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# Cloud Transformation Research: Google Cloud Spotlight

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## Overview

In June 2024, HCLTech commissioned Informa TechTarget's Enterprise Strategy Group to execute new, original primary market research on the state of cloud computing. The research consisted of 532 web-based interviews with senior executives responsible for their organization's public cloud technology investments. This summary focuses on the implications of the research for HCLTech's strategic partnership with Google Cloud. To read the full report, [click here](#). In preparation for this Spotlight, Enterprise Strategy Group interviewed Dr. Ali Arsanjani, Director, Google AI.

## Generative AI: Driving a New Era of Cloud

The age of generative AI (GenAI) is here, presenting an opportunity for value creation as organizations across the globe rapidly begin to understand the power of creating differentiated insights by implementing generative AI models trained on their own data.

This understanding is already translating into deployment intent: Almost every organization surveyed expressed interest in deploying GenAI and preparing to onboard GenAI in meaningful ways: 91% of respondents are investing in R&D efforts to explore potential GenAI use cases, and 90% have started cross-functional collaboration among IT, data science, and business teams to better utilize GenAI within their organization

The opportunity—and challenge—for many organizations is in turning the undisputed potential of GenAI into meaningful business results. GenAI is already having a profound impact on the use of public cloud services. Our research indicates that 61% of respondents cite GenAI as the primary use case for public cloud infrastructure. This puts the GenAI use case ahead of more canonical use cases such as backup and archiving and application testing and development.

Dr. Arsanjani, Director of Google AI, explains that Google Cloud is determined to help organizations with the investments they must make in harnessing the computational power of cloud for AI adoption as well as the AI services and associated software tool sets required by GenAI projects. The HCLTech research highlighted the pivotal role that Google Cloud is already playing to help drive customer cloud strategies. Respondents are attracted to Google Cloud more than other cloud providers because of, among other things, a better development experience, higher levels of innovation, and access to GPUs and related infrastructure not available on-premises. In addition, more organizations utilizing Google Cloud as part of a multi-cloud strategy reported that they had been “very successful” in optimizing cloud costs, compared with those who did not use Google Cloud (49% vs. 28%). Overall, Google Cloud customers were much more likely to “strongly agree” that public cloud providers can operate more efficiently than their own organization. The same is true for increasing sustainability: 42% of Google Cloud customers vs. 33% of non-Google respondents noted the improved sustainability of public cloud as a key driver of adoption.

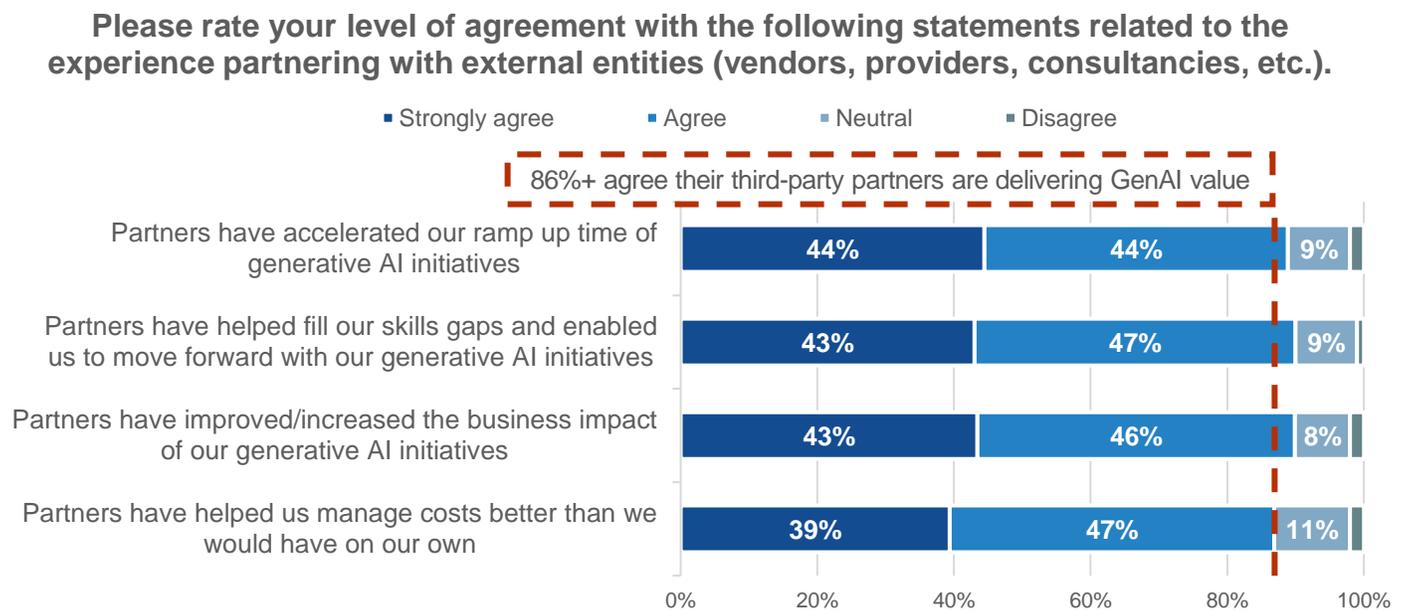
## Partnerships Emerge as Key to GenAI Success

Capitalizing on the potential of such a new, fast-evolving, and broadly applicable technology as GenAI is not without its challenges. Dr. Arsanjani confirmed that the concerns about security, data availability and quality, regulatory compliance, costs, and complexity are very real. Google Cloud advises early adopters as well as organizations that are further along to carefully plan their GenAI journey. He agrees with HCLTech’s research results, which show that results-driven organizations are carefully selecting their cloud provider and opting to enlist third parties to maintain momentum.

The survey findings highlighted the outsize impact of choosing Google Cloud services on the success of AI projects. Almost half (49%) of organizations running Google Cloud strongly agreed that partners, including Google Cloud, have accelerated the ramp-up time of their GenAI initiatives. There were also strong sentiments among Google Cloud customers that AI integrators and service providers fill the skill gaps encountered when adopting GenAI. These companies reported that partners also improve the business impact of GenAI. These findings appear to validate that the investments that Google Cloud is making to create strong, meaningful partnerships around AI are having the desired impact on customers.

For these reasons, many organizations are seeking the help of third parties to establish a foundation and accelerate their progress. The research found that 86% of organizations have sought external consultation and expertise to help their technology teams bridge skill and experience gaps related to GenAI. Organizations like HCLTech have experience as AI integrators and service providers. Between 86% and 90% of respondents agreed that partnering with external entities had accelerated adoption, filled skill gaps, increased the business impact of solutions, and helped optimize costs (see Figure 1). Additionally, organizations partnering with third parties on GenAI were found to be 69% more likely to have several use cases in production, indicating that these partnerships are helping organizations scale up significantly. The implication is clear that organizations all along the GenAI adoption curve should seek out partners with expertise, experience, and differentiated intellectual property in the realm of GenAI to improve their project outcomes.

**Figure 1. What Third-party Consultants Offer Organizations Pursuing GenAI**



Source: Enterprise Strategy Group, a division of TechTarget, Inc.

## The Rise of the AI Integrator

Success in GenAI—just as with many strategic technology inflections—is not just about partnering with any systems integrator or third-party consultant; it's about partnering with the right company. Preferred companies can demonstrate that they intimately understand the customer's objectives in their respective market space and possess expertise and experience with a proven commitment to excellence. Crucially, it also has partnerships with the most innovative and capable solution providers. In this way, systems integrators such as HCLTech are now evolving into AI Integrators and partnering with companies like Google Cloud.

**“To launch GenAI solutions into production and achieve business impact, collaboration is key. That's why Google Cloud prioritizes partnerships, often advising clients to engage with our SI partners to facilitate successful production deployments.”**

-- Dr. Ali Arsanjani, Director, Google AI

Here, HCLTech's strategic partnership with Google Cloud offers a powerful combination that brings together Google's reputation and capabilities as a true innovator in GenAI that complements HCLTech's engineering prowess and broad experience across industries. Google was a pioneer in the field of GenAI and continues to make substantial investments in creating a “full stack” AI product portfolio that spans the model level with Gemini, the machine learning level with Vertex AI at the infrastructure layer, and the data analytics layer with BigQuery. HCLTech offers Google certified engineers that help bring these innovations to life across the business.

Google is also investing in supporting customers through their GenAI journeys to enable successful outcomes. A great example of this is Google's maturity model for GenAI, which outlines six levels that customers should consider as they invest in building a GenAI strategy for their own organizations. This model, provided below, starts right at the beginning with the basics that organizations must have in place before they proceed, such as acquiring or creating the necessary data sets and ensuring their quality and suitability for GenAI applications. It flows through every subsequent stage, right up to the pinnacle of maturity, where advanced techniques are used to enhance the reasoning and planning abilities of GenAI models to facilitate sophisticated decision-making and problem-solving.

HCLTech as an AI integrator is sensitive to the need for IT and business teams to collaborate on GenAI projects. The HCLTech AI Framework provides a comprehensive approach to developing and deploying AI solutions in a responsible, ethical, and transparent manner. The framework is designed to address the potential risks and biases associated with AI, while maximizing its benefits. In addition, HCLTech has tapped Google Cloud AI technology, including Gemini AI assistant, to address industry-specific use cases and bridge the gap between business expectations and IT delivery, while also empowering IT to deliver faster outcomes. This approach means business and tech execs don't need to start from scratch.

Google Cloud has also mapped this maturity model to the five layers of AI integrators: generative UX, hyper-personalization, AI amalgamation of data, agentic business process automation, and distillation of next best actions (see Table 1).<sup>1</sup> By working with AI-centric SI partners, organizations can chart a clear path forward and align their AI capabilities with strategic business objectives.

**“One of the key things customers are looking at today is how we can help them drive competitive advantage and generate new revenue streams through effective adoption of GenAI.”**

-- Piyush Saxena, Senior Vice President & Head of the Google Cloud Ecosystem Business Unit at HCLTech

<sup>1</sup> Source: Ali Arsanjani, “[The Rise of AI Integrators — GenAI Maturity for AI Integrators \(part 2\)](#),” July 2024.

Table 1. Google Maturity for AI Integrators

Maturity Model Stage	Integration With AI Integrators
Level 0: Prepare Data for AI	<ul style="list-style-type: none"> <li>• <b>Generative UX:</b> Collect and organize data to create dynamic, adaptive user interfaces that are tailored to individual user needs.</li> <li>• <b>Hyper-personalization:</b> Gather data to understand individual behaviors and preferences, forming the basis for personalized user experiences.</li> </ul>
Level 1: Select Model and Prompt; Serve Models	<ul style="list-style-type: none"> <li>• <b>Generative UX:</b> Implement basic generative models to create personalized layouts and interactions.</li> <li>• <b>Hyper-personalization:</b> Use basic GenAI models for personalized marketing, content recommendations, and other user-specific tasks.</li> </ul>
Level 2: Retrieval Augmentation: Retrieve Info to Augment the Prompt	<ul style="list-style-type: none"> <li>• <b>Generative UX:</b> Enhance user interfaces with retrieval-augmented generation, providing more relevant interactions based on contextual information.</li> <li>• <b>Hyper-personalization:</b> Improve personalization by dynamically retrieving user-specific information, leading to more tailored experiences.</li> <li>• <b>AI amalgamation of data:</b> Extract insights from disparate sources using retrieval-augmented generation, creating a more holistic view of data.</li> </ul>
Level 3: Tuning the Model With Domain-specific Data	<ul style="list-style-type: none"> <li>• <b>Generative UX:</b> Fine-tune generative models with specific user data to provide better, more personalized user experiences.</li> <li>• <b>Hyper-personalization:</b> Customize GenAI models with user data to deliver highly personalized interactions and recommendations.</li> <li>• <b>AI amalgamation of data:</b> Fine-tune AI models with domain-specific data to improve the accuracy and relevance of insights.</li> </ul>
Level 4: Ground the Model Output With Search and Citations	<ul style="list-style-type: none"> <li>• <b>Generative UX:</b> Ensure the accuracy and relevance of generated content by grounding it with verified data sources.</li> <li>• <b>Hyper-personalization:</b> Validate personalized content using grounded information to maintain trust and reliability.</li> <li>• <b>AI amalgamation of data:</b> Ground AI-generated insights with verified data sources to ensure their validity.</li> <li>• <b>Agentic AI business process automation:</b> Use grounded models to automate complex processes reliably, ensuring data integrity and accuracy.</li> </ul>
Level 5: Agent-based Systems	<ul style="list-style-type: none"> <li>• <b>Agentic AI business process automation:</b> Implement multi-agent systems to handle complex business processes, leveraging diverse AI capabilities for optimal performance.</li> <li>• <b>Distillation of next best actions:</b> Use multi-agent systems to provide strategic recommendations based on comprehensive data analysis and coordination among multiple AI models.</li> </ul>
Level 6: The Multi-agent Multiplier	<ul style="list-style-type: none"> <li>• <b>Agentic AI business process automation:</b> Leverage multi-agent systems for advanced reasoning, coordination, and execution of complex processes, achieving high levels of efficiency and accuracy.</li> <li>• <b>Distillation of next best actions:</b> Utilize advanced multi-agent systems for sophisticated decision-making and strategic recommendations, driving business growth and innovation.</li> </ul>

Source: Google

## Conclusion

AI is changing the world, and as organizations begin their own journeys, AI is also changing the way they think about and use the cloud. Already a leading cloud provider, Google Cloud continues to innovate to create compelling new capabilities across the entire AI spectrum, along with comprehensive advice for implementation. But recognizing that many organizations have their own focus, complexities, and concerns, Google Cloud is also partnering with leading systems integrators that can help customers navigate their AI journeys and realize the potential in their own environments. The strategic partnership between Google Cloud and HCLTech offers the right blend of capabilities that can help organizations plan and execute for AI success.

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