



# CLOUD REALITIES

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Gen AI and it's creative  
revolution with Rodrigo Rocha,  
Google Cloud

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[00:00:00] I'm not taking responsibility for recording. Recording. You can't, with great power comes great responsibility. Quite frankly. I'm not ready for that. It, it's Rose. Hey, I'm not ready for such power. Well, I agree with that, but that's the only choice. The only option we've got. You have to gimme something to do exactly. That's the only thing. Rob's allowed to push a button.

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. On this sort of small run of live shows, we're gonna be coming direct from the expo floor at the Moscone Center in San Francisco, you can hear it in the background now.

We're on day one just shortly after the main keynote [00:01:00] joining us this week. We've got some amazing Googlers. They're gonna be bringing us the latest views on ai, digital transformation, future retail, financial services, and general business transformation.

What we're also gonna do is keep you posted on the big themes and news from the conference. And joining us in that, as you heard, is Rob reporter, Rob Kernahan back live from last year's conferences. Rob, you're back. Yes. Back and ready to uh, to go. And you've got like lists of interesting stuff to say. We have, .

I'm slightly panicked again, like last year coming up with interesting stuff, but we've got there, lists are forming, news articles are coming. That's good. It's just in time. Just in time. Podcasting. , just in time. Quite scary podcasting. That's what you need. That's what you need now. So how was your trip?

Uh, Dave? I, um, Best said, my trip. I had enough experience to write a chapter in my memoirs. I think it's best described as shenanigans. The longest 12 hours. The longest 12 hours of experience. It's, it's, for me, [00:02:00] closer to 72 hours of shenanigans. And uh, I think, um, there's a story to be told, and I might need a bit of counseling when I get back, but , I got here.

It's, uh, good to be here, but it was quite the experience. . It's, it, it's traveling in this day and age is, is not necessarily the comfortable experience. It once was in the jet age. I am all for. Dynamic systems, but not when it comes to travel. And your logistics need to be there in lockdown. Rob, when, when Rob uh, travels, uh, like when I travel, I've done a fair bit of business travel over the, over the years, and I sort of get to the destination and then get my phone out and think, oh, I wonder what hotel I'm staying in.

When Rob travels, he's got like a plastic folder of printed out information. Including, uh, we, we arrived in Munich once to do one of these things and, and I, and I did the usual walking outta the airport, say to Rob, where are we staying? And Rob's like, oh, I've got a sheet with that one. So he pulls out an Air Force sheet and on the Air Force sheet in big typeface, like, you know, 72 font was the name of the hotel [00:03:00] we were staying.

And so your Can it, take, can change the taxi driver. Be prepared. Exactly. Be be prepared. So welcome to San Francisco, Rob. Good. Uh, well I'm here now anyway and it's good to be here as well. 72 hours. Did you go the other way around instead? No, it, the, all the travel chaos started before and then kept going when I arrived, so, uh, it's, it's quite the experience.

Well, we made it and we're here. Let's dig in, shall we? There's a good bit of buzz on the floor as well, so, uh, let's crack on. , let's get going. So, you may have heard him already in the background. I am delighted to say that Rodrigo Rocha, the director of Global Horizontal Partnerships at Google Cloud, has joined us today to talk about AI.





So Rodrigo, really big welcome. Thank you for taking the time to do this and what I'm sure is a super busy schedule. Just wanna say hello and tell us a little about yourself. , absolutely. Thanks for having me here. First of all, great job seeing my last name. Usually people struggle, but you nailed it.

That's how we say in Brazil. I'm originally from Brazil. I, I'm gonna take that as a big first Success. Exactly like [00:04:00] that normally doesn't go that well, I gotta say. . No, I'm happy, uh, to be here today. My, my trip here, I mean, Seattle, Washington was less eventful than yours. Rob. No, but it's great to be here.

I run, um, our ISV applications and AI partnerships for Google Cloud. So a lot of our partners are here, uh, in the booths, uh, at the show. So it's great to be here. So in, in terms of that ecosystem, you're managing there, I mean, one. It, it's probably a no-brainer to say that it's, or I'm sure it's an enormous ecosystem of I S V partners, but give us a, paint us a little picture about how, you know, over the course of the last 18 months with the rise of Gen AI in particular over the last 12 months.

Give us a, just give us a little portrait of, of how that ecosystem's been shifting around and changing and maturing. , absolutely. So you've heard Thomas just saying now on the keynote, we have more than a hundred thousand partners. Wow. Uh, that have joined the Google Partner Advantage program. That's where we keep tracks and [00:05:00] provide programs to partners, incentives and, and do business with them.

And over the last, I would say, eight months, uh, the, the. Footprint of our partner ecosystem has evolved quite a bit, right? We're seeing a lot more action with, um, AI startups coming to partner with us, a lot company, a lot of companies that want to innovate faster. Mm-hmm. Uh, across the entire spectrum, uh, companies, both on the services side as well as software companies that want to infuse generative AI into their applications.

Right. Right. And, and give us an example maybe of the ones that stand. What, what, what are a couple of the. Of the partners and ISVs that are newly entering the market that are really standing out for you at the moment? , brand new ASVs. Uh, I would say that we have startups like, um, the Typeface, Jaspers of the world.

Um, we, uh, are working very closely with both of them. Then we have the more established companies. You just heard Thomas on stage talking about our partnership with Workday [00:06:00] that's bringing new generative AI infused into their platform. We have partnerships with companies, um, that are here on, on, on the floor as well, like Twilio, Dialpad, that all have infused generative AI into their processes and are changing the world.

They're engaging with customers. Right, right. And, uh, Google themselves, of course, uh, you, you are no new entrant to the world of AI. Been investing in it for years. I think made a, made, made a point of that in this morning's keynote. Mm-hmm. So in, in terms of what, what you as an organization have seen in the last.

12 months and, and changes that you guys might have been going through, um, to, you know, react to what the market's doing. Did it surprise you? This, like exponential takeoff that we've seen since this time last year? I don't think it is, um, a surprise. Google was preparing itself for this day to come for a while, as, as you saw, We launched the Transformer [00:07:00] technology in 2017, which is the baseline for all this generative AI, uh, uh, effort that we see across all companies in the world.

Uh, what we, um, I would say I was surprised to see though. Was how fast the enterprise sector has been adopting generative ai. Right. It was very gimmicky, very consumerish, uh,



in the end of last year, beginning of this year. And then I would say that over the last four to five months, we have seen the enterprises really taking a posture on generative ai, trying to infuse it into their processes, uh, trying to first help how their employees become more productive so they can get to market faster, but also on solutions that they are offering themselves to their end customers and, and that.

Piece of work. Really took off, I would say five months ago. That's really interesting seeing that we, we spoke on a previous episode about enterprises having to create the mastery around ai and how do they embed that and make it work for them in an effective way. It's really interesting to hear you say, you see that now lifting and they're getting the grips, you know, they're getting the grip on [00:08:00] AI and starting to make it work for them.

Is there anything particularly exciting you've seen in the AI field that sort of like stands out for you in the, in the, in those use cases? , everyone likes to, um, every generative AI demo that you see in the enterprise, it's a customer service demo of some sort. So there is a lot of . Chat bots.

, exactly. There is a lot of that going on. But I think some of the innovation that you have seen today from, from work, then you'll learn more about that through the conference, is really breakthrough. And the reason that I say that is because, um, it's the ability to generate documentation. Uh, job descriptions.generate insights on your, um, employee base in a way that supports managers around the world. To make better calls around performance management, around the talent that they have in the organization, what type of talent they should go after, uh, in the marketplace. Identify the right talent in the market to grow and bring into the organization.[00:09:00]

So none of that actually existed. At this scale with generative AI six months ago. It's funny you should say that because you know, when you walk around the expo, uh, not just on the, on the Google stalls, but on, I would say, I dunno, I'm gonna say 80% of the stalls there is absolute mention of, of AI driven something or other.

Mm-hmm. And , like looking back on last year's conferences, for example, There was the odd little AI startup maybe, but like the, the, it, it didn't, it didn't run as a through line throughout the entire conference. I wonder if you give us an insight into and, and give the listeners an insight into how Google is positioning AI at this conference in particular so for us, it's super important or our, um, customers, partners, and listeners here to really understand the difference between what's enterprise. Plus generative AI from the consumer ai. At Google Cloud, we have a [00:10:00] very definitive posture around Vertex ai, which is our enterprise plus set of tools to provide companies and partners with the ability to generate, um, generative AI on top.

And that provides right out of the bat very specific capabilities that, um, all customers out there are demanding from, from, uh, the providers, right? Such as. Data protection, uh, knobs and controls to ensure that your data and your data postures throughout the company are protected safeguarded, and they are not being used by a third party to train their models.

Mm-hmm. So all of that differentiation for us is key front and center in, in, in how we are trying to message here in the conference, the key differentiations of Google on generative ai. Right and when you walk around, like outside the center, there's, there's like, there's go, you know, Google Next, uh, is, is, is creating coverage right across the center of San Francisco at the [00:11:00] moment that you, there are those posters and artwork everywhere and some things that really are eye catching in terms of positioning ai and a couple that stood out to me.



Um, the first is, which, which Rob I think comes to your, uh, Delightful to say so. No, no. I was going with delightful travel journey. I'm coming to that Don't blow the, don't blow the big bit. But the um, no is like, can AI make fly in smoother? I wish it could. Is that something you would advocate? I needed some AI this weekend.

I think certain airlines definitely need an influx of ai. Um, so let's talk about that one to start with. Um, how can AI make flying smoother in, in a case study like that? What's, what's your read of the positioning there? , so, um, We are all talking about AI in the market, but ultimately there are two large camps of ai, generative ai, and there is a lot of talk.

Uh, we have talked about generative AI a lot already here, but there is also the predictive AI which is the most [00:12:00] common type of AI that we have seen over the past years, that area that can support, uh, better flying. Can support better designs of airplanes, can support designs of engines, designs of flying dynamics that can withstand better turbulence, so on and so forth.

It can be worked also on airport systems to better designs, routes, and schedules for airplane that minimize congestion, that minimize the chaos. Uh, it can be used also in luggage to get your luggage back to you. Faster through logistics in the airport. So the application of AI just in the travel and transportation industry is huge.

I bet, Rob, when you were listening to that, the luggage one stood out for you, didn't it? The, uh, the paranoia about your luggage. Got quite excited actually, Rob, uh, Rob travels with an enormous case, even when we only travel for like a couple of days on business. It looks like [00:13:00] Rob's gonna carry on stay for, you know, I, I, exactly.

Doesn't it carry on? It's like I'm all about the carry on. I'll leave stuff at home and I'll double wear tops. How many, how many, um, how many tops did you bring with you, Rob? Uh, uh, probably more than I needed, but I like choice. I like the ability to choose, you know, it's, that, that's the uh, like free flowing fashion decisions every morning.

Exactly be dynamic. You could use. I think Rodrigo, there's probably an AI application for that, isn't there? Bet there is. Helping me with better packing, making better decisions and for the listeners, that's a great business idea right there for you, there you go.

Right. It's just like, this is like owned by Cloud reality's productions, though I has to add Rodrigo, everything that's said on air, Exactly the the other one though, um, that, uh, like honestly, I, I just love, I love this other bit of positioning that's, that's around AI supporting the conference is can AI find life on other planets?

Wow. And that one really fires the imagination. So, in your head, what's [00:14:00] going on there? Wow, that's, that's a, that's an interesting one. So, um, let me say that, um, it can be a tool that helps scientists. Look for the possibility of life elsewhere, right? So if you look at imagery that we collect from other planets and data that we connect from other planets, AI can be that tool that starts to identify patterns and identify patterns that find, um, carbon molecules and, and things like that that actually can be an indication of life elsewhere.

So, very excited. It, it's, it certainly can be applied in this field as well, and I'm looking forward to seeing it, uh, getting more mainstream. Not spaceships then. Not quite yet. I was hoping quite you were gonna go to , I was only gonna go to spaceships there. That would be, that would be good.

But I, I mean even still, I mean, and absolutely amazing and, and very far flung, um, application of it when, when, you know, those are a couple of examples of, oh, and also to [00:15:00] analyze radio signals, right? So we have the initiatives like sadi. That's always



listening to signals coming from space and trying to identify patterns on those signals.

And a lot of that uses models, models that can be built with, um, with ai, uh, tools. So more of a tool to know where to point the spacecraft at. And then, you know, you're gonna get there and something interesting's gonna be at the other end. Navigation ed, Absolutely. Exactly. Um, so look, it, it, it would be, um, probably wrong to talk about, uh, ai, generative AI at the moment without talking about some of the challenges around it.

So let's, let's start with challenges in actually applying it and, uh, and some of the challenges that organizations are gonna find over the course of the, of the next 12 months in. Actually driving some business value out of, out of ai. There's lots of talk about it, but how do you convert it into something that's legitimately gonna help my business mm-hmm.

Or drive something interesting for my customers. And then we'll come on perhaps to some of the broader [00:16:00] societal things that we need to, uh, take care of. We're like stewards of bringing this into the world. So let's start with that. What, what, what are the major things that you would advise organizations to think about in terms of, uh, trying to drive value?

. No, you, you actually touched on that as part of your question. In the beginning of this process, I mentioned five, six months ago, we saw enterprises really leaning in heavy on generative ai and transparently at the start, they didn't know where to focus on, so we saw a lot of experimentation, science fiction, so to speak.

Right, right. With the projects, I think that we are maturing more to a phase where, Uh, they're really trying to answer the business value question first, and then look at generative ai. Six months ago was the other way around. Let's do generative ai and you didn't have necessarily the biz out business outcome clear.

And now this is the front of conversation and we do help organizations with that. We have workshops [00:17:00] that are meant not technology driven workshops, but business use case driven workshops. To really unleash that type of conversation that they start. And once the use case and the scenarios are well identified, then applying the technology, believe it or not, uh, is the easiest part.

Mm-hmm. Because that's where we have built enterprise class tooling. Like you saw today, in two minutes, you built a full site with enterprise search for the D M V example that you saw on stage. Those are the type of tools that actually can expedite from ideation to um, Execution of those use cases. Could, could you maybe for listeners that didn't get to see the keynote mm-hmm.

Maybe just give us a little pen picture of, uh, of the case study you talk about there. The, the, the example the, the team shared on stage was an enterprise search where, um, you could work with a A D M V department, uh, department of Motor Vehicles to make the whole experience about finding information in their site much, much more seamless.

So today, if you go [00:18:00] to any site, In the public records to look for just simple information, how to renew your driver's license, how to, uh, have a vanity license plate. You have to click through pages and pages and pages of website until you actually get the help that you need. And then you have to read a pretty long set of explanations.

When you apply generative AI to a use case like that. You can ultimately, uh, engage with smart assistant, right? And with a few. Questions in natural language, you get straight to the point of the site that you need to be. All of that annotated with content, step by step, so on and so forth. I think, I think for me, that's one of the most exciting things of ai, which is what



it can do from just making our lives easier.

There's a lot in our busy lives we have to deal with and the computer weeding out the things we don't need to know and telling us what we, we should look at. We talked about it from a security perspective and architectural perspective, a business perspective, but also from a personal perspective.

How's it gonna help me as an individual and why should I embrace it? It is an excellent example to get to what the [00:19:00] information you need really quickly. Absolutely. Maybe just to bring our conversation today to a, a little bit of a conclusion. Uh, let, let's focus then on the, sort of the societal impact of AI, potentially.

Mm-hmm. Uh, and and what are the things that, um, you and your organization are thinking about, say, over the next 12 months That, that we really need to safeguard? Like I said, we're our generation of stewards of bringing this ultra powerful technology into the world. What do we need to be cautious of, do you think, Rodrigo?

I think that's a very deep topic. Uh, it's everyone's responsibility. It's not the responsibility of a single company. It's a societal responsibility. Mm. For us at Google Cloud, we ensure that the tools that we develop, the tools that we provide to customers, they have what we call the responsible AI theme infused into them the output of our generative AI models before they're presented back to the company that sent the request.

They actually go through a [00:20:00] validation that detects, um, if the content that was submitted was harmful or not. If it had any sexual content, anything that was derogatory of what do we deem a responsible ai? . And that's actually filtered and the request is not served. Or if it is a company that's asking that request, we give them an index.

Right. Or with the percentages that. We believe that response is um, appropriate for Right. And with that, the company may have the ability to decide if they want to present the answer to their customers or not. So thinking about that as you design the product from scratch of thinking about the potential that it has to do good, but also realizing that in the world you do have bad agents.

If you infuse that type of. Um, uh, concern from the get-go into the design of your products and services, you can dramatically minimize, [00:21:00] um, the, the exploitation, if you will. Uh, capability of a better agent out there. And I think, I think it's really important that the protections are built in at the base layer as we think about how we build it up.

So they're there and they're present and we've thought about them so they're not an afterthought and a bolt-on, which could be complicated to integrate. A hundred percent. It's like at the base thinking layer means you've architected it correctly and it's gonna work properly. Exactly. Very good. So, I think that being aware of our responsibility and, you know, not, not being naive and constructing is.

Is, uh, you know, a step-by-step process over the course of the next year. So look, Rodrigo, thanks for sharing those insights. Um, but we're at the head of the conference right now. It's only just kicked off. Uh, and we're all coming in with, uh, a bunch of expectations. So, Rob, I know you have been looking forward to this for, for best part of a year absolutely.

There's, uh, there's five themes I'm quite excited to see come out the conference. The first is the one we've just discussed, which is ai. But importantly, how that's gonna drive better [00:22:00] productivity, something that plagues countries at the moment about how they increase productivity. Ai, very exciting.

Some applications, well, as, as we've been talking about, certainly as a, as a, as a presence. AI





is the central theme of this conference. Absolutely. I would suggest. And it's how, how that's gonna be the me suit for the enterprise, for the individual, help us out, et cetera. So theme one, very strong and we know we're gonna hear a lot about that.

Uh, second was around leveraging data sets, but realtime information being fed in so we can make better decisions. So real time data management really becoming a big thing. But you've got these massive data sets and coping with it can be difficult. So how do we improve the ability to cope with data and real time and better decision makers?

A good one because we, I mean, we talk a lot on the show about, um, leveraging data is as difficult as it ever was. You can drive amazing insights these days and you can drive, you know, kind of point forward experiences, but if you date is bad, you know. Exactly. It's not, it's not gonna fix that for you.

Right exactly. And, and just this morning we [00:23:00] announced, um, Google Cloud. Extinctions for generative ai. And that's the piece that actually has the capability to keep the answers fresh. With current data. This, these large language models, they are frozen, right? So they were trained on a set of data.

So to your point, how do you keep that data fresh? Extinctions comes, uh, to aid with that, where you'll be able to infuse extensions into your, uh, workloads, your generative AI workloads, and have fresh data, live data. Back to the beginning of our conversation. The real time flight data. . Oh yes.

That would've been useful. Um, . And, and then um, three was around, um, theme three was around technology and multi-cloud tech. And Google have been at the center of multi-cloud tech for a long time with a lot of the technology. So hoping to see a bit of that mature and come out the conference.

Parity, multi-cloud platforms and switching workloads is coming. Rob? Uh, well I think we're moving towards it, right? Uh, the ability to burst into different [00:24:00] clouds, use their capability and come back. But, uh, more choice for the platform and the product to be able to just decide where it executes. I think it would be quite cool to see.

So I'm hoping to see something in that area. Um, theme four, uh, democratization of it and putting more power in the hands of the users to be able to. Form the results that they want with the right guardrails and capabilities. So, uh, that can be extremely powerful. And we've always talked about the more diverse the audience over the top of the data set, thinking differently, gets better results.

And I think when you are, uh, talking about organizations that are adaptable and wanna move at the speed of their markets and respond quickly, you can't have lots of handoffs between the person making a business decision and then the person pressing a button on a computer It seems. Increasingly retrograde to have that type of organizational structure.

So more, more capability in the system to allow us to achieve that democratization of systems would be good. See, and finally, theme five, everyone's favorite security, uh, which is, [00:25:00] while we do all this stuff, democratizing it, moving around, choosing compute, leveraging data, we have to make sure that we're secure when we do it.

And talked a bit earlier about the how that has to be embedded within the architecture to make sure that we're safe and secure in all the things that we do when we undertake this. Fantastic new set of technology tools. It's a lot to look forward to. So, Rodrigo, anything there that we missed? Anything you're looking forward to over the next couple of days in particular?



I think it's, it's an amazing opportunity to just, uh, learn a lot, get in front of all these five trends that you, you shared with us, Rob, on that last trend in particular around democratization within, um, the enterprise. Do AI as a platform has a lot to offer both to the knowledge worker. As well as to the IT worker.

So duet AI four cloud and web AI four. Google Workspace is that democratization layer, if you will, and I like of bringing AI to our functions. And I like the name duet. I think it works very well as AI and the human working together to create the right answer. So [00:26:00] spot on, well named. Great. Look, Rodriguez, thanks again for joining us.

Uh, we end every episode of our show by asking the guests what they're excited about doing next. And that could be, I've got a great booking at a restaurant this evening in town, or it could be, I'm just dying to get home to see my family. So, What are you looking forward to seeing next? Well, I'm actually, uh, excited to hit a Brazilian restaurant here called Fogo.

It's very close to the show floor. It's a Brazilian barbecue place. It, it's a little resemblance of home for me. Ah, very. I spied that when I came in, so, uh. We talked about that when we were here at the weekend. Have you got booking? I do. I do. I thought I had. Nice. Hopefully it'll do those, uh, the, the little red green.

Yep. The red green things. You turn over the way you want, you know, never get it to stop. Yep. Brilliant. Well, look, enjoy that. It's been a real pleasure talking to you this morning, and thanks again for making the time. Same here. Thank you, Dave. Thank you, Rob. Uh, so a huge thanks to our guest, Rodrigo live at Google.

Thank you. So a huge thanks to our guests Rodrigo, thank you so much for being on the show, to our sound and editing wizards, Ben and Louis, and of course, to all of 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.

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