See What's Possible
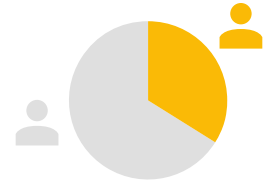
Google Cloud for Small & Medium Businesses

Focus on What Matters Most: Your Business

Your business thrives on delivering unique insights and superior customer experiences. Yet managing your technology infrastructure can pull precious attention and resources from the things that give businesses like yours a competitive edge.

That's why cloud is the choice of businesses focused on thriving now and growing into the future. Google Cloud gives your business disruptive power. Imagine having an innovative and reliable technology company like Google as a partner freeing you, your employees, and your budget to pursue growth without technological restrictions. Give your business the tools to meet operational needs now and compete better against rivals large and small as you grow and evolve at your own pace.

From must-have basics like web servers, data security, and data storage to growth essentials like data analytics, artificial intelligence (AI), and machine learning (ML), Google Cloud is cost-effective, easy-to-use, and fully open, giving you the flexibility to choose the services that best suit your needs. We've tailored solutions for businesses like yours, using many of the same tools we at Google crafted to power and sustain our own growth.

Let us handle your infrastructure, while you focus on innovating.

According to recent Gartner surveys, more than a third of organizations see cloud investments as a top three investing priority, which is impacting market offerings.

— **Gartner**[1]

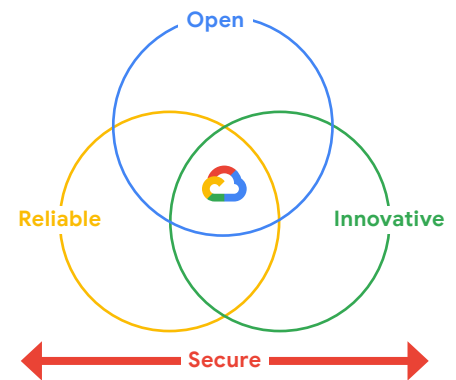# Embrace a Truly Open, Reliable, & Innovative Cloud

At Google, we strive to democratize technology and build products that reduce complexity, increase speed, and unleash creativity.

Google has become essential in people's everyday lives with an expansive ecosystem of products and applications, eight of which have over 1 billion users. We also have a demonstrated track record of empowering small and medium businesses. With products like Google My Business and Google Ads, we serve organizations at every stage of the business life cycle to build, measure, and scale.

Whether your business is a cloud-optimized startup or a local brick-and-mortar, the lifeblood of success is data. Collecting, analyzing, and learning from the wealth of data every business generates is a crucial step toward making good companies great. At Google, our mission is to organize the world's information and make it universally accessible and useful. No company is better versed than Google in the data-centric demands on growing businesses.

Small and medium businesses use Google Cloud Infrastructure-as-a-Service (IaaS) and Platform-as-a-Service (PaaS) to build with open, flexible technology; scale with reliability and confidence; and accelerate innovation. In particular, cloud-optimized companies use Google Cloud to reduce the complexities that come with building a robust digital business, creating space for teams to innovate. Growing businesses can bolster the skills and systems they already have, and offload infrastructure responsibilities improving overall productivity.
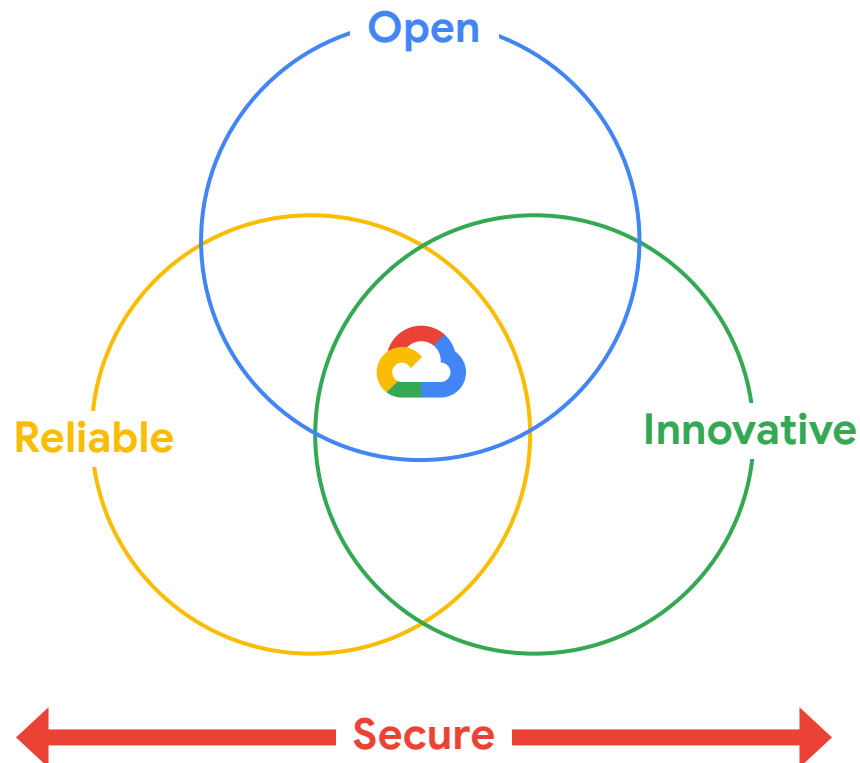
We free up your developers and engineers so they can easily build applications on the most advanced software and systems available.

When you partner with Google, you're getting a technology base for your business designed to be open, reliable, and innovative. All of this is wrapped in Google Cloud's world-class security.

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Open: Our approach to open is centered around providing businesses the flexibility to run on Google Cloud, on-premise infrastructure, or other clouds as part of a multi-cloud strategy. This means you can build upon your existing IT investments, choosing only what works best for your business.

Reliable: Google Cloud sets a standard for reliability with 99.95% availability and no scheduled downtime. This ensures your business is always on with a continuous high level of service, minimizing the impact of upgrades, maintenance and other factors.

Innovative: Our easy-to-use platform has data analytics and AI/ML built-in, making them more accessible and easier to deploy across your organization. With these innovative tools, you can quickly identify and address issues, gain new business insights, and better serve your customers.

Secure: All of this is wrapped in Google Cloud's world-class security, through our completely private physical network, which ensures your data spends the least time on the public internet where cyberattackers lurk.

Case study

Solving for Explosive Growth: Delivering Personalized Experiences

When people in Taiwan want a recipe, they go to the iCook website or mobile app, built by Polydice. From the start, tech entrepreneurs Richard Lee and Fox Hsiao built their company around G Suite services like Gmail, Hangouts, and Calendar. For infrastructure, they settled on a different cloud vendor. But they quickly found that vendor couldn't support iCook's explosive growth. Data queries got stuck, their Taiwanese users were getting sluggish responses, and costs were high. Lee and Hsiao turned to Google Cloud for help.

Quickly, they saw the benefits. Google Cloud's Taiwan presence means iCook has faster response times and keeps data on-shore, complying with regulatory requirements, all at lowered costs. In addition, Google's reliability means iCook can start redeploying engineers from fixing problems to planning for future expansion.

iCook now uses BigQuery for serverless, scalable data warehousing, Cloud Storage to store objects and Cloud Composer to provide workflow orchestration across Google Cloud and other cloud environments. Today iCook has 5 million monthly users and 4.5 million app downloads with no query bottlenecks.

Polydice

"Google Cloud gives us many tools to tackle problems and take advantage of new opportunities; we now want to become an AI-driven company. Google gives us the foundation to achieve that goal."

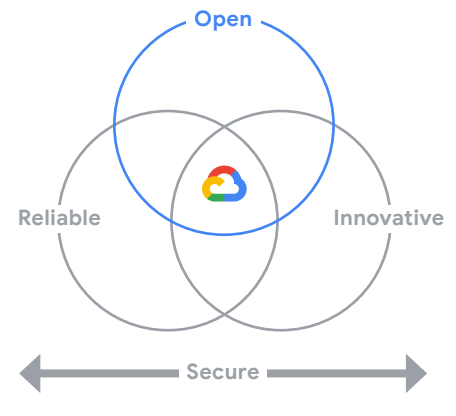— **Richard Lee, Co-founder & Chief Technology Officer**

Build with Open, Flexible Technology

Open means you develop better software, drive innovation faster and easily scale and manage your technology.

Our approach to open is centered around flexibility. We give you tools to simplify operations in multi-cloud, hybrid or on-premises environments so you can build on your existing IT investments in a way that's best for your business.

Google has embraced open source since our founding. Our contributions to projects like Kubernetes, TensorFlow, Go, and literally thousands of other open-source efforts are proof. Many started as internal Google projects that we then open-sourced for the benefit of the broader community. Open source lets you leverage a common development and operations approach to make the most of skills shared widely across your teams to rapidly accelerate innovation.

Our commitment to an open cloud is based on the belief that using a particular cloud provider shouldn't get in the way of achieving your goals.
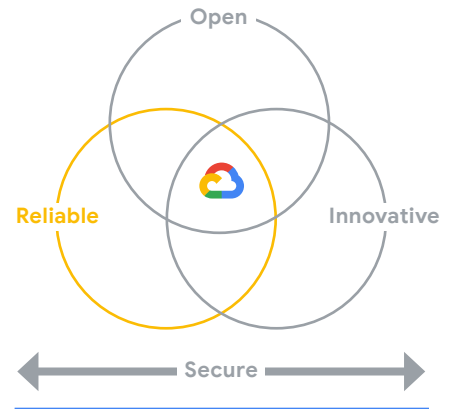
Our approach to open is centered around flexibility so you can build on your existing technology investments in a way that's best for your business.

Scale with Reliability & Confidence

Your business needs to be reliable. Google Cloud provides you with the confidence you need.

Reliability means more than just availability. It means a continuous high level of predictable service, minimizing the impact of upgrades, maintenance, and other factors. Google Cloud sets a standard for reliability with 99.95% availability and no scheduled downtime. You can build on the same infrastructure that returns billions of search results in milliseconds, serves 6 billion hours of YouTube video per month, and provides storage for 1 billion Gmail users.

Krystallize CloudQoS found that Google Cloud has roughly five times less downtime when compared to other cloud providers.[2] Google services are designed from the ground up to handle millions of users and high loads. More than theoretical reliability, Google tests products under high loads for long periods, validating memory use and response times. Our live migration and rolling updates mean your infrastructure is readily available, and our systems are also inherently redundant by design.

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Case study

Solving for Scale:
Delivering Highly Available Digital Healthcare

In 2017, five-year-old, Singapore-based [MyDoc](#) realized that their old cloud provider wasn't offering the services the company needed.

They were struggling to scale their platform, which gives customers access to healthcare services including clinician consultations, prescriptions, and screenings, as they expanded across Asia. Their app development was hobbled by a monolithic cloud architecture and they were experiencing frequent outages.

So they migrated their core and administration applications, authentication, communication, and static image services to Google Cloud data centers in Singapore and Taiwan achieving their objective of 99.9% availability by focusing on containerization and microservices using tools like Google Kubernetes Engine. They're now able to sign up more customers using Google Compute Engine, while Google Stackdriver Monitoring alerts engineers to any login system errors.

The business also benefits from a sevenfold speed increase in its API services from replicating its virtual machines on Google Cloud, which allows for more data collection, processing, and integration with third parties.

"We are a 24-hour healthcare service, so it's extremely important that we're available. The stability of Google, combined with the containerization and microservices projects, is really helping us."

– **Mark Ridley,
Chief Technology Officer**
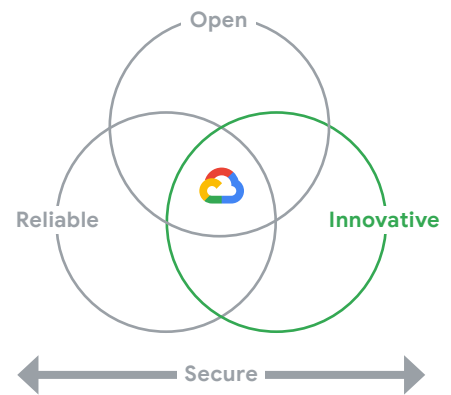
Accelerate Innovation

As an entrepreneurial business, you want to work with a company as innovative as you are. When choosing a cloud provider, you need to take into consideration more than just its ability to meet your needs today. You have to make sure your provider can easily scale and help accelerate innovation.

Our easy-to-use platform has data analytics, AI and ML built-in, making them more accessible and easier to deploy across your organization. With these innovative tools, you can quickly identify and address issues, gain new business insights, and better serve your customers.

As an example, Google Kubernetes Engine (GKE) makes it easy to quickly deploy containerized applications in production-ready environments. It brings our latest innovations in developer productivity, resource efficiency, automated operations, and open-source flexibility to accelerate your time to market.

Google Cloud also excels with tools for AI and ML. With AI building blocks, like Vision and Translation, you can easily add sight, language, conversation, and structured data into your applications to construct a solution that's best for you. And with AutoML, you can train high-quality custom machine learning models with minimal effort and expertise to achieve faster performance and greater accuracy.

With Google Cloud, you can offer customers personalized and intelligent experiences that directly translate into improved customer loyalty.

Our easy-to-use platform has data analytics, AI and ML built-in, making them more accessible and easier to deploy across your organization.

Case study

Solving for Agility: Driving Higher Profits in Retail with Machine Learning

For more than a decade, NMK Textile Mills has manufactured bed linens for North American retailers in its India factories. In 2014, co-founder Deepak Mehrotra decided to expand into online retailing and launched California Design Den.

The transition came with challenges. With 2,500 SKUs, he needed to efficiently maintain the proper balance of inventory to quickly meet customer demand. But forecasting was difficult as the firm still relied on manual planning — digging through spreadsheets and running scenarios to see how particular products sold.

"Along the way, we realized that to compete with larger retailers, make quicker decisions and move faster, we needed to go further," says Mehrotra.

California Design Den started by partnering with Pluto7, a technology solutions provider which uses Google Cloud AI and ML to predict inventory demand. Mehrotra then migrated the company's data-base to Google Cloud. Combining multiple Google Cloud tools, including experiments with Vision API and AutoML, the company slashed inventory carryovers by half, improved quarterly demand planning accuracy, and gained swift, granular insights into specific SKU performance.

CaliforniaDesign Den ®

SLEEP COMFORTABLY, LIVE BEAUTIFULLY ™

"We are literally growing the complexity of our business on all levels; we otherwise couldn't afford the level of talent it would take to do this."
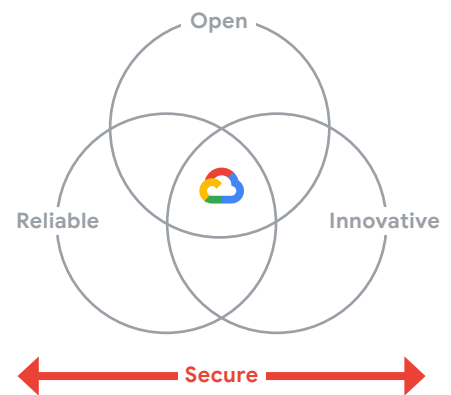
– Deepak Mehrotra, Co-founder & Chief Adventurer

Reduce Risk with World-Class Security

Security can't be an afterthought. It's no longer just large corporations being targeted, small and medium businesses are too. Every 40 seconds a business is hit with a ransomware attack.[3] Some 84% of companies will be hit by a distributed denial of service (DDoS) attack.[4] And 91% of cyberattacks will start with phishing emails.[5]

Google Cloud is secure-by-design. That starts with the completely private physical network we use to handle your information. Less time on the public internet means far fewer opportunities for hackers to steal your data or infiltrate your network. All of your data is encrypted by default, whether in transit or at rest. Our infrastructure is protected by leading experts in information, application and network security, and is designed to support rigorous industry-specific compliance standards.

On top of all that, Google Cloud is committed to protecting your data privacy. We process your data according to your instructions and we promptly notify you if we detect a data compromising security breach. You own your data; you can access it or move it at any time.

For your business to gain your customers' trust, we have to safeguard your trust in us.

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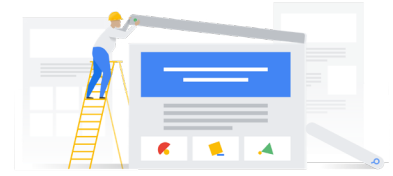
Accomplish More with Tools Designed for You

Google Cloud has earned a loyal following of customers by making it easy for companies to adopt cloud-native technologies and shift existing investments to the cloud. With credits to get started, technical training and hands-on support, small and medium businesses can get up and running quickly.

You can start building now with a variety of free usage tiers, always-free resources, and introductory credits to explore what works best for your business. For qualifying businesses, Google Cloud for Startups even offers up to $100,000 in credits, access to community events, mentorship, and training.

To further facilitate learning, we offer in-depth technical training, certifications, and a community where you can chat with peers and Google experts. Also, our documentation includes a library of developer and management tools with technical resources to help you get the most out of your Google Cloud products.

With Google Cloud you don't need to do it alone. Google technology teams and our network of thousands of Google Certified Partners are here to help you every step of the way. In addition, you can easily deploy ready-to-go solutions on our Marketplace to accelerate development and easily access technical support to help you with whatever hurdles may crop up.
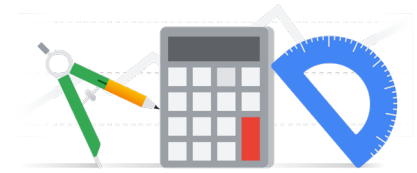
Get started for free with a variety of free usage tiers, always-free resources, and introductory credits to explore what works best for your business.

Uncover Value & Do More with Less

Google Cloud is a cost-effective way for businesses to rationally expand capabilities without having to over-invest in excess technology now to meet demands later. You can embrace opportunities as they arise if, for instance, unexpected customer excitement threatens to overwhelm your web services or your sales team secures a game-changing deal to service a large client.

Google Cloud works on a pay-as-you-go basis with pricing designed to be simple, giving you flexibility when you need it, without contracts unless you want one. We understand that cost efficiency is essential to the success of your business, this is why you only pay for what you need when you need it with Google Cloud. Our consumption-based pricing doesn't require a licensing agreement, upfront costs, or termination fees.

In addition, Google Cloud offers a series of tools to help you stay within your budget and improve cost predictability. With Google Cloud cost management tools, you can gain greater visibility, accountability, control, and intelligence so that you can scale your business in the cloud with confidence.

Calculating your cloud savings is easy with the Google Cloud pricing calculator, which helps you to estimate costs for various cloud services.

A path to more predictable cloud costs

Visibility
Built-in reports & custom dashboards for visibility into current cost trends & forecasts

Accountability
Flexible options for organizing resources & allocating costs to drive accountability

Control
Financial governance controls for reducing risk of overspending & improving predictability
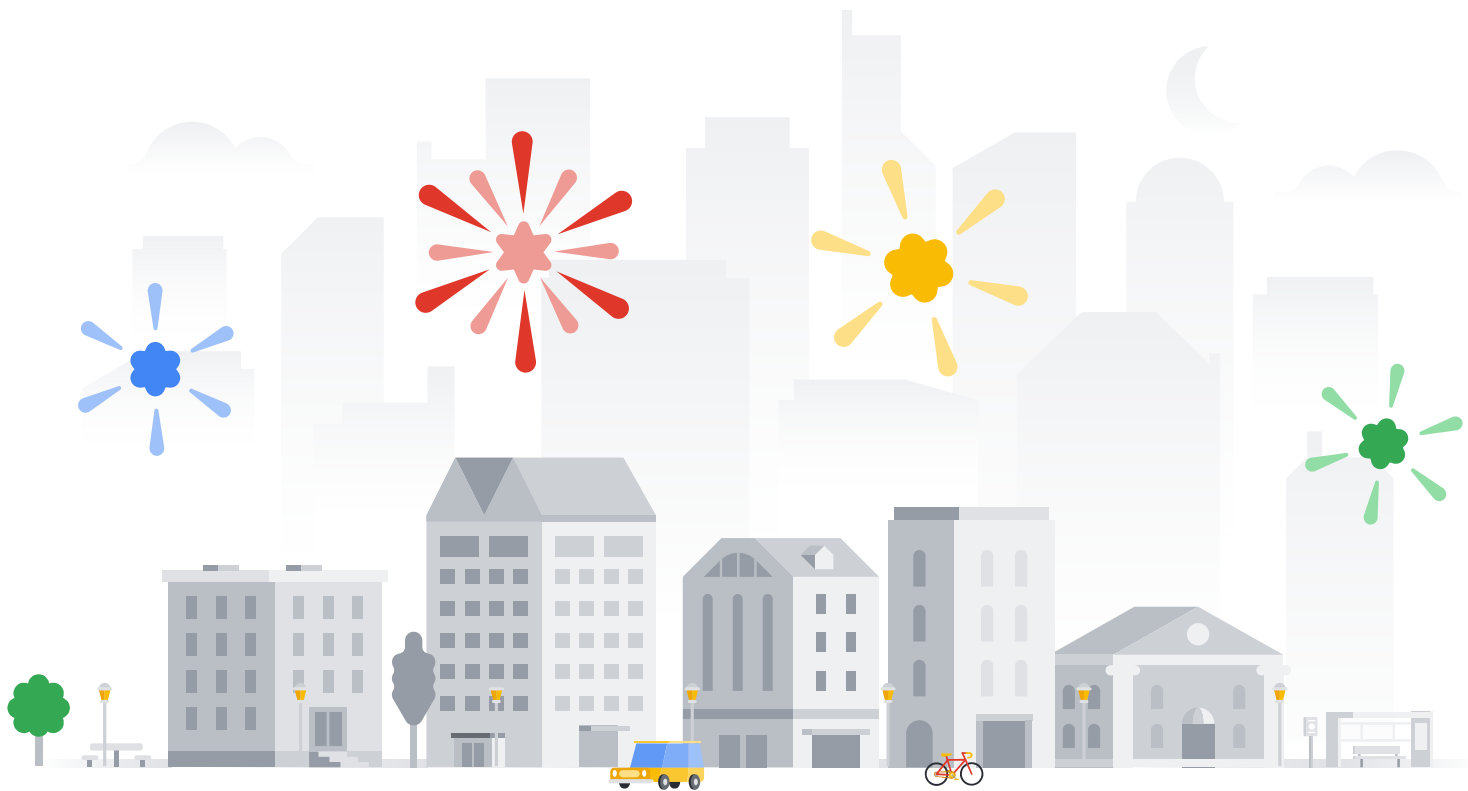
Intelligence
Intelligent recommendations for optimizing costs & usage

Build What's Next with Google Cloud

Whether your business is early in its journey or well on its way to digital transformation, our robust set of solutions and technologies can help you chart a path to success. Together with Google Cloud, small and medium businesses can build a strong foundation for the future.

We're committed to empowering organizations of all sizes to solve their toughest problems with open, reliable, and innovative technology.

See what's possible with Google Cloud.

Appendix

1. Gartner Press Release, "Gartner Forecasts Worldwide Public Cloud Revenue to Grow 17.5 Percent in 2019", April 2, 2019, https://www.gartner.com/en/newsroom/press-releases/2019-04-02-gartner-forecasts-worldwide-public-cloud-revenue-to-g

2. Rice, Caitlin. "Does your application require Consistent, Predictable and Reliable Cloud Services?", Krystallize.com

3. Kaspersky Security Bulletin, 2016

4. Worldwide DDoS Attacks and Cyber Insights Research Report from Neustar, 2017

5. Enterprise Phishing Susceptibility and Resiliency Report, 2016

Google Cloud