

Accelerating ROI With Trusted AI

teradata.

Google Cloud



What is Trusted AI?

Artificial intelligence (AI) unleashes game-changing opportunities for enterprises to create value. **McKinsey** estimates that the total economic impact of AI could be nearly \$26 trillion, which includes nearly \$18 trillion from advanced analytics, machine learning (ML), and deep learning.

To unlock this value, however, businesses must first build trust. At Teradata, we believe Trusted AI is the way that people, data, and AI work together—with transparency—to create value.



People

AI enables organizations to be more efficient but needs proper oversight to achieve desired results. Engaging knowledgeable associates is a tenet for achieving Trusted AI. Underpinning this human-centric approach is the proper compliance around safety and privacy concerns, so that AI is always used in a secure manner—and accountable humans are present, thoughtful, and engaged throughout the AI lifecycle.



Transparency

Simply put, transparency is fully understanding how and why an AI-driven decision was made. Organizations do this by offering complete visibility into the data behind decisions. With the consistent use of transparent, explainable, and governable data across an open AI ecosystem, companies achieve faster results.



Value creation

AI projects quickly come under scrutiny without an ROI that far exceeds their cost. Creating value is achieved when AI models are built with reliability, speed, and accuracy and operationalized at scale. Consistent performance drives more AI adoption, faster innovation, and more cost-effective growth, enabling companies to create value and positive impact for their bottom line as well as their customers.

Powering Trusted AI and driving value with Teradata and Google Cloud

Together, Teradata and Google Cloud deliver Trusted AI through our expertise, scalability, and technology, so enterprises can accelerate their time to value and increase their return on investment (ROI).

Teradata VantageCloud Lake on Google Cloud provides organizations with access to the most complete cloud analytics and data platform for AI, as well as a seamlessly open and connected ecosystem of modern AI technologies, including ClearScape Analytics™, Google Cloud Vertex AI platform, and Gemini for Google Cloud models.

Teradata and Google Cloud enable enterprises to:

- Drive profitable growth with Trusted AI
- Enrich customer experiences with innovative AI use cases, including generative AI
- Accelerate time to value for AI initiatives with trusted data

Teradata and Google Cloud's market-leading products at a glance

VantageCloud Lake on Google Cloud

The most complete cloud analytics and data platform for AI

ClearScape Analytics

The most powerful engine for deploying end-to-end AI/ML pipelines, available as part of VantageCloud Lake

Google Cloud Vertex AI platform

Fully managed, unified AI development platform

Gemini for Google Cloud models

Unique multimodal large language model (LLM) that can understand virtually any input, including text, audio, images, video, and code

Maximize AI project value with security, transparency, and performance

AI is transforming industries and solving important, real-world challenges at scale. This vast opportunity carries with it a deep responsibility to build AI that works for everyone.

However, **79% of organizations have concerns around AI trust, privacy, and/or ethics**, stemming from issues such as hallucinations, sustainability, and black box problems. In addition, many AI projects never make it into production, and the ones that do require extensive time and resources. Lastly, as AI is deployed across the enterprise, there's greater risk of losing control and oversight of intellectual property (IP).

VantageCloud Lake on Google Cloud ensures customers can execute complex analytics and AI/ML

on massive datasets and incorporate their preferred data science tools. This enables customers to drive profitable growth from their AI/ML investments as they deploy sophisticated models into production faster, with trust.

For example, a leading telecommunications company was running predictable churn models quarterly against a massive number of customer records. With the help of VantageCloud Lake's analytics capabilities, it was able to run sophisticated churn models daily, creating value and increasing ROI by intercepting likely-to-churn customers with retention offers, resulting in huge performance improvement.

84%
of executives expect to see results from AI within a year of deployment.

Source: NewtonX [Trusted AI in the C-Suite Report, 2024](#).

Powerful capabilities to deliver Trusted AI



Accelerate data preparation by integrating and harmonizing data from disparate datasets into VantageCloud Lake on Google Cloud.



Quickly build and train high-quality ML models with the Vertex AI platform and the powerful in-database analytics of ClearScape Analytics.



Transform data into rich, reusable analytic datasets using enterprise feature store (EFS) capabilities of ClearScape Analytics.



Securely bring models into VantageCloud Lake with no IP leakage using Bring Your Own Model (BYOM) capabilities.



Leverage ModelOps capabilities to deploy and manage models effectively; automate the entire model lifecycle from validation to deployment; and ensure transparency, traceability, and compliance with robust governance features.



Protect against accidental or targeted exfiltration of data in Google Cloud using VPC Service Controls that create perimeters to safeguard specific resources and data.

Seamlessly deploy AI use cases that strengthen customer loyalty

Generative AI use cases are projected to add over \$4 trillion to the global economy, and productivity improvements could amount to nearly \$8 trillion. These use cases include democratizing insights, hyper-contextualizing customer experiences, and driving faster product innovation.

Although generative AI has dominated headlines, most companies are just beginning to explore how it can drive value and business outcomes, and 90% of organizations don't have a generative AI solution in production.

Teradata's open and connected ecosystem offers the flexibility to embrace both current predictive AI technologies and emerging generative AI solutions. By leveraging ClearScope Analytics in VantageCloud Lake, we seamlessly integrate via open application programming interfaces (APIs) into both the Vertex AI platform and Gemini models.

71%
of organizations
plan to use
databases
integrated with
generative AI
capabilities.

Source: [Google Cloud Customer Intelligence Trends Research Survey, 2024](#).

Generative AI in action: Customer Complaint Analyzer

Teradata's Customer Complaint Analyzer provides a richer and more comprehensive view of customer complaints than traditional solutions. This joint accelerator with Gemini, Google's unique multimodal LLM, can understand virtually any input, including text, audio, images, video, and code.

By analyzing call center audio recordings in addition to text-based customer feedback, organizations can understand customer sentiment, identify trends more accurately, and ultimately develop actionable insights that can improve customer loyalty and drive business value.

This is not only an easy starting point for many organizations to build generative AI into their business applications, but also a common enterprise problem, as **90% of consumers regard complaint resolution as their most important customer service issue.**



Integrate and harmonize data at every level of the organization

Trusted AI, like many analytic applications, requires trusted data. As enterprises continually layer their tech stacks over time, they accumulate massive tech debt and unmanaged data growth, which challenges the ability to maintain a trusted data environment. Enterprises spend millions of dollars to move and replicate data across numerous pipelines and silos on legacy systems with little value or return—just cost.

This data growth creates a huge challenge for AI/ML: exponential volumes of data from seemingly unlimited sources—all needing to be harmonized, integrated, governed, and cost-effectively managed. The result? 80% of all AI project time is spent on preparing data instead of creating value.

With VantageCloud Lake on Google Cloud, organizations can deliver trusted data that's seamlessly integrated and harmonized across the enterprise. Leverage VantageCloud Lake on Google Cloud for a reliable, well-governed, and cost-effective foundation to accelerate time to value for AI initiatives at scale.

“Teradata VantageCloud on Google Cloud is the platform that helps us to integrate all this information together and to build a customer view.”

— Ignacio Charfolé, head of big data architecture and governance, **Telefónica Spain**

“All successful AI projects start with a foundation of clean, reliable data—I call it ‘golden data’—based on harmonized datasets with full transparency. Working with the right partners and solutions accelerates trust by showing accurate results and ROI from AI projects quickly.”

—**Jacqueline Woods**

Chief Marketing Officer at Teradata

Solve your AI and data challenges today

Whether it's scaling predictive AI initiatives, powering new generative AI use cases, or modernizing your data platform, when organizations combine Teradata and Google Cloud, the possibilities are endless.

Our collaboration reflects the deep commitment both companies have to helping organizations successfully execute their cloud strategies and solve the world's toughest data and AI challenges. Global industry leaders trust Teradata and Google Cloud to help them tackle these challenges, seize any opportunity, and drive massive value—today and in the future.

Get started with Teradata and Google Cloud.

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