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Recapping

Google
Cloud
Next 25



# Agenda

Introductions

Announcements

Google Next Highlights

- A
- Workspace
- Data Analytics

Live Q&A

### **Presenters**



**John Pettit**Chief Technology Officer
Promevo



Aaron Gutierrez

Practice Director, Data
Engineering & Analytics
Promevo



Mark Baquirin
Customer Engineer,
Workspace & Gemini
Promevo

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With the expertise, agility, and commitment you can only get from a partner that is solely 100% Google-focused, Promevo is with you every step of the way, enabling your organization to have the best Google life experience possible.

We **Sell**, We **Service**, and We **Build** Google Products





















Gemini for Google Workspace

- 14-Year Google Partnership
- Dedicated Customer Success Team and **Google-Certified** Technical Support Teams
- Ability to drive license and GCP consumption discounts
- Custom IT Solutions across Application, Cloud, and **Data Services**
- Centralized Billing for all your Google Products and Services
- Proprietary Google Workspace management platform

Partnering to Drive Innovation























The Biggest Takeaway Google Cloud Next is an AI conference and Google AI investments have paid off significantly.

# Introducing Gemini 2.5 Pro

### Gemini 2.5 Pro: Unleashing Maximum Quality and Deep Reasoning

- Available across Vertex Al, Al Studio, and Gemini app
- Focus on high quality, deep reasoning, and coding
- Ideal for complex tasks (legal, medical, software development)
- Ranked #1 on Chatbot Arena

#### Features:

- Advanced proficiency in deep reasoning and coding
- 1 million token context window (expanding, to 2 million)
- Multimodal inputs (text, code, images, audio, video, documents)
- Launched April 9, 2025, in public pre√iew

# Gemini 2.5 Flash

### Gemini 2.5 Flash: Low Latency and Cost-Efficient Thinking

- Coming soon to Vertex AI, AI Studio, and Gemini app
- Focus on low latency and cost efficiency
- "Workhorse model" for operational tasks at scale
- Dynamic and controllable reasoning
- Ideal for virtual assistants and real-time summarization





## Imagen 3

### Imagen 3: Enhanced Text-to-Image Generation

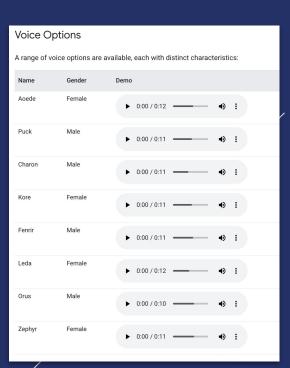
- Most advanced text-to-image model
- Improved image detail, lighting, and reduced artifacts
- Enhanced inpainting capabilities
- Supports prompt enhancement



# Chirp 3

# Chirp 3: Audio Generation and Understanding

- Instant Custom Voice (create personalized voice models with 10-second input)
- HD voices in over 35 languages, 8 speaker options
- Enhanced narration integration
- Accurate speaker diarization



### Lyria

### Lyria: Enterprise-Ready Text-to-Music Model

- First enterprise-ready text-to-music model
- Transforms text into 30-second music clips
- High-fidelity audio across diverse genres
- Integrated with SynthID for watermarking
- Built-in safety measures and copyright indemnity



# Meta's Llama 4 on Vertex Al

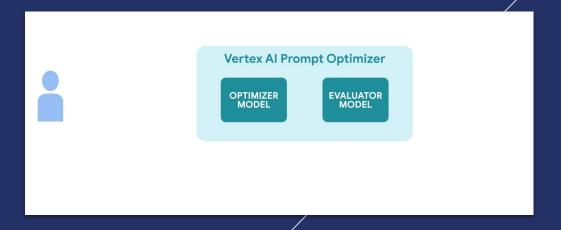
### Meta's Llama 4: Public Preview Availability on Vertex Al

- Llama 4 family (Scout and Maverick) now on Vertex AI
- Fully managed, serverless models via APIs
- Use cases: image captioning, VQA, text generation, Al assistants, chatbots
- Llama 4 Maverick: largest, robust coding, reasoning, image understanding
- Llama 4 Scout: long context (10 million tokens), retrievøl tasks



# Vertex AI Enhancements

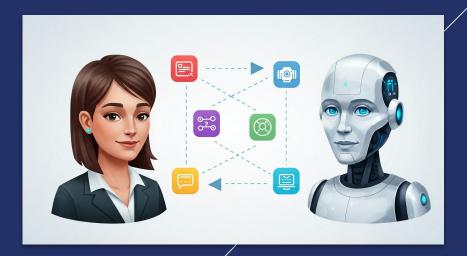
- Vertex AI Dashboards: Enhanced Monitoring and Control
- Model Customization and Tuning: Improved capabilities
- Vertex AI Model Optimizer
- Live API: Real-Time Multimodal Applications
- Vertex Al Global Endpoint



# Agent Development Kit (ADK)

### Building the Future of AI: Multi-Agent Systems

- Open-source framework for multi-agent systems
- Simplifies development, maintains agent control
- Supports Model Context Protocol (MCP) for unified data/tool access



# Agent2Agent (A2A) Protocol

### Agent2Agent (A2A) Protocol

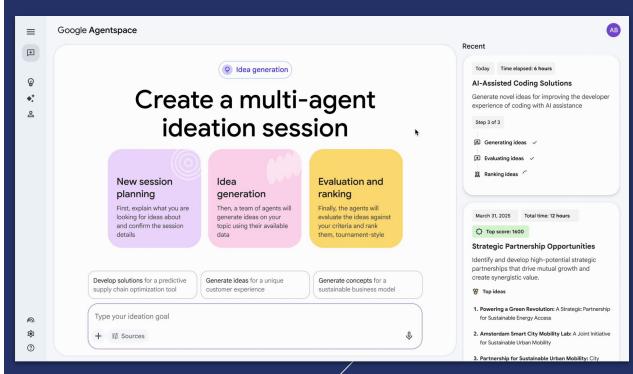
- Open protocol for multi-agent interoperability
- Enables cross-platform agent communication
- Industry-wide support (Accenture, Box, Deloitte, etc.)



# Agentspace

- A single space for company Al agents
- Interact with other agents
- Access connected apps
- Conduct better research
- Draft content quickly
- Automate repetitive tasks

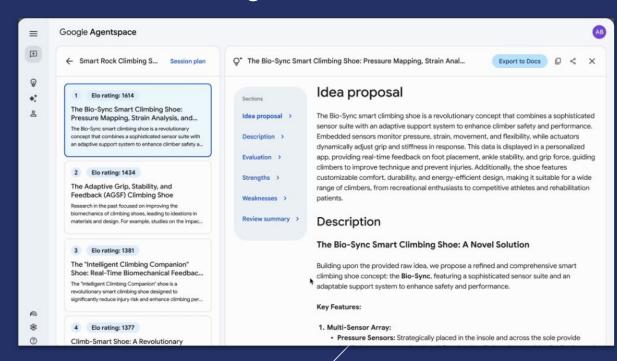
### Agentspace



# Agentspace

- Develop novel ideas
- Evaluate your ideas to find the best solution

### **Idea Generation Agent**



# Agentspace

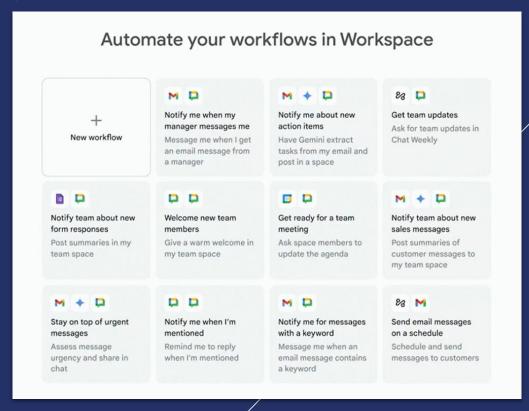
- Explore complex topics
- Produces a comprehensive report



# Google Workspace

- Automate multi-step processes
- Al will research, analyze, and generated content
- Can utilize Gems

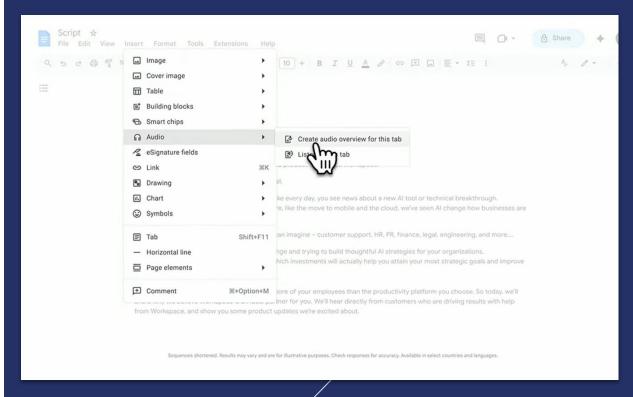
### Google Workspace Flows



# Google Workspace

- Full audio versions of your documents
- Podcast-style audio overviews

### Google Docs - Audio capabilities



# Google Workspace

- Offers thoughtful suggestions
- Strengthen your arguments
- Clarify key points
- Helps communicate ideas effectively

### Google Docs - "Help me refine"

### Overview

This campaign aims to position Studio as the go-to athleisure wear for active adults aged 40-65 who enjoy outdoor exercise during the fall season. We will highlight the brand's vibrant designs, performance-enhancing features, and commitment to sustainability, resonating with our target audience's adventurous spirit. isn't just about clothes; it's about igniting a passion for outdoor adventure in the hearts of active adults aged 40-65. We're not just highlighting Studios's vibrant designs and performance-enhancing features; we're showcasing how they empower individuals to conquer trails, mountains, and their own personal limits.

Refine writing



#### Goals

Our 2025 campaign aims to deliver on our H2 goal of expanding our SOV by 12%. We'll accomplish this by focusing on three key strategies:

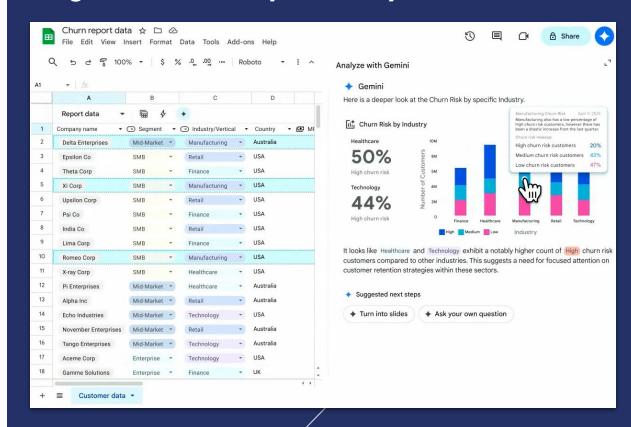
- · Partner with other fitness or fashion businesses for cross-promotion.
- · Create educational content on fitness, fashion, and lifestyle to become an athleisure expert.
- Develop a strong social media presence to connect with target audience and share product news.



# Google Workspace

- Expert level analysis with interactive charts
- Identifies trends
- Suggests next steps

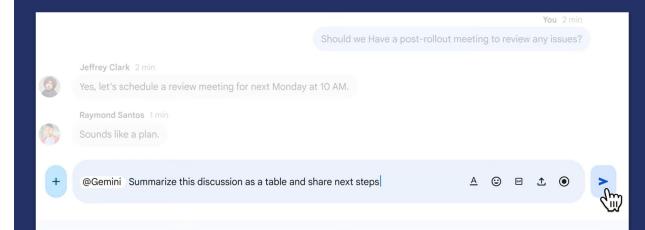
### Google Sheets - "Help me analyze"



# Google Workspace

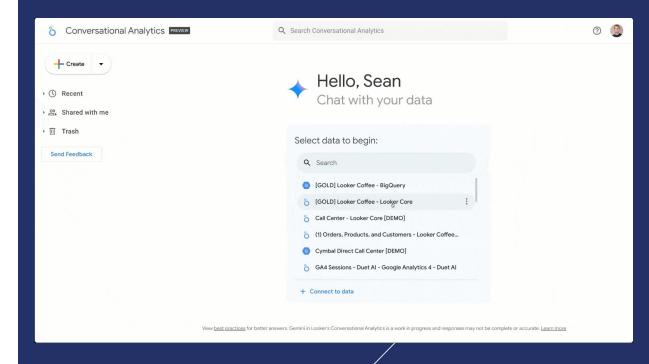
- Type @gemini
- Detailed summaries
- Highlight key points
- Suggest next steps

### Google Chats - @gemini



# Data Analytics Looker, BigQuery

- Conversational Explores
- Dynamic Chart Generation
- LookML Code Complete



# BigQuery Object Tables

- Easy Data
   Enrichment
- Semantic Joins
- Easy Embedding



# The Promevo Perspective

- Access to All the New Things
- Agentspace Enablement
- Building Custom Agents / Gems
- Productivity Bridge
- Workspace Management

### Questions?

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### Thank you!

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