

Google AI Ultra/Pro/Plus for Business

G-Cloud 15 - Service Definition

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Service Overview

Google AI Ultra for Business is the most advanced AI offering for Google Workspace, designed to empower enterprises with next-generation reasoning, multimodal generation, and agentic workflows. It provides organisations with the highest priority access to Google's most capable models (including Gemini 3 Pro) and a suite of specialised tools for video production, software development, and deep research.

Managed centrally through the Google Workspace Admin Console, this service bridges the gap between raw AI capability and enterprise-grade security, allowing teams to automate complex tasks while maintaining strict data governance.

Key Features

The subscription provides a comprehensive toolkit across four primary domains:

Advanced Reasoning & Research

- **Gemini 3 Pro Deep Think:** An enhanced reasoning mode optimised for highly complex mathematics, logic, and coding challenges.
- **Deep Research:** An autonomous research agent that transforms prompts into multi-point research plans, browsing hundreds of sources to generate comprehensive reports in minutes.
- **NotebookLM (Ultra):** The highest usage limits for Google's AI-powered research assistant, featuring advanced audio overviews and source-grounded analysis.
- **Project Mariner (Early Access):** A research prototype (agentic AI) that can automate up to 10 concurrent web-based tasks, such as travel booking or data entry.

Generative Media & Video

- **Veo 3.1 & Flow:** Access to Google's latest video generation models for creating cinematic, high-definition (1080p) content. Flow provides a

professional filmmaking interface with "Ingredients to Video" for visual consistency.

- **Whisk:** A visual ideation tool that uses image-to-image and text-to-image prompts to generate high-fidelity assets and 8-second animations.

Developer & Technical Tools

- **Google Antigravity:** A premium, agent-first development platform that evolves the IDE into an autonomous workspace with the highest rate limits for Gemini 3 models.
- **Gemini CLI:** A terminal-based agent for querying large codebases, generating applications from PDFs/images, and automating workflows directly from the command line.
- **Gemini Code Assist:** Enterprise-grade coding assistance integrated directly into IDEs with the highest daily request limits.

Workspace Integration

- **Full Gemini in Workspace:** Deep integration across Gmail, Docs, Sheets, Slides, and Meet, including "Help me write," automated meeting notes, and AI-powered data analysis in Sheets.

Key Benefits

- **Unmatched Performance:** Users receive prioritised traffic and the highest usage limits (including 25,000 monthly credits for Whisk/Flow), ensuring AI is available during peak demand.
- **Enterprise-Grade Protection:** Interactions with core services (Gemini app, NotebookLM, Workspace) are private and never used to train global models, adhering to stringent compliance standards.
- **Centralised Governance:** IT administrators can manage licenses, monitor credit usage, and toggle access to "next-generation" tools (like Project Mariner or Flow) at the organisational unit (OU) level.

- **Accelerated Time-to-Market:** Reduces the "blank page" problem in creative and technical departments by automating the most time-consuming aspects of research, coding, and video production.

Department	Use Case
Marketing & Creative	Rapid Campaign Production: Using Flow and Veo 3.1 to generate production-ready social media ads and internal training videos from text prompts, reducing reliance on expensive external production.
Engineering	Legacy Code Modernisation: Utilising Gemini CLI and Antigravity to analyse massive legacy codebases and automatically generate unit tests or refactor code blocks into modern frameworks.
Strategy & Finance	Market Intelligence: Leveraging Deep Research to perform comprehensive competitive landscape audits, synthesizing information from hundreds of live web sources into executive summaries.
Operations	Workflow Automation: Deploying Project Mariner to handle repetitive web-based administration, such as processing high-volume data entry or managing complex logistics scheduling across multiple platforms.
Education & Training	Personalised Learning: Using NotebookLM to convert internal technical documentation into "Audio Overviews" and interactive study guides for rapid employee onboarding.

Eligibility & Administration

- **Prerequisites:** Available as an add-on for Business (Starter, Standard, Plus), Enterprise, and Education editions.
- **Management:** Fully integrated into the Google Workspace Admin Console.
- **Credits:** Each license includes 25,000 monthly AI credits for specialised generative media tasks, refreshing on the first of each month.

Contact Information

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