

Service Definition: Google AI Ultra for Business

1. Service Overview

Google AI Ultra for Business is a premium add-on for Google Workspace that provides organizations with the highest tier of access to Google's most advanced AI models and next-generation creative tools. Designed for "power users" such as creatives, developers, and researchers, it enables teams to tackle complex tasks—from cinematic video production to deep research and autonomous agentic workflows—while maintaining enterprise-grade control and security.

2. Key Features & Capabilities

2.1. The Gemini App (Ultra Tier)

Access to Google's most capable models for complex reasoning, coding, and content creation.

- **Models:** Includes **Gemini 3 Deep Think** (advanced reasoning) and **Gemini 3 Pro**.
- **Deep Research:** An advanced analysis feature that browses hundreds of sites to generate comprehensive reports, research plans, and insights in minutes.
- **Coding Assistant:** Develop entire code blocks, generate unit tests, and automate repetitive coding tasks with high-context awareness.

2.2. Flow

A state-of-the-art AI filmmaking tool designed for professional creatives.

- **Cinematic Quality:** Generates high-definition (1080p) video content using the **Veo 3.1** model.
- **Consistency:** Allows users to reference images to create multiple clips with consistent characters, objects, and visual styles.
- **Workflow:** Streamlines the path from creative brief to final cut, significantly reducing production timelines and costs.

2.3. Whisk

An AI-powered visualization tool for rapid concepting and iteration.

- **Visual Ideation:** Instantly turns text and image prompts into high-quality visuals to explore creative directions.
- **Whisk Animate:** Converts static images into vivid 8-second video clips using **Veo 2** and **Veo 3.1**.
- **Use Case:** Ideal for storyboarding and aligning on creative visions before full-scale production.

2.4. NotebookLM (Ultra)

An AI research and writing assistant grounded in your own documents.

- **Enhanced Limits:** Provides the highest usage limits and access to superior model capabilities compared to standard versions.
- **Source Grounding:** Upload up to 300 sources (PDFs, Docs, Slides) to generate citations, summaries, and "Audio Overviews" (podcast-style summaries) grounded strictly in your data.

2.5. Project Mariner (US Only)

An experimental agentic system for autonomous task automation.

- **Autonomous Agents:** Assign AI agents to perform multi-step background tasks like web research, data entry, and comparative analysis.
- **Multitasking:** Run up to 10 tasks simultaneously in the background while continuing other work.

3. User Benefits by Role

Role	Challenge	Google AI Ultra Solution
Creatives	Faster deadlines, rising production costs, struggle for relevance.	Flow & Whisk: Reduce creation timelines, lower production costs, and iterate concepts instantly.
Developers	Boilerplate fatigue, stack complexity, rapid technological change.	Gemini Coding: Automate code generation, navigate complex frameworks intelligently, and accelerate development cycles.
Researchers	Data overload, ensuring accuracy, inconsistent management.	NotebookLM & Deep Research: Intelligent ingestion of massive datasets, grounded data assurance, and streamlined collaboration.

4. Licensing & Technical Specifications

4.1. Eligibility

Google AI Ultra for Business is an **add-on license**. It requires a base subscription to one of the following Google Workspace editions:

- Business Starter, Standard, Plus
- Enterprise Starter, Standard, Plus
- Education Fundamentals, Standard, Plus
- Frontline Plus

4.2. Usage Limits & Credits

- **AI Credits:** Each license includes **25,000 monthly AI credits** shared across tools like Flow and Whisk for video/image generation.
- **NotebookLM:** Higher source counts and query limits than standard tiers.

4.3. Regional Availability

- **Global:** Gemini App, Flow, Whisk, and NotebookLM are available in most countries where Workspace is sold.
- **Restricted:** **Project Mariner** is currently available in the **US only**.

5. Security & Compliance

5.1. Core Services

The **Gemini App**, **NotebookLM**, and **Gemini in Workspace** are classified as Core Services.

- **Data Protection:** Covered by the Google Workspace Terms of Service.
- **Privacy:** Customer data is **not** used to train public AI models and is not human-reviewed.

5.2. Labs Services

Flow, **Whisk**, and **Project Mariner** are classified as "Additional Services" (Labs).

- **Terms:** Subject to their own specific terms of service and privacy policies.
- **Training:** Interactions with these specific experimental tools *may* be used to refine models, though admins can control access to these tools via the Admin Console.

6. Support

- **Standard Support:** Included for core services as part of the Google Workspace SLA.
- **Admin Control:** Centralized management via the Google Admin Console allows IT to provision licenses, monitor usage, and toggle access to specific experimental tools (e.g., turning off Project Mariner for specific OUs).