

# Exclusive Interview with Head of Intl. Online Scaled Partnerships, Google Cloud at Google

Daniel Goodstein, President at the Outsourcing Institute & IRPA AI Media & Events, sat down with Yuval Dvir, Head of Intl. Online Scaled Partnerships, Google Cloud at Google, as part of our executive expert interview series, to discuss what Google is doing to enable enterprises to leverage AI in the corporate world, what Google looks for in terms of partners, where the low-hanging fruit is out there in terms of going beyond structured data in enterprises, which systems or applications are being accelerated most by leveraging AI and so much more in this exclusive interview.

**Q** Google and Microsoft are at the heart AI, and are in fact the pioneers known for advancing broad AI, especially for consumers. What are you currently doing to enable enterprises to leverage AI in the corporate world?

**A** Google is taking a responsible approach to developing Artificial Intelligence (AI), and seeing now more than ever how Google AI can benefit society, consumers and businesses. The benefits for consumers from AI spans across multiple industries and disciplines.

From predicted heart attacks and strokes in healthcare to leveraging our open source ML library TensorFlow to help farmers identify disease in their plants in the environment and agriculture space. And as part of our strategy to democratize AI, we have developed Cloud AI to help business see how AI can help them grow.

Cloud AI provides modern machine learning services, with pre-trained models and APIs such as Cloud Jobs API, Vision API, Video Intelligence API and Speech API, and a platform that allows customers to generate their own tailored models for large-scale deep learning systems.

TensorFlow is open-source and free, making it quickly the most popular ML package on GitHub.

**Q** Knowing that there is no shortage of exciting tech out there and certainly no shortage of companies that would like to work with Google, as the person responsible for international partnerships at Google Cloud, what are you looking for in terms of partners, whether it be culture, company type or area of technology?

**A** We are a tech company and as such are excited to see our underlying technology powering many innovations and businesses in the market across multiple industries. We look for ways to create entire ecosystem where many businesses, large and small, can play a part in and positive value created. The range of our partners differ in industry, tech saviness, culture and experience but as long as there is good and positive engagement, real value to be created and trust between the parties, that's when partnerships thrive.

**Q** Many of our members and the attendees who come to our Automation Innovation Conference have been focused in recent years on Robotic Process Automation and automating mostly structured data. Where do you see the low-hanging fruit out there in terms of a next step for them to go beyond structured data in their enterprises?

**A** As a field, robotics has generally been separate from machine learning. We're contributing some early-stage research into how machine learning can improve robotics -- we've gotten some promising results, such as having robots learn to pick up objects purely by trial and error, and having them combine learnings across robots to improve performance.

**Q** Do you find that AI works better alone as a standalone technology in an enterprise or are there systems or applications where you've seen even more acceleration by leveraging AI in conjunction with?

**A** AI is traditionally categorized into narrow AI which develops algorithm to solve a specific business problem or need and general AI which looks at replicating our human capability of applying intelligence across different fields, issues or problems. Narrow AI is the most common and applied manifestation of AI today while general AI is still many years away. DeepMind is on a long-term scientific mission to solve intelligence which has also been able to apply the research to Google products such as 'Wavenet' algorithm for text to speech improvements.

**Q** Many of my members who have been slow to automate are stymied by legacy systems and concern that they need to do significant re-engineering of their operations and processes before they will benefit from automation or AI. Through working now at Google and previously at Skype/Microsoft, you've overseen some significant transformations. What advice do you have for them?

**A** Transformation is as much (if not more) on the human aspects of the organization as it is on the technology. Technology serves as a great trigger for change and improvements but if it is not accompanied by changes in management practices, organizational culture and talent acquisition, the benefits of the technology will always stay limited. At Skype, our initial transformation initiative was called 'Data & Metrics' as we really need to re-design our data architecture from the implementation of the telemetry to the plumbing and pipes of the data, single source of truth, cloud computing and visualization.

However, despite succeeded in driving this technological adoption and change, we were not reaping the benefits as we expected. As a result, we added a business and cultural dimensions the initiative, renaming it as 'Insights and Action' which better reflected our goal of creating a more nimble, collaborative, user focused and insight driven organization. By developing a transparent culture, adopting agile practices for development and management, we were able to change the behaviors across the organization that ultimately helped increase the benefits from the innovative technology. While each organization is different, these elements, implemented in a balanced way, should help bring companies to the digital age faster.

**Q** What has you most excited as you look forward to the next 2-3 years? Will the average enterprise truly be AI-enabled in the near future?

**A** I am extremely excited about the convergence of the different cognitive sciences and the overall cross pollination of ideas between Biotech and Infotech. The leap technology has driven is now helping us get closer to solving important human challenges (from healthcare, climate, neuroscience research, etc..). AI, as an example, while not a new technology, could only have been materialized due to the computing power, data and cloud technologies available to make the algorithms applicable to specific business issues.

In addition, staying with AI, the main applicable method of it is using Artificial Neural Network (ANN) which has been loosely based on the Biological Neural Networks (BNN) in our brain which constitutes over 86 billion neurons and over one thousand trillion synapses (connections between them)

Yuval Dvir, Head of Intl. Online Scaled Partnerships, Google Cloud at Google, will present the keynote presentation about the AI enabled enterprise at the Institute for Robotic Process Automation & AI (IRPA AI)'s Automation Innovation London Conference, on November 6th at ETC Venues in London. To learn more, visit [www.irpaai.com/automationinnovation](http://www.irpaai.com/automationinnovation).

## About Yuval Dvir



A Business Transformation leader with hands-on experience on how to manage technology, people, data and products to lead real change, innovation and growth in global organizations. Yuval is experienced in building and leading high performance teams through the challenges organizations face when dealing with digital transformation, scale and innovation. By leveraging technology, human behaviour and the cultural dynamics in the workplace, his teams drive a habit and behavioural change that promotes a more holistic, data-driven, user centric and agile mindset in people, leading to a scalable and sustainable growth for the organization. Currently at Google, Yuval has previously led the business transformation at Skype and Microsoft. Yuval holds a B.S.c from the Technion - Israel's Institute of Technology and an M.B.A from INSEAD Business School in France and Singapore.