

AI AGENTS

CASE STUDIES

A thought leadership series by Cyber Gear



If you have seen the
AI bandwagon, you have missed it.
You have to be on it!



Sharad Agarwal
Founder - Cyber Gear



AI is here. AI is everywhere.

With the rise of generative AI becoming publicly accessible, companies of all sizes have started actively exploring its potential and integrating it into their daily operations.

Global brands and leading organizations — from L'Oréal and McDonald's to Bloomberg, Jaguar, Etsy, Agoda, Warner Bros., and more — are leveraging AI to solve real business challenges across marketing, design, customer service, scientific research, and manufacturing. Today, AI is dramatically expanding what's possible for businesses.

Sounds like an AI commercial, right?
But nope — we're just staying ahead of the curve and keeping up with the latest news.



Retail & Consumer Goods



Best Buy is using Gemini to launch a generative AI-powered virtual assistant this summer that can

troubleshoot product issues, reschedule order deliveries, manage Geek Squad subscriptions, and more; in-store and digital customer-service associates are also gaining gen-AI tools to better serve customers anywhere they need help.



BrainLogic uses Anthropic's Claude models on Google Cloud Vertex AI to power Zapia,

a personal AI assistant that caters to the Latin American market's preference for conversational commerce. Zapia supports millions of users with product discovery, local business searches, and purchase assistance, resulting in over 90% positive user feedback.



Cainz, a Japanese home improvement chain, is creating an autonomous, next-generation store

where advanced AI technologies, including generative AI, merge the best of online and offline shopping to deliver a faster, seamless consumer experience.



Carrefour Taiwan's AI Sommelier, a conversational AI integrated into its app, helps customers select

wines based on their preferences. Powered by Gemini models, the AI leverages a vast wine database to provide personalized recommendations, seamlessly integrating online and offline shopping.



Dunelm has partnered with Google Cloud to enhance its online shopping experience with a new

gen AI-driven product discovery solution. This has shown significant improvements in a number of key areas, including reduced search friction, helping customers find the products they are looking for.



Etsy uses Vertex AI training to optimize their search recommendations and ads models,

delivering better listing suggestions to buyers and helping sellers grow their businesses.



GroupBy, an ecommerce service provider, developed an AI-first Search and Discovery Platform

powered by Vertex AI Search for Retail. This solution is meticulously designed to optimize revenue, strengthen brand loyalty, and drive sales growth for B2C and B2B retailers.



Magalu, one of Brazil's largest retailers, has put customer service at the center of its AI strategy,

including using Vertex AI to create "Lu's Brain" to power an interactive conversational agent for Lu, Magalu's popular brand persona (the 3D bot has more than 14 million followers between TikTok and Instagram).



Mercado Libre has incorporated semantic search into its digital shopping platforms,

using AI embeddings from the Vertex AI Agent Builder, which greatly improved product recommendations and discoverability for more than 200 million consumers across Latin America.



Target uses Google Cloud to power AI solutions on the Target app and Target.com, including personalized

Target Circle offers and Starbucks at Drive Up, their curbside pickup solution.



Tokopedia, an Indonesian ecommerce leader, is using Vertex AI to improve data quality,

Target Circle offers and Starbucks at Drive Up, their curbside pickup solution.



Wendy's FreshAI pairs Gemini's conversational AI capability with audio and visual elements to

create a deeply personalized and tailored experience that is consistent and enjoyable for Wendy's customers by freeing workers to focus on excellent service and meal preparation — marking the next evolution in the quick-serve restaurants.



PEPSICO

PepsiCo used AI to perfect the shape and flavor of Cheetos, leading to a 15% market

penetration increase.





Automotive & Logistics



Continental is using Google's data and AI technologies to develop automotive solutions that are safe,

efficient, and user-focused. One of the initial outcomes of this partnership is the integration of Google Cloud's Conversational AI technologies into Continental's Smart Cockpit HPC, an in-vehicle speech-command solution.



General Motors' OnStar has been augmented with new AI features, including a virtual assistant

powered by Google Cloud's conversational AI technologies that are better able to recognize the speaker's intent.



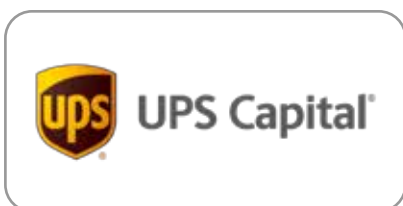
Mercedes Benz will infuse e-commerce capabilities into its online storefront with a genAI

powered by Google Cloud's conversational AI technologies that are better able to recognize the speaker's intent.



PODS worked with the advertising agency Tombras to create the "World's Smartest Billboard"

using Gemini — a campaign on its trucks that could adapt to each neighborhood in New York City, changing in real-time based on data. It hit all 299 neighborhoods in just 29 hours, creating more than 6,000 unique headlines.



UPS Capital launched Delivery Defense Address Confidence, which uses machine learning and

UPS data to provide a confidence score for shippers to help them determine the likelihood of a successful delivery.



Volkswagen

Volkswagen of America built a virtual assistant in the myVW app, where drivers can explore their

owners' manuals and ask questions, such as, "How do I change a flat tire?" or "What does this digital cockpit indicator light mean?" Users can also use Gemini's multimodal capabilities to see helpful information and context on indicator lights simply by pointing their smartphone cameras at the dashboard.



BMW employs AI in assembly for quality assurance, saving over \$1M annually.





Healthcare & Life Sciences

The logo for Bennie, featuring the word "Bennie" in a bold, dark blue, sans-serif font.

Bennie Health uses Vertex AI to power its innovative employee health benefits platform, providing

actionable insights and streamlining data management in order to enhance efficiency and decision-making for employees and HR teams.

The logo for Freenome, featuring the word "Freenome" in a teal, sans-serif font, followed by a small icon of three dots connected by lines.

Freenome is creating diagnostic tests that will help detect life-threatening diseases like cancer

in the earliest, most-treatable stages — combining the latest in science and AI with the ease of a standard blood draw.

The logo for Genial Care, featuring a stylized infinity symbol in blue and purple, followed by the words "genial" and "care" in a purple, sans-serif font.

Genial Care, a Latin American healthcare network, is a reference leader in innovative care for children

with actionable insights and streamlining data management in order to enhance efficiency and decision-making for employees and HR teams.



Orby is combining AI and neurotechnology, applying complex mathematical models,

Google Cloud's IT resources, and Gemini to create a "digital brain." This solution supports patients' rehabilitation, helping them to recover lost motor skills and reduce their pain.





Financial Services



Fundwell, helps businesses secure the funding they need to grow with speed and confidence.

Utilizing Google Cloud, Fundwell simplifies the customer journey by analyzing financial health with AI to match businesses with their ideal funding solution.



ING Bank aims to offer a superior customer experience and has developed a gen-AI chatbot for

workers to enhance self-service capabilities and improve answer quality on customer queries.



Scotiabank is using Gemini and Vertex AI to deliver a more personalized, predictive banking

experience, powering its award-winning chatbot and enhancing its digital services with AI.

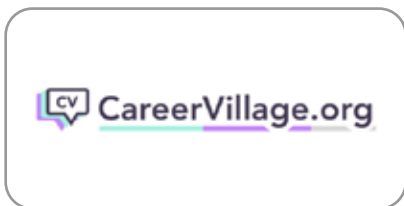


Public Sector & Nonprofits



Bower, a Swedish startup, has created an app to gamify recycling, offering rewards to users across the

Nordics and UK, and they've integrated generative AI to so users can more easily identify and input recyclable goods into the app.



CareerVillage is building an app called Coach to empower job seekers, especially underrepresented youth,

in their career preparedness; already featuring 35 career development activities, the aim is to have more than 100 by next year.



The **Central Texas Regional Mobility Authority** is using Vertex AI to modernize transportation

operations for a smoother, more efficient journey.

The logo for Justicia Lab, featuring the word "JUSTICIA" in dark blue and "LAB" in pink, both in a bold, sans-serif font.

Justicia Lab is developing an AI-powered assistant that will simplify legal processes for asylum

seekers and immigrants; by uploading a picture from a legal letter or document, users can extract valuable information and then receive personalized guidance and next steps.

The logo for the Ministry of Labour in Qatar, featuring the text "وزارة العمل" in Arabic, "Ministry of Labour" in English, and "دولة قطر • State of Qatar" at the bottom.

The **Ministry of Labour in Qatar** has launched "Ouqoul," an AI-powered platform designed to connect

expatriate university graduates with job opportunities in the private sector. This platform streamlines the hiring process by integrating AI-driven candidate matching with ministry services for contract authentication and work permit issuance.



The **Minnesota Division of Driver and Vehicle Services** helps non-English speakers get licenses

and other services with two-way real-time translation.

The logo for mRelief, featuring the word "mRelief" in white text inside a blue speech bubble.

mRelief has built an SMS-accessible AI chatbot to simplify the application process for the SNAP

food assistance program in the U.S., featuring easy-to-understand eligibility information and direct assistance within minutes rather than days.



The **New York State Department of Motor Vehicles** is transforming the driver service experience with

AI to enable greater efficiency and accessibility within the DMV, directly benefiting the public they serve.



Pepperdine University has students and faculty who speak many languages, and with Gemini in Google

Meet, they can benefit from real-time translated captioning and notes.



Sullivan County, New York, is utilizing gen AI to enhance citizen interactions. Despite being one of the

state's smallest counties, they have become one of the first to deploy Vertex AI to augment a constituent chatbot tool; launch in under three months with minimal staff, the bot empowers residents with increased transparency and direct communication.



Tabiya has built a conversational interface, Compass, that helps young people find employment opportunities;

the platform asks questions and requests information, drawing out skills and experiences and matching those to appropriate roles.



The **Var department** in southern France has built a team of AI experts to build AI solutions across its public

service operations to see how it can make the government more responsive, efficient, and citizen-centric.



Dubai Humanitarian is using an AI bot developed by Cyber Gear and powered by ChatGPT to capture the

demographics of website visitors. The Bot also handles all customer enquiries based on continuous learning.



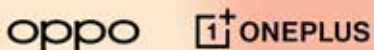


Manufacturing, Industrial & Electronics



Motorola’s Moto AI leverages Gemini and Imagen to help smartphone users unlock new levels of productivity,

creativity, and enjoyment with features such as conversation summaries, notification digests, image creation, and natural language search — all with reliable responses grounded in Google Search.



Oppo/OnePlus is incorporating Gemini models and Google Cloud AI into their phones to deliver innovative

customer experiences, including news and audio recording summaries, AI toolbox, and more.

The Samsung logo is displayed in a bold, blue, sans-serif font within a light gray rounded rectangular box.

Samsung is deploying Gemini Pro and Imagen 2 to their Galaxy S24 smartphones so users can take

advantage of amazing features like text summarization, organization, and magical image editing.

The Scotts Miracle-Gro logo features the word "Scotts" in green and "Miracle-Gro" in black, with a small green plant icon above the "i" in "Miracle".

ScottsMiracle-Gro built an AI agent on Vertex AI to provide tailored gardening advice and product

recommendations for consumers.

The Wited logo consists of a colorful icon of three stylized human figures in blue, yellow, and pink, followed by the word "wited" in a bold, black, sans-serif font.

Wited a learning platform focused on empowering grade-school students in Latin America, used Gemini and

Vertex AI to power Max AI, their 24/7 smart robot that helps students improve their learning and prepare for their next challenges.





Media, Marketing & Gaming



Press Release Network, a global press release distribution and media monitoring service is using

bloggingagent.ai for creating news content and publishing on partner news sites and social media accounts.



Dataïads helps brands maximize the ROI of their ad spend by increasing conversion rates and average order

value. It is currently evaluating Vertex AI's ability to industrialize AI models it uses to distribute traffic and generate product descriptions and images.





Formula E can now summarize a two-hour long race commentary into a 2-minute podcast in any language,

incorporating driver data and ongoing seasonal storylines.



Globant's Advance Video Search helps audiences find the content they need, with best-quality results.

Using multimodal search in Gemini models, Globant can access specific frames within a full catalog of assets, which optimizes time and cost of operations, thus improving content monetization and boosting user engagement.



The **Golden State Warriors** are using AI to improve the fan experience content in their Chase

Center app.





US News saw a double-digit impact in key metrics like click-through rate, time spent on page, and traffic

volume to its pages after implementing Vertex AI Search.

NETFLIX

Netflix uses AI algorithms to analyze viewing habits and provide personalized content

recommendations, accounting for 80% of content watched.



GuestPosts.biz, a backlinks and guest posts marketplace is using bloggingagent.ai to create

SEO-friendly content and publish on partner blogs to increase brand awareness and drive traffic.

RatedG

RategG.ai, Cyber-Gear.ai has created RatedG.ai as a platform for watching AI-generated

Movies and Videos.



Hospitality & Travel

The Alaska Airlines logo, featuring the word "Alaska" in a stylized, italicized blue font.

Alaska Airlines is developing natural language search, providing travelers with a conversational

experience powered by AI that's akin to interacting with a knowledgeable travel agent. This chatbot aims to streamline travel booking, enhance customer experience, and reinforce brand identity.

The HomeToGo logo, with "home" in black and "to go" in black with a purple underline.

HomeToGo, a vacation-rental app, created AI Sunny, a new AI-powered travel assistant that supports

guests while booking, and has plans to build it into Super AI Sunny, an end-to-end smart travel companion.

The Hotelplan Suisse logo, with "Hotelplan" in black and "SUISSE" in a smaller font below it.

Hotelplan Suisse built a chatbot trained on the business's travel expertise to answer customer



IHG Hotels & Resorts is building a generative AI-powered chatbot to help guests easily plan their next

vacation directly in the IHG One Rewards mobile app.



Mustard uses proprietary computer vision and AI technology to unlock exceptional, personalized coaching

experiences for every golfer and baseball pitcher who wants to level up, all with the ease of a straightforward mobile app.



Mystifly is a Singapore-based travel tech company that has developed Mystic, a chatbot built on Google

Cloud's conversational and generative AI platforms; it offers users self-serve options that reduce the need for direct agent support, improving efficiency and customer satisfaction.



Priceline's Trip Intelligence suite features one of the travel industry's most comprehensive array of AI tools,

including more than 30 new features to dramatically streamline the travel planning and booking process.



Six Flags theme parks has built an industry-first digital assistant who can answer guests' questions

and help them plan their whole day. Six Flags will also apply Google Cloud's capabilities in AI, analytics, and infrastructure to offer improved operations, personalization, and customer experiences across Six Flags' diverse portfolio of parks.



Technogym leverages Vertex AI and Model Garden to power Technogym Coach, an AI-driven virtual trainer

that creates hyper-personalized fitness programs. This increased user engagement and motivation, improved fitness outcomes, and delivered a more personalized and effective training experience.



trivago's new "Smart AI Search" is an advanced free-text search functionality powered by Vertex

AI Search that allows users to search for hotels using natural language, making it easier and more personalized to find the ideal accommodations.



Technology



Abstrakt uses Google Cloud's Vertex AI to enhance contact center customer experiences by transcribing

calls and evaluating sentiment in real-time. This empowers call center workers to have more effective conversations, resolve issues faster, and provide a better customer experience.



ADT is building a customer agent to help its millions of customers select, order, and set up their home security.



AUI's Apollo AI agent empowers businesses to create complex, multi-step conversational

experiences for their customers. This neuro-symbolic AI agent integrates with existing systems and tools, ensuring accurate, transparent, and compliant interactions.



BMC partnered with Google Cloud to bring the power of Vertex AI and Llama 3.1 to its BMC Helix platform,

which has significantly boosted accuracy for conversational AI and AIOps recommendations, giving BMC customers access to cutting-edge AI solutions tailored to their needs.

character.ai

Character.ai built its realistic conversational chat platform using the full stack of Google Cloud AI services,

including for model training and daily operations, allowing it to manage terabytes of conversations each day without interruption.



Gojek, an Indonesia-based super app, launched "Dira by GoTo AI," a Bahasa Indonesia AI-powered voice assistant

integrated into their GoPay service, allowing customers to use voice command to eliminate typing and scrolling, and complete tasks like bill payments and money transfers with fewer steps.



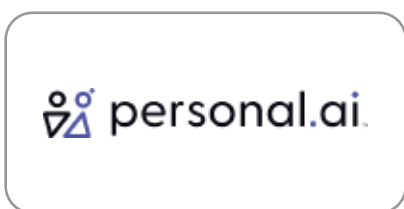
Hand Talk uses AI to translate spoken and written Portuguese into Brazilian sign language using a virtual character

named Hugo. The AI translates the oral language into gloss, then converts the gloss into signs, enabling communication and education for deaf individuals and their families.



Moveo.AI uses Vertex AI to train and deploy custom AI models for creating AI-powered customer experience

agents. This has resulted in faster model development, improved customer engagement, increased revenue, and reduced customer churn for Moveo.AI's clients.



Personal AI offers a “personal language model” using only the data of one individual or brand and allowing

them to control and own how it is used. Built on your own data, facts, and opinions, it creates a responsive and interactive messaging experience that helps people be more productive and deepen relationships.

The Quora logo, featuring the word "Quora" in a red, serif font.

Quora developed Poe, its own generative AI platform for people to discover and chat with AI-powered

bots, including Gemini, Anthropic's Claude, Meta's Llama, and Mistral's Large 2 — many of which are hosted on Google Cloud's purpose-built AI infrastructure.

The Sabre logo, featuring the word "Sabre" in a red, italicized, sans-serif font.

Sabre Travel AI has developed an AI agent that personalizes offers, optimizes revenue management,

and streamlines operations for travel companies; this has led to improved customer experiences and increased revenue, while fostering growth for Sabre's partners.

The Snapchat logo, featuring the word "snapchat" in a black, lowercase, sans-serif font, preceded by a yellow ghost icon.

Snap has deployed the multimodal capability of Gemini within its "My AI" chatbot and has since seen

over 2.5-times as much engagement within Snapping to My AI in the United States.

The Twilio logo, featuring the word "twilio" in a red, lowercase, sans-serif font, preceded by a red circular icon with four white dots.

Twilio, a leading customer engagement platform, delivers the data, communication, and AI tools

businesses need to create personalized customer experiences at scale.



Telecommunications



Telecom Italia (TIM) implemented a Google-powered voice agent to address many customer calls,

increasing efficiency by 20%.





Business & Professional Services



Ferret.ai uses AI to offer insights about the backgrounds of people in a user's personal and professional

network, providing a curated relationship intelligence and monitoring solution for its users — increasingly important services in a world of ever-increasing reputational risks.



Sutherland, a leading digital transformation company, is focused on bringing together human expertise

and AI, including boosting its client-facing teams by automatically surfacing suggested responses and automating insights in real time.



Financial Services



Banestes, a Brazilian bank, used Gemini in Google Workspace to streamline work dynamics, such as

accelerating credit analysis by simplifying balance sheet reviews and boosting productivity in marketing and legal departments.



Bank of New York Mellon built a virtual assistant to help employees find relevant information and answers

to their questions.



Citi will use Google Cloud's Vertex AI platform to deliver generative AI capabilities across the company,

fueling generative AI initiatives related to developer tool-kits, document processing, and digitization capabilities to empower customer servicing teams.



Commerzbank, a leading German bank, implemented an AI agent powered by Gemini 1.5 Pro to

automate the documentation of client calls, freeing up their financial advisors from tedious manual processes; a significant reduction in processing time allowed advisors to focus on higher-value activities like building client relationships and providing personalized advice.



Discover Financial helps their 10,000 contact center representatives to search and synthesize information

across detailed policies and procedures during calls.



FinQuery, a fintech company, is using Gemini for Google Workspace as a valuable productivity and

collaboration tool, including in brainstorming sessions, drafting emails 20% faster, managing complex cross organizational project plans, and aiding engineering teams with debugging code and evaluating new monitoring tools.



Five Sigma created an AI engine which frees up human claims handlers to focus on areas where a

human touch is valuable—like complex decision-making and empathetic customer service. This has led to an 80% reduction in errors, a 25% increase in adjuster's productivity, and a 10% reduction in claims cycle processing time.



HDFC ERGO, India's leading non-life insurance company, built a pair of insurance "superapps" for the

Indian market. On the 1Up app, the insurer leverages Vertex AI to give insurance agents context-sensitive "nudges" through different scenarios to facilitate the customer onboarding experience.



Hiscox used BigQuery and Vertex AI to create the first AI-enhanced lead underwriting model for

insurers, automating and accelerating the quoting for complex risks from three days down to a few minutes.



Loadsure utilizes Google Cloud's Document AI and Gemini AI to automate insurance claims

processing, extracting data from various documents and classifying them with high accuracy. This has led to faster processing times, increased accuracy, and improved customer satisfaction by settling claims in near real-time.



OSTTRA chose Google Workspace to boost teamwork, and Gemini is now helping automate tasks like

writing proposals and generating interview questions, using features like Help Me Write to save employees time and increase productivity.



Pennymac, a leading US-based national mortgage lender, is using Gemini across several teams

including HR, where Gemini in Docs, Sheets, Slides and Gmail is helping them accelerate recruiting, hiring, and new employee onboarding.



ROSHN Group, one of Saudi Arabia's leading property developers has built RoshnAI,

an internal assistant that leverages a combination of AI models that includes Gemini 1.5 Pro and Flash to generate valuable insights from Roshn's internal data sources for its employees.



Symphony, the communications platform for the financial services industry, uses Vertex AI to help

finance and trading teams collaborate across multiple asset classes.



Tributei was founded in 2019 to simplify the complex tax assessment processes for Brazil's

state VAT. ML resources help Tributei simplify not only tax assessments but also tax management tasks, with performance improved by 400%. This initiative has already helped 19,000 companies automate and audit VAT-related transactions, spotting more than BRL 15 million in tax overcharges.



The **Trumble Insurance Agency** is using Gemini for Google Workspace to significantly improve

their creativity and the value that they deliver to their clients with enhanced efficiency, productivity, and creativity.





Healthcare & Life Sciences



American Addiction Centers

was able to reduce employee onboarding from 3 days to 12 hours

using Gemini for Google Workspace, and is now exploring how to streamline tasks like generating safety checklists for medical staff, saving valuable time and improving patient care.



Bayer is building a radiology platform that will assist radiologists with data analysis, intelligent

search, and to create documents that meet healthcare requirements needed for regulatory approval.



BenchSci develops generative AI solutions empowering scientists to understand complex connections

in biological research, saving them time and financial resources and ultimately bringing new medicine to patients faster.



Certify OS is automating credentialing, licensing, and monitoring of medical providers for

healthcare networks, relieving the burden of time-consuming and often siloed information.



Click Therapeutics develops prescription digital therapeutics designed to treat disease.

Their Clinical Operations team leverages Gemini for Google Workspace to transform complex operations data into actionable insights; so they can quickly pinpoint ways to streamline the patient experience in clinical trials.



Mark Cuban's **Cost Plus Drugs** widely uses Gemini for Google Workspace, estimating that

employees are saving an average five hours per week just with AI capabilities in Gmail.

Gemini is also streamlining time-consuming, manual processes through uses like AI-generated transcriptions and auto-formatting of pharmaceutical lab results or FDA compliance



Covered California, the state's healthcare marketplace, is using Document AI to help improve the

consumer and employee experience by automating parts of the documentation and verification process when residents apply for coverage.



Cradle, a biotech startup, is using Google Cloud's generative AI technology to design proteins for

drug discovery, food production, and chemical manufacturing. By leveraging TPUs and Google's security infrastructure, the company accelerates R&D processes for pharmaceutical and chemical companies while protecting sensitive intellectual property.



CytoReason uses AI to create computational disease models that map human diseases,

tissue by tissue and cell by cell, to help pharma companies shorten clinical trials and reduce the high costs of drug development. CytoReason has been able to reduce query time from two minutes to 10 seconds.



Dasa, the largest medical diagnostics company in Brazil, is helping physicians detect relevant

findings in test results more quickly.



DaVita is developing dozens of AI models to transform kidney care, including analyzing medical

records, uncovering critical patient insights, and reducing errors. AI enables physicians to focus on personalized care, resulting in significant improvements in healthcare delivery.



Hackensack Meridian Health has developed a clinical decision making tool that analyzes large

patient data sets to identify patterns and trends. These insights can be used to help providers make better decisions about patient care.



HCA Healthcare is testing Cati, a virtual AI caregiver assistant that helps to ensure continuity of care

when one caregiver shift ends and another begins. They are also using gen AI to improve workflows on time-consuming tasks, such as clinical documentation, so physicians and nurses can focus more on patient care.



Hemominas, Brazil's largest blood bank, partnered with Xertica to develop an omnichannel chatbot

for donor search and scheduling, streamlining processes and enhancing efficiency. The AI solution has the potential to save half-a-million lives annually by attracting more donors and optimizing blood supply management.



Highmark Health is building an intelligence system equipped with AI to deliver valuable analytics and

insights to healthcare workers, patients, and members, powered by Google Cloud's Healthcare Data Engine.



Sami Saúde uses Gemini for Google Workspace to automate repetitive tasks, empowering care

providers and accelerating access to care. This has resulted in a 13% increase in productivity, 100% of patient summaries being generated by AI, and more accurate diagnoses for improved patient outcomes.



WellSky is integrating Google Cloud's healthcare and Vertex AI capabilities to reduce the time

spent completing documentation outside work hours.





Manufacturing & Industrial



AES, a global energy company, uses gen-AI agents built with Google Cloud Vertex AI and

Anthropic's Claude models to automate and streamline their energy safety audits. This has resulted in a 99% reduction in audit costs, a time reduction from 14 days to one hour, and an increase of 10-20% in accuracy.



Avery Dennison empowered their employees with generative AI translation tools to enable

secure, flexible, and borderless collaboration for enhanced productivity to drive growth.



Copel, a leading Brazilian energy company, transformed data access with Google Cloud AI and Cortex

Framework, enabling employees to extract real-time insights from SAP ERP using natural language queries, boosting decision-making and productivity.



Enpal, working with Google Cloud partner dida, automated part of its solar panels sales process.

By automating the generation of quotes for prospective solar panel customers, including assessing roof size and the number of panels required, Enpal reduced the time required by 87.5%, from 120 minutes to 15 minutes.



Hydro Ottawa uses Gemini for Google Workspace to help employees automate daily tasks

and collaborate more efficiently. This has resulted in better and more cost-effective services for their customers.



Plenitude leverages Google Cloud's Optical Character Recognition and Gemini Flash models to

automate customer onboarding, extracting data from energy bills and verifying IDs with Document AI. This has resulted in faster onboarding, reduced fraud, and significant time savings in ID verification.



Robert Bosch, the world's largest automotive supplier, revolutionizes marketing through gen AI-powered

solutions, streamlining processes, optimizing resource allocation, and maximizing efficiency across 100+ decentralized departments.



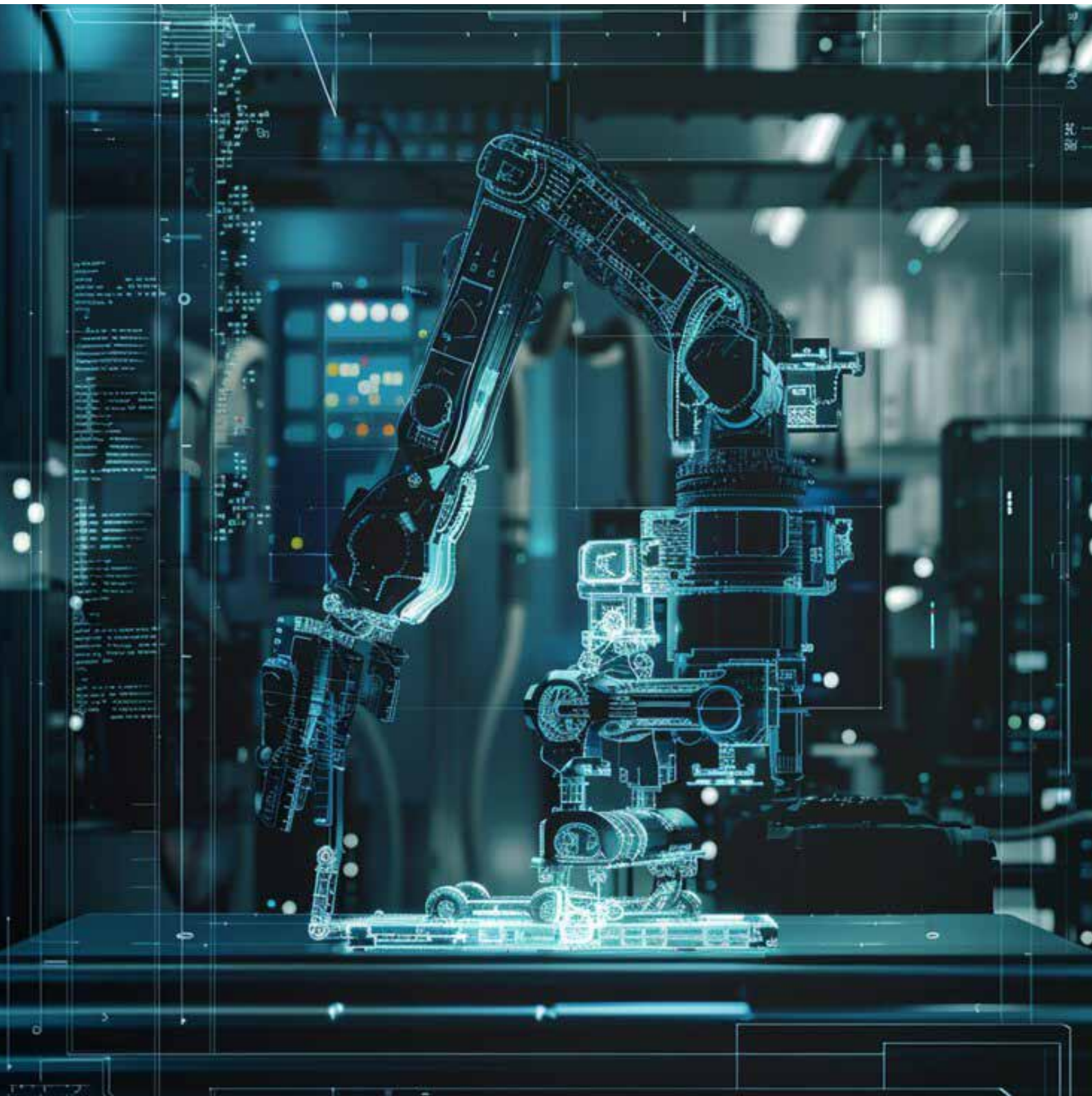
Suzano, the world's largest pulp manufacturer and a leader in sustainable bioeconomics, worked

with Google Cloud and Sauter to develop an AI agent powered by Gemini Pro to translate natural language questions into SQL code to query SAP Materials data on BigQuery. This has resulted in a 95% reduction in the time required for queries among the 50,000 employees using the data.



Trimble, a maker of software and hardware for products ranging from satellites to drones and

monitors of many kinds, is leveraging Gemini for Google Workspace's advanced capabilities so employees can enhance productivity; they've streamlined workflows, including efficient document search, concise summaries, and code generation, all within a secure and collaborative environment.





Public Sector & Nonprofits



Bayes Impact builds AI products to support nonprofits, and its flagship product, CaseAI, is a digital case

manager that integrates with an NGO's current system to add smart features to draft action plans tailored to a beneficiary's unique history; caseworkers have saved 25 hours of work per week on average.



Climate Ride, an environmental and cycling fundraising organizations, uses Google Workspace for

Nonprofits to collaborate remotely and automate tasks, enabling their five-person team to work more efficiently towards their mission. This increased efficiency translates to more time and resources dedicated to combating climate change.



The **Dutch Bamboo Foundation** uses Gemini for Google Workspace to streamline everything from

fundraising to research, enabling a single person to effectively run the nonprofit. This allows the founder to work strategically and maximize limited resources, ultimately advancing their mission to combat climate change.



Opportunity@Work is applying gen AI to scale a suite of software tools and APIs that help employers

Nonprofits to collaborate remotely and automate tasks, enabling their five-person team to work more efficiently towards their mission. This increased efficiency translates to more time and resources dedicated to combating climate change.



The **U.S. Air Force** built a new proof-of-concept portal for searching, browsing, and reading

e-published PDFs — all within a 90-day deadline that leveraged the prebuilt tools and speed of Vertex AI Search and Conversation.



The **U.S. Dept. of Veterans Affairs** is using AI at the edge to improve cancer detection for service members

and veterans. The Augmented Reality Microscope (ARM) is deployed at remote military treatment facilities around the world. The prototype device is helping pathologists find cancer faster and with better accuracy.



The **U.S. Patent and Trademark Office** has improved the quality and efficiency of their patent and

trademark examination process by implementing AI-driven technologies.



Understood.org is using Gemini for Google Workspace to improve efficiency and communication

across departments, streamlining tasks like document summarization and email writing.



YDUQS, a Brazilian education company, uses Vertex AI to automate the screening of cover letters for

student admissions, resulting in a 90% success rate and a 4-second average response time. This streamlined enrollment process has enabled YDUQS to save approximately BRL 1.5 million since adoption.





Dubai Government



Dubai is one of the earliest cities to identify the potential of AI and implement its use cases.



AI in Customer Services

Dubai's government uses AI-powered chatbots and virtual assistants to

resolve up to 80% of citizen queries. These tools enhance service delivery by cutting response times and boosting satisfaction. AI also supports self-service options and multilingual support.



Personalized Healthcare

The Emirati Genome Programme leverages AI to tailor treatments

based on genetic data. This improves diagnosis accuracy by 40% and reduces treatment delays. AI is transforming Dubai's approach to preventive and personalized medicine.



Empowering Inclusion

AI avatars and speech recognition tools support people with disabilities

in Dubai. These technologies improve access to public services by interpreting sign language and enhancing communication. AI ensures inclusive digital engagement for all.



Transforming Information Access

AI improves cataloging and multilingual recommendations in

Dubai libraries. Tools like summarization engines enhance accessibility to over 4.5 million books. Personalized learning experiences are created through intelligent search and content curation.



Smart Urbanism

AI optimizes architecture and land development with data-driven designs.

Dubai uses AI to reduce design time by 40% and material waste by 30%. This supports sustainable, efficient urban planning across the city.



Transforming Lost & Found

Dubai's AI-based systems use image recognition to match and return

lost items. These tools increase recovery rates by 300% and cut inquiries by 30%. AI enables faster, more accurate item identification and tracking.



Text Recognition for Ancient Manuscripts

AI-powered OCR in Dubai achieves

up to 95% transcription accuracy for Arabic scripts. This preserves cultural heritage and cuts digitization costs by 50%. Historical texts are now searchable and accessible to scholars.



AI in Real Estate

AI automates property valuation and identifies market trends in Dubai.

It boosts pricing accuracy by 85% and increases investor returns by 20%. Predictive analytics guides smarter, data-driven investment decisions.



AI in Customs, Security & Logistics

AI enhances Dubai's border security with real-time cargo monitoring and threat

detection. Smart inspection tools reduce logistics costs by 15%. These systems ensure smoother, safer international trade operations.



Workforce Management

Dubai uses AI to streamline hiring, upskilling, and retention strategies.

Algorithms personalize employee development and automate recruitment. This creates a future-ready, agile public sector workforce.



Investment Tools

AI analyzes market data to guide investments and optimize risk in Dubai.

Predictive tools support Foreign Direct Investment and financial planning. These technologies foster smarter decisions and investor confidence.



Spend Management

AI systems detect anomalies and forecast government budgets in

Dubai's financial teams use AI to reduce errors by 30% and improve efficiency. Automated tracking strengthens fiscal discipline and transparency.



AI in Advertising

Dubai leverages AI to produce and personalize government media content.

Tools generate tailored campaigns while reducing production costs. Real-time analytics ensure more effective audience targeting.



Digital Historical Reconstructions

AI reconstructs lost heritage sites and historical landmarks in Dubai.

Virtual models support education and tourism while preserving history. These recreations offer immersive learning and cultural storytelling.



AI Chatbots for Transactions

Dubai deploys AI chatbots to manage routine government services.

These bots assist with registrations, applications, and inquiries. They reduce wait times and streamline interactions with public institutions.



UAE

UAE To Replace Emirates ID With Facial Recognition:

The UAE is gearing up to launch an AI-based, cutting-edge digital identification system that could eliminate the need for physical Emirates ID cards. Within the next year, residents may only need facial recognition and biometric data to access essential services.



Manufacturing, Industrial & Electronics



England's **Football Association** is training Vertex AI on the FA's historical and current scouting

reports so they can be transformed into concise summaries, helping national teams discover future talent.



The **Golden State Warriors** are using Google Workspace to automate tedious tasks that take

20 or 30 minutes and instead spend that time on the experience for their fans and staff.



The **Los Angeles Rams** are utilizing AI across the board from content analysis to player scouting.



Sprinklr built Sprinklr AI+ into its unified customer experience management platform, giving

brands gen-AI capabilities for customer service, insights, social media management, and marketing that has enterprise-grade governance, security, and data privacy built-in.



Thomson Reuters added Gemini Pro to its suite of large language models approved for

employee use; with its 2-million-token context window, Gemini makes some tasks as much as 10-times faster to process and can process entire documents in context.



Warner Bros. Discovery built an AI captioning tool with Vertex AI and saw a 50% reduction in

overall costs, and an 80% reduction in the time it takes to manually caption a file without the use of machine learning. See how it's done.



Retail & Consumer Goods

The logo for Atlas, featuring the word "ATLAS" in white, bold, sans-serif capital letters on a black rectangular background.

ATLAS

Atlas, an operating system for restaurants, is using AI to improve operational efficiency,

drive sales and surface customer insights for food and beverage brands across Singapore.

The logo for Best Buy, featuring the words "BEST BUY" in bold, black, sans-serif capital letters, with a small yellow price tag icon to the right of the word "BUY".

**BEST
BUY**

Best Buy can generate conversation summaries in real time using Contact Center AI,

allowing live agents to give their full attention to understanding and supporting customers, resulting in a 30-to-90-second reduction in average call time and after-call work. Both customers and agents have cited improved satisfaction.



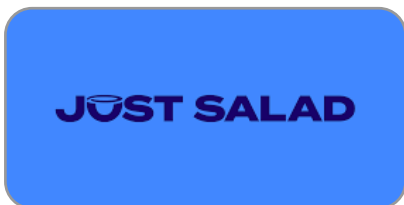
Camanchaca, a Chilean seafood company, took only six weeks to develop Elon, a virtual assistant

that aims to provide more efficient customer service through digital channels, enhancing Camanchaca's customer interactions.



Home Depot has built an application called Sidekick, which helps store associates manage

inventory and keep shelves stocked; notably, vision models help associates prioritize which actions to take.



Just Salad uses Gemini for Google Workspace to streamline communication and enhance

efficiency by summarizing emails and meetings, allowing employees to focus on product development, customer service, and other tasks that contribute to the company's growth.



McDonald's will leverage data, AI, and edge technologies across its thousands of restaurants to

implement innovation faster and to enhance employee and customer experiences.

The logo for Miinto, featuring the word "MIINTO." in a bold, black, sans-serif font, enclosed within a thin black rectangular border with rounded corners.

Miinto uses Vertex AI Vision to identify and merge duplicate product listings, improving the

customer experience and reducing operational costs. This AI-powered solution has resulted in a 40% increase in efficiency, a 20% improvement in conversion rates, and significant cost savings.

The logo for Sports Basement, featuring the words "Sports" and "Basement" in white, bold, sans-serif font, stacked vertically, with a stylized white graphic element to the right of "Sports". The logo is set against a green rectangular background with rounded corners.

Sports Basement's customer service team is using Gemini in Google Workspace to reduce the

time spent writing emails by 30-35%. This means faster response times, happier employees, and higher quality customer interactions.

The logo for Traceone, featuring a stylized circular graphic composed of three overlapping circles in green, yellow, and blue, followed by the word "Traceone" in a bold, black, sans-serif font. Below the word is the tagline "Where remarkable products begin" in a smaller, lighter font. The logo is enclosed within a thin black rectangular border with rounded corners.

Trace One, a product lifecycle management provider for retail and CPG companies, began using

Vertex AI to automatically extract information from complex documents in order to create up-to-date product summaries and data sheets, covering different industry and regulatory standards.



Victoria's Secret is testing AI-powered agents to help their in-store associates find

information about product availability, inventory, and fitting and sizing tips, so they can better tailor recommendations to customers.



Woolworths, the leading retailer in Australia, boosts employees' confidence in communications

with "Help me write" across Google Workspace products for more than 10,000 administrative employees.





Telecommunications

The logo for ATLAS, featuring the word "ATLAS" in white, bold, sans-serif capital letters on a black rectangular background.

Bell Canada has built customizable contact center solutions for its business

customers that offer AI-powered agents to address callers, and Agent Assist, which listens when a human agent is on, offering suggestions and sentiment analysis. AI has contributed \$20 million in savings across customer operations.

The logo for Best Buy, featuring the words "BEST BUY" in black, bold, sans-serif capital letters, with a yellow price tag icon to the right of the word "BUY".

TELUS has democratized access to AI across the organization, creating a sandbox of internal gen

AI tools with built-in privacy and security controls. Whether analyzing complex reports and legal documents, improving field operations, or troubleshooting IT issues, more 50,000 TELUS team members regularly use AI in their daily tasks and report saving an average of 40 minutes per process.



Verizon is using generative AI to help teams in network operations and customer experience get

the answers they need faster.



Vodafone uses Vertex AI to search and understand specific commercial terms and conditions

across more than 10,000 contracts with more than 800 communications operators.





Business & Professional Services



Allegis Group a global leader in talent solutions, partnered with TEKsystems to implement AI

models to streamline its recruitment process, including automating tasks such as updating candidate profiles, generating job descriptions, and analyzing recruiter to candidate interactions. The implementation resulted in significant improvements in recruiter efficiency and a reduction in technical debt.



Cintas is using Vertex AI Search to develop an internal knowledge center for customer service

and sales teams to easily find key information.



Dun & Bradstreet a business research and intelligence service, built an email-generation tool

with Gemini that helps sellers create tailored, personalized communications to prospects and customers for its research services. The company also developed intelligent search capabilities to help users with complex queries like, "Find me all the companies in this area with a high ESG rating."



Flashpoint is improving efficiency and productivity across its workforce, using Google

Workspace to communicate and collaborate more effectively, maximize ROI, and increase employee satisfaction, so they can dedicate more time to keeping customers secure.



Fluna, a Brazilian digital services company, has automated the analysis and drafting of legal

agreements using Vertex AI, Document AI, and Gemini 1.5 Pro, achieving an accuracy of 92% in data extraction while ensuring security and reliability for sensitive information.

The logo for L+R, consisting of the letters 'L' and 'R' in a bold, sans-serif font, separated by a plus sign, all contained within a rounded rectangular border.

L+R, a design and technology agency, leverages Gemini for Google Workspace Workspace to

elevate performance and precision, streamlining workflows and empowering their team to achieve more impactful results.

The logo for .monks, featuring the word 'monks' in a bold, lowercase, sans-serif font, preceded by a period, all contained within a rounded rectangular border.

Monks used Google Gemini to help Hatch build a personalized ad campaign. The campaign

delivered an 80% improved click-through rate, 46% more engaged site visitors, and a 31% improved cost-per-purchase than other campaigns. On top of this, by using AI the team was able to deliver the campaign much more efficiently, reducing time investment by 50% and costs by 97%.



Own Your Brand founder Lauren Magenta uses Google Workspace to run her business

and Gemini for Google Workspace is transforming how she manages enrollment. Gemini helps her quickly draft personalized emails to potential clients in her own voice.



Randstad, a large HR services and talent provider, is using Gemini for Workspace across its

organization to transform its work culture, leading to a more culturally diverse and inclusive workplace that's seen a double-digit reduction in sick days.





Automotive & Logistics



704 Apps creates applications serving the last-mile transportation segment,

connecting thousands of drivers and passengers every day. During trips, the audio content of conversations between car occupants is sent to Gemini, which measures the emotional “temperature”. Specific words such as “robbery”, “assault”, “kidnapping”, among others, can be classified as hostile by the tool, generating alerts to anticipate risky situations before they happen.



Oxa, a developer of software for autonomous vehicles, uses Gemini for Google Workspace to

build campaign templates for metrics reporting, write social posts in order to make marketing processes more efficient, create job descriptions, and proofread content across all teams, saving time and resources.

Resources

bloggingagent.ai

www.bloggingagent.ai

Videosagent.ai

www.videosagent.ai

RatedG.ai

www.ratedg.ai

aiunplugged

www.aiunplugged.io



THE BLUE WHALE
AI ACADEMY

www.thebluewhale.ai