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Google Cloud Next23

Future of Retail with Jose
Gomes, Managing Director Retail
& Consumer, Google Cloud

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[00:00:00] Jose, I only learned that I could call myself Jose when Margo went to the uk. I was like, hang on a minute so you can all actually say my name. A revelation in your life. The revelation.

Welcome to Cloud Realities Live from Google Next in 2023, we're a conversation show, exploring the practical and exciting alternate realities unleashed through cloud driven transformation. I'm Dave Chapman. And I'm Rob Kernahan.

And we're still in San Francisco Rob, we are still here now. On Sunday, when we first arrived, we went for a bit of a walk, like just Rob Rob's first time in San Francisco. So we did a big walk along, you know, like P 39 and then out to the [00:01:00] Golden Gate Bridge. And Rob was particularly excited about seeing Alcatraz.

I was, I was, So we walked down P 39 and we're saying to him, you know, get to the end as like a viewing platform. We gave a bit of a look at it. We just, we decided at that point that we weren't gonna actually do a trip of it over or anything like that. We didn't have enough time. So we get to the end and, you know, for those of you who haven't been, you get a big view of the Bay over to the left hand side.

You've got the Golden Golden Gate Bridge. Over to the right hand side. You've got this other, I actually don't know the name of it, but another very long bridge that runs out towards, Silicon Valley. And then right in the middle is, is the island of, Alcatraz. And you can see the prison on the top. So we walk up to the viewing platform and , Rob is walked up next to me and, and I looked over to him expectantly thinking, you know, he is gonna go, God, look at that actor.

And he goes, Where is Alcatraz? Like literally there, like disguised literally there dis Now to be fair, I just, for some reason I thought it was behind Alcaraz. [00:02:00] Alcatraz was behind. I put it down to jet lag and the shenanigans of my trip out here. But no, that's probably what it was. Is that your excuse it?

It wasn't my finest hour. No. Shall we say it, it it was, it was deeply funny. But anyway, look, joining us on today's conversation is, Jose Gomes from Google Cloud. He is the managing Director of Retail and Conser, and we are delighted that you've managed to join us today, Jose. Thank you for having me, boys.

It feels like, the intro to a mindless episode. If you guys watch, , that podcast go and what is it? It's, , a podcast with Jason Bateman. Oh my God, I have seen that. Seen it. And Will Annette and Will Annette and the guy from Will and Grace. That's right, that's right. , who, I have no idea what his name is, but they always have this, witty banter before, the guest comes on and it's hilarious.

It's the best part of the show actually. I, it, it is, it is. I, I do like those guys. They're funny, aren't they? They are. So why don't you tell us a little bit about yourself and, and your role. , so as you said, my name is Josie and we were having a conversation about this. I'm Portuguese, [00:03:00] which is why it's got a.

, a hard J . I like to joke that we know how to pronounce the letter Jane. Unlike the Spanish, I run our retail and GCP business, which, here in the us which basically means looking after the largest 60 or so, retail and, and GCP customers, right? Been here for about three years. , prior to that was, at a company called Dun Hvee, really working at sort of the intersection of retail, and data and ai, which is very applicable to, to the world that we live in right now.

And you're in the US So did, did you, 'cause you went, you went to uni in Manchester, I think you were saying? I did for a bit. I actually grew up all over. My parents were diplomat, so I

was, my moved here when I was three from Portugal. Right, right. Lived here for a bit. Then I lived in Australia, then I lived in Zimbabwe.

Wow. , that's quite some , it is all very Anglo Axonics, so I'm big on my rugby and, and Cricket Australia supporter, unfortunately. For, for you boys. There you go. , stop recording. , and then onto Dunhby. , worked in the uk, Latin America, living in Brazil, and then moved from San Paulo to [00:04:00] Chicago.

Right. There's got, there's got to be a book in that. There's gotta be some stories as you travel around the world. Lots of stories. There will never be a book. I'm far too lazy. Maybe now with generative ai. I could speak to it. Nick extracted like five or six bullet points and like do 200 pages on that life story.

, exactly. Makeup. , funny anecdotes. , exactly. It made me feel interesting. , that's a great thing. Sticking the parameters. That is a great prompt. Make me feel, make me sound interesting. . Now I'd buy that. Well, we'll do our best. , right. So, retail and, and, and conser products in particular is, is an industry that over the last 20 years has gone through so many cycles of disruption, generally, and then of course, most recently with the pandemic.

Kind of very much accelerating. , you know, kind of the move online and the move to digital retail. , give us a bit of a pen picture from your [00:05:00] desk at the moment on, on. What do you think that journey's been like and what's the current state of retail? And that's before we, we bring all the artificial intelligence into the picture.

well, what a big a big question look. I, I think what's been really interesting is you've got all the technology that's been thrown into, into the mix in terms of what retailers can do and leverage. Right. But you've also got the exact same on the conser side, right? So just think about, you know, the onset of online, the onset of, of, of mobile, so that all that it's created is a, the world's greatest amount of confusion, right?

Right. You think about the explosion of just choices. So I think of choice on the conser side, choice on the customer side or the shopper, and then choice on the IT teams or the, you know, the internal teams that have to work out what technology to deploy. You've got all of that. You've got a backdrop of the most insane social economic change, right?

We went from the Great Depression [00:06:00] to a boom, to a pandemic, right, which was a bust, right, to then a boom, to then another bust. Now we don't know exactly know what were going on. Is it, is it a recession? Is it not a recession? So I think what. What's happened is just the amount of change, amount of choice, and then the drivers that influence that choice one way or the other have just been compressed.

And so I think the thing that we see folks struggling with the most is how do you absorb all of this? How do you choose what to bet on? And you know, retail's a thin margin business, so how do I actually deploy the capital that I do have and how do I live with, you know, mainframe, which is still prevalent in pretty much every retailer's business.

Right. I was with a customer the other day and there was a brilliant anecdote that they'd found some code that someone had written and it said, short term fix. Rewrite code as soon as possible. It's been there for how long? 1997 which actually meant that his work was, [00:07:00] and I asse it was a, he was spectacular because his short term fix is still there.

But he is very indicative of where retail is. People struggle to move on from, that past, there's so much legacy. At the same time, retail has always had a bit of a stigma of being less sophisticated, and I have the privilege of working with. What I believe are some of the most sophisticated engineering companies in the world.

Hmm. You know, I put Walmart, target, the Home Depot, Lowe's, up there with any of the fang , companies, but they have this dichotomy of living with the past and the present. Right, right. All at once and I think that's the interesting piece, right? Is you, you've got all of this change, you've got all of this optionality, all of this choice, and that's what people have, you know, been struggling to, or some thriving through leveraging and, and those, the example of big bricks and mortar companies that you're working with, like what kind of shift did they see during the pandemic? Have people basically come back now, or, or are they saying a more, a more permanent shift to people like wanting to do, [00:08:00] I dunno, home delivery desk, you know, roadside, pickup, all of those such things.

So I think if you look at the sales, it's pretty well established now that things have kind of where they would've been. If it had been linear, right? We just kind of had that big bubble and now they've sort of settled back down. , a little. What has changed though is I think adoption is more prevalent.

You know, the number of people that are using multiple channels and there's a bunch of data out there has skyrocketed, right? , I think the role of stores is more important than ever before, and I've always been a bit of a Luddite, you know, when the whole bandwagon was going on about, you know, the demise of stores and the apocalypse and all the rest of it.

Now, I always saw. Through it, which was in the history of retail, bad store, bad retailers have gone outta business in bad times and good retailers have been resilient. That hasn't changed. And the direct to consumer retailers have really struggled because cost of acquisition when you hit a certain point, goes through the roof.

Right, so I think behaviors have [00:09:00] changed, but there hasn't been sort of this huge shift. Just to pure online. Right. But I do think that the blurry middle where people are shopping online, picking up in store, or you know, doing a shopping journey throughout it, has, has shifted. , and look, I had my upbringing in retail, working at Dunhby with Tesco.

So, you know, dot com at Tesco was born in 1998 ish, by the time I left the UK and went to Brazil, we're talking about 2011. Tesco was already at about 15% of their sales were 10%. Can't remember which, , which, which of the two of those it was, was already online. So it was already a very online driven business.

And in the UK I remember the two, the two markets globally that had most of this already ingrained was the UK and Korea. I dunno if you all remember in, I think it was about 2011, where the, the Tesco launched the, the, the app that people could take photos in the, in the subway and get it delivered at home.

Right. On their way home. Right. So that was over 10 years ago. That's amazing. Right. And so this adoption. , has been [00:10:00] around for a while, but I think the pandemic just accelerated the nber of people that tried it. But I think the, the point you make there that Tesco one in particular is about like very specific experience, isn't it?

So the, it seemed to me like during the pandemic that kind of, you know, there was an existential threat element from one, from one side Yep. Through the pandemic and not being able to open stores and supply chain complication and all of those sorts of things. But then on the, on the consption side of it, there was a need for.

Different experience. And that was sometimes, you know, driven by the fact they can't go to a store. , but they, you know, might, they might wanna pick up roadside or something like that. But, but actually I think there's another experiential element that weaves through all of this, which is just the nature of like, wanting an experience when you're actually trying to buy

something.

You know, there is, but look, I, I think that people, over mystify a lot of this stuff. You know, the major shift that happened was people, Cooking more at home because they didn't go out to eat. Right. During, [00:11:00] , lunchtime. Right. That that's still one of the biggest shifts that's insulating the grocery industry is that, you know, the return to work is only at about 70%.

Mm-hmm. Right. If you look at the, the nber of, scans of, of, of badges, that means that there's a lot more meals being cooked at home now. Part of that is experiential in that if you're gonna cook at home, you want that to be a better experience than it was before. Right. But it's a lot less sexy than the, you know, the overarching driver around what am I getting in in the store.

The other thing that's happening now, which is also really interesting, but very han nature, is you're looking at the retailers that are winning. And most of those retailers are cost conscious retailers, right? It's the time when those take market share. And they're typically, we consider them to be the, you know, antithesis of, of the experience.

Right, right. The experience there. Right. The other thing that's interesting is now, because it's been democratized through e-commerce, you can go and shop at a brand that perhaps you don't love the store experience. Right. But you love the prices. Right. And get it delivered at home. Right. And then, and then it is literally the same product.

You've just had it delivered for like 20% cheaper [00:12:00] and or you can go and pick up, you know, buy online and pick up, which was interesting because. You know, during this boom, I saw the difference. You know, Europe was a little bit more of an early adopter in this, whilst in the uk delivery was massive. Mm-hmm.

You know, it's a perfect little island, huge population density, whatnot. In France, click and collect was huge. Right? They were really the pioneers of, of, of click and collect, right? And the main reason was because people refused to pay for delivery. Ah, refused. Whereas in the UK it was always a point of pride at Tesco to make people pay for delivery because they thought that it would make people, you know, value it more.

But they were very clever about pricing. So if you got it in the middle of the day, I think you'd pay like a 50 pence or, or, or, or a pound. So this dichotomy as well of how people have adopted and the US has gravitated much more towards buy online pickup in store because the population density is much lower than in, other countries.

And people are, you know, more car driven in terms of their, their lifestyles. I think, you know, the nbers on, drive through for Q S R are ridiculous, right? Compared to the rest of the world, which is why they were insulated to some degree during the pandemic, right? , but even the shifts [00:13:00] in, in, in, in the hospitality industry have been really interesting.

So we get to a, a point then in the, in the industry where you've got all of this movement going around. You've got some, you know, predictable shift. You've got some counterintuitive shift going on in there. Let's come back to the conference. And, and so how are Googling positioning, positioning this week?

Like what, what are the big stories around retail? And like what, what's the technical support that you're sort of leaning into? I mean, look, I think the, the, the big news is that all of the products that we've been developing around generative AI and AI in, in general, have gone ga right? So generally available.

I think that's the big one, is we've gone from a place of very broad, experimentation through

the private previews and, and and whatnot into a place now where, You know, we're open for business. It's prime time, and these products are now part of the core, , platform. The other piece that I think we've been really focused on is [00:14:00] not just bringing out, you know, bits and bobs of, of unique solutions, but actually being able to give folks an enterprise platform like end to end.

. But I, I think it's just this realization that. To build an experience around generative AI requires a bunch of things that have nothing to do with generative ai. Right. And in particular, to take something to scale within an enterprise, you really need it to be, end-to-end. So Vertex is a, a, you know, one of the few plugs that I'll, I'll, I'll make on the show, the whole point of it has been how do you ensure that a company has from start to finish the ability to take something into production?

And we've gone a, a step further in that, which is the data layer. And you know what the teams here talk a lot about is how do we make it so that you're bringing ai, whether it's generative or garden variety to your data, as opposed to having to move your data around and putting it in third, you know, put it in one product and do something there, and then move it to another product and do something there and like just stitching all of this together so that it's seamless.

It's, it's that thing about retailers already have a lot on their plate, no pun intended. , the [00:15:00] mastery of using the tech is, is he he he'll be here all week. . Where that button, you have to, they've already got, you know, they're struggling to cope. There's a lot of things going on. Is society gonna work in the new way or shop in the new way?

, making the technology easy to conse, connecting things makes a big difference. It's not just retail. I mean, look, everyone's now got their board going, when is the gen AI revolution gonna hit our enterprise? Right. . And so if you, you know, and, and there's been an over index, I would argue in all industries around use case, I've got use case fatigue, just the concept of the use case.

I bet I'm, I'm crossing out my next question. There you go. Well, it's like, it's like generative ai bingo, right? My use case, I had that one down. So, the reason why I've got fatigue about it is a use case is a good, well, everything starts and ends with a use case. But use cases is the, the end all and be all miss a point, which is.

To really drive competitive advantage in ai, you have to [00:16:00] adopt it. Right? And it's the least sexy answer when people ask me it. But the reason why adoption's really important is that these models learn from doing, they get better the more you leverage them. So if you get everyone using a model, it will inherently become better.

And so the more you drive adoption throughout the organization, the better you will become. And other people, you're, other organizations you're talking to, are they getting their head around that generalistic use? 'cause there was a period with data, for example, where it's like, Build a data lake and brilliant things will happen.

And then you add a, well, five years of a lot of money spent on data lakes. So here's a, here's a good one from my, from my past. So I didn't realize this when I was actually working there. Clive h. The founder of Dunhby was the guy that coined the phrase data is the new oil. Hmm. Oh, okay. And when Clive said it, I didn't know this, I knew that he said this about that expression.

I didn't know that he actually coined the expression when he said it. He meant that like oil, it needs to be refined to be valuable. Ah. Although, I guess you could argue that a barrel of

oil is still pretty valuable. Hmm. , And most people Oh, but it needs to be refined to create product. To create value out of it.

You need to refine it. You need to transform it in of itself. It's not value. And the [00:17:00] juxtaposition used to make was, you know, most organizations treat it like sand. Which is, it's valuable if you have a lot of it, but that's not inherently the right way to do it. No. And so you've gotta make it easily and accessible, but taking a platform approach to it means that once you've solved how to use voice, let's take it as one of the use cases in generative ai.

Well, brilliant. I know how to use it in my call center. But now I wanna make sure that I can use it with my customers in my e-commerce, application, or I wanna make it accessible by my associates in store as they're radioing in questions or for my finance team. You wanna solve it for all of those use cases at once through a platform as opposed to singularly fo solving it for one use case, right? and so I think that's what the more enlightened organizations are looking and are well set up to do this. So some of the top retailers, if you look at how they're actually set up, they'll have. Ahead of, you know, the CIO whatnot, they'll have someone that's ahead of platform and someone that's ahead of product.

And that organization works really well because the platform team's worried about making sure that the [00:18:00] capabilities are there for everyone to conse. Right? . The product team are then worried about the features and functions that a specific user needs. And will solve for that and their sustainability in that model.

And so, Where I've seen the evolution of conversations has gone is like, great, we've got some use cases, but now how do we actually solve for the platform and how do we infuse AI across everything that we do as opposed to going, we've got five use cases and we've marketed them and you know, I've had quite a few.

It was interesting. I went to can this year for the first time, which is a great, I think, barometer of where our society is can is now turned into, a technological show. Right. It used to be very much all the creative and it still is. That's where the awards are. Right. But you walk down all everyone's, so the can, the can film festival cam, well the ad festival.

The ad festival, right? So the ad festival, you walk down people, you go on their boats and you go on their beaches and everyone's talking about, gen AI and AI and the transformation of marketing. So even the last holdout of creative is now of creativity has been taken over by the technology. [00:19:00] And I was speaking to a lot of the CMOs there and some of them had very prominent campaigns that had gone live.

Alright. And they were embarrassed about it. They were like, Jose, now people think that my entire marketing department is driven by AI and generative ai. And like nothing could be further from the truth. We've done one campaign and now everyone expects that to be the, the new normal. Right. I think that's a good example where if you overindex on the use case, once you've done that one, it doesn't mean that your next 15 use cases are gonna come faster.

They're gonna roll out the door. Exactly. And, and, and what kind of conversations are you having around business casing that 'cause , Organizations sometimes struggle to get their heads around general use platform from a and, and that's why use case became prevalent, I think. 'cause you could hang it on something that's, so the, that's a really interesting question, which is a lot of this underlying capability that require, that is required for you to scale is inherently difficult to attach a value to because it's part of the process.

Right. It's intangible almost, isn't it? . It's the stepping stone to get there. So it's a sunk cost.

Right. And so if you go to someone and say, I need $10 million to go [00:20:00] and build a platform, they're, what am I'm gonna get out of it? A platform? Well, there's no value in that. But you'll get a hundred use cases at the end of it, as opposed to, you know, for whatever an incremental.

$10,000 as opposed to having to spend a million bucks in every use case. And, and that's a massive common enterprise mistake where they wire in one use case and they haven't got the harmonization or the acceleration of the platform. And then they don't realize that the next one costs the same. And they, they miss the point about the platform acceleration and bringing everything together.

But it does take a leap of faith almost in the business case. And remember now we've also got a different dichotomy, which is the responsibility that you need to approach AI with. Is very different than the other technologies that you were using before. If you bake that into your platform, you can have the security, you can have the ethics.

You can have the responsibility considerations. Right. Baked into it and have one throat to choke with the team that's responsible for that. In foundation control. Out of the box. Out of the box mistakes. You're thinking about that. And so, you know, the more sophisticated folks that that has been even from the outset.

Right. And I, I wouldn't say, who it was because I haven't asked [00:21:00] his permission, but one of the leading CIOs of those companies that I mentioned, I took a lot of inspiration from my, my own thought process. 'cause that was what he told me. I said, look, I want to, I wanna stop and I wanna solve for voice across the enterprise holistically right now.

Then I wanna pick use cases that validate that the platform works. So one of the first pieces of guidance I give folks is, as you're going on this journey is start with the p and l. And I don't mean it figuratively, I mean it literally. Mm-hmm. Look at your p and l. And find out all the places where there's leakage or there's value to be found, and then work out the technology that can help and target that Absolutely.

Directly with like no layers in between. Because one of the things that's happening is that a lot of the use cases that are easier, the ones that are getting all the oxygen. Right? . But you're gonna have a lot less value out of it if, you don't compare the optionality. Right. The, the, the other use cases.

So you have some organizations that are jping towards like content generation. And they don't have any forecasting. Mm. Now forecasting's boring. That's old ai. Who cares about that? It's very important though. But if you have no [00:22:00] forecasting in your company, why? Why are you spending any time on generating content in your business?

I'll give you the best use case for me in in generative ai, which is very unintuitive, but it's the one that's made, the CEOs I've spoken to in the board presentations I've been the most exciting. So within Google X, we've just had a company that's graduated called Mineral. And what I love about all the Google X projects is that they start with a very large social problem that they're trying to solve.

And then they'll work out the monetization on the back of it. So mineral's, very, very powerful because it's trying to solve for our food productivity for a growing population. Right? The intent of it is that a sub-Saharan Africa, , a farmer in sub-Saharan Africa should be able to take a photo of a crop or a plant and have AI tell him what he should do, right?

, and the idea is that you can democratize this and you can make everyone's productivity better. What they've done in one of the offshoots is that as a result of that, they have been

able to create models. One of their models is a berry model, and they can tell you with 98% accuracy how long a berry is gonna last for really, which means that if you're at the grower, you can determine whether the berry should [00:23:00] go to your distribution center, whether it should go to your transformation center, much better use of your raw material, isn't it?

Right. Optimization in your product. So the shrink, you know, and then if it's at the store and you get to take a photo there, you know, do you put it on sale, do you not? So when we've presented this to the, the, the ceo, some of these CEOs of some of these large, grocers, they're like, holy crap. So gen AI can solve for shrink.

That's a multi-billion dollar opportunity for me. Right? The marketing stuff's cute and all right, I love that. But this is really impacting the p and l. It's very powerful optimization in something that's very important, very important with huge sociological benefit or societal benefits. So, That's what's really interesting to me is you start with that p and l, you get a platform and a product team in place.

You get the ethics, you pick your five or six use cases that will validate the platform and then impact the p and l. And then the other last piece, which is I think is really important, is you have to take a citizen development view of the world, which is, you don't know where these use cases are gonna crop up.

And a lot of the skills that are being developed right now, you can't recruit outta university and so you've gotta develop them in-house, right? You have to develop prompt [00:24:00] engineers, you know, someone. And the nber of debates we've had about that prompt engineering, what is it? How do we seed it, how do we train it?

How do we embed it? So you're, so you're hiring at that point for. Capability and future potential rather than they've got a track record of doing something 'cause it might not have existed. Well, and but most importantly you need to create the environment where people can actually play around with it.

And, and that goes back to the platform. If you don't have a platform that is safe and secure and that you can manage in the control, how do you turn it loose on the entire population? It's, it's that curiosity and diversity you need the diverse audience to be curious, give them access to the technology and great things will come, isn't it?

Well, and in this case in particular, 'cause I think a lot of the value. Is gonna come from the back office and the shared services, which aren't the most creative folks. Normally in a company, the marketers are the ones that all gravitate towards the technology and come up with a billion use cases. Right.

But there are huge opportunities within leakage of retail. You know, I'll, I'll give you a, a simple one. The trade fund process with GCP companies where, you know, they'll pay for a promotion, typically speaking, there's a [00:25:00] lot of leakage in that, in that what the GCP company owes the retailer isn't well accounted for.

And so they'll pay accountants. The accountants will come in and they'll drove through it, and then they'll work out, Hey, the GCP companies actually owe you this much, and they'll take a percentage of that. Well, with Gen ai, you can digitize all of those, that paperwork, and you can find it for yourself just by smarization and asking the data questions, which is a brand new world.

Now that is the least sexy use case of generative ai, that probably anyone will talk to you about it, right? But it may be worth as much as a hundred basis points of profitability within a

retail environment. So look, maybe in a way to just bring our conversation today to a bit of a close, looking forward to the next 12 months, then, what do you see happening?

Do you see the, the preponderance of platform building and the acceptance, the platform? You know, maybe more so than, say business lighthouse type business casing is gonna be something that you guys are gonna push a bit harder, more publicly. Look, I think we've been pushing on this idea that we want to have [00:26:00] the world's best ecosystem, the most open ecosystem, and the most complete ecosystem and there are a number of different technologies. You know, we've been talking a lot about how, you know, you need to blend different elements into a generative AI experience, you know, search and grounding, which is terms that you heard Thomas talk a lot about today. They're massively important, and it really leverages all of the strengths that Google has had for all of these years.

What it allows you to do is that, you know, the grounding is you go for factual data that exists within your company so that you're not generating the answer to that question. You're going and picking it up and retrieving it, right? So we're blending search, we're blending generative AI into that. That's where the platform and the ecosystem comes into into play.

So yes, it's a core part of what we're trying to do, giving people optionality. So whether it's open source models, whether it's Google models, but most importantly, what we want to get to is a place where AI is prevalent across the organization and it's adopted at scale. So, you know, well, what's my focus?

What my, what's my team's focus over the next 12 months? We wanna drive adoption of AI at scale throughout [00:27:00] these organizations because if that adoption comes, we know that we'll be able to, you know, make impacts on the balance sheet, and the p and l of these retailers in ways that really have been unimaginable, for the past sort of, recent history.

That's great, man. So thank you very much for those insights and let, let's, let's stay on, Google's position and actually talk a little bit about the keynote this morning. So Rob, I know you've been roving about and trying to farm farm information. So what are the big, what are the big themes coming out of the keynote as you'd imagine a doubling down on AI and started out with an excellent use case about mailbox migration. Think 500 million going over to improve search and experience associated with the technology to. , so the, the, the user got a better, service out of their mailbox. It's quite powerful. And there was an interesting stat actually that came out that 70% of AI unicorns are actually hosting or using GCP, so obviously a very popular platform to drive sort of early AI innovation.

Are you aware of that? .Seven [00:28:00] 70% of that is crazy. It is. I mean, look, it's a testament that if you wanna build and you think about those companies, those, those gen ai, native unicorns, they're building platforms. Right. It's the validation of everything they said. They are fundamentally looking for their own platform, and building on us.

So it's a great validation of the strategy that we're, we're executing. And, and what do you think drove that? Do you think it's the accessibility of the tool set, the usability of the tool? What, what is it? So when you're building platforms, what really matters is the breadth and then the scale and,

We scale, right? I mean, think about the beautiful thing about Google is we are privileged to bring most of our technology to market after leveraging it internally ourselves, right? And when we use it internally ourselves, that's a lot of scale that you have to serve and, and be able to, you know, to run efficiently and effectively.

And, and that's a excellent segue into the next two technical points that came out around

increasing the performance of model training and model execution. So twice as fast at half the costs, which is great. So a more sustainable [00:29:00] approach to it. And also partnership with Nvidia and their tech platforms going deep within the Google data centers to provide you with the, the, the power and the compute to be able to do this quickly and very effectively.

And that partnership with NVIDIA is massive. It's so important to, to, to, to the work that we do and to the innovation and to the use cases and, and developing those out and having that foundationally built into the platform. Well, it's your opposite. It's, it was the example you gave earlier when you were talking about the retail platforms, which is sustainability built in.

. So, so presably over time those things, you know, the, the, the sort of progress that NVIDIA's making, that's just gonna be, that's just gonna be there by default for organizations that are building on your platform and you wanna give them the accessibility to have access to all of these different chip sets so that the right workloads being deployed.

We do a lot of work right now in Edge as well in retail. Hmm. So, which is, how do you, an example I give executives is, When you ship software to your, your customer's mobile phone, you don't think about the hardware device that they have. I mean, maybe you do if you're in an [00:30:00] emerging market and you may have some people that, that don't, even, even that is being solved to a large degree.

When you ship software to your stores, it's a nightmare. You're thinking about what hardware's there, what version of it is, when was it from that code from 1997? We wanna solve that by bringing Google Cloud to the edge, and that has been really, really exciting for retailers. And so within that, there's also this confidence is how do we bring Google Cloud, including all of our ai.

Or a subset of that AI that can actually run at the edge there. Right? And so, that's a really exciting space for us. And it's a good, it's a good use case for when I explain platform to people. I use the mobile phone as an example of, it's brilliant. You don't need to know what the, the platform gives me.

Services you can drop your app on without talking to anybody and monetize the next day. It's a, it's a perfect example of a scale platform. No one's thinking about the hardware. It's a completely abstracted away. , and it's a great example of what we wanna get to with the store is that you can ship software to your stores in a way that you do to a mobile phone, right?

. And you can update it and it's self-healing and all that goodness. , but it's a great example of, of, of adoption and scale. The platform [00:31:00] enables you to do it. , the last two, there was a big part about integration and being able to connect things together and make the tech easy. 'cause you don't wanna worry about the plbing.

You just wanna get the the flows right. You wanna get the output right. Right. There was a. There's a good bit of that. Another point around platform messaging there, I would suggest. , it's coming. And the final point was duet ai, which was the Mex suit for the developer, which was in improving, basically productivity across the board.

That what's the personal experience and how a AI's gonna make my life a bit easier and better. It's insane. I mean, when we deal with a lot of the, you know, a lot of this legacy and migration of old code and languages, The results are just breathtaking. , really exciting. So look, , Jose, thanks so much for your time this afternoon.

We can sit here and talk to you all afternoon about this stuff's. So it's, it's big gear. It's been

awesome. , you can switch to sports next. Really fun. Really fun. We'll do that over drinks later. There you go. , but look, we asked, we end every episode of the show by asking our guests what they're excited about doing next.

And that [00:32:00] could be, I've got a great restaurant booked at the weekend. Or it could be something in your professional life that you're excited about. So, Jose, what you excited about doing next? What am I excited about doing next? I'm always excited to go home. I've got two really young girls, right? .that are five and a half, or almost six and, and one and a half. So that is always the, the, the, the highlight. , we're going away for the weekend. Nice. Which is gonna be nice. Where are you heading to? , we're gonna San August, Augustine in Florida, so we're gonna check that out. We're gonna go and visit some, some friends that ditched us in, in, Chicago for, for Balian weather in, in Florida.

In Florida. Nice. So that's really exciting. . And then, It's just coming out of the very hot period in Florida as well, isn't it? So Ashton, I dunno, in Chicago, I think Florida's always a really hot period. So, I, I dunno if that's the right that the, it's the wrong juxtaposition for me. , and then on the professional side, just it's been so much fun.

You know, it's, it's just crazy the conversations and the [00:33:00] people that, you know, I went to, I went to do sort of an educational session with, The leadership team of the CFO, one of the largest retailers in the country. Mm. I would never have gone to present to that team. No. And had it, do you know what I mean?

Just have a conversation about the art of the possible and what they could be doing and got, getting them excited. So I've got a lot of that in my, in my future. Awesome. And that's super exciting. It's just fun. I mean, it, it. Monumental. When you think about what's gonna happen in the next 10 years, it's, it's almost unthinkable.

It's monumental what's gonna happen in the next 10 months. Oh , you're right. Like we did our business plans for the year in October of last year, and this stuff wasn't on there. Change what's checking D Six months. , move on. So I love that when people ask me what's, what does the next five years in retail look like?

I don't know that I'm the right person to be asking that question too.

Good. So, just a quick shout out for Sjoukje if you are missing her outro. Unfortunately she couldn't join us here at Google next. So unfortunately you are stuck [00:34:00] with me for these live episodes, but we will hopefully get a full update from Sjoukje, about her house move and things like that on. We kick off season three in a couple of weeks time.

Not the experience you would seek if you had to yes, absolutely. But anyway, a huge thanks to I guess Jose live at Google next. Thank you so much for being on the show. To our sound and editing wizard, Ben, our producer, Marcel, and of course to all our listeners,

We're on LinkedIn and X, Dave Chapman, Rob Kernahan, and Sjoukje Zaal. Feel free to follow or connect with us and please get in touch if you have any comments or ideas for the show. And of course, if you haven't already done that, rate and subscribe to our podcast.

See you back in Google's reality soon.

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