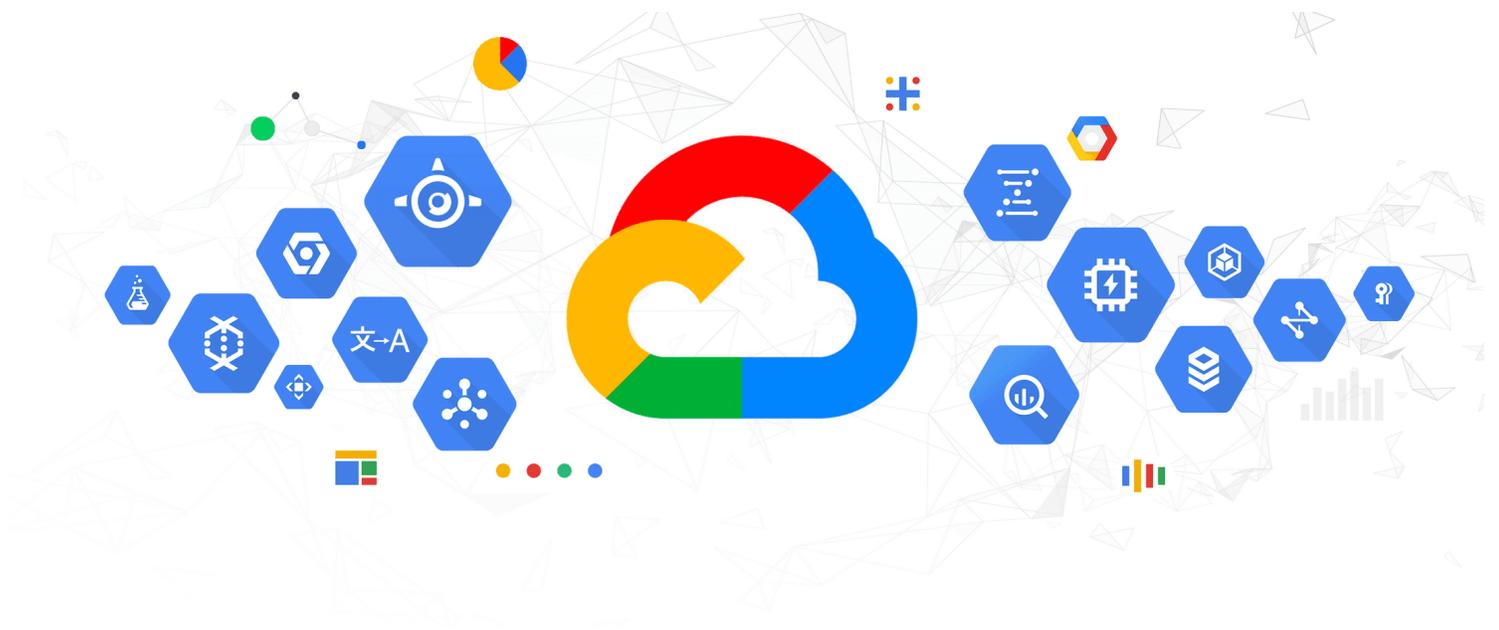


PERSPECTIVES

The Google Cloud Adoption Framework: Helping you move to the cloud with confidence



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Over recent years, our customers have begun to ask us much bigger, more strategic, even visionary questions: “How can I use machine learning to provide a better customer service?” “How do I do predictive inventory planning?” Or “How do I enable dynamic pricing?”

These are the types of questions that excite us at Google—and we want to help you answer them. But getting to the point where your organization can really thrive in the cloud often requires deep, comprehensive transformation. That can be a tough pill to swallow. And if you’re the one leading that transformation, being able to communicate your plan in a simple, logical way can be critical to inspiring confidence in your vision.

All these reasons and more are why we’ve developed the [Google Cloud Adoption Framework](#). Built on our experience working with enterprise customers, it can help you determine where you are on your cloud journey today, and where you’d like to be.

Although we share a broad range of insights in our framework, one of the most important is this: **Getting started in cloud is all about striking the right balance.**

We’ve seen two types of company cultures play out, time and again, in our customer base. For example, many of our cloud-native customers have a bias for action. They do many things well: self-sufficiency in pushing workloads into production, highly collaborative teams, and continuous learning and experimentation, just to name a few. But in their desire to move fast, we’ve seen some underestimate the value of putting guardrails in place early to contain the inevitable sprawl of data and compute resources

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