



[Gartner names Google a Leader in the 2019 Magic Quadrant for Data Management Solutions for Analytics \(DMSA\). Read the Critical Capabilities for DMSA report here.](https://www.gartner.com/doc/reprints?id=1-6KF3VTY&ct=190424&st=sb)

(<https://www.gartner.com/doc/reprints?id=1-6KF3VTY&ct=190424&st=sb>)

Big data products

Efficiently capture, process, and analyze data with Google Cloud data analytics products.

[Contact sales \(https://cloud.google.com/contact/\)](https://cloud.google.com/contact/)

[Try it free \(https://console.cloud.google.com/freetrial\)](https://console.cloud.google.com/freetrial)

Fully managed serverless approach

Seamlessly unlock business insights with Google Cloud Platform's fully managed, proven, end-to-end data analytics products. Remove operational complexities of data analytics with a serverless approach and make important business decisions quickly and efficiently.



BigQu...

Serverless
data
warehouse

BigQuery

(<https://cloud.google.com/bigquery/>)

is Google's
fully
managed,
low cost,
serverless
data
warehouse
that scales
with your

storage and
computing
power needs.
With
BigQuery, you
get a
columnar
and ANSI
SQL
database
that can
analyze
terabytes to
petabytes of
data in
blazing-fast
speeds.
Analyze
geospatial
data using
familiar SQL
with
BigQuery
GIS. Quickly
build and
operationalize
ML models
on large-
scale
structured or
semi-
structured



data using
simple SQL
with
BigQuery ML,
and support
real-time
interactive
dashboarding
with sub-
second query
latency using
BigQuery BI
Engine. Plus,
BigQuery
offers data
transferring
services,
flexible data
ingestion,
and pay-for-
what-you-use
pricing.

Read the
Gartner
Critical
Capabilities
for Data
Management
Solutions for
Analytics
report [here](#)

(<https://www.gartner.com/doc/reprints?id=1-6KF3VTY&ct=190424&st=sb>)

VIEW

BIGQUERY

(<https://cloud.google.com/bigquery/>)



Cloud Datafl...

Batch and stream data processing

Cloud

Dataflow

(<https://cloud.google.com/dataflow/>)

is a fully managed service for transforming and enriching data in stream (real time) and batch

(historical)
modes with
equal
reliability and
expressiveness.

Cloud

Dataflow's

serverless

approach

frees you

from

operational

tasks like

capacity

planning,

resource

manage

and

performance

optimization,

while you

only pay for

what you

use. Plus,

Cloud

Dataflow not

only works

with Google's

[ingestion](#)

(<https://cloud.google.com/pubsub/>)

, [data](#)



[warehousing](#)

(<https://cloud.google.com/bigquery/>)

, and

[machine](#)

[learning](#)

(<https://cloud.google.com/ml-engine/>)

products, but

also third-

party tools

like Apache

Spark and

Apache

Beam.

VIEW CLOUD

DATAFLOW

(<https://cloud.google.com/dataflow/>)



**Cloud
Datapr...**

Managed

Apache

Spark and

Apache

Hadoop

Cloud

Dataproc

(<https://cloud.google.com/dataproc/>)

is a fast, easy-to-use, fully managed cloud service for running Apache Spark and Apache Hadoop clusters in a simpler, more cost-efficient way.

Operations that used to take hours or days take seconds or minutes instead — and you pay only for the resources you use with per-second billing. Cloud Dataproc



integrates
with storage,
compute, and
monitoring
services
across
Google Cloud
products,
giving you a
powerful and
complete
data
processing
platform.

[VIEW CLOUD](#)

[DATAPROC](#)

(<https://cloud.google.com/dataproc/>)



Cloud Pub/Sub

Scalable
event
ingestion
and
messaging
service

[Cloud
Pub/Sub](#)

(<https://cloud.google.com/pubsub/>)

is a simple, reliable, scalable foundation for stream analytics and event-driven computing systems. You can send and receive messages between independent applications and syndicate data across projects and applications running on cloud, on-premises, or hybrid environments. You can leverage Cloud Pub/Sub's flexibility to



decouple
systems and
components
hosted on
GCP or
elsewhere on
the internet.
And Cloud
Pub/Sub is
designed to
provide "at
least once"
delivery at
low latency
with on-
demand
scaling to
tens of
millions of
messages
per second.

VIEW CLOUD

PUB/SUB

([https://cloud.
google.com/pu
bsub/](https://cloud.google.com/pubsub/))



Cloud
Data
Fusion

Fully
managed,
code-free
data
integration
service

Cloud Data

Fusion

(<https://cloud.google.com/data-fusion/>)

is a fully
managed,
cloud-native
data
integration
service that
helps users
efficiently
build and
manage
ETL/ELT
data
pipelines.

With a
graphical
interface and
a broad
open-source
library of
preconfigured
connectors
and



transformations,
Data Fusion
shifts an
organization's
focus away
from code
and
integration to
insights and
action.

**VIEW CLOUD
DATA
FUSION**

([https://cloud.
google.com/da
ta-fusion/](https://cloud.google.com/data-fusion/))



Cloud Comp...

Workflow
orchestration

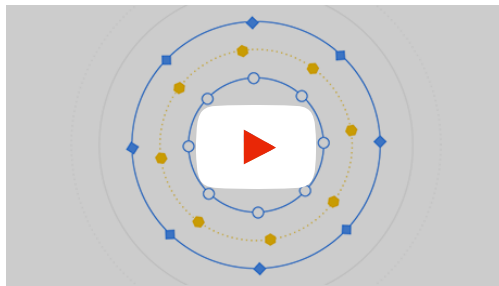
Cloud

Composer

([https://cloud.
google.com/co
mposer/](https://cloud.google.com/composer/))

is a fully
managed
workflow
orchestration

service that empowers you to author, schedule, and monitor workflows that span across clouds and on-premises data centers. Built on the popular Apache Airflow open-source project and operated using the Python programming language, Cloud Composer is free from lock-in and easy to use. Plus, with end-to-end integration for GCP workloads,



you can
orchestrate a
full workflow
with all of
Google
Cloud's big
data
products.

[VIEW CLOUD](#)

[COMPOSER](#)

(<https://cloud.google.com/composer/>)



Data Catalog

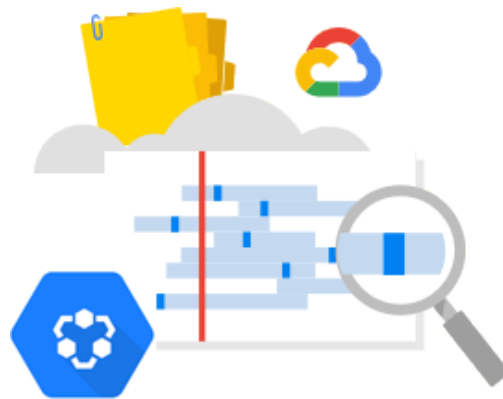
Fully
managed
data
discovery
service

[Data Catalog](#)

(<https://cloud.google.com/data-catalog/>)

is a fully
managed
and scalable
metadata
management

service that empowers organizations to quickly discover, manage, and understand all their data in Google Cloud. It offers a simple and easy-to-use search interface for data discovery, a flexible and powerful cataloging system for capturing both technical and business metadata, and a strong security and compliance foundation with [Cloud Data Loss](#)



Prevention

(DLP)

(<https://cloud.google.com/dlp/>)

and Cloud

Identity and

Access

Management

(IAM)

(<https://cloud.google.com/iam/>)

integrations.

VIEW DATA

CATALOG

(<https://cloud.google.com/data-catalog/>)



Google Data Studio

Serverless

visual

analytics

Google Data

Studio

(<https://datastudio.google.com/overview>)

is a fully managed visual analytics service that can help anyone in your organization unlock insights from data through easy-to-create and interactive dashboards that inspire smarter business decision-making. When Data Studio is combined with BigQuery BI Engine, an in-memory analysis service, data exploration and visual



interactivity
reach sub-
second
speeds, over
massive
datasets.

[VIEW DATA](#)

[STUDIO](#)

(<https://datastudio.google.com/overview>)



Google Sheets

Big data in
familiar
spreadsheets

The
connected
sheet is a
new feature
of Sheets
that activates
only when
using the
Sheets data
connector for
BigQuery,
allowing you

to access,
analyze,
visualize, and
collaborate
on up to 10
billion rows
of BigQuery
data – no
SQL scripts
needed.
Sheets end
users can
surface
insights
without
needing the
help of
BigQuery
experts or
analysts
fluent in SQL,
saving time
for everyone.
Sheets users
can then
make sense
of that data
with
spreadsheet
formulas or
perform
deeper



analysis with features like Explore, pivot tables, and charts. It's that easy.

VIEW

GOOGLE

SHEETS

(https://gsuite.google.com/campaigns/index__sheets-connectedsheet.html)



Cloud Datapr...

Intelligent data preparation

Cloud

Dataprep

(<https://cloud.google.com/dataprep/>)

by Trifacta is an intelligent data service for visually exploring,

cleaning, and preparing structured and unstructured data for analysis. Because Cloud Dataprep is serverless and works at any scale, there is no infrastructure to deploy or manage. Your next ideal data transformation is suggested and predicted with each UI input, so you don't have to write code. And with automatic schema, data type, possible joins, and anomaly



detection,
you can skip
time-
consuming
data profiling
and focus on
data
analysis.

[VIEW CLOUD](#)

[DATAPREP](#)

(<https://cloud.google.com/dataprep/>)



Cloud Data Transfer

Data
transfer
services

[Cloud Data](#)

[Transfer](#)

(<https://cloud.google.com/products/data-transfer/>)

offers
solutions
that meet
your unique

data transfer
needs and
move data to

Cloud

Storage

(<https://cloud.google.com/storage/>)

, BigQuery

(<https://cloud.google.com/bigquery/>)

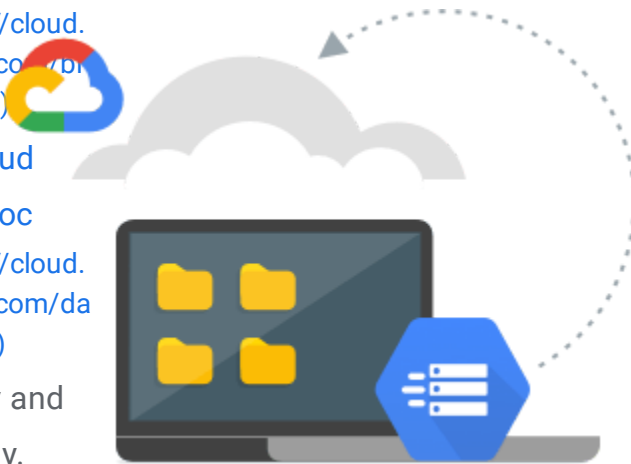
, or Cloud

Dataproc

(<https://cloud.google.com/dataproc/>)

quickly and
securely.

Whether you
have 50
gigabytes or
50 petabytes
of data, one-
time or
recurring
transfers, or
a T1 line or a
10 Gbps
network
connection,
our data
transfer
services are



here to meet
your unique
needs.

**VIEW CLOUD
DATA
TRANSFER**

(<https://cloud.google.com/products/data-transfer/>)



Cloud Bigtable

Fully
managed
NoSQL
database
service

Cloud
Bigtable
(<https://cloud.google.com/bigtable/>)

provides a
massively
scalable
NoSQL
database
suitable for
low-latency
and high-

throughput
workloads. It
integrates
easily with
popular big-
data tools
like Hadoop
and Spark,
and it
supports the
open-source,



industry-
standard
HBase API.
Cloud
Bigtable is a
great choice
for both
operational
and
analytical
applications,
including IoT,
user
analytics,
and financial
data
analysis.

[VIEW CLOUD
BIGTABLE](#)

(<https://cloud.google.com/bigtable/>)



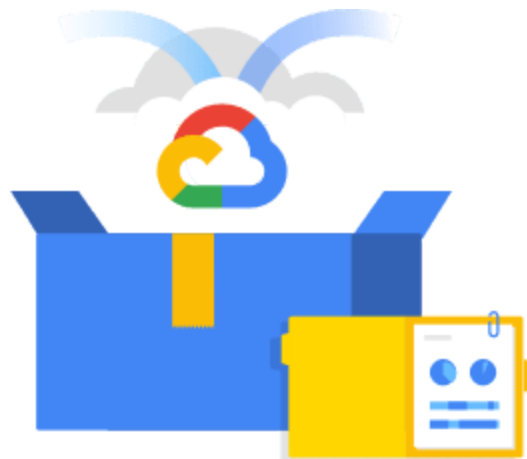
Cloud Storage

Object storage for big data

Cloud Storage

(<https://cloud.google.com/storage/>)

is a unified object storage solution that allows worldwide storage and retrieval of any amount of data at any time. You can use Cloud Storage for a range of scenarios, including



serving
website
content,
storing data
for archival
and disaster
recovery, or
distributing
large data
objects to
users via
direct
download.

**VIEW CLOUD
STORAGE**

([https://cloud.
google.com/st
orage/](https://cloud.google.com/storage/))



**AI
Platform
Noteb...**

An
enterprise
notebook
service to
launch
projects in
minutes

AI Platform

Notebooks

(<https://cloud.google.com/ai-platform/notebooks/docs/>)

is a managed service

whose

integrated

JupyterLab

environment

makes it

easy to

create

instances

that come pre-ed

with

latest data

science and

ML

frameworks

and integrate

with

BigQuery,

Cloud

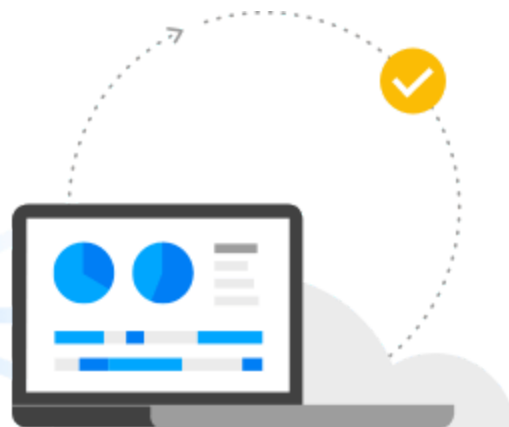
Dataproc,

and Cloud

Dataflow for

easy

development



and
deployment.

[VIEW AI
PLATFORM
NOTEBOOKS
\(HTTPS://CLO
UD.GOOGLE.C
OM/AI-
PLATFORM/N
OTEBOOKS/D
OCS/\)](#)

“ We are very excited about the productivity benefits offered by Cloud Dataflow and Cloud Pub/Sub. It took half a day to rewrite something that had previously taken over six months to build using Spark. ”

Paul Clarke, Director of Technology, Ocado



[Read more → \(https://cloud.google.com/customers/ocado/\)](https://cloud.google.com/customers/ocado/)

Big data guides and resources

Get started using Google Cloud big data products.

Get started with BigQuery

Start analyzing TBs of data directly from your web browser with BigQuery's web UI.

[View BigQuery quickstart](https://cloud.google.com/bigquery/quickstart/) → (https://cloud.google.com/bigquery/quickstart/)

Dataflow programming model

Simplify large-scale data processing with the Dataflow programming model.

[View dataflow programming model](https://cloud.google.com/dataflow/model-beam/) → (https://cloud.google.com/dataflow/model-beam/)

Get started with Dataproc

Check out how to create a cluster and run a simple Spark job in Cloud Dataproc.

[View Cloud Dataproc quickstart](https://cloud.google.com/dataproc/quickstart/) → (https://cloud.google.com/dataproc/quickstart/)

Data Solutions for Change

Nonprofits, achieve your mission at scale with GCP credits and enablement support.

[Apply now](https://cloud.google.com/data-solutions-for-change/) → (https://cloud.google.com/data-solutions-for-change/)

Cloud Big Data Blog

Deep dives, technical comparisons, how-to's and tips and tricks for using the latest data processing technologies.

Google Cloud Next

Learn more about data analytics products from our Next '18 sessions.

[View blog](https://cloud.google.com/blog/data/) → (https://cloud.google.com/blog/data/)

[View next sessions](https://www.youtube.com/watch?v=PLBgogxgQVM9snPGKC) ↗ (https://www.youtube.com/watch?v=PLBgogxgQVM9snPGKC)

GCP Data Security and Governance

GCP offers best-in-class tools and technology to efficiently protect and govern your data.

[Learn how](https://cloud.google.com/big-data/security-governance/) → (https://cloud.google.com/big-data/security-governance/)

Gartner Critical Capabilities for Data Management Solutions for Analytics report

Provides evaluation and vendor selection for DMSA offerings.

[Read report](https://www.gartner.com/doc/id=1-6KF3VTY&ct=190424&st=) ↗ (https://www.gartner.com/doc/id=1-6KF3VTY&ct=190424&st=)



Get started

Learn and build

New to GCP? Get started with any GCP product for free with a \$300 credit.

[Try free](https://cloud.google.com/free/) (https://cloud.google.com/free/)

Need more help?

Our experts will help you build the right solution or find the right partner for your needs.

[Contact sales \(https://cloud.google.com/contact/\)](https://cloud.google.com/contact/)

[Find a partner \(https://cloud.withgoogle.com/partners/\)](https://cloud.withgoogle.com/partners/)