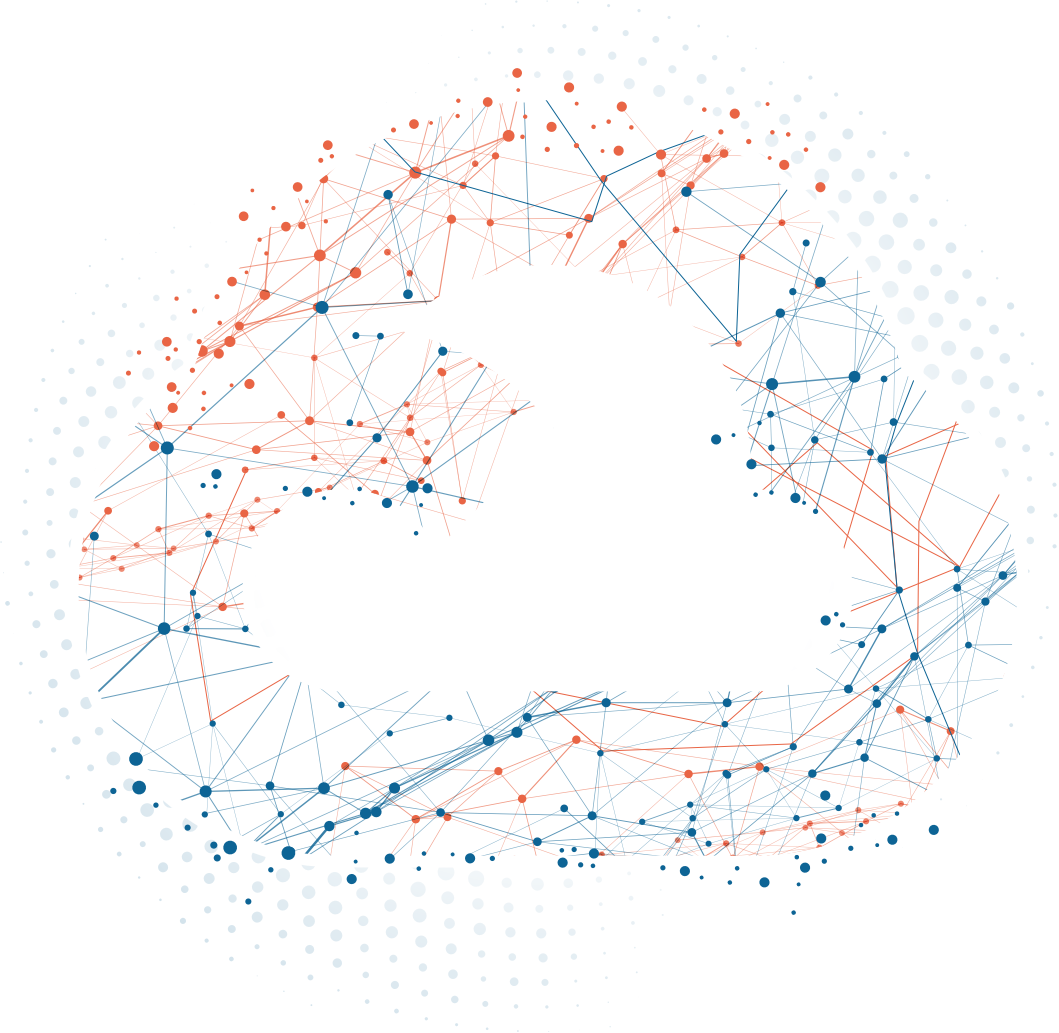

GoDgtl
by PruTech

5 BENEFITS OF GOOGLE CLOUD PLATFORM VS. AWS AND AZURE

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From Google App Engine to Google Cloud Platform

Moving to the cloud has been an effective strategy for many organizations to manage their digital operations, access newer technologies, and improve security and cost efficiencies. There's no doubt that the cloud computing market has grown exponentially in recent years. According to Statista, the global cloud infrastructure service revenues surpassed $50 billion for the first time in Q4 2021.

With early providers such as AWS and Azure having captured a significant hold on the market, Google has made steady progress in gaining market share in cloud services with its Google Cloud Platform, also referred to as GCP. What started in 2008 as Google App Engine was formally adopted as Google Cloud Platform in 2013. Since then, Google has consistently added services and tools to bolster its cloud services and gain market share.

Given all the choices in cloud vendors, you may want to understand the differences between them to make the right choice when transitioning your workloads to the cloud. This white paper offers a holistic view of GCP and compares its benefits with leading public cloud providers AWS and Azure.

What is the Google Cloud Platform?

Google Cloud Platform or GCP is a collection of online services organizations can use to build, host, and deliver applications. What makes GCP special is that it runs on Google's data centers, enabling you to take advantage of Google's global network and vast experience in serving applications to billions of people around the world.

Similar to leading public cloud service providers like AWS and Microsoft Azure, with GCP, you do not require building and maintaining your own on-premises IT infrastructure, providing direct cost savings. In addition, you only require paying for what you use, and you can quickly scale your GCP resources up and down to meet your organization's demands.

With GCP, Google tried to keep the backend as simple as possible and used a simple file system. This system is the foundation of Google cloud services. It manages requests for information via basic commands like write, read, and open. It is a distributed system of computing.

Despite having made a smaller splash in the public cloud computing space compared to its two biggest competitors (AWS & Azure), GCP is seeing rapid growth now. The cloud platform recorded more than 80 percent growth in total deal volume and over 65 percent growth in the total number of deals that crossed $1 billion.

The primary reasons for this rapid growth can be attributed to the key benefits of this emerging cloud platform.

1. Better & Simpler Price Discounts

GCP stands out through its pricing discounts structure. It offers discounts based on sustained use, meaning customers keep workloads running for extended periods. The amount of time you have to run a workload varies according to several factors. However, they start to kick insignificantly only after around two weeks of constant usage.

In contrast, the major discount opportunity offered by AWS and Azure is to purchase a "reserved" instance, meaning you commit ahead of time in exchange for a lower price. That's a fundamentally different model, which requires planning in advance. Not all organizations can predict or scale up to meet those requirements.

In this sense, Google Cloud Platform offers more straightforward pricing for customers who want a bargain. They can get a discount simply by continuing to do what they're doing–run their workloads. This model is also attractive to companies with consistent, ongoing cloud computing needs.

2. AI & Machine Learning

Today, all major public clouds offer a suite of sophisticated AI and machine learning services. Although their offerings are not identical, they are broadly similar. Therefore, it would be hard to make the case that GCP truly stands apart from Azure and AWS for its AI and machine learning services.

Yet, there is a widespread perception that the benefits of the Google Cloud Platform make it better for AI and machine learning. That perception is reinforced by GCP's own marketing material, which highlights various Big Data services. Most of these services have equivalents on the other major clouds and aren't unique to GCP. Although, you wouldn't know that if you only read about them on GCP's website.

Nonetheless, because we live in a world where perception is everything, the image of GCP as the best cloud for machine learning and AI workloads has helped drive interest in the platform.

3. Private Fiber Network

In some respects, it's surprising how little Google Cloud Platform is integrated with the rest of Google's services. GCP is primarily a standalone platform with a few direct tie-ins to services like Gmail, Google Drive, or Google's digital advertising business. You might think that Google would want GCP interwoven more tightly with other Google offerings. It's not and that is intentional.

Yet, there is one area where Google Cloud Platform benefits substantially from being part of Google: it has access to Google's private fiber networking infrastructure, which offers better performance than standard network infrastructure.

However, not all GCP customers get the opportunity to reap these benefits, as GCP uses standard networks by default. You will have to pay to take advantage of Google's private network. Although, for customers searching for high-performance networking–and with the budget to pay for it–GCP stands apart from Azure and AWS for its networking capabilities.

4. Hybrid and Multicloud Play

The most significant Google Cloud Platform differentiator that emerged in recent years is GCP's hybrid cloud and multi-cloud strategy. GCP has staked its fortune in this domain on Anthos, a framework for running workloads across multiple private clouds and/or on-premises infrastructure. Anthos, built on open-source technologies like Kubernetes, makes GCP a flexible and open cloud for companies with hybrid or multi-cloud ambitions.

In contrast, Azure and AWS are much less open to third-party solutions. Their respective hybrid cloud frameworks, Azure Stack and AWS Outposts, are tied squarely to their own clouds and do not help customers integrate with third-party clouds.

Anthos will prove to be one of GCP's greatest strengths going forward as more organizations look for a straightforward way to build cloud-agnostic infrastructures that don't lock them into one particular public cloud.

5. It's the name "Google"

Finally, Google Cloud Platform benefits from the simple fact that it is owned by Google. Even though (as noted above) there are few direct integrations between GCP and the rest of the Google platform, GCP's association with Google makes it seem more natural to launch modern workloads.

Examining GCP in this respect to AWS, which is the sub-entity of an online retailing behemoth, is comparable to a bakery owned by an auto body shop. Meanwhile, Microsoft Azure (or Windows Azure, as it was formerly known) has a brand image that may make it seem foreign to companies that aren't already heavily tied to the Microsoft ecosystem. The fact that Azure features so many integrations with other Microsoft products, like Office365 and Visual Studio reinforces this perception.

From this viewpoint, GCP may feel like a more "pure-play" public cloud than its competitors. Its brand makes more sense to consumers, and its future as a cloud computing platform for any type of workload–as opposed to those constrained by the purviews of a company like Amazon or Microsoft–seems more assured.

The Future of Google Cloud

Google's approach and entire strategy appear focused on the future and not the internet as it exists today. Google seems to have placed its bet on the world having ubiquitous and low-cost internet access soon. Over the years, it could include fast mobile broadband available globally and fiber connections in homes and offices.

Google seems to be building a cloud for that kind of world. It expects that broadband will be available worldwide by the time it refines its stack of apps. This global connectivity is required since Google's apps depend primarily on the internet connection, and most of the data is stored on Google's cloud servers.

Google cloud has had a tremendous impact, especially in the world of web and mobile app development, where small or large enterprises can get access to Google technology. It has made things easy and more accessible to app developers. However, its dependence on connectivity with the internet may hinder its progress in the future.

Adopting the Google cloud services can help your business use exclusive services such as Live migration in the Google cloud, which are unavailable in Azure or AWS. It even gives you access to a large team of security experts protecting your data. In addition, small and Medium Businesses (SMBs) have much to gain from migration, including improved flexibility and scalability to match IT resources to demand.

How Does GoDgtl Collaborate With Google/GCP?

GoDgtl brings a team of experienced cloud experts who work directly with GCP to bring value and real solutions for your cloud projects. With direct access to GCP resources and in-house cloud consulting talent, GoDgtl is ready to guide you through your cloud journey regardless of where you are on that path. Whether it's more knowledge-based information on cloud topics such as security, governance and compliance, basic cloud migration aspects, or even if an assessment is needed, GoDgtl can provide a roadmap for your path to project completion and success.

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