Gemini App

Generative AI for every role in your organization

Gemini for Google Workspace

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Executive summary

We're at the start of the era of AI-powered work.
Excitement is high, and so are expectations—31% of leaders expect substantial transformation in less than one year[1]. But business leaders also realize the productivity, quality and creativity gains require providing access to AI to employees across the organization, and infusing AI into everyday tasks.

The Gemini App* is a multimodal generative AI chatbot, powered by Google's most capable AI models. Using natural language, users can easily interact with Gemini App via text, uploaded files, and images.

In this guide, we'll provide practical examples of how Gemini App can be used across various business roles and departments, including Sales, Marketing, Finance, HR, and Software Development. Some of the main high level use cases we'll cover include:

- Desk Research: Get help researching new markets, trends, competitors, customers, new techniques, etc.
- Get coding help: Developers, engineers, or anyone who writes code can leverage Gemini App to help kickstart, optimize or debug code for them.
- Learn new concepts: Get help learning or refreshing concepts related to your core job or that can help you perform better, such as how to create Apps Scripts, pivot tables, and more.
- Summarizing and organizing information: Use Gemini App to read through and summarize complex information. Get its help organizing that information and creating process maps.

From writing code to generating sales pitches and analyzing financial reports, Gemini App is a powerful tool that can transform how you work, and boost productivity, creativity, and innovation.

01

Your organization-wide AI assistant.

Gemini App is powered by Google's most capable AI models, and can be used to enhance a wide range of tasks. Rather than being a point solution built with specific use cases in mind, Gemini App is a versatile AI assistant that can help people tackle many different aspects of work, however generic or specific they might be.

Gemini App can help teams make effective, data-driven decisions more easily. With creative brainstorming and idea generation capabilities, it can unlock creativity, spark innovation, and explore new possibilities. It can also partner with you to more efficiently handle complex work like desk research, documentation, code writing, debugging, and more.

By processing and retaining large amounts of information the Gemini App helps enable superior understanding and insightful responses, with an intuitive interface that requires minimal training for people to learn.



Enterprise-ready

Are you concerned about how a new tool will integrate with your existing tools, or the change management required?

Don’t be. Gemini App can work alongside your existing tools right now. Gemini App can also easily integrate with other Google products, such as Google Workspace apps like Gmail, Drive, and Docs, enhancing existing workflows.

And your data safety is a priority for us.

Using the Gemini App with your Gemini for Workspace account provides enterprise-grade security[2] so you can work confidently and focus on what matters most. Additionally, your interactions aren’t used for training of models.

Features and capabilities

Gemini App is powered by Google's most capable AI models, providing superior abilities in natural language processing, understanding, and generation.

Multimodal understanding

Gemini App can process and understand information from various sources, including text, code, and images. This allows it to tackle tasks that require usage of different data types.

Complex reasoning

Gemini is capable of solving complex problems, generating creative content, and providing insightful analysis.

Features and capabilities

Real-time access to current knowledge

With continuous access to real-time information grounded on web data, responses include the most current knowledge.

Data Analysis capabilities

Gemini App has implicit code execution, allowing users to upload datasets (e.g Google Sheets, CSVs) and ask Gemini to analyze them. Gemini then writes and runs Python code to analyze content and provide specific analysis, visualizations, etc.

Google Search built-in

With a focus on transparency and to increase trust in the responses, Gemini App lets you double-check its outputs via Google Search, with the “Google it” button.

Features and capabilities

Enterprise-grade security[2]

Using the Gemini App with your Gemini for Workspace account provides the enterprise-grade security all Google Workspace users enjoy and can rely on.

Extensibility

Gemini App can pull knowledge and information from Google Workspace apps (e.g. Gmail, Drive), enhancing productivity within existing workflows.

Customization

Create custom AI experts for any topic, tailored to specific use cases, needs, and interests using Gemini Gems.

Benefits for organizations

Gemini App can directly and positively impact many parts of work. From productivity gains to tooling cost consolidation, here are some of the ways that Gemini can help create value for your organization.

Increase productivity

Automate repetitive tasks, streamline workflows, and accelerate complex work, freeing up employees to focus on higher-value activities or generate more output with the same amount of time.

Enhance creativity

Spark innovation and generate creative ideas across different work disciplines, leading to new product solutions, services, and marketing campaigns.

Benefits for organizations

Scale customized content creation

Gemini App can empower you to scale and customize content by leveraging your insights and Drive files to craft truly personalized and impactful communications.

Drive higher work quality

Use its help to check your grammar, improve the flow and structure of your copy or communications, increase the overall quality of workflows, technical documents, marketing briefs, reports, web copy, and more.

Improve decision-making

The tool's advanced analytical and insights generation capabilities can help businesses make data-driven decisions and uncover opportunities.

Cost $ consolidation

Gemini App can do a lot of what other point solutions do (e.g writing and grammar checking, image generation, role related support. So by getting Gemini App, your company can consolidate its generative AI investments into one tool that can effectively do many generative AI activities.

02

What Gemini App can do for your teams

Gemini App is the AI assistant your enterprise has been looking for. Its capabilities can unlock value across different teams in your organization. From improving operations to teaching new concepts and skills, you can use Gemini App for many different parts of work. Let’s look at some departmental examples:

Gemini App for Marketing teams

Gemini App for Sales teams

Gemini App for HR teams

Gemini App for $ Finance teams

Gemini App for Software Development teams

Gemini App for

Marketing teams



Marketing teams need a constant eye on the market to truly understand their audiences.

As marketers try to keep up with changing trends and stay on top of their workloads, they need to move quickly. These challenges highlight the need for innovative solutions that can help marketing teams operate more efficiently and effectively.



Gemini App helps marketing teams tackle many different types of challenges. Its capabilities help marketers, for example, streamline and turbocharge desk research, allowing them to quickly gather insights on new audiences, markets, competitors, and emerging trends. By unlocking the ability to quickly segment markets, define audience profiles, and learn about customer groups, Gemini App helps crack the marketing code.

Gemini App also helps generate highly tailored content that cater to audiences' unique needs and expectations across the marketing funnel. All of that can lead to better customer engagement, loyalty, and tangible business results.

Research your audience and market

Use the tool to help quickly uncover new market trends, understand your audience's demographics, interests, buying and media consumption behavior; research competitive offerings, positioning, messaging, and more.

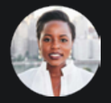
Craft and stress test content

Create personalized and high-quality content fast, or ask Gemini to help stress test your copy to get the most out of it. That can lead to faster experimentation and testing, and improve engagement and performance.

Generate creative concepts at scale

Boost creative ideation by generating unique and customized campaign concepts at scale and in just a few moments, including taglines and imagery.

Prompt example



I am a brand manager at Cymbal Media working to launch a new campaign focused on a new TV show about professional race drivers. Identify potential influencers and brands that Cymbal Media could partner with to amplify the campaign on social media channels. The goal is to reach a wide audience of motor sports fans across different demographics and geographies, while building credibility and driving engagement.

Amplifying Your Race Driver TV Show Campaign

Understanding the Target Audience

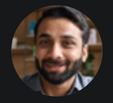
Before diving into potential influencers and brands, it's crucial to define your target audience in detail. Consider the following:

- Demographics: Age, gender, location, income, occupation.
- Interests: Types of racing (Formula 1, NASCAR, IndyCar, etc.), other sports, car brands, technology.
- Platforms: Where do they spend their time online? (TikTok, Instagram, YouTube, Twitter, etc.)

Potential Influencers

1. Professional Race Drivers:

Prompt example



I am a marketing specialist focused on paid media at Cymbal Media. I need to conduct in-depth audience research so that I can develop convincing marketing artifacts for Gen Z gamers. To start, help me generate a comprehensive profile of Gen Z gamers. Include core demographics and psychographics, online platforms they frequent, and suggest language and messaging that resonate with them.

Gen Z Gamers: A Comprehensive Profile

Core Demographics and Psychographics

Gen Z gamers are a diverse group, but they share some key characteristics:

- Age: Primarily 13-25 years old.
- Digital Natives: Grew up with technology and are highly comfortable with digital platforms.
- Mobile-First: Often prefer smartphones and tablets for gaming and social media.
- Diverse Interests: Gaming is just one part of their lives. They have a wide range of interests, including music, fashion, social justice, and environmentalism.)

Gemini App for

Sales teams

Sales teams can spend significant time doing administrative tasks, such as data entry, finding information, and writing emails.

This leaves less time for building customer relationships and actually selling, which gets in the way of productivity and revenue generation.



Gemini App can help sellers speed up desk research, personalize sales pitches, and more. It can accelerate complex work like understanding new territories and competitor's offerings, leaving more time for sellers to deliver personalized experiences for their accounts.

Benefits

Accelerate client discovery

Boost client understanding and leverage these insights to cultivate meaningful conversations for stronger relationships and impact.

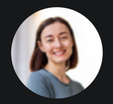
Market research

Identify emerging trends, better understand new territories, uncover opportunities, and proactively look for threats. Use these insights to develop enhanced sales strategies and offers, and proactively reach out to customers that can benefit from them.

Optimize sales strategies

Gemini can help evaluate and refine your sales pitch, approach, and go-to-market strategy. It can also anticipate objections and provide ideas for overcoming them to drive sales success and close deals.

Prompt example



I am an account executive in charge of a new customer account called Cymbal Accounting. I need to do initial research. What are some of the main products in their portfolio, and the largest markets they operate in?

Cymbal Accounting: A Brief Overview

Cymbal Accounting is a cloud-based accounting software platform that has gained significant traction in recent years. It's particularly popular among small to medium-sized businesses (SMBs) due to its user-friendly interface and integration capabilities.

Key Products and Services

- Cloud-based accounting software: This is Cymbal Accounting's core offering, providing tools for invoicing, bank reconciliation, expense tracking, and financial reporting.
- Payroll: Cymbal Accounting offers payroll solutions in various regions, streamlining the process of paying employees and managing payroll taxes.
- Project management: For businesses that need to track project

Prompt example



I'm a sales executive that will have a sales meeting about a special pricing offer with the leadership team at Cymbal Beverage. Summarize the attached earnings call transcript and tell me more about the company. What are some of the challenges and opportunities they have, and what are they looking to achieve in the upcoming quarters?

Cymbal Beverage: A National Brewery

Key Takeaways from Q3 Earnings Call

- Growth: Reported 5.2% year-over-year revenue growth, reaching $550 million for Q3.
- Addressing consumer pressure: Launched sustainability initiative, aiming for carbon neutrality by 2030.
- Seizing opportunities: The company has successfully leveraged e-commerce and direct-to-consumer channels to reach new customers and capitalize on the trend of premiumization.
- Expanding horizons: Cymbal Beverages is actively exploring international markets to drive growth and mitigate domestic

Gemini App for

HR teams

HR teams can face significant time constraints. Little resources can make it difficult to properly create and maintain interview guidelines and rubrics, personalize the onboarding experience, and create relevant training.

Thankfully, Gemini App can help HR teams streamline processes, enhance efficiency, and enable them to double down on impactful areas of their work, fostering a more engaged and productive workforce.



Gemini App can mitigate time constraints and hurdles that appear during the talent acquisition and talent development lifecycles. It can help teams streamline the creation of job descriptions and tailor them to attract the candidates that best suit the roles. And it can also generate personalized training materials and onboarding resources for when new hires are brought on.

Benefits

Simplify the hiring process

Get help creating first drafts of job descriptions and suggestions for interview questions, so you can spend more time sourcing and scheduling the right candidates for your open roles.

Create onboarding content

Use it to help you develop customized onboarding schedules and materials, and generate role-specific welcome packs, so you can have more time preparing to deliver those early onboarding interactions that are crucial for new hires.

Create training and development materials

Utilize Gemini's versatile capabilities to create tailored training and skill assessment programs that cater to the unique requirements of different departments, seniority levels, and locations within your organization.

Prompt example

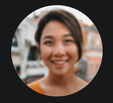


As a recruiting expert, generate a set of role related knowledge interview questions for a marketing manager position. The questions should assess the candidate's experience with campaign development, team leadership, budget management, and data-driven decision-making.

Role-Related Knowledge Interview Questions for a Marketing Manager

Campaign Development
Question:
Describe your process for developing a comprehensive marketing campaign from inception to execution. How do you ensure alignment with overall business objectives?
Question:
How do you balance short-term and long-term goals in campaign planning? Can you provide an example of a campaign where you successfully achieved both?
Question:
How do you measure the success of a marketing campaign?

Prompt example



As a professional training and development expert, develop a training module on decision-making techniques for managers. The module should cover topics such as identifying the problem, gathering information, evaluating options, making a choice, and implementing the decision. It should also address common cognitive biases that can hinder effective decision-making.

Training Module: Decision-Making Techniques for Managers
Module Overview

This module aims to equip managers with a systematic approach to decision-making, enhancing their ability to make informed, effective choices. Participants will learn to identify problems accurately, gather relevant information, evaluate alternatives, implement decisions confidently, and overcome common cognitive biases.

Module Objectives
By the end of this module, participants will be able to:

- Define the decision-making process and its importance in management

Gemini App for

Finance teams



Finance teams are constantly doing complicated work – from building complex financial models from scratch to keeping up with the ever-changing landscape of financial regulations.

Professionals in finance can highly benefit from a tool like Gemini App, which can boost their ability to deliver high-quality work faster, drive strategic decision-making, and support the organization's financial success.



Gemini App can provide a comprehensive toolkit for finance professionals. It can help with complex work by helping create, assess, or fine tune financial models, or by helping with statistical analysis or sophisticated calculus. It can also explain technical concepts at a high or detailed level, depending on your needs. Gemini App is a solution that helps finance professionals be more efficient and impactful in their work, it does not, however, provide financial advice.

Benefits

Get help understanding concepts and analyzing data

Generate explanations of financial concepts to refresh your knowledge, summarize key points from financial reports, or get step-by-step breakdowns to learn new complex topics quickly.

Build and update financial models

Get help creating new models or increase the efficiency of existing ones by generating code snippets or formulas. Have Gemini App assess the work and suggest improvements along the way.

Prompt example



As a professional trader help me develop an algorithmic trading strategy for high-frequency trading of S&P 500 futures. Assist me in designing a mean-reversion strategy, exploring optimal parameters for entry and exit signals, stop-loss levels, and position sizing.

Developing a Mean-Reversion Strategy for High-Frequency Trading of S&P 500 Futures

Understanding the Challenge
High-frequency trading (HFT) of S&P 500 futures is a complex and competitive domain. A mean-reversion strategy, while seemingly straightforward, requires meticulous parameter tuning and robust execution to be profitable.

Key Considerations for Mean-Reversion Strategy

- Data Quality and Frequency: High-resolution, tick-level data is essential.
- Mean Calculation: Determine the appropriate lookback period for calculating the mean. Shorter periods for HFT, but balance with statistical significance.

Prompt example



As a spreadsheet expert, help me write an Apps Script to identify clusters in a monthly sales dataset to help me find groups of stores that behave similarly in terms of total monthly sales and average ticket size.

Creating an Apps Script for Sales Data Clustering

Understanding the Problem:
We want to group stores based on their monthly sales behavior. This can be achieved using clustering techniques.

Approach:

Data Preparation:

- Ensure your dataset has columns for store ID, total
- monthly sales, and average ticket size.
- Normalize the data (if necessary) to ensure features
- are on a similar scale.

Gemini App for

Software Development teams

Repetitive coding tasks not only drain valuable time and hinder creativity but also create a bottleneck in the development process. Maintaining code quality and catching bugs demand constant attention to detail, and neglecting these aspects can lead to technical debt and costly reworks.

Teams often grapple with limited resources, both in terms of talent and time, while striving to meet tight deadlines and deliver high-quality products. This constant pressure can result in developer burnout, lower code quality, and missed opportunities for innovation and process optimization.



Acting as a personal coding assistant, Gemini App can help bring your ideas to life faster by boosting development speed and accuracy. It can help developers and engineers write and debug code, explore new programming languages and frameworks, and brainstorm solutions to complex technical challenges. This lets them focus on higher-level work and creative problem-solving, reducing technical debt in the long run.

Benefits

Code generation

Gemini App can help you write code in a range of languages, you simply have to describe what you're looking to do and what language you would like to use.

Improve code quality

Use Gemini App to review your code - big or small - in a few brief moments to identify potential bugs or performance issues. Gemini can also suggest improvements to help address any issues it points out.

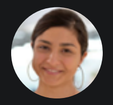
Put your code to the test

Have Gemini App create mock data for you to test your code or applications with. Simply specify what kind of data you need, the format you would like the data in, how many records you would like generated, and any specific patterns or constraints you'd like the data to follow.

Edit and run Python

Edit and run Python code directly in Gemini App. Experiment with code, see how changes affect the output, and verify that the code works as intended.

Prompt example



I'd like to implement a recommendation engine for an e-commerce website using collaborative filtering. Can you help me with the algorithm and code implementation in Python?

Implementing a Collaborative Filtering Recommendation Engine in Python

Understanding Collaborative Filtering
Collaborative filtering is a technique that recommends items to users based on the preferences of similar users. There are two main types:

- User-based: Recommends items to a user based on the preferences of similar users.
- Item-based: Recommends items to a user based on the similarity between items.

Data Preparation
Before diving into the code, ensure you have a dataset containing user-item interactions. This could be in the form of a matrix where

Prompt example



I want to build a real-time chat application with WebSockets using Node.js and React. Can you guide me through the server-side and client-side code setup, and how to handle message broadcasting and persistence?

Building a Real-Time Chat Application with Node.js, React, and WebSockets

Understanding the Components

Before we dive into the code, let's break down the key components:

- Node.js: Handles the server-side logic, including WebSocket connections, message broadcasting, and potentially message persistence.
- React: Builds the user interface, handles user interactions, and manages the WebSocket connection.
- WebSockets: Provides real-time bidirectional communication between the client and server.
- Socket.IO: A popular library that simplifies WebSocket development on both the client and server.

Server-Side Setup (Node.js)

03

Getting started

Organizations need to be confident in the tools they use.

They want to know that innovation and productivity will come from their investment in generative AI. Gemini App offers that confidence. It provides a versatile and secure solution that can act as an AI collaborator across many different parts of your organization. It isn't just another AI tool, it's a solution that can transform the way your organization works across multiple departments and functions.

Gemini App can power the future of your organization's work. It can help you boost productivity, enhance decision-making, fuel creativity, deliver personalized experiences, and reduce costs.

Your marketing team?

Helps them streamline research, enhance personalization, and boost content creation.

Your sales professionals?

Helps them develop deeper customer insights, conduct efficient market research, and craft compelling pitches.

Your HR department?

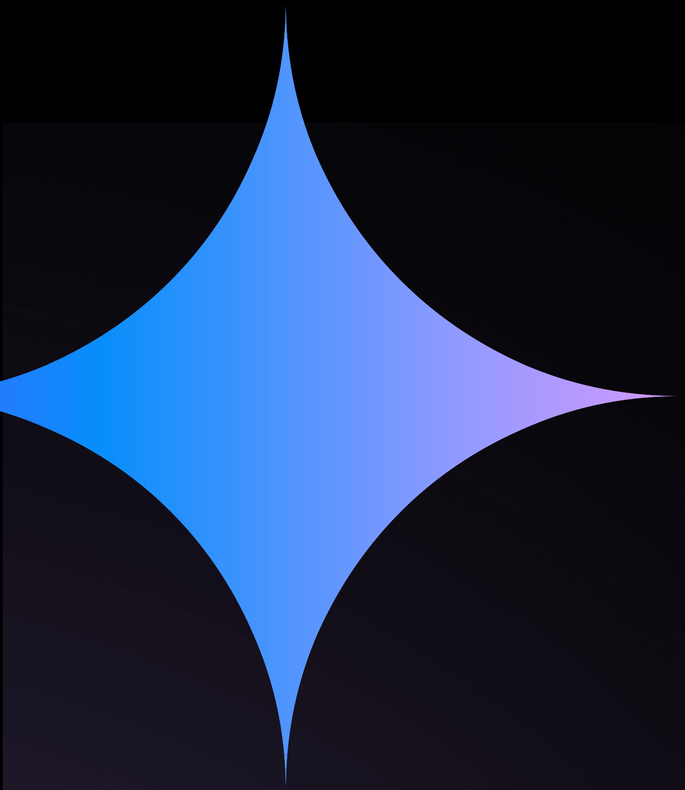
Helps them simplify hiring processes, create engaging onboarding experiences, and developmental training.

Your $ finance team?

Helps them tackle complex concepts, and accelerate data analysis easily.

Your coders?

Helps them automate repetitive tasks, improve code quality, and explore innovative solutions.



Gemini for Google Workspace

*Gemini App refers to the Gemini web app (gemini.google.com). Access to the Gemini web app (gemini.google.com), and the Gemini mobile apps (for Android and iOS) and the terms that apply to the use of each are dependent on a user's Google Workspace license. See the Help Center for more details.

[1] Deloitte, 2024, Now decides next: Insights from the leading edge of generative AI adoption

[2] Enterprise-grade security are only available to Gemini for Google Workspace add-ons subscribers

Gemini App

Are you a Google Workspace customer?

The Gemini App works alongside your existing tools and solutions—like Gmail, Drive, and Docs. Simply add Gemini within the Admin Console or contact our sales team to help you understand your options.

Not a Google Workspace customer?

Head to gemini.google.com to learn more, or contact our sales team today.