

# The transformation cloud story

Organizations are looking to transform their business by inventing new ways to achieve their goals using the cloud. Google Cloud is the trusted innovation partner to accelerate digital transformation. To make digital transformation a reality in 2022 **organizations are asking themselves five key questions:**

02

## Do we have the best **technology infrastructure?**

Organizations are looking for a platform that will serve as their foundation for growth, with the flexibility to adapt based on market needs.



**The open infrastructure cloud:** We give customers the freedom to run apps where they need them with open, hybrid, and multicloud solutions.

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## Do we know our **data, systems and users are secure?**

The risk of cybersecurity threats is accelerating and has every company rethinking its security posture.



**The trusted cloud:** We help customers protect what's important with advanced security tools.

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## Are we the best at **understanding and using data?**

Today organizations want to get smarter at using data so they can be the best in their industry.



**The data cloud:** We help customers become smarter and make better decisions with the leading data platform.

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## Are we creating the best **hybrid workplace?**

The fundamental change in how and where we work requires new, stronger connections and collaboration.



**The collaboration cloud:** We help customers transform how their people connect, create, and collaborate.

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## Are we addressing the **most important challenges facing our world?**

Sustainability is a critical board-level topic.



**Sustainability:** We help customers achieve their ambitious sustainability goals.