

Google Cloud unveiled 4 strategic announcements aimed to unseat rivals

Article

Google Cloud news roundup: At a **Google Cloud Next 2022** event this week, the cloud giant made several announcements indicating its ambitions to rise above its fourth place rank among the world's [leading cloud providers](#) and unseat **Amazon Web Services (AWS)**, **Microsoft Cloud**, and [Alibaba Cloud](#).

Accenture + Google Cloud: The two tech companies are expanding an existing global partnership.

- The collaboration will give Google access to over **13,000 Accenture cloud professionals—5,000 of whom have Google Cloud certifications.**
- It will also help business clients migrate to and operate in Google Cloud and scale capabilities in AI, machine learning (ML), data analytics, and cybersecurity.

From mainframes to the cloud: Google wants to get banks and other organizations into the cloud through a new technology called **Dual Run**.

- The tech giant claims that **44 of the top 50 banks and 23 of the top 25 largest US retailers still rely on antiquated mainframes.**
- Dual Run lowers the risk associated with migrating from mainframes to the cloud by creating a digital copy of mainframe systems to simultaneously run on Google Cloud. The tool is currently available in preview mode.

Cloud AI: Google is trying to capitalize on rising interest in **AI/ML workloads**.

- One way it's doing this is by making it easier for customers to deploy the **Vertex AI Vision** service, which enables users to automatically analyze video streams, pictures, and to detect objects.
- The second way is by harnessing the open-source **OpenXLA** project that's bringing together different ML frameworks with the goal of reducing the cost and complexity of ML deployment.

Intel + Google Cloud: The two tech companies have partnered to increase the security and efficiency of data centers.

- They've co-designed an **E2000** chip that creates more secure routes for information traveling between cores to prevent the “bleeding” of data.
- The chip helps address issues with speed and performance that arise as cloud customers run progressively more complex algorithms.

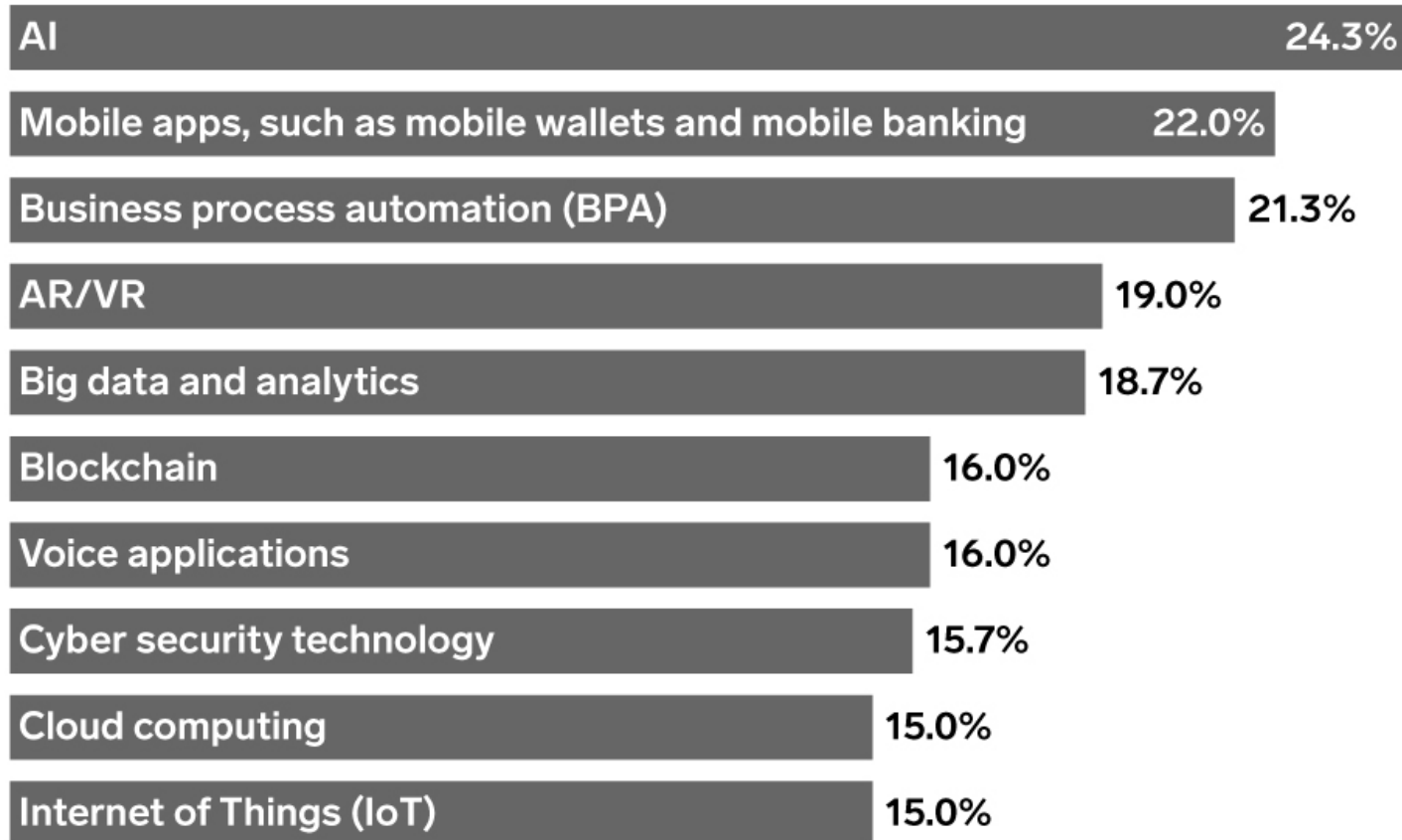
Breaking down growth barriers: The moves signal Google's hunger for more cloud customers and follow several announcements this year about global expansion plans. They also reveal

how the cloud giant is studying the market and implementing changes geared to addressing broader challenges to public cloud growth.

- Tech industry labor shortages, a skills deficit, and scrutiny around data center sustainability are a threat to [global cloud expansion](#).
- Through partnerships with Accenture and Intel, Google is hoping to overcome these barriers by leveraging an army of IT talent and deploying chips that use less energy.
- At a time when companies are increasing their ML workloads across industries and racking up [huge cloud bills](#) in the process, Google is trying to retain these customers with cost reduction tools.

Which Technologies Do Banking Executives Worldwide Expect to Be the Most Effective?

% of respondents, Jan 2022



Note: in the next two years; respondents could select up to three
Source: Economist Impact, "Threat Assessment 2022: Digital Competition in Finance" commissioned by WSO2, May 11, 2022

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