onix | Google Workspace

📝 Help me write

How Gemini is improving productivity in Google Workspace

How Gemini embeds the power of Generative AI in Google Workspace

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Executive Summary

In 2023, Generative AI is gaining widespread adoption across industries including finance, healthcare, marketing, and much more. Gartner predicts that by 2025, Generative AI will produce 10% of all data – up from just 1%.

GLOBAL GENERATIVE AI MARKET, 2022–2030 (USD BILLION)

7.9

110.8

2018 2019 2020 2021 2022 2023 2024 2025 2026 2027 2028 2029 2030

Source: Acumen Research and Consulting
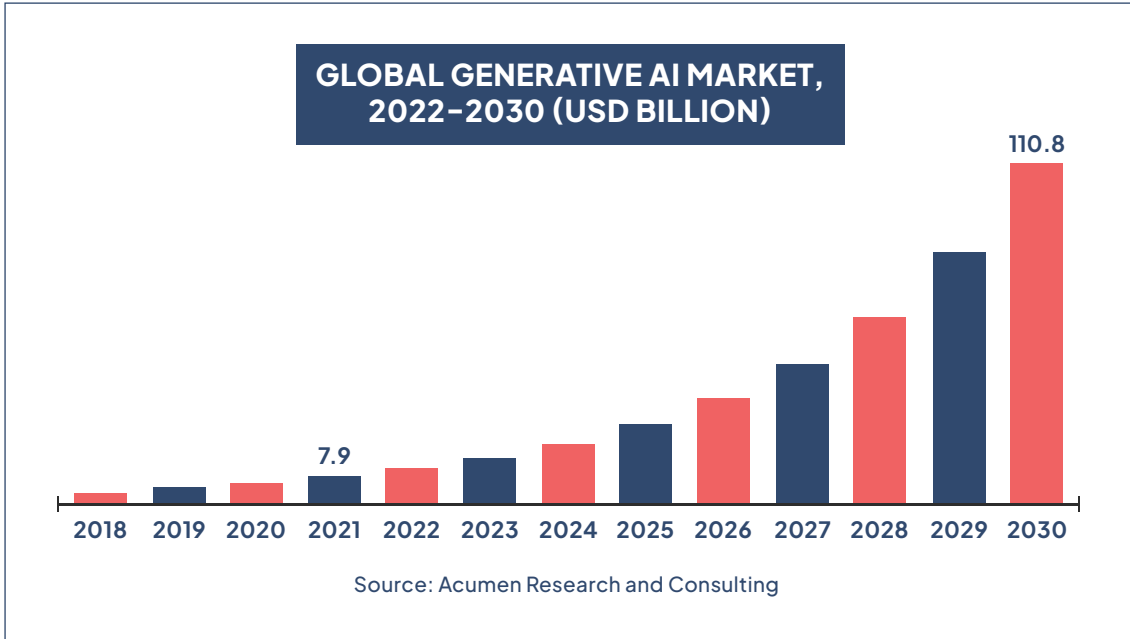
AIMultiple

McKinsey conducted a global survey on the explosive growth of Generative AI tools. Here are some interesting findings from its published "State of AI in 2023" report:

- 40% of organizations plan to increase their AI investments because of Generative AI.
- 79% of the survey respondents have some exposure to Generative AI – for work or outside of work.
- 25% of C-suite executives are already using Generative AI in their work.

This eBook provides a deep dive into how organizations can embed Generative AI into Google Workspace through Gemini. We'll also discuss the features and common applications of Gemini in Google Workspace.

Introducing Gemini in Google Workspace

With the introduction of Gemini in Google Workspace, Google has provided a new and innovative way of working with Generative AI and its capabilities. Right from its inception, Google Workspace made it possible for organizational teams to collaborate with each other. With Gemini, they can now collaborate using the power of Generative AI.

As a subset of AI technology, Generative AI tools have the ability to create content from text, images, and other mediums. With a few easy clicks, business teams can now leverage Gemini in Google Workspace – without learning any new technical skills.

How does Gemini generate business value for organizations? Here are two ways:

1. **Employees can focus on high-value tasks**
    With the use of Gemini in Google Workspace, this technology can assist business executives with time-consuming and challenging tasks like:

    - Summarizing large and complex documents in Google Docs.
    - Adding extensive data or numbers in Google Sheets.
    - Cutting down "wordy" emails to make them more engaging.

2. **Improve business outcomes**
    By increasing workforce productivity, Gemini in Google Workspace can boost organizational performance and improve business outcomes. For instance, according to this Google Workspace blog, AI-powered email tools have enabled business users to write over 180 billion emails in the last year.
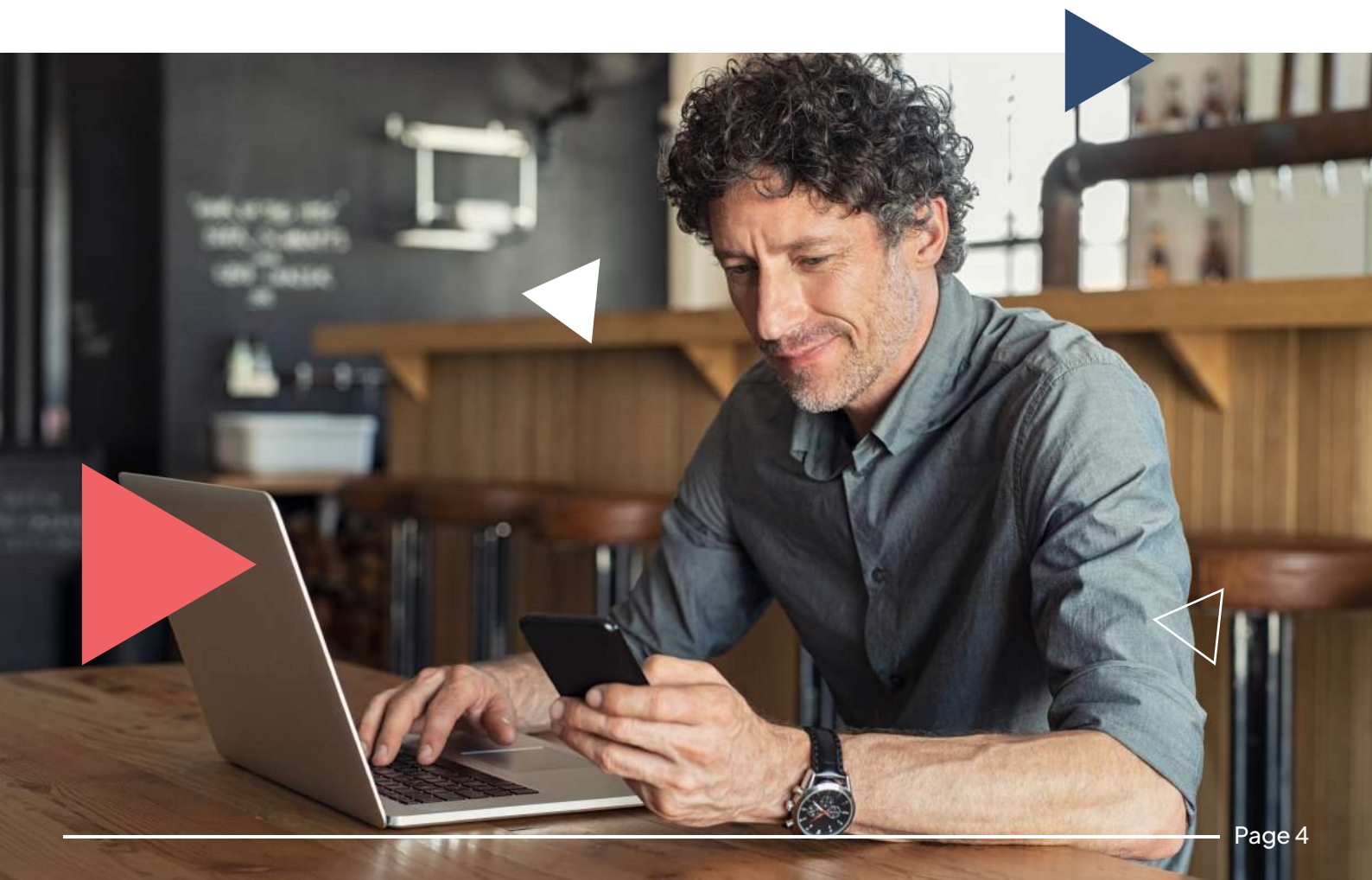
Capabilities of Gemini in Google Workspace

In the realm of Google Workspace, Gemini can positively transform how business teams perform their daily work. For this eBook, let's consider the tasks and activities performed by a sales team.

Here are 5 ways in which Gemini enables sales teams to work smarter and improve their sales results. Please also refer to the **Gemini in Google Workspace Handbook** for more examples:

1. **Help me Write**
   With the Gemini tool, sales professionals can overcome their writer's block and produce accurate documents. They can use the "Help me write" prompt in Google Docs to create professional content from scratch.


With Gemini, sales executives can also generate documents like project plans, sales proposals, and customer briefs. In Gmail, Gemini can help you write faster emails and generate a relevant draft from a prompt.
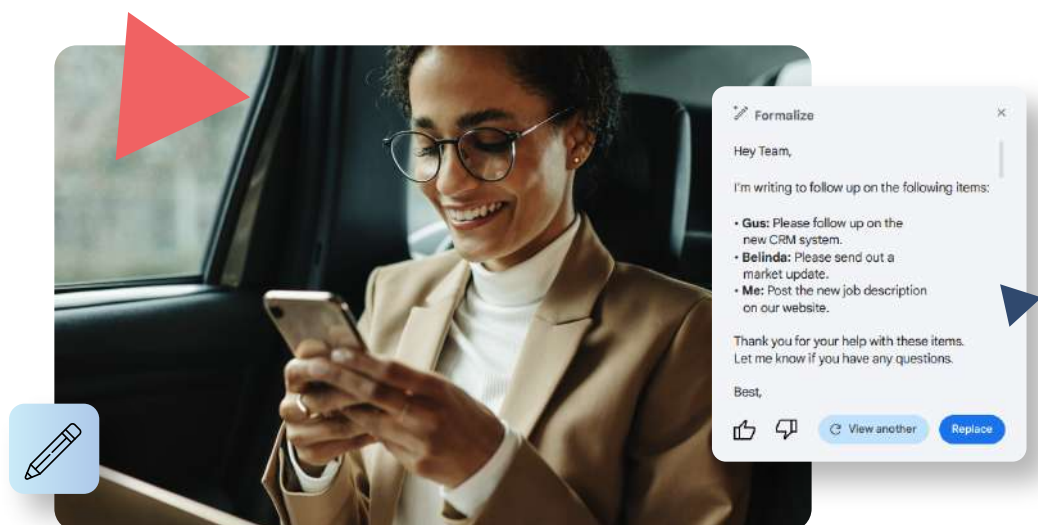
2. Help me Organize

The Gemini tool provides a "Help me organize" function in Google Workspace. With this capability, users can easily create a customized Google Sheet by stating what they want to organize.
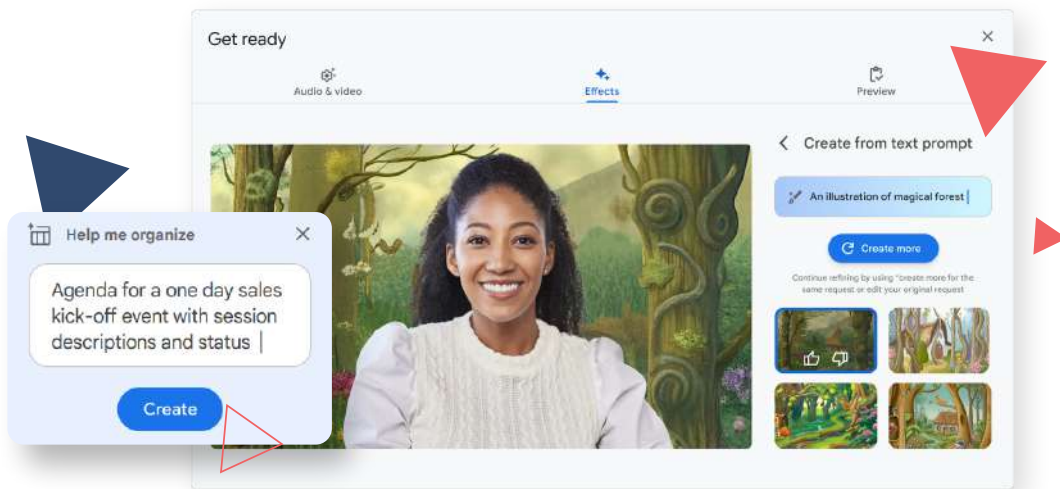
With Gemini, executives can create customized plans in Google Sheets to track or manage a variety of tasks, projects, and activities.

3. Help me Visualize

By using Gemini's "Help me visualize" function in Google Workspace, presenters can now add original images to their Google Slides presentation. This is useful as it's often expensive to source images from online resources. All you need to do is provide a simple text prompt describing the image to be generated.
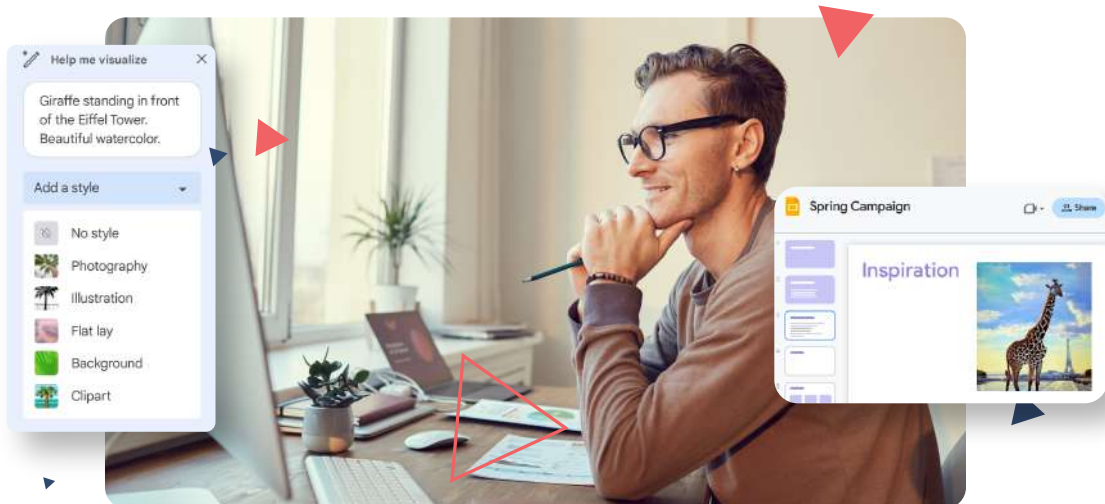

With this capability, professionals can also share creative ideas about a marketing or advertising campaign or a product design.

4. **Help me Connect**

    By integrating Gemini in Google Meet, teams can make video calls more inclusive and engaging. The "Help me connect" feature enables collaboration and communication among distributed sales teams and frontline executives. Here are some of the Gemini capabilities in Google Meet:

    - Customizing the background.
    - Enhancing the video and audio quality.
    - Adding and summarizing transcripts.
    - Providing captions in multiple languages.
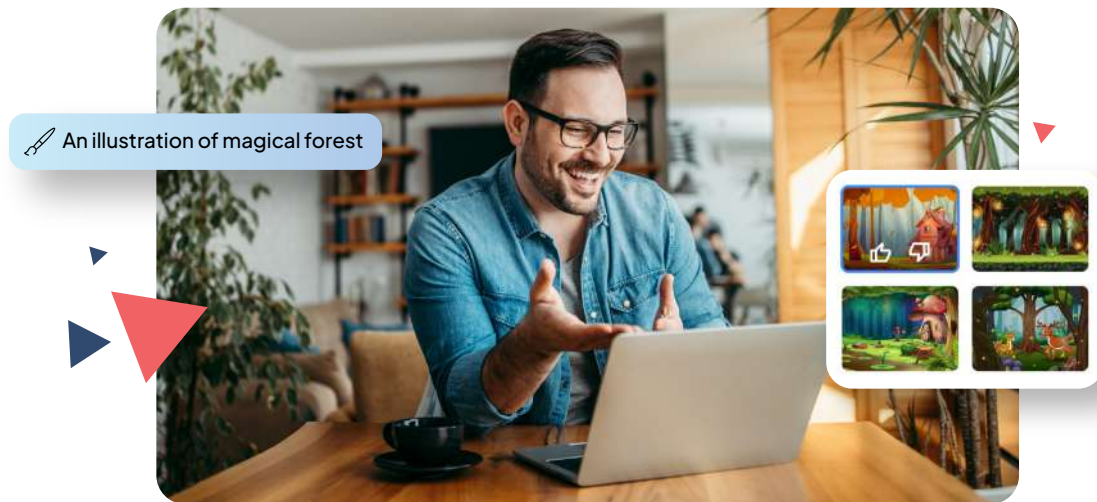
5. **Creating applications**

    With Gemini in Google Workspace, you can also create a business app or workflow – without writing any code. The AppSheet feature allows you to create low to no code apps in a few steps.
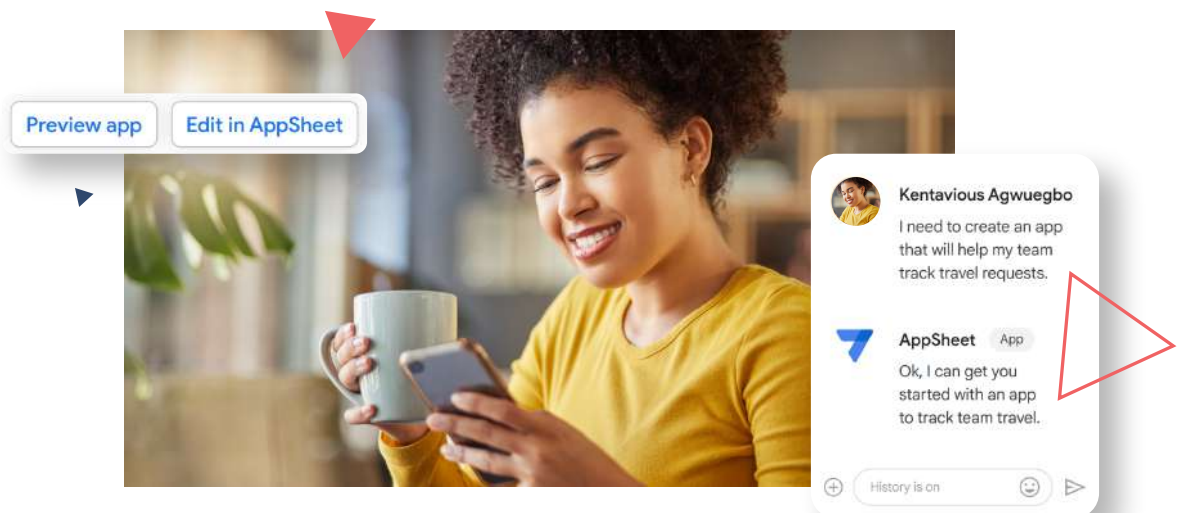
For example, you can create an application to track projects using AppSheet. Additionally, you can provide data to this project tracker in the form of project description, project start (and end) date, status, and name of the project owner.

Extending Gemini to Google Cloud – Features

As an AI-powered collaboration tool, Gemini on Google Cloud is designed for users with varying skill levels. This helps in providing a personalized cloud experience for Google Cloud users.

Here are some of the innovative features of Gemini on Google Cloud:

1. **AI-powered code assistance**
   AI-powered code assistance is valuable for application developers and software engineers. With this feature, Gemini provides real-time code assistance when:

   - Writing application code or functions.
   - Generating functions and code blocks.
   - Detecting errors or vulnerabilities in the written code.

   Here is an example.

   AI-powered code assistance is available across IDEs including Visual Studio Code, Cloud Workstations, JetBrains IDEs (including IntelliJ, GoLand, and PyCharm), Colab for Enterprise, and Cloud Shell Editor. Additionally, Gemini supports multiple programming languages like Go, Java, JavaScript, and Python.

2. **Conversational assistance**
   Gemini on Google Cloud features a natural language chat interface – where users can quickly chat with the Gemini-powered assistant using natural language. Users can get accurate answers to Google Cloud-related questions – or guidance on the best practices on Google Cloud. For instance, "how to use a particular cloud service or function."

   Here is an example.

   Gemini is fully trained on Google Cloud content including reference documents, sample code, and best practices. AI-powered conversational assistance is available on the Google Cloud console and IDEs including Visual Studio Code and JetBrains IntelliJ.

3. **Gemini for AppSheet**
   As mentioned before, Gemini for AppSheet enables you to create business applications – without writing any code. Users can easily build applications by stating their needs (using natural language) in an AI-powered chat window.

   Here is an example.

4. **Vertex AI**
   Using Generative AI in Vertex AI, developers can customize their Codey models directly from Vertex AI tool. Even if you train the Codey models with your code base, your private data remains private – and is not available for public consumption. This means organizations retain complete transparency and control on their data.

In addition to these features, Google Cloud ensures safe and responsible AI by applying its AI principles to Gemini. Here's the complete list of Google's AI principles.

Benefits of Gemini in Google Workspace

According to Gartner, 30% of the outbound marketing messages in 2025 will be generated synthetically – up from below 2% in 2022.

Generative AI tools are triggering digital transformation on the scale - only previously matched by innovations like the Internet and cloud computing. There's little doubt that Generative AI does not simply "change the way we work" – but enhances human productivity and time efficiency to the next level.

In July 2023, McKinsey released a report on "Generative AI and the future of work in America." Here are some interesting findings from this report:

- By 2030, Generative AI could automate up to 30% of the activities currently performed by human professionals across U.S. industries.
- Each year, Generative AI can improve labor productivity in the U.S. by 0.5 to 0.9 points up to 2030.

Overall, organizations can improve productivity by 10× by adopting Gemini across their Google Workspace applications.

Onix's Immersive Experience with Gemini in Google Workspace

Google users can leverage the immense capabilities and applications of Gemini in Google Workspace. With a complete understanding, they can learn practical skills in using Gemini and improve their workplace productivity.

For the benefit of these participants, Onix offers the "Gemini for Google Workspace" workshop. By attending this workshop, you can learn:

- How to use Gemini to transform customer experience.
- How to create industry-specific personas to improve work-related productivity.
- To improve existing business processes by automating tasks, identifying valuable business insights, and brainstorming creative ideas.

Who can benefit by attending this Onix workshop?

- Business owners and entrepreneurs looking to leverage AI for their business operations and strategies.
- Technology professionals looking to upgrade their technical expertise – and stay updated on AI trends.
- Creative professionals looking to understand the capabilities of Gemini for Google Workspace.

The workshop agenda includes:

1. **Implementation**

   - Overview of Gemini for Google Workspace
   - Implementation guide for Gemini for Workspace
   - Strategies for data security, privacy, and integration
   - Hands-on session to create an implementation plan

2. **Personas**
   - Overview of industry-specific personas
   - Discussion on the application of Gemini for creating customer personas
   - Q&A session to address persona-related inquiries

3. **Ideation**
   - Group-based breakout session
   - Identifying persona and related business challenges using Gemini
   - Brainstorming and ideation exercises on how to create personas
   - Discussing project ideas from participants - along with feedback session

4. **Proof-of-Concept (POC) finalization**
   - Finalizing the POC based on generated ideas during the workshop
   - Guidance and feedback based on POC feasibility and alignment with Gemini capabilities
   - Feedback on the finalized POC

Get a free hands-on experience on Gemini for Google Workspace with its 30-day free trial. During the trial period, you will receive instructional webinars on Gemini from the Onix team – focusing on relevant use cases. Post the trial period, you can choose to convert into a paid customer so that Onix can help you implement Gemini for Google Workspace in your organization.

Do you want to know more about the Gemini for Workspace offering from Onix?
Get in touch with our experts at **sales@oxinet.com** – or **request** a customized Gemini workshop for your team.