Build and use AI

Easily infuse AI into your workflows

Build and use artificial intelligence, regardless of your level of expertise or investment

If you are new to AI, improve your time to market using the **AI Building Blocks**. If you have a data science team, reduce operating costs and complexities of building, deploying, and managing models using the **AI Building Blocks** and **AI Platform**.

Key Benefits

Industry leadership and deep expertise
Leverage Google's expertise in AI that helps your organization meet its own challenges.

Choice and flexibility
Whether in an early or advanced stages, we meet you where you are in your AI journey.

Quality and innovation
We're innovating on behalf of our customers in AI at all levels of the solution stack.

Responsible AI
Google is committed to making progress in the responsible development of AI.

Common use cases

Forecasting

Uplevel existing analytics and gain insight by predicting utilization, events, and more.

California Design Den deployed *Planning In a Box*, a solution built on AI Platform by Pluto7, to intelligently predict demand and balance supply.

Personalization

Improve user engagement through personalized, just-in-time recommendations.

Unilever fine-tuned the message delivery of ads that resonated most with their audience with Natural Language API.

Workflow automation

Rationalize and optimize processes with new intelligent applications and workflows.
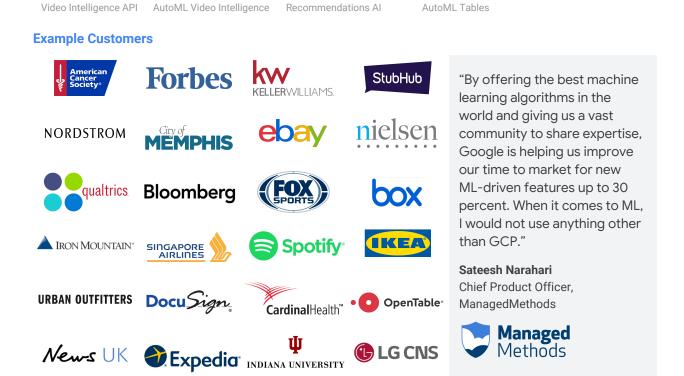
AES used custom models on AutoML Vision to automatically inspect their vast wind farms, and identify and prioritize defects.

Google Cloud

For more information, visit **cloud.google.com/solutions/build-and-use-ai**

Products

AI Building Blocks				AI Platform
Vision		**Speech**		
Vision API	AutoML Vision	Speech-to-Text API	Text-to-Speech API	
Natural Language		**Translation**		
Natural Language API	AutoML Natural Language	Translation API	AutoML Translation	
Video		**Structured Data**		
Video Intelligence API	AutoML Video Intelligence	Recommendations AI	AutoML Tables	

Example Customers

American Cancer Society®
Forbes
kw KELLER WILLIAMS.
StubHub
NORDSTROM
City of MEMPHIS
ebay
nielsen
qualtrics
Bloomberg
FOX SPORTS
box
IRON MOUNTAIN®
SINGAPORE AIRLINES
Spotify
IKEA
URBAN OUTFITTERS
DocuSign
CardinalHealth™
OpenTable®
News UK
Expedia®
INDIANA UNIVERSITY
LG CNS

"By offering the best machine learning algorithms in the world and giving us a vast community to share expertise, Google is helping us improve our time to market for new ML-driven features up to 30 percent. When it comes to ML, I would not use anything other than GCP."

Sateesh Narahari
Chief Product Officer, ManagedMethods

Managed Methods

Google Cloud

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