



Scott Thomson

Head of Innovation,
Customer Engineering at Google

AI is so hot right now





“ AI understands questions and creates a weighted list of possible answers”

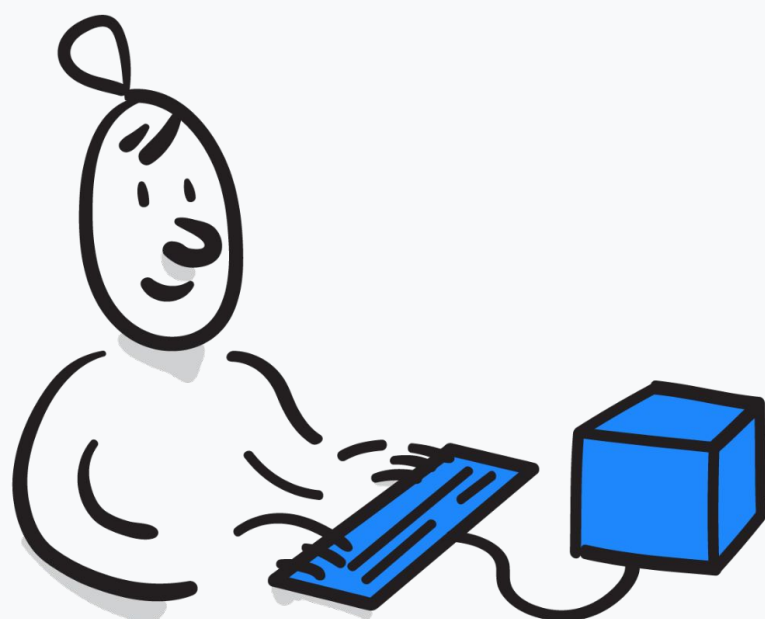
“ Our focus is on not learning what's the next word or what's the next number?" he says. “It's learning the comprehension.”

“ AI understands natural language in a much deeper way”

“ World stunned by power of AI natural language processing”

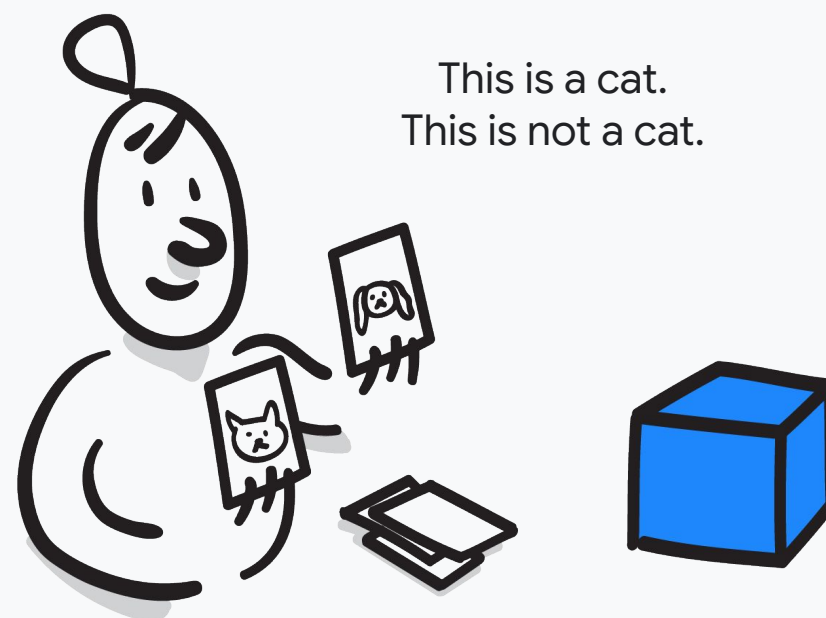
```
Cat:  
  type: animal  
  legs: 4  
  ears: 2  
  fur: yes  
  likes: yarn,  
  catnip
```

(etc ...)



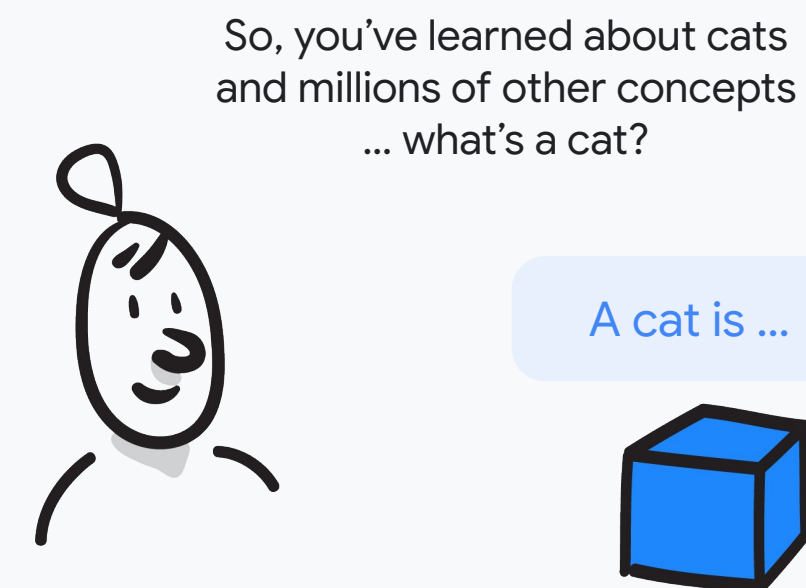
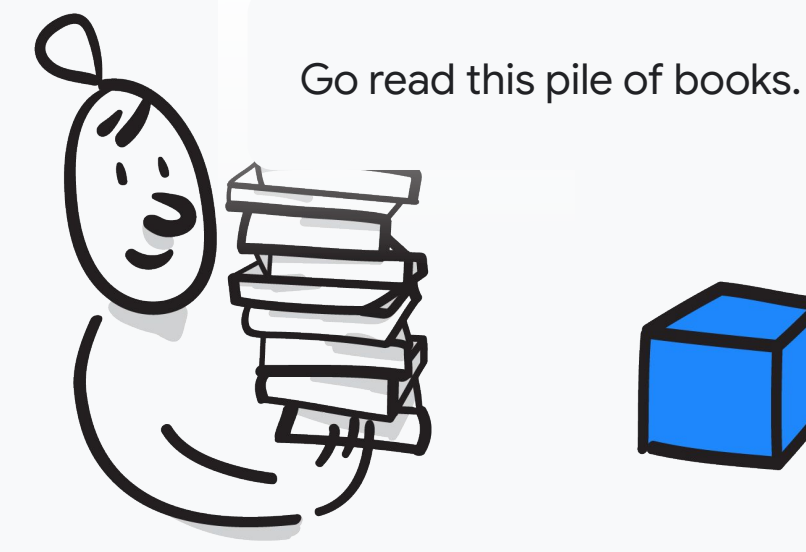
Traditional rules-based expert systems

~2000s



Predictive and perceptive neural networks

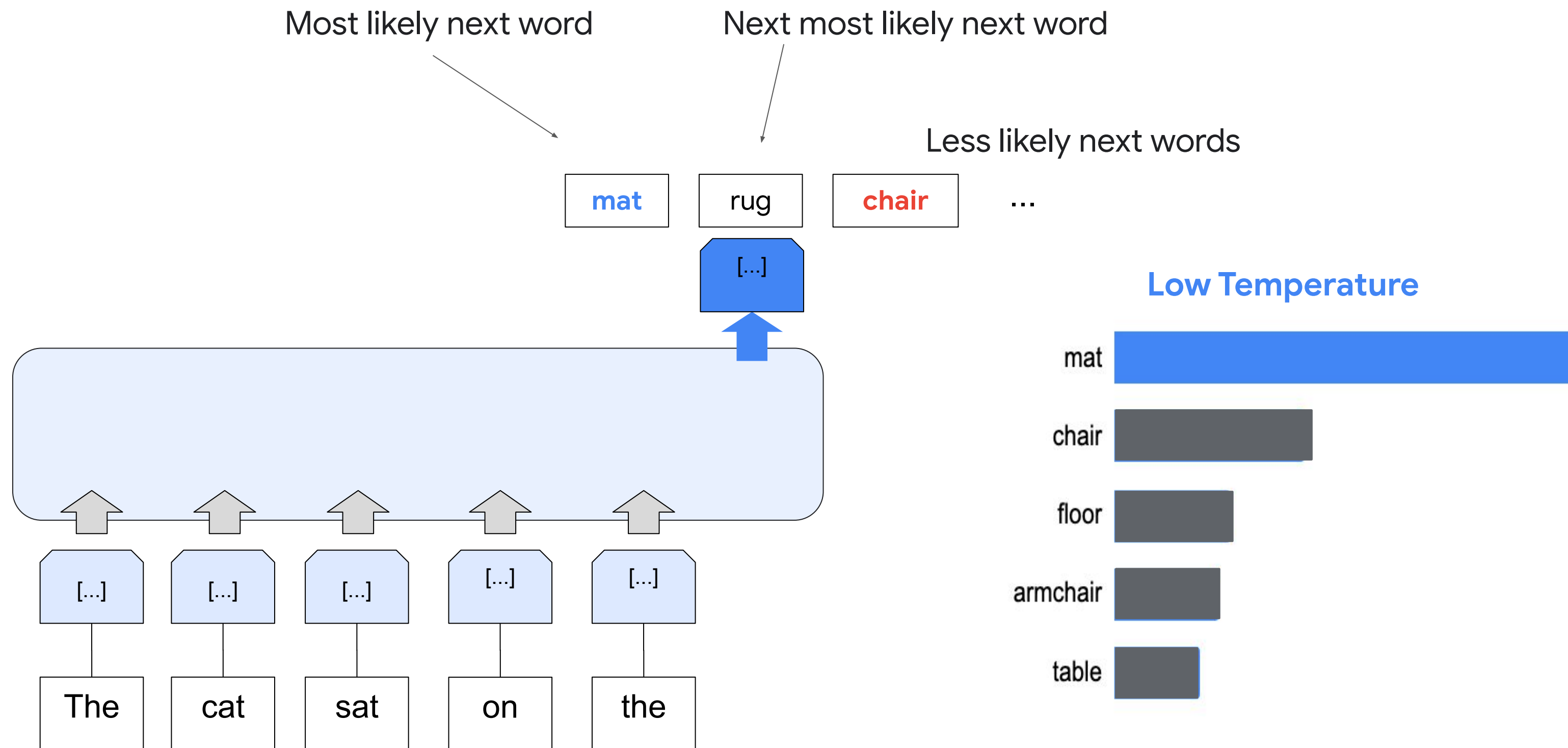
~2010s



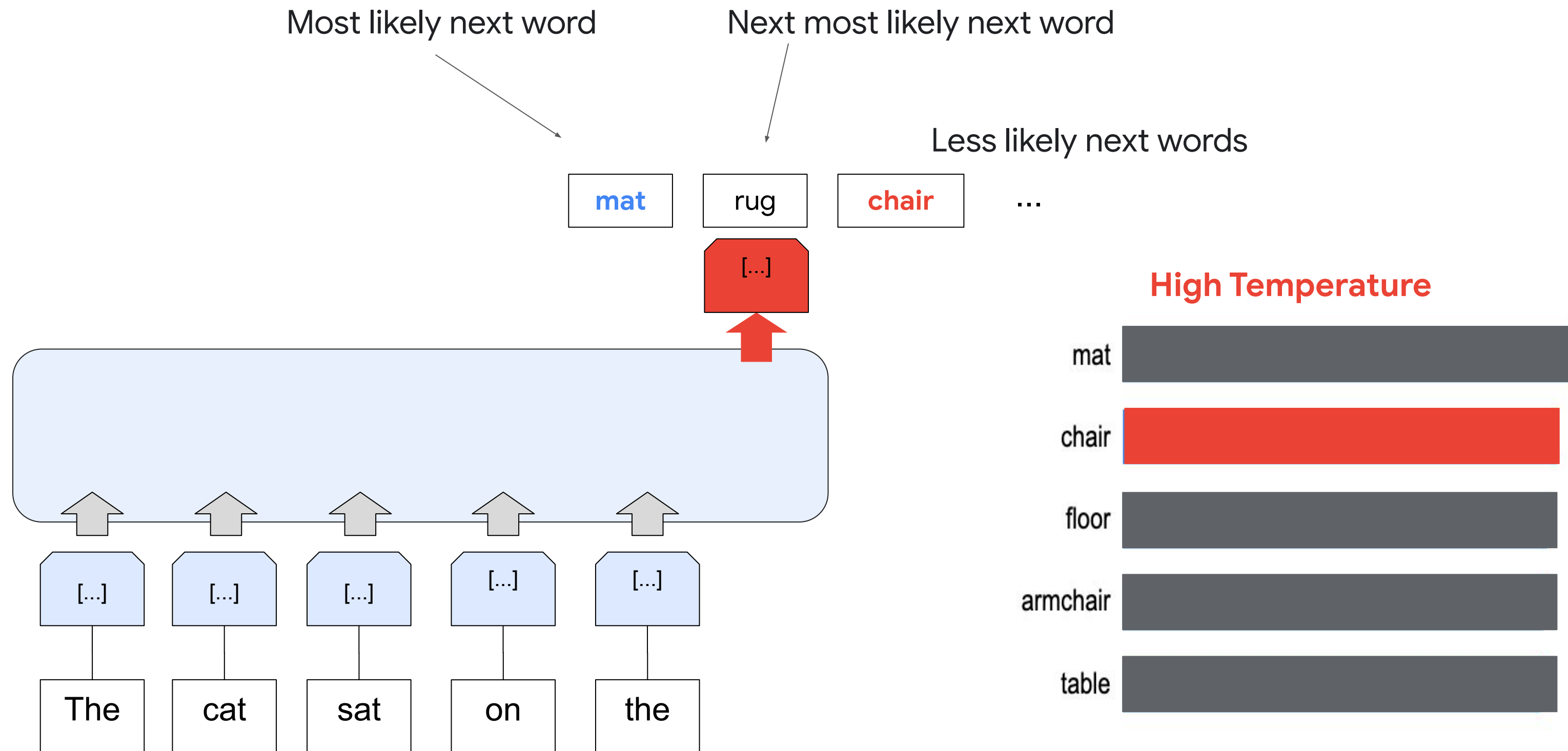
Generative AI and Large Language Models

PaLM2, Bard, GPT-x, etc.

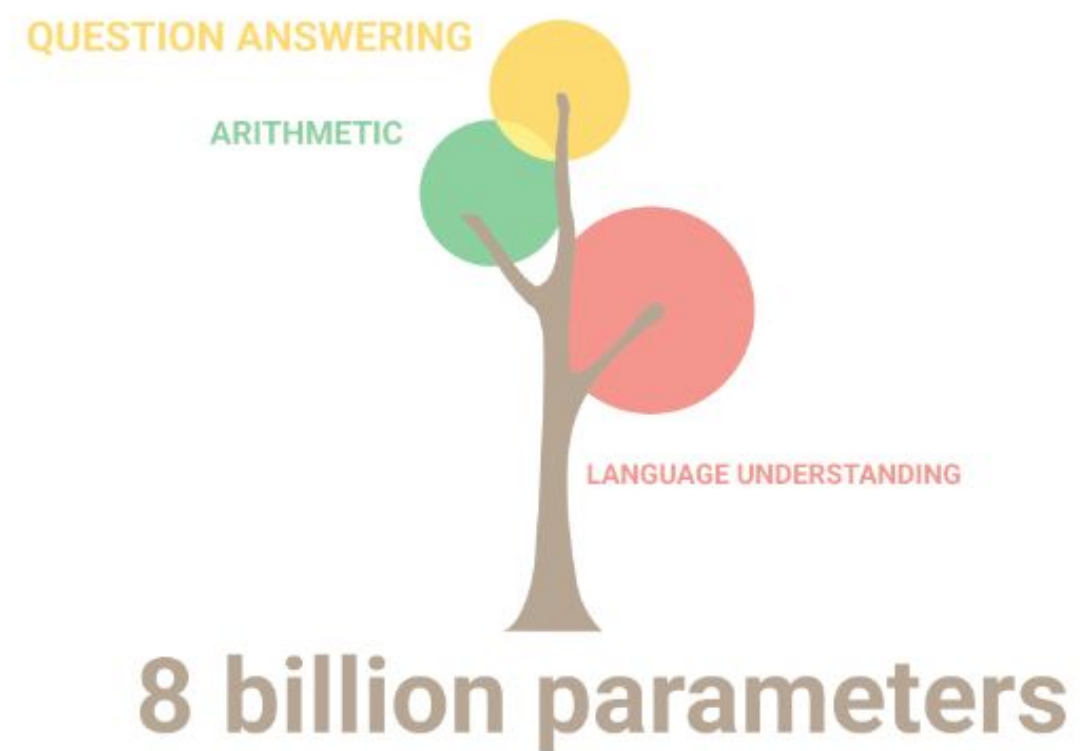
How do Large Language Models work?



How do Large Language Models work?



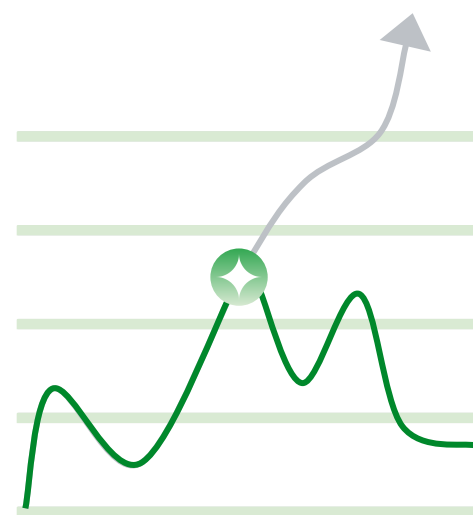
Google Bard, PaLM2 generalizes to 200+ NLP tasks



Over 1.2T parameters

What benefits does Google see in “AI First”

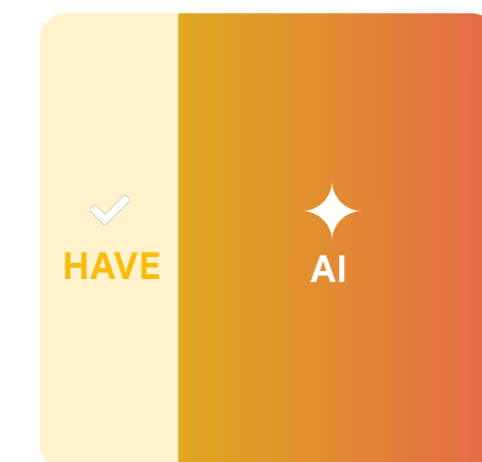
✓ **HELP**
plan



✓ **REDUCE**
toil



✓ **SCALE**
talent



Potential GenAI Use Cases

Driving Operational efficiencies, cost savings, and value creation



CREATE

Bring your thoughts and visions to life with Google & GenAI

Use cases

- Document Generation
- Task Planning
- Creative Assistance



SUMMARIZE

Condense and summarize the knowledge of the internet into an understandable format with Google & GenAI

Use cases

- Document Search & Synthesis
- Industry & Scientific Research
- Intra-Knowledge Q&A



DISCOVER

Help your customers find what they want... or share with you their newest discovery with Google & GenAI

Use cases

- Product/Content Discovery
- Product/Content Recommendations
- Public Website Navigation



AUTOMATE

Automate your customer service across multiple channels with Google and GenAI

Use cases

- Developer Efficiency
- Regulatory Compliance Automation
- Customer Service Automation

Customer Voices

Canva is solving for
AI-powered design magic

Canva
Google Cloud



Culture Amp

Culture Amp

Readiness for Generative AI

Responsible application of generative AI at Culture Amp

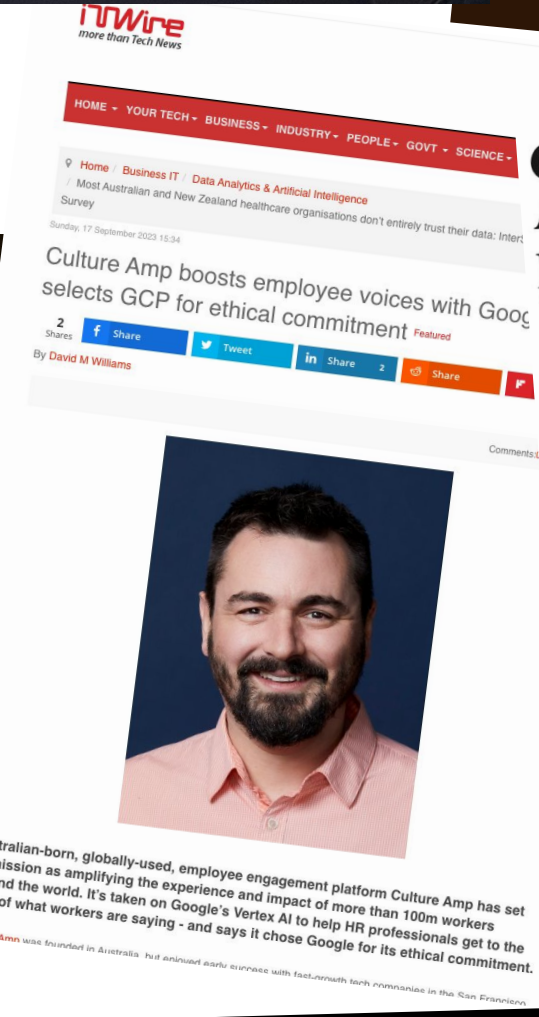
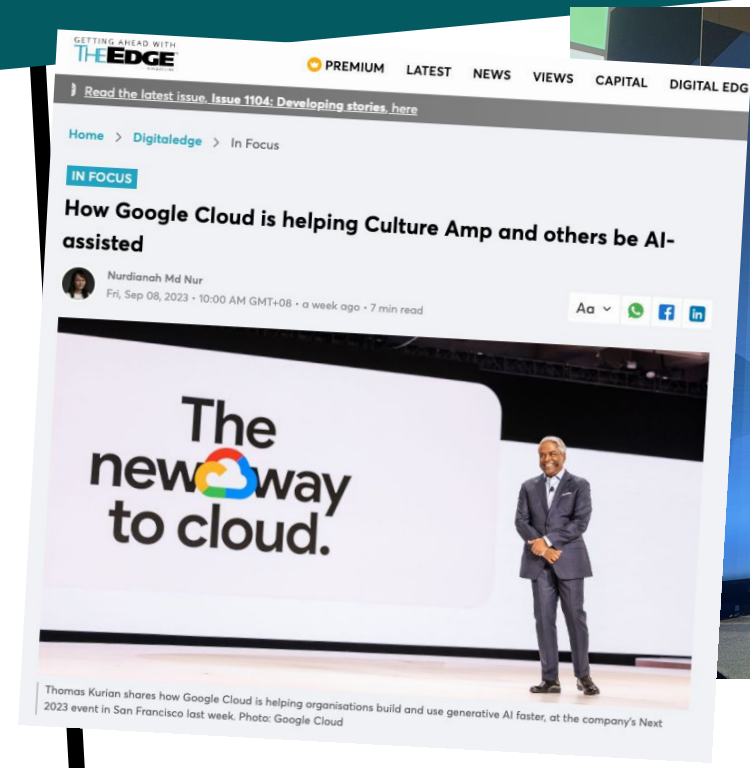


Doug English
Co-Founder & CTO



Culture Amp selects Google Cloud to drive generative AI innovation and governance

ANNOUNCEMENT



Australian-born, globally-used, employee engagement platform Culture Amp has set its mission as amplifying the experience and impact of more than 100m workers around the world. It's taken on Google's Vertex AI to help HR professionals get to the crux of what workers are saying - and says it chose Google for its ethical commitment.

Culture Amp puts trust in AI

DAVID SWAN
EXCLUSIVE

Should generative AI be trusted with sensitive HR information? The answer is yes, according to Melbourne-based unicorn scale-up Culture Amp, which says its use of Google's AI platform is rigorous, ethical and will not endanger its customers or their employees' data.

Culture Amp is deploying Google's Vertex AI capabilities following what co-founder Doug English said was a successful pilot program that should save HR professionals hundreds of hours normally spent analysing employee feedback.

The software company, which was most recently valued at \$2bn in a 2021, \$US100m funding round, offers an employee engagement platform, including pulse surveys and analysis of employee feedback, which will now be underpinned by generative AI from Google Vertex.

Mr English said the first of Culture Amp's generative AI capabilities would include features that summarised thousands of employee survey comments into topics and actionable insights, automating a process he said could typically take HR administrators of larger organisations hundreds of hours to complete.

"The most important thing for us is how we protect the data," Mr English said. "As an employee experience platform, our customers are giving us pretty sensitive data, so first and foremost it's about how do we protect that while working within an environment that gives us flexibility to do what we need to do."

"The thing that was most appealing about working with Google is the experience they have in terms of consistently ethical considerations of AI, but also the platform and capabilities that they have provided. We can train our own models over the top of their models, in an environment that is a Culture Amp secure account."

"That level of control of being able to choose where and how we invest, and keep the data safe, was definitely a pretty important selling point for us."

The news follows a government call for ideas on how Australia can develop safe and responsible AI practices, amid concerns about potential harms associated with the nascent technology. Google itself has called for a shake-up of Australia's Copyright Act to make it easier for companies to train their AI data sets based on copyrighted content.

According to Mr English, the Google partnership has been a multi-year journey for Culture Amp, which he said has been adding engineers with AI experience over the past couple of years.

"You can't take a short-term, opportunistic approach to this technology," he said. "You need a rigorous operating model and ethical principles to create value in a way that doesn't endanger your customers or their employees' wellbeing."

"AI is intrinsically tied to good data governance. I know that's less sexy but it's important. And we definitely see AI and even more specifically generative AI as really just one tool in the toolbox. We want to be very careful about where and how we use it."

"You might have 200,000 comments from an employee survey for teams to read and comprehend and try to make sense of, and HR teams will either read every comment, or try to summarise in their head. For generative AI to try to identify those emerging themes and summarise them is about saving HR teams some time, making their jobs easier and taking the drudgery out of the work."

Culture Amp in April joined the deepening "tech wreck" and laid off 9 per cent of its staff, about 90 employees, in what CEO Didier Elzinga described as an extremely difficult call.



Culture Amp

The background of the slide is white and filled with numerous circles of various colors (red, green, yellow, blue, pink) and sizes, scattered across the page. Some circles are larger and more prominent, while others are smaller and fainter.

Google Cloud presents
AI Bootcamp



Thanks to their AI capabilities, Google Cloud has been a key strategic partner for Mayo Clinic in advancing the diagnosis and treatment of disease to improve the health of people and communities. Generative AI powered search has the potential to help clinicians find, understand, and interpret information while keeping the data private and secure. We look forward to our continued co-innovation to deliver solutions for clinicians and employees to help reduce cognitive information overload and improve operational efficiencies.

The Uber logo, consisting of the word "Uber" in a bold, black, sans-serif font.

Uber is creating generative AI for customer-service chatbots and agent assist capabilities, which handle a range of common service issues with human-like interactions with the aim of achieving greater customer satisfaction and cost efficiency. Additionally, Uber is working on using our synthetic data systems (a technique for improving the quality of LLMs) in areas like product development, fraud detection, and employee productivity.



Deutsche Bank is testing Google's generative AI and large language models (LLMs) at scale to provide new insights to financial analysts, driving operational efficiencies and execution velocity. There is an opportunity to significantly reduce the time it takes to perform banking operations and financial analysts' tasks, empowering employees by increasing their productivity while helping to safeguard customer data privacy, data integrity, and system security.

What should leaders & boards care about?

Data secure and not leaking

Safe, factual model outputs

Explainability and lineage

IP Boundary and **IP control**

Regulatory integration



3 key takeaways



Google has been doing this for a very long time



Our AI is extensive, integrated and enterprise ready



As with data, our AI is well governed and secure





Thank you