

Message

From: Elizabeth Reid [REDACTED]@google.com]
Sent: 5/18/2024 1:12:58 AM
To: Ori Amiga [REDACTED]@google.com]
CC: Tom Kubik [REDACTED]@google.com]; Ariel Garza [REDACTED]@google.com]; sp-staff [REDACTED]@google.com]; Srinivasan (Cheenu) Venkatachary [REDACTED]@google.com]; [REDACTED]@google.com; [REDACTED]@google.com; QRS-all [REDACTED]@google.com]
Subject: Re: 🚀🚀 [Launched] Search grounding for Vertex AI
Attachments: overview-grounding (1).png; Screenshot 2024-05-16 at 8.03.30 PM.png

Congrats to the team on this work!

On Fri, May 17, 2024 at 6:09 PM Ori Amiga <[REDACTED]@google.com> wrote:
[+SP leadership, Liz, and Cheenu]

Team,

This is really fantastic to see launch! Love seeing the momentum in customer interest, and thank you for the incredible hard work that went into getting us to this point, and the close collaboration across so many teams. Huge congrats to all!

/o

On Fri, May 17, 2024 at 11:36 AM Tom Kubik [REDACTED]@google.com> wrote:
Hi Ori -- as discussed, here narrowed down to working teams across Cloud, Core and Search, and the QRS infra making it all possible.

----- Forwarded message -----

From: Tom Kubik [REDACTED]@google.com>
Date: Thu, May 16, 2024 at 8:08 PM
Subject: 🚀🚀 [Launched] Search grounding for Vertex AI
To: [REDACTED]@google.com>, <[REDACTED]@google.com>, <[REDACTED]@google.com>
Cc: [REDACTED]@google.com>, <[REDACTED]@google.com>

We thought we were in the finding business.

*Little did we know, we were also
in the corpus business...*

– Google CEO, year 2035, talking about the past decade [imaginary quote]

**TL;DR Gemini with Search grounding launched at general availability on 5/14 @
GCP's Vertex AI platform (link)**

Details below.
Huge thanks to All 150+ folks involved!

Cheers,

Ex. No.

PXR0105

1:20-cv-03010-APM

1:20-cv-03715-APM

REDACTED PUBLIC VERSION

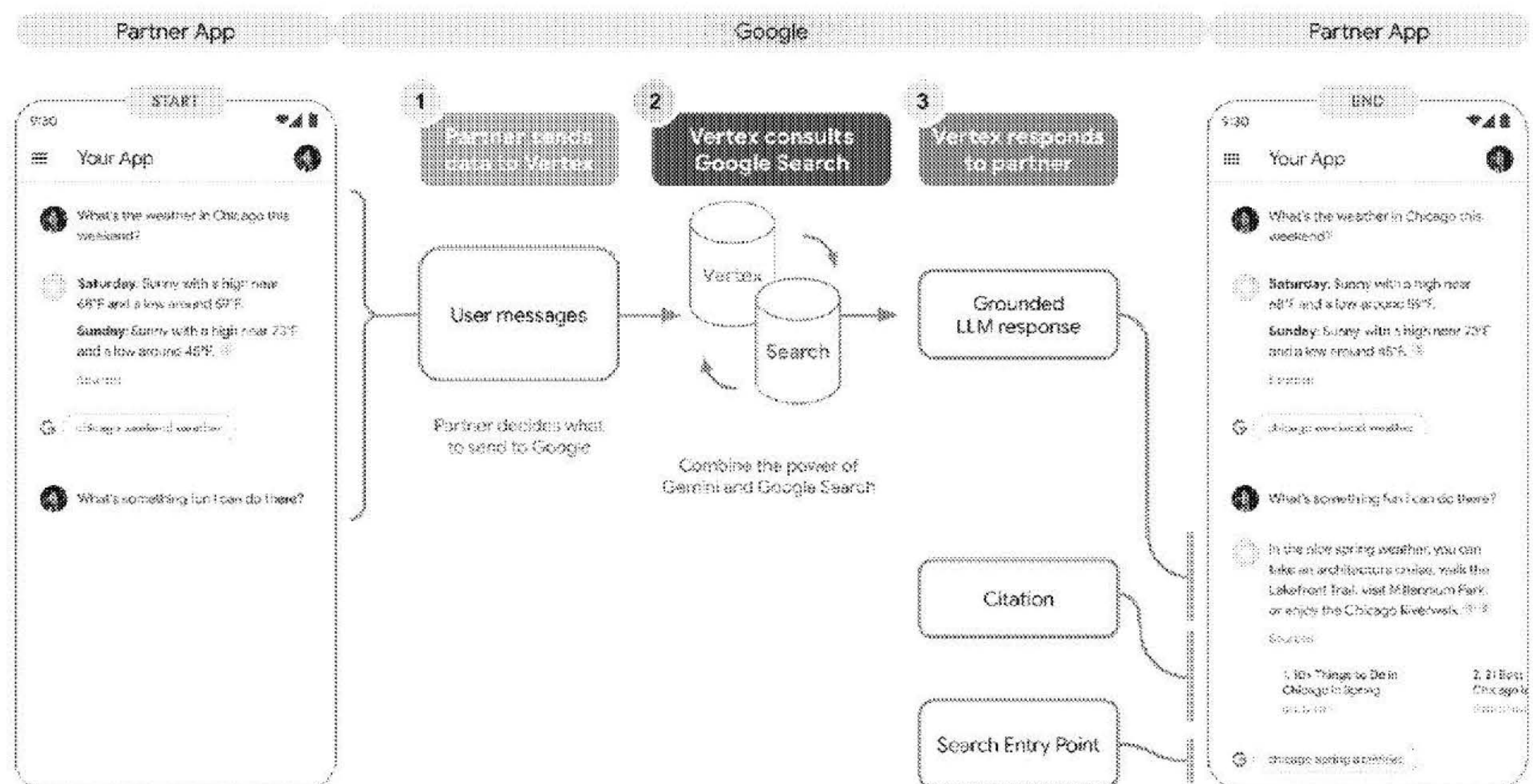
GOOG-DOJ-33831304

Your Working Team

++++++

What is "Search grounding"?

- It allows the Gemini model to check Search results before generating an answer. Doing so increases accuracy of the model's response ([link](#))
- In other words: *Gemini model treats Google Search like a corpus for Retrieval-Assisted Generation (RAG)*
- It is enabled for Gemini version offered by Google Cloud over an API as part of Vertex AI
- This follows on Public Preview launched at Google Cloud Next on 4/9



What is "general availability"?

1. We meet **enterprise logging** per the grounding specific service terms ([link](#)),
2. **Customers are charged \$\$\$** for usage
3. **You can use the product immediately** (no allow-list, which was in place for Public Preview)

What do customers think?

1. **More than a thousand customers** have signed up since Public Preview in April '24
2. **Quora already launched a chatbot** powered by Search grounding

What did it take to launch?

TL;DR an unprecedented effort across three PAs (Cloud, Core, Search).

Key pieces were:

1. **Logging work** – to ship enterprise logging
2. **Business alignment** – quality, pricing and terms