

Google Cloud Machine Learning is sailing into mainstream

March 24 2016, by Nancy Owano



Google had an announcement that means strictly business for its push to be known as a leader in cloud services. "Today [Wednesday], "we've taken a major stride forward with the announcement of a new product family: Cloud Machine Learning."

The move is all about taking Cloud Machine Learning mainstream, "giving data scientists and developers a way to build a new class of intelligent applications," according to a post from Fausto Ibarra, director,

product management, Google Cloud [Platform](#).

Blair Hanley Frank of IDG News Service said in so doing, that "Google is making it easier for businesses to take advantage of the machine learning revolution with a new product for building models that predict the [future](#)."

Cade Metz in *Wired* said "the company unveiled a new family of cloud computing services that allow any developer or business to use the machine learning technologies that power some of Google's most powerful [services](#)."

Basically, as Robert Hof in *SiliconANGLE* put it, "Now that Google has infused the brand of artificial intelligence known as machine learning into everything from search to speech recognition, it's tossing the technology it views as tech's next big wave into the public [domain](#)."

The announcement was part of events at a two day conference in San Francisco, namely the Google Cloud Platform (GCP) Next 2016.

The company said the Cloud Machine Learning provides machine learning services, with pre-trained models and platform so that a person can generate his or her own tailored models.

Major Google applications use Cloud Machine Learning, including Photos (image search), the Google app (voice search), Translate, and Inbox (Smart Reply)—but now their platform is available as a cloud service for business applications.

Google is not shy about blowing its own horn when it comes to machine learning technology: Compared to other large scale deep learning systems, said Google, "Our neural net-based ML platform has better training performance and increased [accuracy](#)."

This announcement may be filed under strategy. Robert Hof made the observation: "Google made it clear that it intends to pitch the Cloud Machine Learning services announcement as a key differentiator. In just the last couple of years, Google has significantly improved services ranging from search and YouTube recommendations to speech and image recognition to language translation."

Google said "In the last year, cloud has gone from being the untrusted option to being seen as a more secure option for many companies. We know that compliance, support and integration with existing IT investments is critical for businesses trying to use public [cloud services](#) to accelerate into new [markets](#). "

With Google Cloud Machine Learning, there is an opportunity to achieve a machine learning model built in a short amount of time. It is integrated with other Google Cloud Data platform products—such as Google Cloud Storage and Google BigQuery.

Eric Schmidt, executive chairman of Google parent company Alphabet, suggested that [machine learning](#) will be responsible for the next wave of technology startups and initial public offerings in a few years, said Hof.

More information: cloud.google.com/products/machine-learning/

cloudplatform.googleblog.com/2016/03/machine-learning-is-sailing-into-mainstream.html

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