



AnyMind Group joins Google Cloud Generative AI Partner ecosystem

The company is able to combine its proprietary technology and Google Cloud support

Singapore - July 17, 2024 - [AnyMind Group](#) [TSE:5027], a BPaaS company for marketing, e-commerce and digital transformation, has been certified as a Service Partner in the Google Cloud Partner Advantage program and enters the company into the Google Cloud Generative AI Solutions Partner ecosystem.

Generative AI services, including large language models (LLM), have become pivotal in enterprise digital transformation (DX). These services streamline operations, enhance productivity, and foster business growth and innovation.

AnyMind Group has consistently developed and delivered optimal solutions to enterprises, publishers and creators by leveraging Google Cloud and analyzing data aggregated through its proprietary platforms and generative AI.

Recently launched solutions include [data and AI utilization platform. AnyAI](#), a [review aggregation and analysis solution](#) for e-commerce and social media platforms, [AI-generated influencers for live commerce](#), and an [AI-powered YouTube consulting service for creators](#).

On the certification, Kosuke Sogo, CEO and co-founder of AnyMind Group, said: “Our use of LLM and AI technologies to enhance our products and solutions emphasizes efficient data utilization. The Google Cloud Service Partner certification and recognition as a Google Cloud Generative AI partner will accelerate these initiatives, contributing significantly to our clients' business growth. We remain dedicated to leveraging cutting-edge technology to achieve our mission of ‘Making Every Business Borderless,’ enabling seamless and global business expansion.”

###

About AnyMind Group

Founded in April 2016, AnyMind Group [TSE:5027] is a Business-Process-as-a-Service company for marketing, e-commerce and digital transformation. The company provides two broad offerings to brands and businesses, publishers and influencers: Brand Commerce and Partner Growth. Brand Commerce provides businesses with the company's platforms for manufacturing, e-commerce enablement, marketing and logistics, whilst Partner Growth provides web and mobile app publishers along with influencers and content creators with platforms for monetization and optimization. Partner Growth customers can also tap on the company's Brand Commerce offering. AnyMind Group has over 1,600 staff across 23 offices in 15 markets, including Singapore, Thailand, Indonesia, Vietnam, Cambodia, Malaysia, the Philippines, Hong Kong, Taiwan, Mainland China, Japan, India, the United Arab Emirates, South Korea, and Saudi Arabia.



About BPaaS

Business-Process-as-a-Service (BPaaS) is a business model that merges and creates an additional layer of value on top of Software-as-a-Service or SaaS (software-centric) and Business Process Outsourcing or BPO (operations-centric), by providing greater flexibility and scalability to the entire business process lifecycle. Through BPaaS, enterprises can tap into agile and adaptive end-to-end process lifecycle management through a combination of technology and operations teams that leverage on local and regional best practices, for the designing, development, implementation, optimization, and automation across the business process.

Media Contact:

Chris Lu

Regional Head, Communications

chris@anymindgroup.com / all-comms@anymindgroup.com

+65 6386 7368