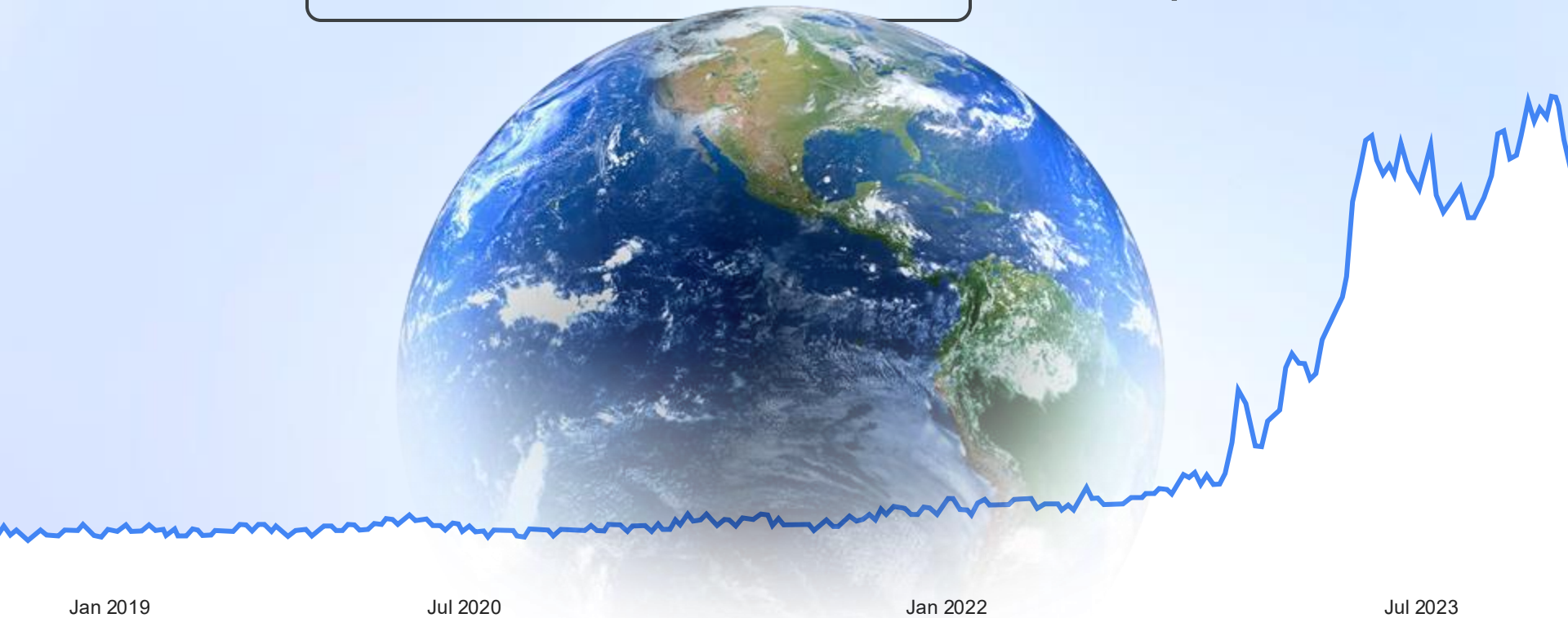




Edoardo Bortolato

Director, Large Customer Sales Italy & Iberia

Global **Search Interest for AI** has exploded




Source: Google Trends, Global, Search Interest for "AI", Past 5 years, 2019 - 2023,

The canvas is changing: **AI** is the **next big chapter** and probably the most **profound** in our lifetime



2000s

Internet



2010s

Mobile



2020+


AI

of years to reach 50 million users

 Mobile Phones

12

years

 Internet

7

years

 Facebook

3

years

 Gen AI

5

weeks

“
We are an AI
first company”

Sundar Pichai
I/O 2016



Google is the pioneer in AI

Gemini

2023 - 2025

State of the art advanced AI-powered reasoning.

2022

AlphaFold predicts structures of all known proteins

2020

Google LaMDA Model Trained to converse

T5

2019

Text-to-Text Transfer Transformer LLM 10B P Model Open Sourced

2018

Google's groundbreaking large language model, BERT

2017

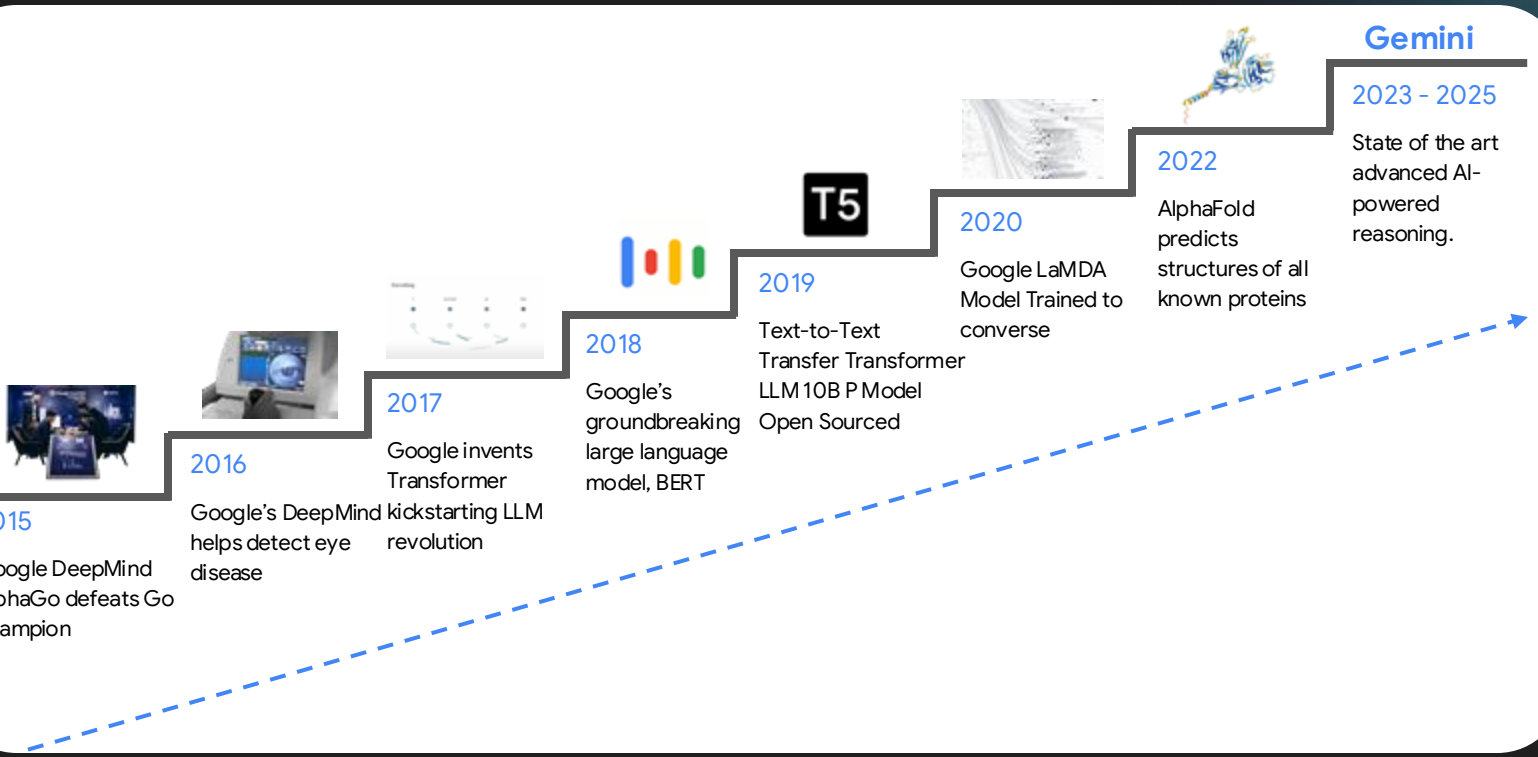
Google invents Transformer kickstarting LLM revolution

2016

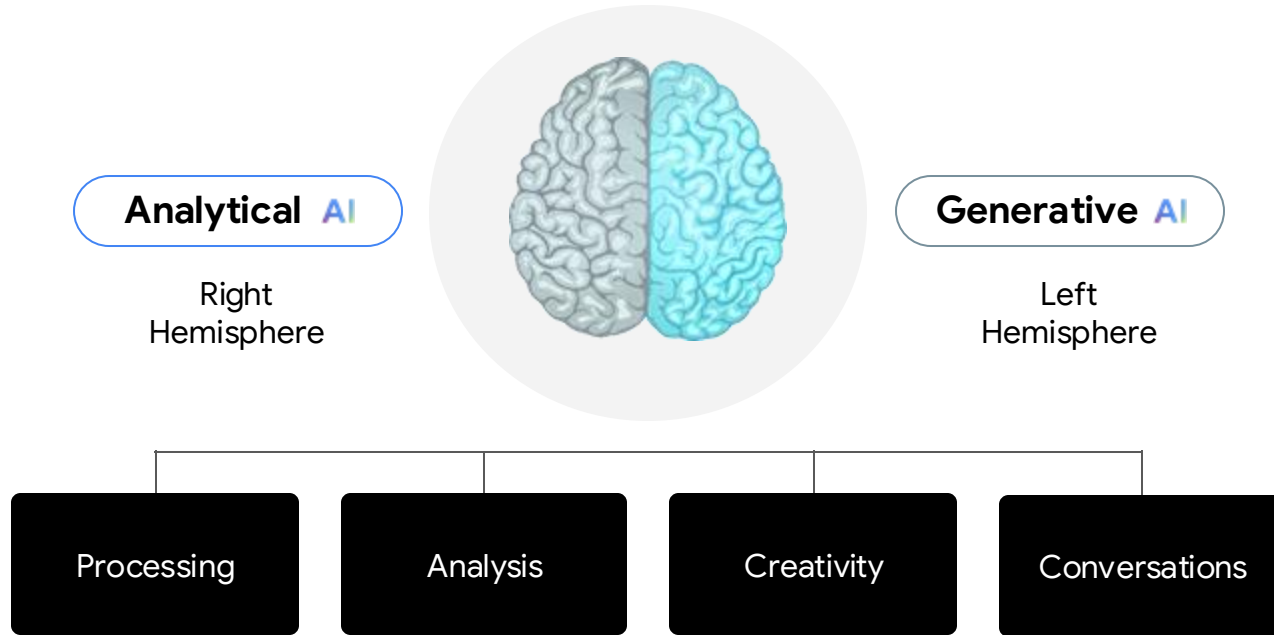
Google's DeepMind helps detect eye disease

2015

Google DeepMind AlphaGo defeats Go champion



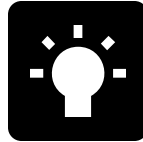
AI tries to emulate the behavior of 'natural' intelligence



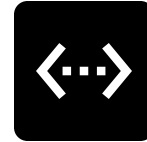
Why generative AI is magic?



Write



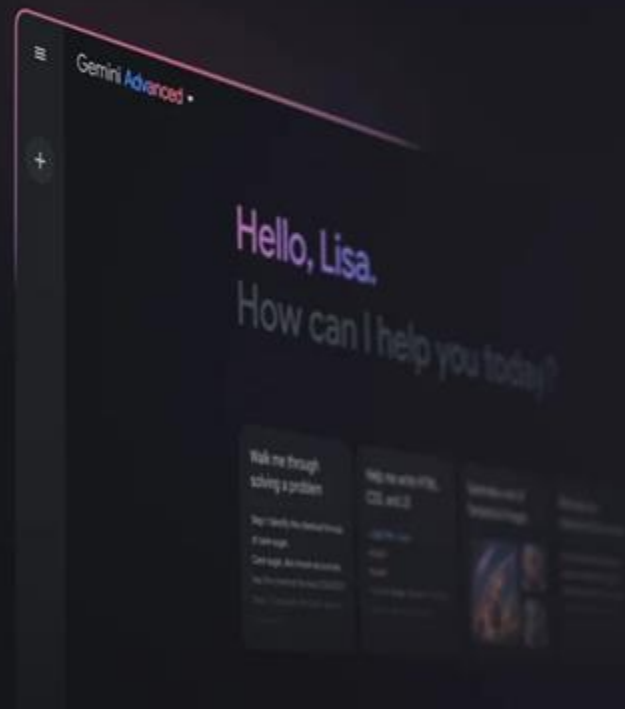
Create



Programming



Gemini





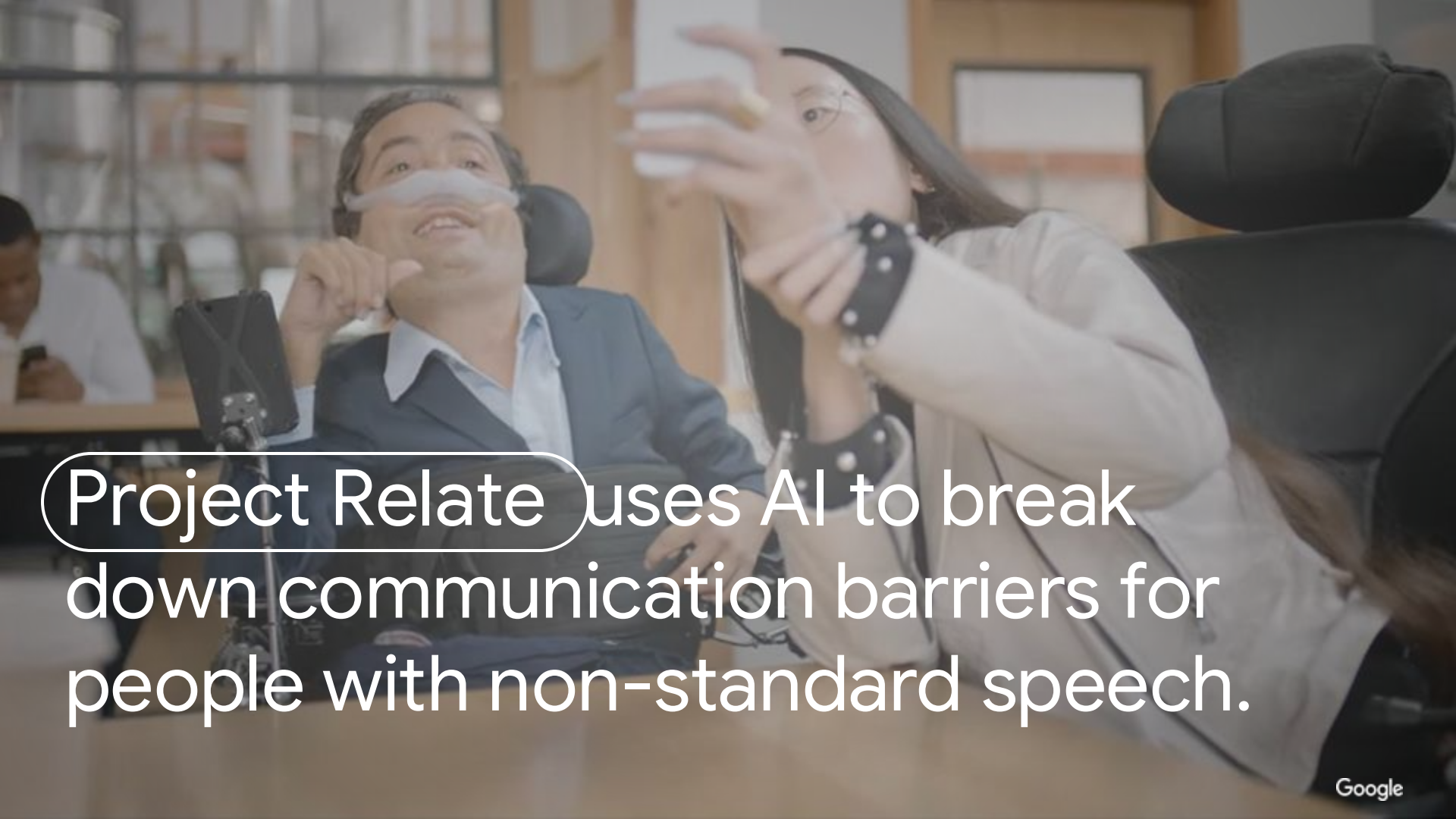
Garden Stripes

Making **AI** helpful
for **Society**




Mineral is unlocking sustainable ways to feed the world's population with AI.





Project Relate uses AI to break down communication barriers for people with non-standard speech.



AlphaFold maps protein structures using AI to help doctors develop new medicines and vaccines.



Idoven uses AI to help doctors detect cardiovascular diseases and diagnose patients faster.

Cardiac disease has one of the highest **mortality rates** in the world, claiming around **17 million lives** each year.¹

“
In Europe, each day, doctors spend around 1 million hours analysing ECGs to diagnose patients.²”

Manuel Marina Breyse
Co-founder of Idovent

Sources:

1. [WHO. Noncommunicable diseases, 2023](#)

2. [Cardiologist-level arrhythmia detection and classification in ambulatory electrocardiograms using a deep neural network. Nature Medicine, 2019](#)

The way people **Search** is changing

AI Overviews
combines snippets
and links in the
results to allow the
user to get a quick
overview of a topic
and learn more



Take a Video, get
help from AI, with the
ability to ask
questions with video



“Exactly what I want” search

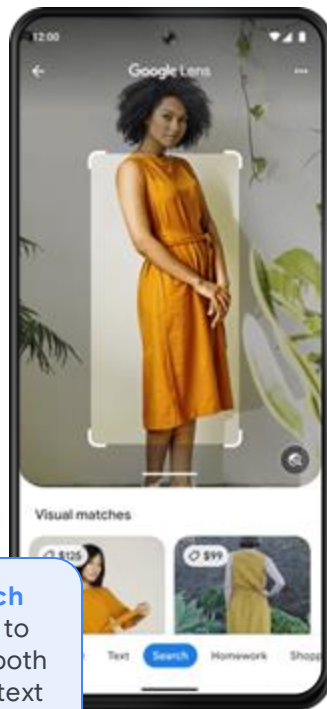
Now you can do more with a *single query*



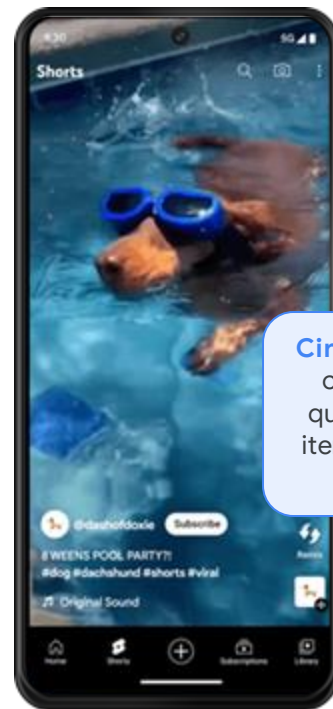
Search **beyond words**

20B

visual searches
a month using Lens



Multisearch
allows you to
search with both
images and text
at the same time



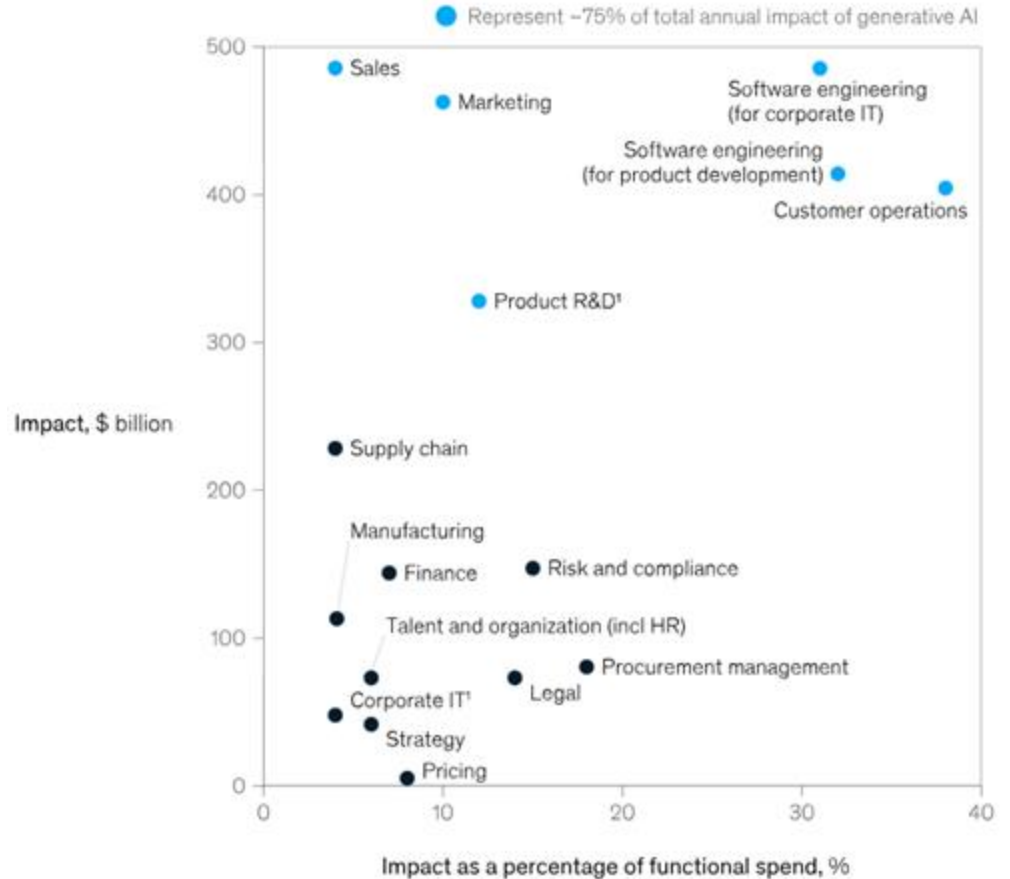
Circle to Search
can help you
quickly identify
items in a photo
or video

Making **AI** helpful
for **your business**

You don't
need an
“AI strategy”

You need to
use AI to run
your strategy

Value potential of generative AI across business functions



-8%

decrease of companies'
Marketing Maturity
compared to 2021

Source:
BCG 2024 DDM report, 2023 EMEA, N=106
BCG 2021 DDM report, 2020 EMEA - Published and approved



Deep dive on four use cases

Anticipate needs

From **Reactive** to **Predictive**:
product development at
consumer-preference
speed

Engage consumer

Ensure **Customer Satisfaction**:
provide a seamless path
to purchases

Operat. efficiency

Transform Retail operations,
optimising complex
processes

Enhanced creativity

Expand artistic possibilities,
accelerating
hyperlocalised creation

Anticipate Needs:

get your **product development**
at consumer-preference speed

Uncover **new trends** from multimodal inputs

Discover insights with **Vertex AI**
Gemini API

Help me debug the error.

Engage Consumers: make your products **more discoverable**

72%

consumers are **less loyal**
to a brand when it's hard
to find what they want on a
website

Catalog enrichment with **Vertex AI Gemini API**

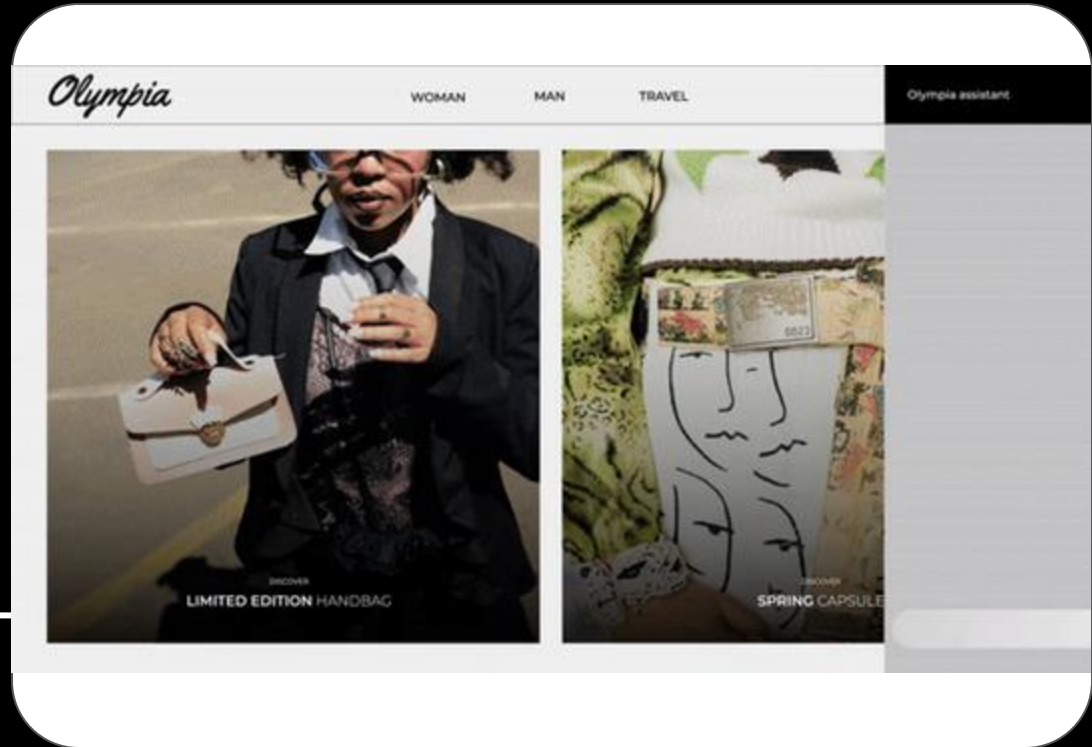
Streamline **asset creation** for your website

Engage Consumers:

let your brand
do the talking

Vertex AI Agent Builder

Personalize your
customer experience
with multimodal
conversational
commerce



Can gen AI bring

the associate

experience to

the digital platform?



Drive operational efficiency:

Elevate **sales performance** with AI-powered forecasting

Vertex AI Demand Forecasting

Drive **smarter inventory** decisions

Traditional Forecasting

\$1.7 trillion
sales loss from **inventory distortion**

Historical Data May 2024 June 2024 July 2024 August 2024 September 2024

Source: McKinsey: Notes from the AI frontier: Applications and value of deep learning, April 2018

Envisioning a new



world of retail

inventory

management



Which image is AI generated?

A



B



Which image is AI generated?

Proprietary + Confidential

A



B

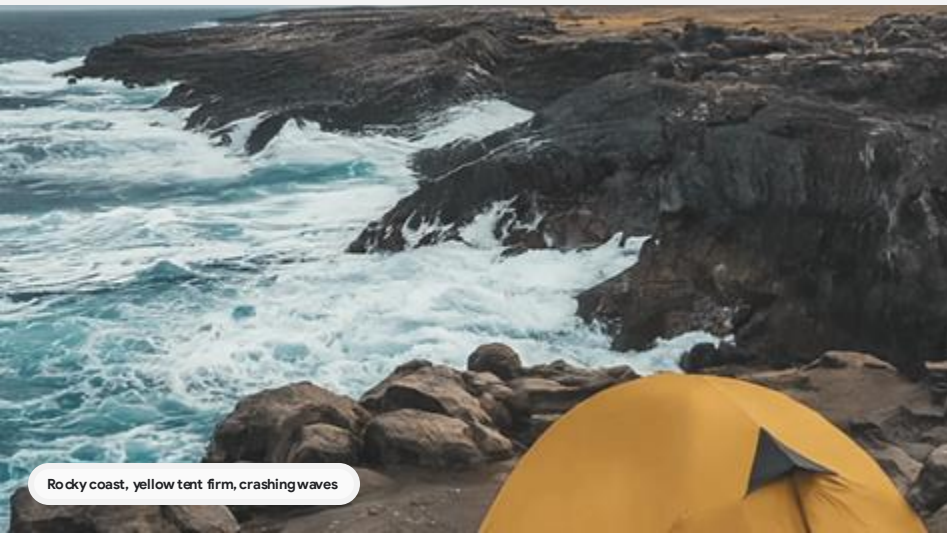




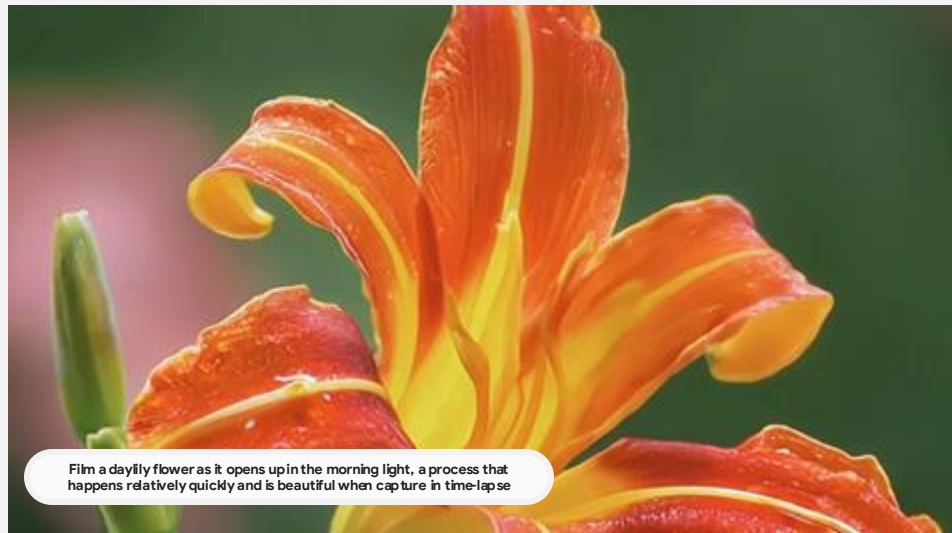
Capture a colourful walking elephant with a fabric pattern



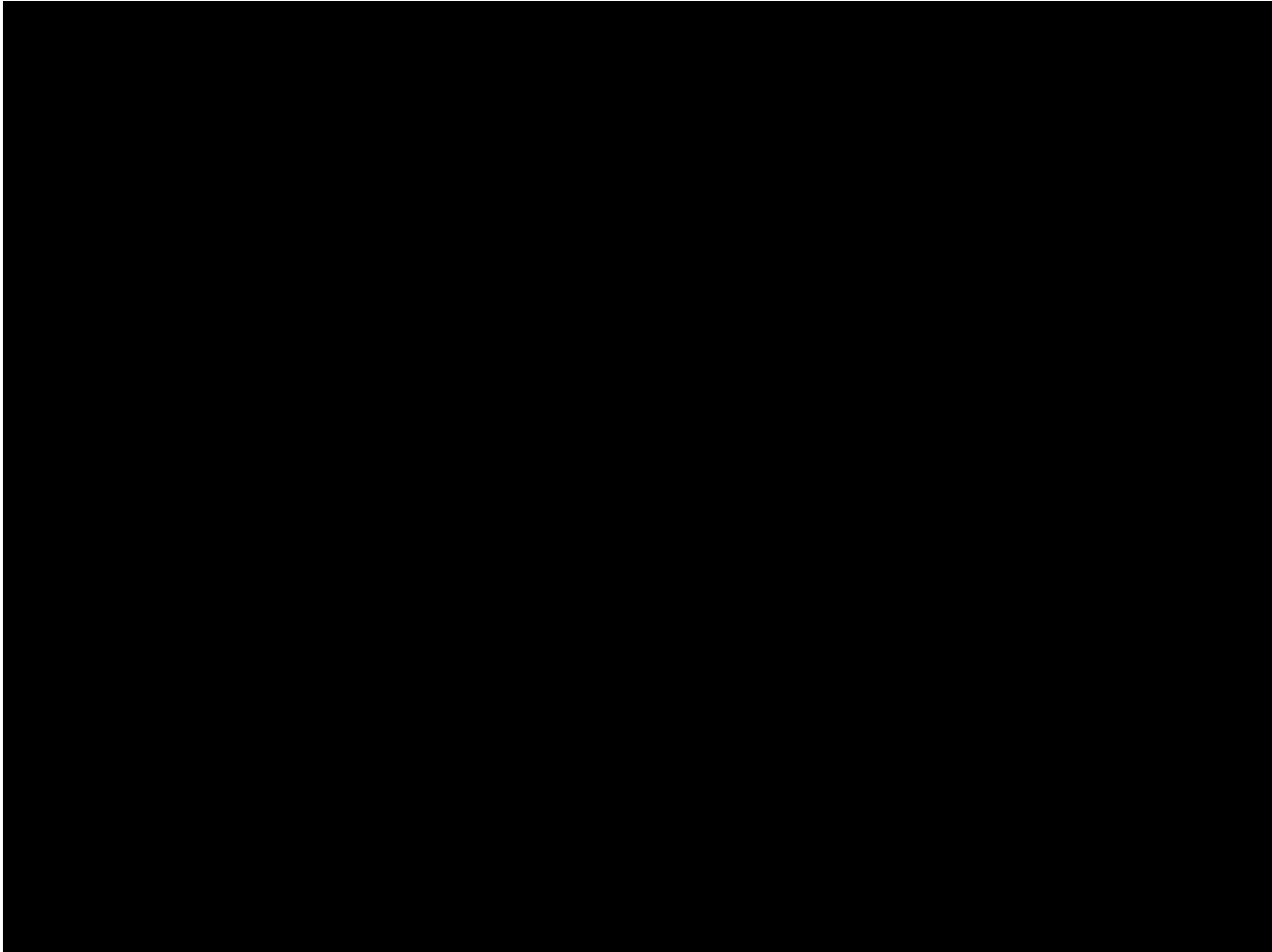
Aerial view of a mountain range



Rocky coast, yellow tent firm, crashing waves



Film a daylily flower as it opens up in the morning light, a process that happens relatively quickly and is beautiful when capture in time-lapse



Veo2

The Pisanos // Porsche spec ad

By László Gaál



AI creates richer consumer experiences



AI will unlock enormous
opportunities

A woman with dark hair in a ponytail, wearing a dark blazer over a white collared shirt, is looking towards a man. The man has a beard and glasses, wearing a light-colored button-down shirt, and is holding a red marker, pointing at a whiteboard. The whiteboard has some faint red markings. The background is slightly blurred, suggesting an office or meeting room setting.

Your leadership will
make the difference

**If you're not
competing
with AI**

**You're
competing
with another
business
using AI.**