



Google Cloud Newsletter

November 2023

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// Digital Transformation & Innovation

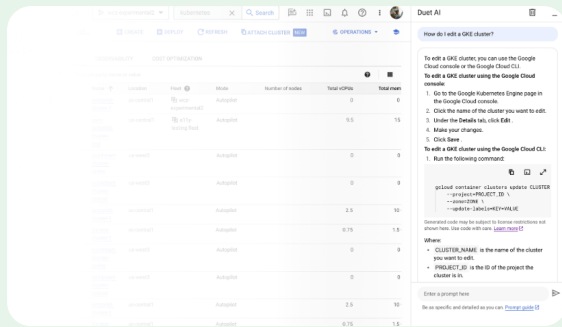
delta



Accelerating business value through strategic cloud transformation

More and more companies are migrating onto the cloud each day. Many companies are at extremely different stages in their cloud journey. However, one thing that remains equal is the need for cloud strategy. Where to begin? The Cloud Transformation Experience Lab is a two-day workshop bringing business and IT leaders together to confirm transformation readiness, align on cloud transformation goals and priorities, and define a 90-day plan to accelerate business value.

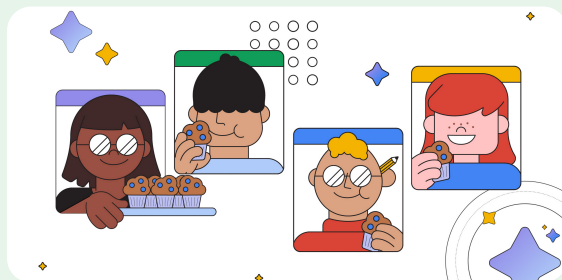
If you are interested in working with delta PSO please reach out to your account team to learn more!



3 new ways Duet AI can help you get things done fast in the Google Cloud console

Duet AI, a new AI-powered collaborator for Google Cloud, can help you reduce complexity and overcome obstacles by providing assistance with a variety of common tasks. If you are a cloud engineer, developer, operator, data practitioner, or someone who uses Google Cloud as a part of your day-to-day work, Duet AI can help you get things done fast via a natural language interface in the Google Cloud console. Let's take a look at how it does this.

[Learn more ↗](#)



The Content Conundrum: How poor personalization and search experiences impact streaming platforms and their audiences

In an unexpected plot twist, streaming platforms are currently facing their own cliffhanger as an unprecedented period of slowing subscriber growth. According to [Macquarie Research](#), net subscription adds dropped more than 80% YoY in Q1 2022 across Netflix, Disney+, Hulu, ESPN+, HBO Max/Discovery+, Paramount+, Peacock, and AMC+C. With endless content now available across a multitude of platforms, creating unique viewer experiences worth paying for

How a utility company modernized HR with AI-powered virtual assistants

Google Cloud and Emergya have helped ACCIONA automate more HR processes and free up staff for higher-value, less-routine activities. So far, employees have had 41,000 conversations with the tool via phone and WhatsApp.

From those conversations, more than 33,000 inquiries were initiated and 90.33% of those interactions have since been completed — with only 0.89% requiring someone from HR to intervene. As a result, the HR team has been relieved of many time-consuming, less strategic activities.

[Learn more ↗](#)

has become mission critical for all streaming platform. To examine the true cost of poor personalization and search experiences, Google Cloud commissioned a Harris Poll to survey more than 2,200 consumers from countries across the world.

[Learn more ↗](#)

// Product Announcements

Vertex AI Search - Read about exciting new generative AI features coming to Vertex AI Search, our platform to create search based applications for your business. Vertex AI Search provides customers with a tunable Retrieval Augmented Generation (RAG) system for information discovery. [Learn more here](#)

Vector similarity search - If you are looking to build an ecommerce recommendations engine or ad serving or other DIY application based on ANN aka vector similarity search, dive into our vector search capability which is a part of the Vertex AI Search platform. We've expanded features and made it easier than ever for developers to get started building their apps. [Read more here](#)

Cloud Deploy - Deploy hooks (GA) allow users to specify and execute pre- and post- deploy actions using Cloud Deploy. This allows customers to run infrastructure deployment, database schema updates, and other activities immediately before a deploy job, as well as cleanup operations as part of a post (successful) deploy job. [Learn more here](#)

Artifact Registry - Artifact Registry remote repositories are now generally available (GA). Remote repositories store artifacts from external sources such as Docker Hub or PyPI. A remote repository acts as a proxy for the external source so that you have more control over your external dependencies. [Read more here](#)

// Product Influence

On-Prem/Hybrid Computing: AI, ML, & Big Data

Do you have workloads that can't be in GCP? Google Distributed Cloud Edge (GDCE) provides Google-managed HW and SW located on the customer premises designed to support low latency computing, data residency, and hybrid workloads. This study is focused on customers that have AI, ML, and big data (processing, analytics) edge needs to drive the GDCE roadmap and features that meet your customer's needs.

What to expect: Join a 60 minute session, and participate in a study that will inform features that enable GCP customers to manage their on-prem and hybrid workloads alongside GCP (with all the benefits of ultra-low latency edge computing). A \$150 USD thank you gift will be offered.

Ask: If you are a customer that has AI, ML, and big data (processing, analytics) workloads, and/or has use cases or needs for on-prem (or hybrid) workloads, then please contact your Google account team. *Timing: November 20 - December 29, 2023.*

[Admin Install for Chat Apps Exploratory Research](#)

In order to better support admin's experiences of managing and installing 3rd Party Chat apps, the Chat team is looking for Workspace admins who have installed chat apps for their organization or employees in the past 3 months for an interview study.

What to expect: Join a 60 minute session, and participate in a study that will inform designs of new installation models for chat apps and also improvements on the Chat admin workflows in configuring and managing chat apps. A \$100 USD thank you gift will be offered.

Ask: If you are a customer that is a Workspace admin who has installed at least one chat app in Google Chat (as a paid Chat customer), Admin works in a domain with over 100 seats, or Admin has tried out admin install feature in Google Chat, then please contact your Google account team. *Timing: November 20 - January 7, 2024.*

GenAI-powered Semantic Search in Dataplex

The Dataplex team is embedding GenAI functionalities in Dataplex. We are starting by adding a semantic search-capability to our Discovery experience. We want to talk to customers who are interested in joining the private preview in December, and who are willing to give us feedback during their experience.

What to expect: Join a Google Video Chat session, and participate in a study that will have a direct impact on the use cases we will focus on for semantic search. A thank you gift will be offered (amount is TBD).

Ask: If you are a customer that is using the Data cataloging and discovery experience of Dataplex, and willing to try the solution and share their feedback via 2x 30 min interviews and intercept surveys (committing to approximately 2 hours of work) over a time frame of 2 weeks, then please contact your Google account team. *Timing: January 11 - January 18, 2024.*

// Solutions Corner

LOOKER

Latest Release Note Highlights 🎉

23.20- Release Highlights

- Quick Layout for dashboard editors has been added behind the [dashboard_layout_accelerator](#) feature flag, which is set to ON by default for all customers besides core instances.
- Admins can now restrict non-admins from accessing the dashboard auto-refresh option
- The default values have changed for the [Persistent Sessions](#) and [Inactivity Logout](#) settings. Persistent Sessions is now disabled by default while Inactivity Logout is now enabled by default. You can change these values on the Admin Sessions page. The behavior of these settings will not change for users who have modified the session defaults.

Upcoming Events and Training

December 5-7- [Looker Hackathon \(RSVP\)](#)

SECURITY

[Google Cloud Cybersecurity Forecast 2024: A look at the cyber landscape in the year ahead](#)

Recently released, the [Google Cloud Cybersecurity Forecast 2024 report](#) can help prepare security professionals and business leaders for the year ahead by providing forward-looking

insights from cyber experts across Google Cloud, including our leaders and experts on the frontlines of the latest and largest attacks.

The report represents an intensive collaboration between numerous Google Cloud security teams, including [Mandiant Intelligence](#), [Mandiant Consulting](#), [Chronicle Security Operations](#), [Google Cloud's Office of the CISO](#), and [VirusTotal](#). These teams independently provided forward-looking insights in previous years, but the Google Cloud Cybersecurity Forecast 2024 report represents the first time we are all joining forces for this mission.

[Blog](#) by Adam Greenberg (Content Marketing Manager, Mandiant)

Download the [Report](#) to learn what your organization should be on the lookout for in 2024.

[Google researchers discover 'Reptar,' a new CPU vulnerability](#)

This year, Google has seen an increase in the number of vulnerabilities impacting central processing units (CPU) across hardware systems. Two of the most notable of these vulnerabilities were disclosed in August, when Google researchers discovered [Downfall \(CVE-2022-40982\)](#) and [Zenbleed \(CVE-2023-20593\)](#), affecting Intel and AMD CPUs, respectively.

Today, we're detailing the findings of [Reptar \(CVE-2023-23583\)](#), a new CPU vulnerability that impacts several Intel desktop, mobile, and server CPUs. Google's Information Security Engineering team reported the vulnerability to Intel, who recently disclosed the vulnerability. Thanks to the thoughtful collaboration between Google, Intel, and industry partners, mitigations have been rolled out; Googlers and our customers are protected.

[Blog](#) by Phil Venables (VP/CISO, Google Cloud)

[New educational lab for Security Command Center can help address security talent gap](#)

To address the chronic shortage of security talent, Google Cloud has introduced a new virtual, lab-based training for [Security Command Center](#), our flagship cloud security solution. The new lab, [Mitigate Threats and Vulnerabilities with Security Command Center](#), has no security knowledge prerequisites and can be completed in just six hours.

Non-security IT professionals can gain the skills to discover security vulnerabilities, identify potential threats to cloud resources, and respond to security issues across a Google Cloud environment. The lab can also help reduce toil for security professionals by providing a non-production environment in which they can experiment and hone their skills to increase overall productivity.

After completing the lab and final challenge, participants will receive a skill badge, a digital credential that demonstrates proficiency with Security Command Center.

[Blog](#) by Anatolii Neliubin (Strategic Cloud Engineer) & Connor Hammersmith (Security Command Center GTM)

DATABASES

[Introducing Cloud SQL in-place upgrade: move from Enterprise to Enterprise Plus with ease](#)

Today we are announcing **in-place upgrade from Enterprise edition to Enterprise Plus edition, which provides a seamless in-place upgrade path with minimal disruption**. In-place upgrade provides a straightforward experience for Cloud SQL customers. The upgrade takes a few minutes to finish, with an anticipated downtime of < 60 seconds. Notably, this process should not require any changes to application-level endpoints. Last but not least, all existing operational workflows and flags will work unchanged after the upgrade: the existing instance will retain its name and IP address, eliminating the need for any application reconfiguration/redeployment.

[Save up to 52 percent on compute costs with AlloyDB committed use discounts](#)

Committed use discounts (CUDs) provide additional ways for you to save money on your database costs. By committing to a consistent amount of AlloyDB usage for a one- or three-year period, you can get deep discounts: a 25% discount for a one-year commitment and a 52% discount for a three-year commitment.

[The portability and familiarity of PostgreSQL with the scale and reliability of Spanner](#)

Innovators in financial services, gaming, retail, and many other industries rely on Spanner to power demanding relational database workloads that need to scale without downtime. To meet developers where they are, **Spanner provides a PostgreSQL interface that provides the familiarity and portability that development teams love, combining it with Spanner's scalability and reliability.** This allows them to use PostgreSQL queries, types, schemas, and clients to access Spanner's unique consistency and availability at scale.

[Building a cross-cloud architecture for Spanner](#)

Spanner is a fully managed database service for both relational and non-relational workloads that offers strong consistency at global scale, high performance at virtually unlimited scale, and high availability with up to five 9s SLA. And **as cross-cloud and hybrid cloud strategies gain traction, customers are increasingly seeking the flexibility to utilize Spanner's exceptional database capabilities while running their compute stack on a third-party cloud provider.**

[SQL-only ML Predictions in Spanner with Vertex AI Integration](#)

In this blog, we explore the steps to perform ML predictions from Spanner using a model deployed in Vertex AI. This is possible by registering the ML model in Spanner that has already been deployed to a Vertex AI endpoint.

[Zero-downtime scaling with Memorystore for Redis Cluster: under the hood](#)

With Memorystore for Redis Cluster, we've made significant enhancements to the Redis engine to de-risk both scale-in and scale-out operations. With **true zero-downtime scalability**, you can fully take advantage of our pay-as-you-go model, increasing capacity ahead of peak events and shrinking it afterwards, empowering you to only pay for what you need.

WORKSPACE

[Working at the speed of fashion trends with Duet AI](#)

As part of our monthly LinkedIn Newsletter series [AI@Work with Google Workspace](#) we heard from Kristina Behr, VP of Product Management for Google Workspace, on ways that generative AI can help people stay connected in the new world of work. Building on [our sponsored research with Economist Impact](#), Behr concludes "In the new era of work, Duet AI helps people get back to the core parts of their job, and focus on what they enjoy and do best. Duet AI jump-starts the parts that make us human — our creativity, ingenuity, and expertise." Read the [full newsletter](#) and consider [subscribing](#).

[Product Announcements](#)

[Take Google Meet on-the-go with ease](#)

We're introducing a new, simplified mobile experience that will make taking calls on-the-go easier and less distracting. When you join Google Meet from your mobile device, we'll automatically detect whether you're in-motion and prompt you to use On-the-Go mode.

[Google Meet API now available in Developer Preview](#)

The Google Meet API will give partners and customers the ability to create and configure Meet video conferences, allow their end users to join a conference, and post real-time updates from within their own applications.

[Introducing a new homepage in the Google Drive app](#)

We're updating the homepage of the Google Drive mobile app on Android and iOS mobile devices to help you more easily find the right file much faster. An updated suggested view will allow you to see even more recommended files at once, such as those that have been recently opened, shared or edited. In addition, we're replacing the notifications view with activity view, which recently launched on web.

[Raise your hand with gesture detection in Google Meet](#)

Starting today, you can also raise your physical hand and Meet will recognize it with gesture detection. To ensure the gesture is detected, make sure your camera is enabled and your hand is visible to the camera, away from your face and body. As an active speaker, the gesture detection will not be triggered; when you're no longer the active speaker, gesture detection will resume.

[New Cloud Skills Boost Course: Introduction to Duet AI in Google Workspace](#)

Duet AI in Google Workspace is an add-on that provides customers with generative AI features in Google Workspace. Introduction to Duet AI in Google Workspace is the first launch in a series of mini courses that teach customers how to use Duet AI in Google Workspace. Learners can enroll in the learning path to be notified as new courses launch. [Start learning today!](#)

Check out all [product announcements released this month](#) on our Google Workspace Updates blog.

// Google Cloud Platform News

[GKE Enterprise, the next evolution of container platforms, is now generally available](#) With GKE Enterprise, companies can increase development and deployment velocity across multiple teams, easily and securely run their most important business-critical workloads, and reduce total cost of ownership with a fully integrated and managed solution from Google Cloud.

[Looker Studio Pro now available for Android and iOS](#) We are bringing Looker Studio Pro to your mobile devices through a new application available for Android on [Google Play](#) and for iOS on the [App Store](#), enabling you to view reports and get real-time data about your business from anywhere.

[Memorystore for Redis Cluster is GA and provides up to 60 times more throughput and microseconds latency](#) Memorystore for Redis Cluster is now GA, offering 99.99% SLA, [zero downtime scaling](#), and 60x more throughput than Memorystore for Redis. It's fully managed, OSS compatible, and intelligently places nodes across zones for high availability.

[Save up to 52 percent on your database compute costs with AlloyDB committed use discounts](#) Launched recently, AlloyDB CUDs provide 25% or 52% discount on AlloyDB's compute resources (vCPU + RAM) in exchange for commitments to continuously use them for one- or three-year terms, respectively.

[3 new ways Duet AI can help you get things done fast in the Google Cloud console](#) Duet AI, a new [AI-powered collaborator for Google Cloud](#), can help you reduce complexity and overcome obstacles by providing assistance with a variety of common tasks. If you are a cloud engineer, developer, operator, data practitioner, or someone who uses Google Cloud as a part of your day-to-day work, Duet AI can help you get things done fast via a natural language interface in the Google Cloud console.

[Cloud Deploy adds pipeline automation and Cloud Run Jobs support](#) With the introduction of delivery pipeline [automation](#) in preview, Cloud Deploy now supports continuous deployment, the

end-to-end automation of continuous delivery. In addition to pipeline automation, Cloud Deploy now also supports [Cloud Run jobs](#).

[Introducing BigQuery cross-region replication: enhanced geo-redundancy for your data](#) BigQuery already stores copies of your data in two different Google Cloud zones within a dataset region. We are excited to take this a step further with the preview of [cross-region dataset replication](#), which allows you to easily replicate any dataset, including ongoing changes, across cloud regions. You can also use cross-region replication to migrate BigQuery datasets from one source region to another destination region.

[Google supports launch of DAOS Foundation, for next-generation HPC and AI storage](#) We're proud to announce that Google Cloud is a founding member of the [DAOS Foundation](#), recently launched by the Linux Foundation. Created in collaboration with partners, the DAOS Foundation will accelerate investment and development of the [world-record-setting open-source DAOS storage stack](#), which supports next-generation HPC and AI/ML workloads.

// Previews & Early Access Features

Below are Previews (Public & Private) launched this month. Please let your Account Team know if you are interested and/or if you have additional questions.

Cloud Data Analytics

- **High Throughput Streaming and DML (Public Preview)**

Provides the ability to update recently streamed data via a DML statement. You can use data manipulation language (DML), such as the UPDATE, DELETE, or MERGE statements to modify rows that were recently written to a BigQuery table by the BigQuery Storage Write API. Documentation link [here](#) and sign up for Preview [here](#).

Cloud Networking

- **Cloud Load Balancing (Public Preview)**

Service Extensions empower our customers and partners to customize the data plane of Google Cloud Application load balancers. This custom logic can address unique user workflow requirements and offer an on-ramp for partners to integrate their software with Google services. Documentation link [here](#).

Cloud AI & Industry Solutions

- **Healthcare Data Engine (Private Preview)**

Healthcare Data Engine (HDE) is the flagship healthcare data platform in GCP and makes healthcare data interoperability, useful and actionable. It creates a Longitudinal Patient Record (LPR) by combining and reconciling data from multiple disparate source systems in near real time. This data serves as the foundation for generating healthcare AI insights using the Vertex AI platform, performing Healthcare Search with Vertex AI Search, and running analytics in BigQuery. Documentation link [here](#) and sign up for preview [here](#).

// Training Opportunities

Endorsed Google Cloud courses



Generative AI with Google - Bard, PaLM API and Gen AI Studio
in28Minutes Official
4.6 ★★★★★ (554)
5 total hours - 61 lectures - Beginner
Bestseller



LLMs with Google Cloud and Python
Jose Portilla
5 total hours - 37 lectures - All Levels
New

New courses: Generative AI with Google - Bard, PaLM API and Gen AI Studio

Learn Generative AI with Jose Marcial Portilla and Ranga Karanam on Udemy. Our new endorsed courses give an overview of the technology itself and how you can use it. Learn more about Google Cloud endorsed content by enrolling [here](#).

[Learn More ↗](#)

Google Cloud Create Conversational AI Agents with Dialogflow CX

Machine Learning & AI

SKILL BADGE · INTRODUCTORY

New skill badge: Create Conversational AI Agents with Dialogflow CX

Earn a skill badge by completing the Create Conversational AI Agents with Dialogflow CX quest, where you will learn how to create a conversational virtual agent, including how to: define intents and entities, use versions and environments, create conversational branching, and use IVR features. [Start learning today!](#)

[Learn More ↗](#)

Google Cloud

Big Data and Machine Learning Fundamentals



COMPLETION BADGE

Updated course: Google Cloud Big Data and Machine Learning Fundamentals

This course introduces the Google Cloud big data and machine learning products and services that support the data-to-AI lifecycle. It explores the processes, challenges, and benefits of building a big data pipeline and machine learning models with Vertex AI on Google Cloud. [Start learning today!](#)

[Learn More ↗](#)

Google Cloud

Configure Google Cloud Kubernetes Networking



COMPLETION BADGE

New course: Developing Applications with Google Cloud: Foundations

In this course, you learn the fundamentals of application development on Google Cloud. You learn best practices for cloud applications, and how to select compute and data options to match your application use cases. You're introduced to generative AI and how it's used to help build applications. You learn about authentication and authorization, application deployment, continuous integration and delivery, and monitoring and performance tuning for your

applications running in Google Cloud. Using lectures and hands-on labs, you learn how to get started building and running applications on Google Cloud. [Start learning today!](#)

[Learn More ↗](#)

New Professional Machine Learning Engineer Exam

The new version of the Professional Machine Learning Engineer exam is live. Visit the [exam page](#).

For more information about the exam, objectives, and to register.

[Learn More ↗](#)

Other Free Training Opportunities

Be sure to actively check out our [Google Cloud Training Site](#) for training events, available [Certifications](#), and [Cloud OnAir](#) (including on-demand webinars, training, certification prep, and cloud solutions). Lastly, check out our free training sites: [AMER](#), [EMEA](#), [APAC](#) for our instructor-led and mini-course series featuring instructor-led classes with various topics around infrastructure, data and ML, kubernetes and more.

// Podcasts

[Decoding SaaS Security: Demystifying Breaches, Vulnerabilities, and Vendor Responsibilities](#)

[Adrian Sanabria](#), Director of Valence Threat Labs at [Valence Security](#), talks about the structured approach to secure SaaS, lessons learned from previous SaaS security incidents, and a variety of tools that are supposed to improve SaaS security.

[Special: 2024 Security Forecast Report](#)

[Kelli Vanderlee](#), Senior Manager, Mandiant Intelligence at Google Cloud, talks about the [Cybersecurity Forecast 2024 report](#), and how clients can use the report to better prepare for cyber attacks. Some of the interesting topics include how attackers are going to use LLMs/GenAI tools to assist their operations.

[etcd, with Marek Siarkowicz and Wenjia Zhang](#)

Guests are [Marek Siarkowicz](#), Senior Software Engineer at Google Cloud, Tech Lead of SIG-etcd AND [Wenjia Zhang](#), Engineering Manager at Google Cloud and Co-Chair of SIG-etcd. We spoke about the project, the recent change to become a Special Interest Group and how to learn etcd.

// Google Events

SOLUTIONS PROGRAMS

Dec 6	Generative AI Modernizing your database estate with Google Cloud Generative AI	Reg. Link
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SUMMIT SERIES

Digital Dec 13	Google Cloud Applied AI Summit - 10 AM PST- Help your customers build the next generation of applications, improve productivity, and boost generative AI skills at Google Cloud Applied AI Summit . Please invite your customers and prospects who work with AI – from data scientists and engineers to ML researchers and app developers – to this inspiring, no-cost digital event coming up on Wednesday, December 13, at 10 AM PST (December 14th for EMEA)	Reg. Link
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WORKSHOPS

Digital Dec 7-9	Looker Hackathon Join Looker's 2-day virtual hackathon! Join your Looker developer community and discover and create innovative data experiences on Looker and Looker Studio. Get your hands on the innovative possibilities with Looker Extensions , Actions , Embedding , API , open-source tools , Looker Studio Community Connectors and Community Visualizations and more.	Reg. Link
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PARTNER LED Events

Nashville, TN Dec 5	Reshaping The Future of Healthcare With Gen AI	Reg. Link
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Costa Mesa, CA Dec 6	SADA & Google Cloud End of Year Celebration	Reg. Link
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Google Cloud Community PROGRAMS

December 6	AppSheet Office Hours: Create and use AI-powered apps using natural language with Duet AI	Reg. Link
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December 6	Accelerate your generative AI readiness with APIs and integrations	Reg. Link
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[Chronicle events](#) | [Looker events](#) | [Google Cloud events](#) | [Workspace events](#)

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