emirati Genome Programme leverages AI to tailor treatments

based on genetic data. This improves diagnosis accuracy by 40% and reduces treatment delays. AI is transforming Dubai's approach to preventive and personalized medicine.



Empowering Inclusion

AI avatars and speech recognition tools support people with disabilities

in Dubai. These technologies improve access to public services by interpreting sign language and enhancing communication. AI ensures inclusive digital engagement for all.



Transforming Information Access

AI improves cataloging and multilingual recommendations in

Dubai libraries. Tools like summarization engines enhance accessibility to over 4.5 million books. Personalized learning experiences are created through intelligent search and content curation.



Smart Urbanism

AI optimizes architecture and land development with data-driven designs.

Dubai uses AI to reduce design time by 40% and material waste by 30%. This supports sustainable, efficient urban planning across the city.



Transforming Lost & Found

Dubai's AI-based systems use image recognition to match and return

lost items. These tools increase recovery rates by 300% and cut inquiries by 30%. AI enables faster, more accurate item identification and tracking.



Text Recognition for Ancient Manuscripts

AI-powered OCR in Dubai achieves

up to 95% transcription accuracy for Arabic scripts. This preserves cultural heritage and cuts digitization costs by 50%. Historical texts are now searchable and accessible to scholars.



AI in Real Estate

AI automates property valuation and identifies market trends in Dubai.

It boosts pricing accuracy by 85% and increases investor returns by 20%. Predictive analytics guides smarter, data-driven investment decisions.



AI in Customs, Security & Logistics

AI enhances Dubai's border security with real-time cargo monitoring and threat

detection. Smart inspection tools reduce logistics costs by 15%. These systems ensure smoother, safer international trade operations.



Workforce Management

Dubai uses AI to streamline hiring, upskilling, and retention strategies.

Algorithms personalize employee development and automate recruitment. This creates a future-ready, agile public sector workforce.



Investment Tools

AI analyzes market data to guide investments and optimize risk in Dubai.

Predictive tools support Foreign Direct Investment and financial planning. These technologies foster smarter decisions and investor confidence.



Spend Management

AI systems detect anomalies and forecast government budgets in

Dubai's financial teams use AI to reduce errors by 30% and improve efficiency. Automated tracking strengthens fiscal discipline and transparency.



مجلس دبي للإعلام
DUBAI MEDIA COUNCIL

AI in Advertising

Dubai leverages AI to produce and personalize government media content.

Tools generate tailored campaigns while reducing production costs. Real-time analytics ensure more effective audience targeting.



دبي
للثقافة Culture

Digital Historical Reconstructions

AI reconstructs lost heritage sites and historical landmarks in Dubai.

Virtual models support education and tourism while preserving history. These recreations offer immersive learning and cultural storytelling.



مركز دبي
للذكاء الاصطناعي
Dubai Centre for
Artificial Intelligence

AI Chatbots for Transactions

Dubai deploys AI chatbots to manage routine government services.

These bots assist with registrations, applications, and inquiries. They reduce wait times and streamline interactions with public institutions.



UAE

UAE To Replace Emirates ID With Facial Recognition:

The UAE is gearing up to launch an AI-based, cutting-edge digital identification system that could eliminate the need for physical Emirates ID cards. Within the next year, residents may only need facial recognition and biometric data to access essential services.



Manufacturing, Industrial & Electronics



England's **Football Association** is training Vertex AI on the FA's historical and current scouting

reports so they can be transformed into concise summaries, helping national teams discover future talent.



The **Golden State Warriors** are using Google Workspace to automate tedious tasks that take

20 or 30 minutes and instead spend that time on the experience for their fans and staff.



The **Los Angeles Rams** are utilizing AI across the board from content analysis to player scouting.



Sprinklr built Sprinklr AI+ into its unified customer experience management platform, giving

brands gen-AI capabilities for customer service, insights, social media management, and marketing that has enterprise-grade governance, security, and data privacy built-in.



Thomson Reuters added Gemini Pro to its suite of large language models approved for

employee use; with its 2-million-token context window, Gemini makes some tasks as much as 10-times faster to process and can process entire documents in context.



Warner Bros. Discovery built an AI captioning tool with Vertex AI and saw a 50% reduction in

overall costs, and an 80% reduction in the time it takes to manually caption a file without the use of machine learning. See how it's done.



Retail & Consumer Goods



ATLAS

Atlas, an operating system for restaurants, is using AI to improve operational efficiency,

drive sales and surface customer insights for food and beverage brands across Singapore.



**BEST
BUY**

Best Buy can generate conversation summaries in real time using Contact Center AI,

allowing live agents to give their full attention to understanding and supporting customers, resulting in a 30-to-90-second reduction in average call time and after-call work. Both customers and agents have cited improved satisfaction.



Camanchaca, a Chilean seafood company, took only six weeks to develop Elon, a virtual assistant

that aims to provide more efficient customer service through digital channels, enhancing Camanchaca's customer interactions.



Home Depot has built an application called Sidekick, which helps store associates manage

inventory and keep shelves stocked; notably, vision models help associates prioritize which actions to take.



Just Salad uses Gemini for Google Workspace to streamline communication and enhance

efficiency by summarizing emails and meetings, allowing employees to focus on product development, customer service, and other tasks that contribute to the company's growth.



McDonald's will leverage data, AI, and edge technologies across its thousands of restaurants to

implement innovation faster and to enhance employee and customer experiences.



MIINTO.

Miinto uses Vertex AI Vision to identify and merge duplicate product listings, improving the

customer experience and reducing operational costs. This AI-powered solution has resulted in a 40% increase in efficiency, a 20% improvement in conversion rates, and significant cost savings.



**Sports
Basement**

Sports Basement's customer service team is using Gemini in Google Workspace to reduce the

time spent writing emails by 30-35%. This means faster response times, happier employees, and higher quality customer interactions.



Traceone
Where remarkable products begin

Trace One, a product lifecycle management provider for retail and CPG companies, began using

Vertex AI to automatically extract information from complex documents in order to create up-to-date product summaries and data sheets, covering different industry and regulatory standards.



Victoria's Secret is testing AI-powered agents to help their in-store associates find

information about product availability, inventory, and fitting and sizing tips, so they can better tailor recommendations to customers.



Woolworths, the leading retailer in Australia, boosts employees' confidence in communications

with "Help me write" across Google Workspace products for more than 10,000 administrative employees.





Telecommunications



ATLAS

Bell Canada has built customizable contact center solutions for its business

customers that offer AI-powered agents to address callers, and Agent Assist, which listens when a human agent is on, offering suggestions and sentiment analysis. AI has contributed \$20 million in savings across customer operations.



BEST BUY

TELUS has democratized access to AI across the organization, creating a sandbox of internal gen

AI tools with built-in privacy and security controls. Whether analyzing complex reports and legal documents, improving field operations, or troubleshooting IT issues, more 50,000 TELUS team members regularly use AI in their daily tasks and report saving an average of 40 minutes per process.



Verizon is using generative AI to help teams in network operations and customer experience get

the answers they need faster.



Vodafone uses Vertex AI to search and understand specific commercial terms and conditions

across more than 10,000 contracts with more than 800 communications operators.





Business & Professional Services



Allegis Group a global leader in talent solutions, partnered with TEKsystems to implement AI

models to streamline its recruitment process, including automating tasks such as updating candidate profiles, generating job descriptions, and analyzing recruiter to candidate interactions. The implementation resulted in significant improvements in recruiter efficiency and a reduction in technical debt.



Cintas is using Vertex AI Search to develop an internal knowledge center for customer service

and sales teams to easily find key information.

The logo for Dun & Bradstreet, featuring the company name in a blue sans-serif font with a stylized ampersand.

Dun & Bradstreet a business research and intelligence service, built an email-generation tool

with Gemini that helps sellers create tailored, personalized communications to prospects and customers for its research services. The company also developed intelligent search capabilities to help users with complex queries like, "Find me all the companies in this area with a high ESG rating."

The logo for Flashpoint, featuring a stylized orange flame icon followed by the word "FLASHPOINT" in a bold, black, uppercase sans-serif font.

Flashpoint is improving efficiency and productivity across its workforce, using Google

Workspace to communicate and collaborate more effectively, maximize ROI, and increase employee satisfaction, so they can dedicate more time to keeping customers secure.

The logo for Fluna, featuring a stylized orange and red circular icon followed by the word "fluna" in a lowercase, italicized, red sans-serif font.

Fluna, a Brazilian digital services company, has automated the analysis and drafting of legal

agreements using Vertex AI, Document AI, and Gemini 1.5 Pro, achieving an accuracy of 92% in data extraction while ensuring security and reliability for sensitive information.

The logo for L+R, consisting of the letters 'L' and 'R' in a bold, sans-serif font, with a plus sign between them, all enclosed in a rounded rectangular border.

L+R, a design and technology agency, leverages Gemini for Google Workspace Workspace to

elevate performance and precision, streamlining workflows and empowering their team to achieve more impactful results.

The logo for .monks, featuring the text '.monks' in a bold, lowercase, sans-serif font, enclosed in a rounded rectangular border.

Monks used Google Gemini to help Hatch build a personalized ad campaign. The campaign

delivered an 80% improved click-through rate, 46% more engaged site visitors, and a 31% improved cost-per-purchase than other campaigns. On top of this, by using AI the team was able to deliver the campaign much more efficiently, reducing time investment by 50% and costs by 97%.

The logo for Own Your Brand, featuring the letters 'YOB' in a stylized, white, blocky font, set against a black background with a rounded rectangular border.

Own Your Brand founder Lauren Magenta uses Google Workspace to run her business

and Gemini for Google Workspace is transforming how she manages enrollment. Gemini helps her quickly draft personalized emails to potential clients in her own voice.



Randstad, a large HR services and talent provider, is using Gemini for Workspace across its

organization to transform its work culture, leading to a more culturally diverse and inclusive workplace that's seen a double-digit reduction in sick days.





Automotive & Logistics



704 Apps creates applications serving the last-mile transportation segment,

connecting thousands of drivers and passengers every day. During trips, the audio content of conversations between car occupants is sent to Gemini, which measures the emotional “temperature”. Specific words such as “robbery”, “assault”, “kidnapping”, among others, can be classified as hostile by the tool, generating alerts to anticipate risky situations before they happen.



Oxa, a developer of software for autonomous vehicles, uses Gemini for Google Workspace to

build campaign templates for metrics reporting, write social posts in order to make marketing processes more efficient, create job descriptions, and proofread content across all teams, saving time and resources.



Toyota implemented an AI platform using Google Cloud's AI infrastructure to enable factory

workers to develop and deploy machine learning models. This led to a reduction of over 10,000 man-hours per year and increased efficiency and productivity.

Uber

Uber is using AI agents to help employees be more productive, save time, and be even more

effective at work. For customer service representatives, they've launched new tools that summarize communications with users and can even surface context from previous interactions, so front-line staff can be more helpful and effective.





Technology



2bots offers technology solutions, such as chatbots and virtual agents, built with Google

Cloud's AI solutions; these intelligent chatbots and content generation tools are transforming the way companies interact with their customers.



Augment is building an AI personal assistant that offers enhanced note-taking and

collects information across your apps, including calendar, email, texts, and social media, so users can more quickly and easily find personal information and keep their lives organized.



Box has integrated Vertex AI to build new gen AI features that help customers more efficiently

process and analyze data stored in the Box Content Cloud, including deep-learning based malware detection, timely alerts about unusual activity, and content classification that can automatically protect data.



ClearObject, a developer of visual AI services, utilizes Gemini for Google Workspace for

developing sales pitch decks and democratized content creation across teams, enhancing real-time collaboration within the company's remote work environment.



Clodura.ai built a sales co-pilot using Vertex AI that analyzes organizational data to help B2B

sellers close deals; the Vertex platform lead to 71% less technical debt, 12x faster app delivery, and resulted in significant customer growth.



Devoteam is investing in AI by obtaining 4,000 Gemini Enterprise licenses to enhance

productivity and collaboration, with the aim of becoming a leader in AI innovation and strengthening its ability to guide customers in their own AI journeys.



Fireflies.ai can transcribe, summarize, and analyze meetings, recordings, and other

voice conversations to save time and improve collaboration and information sharing across teams.



Juganu, a SaaS provider for smart cities and smart stores, is working with Google Cloud to

automate and digitize the physical store. The company has begun developing digital twins that give retailers virtual eyes in the store to help automate routine tasks, improve efficiency, and deliver better customer experiences.



LiveX AI delivers AI Agents that swiftly enhance product education, boost customer

conversion, reduce churn, and provide personalized customer support, with the goal of offering everyone a seamless VIP experience across their customer journey.



Lytehouse provides instant video intelligence for any CCTV camera, enabling businesses

extract security, operational, and business insights from their video data by having multimodal generative AI agents monitor their cameras 24/7 - acting as a coworkers for their business.



Quantum Metric has introduced Felix AI, powered by Gemini Pro, to simplify digital analytics and

decision making. Felix AI automatically summarizes a user's web or mobile session and consolidates the moments that matter most into short, readable summaries for customer service workers.



TransCrypts leverages Llama on Google Cloud to bring its AI-powered copilot, Castello,

to thousands of customers in a matter of days. The performance and cost-efficiency of TPUs allow them to deploy these advanced models at lightning speed, handling complex workloads that would otherwise be out of reach.



Typeface uses gen AI to allow brands to create captivating content that deeply engages

customers at scale, improving operational efficiency while retaining branding consistency and control.



Vimeo teams collaborate seamlessly and boost productivity with AI-powered

tools in Google Meet and Docs, Sheets, and Slides. By automating note-taking and generating summaries, Gemini lets Vimeo employees focus on collaboration and creative thinking, leading to more efficient and accurate work.

The logo for WebFX, featuring the word "Web" in black and "FX" in white on a blue square background.

WebFX uses Gemini in Google Workspace to brainstorm content, write emails, and plan

projects in order to save time and improve the quality of work.



Hospitality & Travel

The logo for Attache Corporate Housing, with "ATTACHE" in large black letters and "CORPORATE HOUSING" in smaller green letters below it.

Attache leverages Gemini for Google Workspace to streamline various tasks, such as analyzing

historical data, which helped achieve an 80% reduction in calls from new arrivals, leading to happier customers and smoother stays.



Retail & Consumer Goods

ADORE ME

Adore Me marketers write differentiated product descriptions in one hour,

a tedious task which used to take 30-40 hours a month thanks to Gemini for Google Workspace.

belk

Belk ECommerce is using generative AI to craft better product descriptions,

a necessary yet time-consuming task for digital retails that has often been done manually.

Carrefour

Carrefour used Vertex AI to deploy Carrefour Marketing Studio in just five weeks – an

an innovative solution to streamline the creation of dynamic campaigns across various social networks.

In just a few clicks, marketers can build ultra personalized campaigns to deliver customers advertising that they care about.

The logo for Estée Lauder Companies, featuring the text "ESTÉE LAUDER COMPANIES" in a serif font, with "ESTÉE" on the top line, "LAUDER" in the middle, and "COMPANIES" at the bottom.

The Estee Lauder Companies

utilizes Google Cloud's AI, including Gemini, to power its

language assistant, Ella. This tool allows brand leaders to generate various creative content, translate languages, and summarize meetings, enhancing productivity and customer experience.

The logo for L'Oréal, featuring the text "L'ORÉAL" in a bold, sans-serif font.

L'Oreal developed an AI agent using LangChain and Cloud Run to provide text-to-text and

text-to-image generation capabilities. This AI agent streamlines the creative process and enables faster development and deployment of generative AI applications, saving the company time and money



Procter & Gamble used Imagen to develop an internal gen AI platform to accelerate the

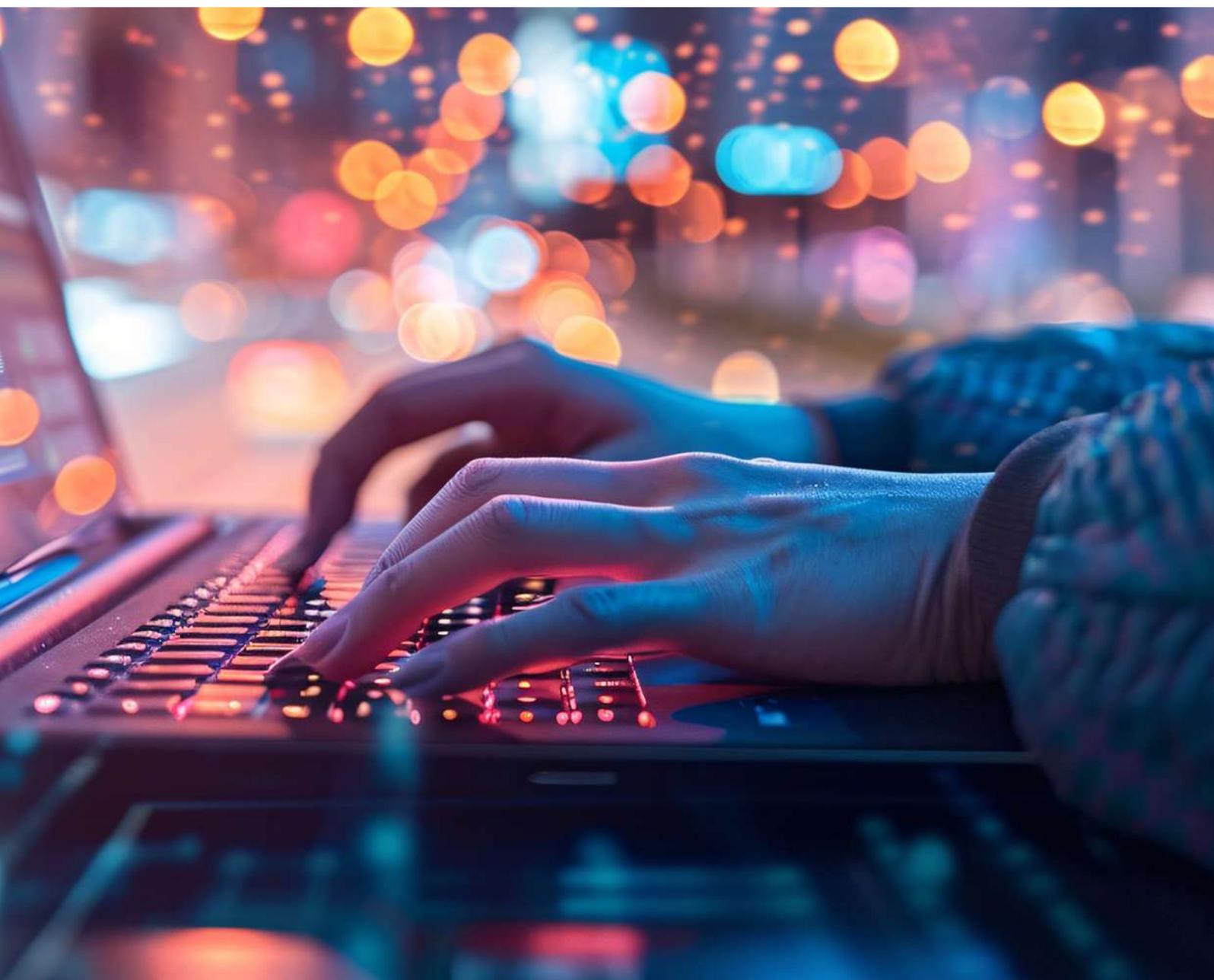
creation of photo-realistic images and creative assets, giving marketing teams more time to focus on

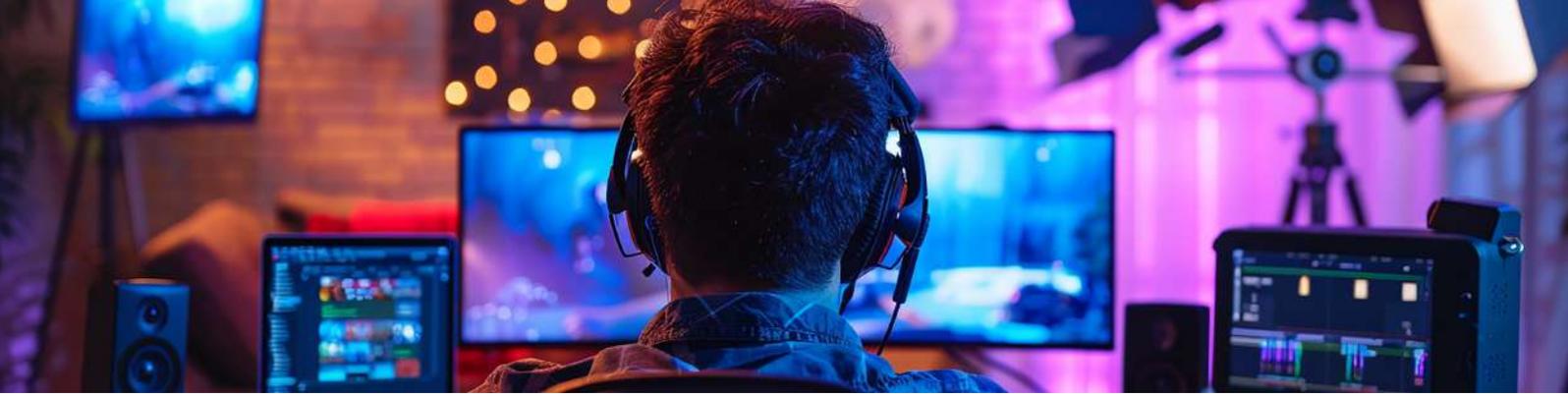
high-level planning and delivering superior experiences for its consumers.



Puma is using Imagen to customize product photos on its website, saving time and ensuring

they are locally relevant across markets; PUMA India has already seen a 10% increase in click through rate. Watch a demo.





Media, Marketing & Gaming



Canva is using Vertex AI to power its Magic Design for Video, helping users skip tedious editing

steps while creating shareable and engaging videos in a matter of seconds.



Connected-Stories is a creative management platform leveraging generative AI to

transform digital content creation, personalization, and real-time optimization. Using Imagen and Gemini on Vertex AI, the platform simplifies workflows, democratizes access to data-driven creatives, and scales advertising campaigns efficiently.



Globo, the largest media group in Latin America, is using Google Cloud's AI to hyper-personalize

content for its streaming users, and create a better experience for spectators.



Hour One migrated its workloads to high-performance Cloud GPUs, powering faster video content

generation, better image quality, and more sophisticated AI models, improving inference speed by 1.8x and reducing inference costs by 28%.



Incubeta, an integrated marketing agency, uses Gemini for Google Workspace to

increase efficiency, enhanced creativity, improved collaboration, and streamlined reporting and insights, including up to 50% ROI improvement for short-term campaigns.



Lightricks develops content creation tools, including its flagship products Facetune2,

Videoleap and Photoleap. Leveraging the remarkable performance and ample memory capacity of Google Cloud TPU v5p, Lightricks successfully trained its generative text-to-video model without impacting the user experience.



Major League Baseball

continues to innovate its Statcast platform, so teams, broadcasters,

and fans have access to live in-game insights.



MWM, the company behind powerful creativity tools such as edjing for professional DJs,

is exploring advances with Gemini and Vertex AI with the aim of further driving exceptional content delivery in its family of creativity apps.



Paramount currently relies on manual processes to create the essential metadata and

video summaries used across its Paramount+ platform for showcasing content and creating personalized experiences for viewers. VertexAI Text Bison is now helping to streamline this process.



SQUARE ENIX

Square Enix is using customer data to develop AI-optimized marketing assets to keep its

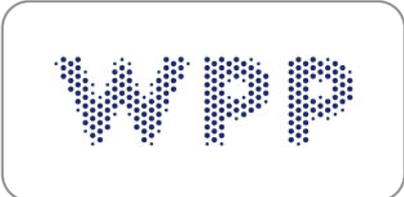
gamers engaged, sharing personalized emails suited to each player's preferences, leading to a 20% increase in email opens and a 10% increased retention rate.



/thoughtworks

Thoughtworks has created a new way to plan enterprise marketing events with Gemini.

It enables organizations to plan personalized events in minutes, rather than weeks, emphasizing creating a variety of events that resonate deeply with customers.



WPP

WPP will integrate Google Cloud's gen AI capabilities into its intelligent marketing operating

system, called WPP Open, which empowers its people and clients to deliver new levels of personalization, creativity, and efficiency. This includes the use of Gemini 1.5 Pro models to supercharge both the accuracy and speed of content performance predictions.



Technology



Bosch Digital, one of Europe's leading technology and services companies, is leveraging Gemini

models to make deeper connections with its global audiences: many business units have begun localizing marketing content for a diverse range of markets and demographics — saving time and costs.



ClearObject, a developer of visual AI services, is using Gemini for Google Workspace to boost

both external and internal content creation, exemplified by its marketing team crafting a targeted LinkedIn strategy with Gemini's assistance.



Higgsfield.ai built a number of text-to-video apps for consumers, including Diffuse 2.0,

which can combine users' photos, videos, and texts through AI models to create more realistic avatars.



Jasper trains its suite of creativity-, writing-, and marketing-focused AI models on

Google's AI infrastructure, delivering on-brand, data-optimized assets faster and at scale to teams large and small.



Urmobo, a mobile-device management platform, created a virtual agent, Odin, that

significantly improved user experience and reduced support tickets by enabling clients to interact with the platform using natural language.



Business & Professional Services



Gamuda Berhad, a Malaysian infrastructure and property management company, has

developed Bot Unify, a platform that democratizes generative AI to allow users access to Gemini models and RAG frameworks to provide faster information and insights during construction projects.



Glean builds on Vertex AI and BigQuery to deliver powerful, unified enterprise search across

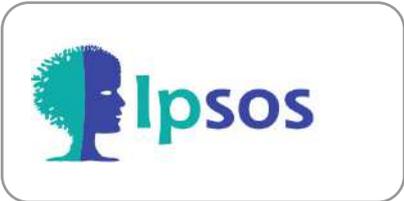
all workplace applications, websites, and data sources used within an enterprise, helping users find exactly what you need and discover the information you need to do their best work.



IPRally

IPRally built a custom machine-learning platform that uses natural language processing

on the text of more than 120 million global patent documents, creating an accurate, easily searchable database that adds more than 200,000 new sources a week.



Ipsos

Ipsos built a data analysis tool for its teams of market researchers, eliminating the need for

time-consuming requests to data analysts, which is powered by Gemini 1.5 Pro and Flash models as well as Grounding with Google Search to enhance real-world accuracy from contemporaneous Search information.



workday

Workday is using natural language processing in Vertex Search and Conversation to make

data insights more accessible for technical and non-technical users alike.



Technology



180 Seguros is powering its data management platform for employees with Google Cloud AI

and BigQuery to improve operational metric tracking, allowing for 3X faster query times.



Addy AI is helping mortgage lenders and banks automate their lending processes with custom

AI models trained on Vertex AI. For example, the platform can extract loan opportunity details from lengthy email threads with numerous attachments.



AI21 Labs has partnered with Google Cloud to bring the power of the Jamba 1.5 Model Family

to Vertex AI. This integration offers enterprises models designed to excel in high-demand tasks like summarization, reasoning, and creative content generation.

The logo for Anthropic, featuring the word "ANTHROPIC" in a bold, black, sans-serif font, centered within a white rounded rectangular box with a thin grey border.

Anthropic has partnered with Google Cloud to offer its Claude models – including the

upgraded Claude 3.5 Sonnet and Claude 3.5 Haiku – on Vertex AI Model Garden. This provides organizations with more model options for intelligence, speed, and cost-efficiency.

The logo for Birdie.ai, featuring the word "birdie" in a bold, blue, sans-serif font with a small bird icon above the 'i', centered within a white rounded rectangular box with a thin grey border.

Birdie.ai specializes in customer feedback analytics that provides actionable insights to companies.

Using Gemini 1.5 Flash and Vertex AI, Birdie achieved a 9% improvement in model accuracy to attain a 96% accuracy rate while reducing the processed unit costs by 15%.

The logo for Bosch, featuring the Bosch symbol (a circle with an 'H' inside) and the word "BOSCH" in a bold, red, sans-serif font, centered within a white rounded rectangular box with a thin grey border.

Bosch SDS, which supplies technology and services globally, has integrated sustainability into

its core operations. Using Google Cloud Kubernetes, BigQuery, and Firebase to manage and scale solutions, build an AI-based cognition engine, and provide real-time alerts, Bosch SDS reduced energy costs by 12%, improved indoor comfort, and better usage of renewable energy.



Climate Engine and **Robeco** are using AI and geospatial technologies with their scientific

expertise and investment knowledge to inform how publicly traded companies' actions impact biodiversity.



Collato's Vertex AI-powered assistant allows users to instantly transform raw information,

including audio recordings, text, and images, into structured, polished documents, enabling users to create documents, such as requirements documents and user research summaries, in a matter of seconds.



Contextual is working with Google Cloud to offer enterprises fully customizable, trustworthy,

privacy-aware AI grounded in internal knowledge bases.



Essential AI, a developer of enterprise AI solutions, is using Google Cloud's AI-optimized TPU

v5p accelerator chips to train its own AI models.



fileAI leverages proprietary AI to automate the processing of any file end-to-end directly into any

system without manual intervention. Built for finance, logistics, and insurance teams, fileAI's AI workflows unlock unstructured data in 90% less time, saving users up to 80% in costs.



Hugging Face

Hugging Face is collaborating with Google across open science, open source, cloud, and hardware

to enable companies to build their own AI with the latest open models from Hugging Face and Google Cloud hardware and software.



Intelligencia AI is using AI models to research novel new drugs, relying on Google Cloud's

AI-optimized infrastructure to deliver scalable research that is accurate and transparent to meet the stringent needs of medicine.

The logo for Kakao Brain, featuring the word "kakaobrain" in a lowercase, bold, sans-serif font. "kakaobrain" is in black, and "kakaobrain" is in yellow.

Kakao Brain, part of Korean technology company Kakao Group, has built a large-scale

AI language model that is the largest Korean language-specific LLM in the market, with 66 billion parameters. They've also developed a text-to-image generator called Karlo.

The logo for Meta, featuring the word "Meta" in a bold, black, sans-serif font, preceded by a blue infinity symbol.

Meta has partnered with Google Cloud to offer their Llama models on Vertex AI. The Llama models

prioritize accessibility, efficiency, and privacy, with a focus on responsible innovation and system-level safety.



Mistral AI

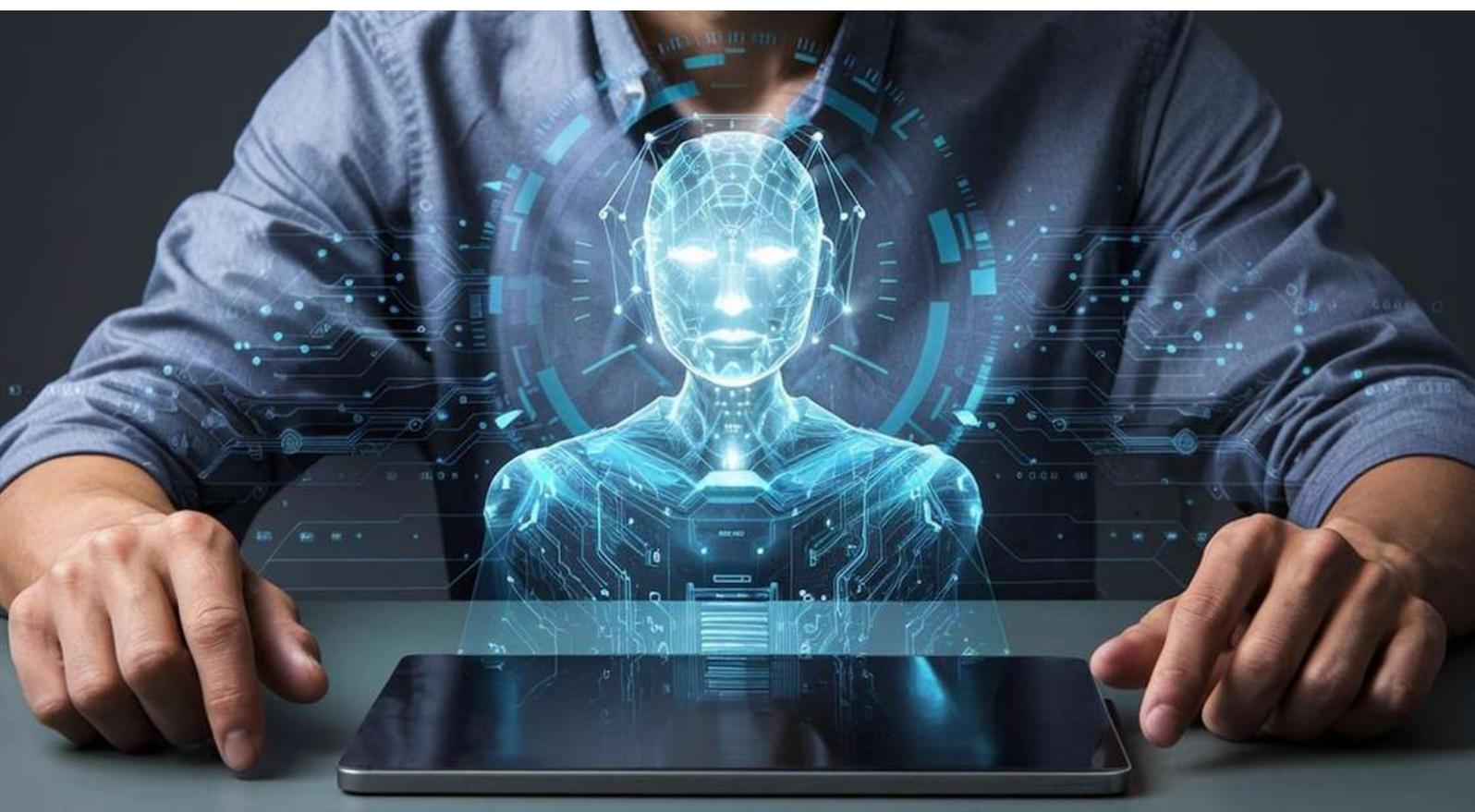
Mistral AI has partnered with Google Cloud to offer their range of models – including Codestral

24.12 for code generation and Mistral Large 24.11 for complex tasks like agentic workflows – on Vertex AI.

NAOLOGIC

Naologic utilizes AI to integrate with and optimize a company's existing platforms, automating

business processes and generating unique source code for each customer. This results in improved query response times, enhanced scalability, and the ability to build customized RAG applications with reduced engineering effort.





Healthcare & Life Sciences



Apollo Hospitals in India partnered with Google Health to build screening models for

tuberculosis and breast cancer, helping an extremely limited population of radiologists cover more patients at risk, scaling to 3 million screenings in a matter of years.



Auransa, an emerging clinical-stage biopharma company, has created a

proprietary AI platform to derive a differentiated pipeline of novel drugs.



ARC Innovation at Sheba Medical Center is using Google Cloud's AI tools, including Looker

Studio and BigQuery ML, to create healthcare solutions that improve critical clinical decisions during the treatment of ovarian cancer.



Elanco, a leader in animal health, has implemented a gen AI framework supporting critical

business processes, such as Pharmacovigilance, Customer Orders, and Clinical Insights. The framework, powered by Vertex AI and Gemini, has resulted in an estimated ROI of \$1.9 million since launching last year.



Fairtilit is using Google Cloud's AI capabilities to enhance IVF outcomes worldwide.

By leveraging AI and machine learning within Google Cloud, Fairtilit analyzes embryo images and related data to identify embryos with the highest potential for successful implantation, increasing the likelihood of pregnancy for patients undergoing IVF.



Ginkgo Bioworks is building a next-generation AI platform for biological engineering and

biosecurity, including pioneering new AI models for biological engineering applications that are powered by Vertex AI.



Mayo Clinic has given thousands of its scientific researchers access to 50 petabytes worth of

clinical data through Vertex AI search, accelerating information retrieval across multiple languages.



Mendel has built a clinical AI system designed to consolidate the longstanding silos in medical

data into a knowledge base of holistic patient journeys, boosting patient recruitment for new therapies and clinical trials.



Nextnet uses Google Cloud's Gemini and Vertex AI to uncover novel insights and knowledge for

life sciences and pharmaceutical research, enabling researchers to analyze biomedical data and identify hidden relationships in scientific literature.

The logo for Ordaos BIO, featuring the word "ordaos" in a bold, black, sans-serif font with a blue dot over the 'o', followed by "BIO" in a smaller, black, sans-serif font. The entire logo is enclosed in a rounded rectangular border.

ordaosBIO

Ordaos, an AI-driven drug discovery leader, relies on its cloud computing capabilities to

design, process, and analyze data for millions of protein structures, notably using Google Kubernetes Engine to achieve increased flexibility and easier scalability to take on new, larger AI projects.

The logo for Superluminal Medicines, featuring a stylized yellow and orange sun-like icon to the left of the text "Superluminal" in a bold, blue, sans-serif font, with "MEDICINES" in a smaller, blue, sans-serif font below it. The entire logo is enclosed in a rounded rectangular border.

Superluminal
MEDICINES

Superluminal Medicines uses Google Cloud's computing power to analyze multiple protein

structures and integrate them into dynamic protein models for drug discovery, allowing for a more accurate representation of protein behavior and the design of more precise drug interventions.





Manufacturing & Industrial



Bayer Crop Science has developed Climate FieldView, a comprehensive agricultural

platform with more than 250 layers of data and billions of data points; AI-powered recommendations allow farmers to design and monitor their fields for greater yields and efficient fertilization, with the added benefit of reduced carbon emissions.

COI ENERGY
MAKING THE WORLD MORE ENERGY EFFICIENT

COI Energy is facilitating equitable green energy by leveraging advanced AI technologies to

identify underutilized energy capacity, what it calls “kW for Good,” which businesses can then provide to low-income households. This offers businesses tax deductions while creating a more climate-friendly economy for all.



Elia Group, an energy transmission provider in Northern Europe, is using Vertex AI to build

an "eCO2grid" that measures and forecasts the CO2 intensity of its electricity generation, with the aim of reducing greenhouse emissions.



Ingrid Capacity, an alternative energy supplier, uses AI combined with scenario modeling

to forecast energy markets and infrastructure build-up, improving the precision of their predictions. This AI-powered forecasting has increased the total output of their asset trading operations.



Southern California Edison is using geospatial capabilities and AI to improve infrastructure

planning and monitoring, generate new insights, and create regional resilience for communities facing climate challenges today and tomorrow.



Zebra Technologies, maker of industry-specialized mobile computing devices, is using

Gemini to deliver on-device AI capabilities that drive better work and customer experiences, including advanced analytics and AI-driven insights for retail workers so they can make in-the-moment decisions to prevent low stock or inventory shrinkage.





Financial Services



CME Group is building a first-of-its-kind cloud-based commodities trading platform with

AI tools built-in, offering CME's trading customers access to deeper insights and smarter trades as well as rapid experimentation on new trading strategies that won't interrupt existing trade flows.



Digits is developing next-gen accounting software for startups and small businesses;

is using Gemini to deliver on-device AI capabilities that drive better work and customer experiences, including advanced analytics and AI-driven insights for retail workers so they can make in-the-moment decisions to prevent low stock or inventory shrinkage.



Generali Italia, Italy's largest insurance provider, used Vertex AI to build a model evaluation

pipeline that helps ML teams quickly evaluate performance and deploy models.



Intesa Sanpaolo built its Democratic Data Lab using data analytics and AI to enable its risk

management team to keep up with the rapid changes and complexity of modern financial markets. By democratizing access to data, the Democratic Data Lab is empowering other departments across the bank to have more oversight and control of risks.



Macquarie Bank in Australia has been using predicative AI to clean and unify 100% of its data,

so teams can then draw insights using generative AI tools in Vertex AI, removing roadblocks and reducing the noise to drive better results for employees and customers.



MSCI, a leading publisher of market indices and data, uses machine learning with Vertex AI, BigQuery

and Cloud Run to enrich its datasets to help our clients gain insight into around 1 million asset locations to help manage climate-related risks.



Persistent Systems has developed FinSight, a tool for analyzing financial documents

Form 10-K or investment prospecta, allowing users to query the documents using natural language facilitated on Gemini models.



Snowdrop leverages Google Cloud's AI and geospatial data, including Google Places and Vertex

AI, to enrich transactional data for financial institutions. This automation has led to a 40% improvement in data accuracy, a 15% increase in merchant-to-transaction matching, and the ability to process over 2.1 billion transactions monthly while scaling globally.



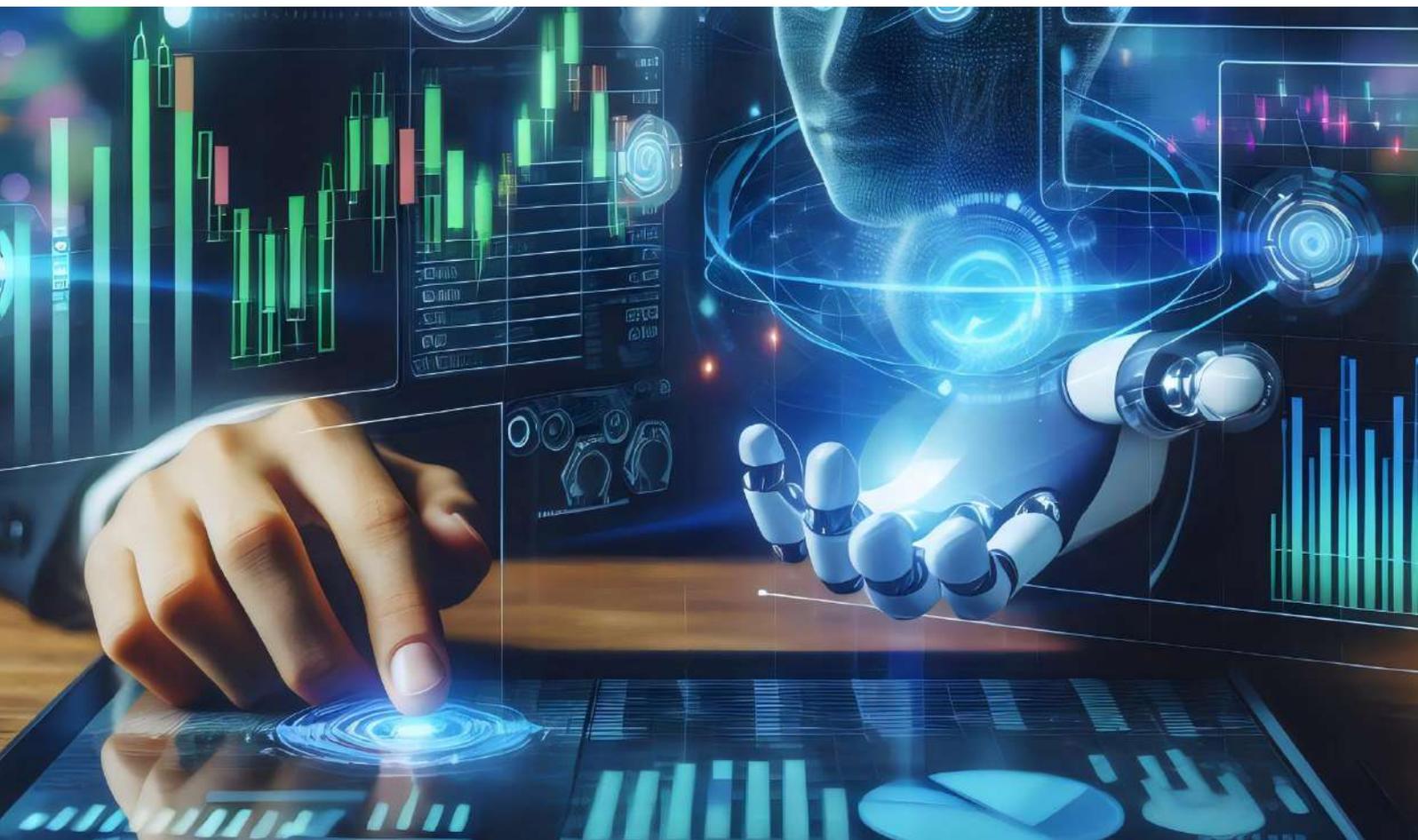
SURA Investments, the largest asset manager in Latin America, developed an AI-based analysis

model for employees that allows them to better understand customer needs and improve customer experience and satisfaction.



Syte's AI-driven property platform allows the retrieval of all relevant characteristic data on properties

and their development, expansion, and conversion potential in real-time, making it easy to identify sites and buildings for re-densification.





Media, Marketing & Gaming

JAGUAR



Jaguar TCS Racing is partnering with Google Cloud to use AI for real-time analysis of

race car performance data, giving them a competitive edge in Formula E racing. This collaboration aims to improve their on-track decision-making and help them secure the team's and drivers' wins and titles.



McLaren Racing is using Google AI to get up-to-the-millisecond insights during races and training

to gain a competitive edge.



NewsCorp uses Vertex AI to help search data across 30,000 sources and 2.5 billion news articles updated daily.



Spotify leveraged Dataflow for large-scale generation of ML podcast previews, and they plan

to keep pushing the boundaries of what's possible with data engineering and data science to build better experiences for their customers and creators.





Retail & Consumer Goods



Coop uses Vertex AI Forecast to predict product demand and optimize inventory levels in their

distribution centers. This AI-powered forecasting has resulted in a 43% improvement in forecasting accuracy, leading to reduced food waste and improved sustainability.



The Estee Lauder Companies leverages BigQuery to efficiently analyze data and improve

operational efficiency.



Fortenova Group, one of Croatia's leading food and retail companies, created an AI inventory helper that

provides grocery store managers with fresh insights to help them place more accurate orders for perishables like fruits and vegetables, reducing food waste while boosting profits.



Mercado Libre uses Vector Search and Embeddings in Vertex AI to reshape online shopping by

providing precise results that best match a user's query.



NotCo, a Chilean food tech company, partnered with Eleven Solutions to develop a

conversational AI chatbot powered by Gemini; the chatbot has revolutionized data access, allowing employees to instantly query their SAP system and gain real-time insights for faster, data-driven decision making.



Revionics' intelligent retail pricing platform has incorporated gen AI to turn big data into

smarter pricing decisions. Revionics built a new chat-based AI agent that can help customers

understand system configuration and optimization and dive deeper into data on the factors influencing pricing.



Shopify, the leading ecommerce platform for online merchants, completely transformed its data

providing precise results that best match a user's query.



Spoon Guru uses Vertex AI to process up to 14 billion data points a day, including pack

labels, ingredients, nutritional values, allergens, and other metadata, so retailers and consumers can better determine a product's suitability for any given health, nutrition or lifestyle diet.



Tchibo, a major European e-commerce company, uses Google Cloud's Vertex AI and

BigQuery to optimize its demand forecasting. This AI-powered solution, known as DEMON, generates over 6 million predictions daily, allowing Tchibo to manage warehouse supplies efficiently, reduce logistics costs, and improve product availability.



Automotive & Logistics



GEOTAB[®]

Geotab, a global leader in telematics, uses BigQuery and Vertex AI to analyze billions of

data points per day from over 4.6 million vehicles. This enables real-time insights for fleet optimization, driver safety, transportation decarbonization, and macro-scale transportation analytics to drive safer and more sustainable cities.



KINAXIS[®]

Kinaxis is building data-driven supply chain solutions to address logistics use cases including

scenario modeling, planning, operations management, and automation.



Prewave, a supply chain risk intelligence platform, utilizes Google Cloud's AI services to

provide end-to-end risk monitoring and ESG risk detection for businesses. This enables companies to gain transparency deep into their supply chains, ensuring resilience, sustainability, and compliance with regulations like the European CSDDD.



UPS is building a digital twin of its entire distribution network, so both workers and customers can see

where their packages are at any time.



Woven – Toyota's investment in the future of mobility – is partnering with Google to leverage

vast amounts of data and AI to enable autonomous driving, supported by thousands of ML workloads on Google Cloud's AI Hypercomputer. This has resulted in 50% total-cost-of-ownership savings to support automated driving.

Resources

bloggingagent.ai

www.bloggingagent.ai

Creatorscommunity.ai

www.creatorscommunity.ai

Videosagent.ai

www.videosagent.ai

filmsagent.ai

www.filmsagent.ai

RatedG.ai

www.ratedg.ai

aiunplugged

www.aiunplugged.io



THE BLUE WHALE
AI ACADEMY

www.thebluwhale.ai