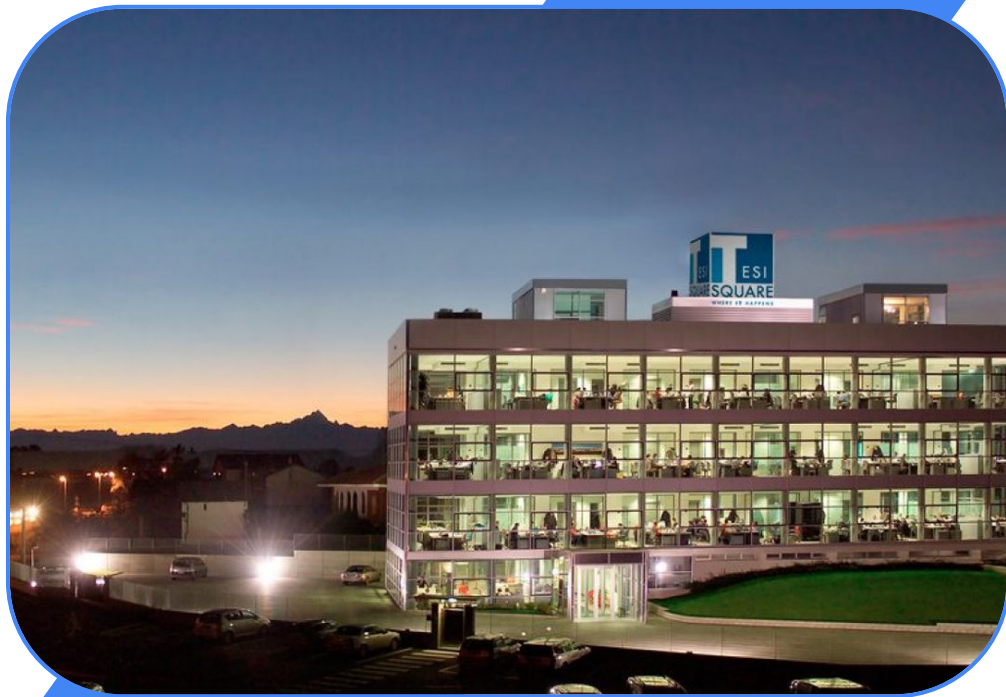
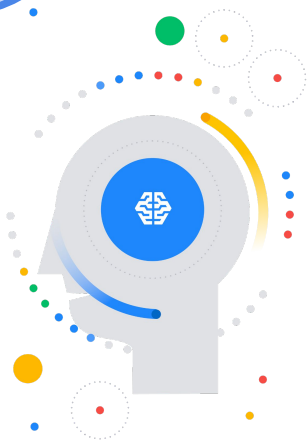


L'IA di Google al lavoro: Come l'intelligenza artificiale sta rivoluzionando in modo inatteso il mondo in cui lavoriamo

June 2024



01



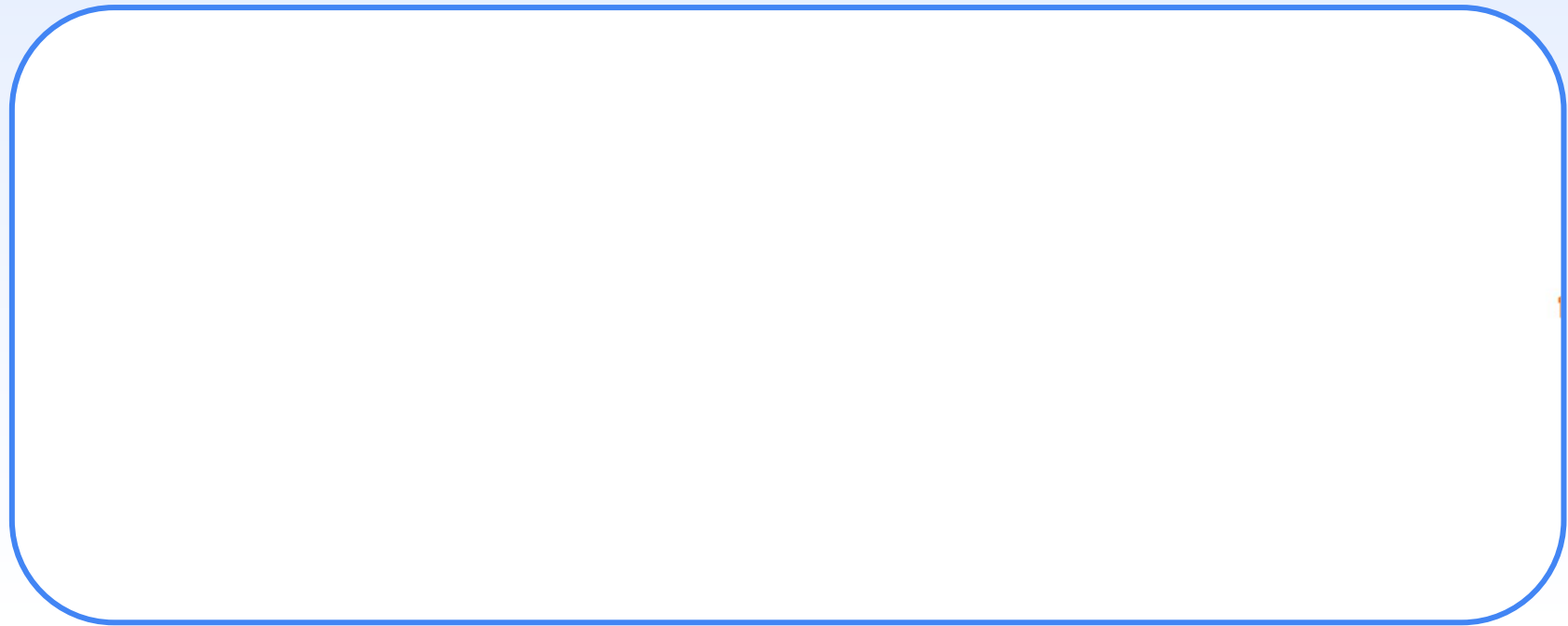
GenAI Value

Google was born as a **data company**...

Google

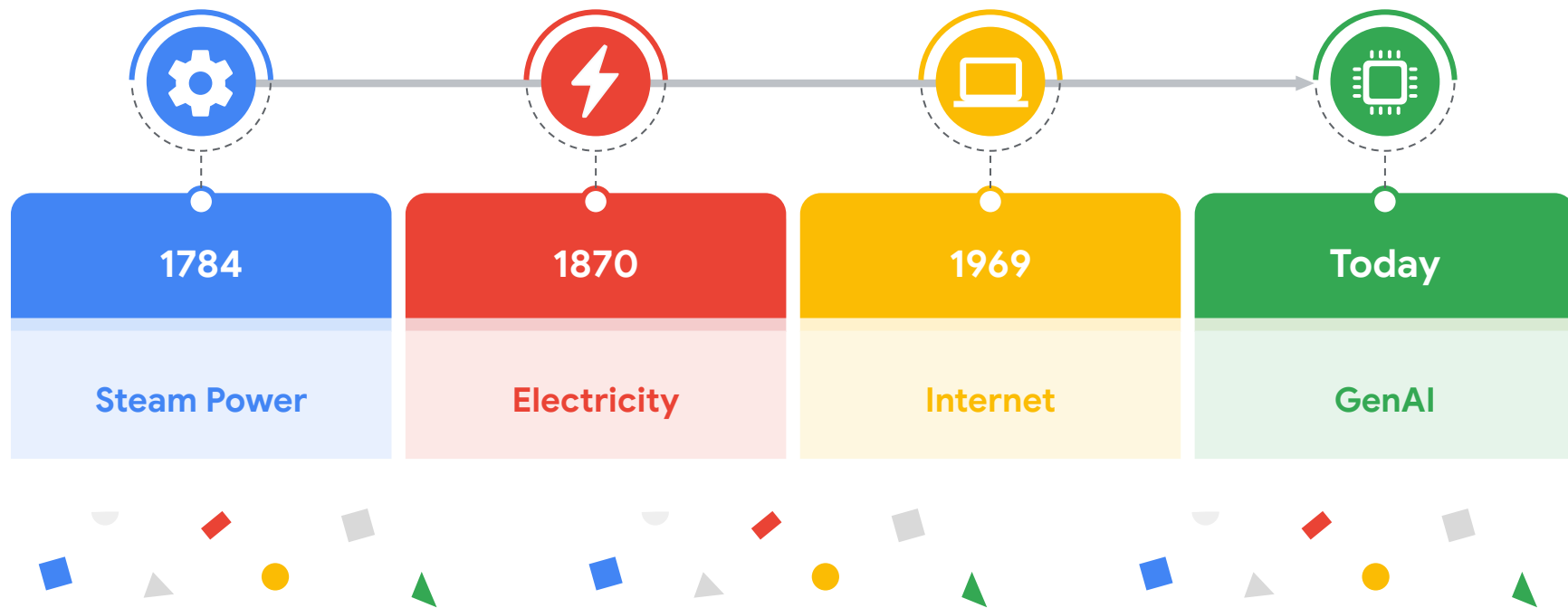


Google is founded on AI...A deep history of **research and innovation** at Google



Responsible AI at the foundation

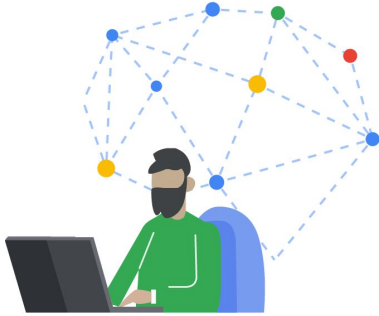
We're in an AI-driven revolution



Project Astra



02



What is currently happening?



Retail is going through a massive disruption

Shopping habits have changed in the last two years



Customers

1/3rd

of consumers
shop while flipping
through social
media accounts



Product

2/3rd

of shoppers
**research product
online** even if they
intend to buy in
store



Locations

3/4th

of retail
consumers use
multiple channels
to shop

Generative AI holds immense value & productivity gains for Retailers

\$400B

additional Retail revenue

27-44%

GenAI's **estimated impact as a proportion of EBIT** in the retail and consumer goods industries



Productivity Gains



Customer Service

+30-45%

of current servicing costs



Marketing

+5-15%

of total marketing spend



Software engineering

+20-45%

of current annual spending

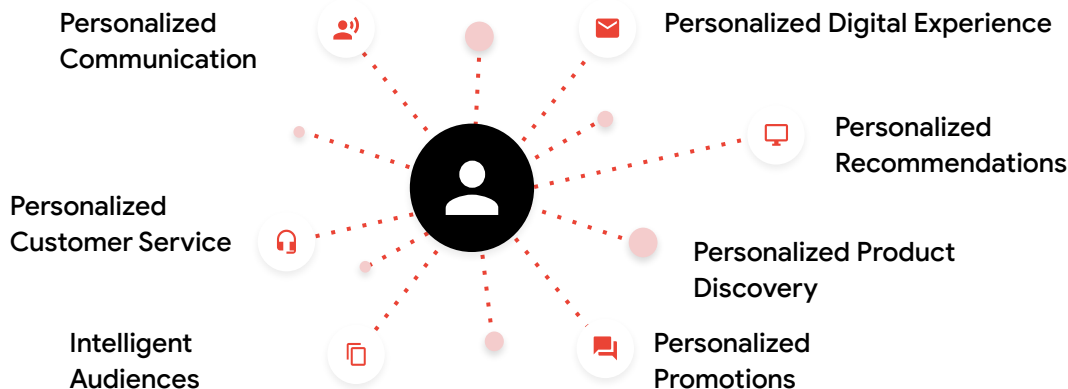
Consumers are **privacy-conscious**, yet many are willing to trade data for **tailored experiences**

82%

of consumers are willing to share their personal data in exchange for a more **personalized experience**.

Source: PwC, The power of personalization: Building a strategy that work, Global, 2024.

Google AI empowers marketers to leverage first-party data to deliver superior, **end-to-end personalized experiences**



Where Google AI can create value



Digital Growth & Experiences

Digital Commerce & Website Modernization

 Retail Search, Recommendations & Conversational Commerce

 Content Creation

 Catalog and Content Enrichment



Marketing & Customer Outreach

Generative AI for Marketing

 Audience Segmentation & Enhanced Targeting

 Marketing Creative Content Generation



Sustainable & Efficient Operations



Multichannel Customer Engagement & Service (**Gen AI for Customer Service**)*



Developer productivity



Back Office of the Future



Associate & Store Productivity



Task Management



Associate Training



Talk to Menu



Foundations

Build your enterprise level (Gen) AIOps practice



Modernize your Data Platform for (Gen)AI



Productize genAI through secure & managed APIs



Modernize your Application Estate & build Cloud Native Apps with (Gen)AI



Make your (Gen)AI enterprise ready with our Security & Trust Platform



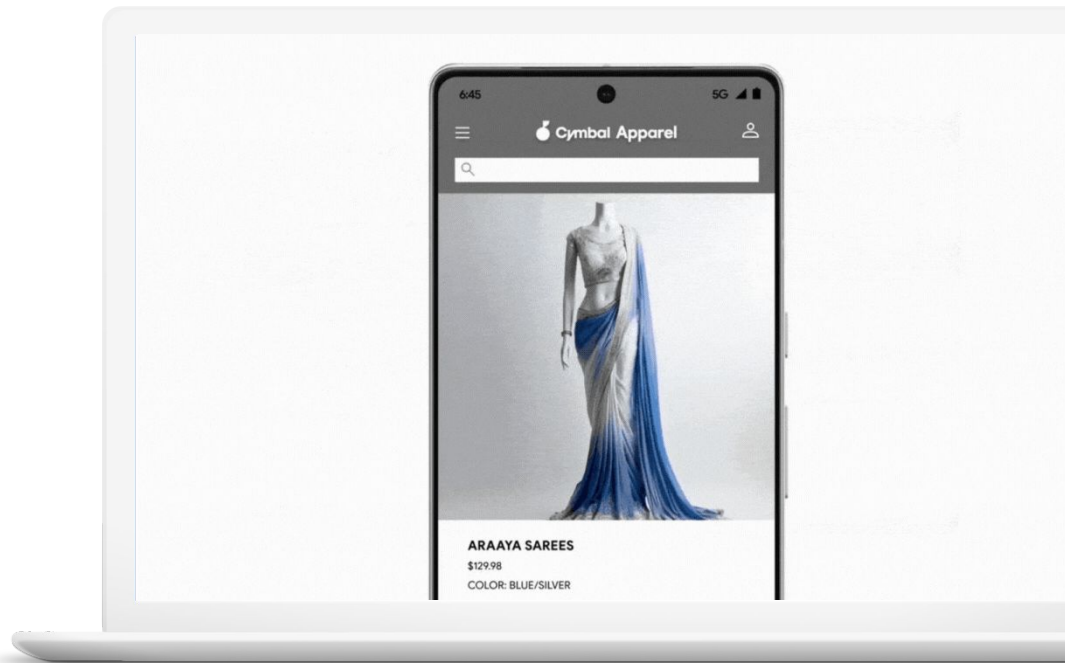
Retail Search, Recommendations & Conversational
Commerce: Digital Commerce Solution

Help customers better understand product details and make purchasing decisions

Leverage AI-based virtual agents with the capability of scanning product catalogs and PDPs to better understand inventory availability and help identify product that fit their customer's needs to influence shopping decisions in real time.

Helps improve:

- Consumer engagement
- Add-to-cart actions
- Reduced return rates





Hyper-Personalization

Macys is leveraging **intent based search** and **recommendations** to reduce cart abandonment and improve the overall customer experience.

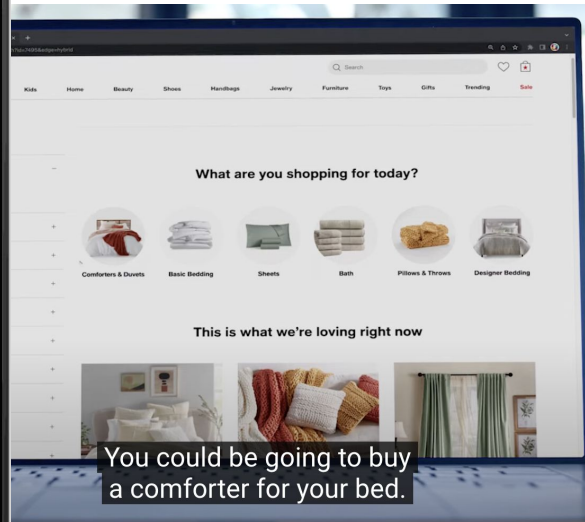
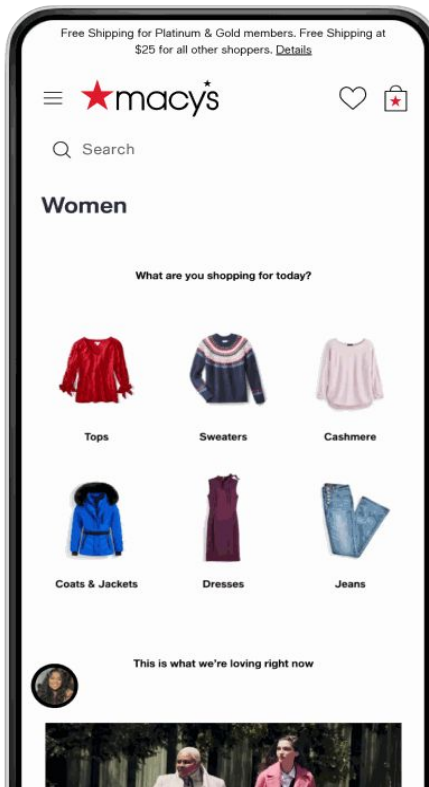
Early results:

Conversions:

+7%

Rev per Visit:

+6%



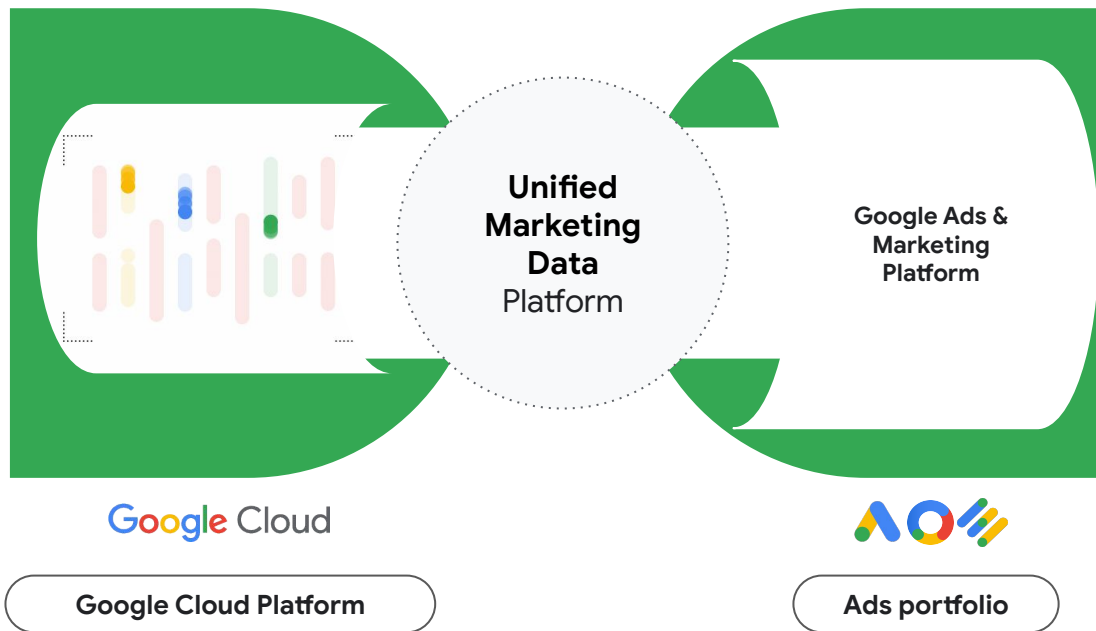
Consumer expectations and profitability pressures have increased the need for **data activation**

63%

of digital marketing leaders are challenged with **leveraging integrated customer data to drive digital marketing execution.**

Source: Gartner Survey Analysis: Customer Data Platform Use Is High, Yet Customer Data Management Challenges Persist, Global, 2023

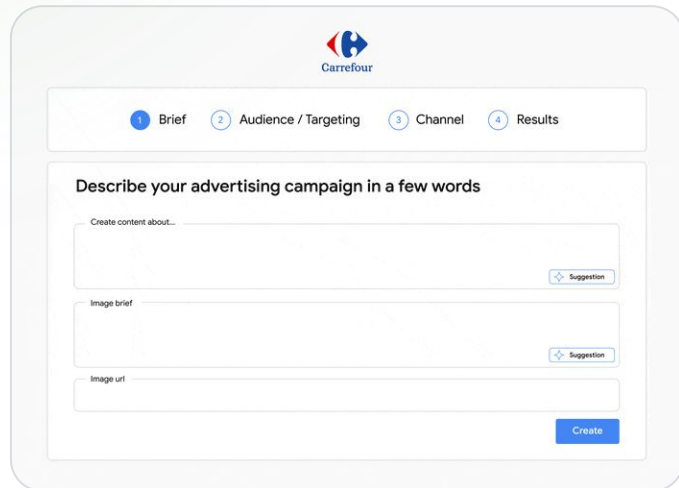
Bring together the best of **Cloud** and **Ads** to enable digital transformation and build for a privacy safe future



Build marketing campaigns in minutes with AI

Generative AI-powered marketing studio
trained on your brand and data.

Quickly creates audience targeted ad copy
for traditional and digital channels



The screenshot shows the Carrefour GenAI-powered marketing studio interface. At the top is the Carrefour logo. Below it is a progress bar with four steps: 1. Brief (selected), 2. Audience / Targeting, 3. Channel, and 4. Results. The main section is titled "Describe your advertising campaign in a few words". It contains three input fields: "Create content about...", "Image brief", and "Image url". Each input field has a "Suggestion" button to its right. At the bottom right of the form is a blue "Create" button.



Elodie Perthuisot • 2nd

Chief E Commerce, Digital Transformation and Data Officer...

5d • Edited • 🔄



🚀 **Carrefour** keeps building its GenAI solutions ! I presented last week our latest GenAI-powered chatbot Hopla.

Today, we are launching a GenAI-powered marketing studio with **Google**. We can now use the power of GenAI to create full marketing campaigns : the AI learns from the history of previous campaigns, and when fed with guidelines for an upcoming campaign, it can generate a comprehensive one in a matter of minutes. You can come and test it at the Carrefour corner, on Google's stand at **Viva Technology**, so do drop by!

🎉 Well done to the teams at Carrefour & Google : a perfect highlight for the 5-year anniversary of our partnership!

Take a look! 🗨️



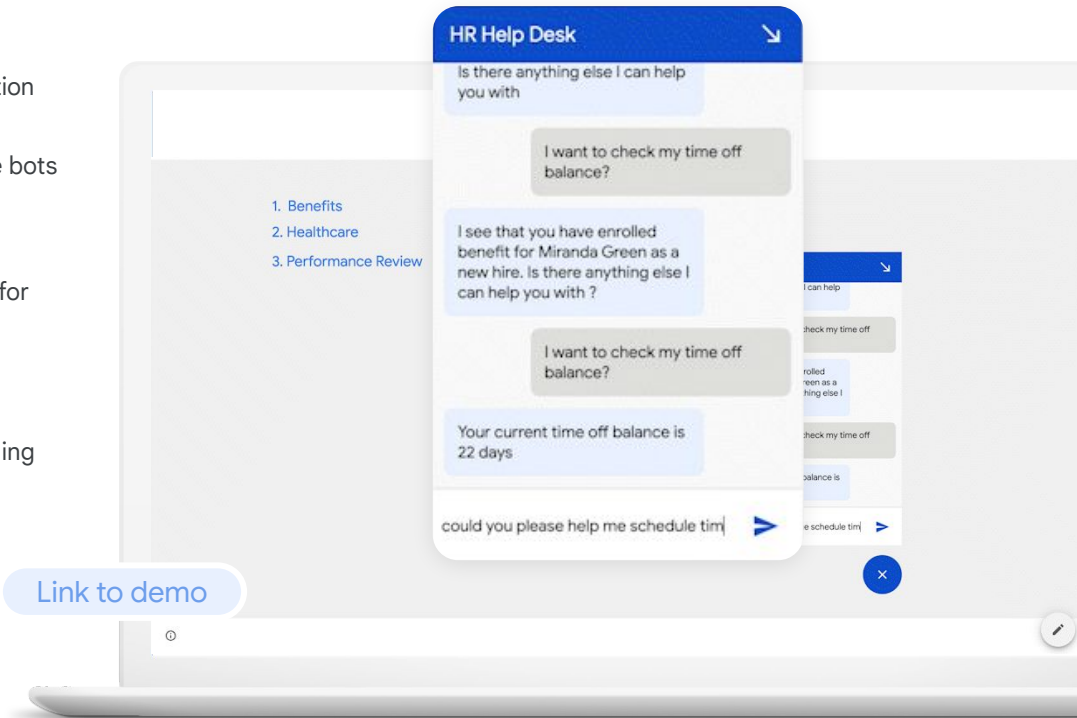
Build generative AI into your suite of back office applications

1. Procurement Contract Management Reduce indemnification risk, improve terms, and reduce supply chain risks
2. HR Help Desk Lower costs for help teams via self-service bots
3. Travel Booking Natural language travel booking to help improve the business travel experience
4. Compliance Processes improve document search/recall for compliance and risk processes
5. Sales & Marketing Prep better sales opportunities with AI powered assistance
6. Accounts Payable Improve accuracy of invoice/PO matching for Accounts Payable when sourcing across systems

Helps improve:

- Improve time availability for critical tasks
- Increase efficiency

Back Office of the Future Solution





“At Workday, we believe enterprise software should simplify how organizations manage finance, HR, and planning. Google Cloud’s Procurement DocAI, combined with our document processing machine learning models, enables streamlined receipt intake for our customers at global scale.”

Shane Luke, VP Machine Learning & AI,
Workday



a Employee's social security number		OMB No. 1545-0008		This information is being furnished to the Internal Revenue Service. If you are required to file a tax return, a negligence penalty or other sanction may be imposed on you if this income is taxable and you fail to report it.	
b Employer identification number (EIN)		1 Wages, tips, other compensation		2 Federal income tax withheld	
c Employer's name, address, and ZIP code		3 Social security wages		4 Social security tax withheld	
		5 Medicare wages and tips		6 Medicare tax withheld	
		7 Social security tips		8 Allocated tips	
d Control number		9		10 Dependent care benefits	
e Employee's first name and initial Last name		11 Nonqualified plans			
		13 Statutory employee ☐ Retirement plan ☐ Third-party sick pay ☐			
		14 Other			
f Employee's address and ZIP code					
15 State Employer's state ID number		16 State wages, tips, etc.		17 State income tax	
				18 Local wages, tips, etc.	

Form **W-2** Wage and Tax Statement
Copy C—For EMPLOYEE'S RECORDS
(See Notice to Employee on the back of Copy B.)

Tax Year

Department o

Prepare and eFile Your Tax Return at [eFile.com](https://www.efile.com)

INVOICE

East Repair Inc.
1912 Harvest Lane
New York, NY 12210

BILL TO
John Smith
2 Court Square
New York, NY 12210

SHIP TO
John Smith
3789 Pineview Drive
Cambridge, MA 12210

INVOICE # US-001
INVOICE DATE 11/02/2019
P.O.# 2312/2019
DUE DATE 26/02/2019

QTY	DESCRIPTION	UNIT PRICE	AMOUNT
1	Front and rear brake cables	100.00	100.00
2	New set of pedal arms	15.00	30.00
3	Labor 3hrs	5.00	15.00
Subtotal			145.00
Sales Tax 6.25%			9.06
TOTAL			\$154.06

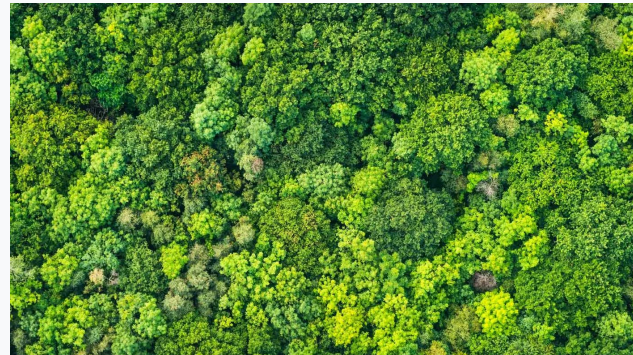
John Smith



Thank you

TERMS & CONDITIONS
Payment is due within 15 days
Please make checks payable to: East Repair Inc.

Unilever is leveraging Google Cloud Data & AI capabilities to build a **centralized supply chain command center**, obtaining insights into any impact on sourcing to the environment.



Our collaboration with Google will take us to the next level in **sustainable sourcing**. The combination of Google's sustainability insights with our commercial sourcing information is a **significant step-change in transparency**, which is crucial to better protect and regenerate nature."

Dave Ingram,

Chief Procurement Officer, The Home Depot



Today retailers must **equip their frontline staff** with the tools they need to deliver a **seamless customer experience**, both online and offline.

Employees in-store spend **10% of their work time trying to piece together customers' journeys.**

Google AI can help you increase **employee productivity** and streamline internal operations



40%

working hours across all sectors
could be automated or
**augmented by generative
artificial intelligence.**

Source: Accenture/MIT eBook, 2023



Intranet Search

Search across your own enterprise data (1st party, Google, SAP,...)



HR Help Desk

Lower costs for support teams with self-service bots



Marketing Assistance

Ad copy generation personalized to the target audience and channel



Employee Productivity

Accelerate employees productivity in business as usual tasks



Contract Management

Reduce indemnification risk, improve terms, and reduce supply chain risks



Sales Support

Prep better sales material with AI powered assistance

In-store Integrated Clienteling

Provide quick and concrete answers to employees in the store who want to get information about processes or item availability.

Personalize customer responses

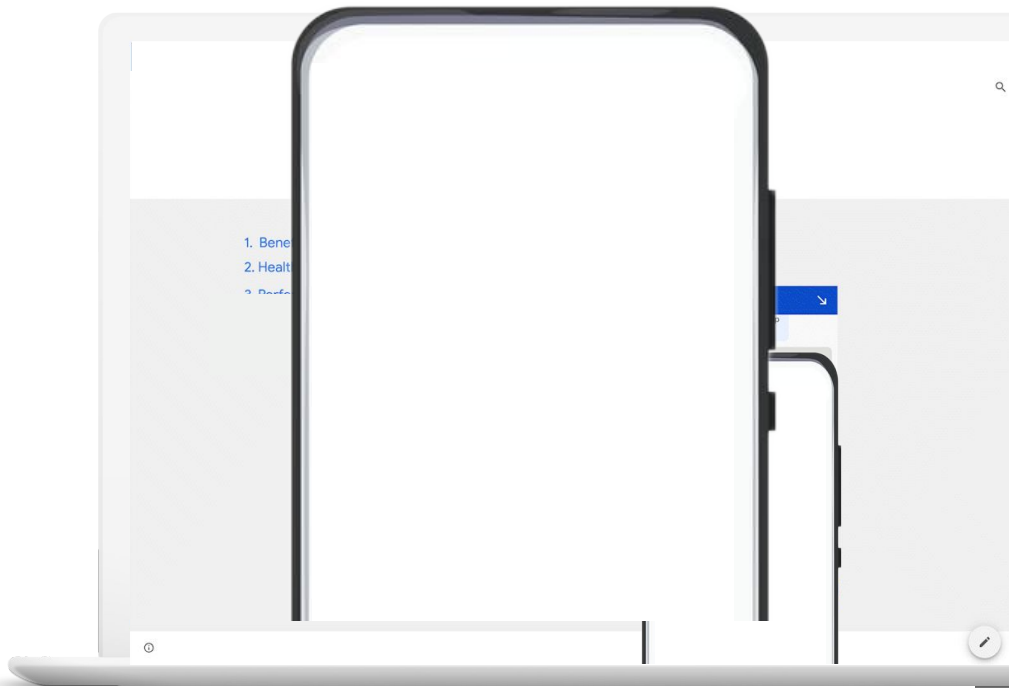
Quickly retrieve documents

Generate consistent responses

Summarize information from a website

Identify product suggestions

Support staff training & onboarding



Generative AI in customer service functions could **increase productivity by 30-45%**

Enhancing the Frontline - Worker Experience

GIRO SICUREZZA

The challenge



Every day, at the opening time, **shop managers have to inspect all the shop** to be sure that **everything is compliant to the health & safety policies**. But they don't have a software that can **track and monitor** the status about every issue reported.

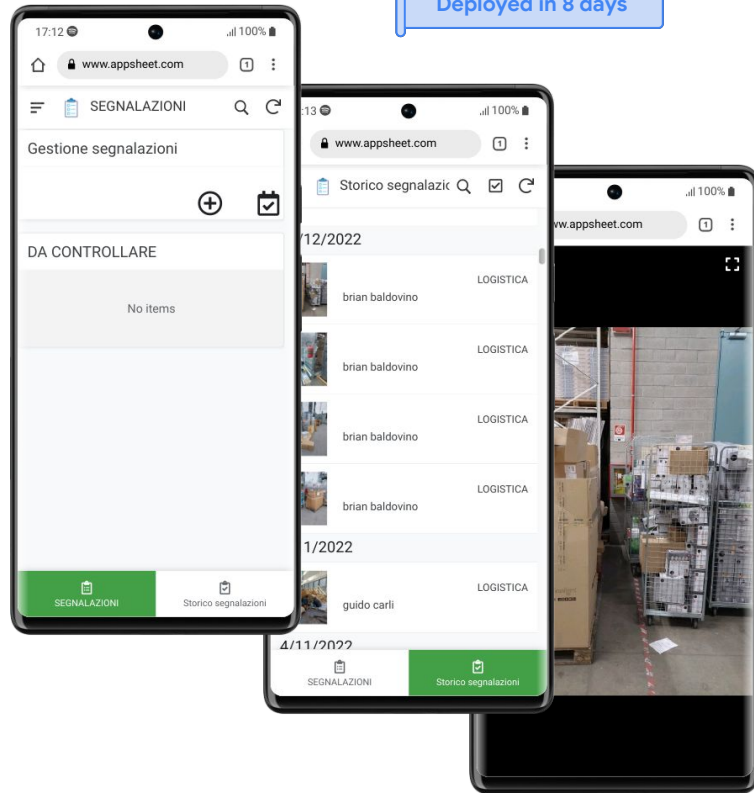
The result



- **A strong decrease** in not fulfilling the health & safety policies;
- **The creation of digital register** using Looker Studio that tracks the situation and can be showed to the health and safety authorities;
- **Easy identification** of the problematic areas/sectors in real time.



Deployed in 8 days



Wendy's partners with Google Cloud to revolutionize the drive-thru experience with AI

Google Cloud's generative AI capabilities help bring a new automated ordering experience to the drive-thru that is intended to enhance the experience that customers, employees, and franchisees expect from Wendy's.



Store Productivity



Google Cloud's generative AI technology creates a huge opportunity for us to deliver a truly differentiated, faster and frictionless experience for our customers, and allows our employees to continue focusing on making great food and building relationships with fans that keep them coming back time and again."

Todd Penegor

President & CEO, Wendy's





Thank you

Google Cloud

