

AI AGENTS

CASE STUDIES

A thought leadership series by Cyber Gear





If you have seen the
AI bandwagon, you have missed it.
You have to be on it!



Sharad Agarwal
Founder - Cyber Gear



AI is here. **AI is everywhere.**

With the rise of generative AI becoming publicly accessible, companies of all sizes have started actively exploring its potential and integrating it into their daily operations.

Global brands and leading organizations – from L’Oréal and McDonald’s to Bloomberg, Jaguar, Etsy, Agoda, Warner Bros., and more – are leveraging AI to solve real business challenges across marketing, design, customer service, scientific research, and manufacturing. Today, AI is dramatically expanding what’s possible for businesses.

Sounds like an AI commercial, right?
But nope – we’re just staying ahead of the curve and keeping up with the latest news.



Retail & Consumer Goods



Best Buy is using Gemini to launch a generative AI-powered virtual assistant this summer that can

troubleshoot product issues, reschedule order deliveries, manage Geek Squad subscriptions, and more; in-store and digital customer-service associates are also gaining gen-AI tools to better serve customers anywhere they need help.



BrainLogic uses Anthropic's Claude models on Google Cloud Vertex AI to power Zapia,

a personal AI assistant that caters to the Latin American market's preference for conversational commerce. Zapia supports millions of users with product discovery, local business searches, and purchase assistance, resulting in over 90% positive user feedback.

The logo for Cainz, featuring the word "CAINZ" in a bold, green, sans-serif font. A thick green horizontal line is positioned directly beneath the letters.

Cainz, a Japanese home improvement chain, is creating an autonomous, next-generation store

where advanced AI technologies, including generative AI, merge the best of online and offline shopping to deliver a faster, seamless consumer experience.

The Carrefour logo, consisting of the word "Carrefour" in blue, the Chinese characters "家乐福" in blue, and a stylized red and blue arrow icon pointing to the right.

Carrefour Taiwan's AI Sommelier, a conversational AI integrated into its app, helps customers select

wines based on their preferences. Powered by Gemini models, the AI leverages a vast wine database to provide personalized recommendations, seamlessly integrating online and offline shopping.

The Dunelm logo, featuring the word "Dunelm" in a green, sans-serif font. A green outline of a house with a chimney is positioned above the letter "m".

Dunelm has partnered with Google Cloud to enhance its online shopping experience with a new

gen AI-driven product discovery solution. This has shown significant improvements in a number of key areas, including reduced search friction, helping customers find the products they are looking for.

The Etsy logo is displayed in a white rounded rectangle with a thin grey border. The word "Etsy" is written in its characteristic orange, serif font.

Etsy uses Vertex AI training to optimize their search recommendations and ads models,

delivering better listing suggestions to buyers and helping sellers grow their businesses.

The GroupBy logo is shown in a white rounded rectangle with a thin grey border. It features a teal diamond icon with the letters "gb" inside, followed by the word "groupby" in a teal, lowercase, sans-serif font.

GroupBy, an ecommerce service provider, developed an AI-first Search and Discovery Platform

powered by Vertex AI Search for Retail. This solution is meticulously designed to optimize revenue, strengthen brand loyalty, and drive sales growth for B2C and B2B retailers.

The Magalu logo is presented in a blue rounded rectangle with a thin grey border. The word "Magalu" is written in white, uppercase, sans-serif font, with a horizontal rainbow-colored bar underneath.

Magalu, one of Brazil's largest retailers, has put customer service at the center of its AI strategy,

including using Vertex AI to create "Lu's Brain" to power an interactive conversational agent for Lu, Magalu's popular brand persona (the 3D bot has more than 14 million followers between TikTok and Instagram).

The Mercado Libre logo is shown in a white rounded rectangle with a thin grey border. It consists of a yellow and blue circular icon with a white handshake inside, followed by the words "mercado libre" in a blue, lowercase, sans-serif font.

Mercado Libre has incorporated semantic search into its digital shopping platforms,

using AI embeddings from the Vertex AI Agent Builder, which greatly improved product recommendations and discoverability for more than 200 million consumers across Latin America.



Target uses Google Cloud to power AI solutions on the Target app and Target.com, including personalized

Target Circle offers and Starbucks at Drive Up, their curbside pickup solution.



Tokopedia, an Indonesian ecommerce leader, is using Vertex AI to improve data quality,

Target Circle offers and Starbucks at Drive Up, their curbside pickup solution.



Wendy's FreshAI pairs Gemini's conversational AI capability with audio and visual elements to

create a deeply personalized and tailored experience that is consistent and enjoyable for Wendy's customers by freeing workers to focus on excellent service and meal preparation – marking the next evolution in the quick-serve restaurants.



PEPSICO

PepsiCo used AI to perfect the shape and flavor of Cheetos, leading to a 15% market

penetration increase.





Automotive & Logistics



Continental is using Google's data and AI technologies to develop automotive solutions that are safe,

efficient, and user-focused. One of the initial outcomes of this partnership is the integration of Google Cloud's Conversational AI technologies into Continental's Smart Cockpit HPC, an in-vehicle speech-command solution.



General Motors' OnStar has been augmented with new AI features, including a virtual assistant

powered by Google Cloud's conversational AI technologies that are better able to recognize the speaker's intent.



Mercedes Benz will infuse e-commerce capabilities into its online storefront with a genAI

powered by Google Cloud's conversational AI technologies that are better able to recognize the speaker's intent.



PODS worked with the advertising agency Tombras to create the "World's Smartest Billboard"

using Gemini – a campaign on its trucks that could adapt to each neighborhood in New York City, changing in real-time based on data. It hit all 299 neighborhoods in just 29 hours, creating more than 6,000 unique headlines.



UPS Capital launched Delivery Defense Address Confidence, which uses machine learning and

UPS data to provide a confidence score for shippers to help them determine the likelihood of a successful delivery.



Volkswagen of America built a virtual assistant in the myVW app, where drivers can explore their

owners' manuals and ask questions, such as, "How do I change a flat tire?" or "What does this digital cockpit indicator light mean?" Users can also use Gemini's multimodal capabilities to see helpful information and context on indicator lights simply by pointing their smartphone cameras at the dashboard.



BMW employs AI in assembly for quality assurance, saving over \$1M annually.





Healthcare & Life Sciences

The logo for Bennie, featuring the word "Bennie" in a bold, dark blue, sans-serif font, enclosed within a rounded rectangular border.

Bennie Health uses Vertex AI to power its innovative employee health benefits platform, providing

actionable insights and streamlining data management in order to enhance efficiency and decision-making for employees and HR teams.

The logo for Freenome, featuring the word "Freenome" in a teal, sans-serif font, followed by a small icon of three dots with lines connecting them, all enclosed within a rounded rectangular border.

Freenome is creating diagnostic tests that will help detect life-threatening diseases like cancer

in the earliest, most-treatable stages – combining the latest in science and AI with the ease of a standard blood draw.

The logo for Genial Care, featuring a stylized blue and purple icon of two overlapping shapes to the left of the words "genial" and "care" stacked vertically in a purple, sans-serif font, all enclosed within a rounded rectangular border.

Genial Care, a Latin American healthcare network, is a reference leader in innovative care for children

with actionable insights and streamlining data management in order to enhance efficiency and decision-making for employees and HR teams.



Orby is combining AI and neurotechnology, applying complex mathematical models,

Google Cloud's IT resources, and Gemini to create a "digital brain." This solution supports patients' rehabilitation, helping them to recover lost motor skills and reduce their pain.





Financial Services



Fundwell, helps businesses secure the funding they need to grow with speed and confidence.

Utilizing Google Cloud, Fundwell simplifies the customer journey by analyzing financial health with AI to match businesses with their ideal funding solution.



ING Bank aims to offer a superior customer experience and has developed a gen-AI chatbot for

workers to enhance self-service capabilities and improve answer quality on customer queries.



Scotiabank is using Gemini and Vertex AI to deliver a more personalized, predictive banking

experience, powering its award-winning chatbot and enhancing its digital services with AI.

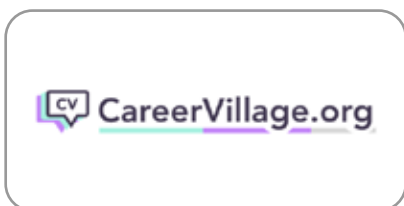


Public Sector & Nonprofits



Bower, a Swedish startup, has created an app to gamify recycling, offering rewards to users across the

Nordics and UK, and they've integrated generative AI to so users can more easily identify and input recyclable goods into the app.



CareerVillage is building an app called Coach to empower job seekers, especially underrepresented youth,

in their career preparedness; already featuring 35 career development activities, the aim is to have more than 100 by next year.



The **Central Texas Regional Mobility Authority** is using Vertex AI to modernize transportation

operations for a smoother, more efficient journey.

The logo for Justicia Lab, featuring the word "JUSTICIALAB" in a bold, sans-serif font. "JUSTICIAL" is in dark blue and "LAB" is in pink.

Justicia Lab is developing an AI-powered assistant that will simplify legal processes for asylum

seekers and immigrants; by uploading a picture from a legal letter or document, users can extract valuable information and then receive personalized guidance and next steps.

The logo for the Ministry of Labour in Qatar, featuring the text "وزارة العمل" (Ministry of Labour) in Arabic, "Ministry of Labour" in English, and "دولة قطر • State of Qatar" (State of Qatar) in Arabic and English. To the right is a red emblem with a sailboat and palm trees.

The **Ministry of Labour in Qatar** has launched "Ouqoul," an AI-powered platform designed to connect

expatriate university graduates with job opportunities in the private sector. This platform streamlines the hiring process by integrating AI-driven candidate matching with ministry services for contract authentication and work permit issuance.

The logo for the Minnesota Division of Driver and Vehicle Services (DVS), featuring a circular emblem with a yellow star on a blue background, and the text "DVS Driver & Vehicle Services" in blue.

The **Minnesota Division of Driver and Vehicle Services** helps non-English speakers get licenses

and other services with two-way real-time translation.

The logo for mRelief, featuring the word "mRelief" in white text inside a blue speech bubble shape.

mRelief has built an SMS-accessible AI chatbot to simplify the application process for the SNAP

food assistance program in the U.S., featuring easy-to-understand eligibility information and direct assistance within minutes rather than days.



The **New York State Department of Motor Vehicles** is transforming the driver service experience with

AI to enable greater efficiency and accessibility within the DMV, directly benefiting the public they serve.



Pepperdine University has students and faculty who speak many languages, and with Gemini in Google

Meet, they can benefit from real-time translated captioning and notes.



Sullivan County, New York, is utilizing gen AI to enhance citizen interactions. Despite being one of the

state's smallest counties, they have become one of the first to deploy Vertex AI to augment a constituent chatbot tool; launch in under three months with minimal staff, the bot empowers residents with increased transparency and direct communication.



Tabiya has built a conversational interface, Compass, that helps young people find employment opportunities;

the platform asks questions and requests information, drawing out skills and experiences and matching those to appropriate roles.



The **Var department** in southern France has built a team of AI experts to build AI solutions across its public

service operations to see how it can make the government more responsive, efficient, and citizen-centric.



Dubai Humanitarian is using an AI bot developed by Cyber Gear and powered by ChatGPT to capture the

demographics of website visitors. The Bot also handles all customer enquiries based on continuous learning.





Manufacturing, Industrial & Electronics



Motorola's Moto AI leverages Gemini and Imagen to help smartphone users unlock new levels of productivity,

creativity, and enjoyment with features such as conversation summaries, notification digests, image creation, and natural language search – all with reliable responses grounded in Google Search.



Oppo/OnePlus is incorporating Gemini models and Google Cloud AI into their phones to deliver innovative

customer experiences, including news and audio recording summaries, AI toolbox, and more.

The Samsung logo is displayed in a blue, sans-serif font within a white rounded rectangular box.

Samsung is deploying Gemini Pro and Imagen 2 to their Galaxy S24 smartphones so users can take

advantage of amazing features like text summarization, organization, and magical image editing.

The Scotts Miracle-Gro logo features the brand name in a green, serif font with a small green leaf icon above the 'i' in 'Miracle-Gro', all contained within a white rounded rectangular box.

ScottsMiracle-Gro built an AI agent on Vertex AI to provide tailored gardening advice and product

recommendations for consumers.

The Wited logo consists of a colorful icon of four dots (blue, yellow, pink, and orange) arranged in a square pattern, followed by the word 'wited' in a bold, lowercase, sans-serif font, all within a white rounded rectangular box.

Wited a learning platform focused on empowering grade-school students in Latin America, used Gemini and

Vertex AI to power Max AI, their 24/7 smart robot that helps students improve their learning and prepare for their next challenges.





Media, Marketing & Gaming



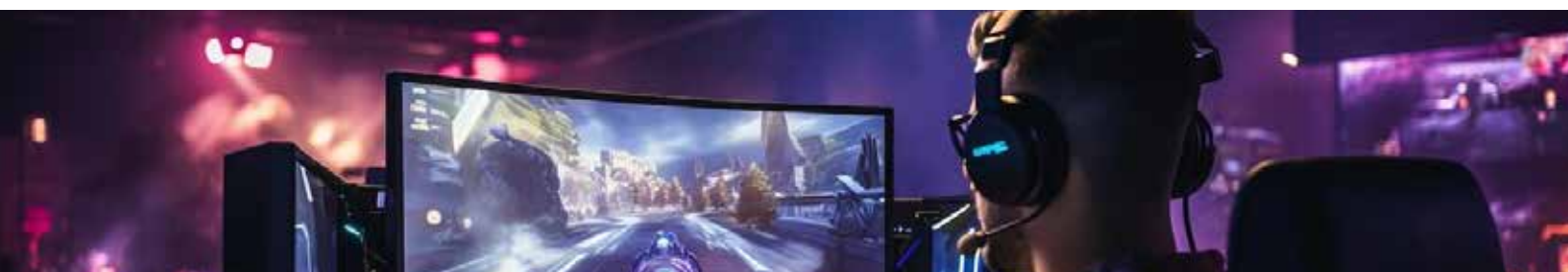
Press Release Network, a global press release distribution and media monitoring service is using

bloggingagent.ai for creating news content and publishing on partner news sites and social media accounts.



Dataiads helps brands maximize the ROI of their ad spend by increasing conversion rates and average order

value. It is currently evaluating Vertex AI's ability to industrialize AI models it uses to distribute traffic and generate product descriptions and images.



The logo for Formula E, featuring the word "FORMULA" in a blue, stylized, sans-serif font, followed by a blue "E" that has a white outline and a blue shadow.

Formula E can now summarize a two-hour long race commentary into a 2-minute podcast in any language,

incorporating driver data and ongoing seasonal storylines.

The logo for Globant, consisting of the word "Globant" in a bold, black, sans-serif font, followed by a yellow right-pointing arrowhead.

Globant's Advance Video Search helps audiences find the content they need, with best-quality results.

Using multimodal search in Gemini models, Globant can access specific frames within a full catalog of assets, which optimizes time and cost of operations, thus improving content monetization and boosting user engagement.



The **Golden State Warriors** are using AI to improve the fan experience content in their Chase

Center app.





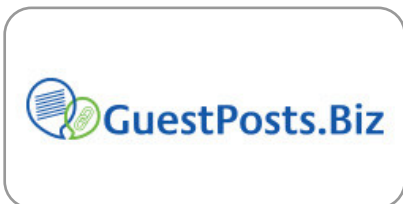
US News saw a double-digit impact in key metrics like click-through rate, time spent on page, and traffic

volume to its pages after implementing Vertex AI Search.



Netflix uses AI algorithms to analyze viewing habits and provide personalized content

recommendations, accounting for 80% of content watched.



GuestPosts.biz, a backlinks and guest posts marketplace is using bloggingagent.ai to create

SEO-friendly content and publish on partner blogs to increase brand awareness and drive traffic.



RategG.ai, Cyber-Gear.ai has created RatedG.ai as a platform for watching AI-generated

Movies and Videos.



Hospitality & Travel



Alaska Airlines is developing natural language search, providing travelers with a conversational

experience powered by AI that's akin to interacting with a knowledgeable travel agent. This chatbot aims to streamline travel booking, enhance customer experience, and reinforce brand identity.



HomeToGo, a vacation-rental app, created AI Sunny, a new AI-powered travel assistant that supports

guests while booking, and has plans to build it into Super AI Sunny, an end-to-end smart travel companion.



Hotelplan Suisse built a chatbot trained on the business's travel expertise to answer customer



IHG HOTELS &
RESORTS

IHG Hotels & Resorts is building a generative AI-powered chatbot to help guests easily plan their next

vacation directly in the IHG One Rewards mobile app.



MUSTARD

Mustard uses proprietary computer vision and AI technology to unlock exceptional, personalized coaching

experiences for every golfer and baseball pitcher who wants to level up, all with the ease of a straightforward mobile app.



MYSTIFLY

Mystifly is a Singapore-based travel tech company that has developed Mystic, a chatbot built on Google

Cloud's conversational and generative AI platforms; it offers users self-serve options that reduce the need for direct agent support, improving efficiency and customer satisfaction.



priceline

Priceline's Trip Intelligence suite features one of the travel industry's most comprehensive array of AI tools,

including more than 30 new features to dramatically streamline the travel planning and booking process.



Six Flags theme parks has built an industry-first digital assistant who can answer guests' questions

and help them plan their whole day. Six Flags will also apply Google Cloud's capabilities in AI, analytics, and infrastructure to offer improved operations, personalization, and customer experiences across Six Flags' diverse portfolio of parks.



Technogym leverages Vertex AI and Model Garden to power Technogym Coach, an AI-driven virtual trainer

that creates hyper-personalized fitness programs. This increased user engagement and motivation, improved fitness outcomes, and delivered a more personalized and effective training experience.



trivago's new "Smart AI Search" is an advanced free-text search functionality powered by Vertex

AI Search that allows users to search for hotels using natural language, making it easier and more personalized to find the ideal accommodations.



Technology



Abstrakt uses Google Cloud's Vertex AI to enhance contact center customer experiences by transcribing

calls and evaluating sentiment in real-time. This empowers call center workers to have more effective conversations, resolve issues faster, and provide a better customer experience.



ADT is building a customer agent to help its millions of customers select, order, and set up their home security.



AUI's Apollo AI agent empowers businesses to create complex, multi-step conversational

experiences for their customers. This neuro-symbolic AI agent integrates with existing systems and tools, ensuring accurate, transparent, and compliant interactions.



BMC partnered with Google Cloud to bring the power of Vertex AI and Llama 3.1 to its BMC Helix platform,

which has significantly boosted accuracy for conversational AI and AIOps recommendations, giving BMC customers access to cutting-edge AI solutions tailored to their needs.

character.ai

Character.ai built its realistic conversational chat platform using the full stack of Google Cloud AI services,

including for model training and daily operations, allowing it to manage terabytes of conversations each day without interruption.



Gojek, an Indonesia-based super app, launched "Dira by GoTo AI," a Bahasa Indonesia AI-powered voice assistant

integrated into their GoPay service, allowing customers to use voice command to eliminate typing and scrolling, and complete tasks like bill payments and money transfers with fewer steps.



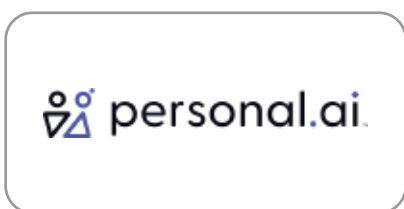
Hand Talk uses AI to translate spoken and written Portuguese into Brazilian sign language using a virtual character

named Hugo. The AI translates the oral language into gloss, then converts the gloss into signs, enabling communication and education for deaf individuals and their families.



Moveo.AI uses Vertex AI to train and deploy custom AI models for creating AI-powered customer experience

agents. This has resulted in faster model development, improved customer engagement, increased revenue, and reduced customer churn for Moveo.AI's clients.



Personal AI offers a “personal language model” using only the data of one individual or brand and allowing

them to control and own how it is used. Built on your own data, facts, and opinions, it creates a responsive and interactive messaging experience that helps people be more productive and deepen relationships.

The Quora logo is displayed in a red serif font inside a rounded rectangular box.

Quora developed Poe, its own generative AI platform for people to discover and chat with AI-powered

bots, including Gemini, Anthropic's Claude, Meta's Llama, and Mistral's Large 2 – many of which are hosted on Google Cloud's purpose-built AI infrastructure.

The Sabre logo is displayed in a red italicized sans-serif font inside a rounded rectangular box.

Sabre Travel AI has developed an AI agent that personalizes offers, optimizes revenue management,

and streamlines operations for travel companies; this has led to improved customer experiences and increased revenue, while fostering growth for Sabre's partners.

The Snapchat logo, featuring a yellow ghost icon and the word "snapchat" in a lowercase sans-serif font, is displayed inside a rounded rectangular box.

Snap has deployed the multimodal capability of Gemini within its "My AI" chatbot and has since seen

over 2.5-times as much engagement within Snapping to My AI in the United States.

The Twilio logo, featuring a red speech mark icon and the word "twilio" in a lowercase sans-serif font, is displayed inside a rounded rectangular box.

Twilio, a leading customer engagement platform, delivers the data, communication, and AI tools

businesses need to create personalized customer experiences at scale.



Telecommunications



Telecom Italia (TIM) implemented a Google-powered voice agent to address many customer calls,

increasing efficiency by 20%.





Business & Professional Services



Ferret.ai uses AI to offer insights about the backgrounds of people in a user's personal and professional

network, providing a curated relationship intelligence and monitoring solution for its users – increasingly important services in a world of ever-increasing reputational risks.



Sutherland, a leading digital transformation company, is focused on bringing together human expertise

and AI, including boosting its client-facing teams by automatically surfacing suggested responses and automating insights in real time.



Financial Services



Banestes, a Brazilian bank, used Gemini in Google Workspace to streamline work dynamics, such as

accelerating credit analysis by simplifying balance sheet reviews and boosting productivity in marketing and legal departments.



Bank of New York Mellon built a virtual assistant to help employees find relevant information and answers

to their questions.



Citi will use Google Cloud's Vertex AI platform to deliver generative AI capabilities across the company,

fueling generative AI initiatives related to developer tool-kits, document processing, and digitization capabilities to empower customer servicing teams.



Commerzbank, a leading German bank, implemented an AI agent powered by Gemini 1.5 Pro to

automate the documentation of client calls, freeing up their financial advisors from tedious manual processes; a significant reduction in processing time allowed advisors to focus on higher-value activities like building client relationships and providing personalized advice.



Discover Financial helps their 10,000 contact center representatives to search and synthesize information

across detailed policies and procedures during calls.



FinQuery, a fintech company, is using Gemini for Google Workspace as a valuable productivity and

collaboration tool, including in brainstorming sessions, drafting emails 20% faster, managing complex cross organizational project plans, and aiding engineering teams with debugging code and evaluating new monitoring tools.



Five Sigma created an AI engine which frees up human claims handlers to focus on areas where a

human touch is valuable—like complex decision-making and empathetic customer service. This has led to an 80% reduction in errors, a 25% increase in adjuster's productivity, and a 10% reduction in claims cycle processing time.



HDFC ERGO, India's leading non-life insurance company, built a pair of insurance "superapps" for the

Indian market. On the 1Up app, the insurer leverages Vertex AI to give insurance agents context-sensitive "nudges" through different scenarios to facilitate the customer onboarding experience.



Hiscox used BigQuery and Vertex AI to create the first AI-enhanced lead underwriting model for

insurers, automating and accelerating the quoting for complex risks from three days down to a few minutes.



Loadsure utilizes Google Cloud's Document AI and Gemini AI to automate insurance claims

processing, extracting data from various documents and classifying them with high accuracy. This has led to faster processing times, increased accuracy, and improved customer satisfaction by settling claims in near real-time.



OSTTRA chose Google Workspace to boost teamwork, and Gemini is now helping automate tasks like

writing proposals and generating interview questions, using features like Help Me Write to save employees time and increase productivity.



Pennymac, a leading US-based national mortgage lender, is using Gemini across several teams

including HR, where Gemini in Docs, Sheets, Slides and Gmail is helping them accelerate recruiting, hiring, and new employee onboarding.



ROSHN Group, one of Saudi Arabia's leading property developers has built RoshnAI,

an internal assistant that leverages a combination of AI models that includes Gemini 1.5 Pro and Flash to generate valuable insights from ROSHN's internal data sources for its employees.



Symphony, the communications platform for the financial services industry, uses Vertex AI to help

finance and trading teams collaborate across multiple asset classes.



Tributei was founded in 2019 to simplify the complex tax assessment processes for Brazil's

state VAT. ML resources help Tributei simplify not only tax assessments but also tax management tasks, with performance improved by 400%. This initiative has already helped 19,000 companies automate and audit VAT-related transactions, spotting more than BRL 15 million in tax overcharges.



The **Trumble Insurance Agency** is using Gemini for Google Workspace to significantly improve

their creativity and the value that they deliver to their clients with enhanced efficiency, productivity, and creativity.





Healthcare & Life Sciences



American Addiction Centers

was able to reduce employee onboarding from 3 days to 12 hours

using Gemini for Google Workspace, and is now exploring how to streamline tasks like generating safety checklists for medical staff, saving valuable time and improving patient care.



Bayer is building a radiology platform that will assist radiologists with data analysis, intelligent

search, and to create documents that meet healthcare requirements needed for regulatory approval.



BenchSci develops generative AI solutions empowering scientists to understand complex connections

in biological research, saving them time and financial resources and ultimately bringing new medicine to patients faster.



Certify OS is automating credentialing, licensing, and monitoring of medical providers for

healthcare networks, relieving the burden of time-consuming and often siloed information.



Click Therapeutics develops prescription digital therapeutics designed to treat disease.

Their Clinical Operations team leverages Gemini for Google Workspace to transform complex operations data into actionable insights; so they can quickly pinpoint ways to streamline the patient experience in clinical trials.



Mark Cuban's **Cost Plus Drugs** widely uses Gemini for Google Workspace, estimating that

employees are saving an average five hours per week just with AI capabilities in Gmail.

Gemini is also streamlining time-consuming, manual processes through uses like AI-generated transcriptions and auto-formatting of pharmaceutical lab results or FDA compliance



Covered California, the state's healthcare marketplace, is using Document AI to help improve the

consumer and employee experience by automating parts of the documentation and verification process when residents apply for coverage.



Cradle, a biotech startup, is using Google Cloud's generative AI technology to design proteins for

drug discovery, food production, and chemical manufacturing. By leveraging TPUs and Google's security infrastructure, the company accelerates R&D processes for pharmaceutical and chemical companies while protecting sensitive intellectual property.



CytoReason uses AI to create computational disease models that map human diseases,

tissue by tissue and cell by cell, to help pharma companies shorten clinical trials and reduce the high costs of drug development. CytoReason has been able to reduce query time from two minutes to 10 seconds.

The logo for Dasa, featuring the word "DASA" in a bold, blue, sans-serif font, enclosed within a rounded rectangular border.

Dasa, the largest medical diagnostics company in Brazil, is helping physicians detect relevant

findings in test results more quickly.

The logo for DaVita, featuring the word "DaVita" in a blue, sans-serif font with a yellow star above the 'i', enclosed within a rounded rectangular border.

DaVita is developing dozens of AI models to transform kidney care, including analyzing medical

records, uncovering critical patient insights, and reducing errors. AI enables physicians to focus on personalized care, resulting in significant improvements in healthcare delivery.

The logo for Hackensack Meridian Health, featuring a stylized blue and white geometric design of interconnected squares to the left of the text "Hackensack Meridian Health" in a blue, sans-serif font, enclosed within a rounded rectangular border.

Hackensack Meridian Health has developed a clinical decision making tool that analyzes large

patient data sets to identify patterns and trends. These insights can be used to help providers make better decisions about patient care.



HCA Healthcare is testing Cati, a virtual AI caregiver assistant that helps to ensure continuity of care

when one caregiver shift ends and another begins. They are also using gen AI to improve workflows on time-consuming tasks, such as clinical documentation, so physicians and nurses can focus more on patient care.



Hemominas, Brazil's largest blood bank, partnered with Xertica to develop an omnichannel chatbot

for donor search and scheduling, streamlining processes and enhancing efficiency. The AI solution has the potential to save half-a-million lives annually by attracting more donors and optimizing blood supply management.



Highmark Health is building an intelligence system equipped with AI to deliver valuable analytics and

insights to healthcare workers, patients, and members, powered by Google Cloud's Healthcare Data Engine.

The logo for Sami Saude, featuring the word "sami" in a red, lowercase, cursive font, enclosed in a rounded rectangular border.

Sami Saude uses Gemini for Google Workspace to automate repetitive tasks, empowering care

providers and accelerating access to care. This has resulted in a 13% increase in productivity, 100% of patient summaries being generated by AI, and more accurate diagnoses for improved patient outcomes.

The logo for WellSky, featuring a stylized mountain range in shades of blue and orange to the left of the word "WellSky" in a blue, sans-serif font, all enclosed in a rounded rectangular border.

WellSky is integrating Google Cloud's healthcare and Vertex AI capabilities to reduce the time

spent completing documentation outside work hours.





Manufacturing & Industrial



AES, a global energy company, uses gen-AI agents built with Google Cloud Vertex AI and

Anthropic's Claude models to automate and streamline their energy safety audits. This has resulted in a 99% reduction in audit costs, a time reduction from 14 days to one hour, and an increase of 10-20% in accuracy.



Avery Dennison empowered their employees with generative AI translation tools to enable

secure, flexible, and borderless collaboration for enhanced productivity to drive growth.



Copel, a leading Brazilian energy company, transformed data access with Google Cloud AI and Cortex

Framework, enabling employees to extract real-time insights from SAP ERP using natural language queries, boosting decision-making and productivity.



Enpal, working with Google Cloud partner dida, automated part of its solar panels sales process.

By automating the generation of quotes for prospective solar panel customers, including assessing roof size and the number of panels required, Enpal reduced the time required by 87.5%, from 120 minutes to 15 minutes.



Hydro Ottawa uses Gemini for Google Workspace to help employees automate daily tasks

and collaborate more efficiently. This has resulted in better and more cost-effective services for their customers.



Plenitude leverages Google Cloud's Optical Character Recognition and Gemini Flash models to

automate customer onboarding, extracting data from energy bills and verifying IDs with Document AI. This has resulted in faster onboarding, reduced fraud, and significant time savings in ID verification.



Robert Bosch, the world's largest automotive supplier, revolutionizes marketing through gen AI-powered

solutions, streamlining processes, optimizing resource allocation, and maximizing efficiency across 100+ decentralized departments.



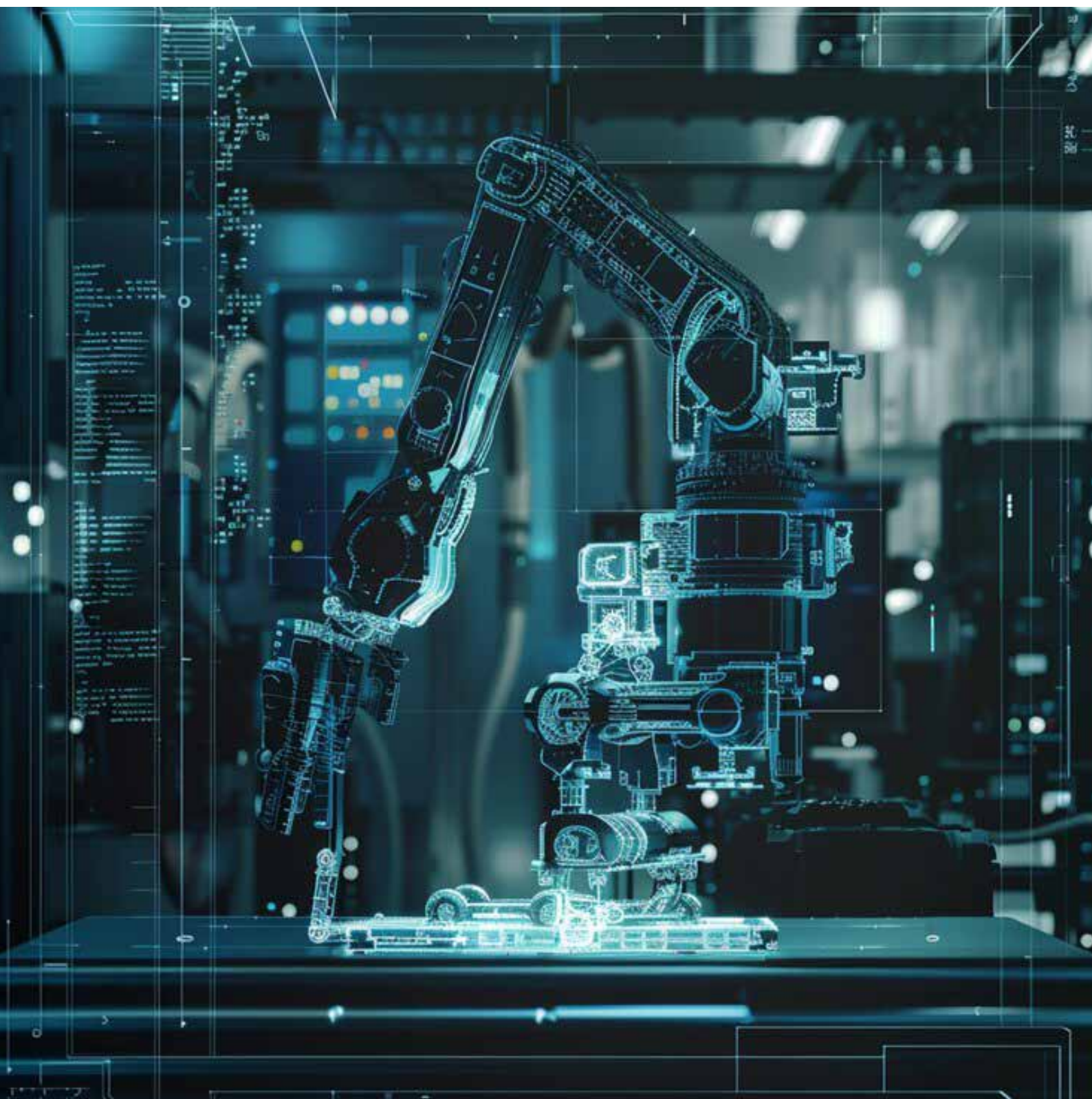
Suzano, the world's largest pulp manufacturer and a leader in sustainable bioeconomics, worked

with Google Cloud and Sauter to develop an AI agent powered by Gemini Pro to translate natural language questions into SQL code to query SAP Materials data on BigQuery. This has resulted in a 95% reduction in the time required for queries among the 50,000 employees using the data.



Trimble, a maker of software and hardware for products ranging from satellites to drones and

monitors of many kinds, is leveraging Gemini for Google Workspace's advanced capabilities so employees can enhance productivity; they've streamlined workflows, including efficient document search, concise summaries, and code generation, all within a secure and collaborative environment.





Public Sector & Nonprofits



Bayes Impact builds AI products to support nonprofits, and its flagship product, CaseAI, is a digital case

manager that integrates with an NGO's current system to add smart features to draft action plans tailored to a beneficiary's unique history; caseworkers have saved 25 hours of work per week on average.



Climate Ride, an environmental and cycling fundraising organizations, uses Google Workspace for

Nonprofits to collaborate remotely and automate tasks, enabling their five-person team to work more efficiently towards their mission. This increased efficiency translates to more time and resources dedicated to combating climate change.



The **Dutch Bamboo Foundation** uses Gemini for Google Workspace to streamline everything from

fundraising to research, enabling a single person to effectively run the nonprofit. This allows the founder to work strategically and maximize limited resources, ultimately advancing their mission to combat climate change.



Opportunity@Work is applying gen AI to scale a suite of software tools and APIs that help employers

Nonprofits to collaborate remotely and automate tasks, enabling their five-person team to work more efficiently towards their mission. This increased efficiency translates to more time and resources dedicated to combating climate change.



The **U.S. Air Force** built a new proof-of-concept portal for searching, browsing, and reading

e-published PDFs — all within a 90-day deadline that leveraged the prebuilt tools and speed of Vertex AI Search and Conversation.



The **U.S. Dept. of Veterans Affairs** is using AI at the edge to improve cancer detection for service members

and veterans. The Augmented Reality Microscope (ARM) is deployed at remote military treatment facilities around the world. The prototype device is helping pathologists find cancer faster and with better accuracy.



The **U.S. Patent and Trademark Office** has improved the quality and efficiency of their patent and

trademark examination process by implementing AI-driven technologies.



Understood.org is using Gemini for Google Workspace to improve efficiency and communication

across departments, streamlining tasks like document summarization and email writing.



YDUQS, a Brazilian education company, uses Vertex AI to automate the screening of cover letters for

student admissions, resulting in a 90% success rate and a 4-second average response time. This streamlined enrollment process has enabled YDUQS to save approximately BRL 1.5 million since adoption.





Dubai Government



Dubai is one of the earliest cities to identify the potential of AI and implement its use cases.



AI in Customer Services

Dubai's government uses AI-powered chatbots and virtual assistants to

resolve up to 80% of citizen queries. These tools enhance service delivery by cutting response times and boosting satisfaction. AI also supports self-service options and multilingual support.



Personalized Healthcare

The Emirati Genome Programme leverages AI to tailor treatments

based on genetic data. This improves diagnosis accuracy by 40% and reduces treatment delays. AI is transforming Dubai's approach to preventive and personalized medicine.



Empowering Inclusion

AI avatars and speech recognition tools support people with disabilities

in Dubai. These technologies improve access to public services by interpreting sign language and enhancing communication. AI ensures inclusive digital engagement for all.



Transforming Information Access

AI improves cataloging and multilingual recommendations in

Dubai libraries. Tools like summarization engines enhance accessibility to over 4.5 million books. Personalized learning experiences are created through intelligent search and content curation.



Smart Urbanism

AI optimizes architecture and land development with data-driven designs.

Dubai uses AI to reduce design time by 40% and material waste by 30%. This supports sustainable, efficient urban planning across the city.



Transforming Lost & Found

Dubai's AI-based systems use image recognition to match and return

lost items. These tools increase recovery rates by 300% and cut inquiries by 30%. AI enables faster, more accurate item identification and tracking.



Text Recognition for Ancient Manuscripts

AI-powered OCR in Dubai achieves

up to 95% transcription accuracy for Arabic scripts. This preserves cultural heritage and cuts digitization costs by 50%. Historical texts are now searchable and accessible to scholars.



AI in Real Estate

AI automates property valuation and identifies market trends in Dubai.

It boosts pricing accuracy by 85% and increases investor returns by 20%. Predictive analytics guides smarter, data-driven investment decisions.



AI in Customs, Security & Logistics

AI enhances Dubai's border security with real-time cargo monitoring and threat

detection. Smart inspection tools reduce logistics costs by 15%. These systems ensure smoother, safer international trade operations.



Workforce Management

Dubai uses AI to streamline hiring, upskilling, and retention strategies.

Algorithms personalize employee development and automate recruitment. This creates a future-ready, agile public sector workforce.



Investment Tools

AI analyzes market data to guide investments and optimize risk in Dubai.

Predictive tools support Foreign Direct Investment and financial planning. These technologies foster smarter decisions and investor confidence.



Spend Management

AI systems detect anomalies and forecast government budgets in

Dubai's financial teams use AI to reduce errors by 30% and improve efficiency. Automated tracking strengthens fiscal discipline and transparency.



مجلس دبي للإعلام
DUBAI MEDIA COUNCIL

AI in Advertising

Dubai leverages AI to produce and personalize government media content.

Tools generate tailored campaigns while reducing production costs. Real-time analytics ensure more effective audience targeting.



دبي
للثقافة Culture

Digital Historical Reconstructions

AI reconstructs lost heritage sites and historical landmarks in Dubai.

Virtual models support education and tourism while preserving history. These recreations offer immersive learning and cultural storytelling.



مركز دبي
للذكاء الاصطناعي
Dubai Centre for
Artificial Intelligence

AI Chatbots for Transactions

Dubai deploys AI chatbots to manage routine government services.

These bots assist with registrations, applications, and inquiries. They reduce wait times and streamline interactions with public institutions.



UAE

UAE To Replace Emirates ID With Facial Recognition:

The UAE is gearing up to launch an AI-based, cutting-edge digital identification system that could eliminate the need for physical Emirates ID cards. Within the next year, residents may only need facial recognition and biometric data to access essential services.

Resources

aiunplugged

www.aiunplugged.io



THE BLUE WHALE
AI ACADEMY

www.thebluewhale.ai