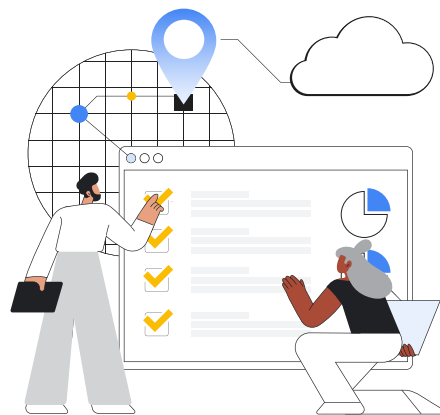
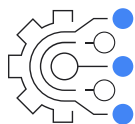


Google Cloud Cortex Framework

Everything you need to rapidly design, build, and deploy data and AI solutions for your business.



Accelerate business insights and outcomes with less risk, complexity, and cost with [Google Cloud Cortex Framework](#), a flexible framework with reference architectures, deployable solutions, and packaged implementation services to kickstart your [Data and AI Cloud](#) journey.



Connect data with less risk, complexity & costs

Reduce the time, effort, and cost of analytics and AI initiatives and achieve desired business outcomes faster with proven solutions.



Accelerate business insights & outcomes

Deliver insights and business value faster with a robust and extensible data platform and analytics solutions for key lines of business and industry use cases.



Innovate for new business opportunity

Leverage a scalable data and analytics foundation that allows you to deliver your data and AI applications faster for real competitive advantage.



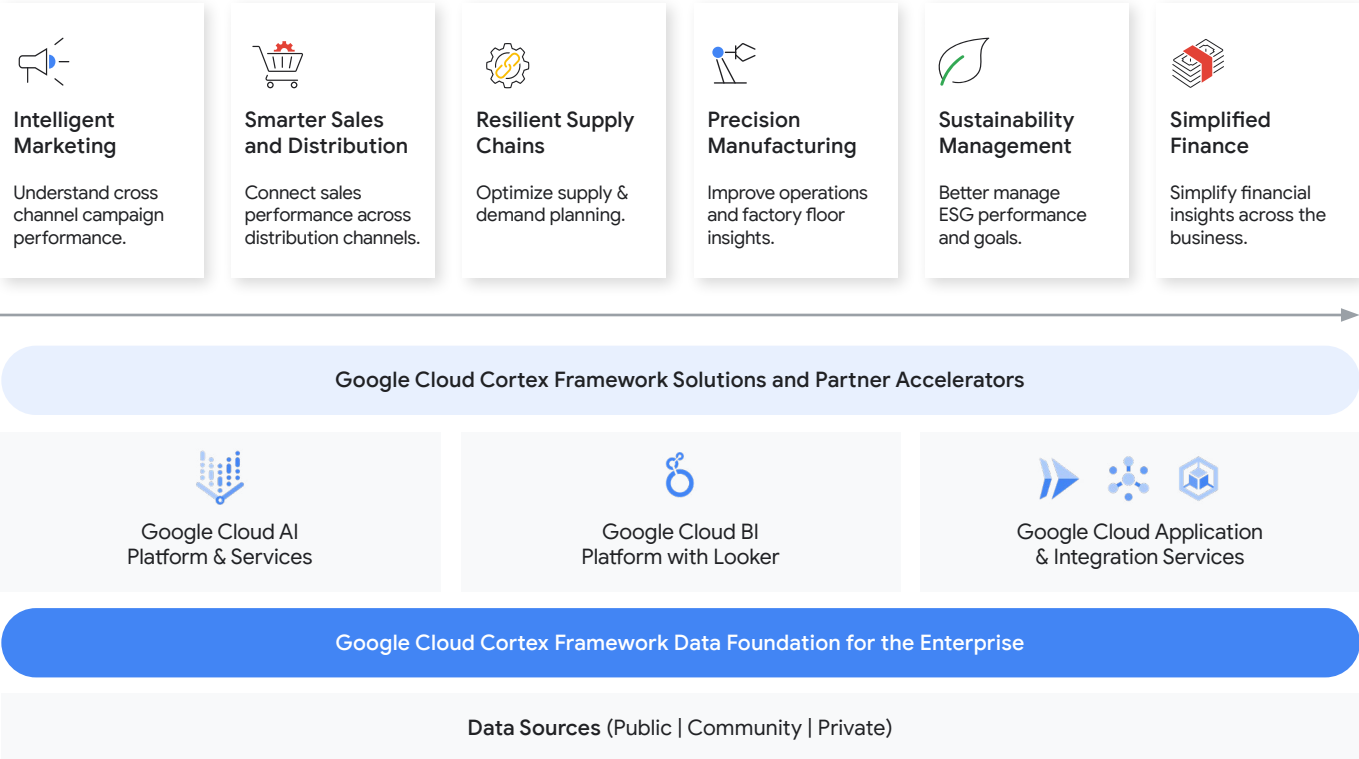
We chose to implement Cortex Data Foundation to leverage our SAP data with other data sources in BigQuery. With new insights across our business, we can forecast faster and more accurately, which has unlocked innovation and agility not possible before.”

Pedro Aguirre, CIO, Camanchaca SA

Get there faster with Google Cloud Cortex Framework as your Data & AI platform

In today's world of disruption, change, and constant innovation, many still lack a comprehensive view across enterprise data to respond at a moment's notice.

Cortex Framework provides a data foundation and a rich set of building blocks and templates for enterprises looking to transform with Google's [Data and AI Cloud](#). This includes solution content for common business use cases leveraging [BigQuery](#), our serverless, highly scalable, and cost-effective cloud data warehouse with proven value for enterprises.



Gain new insights and optimize core business processes by easily combining data for extended business value. It's everything you need to rapidly design, build, and deploy cloud-native data analytics solutions for your enterprise data and beyond.

Fast track business insights & innovation

Google Cloud Cortex Framework technical accelerators

- Predefined data models and processing templates
- Sample machine learning code and business dashboards
- Application integration and partner-developed content and services



Intelligent Marketing

Understand audiences and campaign performance across channels to drive more intelligent marketing strategies and value with Google Cloud Cortex Framework solutions for marketing.

Accelerate campaign and audience activation and performance:



Campaign Performance: Gain faster insights across media campaigns including spend and engagement on platforms like Google Ads, Google Marketing Platform Campaign Manager 360, TikTok, Meta, and Salesforce Marketing Cloud.



Audience Activation: Enable marketers to easily build audiences for campaigns using GrowthLoop and Salesforce Sales Cloud data integrated through Google Cloud Cortex Framework.

Intelligently connect marketing to sales impact:



AI-based Semantic Product Matching to Sales: Gain insights into the impact of marketing campaigns on product sales by intelligently connecting data across sources like Google Ads and SAP ERP to better understand overall product sales.



Smarter Sales & Distribution

Connect sales and order delivery performance across distribution channels to drive smarter operations and customer relationships with Google Cloud Cortex Framework solutions for sales and distribution.

Accelerate sales and distribution performance:



Sales Performance: Gain faster insights across the full sales cycle with integrated sales data from sources like Salesforce Sales Cloud, SAP ERP, and Oracle EBS to get a complete picture of how well your sales teams are engaging, converting, and winning.



Delivery Optimization: Spot inventory and order fulfillment issues quickly with a 360° view of stock and delivery metrics including open orders, on-time in-full metrics, inventory turnover, and more with integrated SAP ERP and Oracle EBS data.

Responsive customer relationships and service:



Case Management & Resolution: Get a pulse check on how efficient the service team is at case resolution, prioritization and escalations, and overall customer service position for improved customer satisfaction with Salesforce Sales Cloud integration.



Resilient Supply Chain

Optimize supply and demand planning to enable greater supply chain performance and resiliency with Google Cloud Cortex Framework solutions for supply chain.

Accelerate Supply Performance:



Vendor performance: Optimize suppliers for efficiency and profits with insights across the portfolio on delivery performance, quality, and costs with integrated enterprise data sources such as SAP ERP and Oracle EBS.



Inventory and fulfillment optimization: Spot inventory and order fulfillment issues quickly with a 360° view of stock and delivery metrics including open orders, on-time in-full metrics, inventory turnover, and more with integrated SAP ERP data.

Augmented Demand Planning:



AI-based demand forecasting and planning: Predict potential impacts on demand with integrated enterprise data sources to better plan and perform with Google Cloud AI and partner solutions.



Precision Manufacturing

Improve operational efficiency and factory floor insights with Google Cloud Cortex Framework solutions for manufacturing.

Accelerate Operational Efficiency:



Factory analytics: Rapidly integrate factory floor insights such as machine, production, and schedule data to better inform operation decision making.



Overall equipment effectiveness (OEE): Improve manufacturing operations by monitoring factory performance indicators in real time for overall equipment effectiveness with integrated machinery data.

Reduce Equipment Failures and Downtime:



Machine level anomaly detection: Analyze time series data of machines powered by AI to mitigate quality issues and identify outliers in performance by detecting anomalies in sensor data like noise, vibration, or temperature from integrated factory machine data.



Integrated plant maintenance: Inform plant maintenance processes on SAP with AI-generated predictions for machine service needs and timing to reduce downtime and maintenance costs with integrated factory floor machine sensor data.



Sustainability Management

Better manage ESG performance and make it an integral part of daily operations with Google Cloud Cortex Framework solutions for sustainability.

Accelerate ESG Performance:



Vendor ESG performance: Gain a 360° view across supplier performance and insights data across both SAP ERP and Dun & Bradstreet integrated sources. Enables organizations to identify and mitigate ESG risks in their supply chains, improve their reputation, increase efficiency and profitability, and gain a competitive advantage by making more informed decisions.

Action ESG Insights with AI Recommendations:



Sustainable supplier recommendations: Embed sustainability into daily procurement operations dynamically with gen AI and natural language interactions with your ESG data.



Simplified Finance

Simplify financial insights across the business and solve for better efficiencies with Google Cloud Cortex Framework solutions for finance.

Accelerate Financial Performance:



Optimize spend: Analyze vendor spend with insights into accounts payable, spend analysis, and vendor performance with integrated SAP ERP data.



Increase cash flow: Optimize working capital with insights into accounts receivable, billing and pricing, and sales performance with integrated SAP ERP data.



Ensure financial solvency: Monitor financial performance with insights into balance sheet and income statement with integrated SAP ERP data.

Reduce risk, complexity, and cost, and create a launchpad for innovation with Google Cloud Cortex Framework. Get started with [Cortex Framework](#) today!

