



Topic: Artificial Intelligence

Issue: Who are the providers in AI and how will they evolve?

Author: Jim Lundy

Google Launches New AI Platform, Makes AI Model Development a Must Have for the Enterprise

Summary: Google announced over 25 new artificial intelligence (AI) offerings, that included an AI platform offering, on-premise AI capabilities, and a full content analytics portfolio.

Event: On April 10th at Google Cloud Next, Google announced its new and updated AI fleet of offerings that make it easier for enterprises to develop and deploy custom AI models.

Analysis

Last year, Google outlined an ambitious vision of helping every company become a machine learning company. Google continues to deliver on that mission and advance the AI market by supporting AI model development for both structured and unstructured data (which includes content). This will enable enterprises to leverage AI in more innovative ways that will make them more competitive as digital enterprises.

The Google AI Platform

The objective of the Google AI platform is to make it easier for enterprises to leverage AI—in advanced content analytics on documents, images and video, along with enterprise data.

Cloud AutoML Makes AI Models Customizable for Data and Content Analytics

Google introduced Cloud AutoML last year and this year it got a significant update with 5 new offerings:

- **New** AutoML Tables
- **New** AutoML Vision—now extended to Edge Computing
- **New** AutoML Video Intelligence
- AutoML Vision with Object Detection
- AutoML Natural Language—for Entity extraction

Google also announced the beta of its new [Document Understanding AI](#) solution, which partners such as Iron Mountain, DocuSign, and Box plan to leverage in their offerings.

Becoming a Complete Intelligent Content Analytics Platform

With these announcements, Google can leverage AI to process documents, images, video, and voice, making it one of the first complete ICA offerings, although they are still distinct services.

In particular, we predict that there will be significant interest on leveraging all of the capabilities, but given the advanced video analytics, many enterprises may want to start to develop pilots to help automate analysis and discovery and content editing (taking ads out of videos).



Topic: Artificial Intelligence

Issue: Who are the providers in AI and how will they evolve?

Author: Jim Lundy

Google Ignites New Race to AI-Enabled Clouds

Google's full refresh of its AI capabilities along with AutoML modeling updates will put pressure on the other cloud providers, such as Amazon and AWS, to follow suit. IBM was an early entrant into the automated machine learning model generation space with Watson Discovery, and is now taking a more open approach to offering Watson services on non-blue cloud platforms. The virtuous cycle of opening up AI services to cross platform development and deployment is good for all users.

Aragon Advisory

- Enterprises should evaluate Google's AI platform as a strong option to add intelligence to existing applications and also to design new ones.
- Automated machine learning model generation is now a standard capability, though not yet a commodity. Enterprises need to demand this from their providers.
- For enterprises that want to develop an AI offering but are not ready to commit to a specific cloud provider, the

combination of Google's container service along with its on-premise support for AI gives enterprises choice.

- Enterprises should also look carefully at their content to see how Google and other firms' analytics offerings can be game-changers to get to faster business outcomes.

Bottom Line

Google has put the industry on notice that it is committed to relentless AI innovation. That, along with its revamp of the Google Cloud platform, makes it a key vendor to evaluate for cloud migration and re-platforming using AI and the digital transformation platform. Google should also be looked at as innovating in the intelligent content analytics market.

Related Aragon Research

- [SWOT Analysis of Google's AI Strategy](#)
- [The Aragon Research Technology Arc for AI, 2019](#)

Copyright © 2019 Aragon Research Inc. and/or its affiliates. All rights reserved. Aragon Research and the Aragon Research Globe are trademarks of Aragon Research Inc. All other trademarks are the property of their respective owners. This publication may not be distributed in any form without Aragon Research's prior written permission. The information contained in this publication has been obtained from sources believed to be reliable. Nevertheless, Aragon Research provides this publication and the information contained in it "AS IS," without warranty of any kind. To the maximum extent allowed by law, Aragon Research expressly disclaims all warranties as to the accuracy, completeness or adequacy of such information and shall have no liability for errors, omissions or inadequacies in such information.

This publication consists of the opinions of Aragon Research and Advisory Services organization and should not be construed as statements of fact. The opinions expressed herein are subject to change without notice. Although Aragon Research may include a discussion of related legal issues, Aragon Research does not provide legal advice or services and its research should not be construed or used as such. Aragon Research is a private company and its clients may include firms or financial institutions that have financial interests in entities covered by Aragon Research. Further information about the objectivity of Aragon Research can be found at aragonresearch.com