

# A Note from Rackspace Technology

Generative AI and machine learning deliver the potential to ignite organizational growth by revolutionizing the way we work, interact with customers, compete in the marketplace and collaborate with colleagues. Today, in the early days of a new major transformation, AI adoption strategies vary greatly — from standing hesitantly on the shore to diving into the ocean headfirst. No matter where you are on this spectrum, navigating the promise and potential of AI and machine learning is no walk in the park.

Before integrating AI-driven technologies in your operations, it's crucial to understand what you want to achieve and determine how you will get there. Also critical is choosing which technologies you need to deploy and who you can trust to help you optimize them to meet your business goals.

That's why I'm excited to share an e-book from Google Cloud, one of our hyperscale partners. "Make Data and AI Work for You" provides insight into how several organizations have successfully implemented data-driven strategies to elevate their financial performance. The e-book also shares perspectives on how to start your data and AI journey while optimizing costs and growing revenue. It covers a wide range of topics, from the initial strategic phase to forging partnerships with the CFO and finance team.

I'm also excited to share our latest initiative — our new Foundry for AI by Rackspace (FAIR™). FAIR is here to help you adopt and unlock the power of AI quickly so you can drive innovation on Google Cloud.

After reading this e-book, reach out to our team to discuss your AI goals or schedule a [Generative AI Ideate session](#). We'll show you how to accelerate the deployment of today's leading-edge technologies, unlock their full potential and transform your organization into an AI and machine learning powerhouse.

[fair.rackspace.com/partners/google-cloud](https://fair.rackspace.com/partners/google-cloud)



**Srini Koushik**

President, Technology and Sustainability,  
Rackspace Technology

# Make Data and AI Work for You

Uncover how your business can save money and find new revenue streams

# In an uncertain economy, driving profitability is the top priority for organizations globally.

Leaders need insight into their businesses so they can act with confidence. There is no crystal ball, but you can position your company to thrive by making use of the data that is already within your reach and combining it with AI and machine learning.

In this e-book, we'll share how organizations across the world have successfully implemented data-driven strategies to trim expenses and become more profitable.



93%

of companies indicated that they plan to continue to increase their investments in the area of data and analytics.<sup>1</sup>

## 8 Ways to Reduce Expenses and Boost Revenue

**01** Improve efficiencies in logistics and supply chains

**02** Speed up document-based workflows

**03** Cut contact center costs with AI

**04** Automate operations for IT management

**05** Optimize sales and marketing programs

**06** Turn data sets into monetizable assets

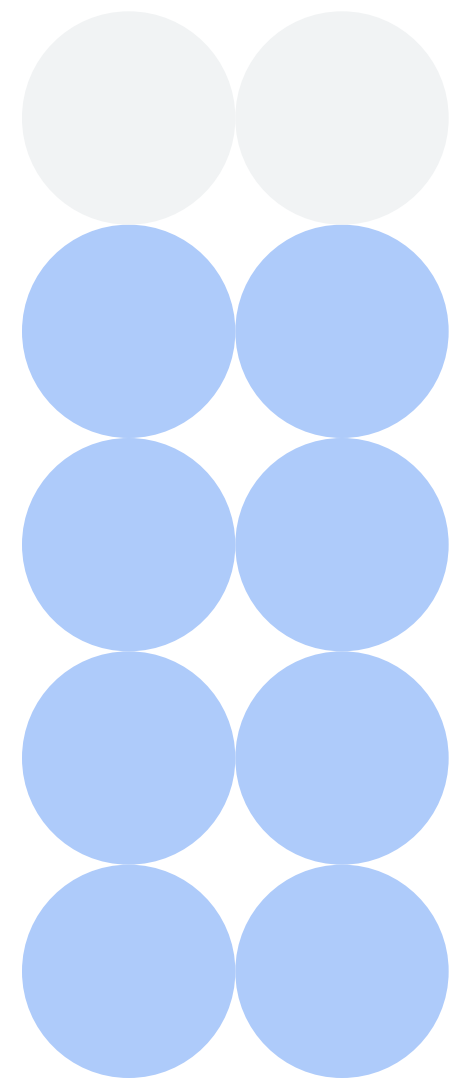
**07** Boost cross-sell and upsell

**08** Enhance and scale digital experiences

# Improve efficiencies in logistics and supply chains

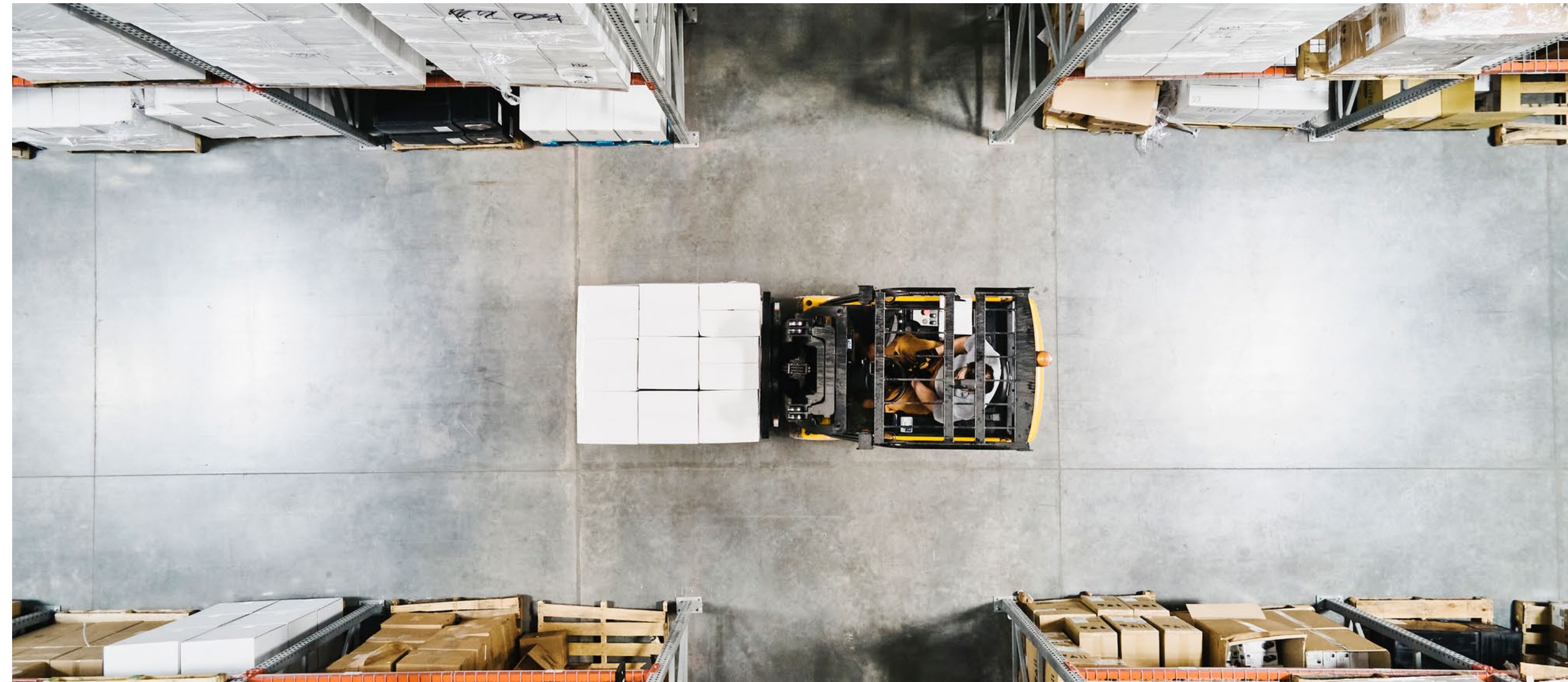
Q1

# Small efficiencies in logistics and supply chain can deliver big results.



Use data to save millions, improve on-time delivery rate up to

# 80%



Our economy runs on accurate, on-time services from online order delivery to connecting flights. While many people can take these services for granted, those who manage logistics and the supply chain know just how delicately balanced the whole system can be. Shortages, delays, mistakes, and poor planning can send costs spiraling out of control.

Similarly, small savings of distance, labor, and time can radically reduce expenses when they provide incremental cost savings. Bringing together supply chain data—including historical sales information and supplier performance metrics—can improve visibility into the supply chain, identify bottlenecks, spot recurring problems, and present cost-saving opportunities.



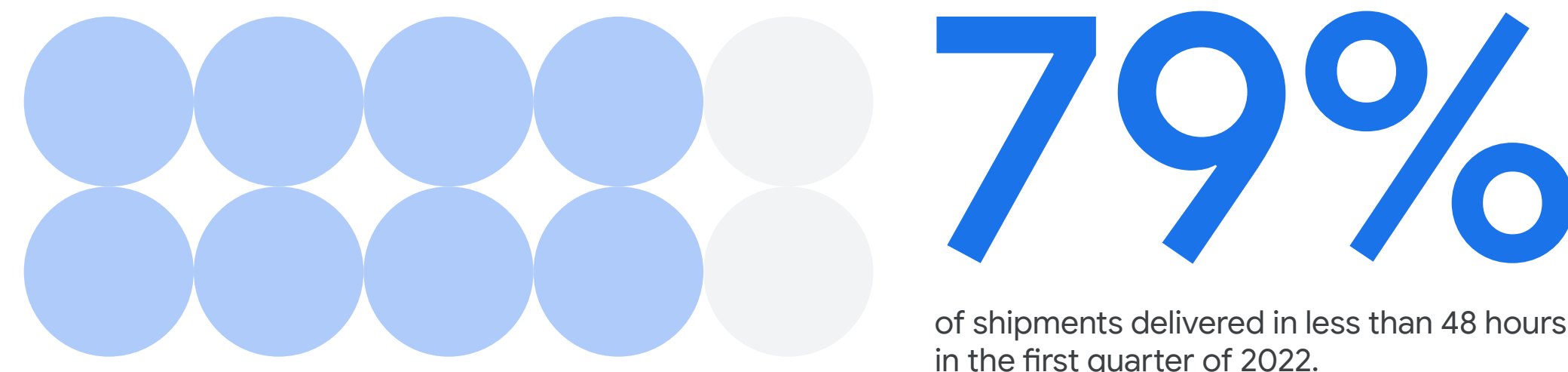
Swiss International Air Lines, of Lufthansa Group, recognized complex obstacles to achieving its sustainability goals and is devoted to continuously improving the customer experience. It built a system, called the Operations Decision Support Suite, on Google Cloud using [BigQuery](#) and [Vertex AI](#) to unify crew, passenger, weather, aircraft, and other information. This system helps the company optimize in several ways.

For example, it makes sure the ideal aircraft is used on each route, switching to a bigger or smaller plane as passenger demand fluctuates. It models scenarios based on weather data to gain a more accurate view of delays and plan accordingly. By doing this, Swiss International Air Lines maximizes revenue and reduces fuel cost and other expenses, such as airport noise charges.

^ **5.2M**  
Swiss Francs saved

✓ **7400**  
Tons of CO2

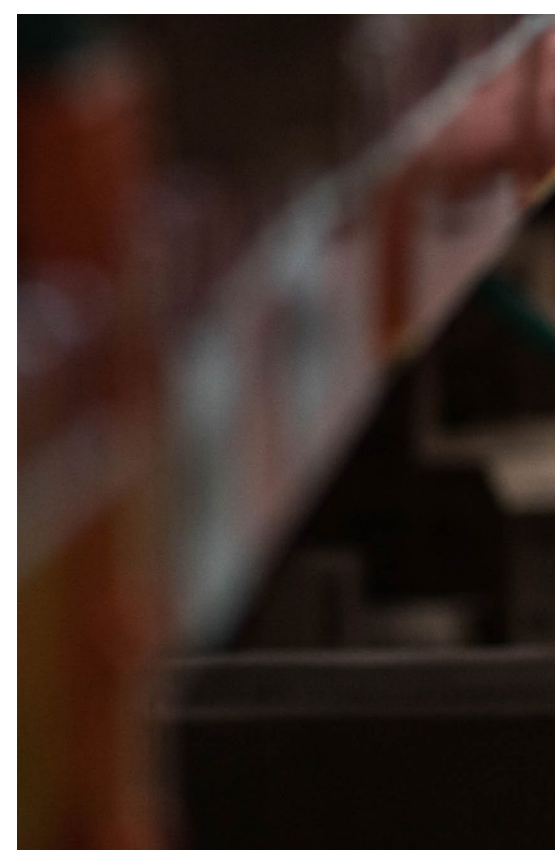
In 2022, the airline saved 5.2 million Swiss francs with the solution, and it cut CO2 emissions by 7,400 tons a year.



Mercado Libre, an ecommerce company with more than 30,000 employees across six countries in Latin America, serves more than 65 million customers.

The company saw exponential order growth at the onset of the COVID-19 pandemic, which increased pressure on its shipping team. It was using a variety of systems to process real-time and historical data, creating bottlenecks and making real-time decisions difficult for the operations team. To solve these issues, the company consolidated all data in Google Cloud [BigQuery](#) and [Looker](#). This more robust architecture ensures the availability of data in near real-time.

Today, Mercado Libre uses data to support decision-making in key processes, such as calculating how much capacity they need to reserve with delivery carriers and airlines and monitoring deliveries. These insights enable Mercado Libre to identify where deliveries are in danger of being late, pinpoint places with lower delivery efficiency, and fine-tune aircraft commitments across shipping routes.





# Speed up document- based workflows



# Speed up document-based workflows to save time and money.

If your organization processes contracts, invoices, forms, identity cards, or other documents at scale, you could drive significant cost benefits from faster, more efficient processing. With AI-powered document processing, you can easily extract data from documents and make it available to your business applications and users.

Besides reducing costs, automating data extraction and document processing can help you streamline workflows, reduce backlogs, and keep data accurate and compliant.

For documents that are part of customer-facing workflows like lending or benefits processing, AI can exponentially increase your scale. In addition, AI can also help you reach new audiences and communicate more inclusively with integrated document translation.

Lower procure-to-pay processing cost by up to

60%

20%

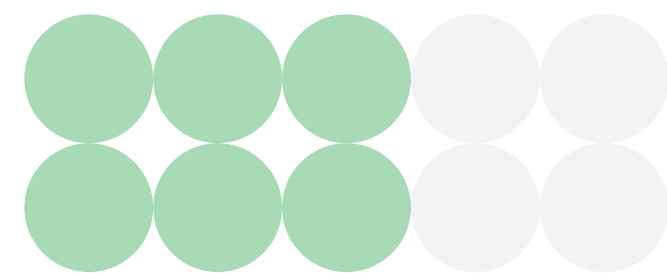
savings on the cost of training machine learning (ML) models.



Belgian fintech company **Unifiedpost** provides procure-to-pay services to small and medium-size businesses in 15 European countries. It requires the company to handle nearly 350 million invoices, receipts, and other documents a year.

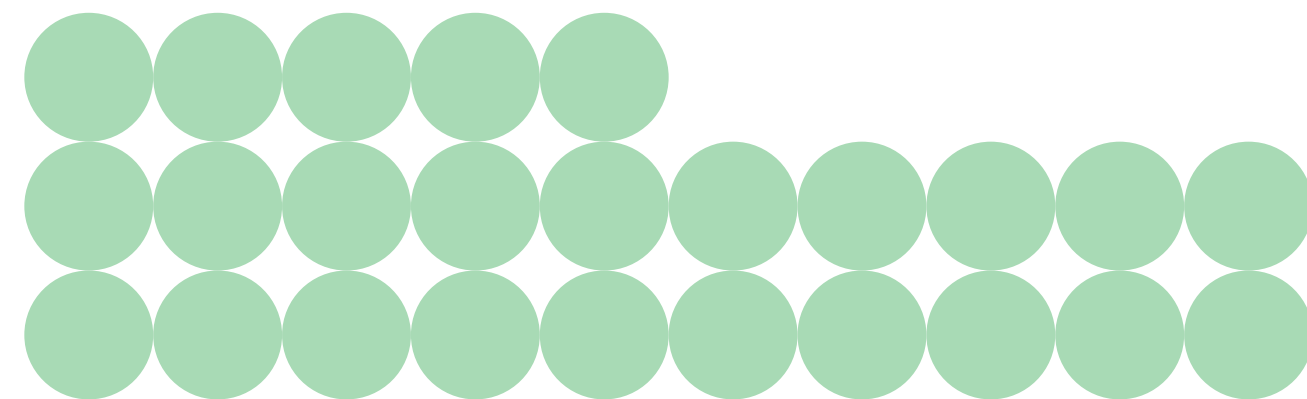
Lowered the total cost of ownership for procure-to-pay processing by up to

**60%**



Boosted data accuracy by

**250%**



Because the business was growing rapidly and served customers in many languages, Unifiedpost needed automation to help its customers transition from paper-heavy processes to digital ones.

It turned to Google Cloud **Document AI** for a cost-effective way to extract data from documents in more than 200 languages.

**LIBEO**

Libeo of France offers a subscription-based software-as-a-service (SaaS) for companies to manage and streamline the processing of invoices. The business has grown rapidly, which raised scaling challenges. Libeo turned to Google Cloud **Document AI Workbench** to train an invoice parser with 1,600 documents.

Document AI Workbench can help businesses extract data from any document by creating custom machine learning models specific to their business needs. The move increased Libeo's testing accuracy from 75.6% to 83.9%.

**20%**

expected savings on the cost of training ML models



# Cut contact center costs with AI



# Cut contact center costs with AI that talks like a human.



**3X** Resolve more support calls, save millions through automated systems.

Let's be real—everyone these days has a story about their disappointing experience in trying to get help from a call center. So the question becomes how to run a contact center that fixes problems the first time, builds customer trust, and increases employee productivity—all while keeping expenses under control.

The answer is conversational AI that enables virtual agents to communicate in human-like ways, empowers human agents with continuous support during their calls, and turns conversations into insights through analytics and reporting.

**57%**

of customers say that a long hold time is their number one source of frustration when calling a business.<sup>2</sup>

**68%**

of customers get annoyed when they're transferred between departments.<sup>3</sup>



# MARKS & SPENCER

As more of its business moved online, legendary British retailer **Marks & Spencer** needed to modernize its call handling, which was built around switchboards at 13 physical stores.

With Google Cloud **Contact Center AI**, callers could say what they needed in everyday language rather than choosing an option. **Dialogflow** helped deliver lifelike, natural customer experiences with virtual agents.

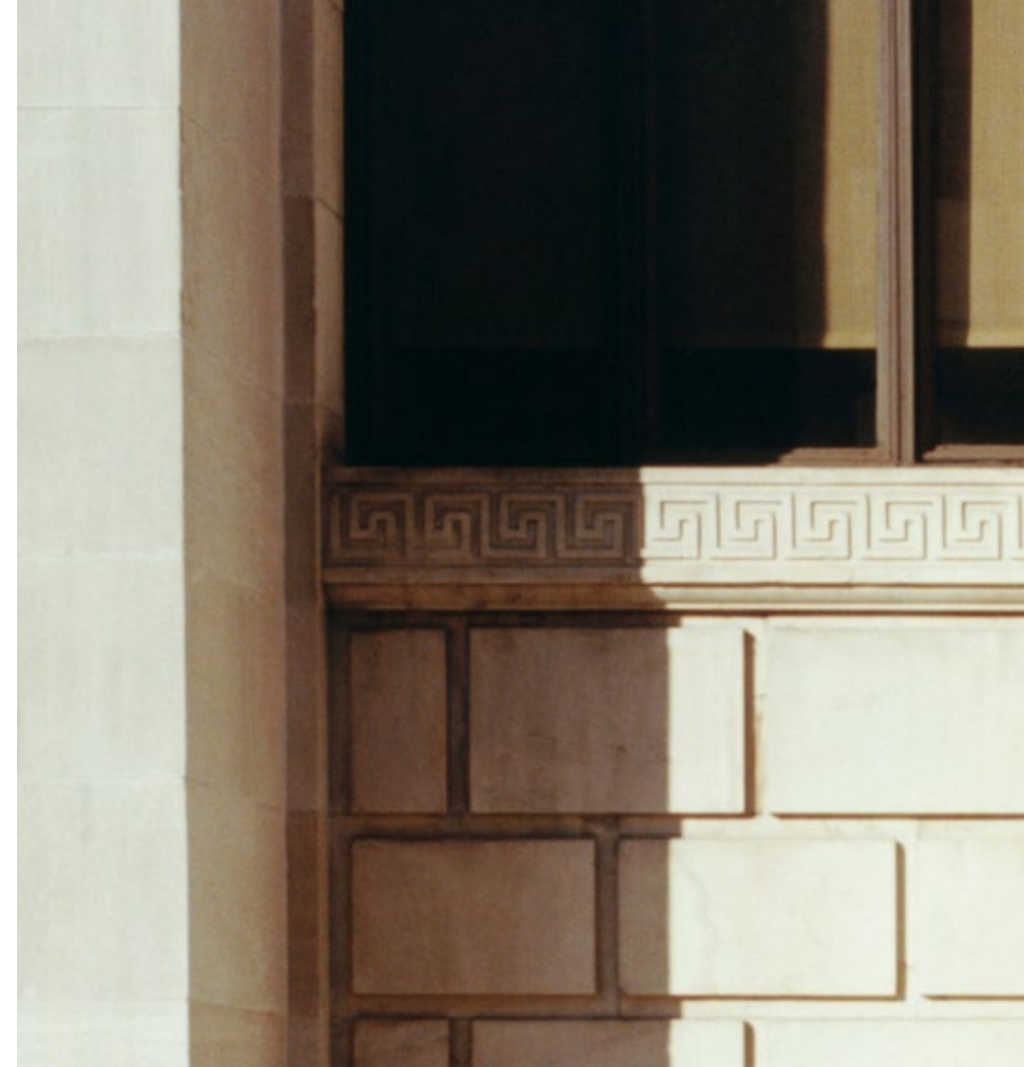
AI-powered conversational speech recognition accurately routed 92% of calls, even those with significant detail and nuance, to the right destination at the M&S contact center and customer service platform.





At the onset of the COVID-19 pandemic, the **State of Illinois** saw 11 times more unemployment claims than in the same period in 2019.

The Illinois Department of Employment Security (IDES), which administers the state's unemployment benefits, rolled out Google Cloud **Contact Center AI** to help thousands of Illinois residents get important information on their unemployment claims. This alleviated the demand on human agents to answer common and repetitive questions, enabling them to focus on more complex cases. IDES was able to roll out Contact Center AI in just four weeks, ensuring that Illinois residents can get their unemployment benefits quickly in a time of crisis.



# \$100M

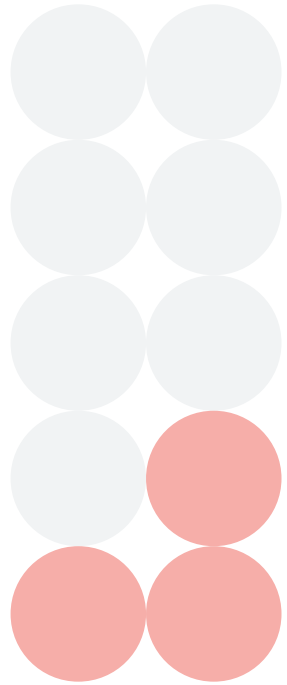
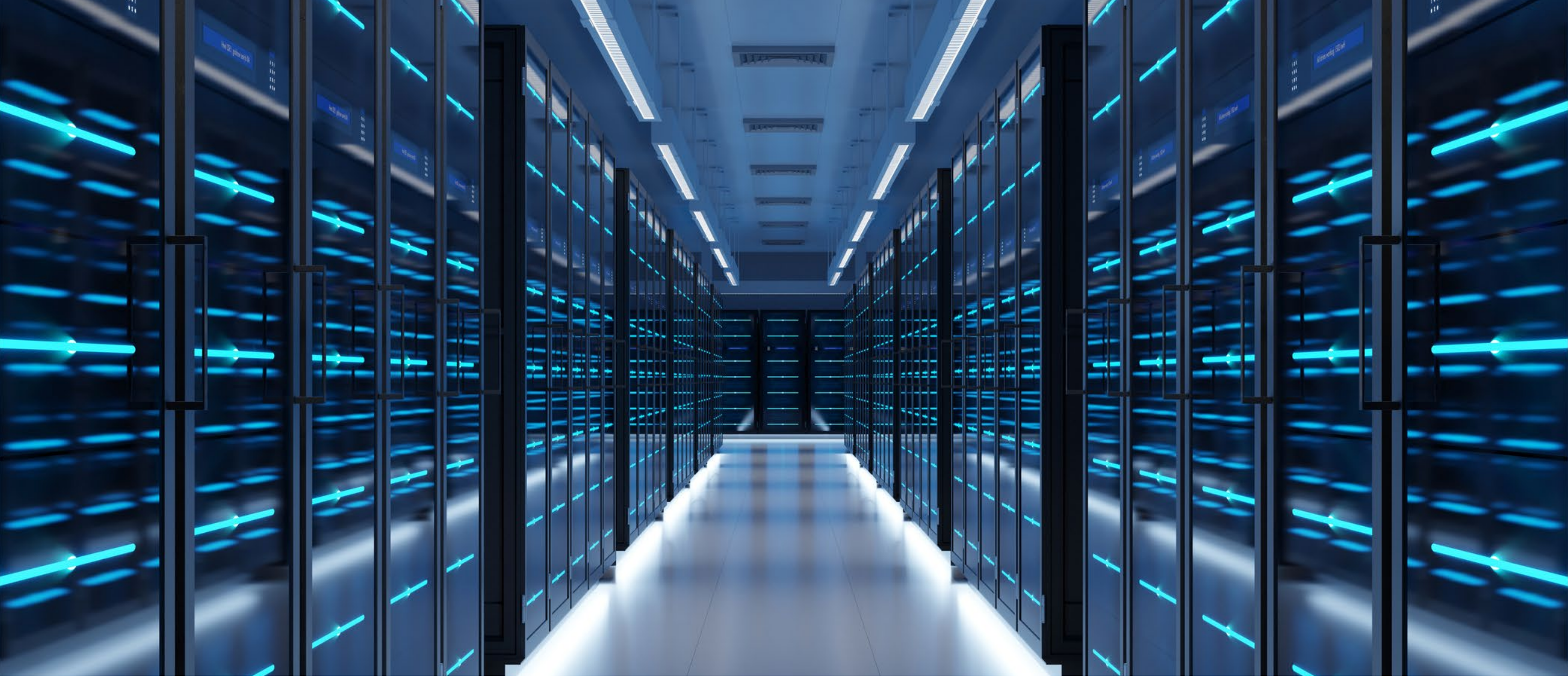
Estimated annual savings based on an initial analysis of virtual agent data.



# Automate operations for IT management

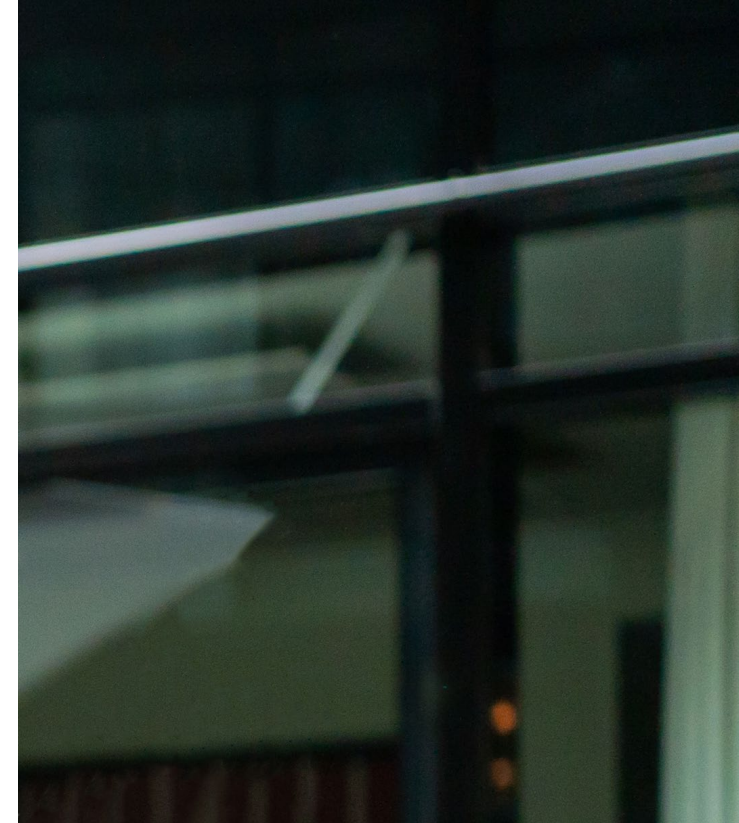


# Reduce management and administrative costs through automation.



Migrating your data and AI workloads to a cloud environment will eliminate the need to monitor, troubleshoot, update, tune, and plan your underlying infrastructure as you scale. Serverless architectures are automatically optimized for cost, and patching and maintenance are not required. That means lower overhead and management costs.

Cloud architectures are also designed to scale up or down as needed to meet changing demands, enabling you to quickly act on new opportunities without the need to plan configuration requirements, pause databases, or spin up dedicated warehouses. This eliminates or reduces the time spent on database administration, ETL management, and new schema modification.



Brazil's **Croct**, an app customization SaaS provider, knew having a scalable, flexible, and easy-to-manage environment was crucial to its growth, but was surprised by the cost-saving opportunities it discovered in moving to one.

Croct migrated the **Google Kubernetes Engine (GKE)** databases that it previously managed directly to **Cloud SQL**, a relational database service managed by Google Cloud. The startup achieved 30% cost and time savings, which helped the company focus more on strategies and processes to add value for end users. The tools also improved performance including low latency and rapid service scaling.

30%

savings of cost and time.

# Optimize sales and marketing programs



# Optimize marketing spend to sizzle.

Efficiently leveraging data and AI can increase return on investment of your marketing spend by not only lowering the cost of campaigns, but also by improving efficiencies in engaging customers and prospects.

This approach allows marketing teams to pinpoint ad channels that deliver compelling results. Additionally, it allows teams to create smart micro customer segments, define clear attributes for each segment, fine-tune messaging, present more personalized offers and measure results.

Deep learning solutions can drive performance at scale and ensure that marketing budgets are being spent efficiently while lowering customer acquisition cost. Data-driven campaigns can make better connections with more people for each dollar spent.

87%

reduced cost of display sales and predicted customer behavior more accurately.





TUI, a leading global tour operator based in France, wanted to bring data-driven decision-making to its media strategy to make its marketing campaigns more effective and save money as it faces intense competition. That required the company to take its data analytics capability to a higher level.

TUI France uses the [Google Data Cloud](#) to aggregate data across multiple platforms, analyze that data, and apply machine learning algorithms to strengthen its sales and marketing programs. The AI models predicted the customers most interested in making a purchase with 91% accuracy, strengthening their media strategy.

87%

reduced the cost of sales on display channels.

29%

lowered cost of attracting traffic to the website.



# ATB Financial

ATB Financial, a bank in the Canadian province of Alberta, wanted to serve its customers better by increasing its 24/7 capabilities and using real-time data analysis to provide personalized service.

The bank adopted Google Cloud [BigQuery](#) to store and manage data, and it uses machine learning models to enable agents to offer clients real-time tailored advice and product suggestions. This generates more than 20,000 AI-assisted conversations monthly.

## CA\$2.24M

Marketing campaigns and month-end processes that used to take five to eight hours now run in seconds, saving over CA\$2.24 million a year.

Turn data  
sets into  
monetizable  
assets





# Turn data into a new source of revenue with the help of AI.



Collecting and managing data can be costly, but you can flip that script by turning your data into a salable asset. This is known as data monetization.

Unlock new revenue streams, increase return on ad spending by up to

# 30%

1. **What valuable data do you have that people want to use?** This could include datasets such as weather information, frequently bought items, or real-time package status.
2. **Who are the people who want to use your data?** App developers, data analysts, ML engineers, and others outside your business could benefit from your data.
3. **What's your revenue model and how are you pricing your assets?** Many organizations have explored freemium, revenue sharing, and other business models with pay-as-you-go and flat-rate pricing options.
4. **How do people find and access your product?** Organizations could use their own proprietary portals or use public data exchanges to share their assets.
5. **Are you set up to run continuously?** Have mechanisms in place for billing and reporting.



Bank BRI, a government-owned Indonesian bank, has ambitious goals for financial inclusion, bringing more citizens into the banking system. Due to its digital technologies and already massive customer base of 75.5 million people, the institution was sitting on a treasure trove of big data.

Using Google Cloud [Apigee](#), Bank BRI packages this data through more than 50 monetized open APIs for more than 70 ecosystem partners wanting to do credit scoring, business assessments, and risk management.

**\$50M**

additional revenue unlocked through data monetization.

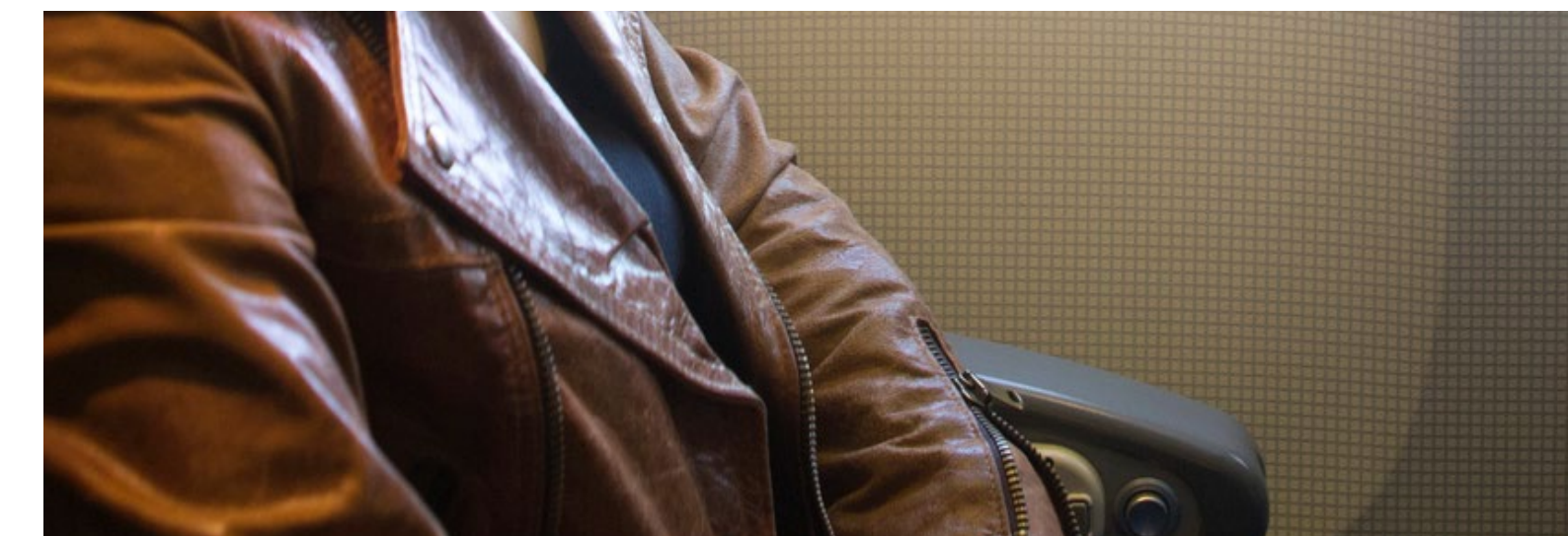
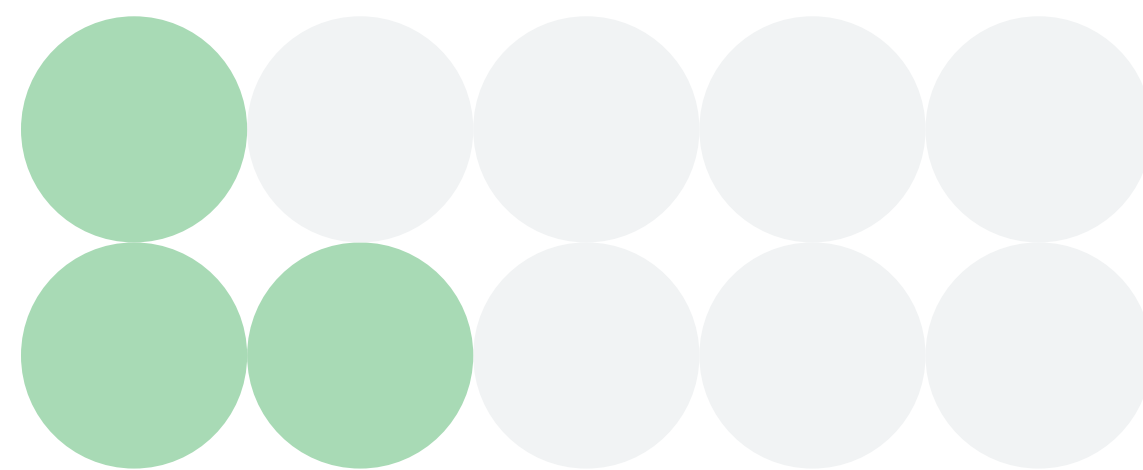


Alaska Airlines, the fifth-biggest U.S. airline, collects many data points but struggled to extract maximum value from data stored in different repositories. It brought together first-party data from its CRM, media, and site analytics in a data warehouse built with BigQuery. Using Google Cloud AutoML, the airline developed machine learning models to predict lifetime customer value.

The process also uncovered other customer insights such as value relationships with customers' origin and destination (O&D) airports, ages, travel days, and more. Lifetime value score predictions were linked via API to Search Ads 360, a search ad campaign manager, to shape an ad bidding strategy.

30%

The effort increased Alaska's return on ad spending by 30% for O&D campaigns and helped the company earn \$1 more per paid search click.



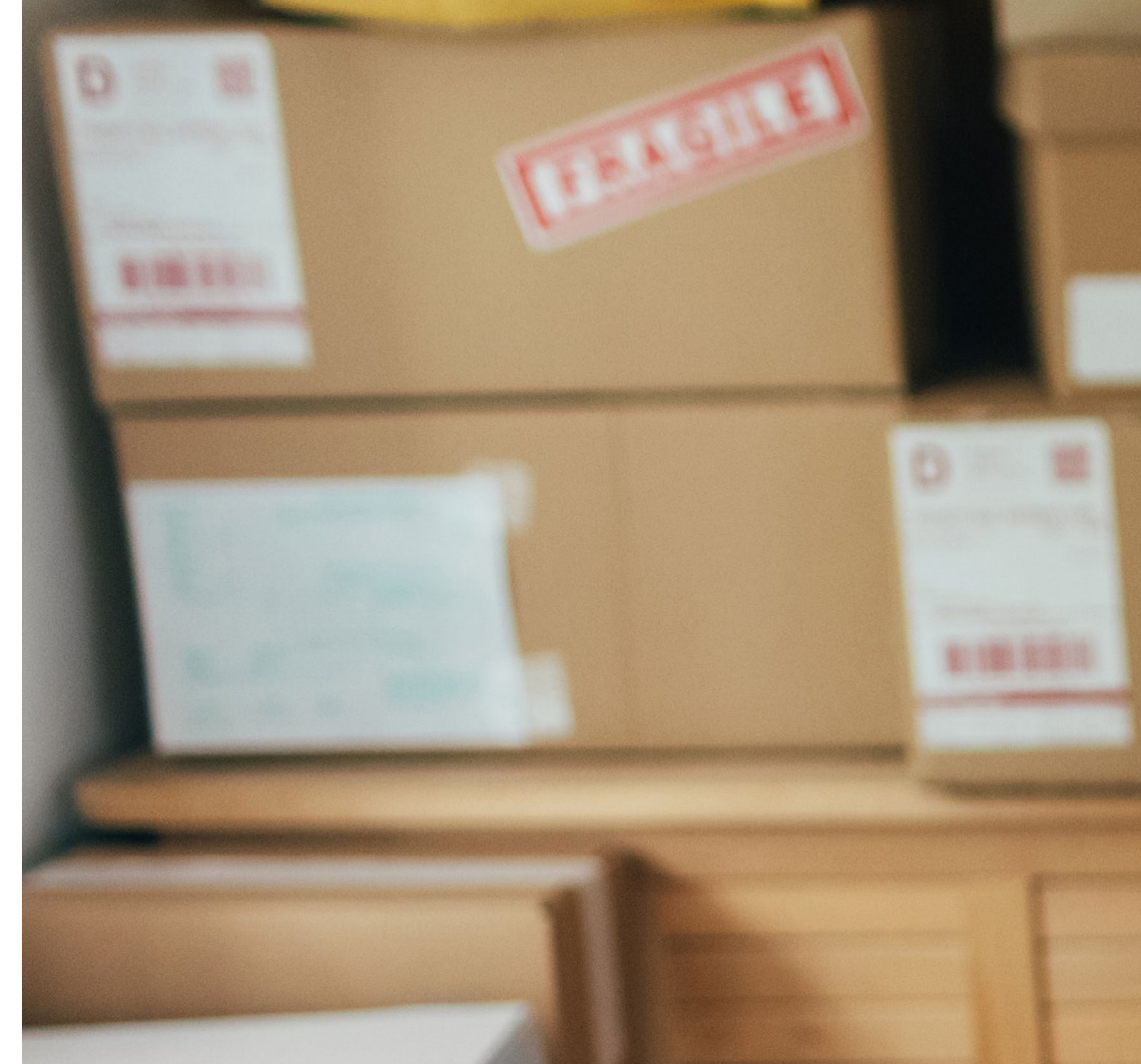
**Boost  
cross-sell  
and upsell**

**07**

# Boost order value with cross-sell and upsell sales strategies.

Cross-selling and upselling are among the best ways to generate extra sales from a transaction. Gaining new customers costs a lot more than retaining existing customers, an estimated 5–10 times more, so maximizing the revenue potential of each customer is critical to increasing profitability.

Data and AI make these techniques more effective by automating recommendations of products the customer is likely to find attractive. Retailers are increasing order values and interacting more meaningfully with their customers through AI initiatives.





# Carrefour

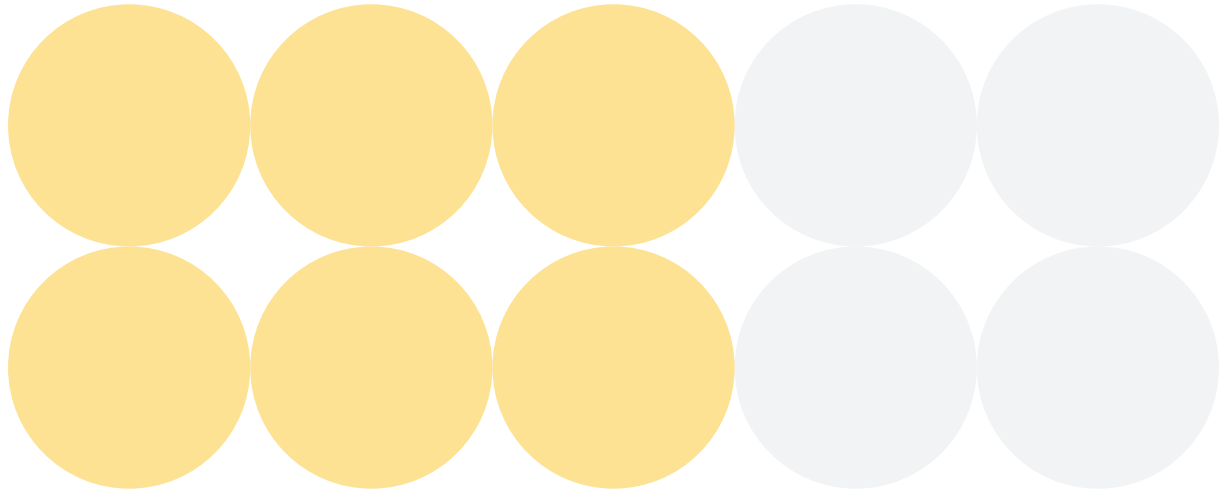
Headquartered in France, **Carrefour** is among the world's largest retailers, operating supermarkets, ecommerce, and other store formats in more than 30 countries. To retain leadership in its markets, the company wanted to strengthen its omnichannel experience.

Carrefour transitioned to Google's **data cloud** and developed a new platform called Darwin that enables data scientists to securely access enormous amounts of data in a structured way within minutes.

This helps them build smarter models for customer behavior and underpins a personalized recommendation engine for Carrefour's ecommerce services.

# +60%

The company partly attributes an increase of more than 60% in ecommerce revenue during the pandemic to this personalization.





U.S. retailer **Macy's** wanted to use its data to better understand customers and deliver an amazing experience, no matter where shoppers encountered the brand.

The company turned to Google Cloud **Retail Search** for stronger internal search capabilities that provide customers the most relevant search results every time. This also decreases the frequency of shoppers giving up on searches or abandoning their carts.

^ 1.3%

revenue per visit

^ 2%

conversion rates

**Recommendations AI** takes a wealth of customer information and delivers the best product recommendations for each individual. Using this technology, Macy's has realized a 1.3% increase in revenue per visit, a 2% increase in conversion rates, and happier customer responses in surveys.



**Enhance  
and scale  
digital  
experiences**





# Delight customers with transformative experiences at any scale.

Today's consumers expect amazing feats of speed and service delivered through easy-to-use apps and personalized interactions. Modern conveniences like "buy online, pick up in store," instant digital payments, and real-time ride-sharing requests have taught consumers that their experience is paramount—no matter how big the company, how complex the problem, or how regulated the industry.

As your business grows, cloud databases can dynamically scale with high availability and provide flexible pricing options such as pay-per-use for cost optimization. This helps you deliver seamless and consistent customer experiences across channels at scale.





Indian social media platform **ShareChat** serves a consumer base that speaks 15 languages and lives in rural areas, cities, and many different countries. ShareChat simplifies content and people discovery by using a personalized content feed on its mobile app home page.

The company's data science team uses machine learning models that detect the language of content and user engagement. Using a **Cloud Spanner** database, ShareChat migrated from a NoSQL database to a relational database for global consistency and secondary indexing, which reduced costs by 30%. When its traffic grew by 500% over just a few days, ShareChat managed to scale horizontally with zero lines of code change.

At the same time, the company launched its Moj video app, and within a week, it rolled out the app to another region flawlessly. With Cloud Spanner, the app handled all the extra load without needing any help.

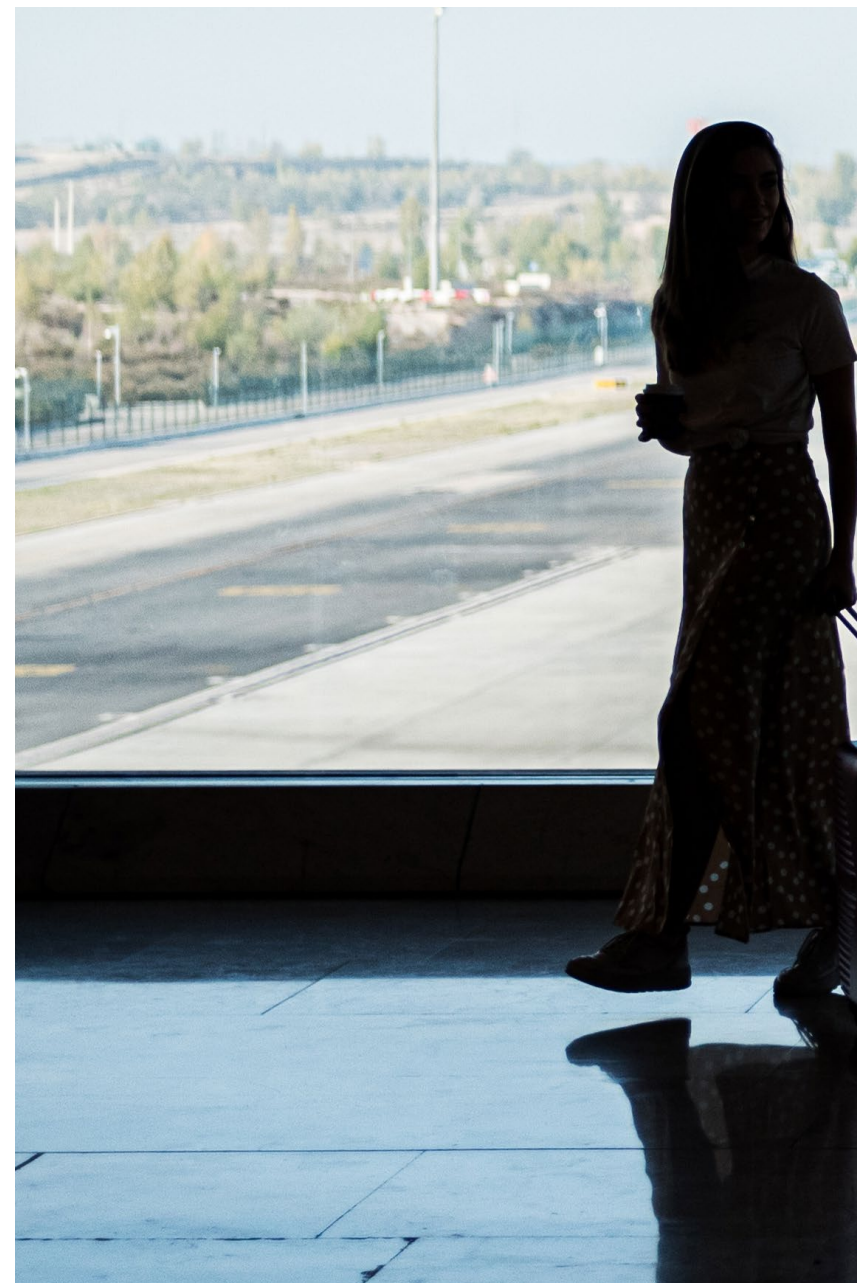


# Sabre

**Sabre** is an innovative U.S.-based software and technology provider to the travel industry. It processes more than 12 billion shopping requests and serves over 1 billion travelers a year. Sabre needed a low-latency database solution to deliver customers rapid results when shopping for flights across mobile apps, through third-party travel sites, and directly with airlines.

It transformed its architecture to become fully cloud-native and now deploys highly scalable databases and AI to serve travel industry partners around the globe. Additionally, Sabre uses Google Cloud **Bigtable** to generate millions of itineraries per second.

Bigtable provides predictability and single-digit millisecond response time even for multi-petabyte tables, so Sabre can serve large volumes of shopping results cost-effectively while providing low response times to travelers.





# Get started

# How to get started using data and AI to cut costs and drive revenue.

**01** Identify a strategic starting point  
Select a business area where improvement would have the most impact, such as online transactions, sales and marketing, logistics, or customer service. Within that, identify use cases you want to solve such as automating document processing or making delivery routes more efficient. Define measurable goals.

**02** Bring your data together in one place and organize it  
Create a central repository to store historical, current, and future data from all applications in any format, both static and streaming. Using a cloud-based data platform offers flexibility, extensibility, and interoperability.

**03** Implement AI by creating models that address your priorities  
Use ready-to-develop machine learning models or AI solutions that provide actionable insights around your top needs. Your priority may be predicting outcomes or automating business processes. Start with proofs of concept or prototyping and ensure you have a plan to scale to production.

**04** Build operational frameworks for ongoing work with data  
Treat your models and analytical insights as business assets or products. Develop stores and lifecycle management systems including version control. Automate deployments, and create mechanisms for secure sharing. If you're monetizing data, create pricing models and billing mechanisms. Track revenue and consumption to measure ROI.

**05** Partner with the CFO and finance teams  
Set up a value measurement team and adopt a financial resiliency model to create an environment of continuous optimization.

# Looking Forward.

You can drill into these implementation steps more deeply as you progress with data and AI. Saving money and increasing revenue will spark a virtuous cycle that builds organizational support for more ambitious initiatives.

Ready to start cutting costs and driving new sales opportunities for your business?

Contact a Google Cloud data specialist for your data-powered cost optimization consultation today.

[Get started](#)

Google Cloud