

REIMAGINE DATA ANALYTICS

CLOUD INNOVATION SERIES

AMD |  Google Cloud





Data is the cornerstone of the modern enterprise. For today's businesses, establishing an effective data strategy goes far beyond optimizing data collection, storage, and security. Businesses and the technologies they depend on are evolving fast, and companies need to access and analyze data insights to make impactful decisions and prepare themselves for the future. The demand for data analytics is ramping up across all vertical markets as businesses strive to virtualize their environments so they can support increasingly remote workforces and enhance every aspect of their operations.

These trends are driving the need for rapid transformation, as businesses must find ways to quickly adapt to industry demands, operate at higher capacity, and harness greater intelligence in order to compete and thrive. This kind of flexibility and resilience requires a new breed of technology that's capable of accelerating innovation.

Cloud adoption is introducing a new frontier of data analytics. Many businesses are migrating analytics workloads off-premises to achieve peak levels of agility and scalability and reduce time-to-insight. According to Gartner's [Top 10 Trends in Data and Analytics](#), 15% of new enterprise applications are cloud-native, and that figure is expected to reach 32% this year. By 2023, more than 33% of large businesses will have analysts practicing decision intelligence in an effort to establish best practices in decision-making and [smart analytics techniques](#), including artificial intelligence (AI) and machine learning.

Investing in the cloud is a vital step for businesses currently running on outdated technology infrastructure. Cloud-based systems deliver superior performance, minimize upfront expenditures, and dramatically improve flexibility to manage ongoing growth and escalating demands with ease.

With [Google Cloud and AMD](#), businesses have the ideal cloud infrastructure to leverage modern data analytics, make innovation easier, become more data-driven, and expedite key workloads — all while controlling costs. [Google Cloud Confidential Virtual Machines \(VMs\)](#) based on [AMD EPYC™ processors](#) deliver high processing performance and

memory bandwidth for intensive workloads. Our cutting-edge platforms enable transformation in key ways:

- **Unlocking your data** – Leading-edge cloud solutions create comprehensive platforms to execute data analytics workloads at scale, eliminating the time and pricing constraints of legacy technology.
- **Reimagining how you make decisions** – Our technologies streamline new deployments and simplify data management, so businesses can take action on insights faster.
- **Redefining your operations** – Together, Google Cloud and AMD are fostering a culture that prioritizes transformation, so you can become truly data-driven.

Google Cloud backed by the extreme acceleration of AMD EPYC™ processors supports data analytics on an unprecedented scale, fueling innovation through data integration, using data lakes, warehousing, and mobility across operating environments. [Our comprehensive](#) solutions offer proven performance and reliability so that businesses can work faster and more intelligently than ever. Additionally, Google Cloud Confidential VMs provide enhanced data security through AMD Secure Encrypted Virtualization. Our customers trust that their data is protected at every stage of analytics: discovery, aggregation, analysis, and utilization. Now, business can implement advanced cloud analytics with confidence, equipping teams in disparate locations running a variety of workloads—from daily data-crunching to the most rigorous AI jobs.

Innovation is at your fingertips. [Visit Google Cloud](#) and [AMD online](#) to jumpstart your journey.



SCALE YOUR ANALYTICS WORKLOADS IN THE CLOUD TO PROPEL YOUR BUSINESS

AMD | Google Cloud

Today's global economy is driven by intelligence. Across every market, organizations that can effectively manage their data have a distinct advantage when it comes to extracting and acting on business insights.

The digital universe is growing rapidly in size and complexity as a rising number of endpoints, operations, and devices generate troves of complex data. In order to keep pace, organizations must find ways to simplify and optimize their data management capabilities. A successful data management strategy requires the capacity to effectively capture, communicate, analyze, and operationalize insights on demand. To achieve this, savvy organizations are seeking a new breed of technologies that will accelerate and scale their data analytics.

The demand for advanced data management and highly sophisticated data analytics has opened the floodgates for cloud adoption. According to a recent [report by Gartner](#), public cloud services will be essential for 90% of data and analytics innovation by 2022. Many organizations are transforming their technology environments now, prioritizing data analytics and AI workloads that can exploit the unparalleled agility and flexibility of the cloud. However, some organizations are struggling to make the switch from traditional on-premises technology. Limited cloud expertise and entrenched legacy operating environments pose major obstacles to cloud adoption, especially as businesses cope with strict spending caps in the age of COVID.

Google Cloud and AMD have teamed up to help organizations face these challenges head on, introducing groundbreaking [cloud-based systems](#) that are designed to optimize data-intensive workloads and empower digital transformation. Together, our cutting-edge technologies deliver superior efficiency, security, and performance to [achieve higher intelligence](#). Our cloud infrastructure is the ideal platform for modern data analytics, enabling organizations of every size to manage growth, execute diverse workloads quickly, and respond to evolving business demands with ease.

[Google Cloud Confidential Virtual Machines \(VMs\)](#) powered by [AMD EPYC™ 7002 series processors](#) deliver unmatched processing capacity, high memory bandwidth, and overall cost-efficient computing to handle the most rigorous data analytics jobs. These

powerhouse solutions achieve ideal performance, which make data management concerns a thing of the past. Additionally, Google Cloud Confidential VMs provide multiple layers of security through [AMD Secure Encrypted Virtualization](#), encrypting data in use and at rest.

Google Cloud and AMD are equipping their customers to harness the full power of [data analytics](#), from streamlining collection and analysis to enabling faster decision-making. That's why Google Cloud is the [go-to provider for top companies](#) across financial services, automotive, retail, telecommunications, and other major industries. Organizations that invest in these game-changing cloud platforms will have the invaluable opportunity to revolutionize how they make decisions, how they operate, and how they innovate.

Let's discover your intelligence potential. [Visit Google Cloud](#) and [AMD online](#) to find your ideal cloud solution.



DRIVE YOUR BUSINESS PERFORMANCE TO NEW HEIGHTS WITH CLOUD SOLUTIONS

AMD | Google Cloud

Businesses today are continually searching for new, more effective technologies to improve their operations and achieve better results. In an era when many people are forced to work remotely, innovation is essential to maintain the same high levels of performance as in a traditional business environment. To be successful, businesses must set their teams up to work and collaborate effectively on a range of data-intensive tasks, regardless of their location.

Many businesses are migrating to the cloud to increase virtual productivity, achieve seamless access to data, and accelerate a variety of applications and workloads. [Cloud platforms](#) are modernizing outdated compute infrastructure, providing immense agility and accessibility. With data readily available to decision-makers across the organization, businesses can automate daily tasks, drive efficiencies across their computing environments, and prioritize data-driven actions.

Data analytics workloads are [among the most common utilizations](#) of cloud infrastructure. The need for data analytics is growing at an exponential rate for businesses in all industries, making it a driving force for cloud adoption. Data analytics helps businesses redefine how they operate by resolving inefficiencies, enabling more informed decision-making, and enhancing overall performance. [Running analytics in the cloud](#) makes it possible to uncover deeper insights in real time, from any workstation or device. As a result, businesses have the game-changing opportunity to evolve and compete in this volatile global market.

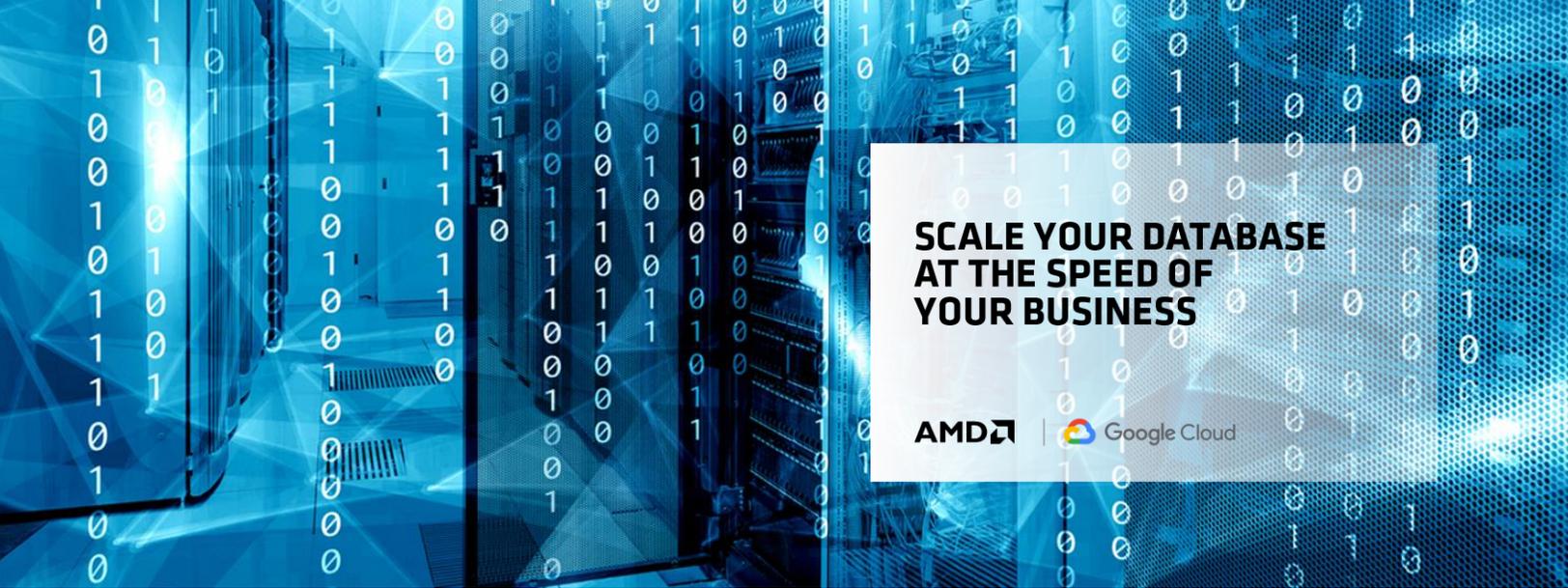
Despite the benefits, some businesses still hesitate to make the switch to the cloud. Partnering with a trusted cloud provider is the best way to implement the ideal infrastructure that will meet today's requirements and scale for tomorrow's challenges.

At Google Cloud and AMD, cloud innovation is in our DNA. Our world-class solutions empower customers to make the most of their data, delivering unmatched speed and flexibility to derive insights quickly from large, diverse datasets. We've combined [Google Cloud Confidential Virtual Machines \(VMs\)](#) with [AMD EPYC™ 7002 series processors](#) to provide high compute capacity and memory bandwidth to manage the most complex tasks. AMD EPYC™ processors lead the market in agility and performance, earning

[170 world records and counting](#) for their balanced architecture and right-sized systems for cloud computing and data analytics.

In addition to industry-leading performance, Google Cloud Confidential VMs offer advanced data security through [AMD Secure Encrypted Virtualization \(SEV\)](#). AMD SEV allows customers to encrypt their data, even when it is being used in dispersed locations. Google Cloud and AMD make these revolutionary capabilities easy to deploy and maintain, so businesses can operate with confidence while harnessing the full value of their data.

Become a data-empowered decision-maker. Visit [Google Cloud](#) and [AMD](#) to learn more.



**SCALE YOUR DATABASE
AT THE SPEED OF
YOUR BUSINESS**

AMD | Google Cloud

Data is the fuel for business innovation. With information pouring in from countless devices and applications, businesses have more opportunities than ever to derive key insights and become truly data driven.

The digital universe is expanding at a breakneck rate, from 45 zettabytes in 2019 to [175 zettabytes by 2025](#). The explosion of data is causing a dramatic shift in multiple industries, as businesses gain greater visibility into their operations, hone processes, and accelerate innovation. Capabilities like real-time analytics and predictive analytics powered by artificial intelligence (AI) are enabling businesses to operate faster and more intelligently. Now, they can leverage deep insight to anticipate trends, proactively address problems, and rapidly adapt to changing demands. To capitalize on these trends, businesses are scaling their databases to harness increasing amounts of data for analysis that will drive impactful decisions and achieve better results.

However, today's businesses have a common problem: Their technology environments are overwhelmed by data. [Data analytics workloads](#) are quickly exceeding the limits of traditional on-premises technology. With so much information to collect and interpret, businesses built on rigid infrastructure are struggling to keep up. As the value of data continues to escalate, businesses must transform their environments or risk losing out on game-changing insights. The ideal infrastructure can maintain high levels of efficiency and scale seamlessly on demand. Businesses that invest in a [flexible new breed of cloud technology](#) will have the data capabilities to lead their industries today and in the future.

More than ever, [cloud computing](#) is essential to any data strategy. Google Cloud and AMD are enhancing data analytics with industry-leading advancements that deliver superior scalability and performance. Our world-class cloud solutions allow businesses to easily modernize their existing infrastructure, tackling larger and more complex workloads while supporting a growing database of business-critical information.

[Google Cloud Confidential Virtual Machines \(VMs\)](#) powered by [AMD EPYC™ 7002 series processors](#) provide exceptional processing power and high memory bandwidth to help businesses unlock data analytics, AI, and machine learning at scale. Our robust

cloud infrastructure eliminates the constraints on growth and performance, so our customers can accelerate intelligent decision-making.

We deliver unmatched agility and flexibility in addition to advanced data security features unlike anything on the market. Google Cloud Confidential VMs protect your data through [AMD Secure Encrypted Virtualization](#), which encrypts data at every stage of operations, including while data is in use. These cutting-edge technologies are empowering businesses to improve their performance and innovate with ease and confidence.

This is your opportunity to unlock greater insights. Visit [Google Cloud](#) and [AMD online](#) to start your migration to the cloud.

